

Shopper Marketing

from: Miscion Limited

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Description

Understand the impact of shopper marketing and accurately calculate the effectiveness of each activity. Our tried and tested methodology isolates the impact of shopper marketing and proves its true value – revealing the performance of each individual activity, as well as the combined impact of activities working together. And, with our expert insight, you'll have the quality of analysis you need to confidently defend budgets and plan more effective shopper marketing campaigns in the future.

<http://www.thequaypaper.com.businessconnectorslocal.com/classified/shopper-marketing-1318.html>