

Performance Benchmarking

from: Miscion Limited

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Description

Benchmark shopper marketing performance and prove the value against advertising and promotions. We'll give you the tools to analyse the effectiveness of shopper marketing and enable you to discuss performance in a language that's compatible with advertising and promotions – making comparison easy and providing you with all the evidence you need to continue to justify your shopper marketing budgets.

<https://mail.thenationalfranchiseassociation.com/classified/performance-benchmarking-1322.html>