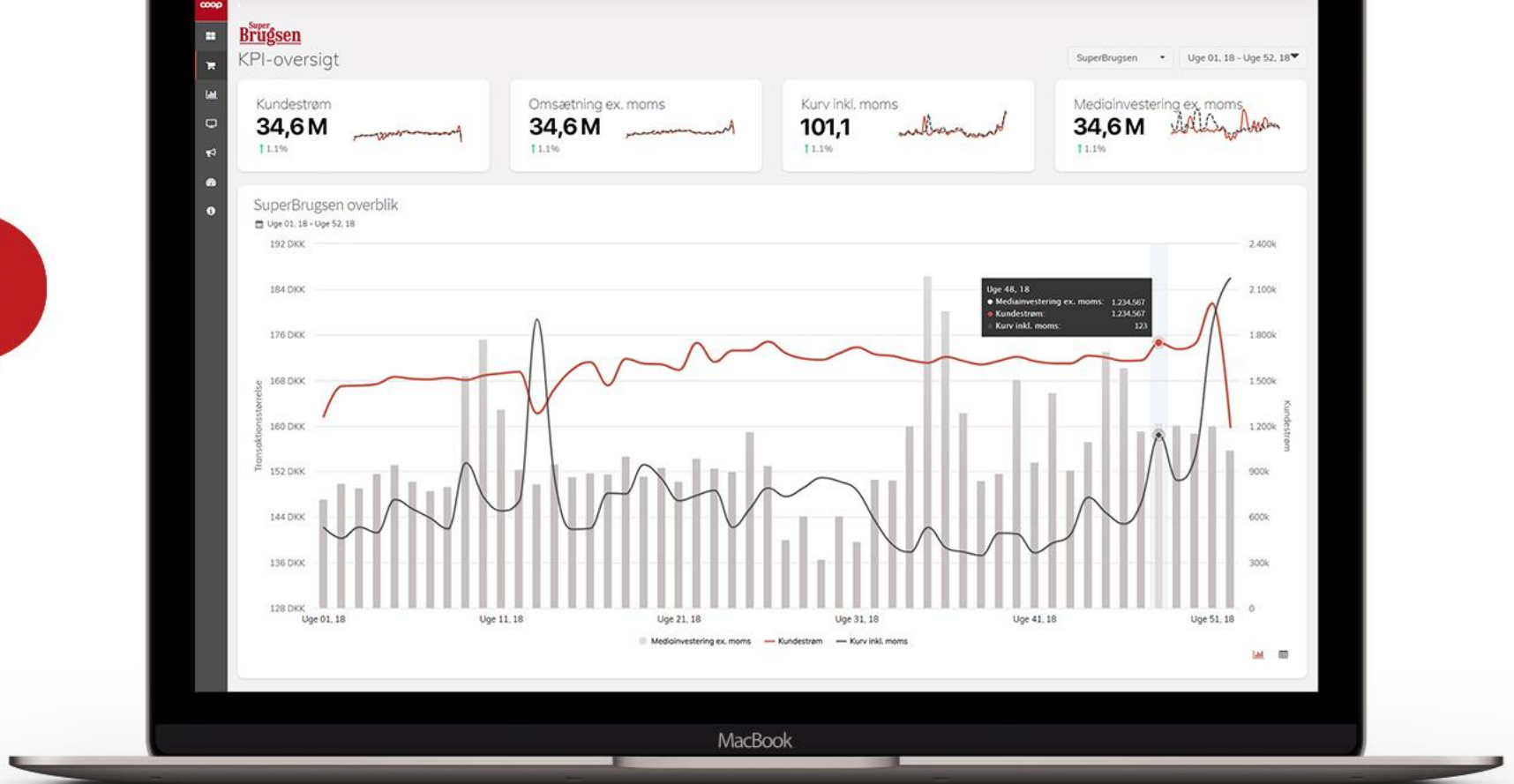




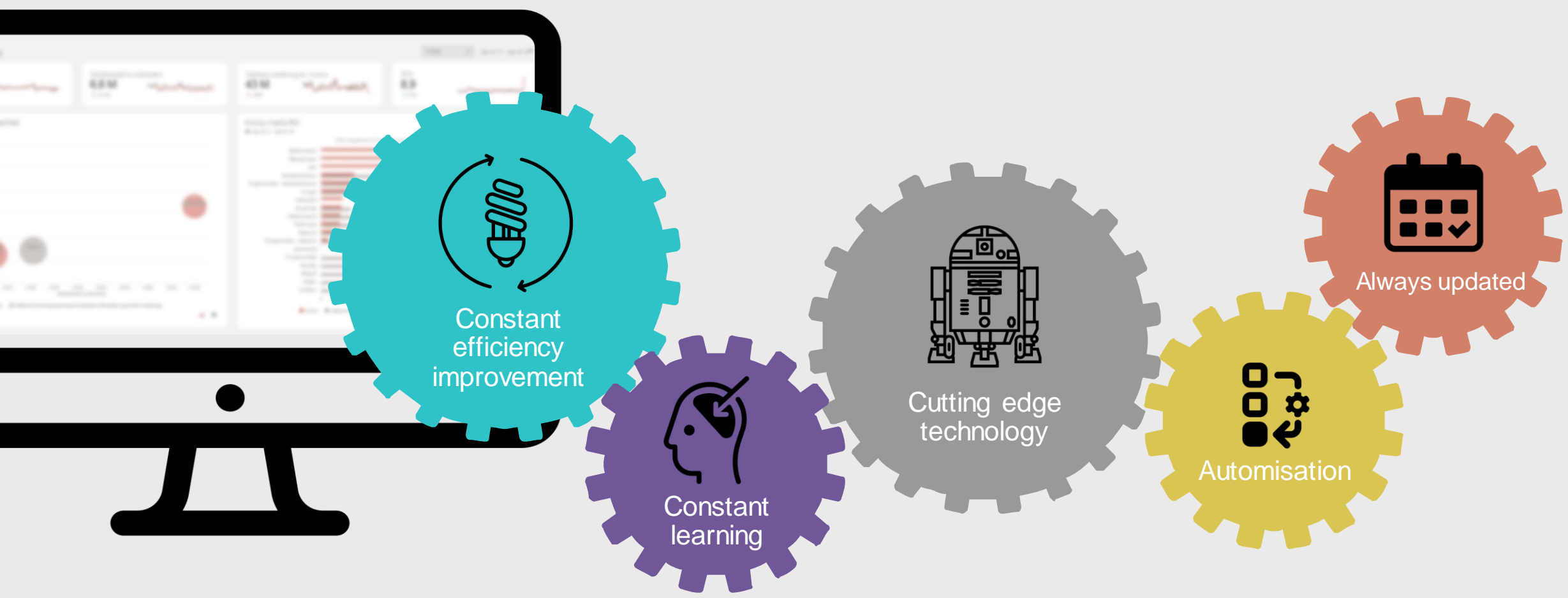
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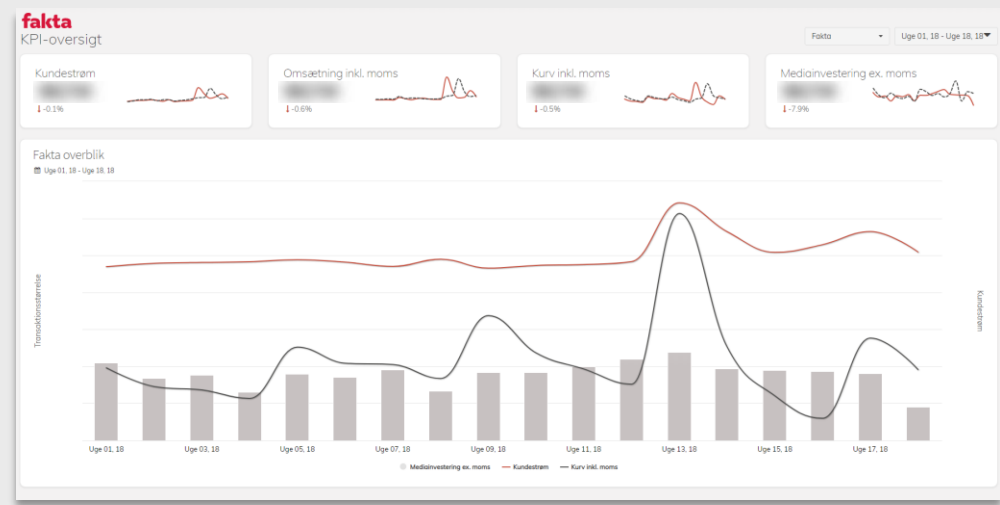
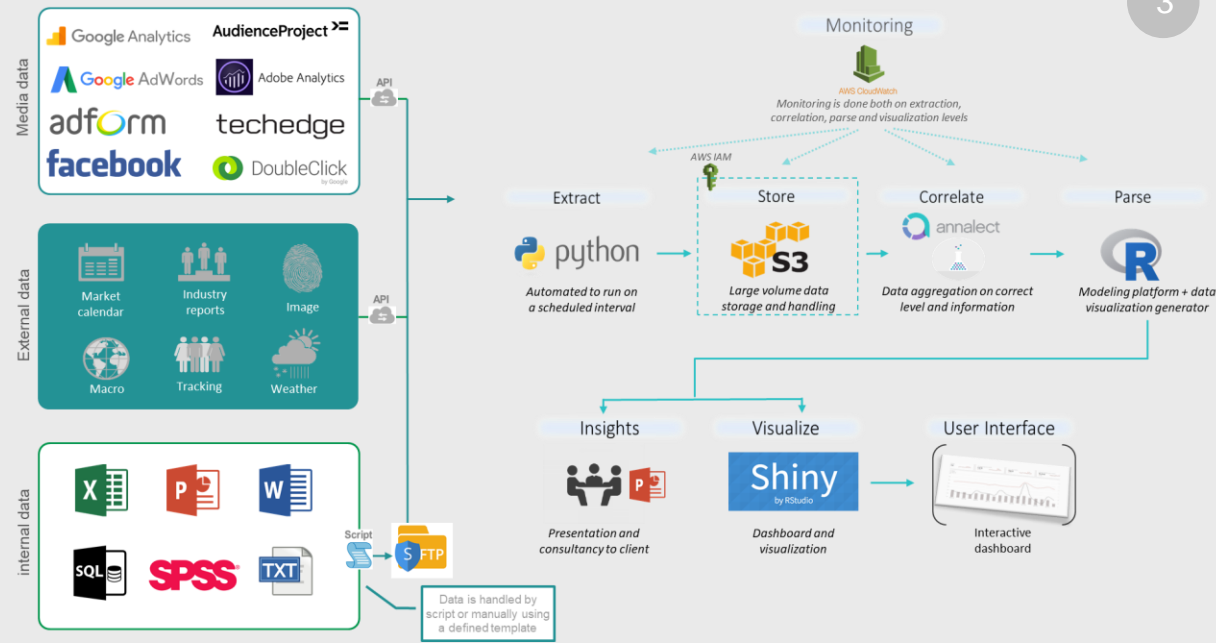
Agile Marketing Mix Modelling with Coop

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Agile MMM is a new way of working



Agile process enables constant efficiency improvements on the basis of the latest campaign results



Model KPIs

