

Data-Driven Marketing

*The 15 Metrics
Everyone in Marketing
Should Know*

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*Case Examples: Philips Consumer Lifestyles, Navistar
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Lexus, Dental Care Partners, DSW Shoe Warehouse
Downloadable Excel Templates: Churn, Take Rate*

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*Case Examples: Sports Sponsorship and Web
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*Case Examples: Sainsbury's, 3M, Continental Airlines,
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*Downloadable Excel Template:
Customer Lifetime Value*

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