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marketing plans and programs. Thus, the strategic marketing process takes place within the larger strategic management process of the organization. Thus, in contrast with many of the approaches outlined in earlier chapters, marketing strategy models must reflect the overall corporate mission of the

Marketing Strategy Models* - Semantic Scholar

Optimization models then use the results from Attribution modeling to find: The optimum marketing budget needed to attain a given amount of sales (or) The optimum marketing mix for a given marketing budget Attribution Modeling Optimization Attribution models attribute past sales/conversions to different marketing channels, campaigns and resources used.

Marketing Mix Modeling - perceptive-analytics.com

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