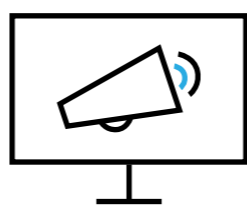


3 WAYS EACH MARKETING BUDGET CAN MAXIMIZE ROI

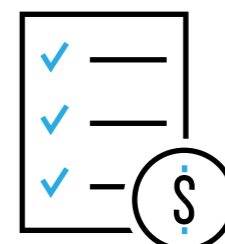
SMALL MARKETING BUDGETS



Manage cash and prioritize customer retention through the pandemic.

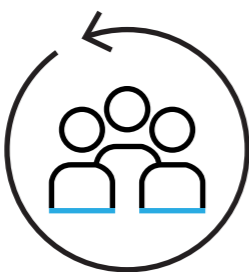


Use martech solutions to help you optimize spending.

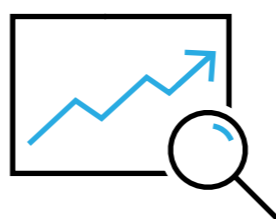


Prioritize spending in proven channels.

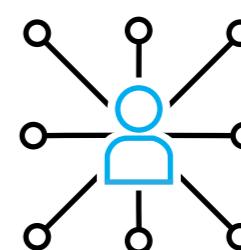
MID-SIZE MARKETING BUDGETS



Prioritize customer retention through the pandemic.

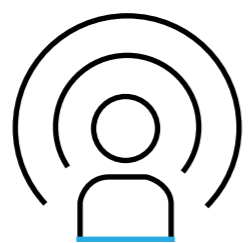


Analyze emerging trends to identify new consumer segments.

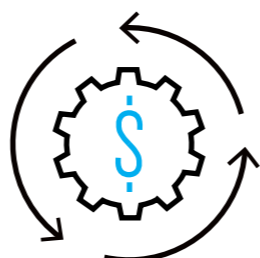


Invest in cross-channel measurement initiatives.

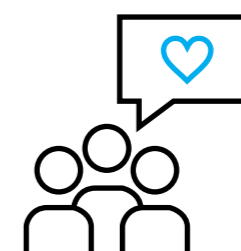
LARGE MARKETING BUDGETS



Keep brand awareness high through the pandemic.



Optimize your ad spending; don't cut it.



Engage with channels that contribute most to your business outcomes.

**FOR MORE DETAILS DOWNLOAD:
NIELSEN ANNUAL MARKETING REPORT: ERA OF ADAPTATION**