

Scenario Simulation and Planning

from: Miscion Limited

Price: £0.00

Date: 2020-08-30 18:25:48

Expiration Date: 0000-00-00 00:00:00

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.

<https://thepowerbusinessawards.com/classified/scenario-simulation-and-planning-1314.html>