

Use Case

Digital Media Measurement & Optimization



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The Challenge

A major telecom operator wanted to understand the full customer path to purchase, taking into consideration the influence that Paid, Owned, and Earned Media have on the different touchpoints. The objective is to understand the full impact of their investment in digital media: display, search (split branded and unbranded), social media and offline media

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To know more about our offered solution, subscribe and download a full version of this Use Case for FREE!

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