

Scenario Simulation and Planning

from: Miscion Limited

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Description

Use scenario planning to optimise budgets and forecast the impact of advertising strategies. With a detailed understanding of how and why your advertising has performed – we'll show you how econometric modelling provides the building blocks to accurately forecast the impact of your brand plans, simulate new advertising strategies and optimise your advertising investment.

<http://www.thequaypaper.com.businessconnectorslocal.com/classified/scenario-simulation-and-planning-1314.html>