



**MEDIA**



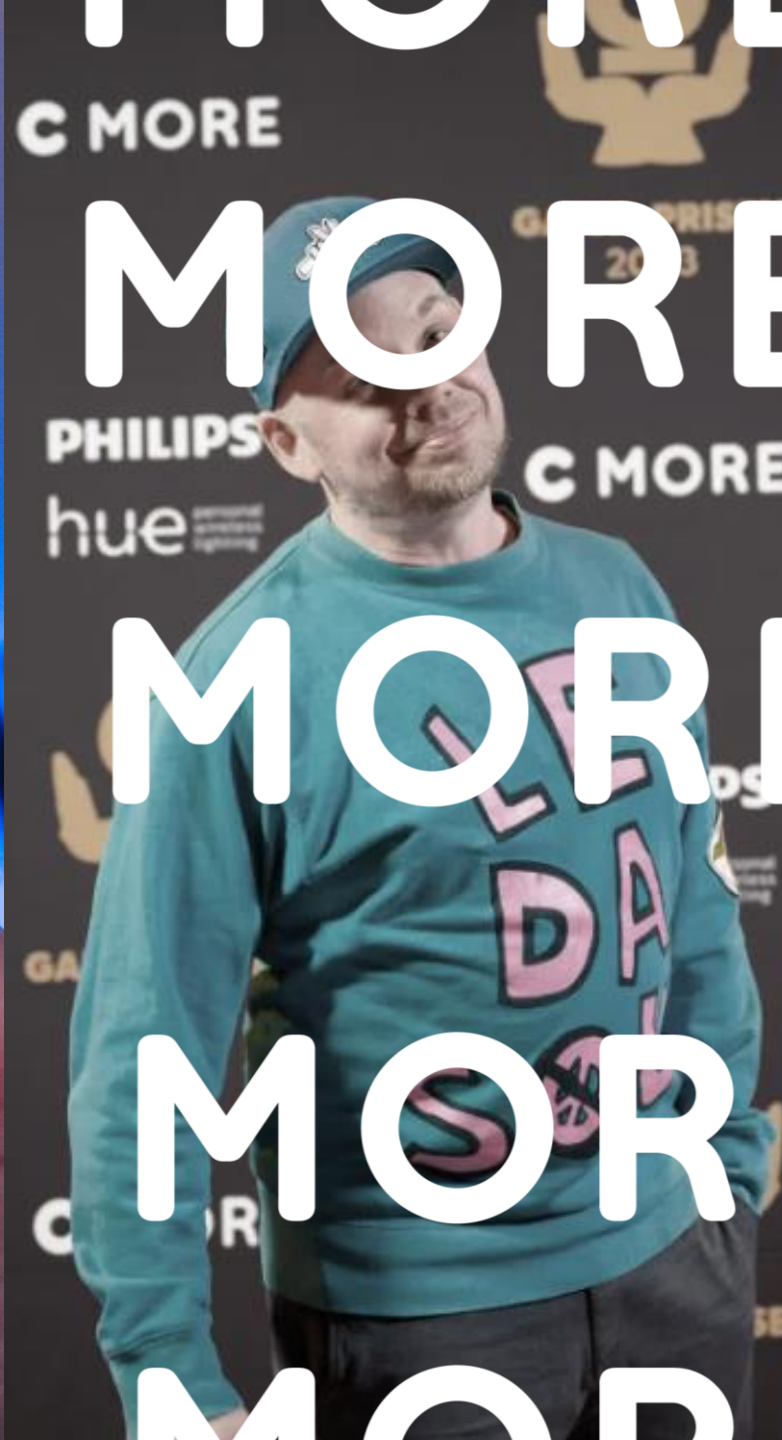
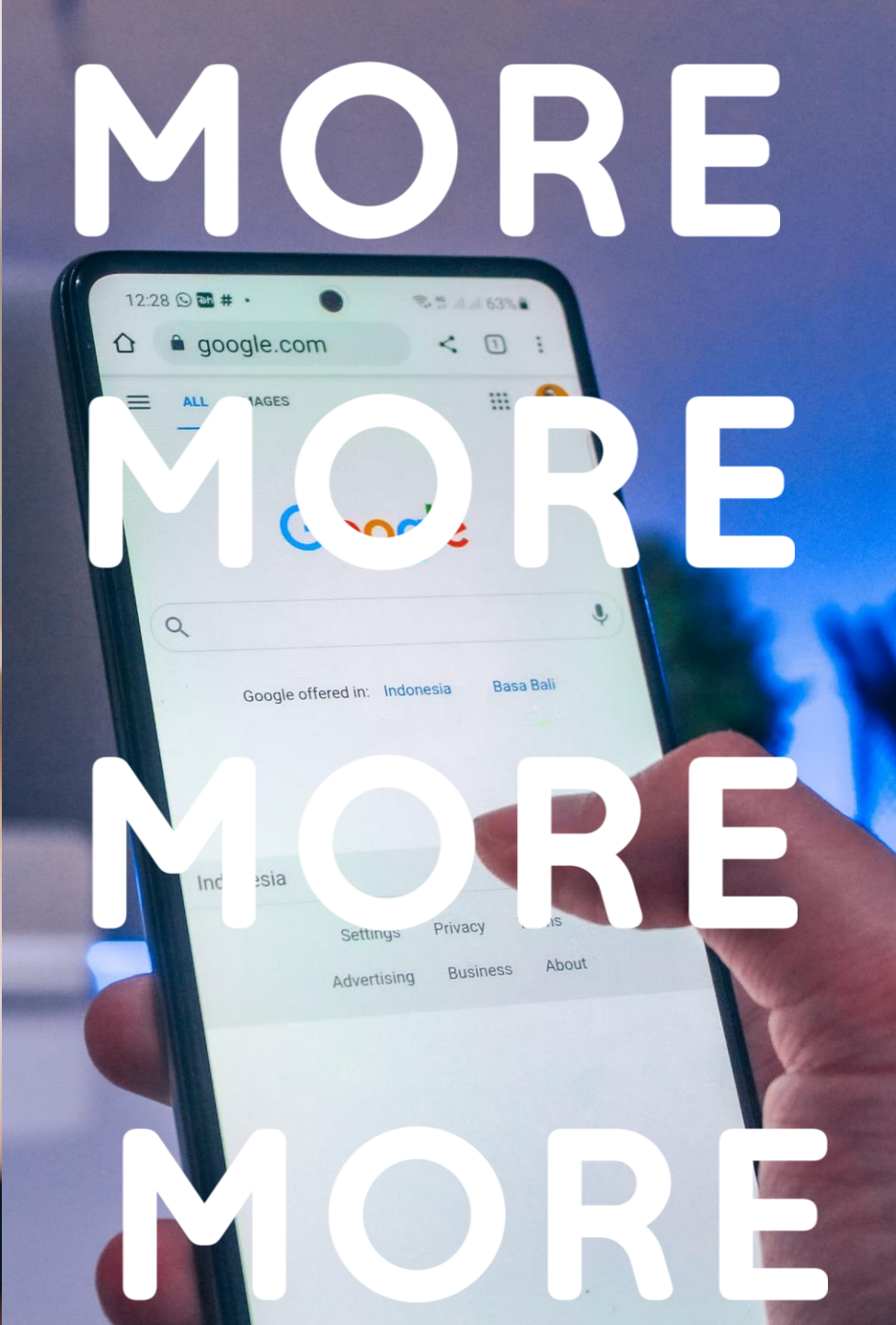
**FREMTIDENS DIGITALE  
AUDIOLANDSKAB**



# C MORE









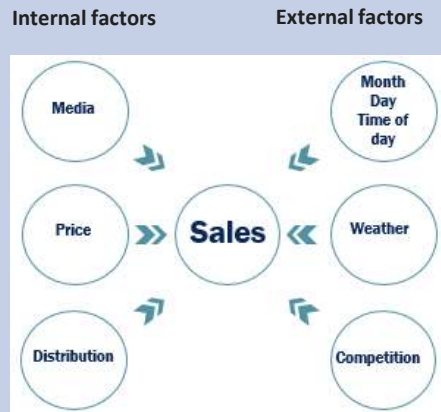


...men virker det?

# Salgsmodel: Fra forretningsforståelse til aktivering af data

1

Identify



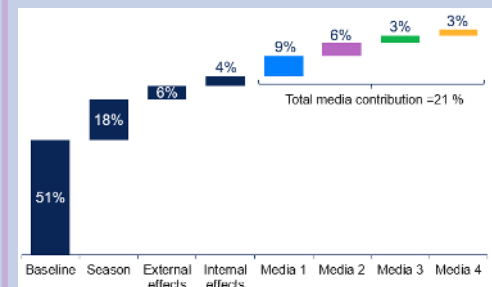
2

Explain



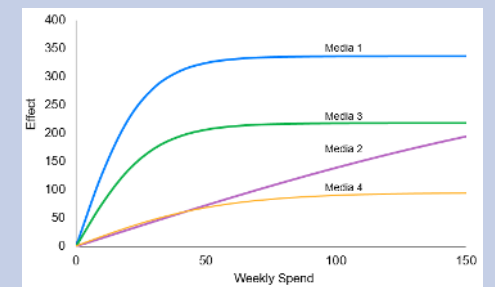
3

Quantify



4

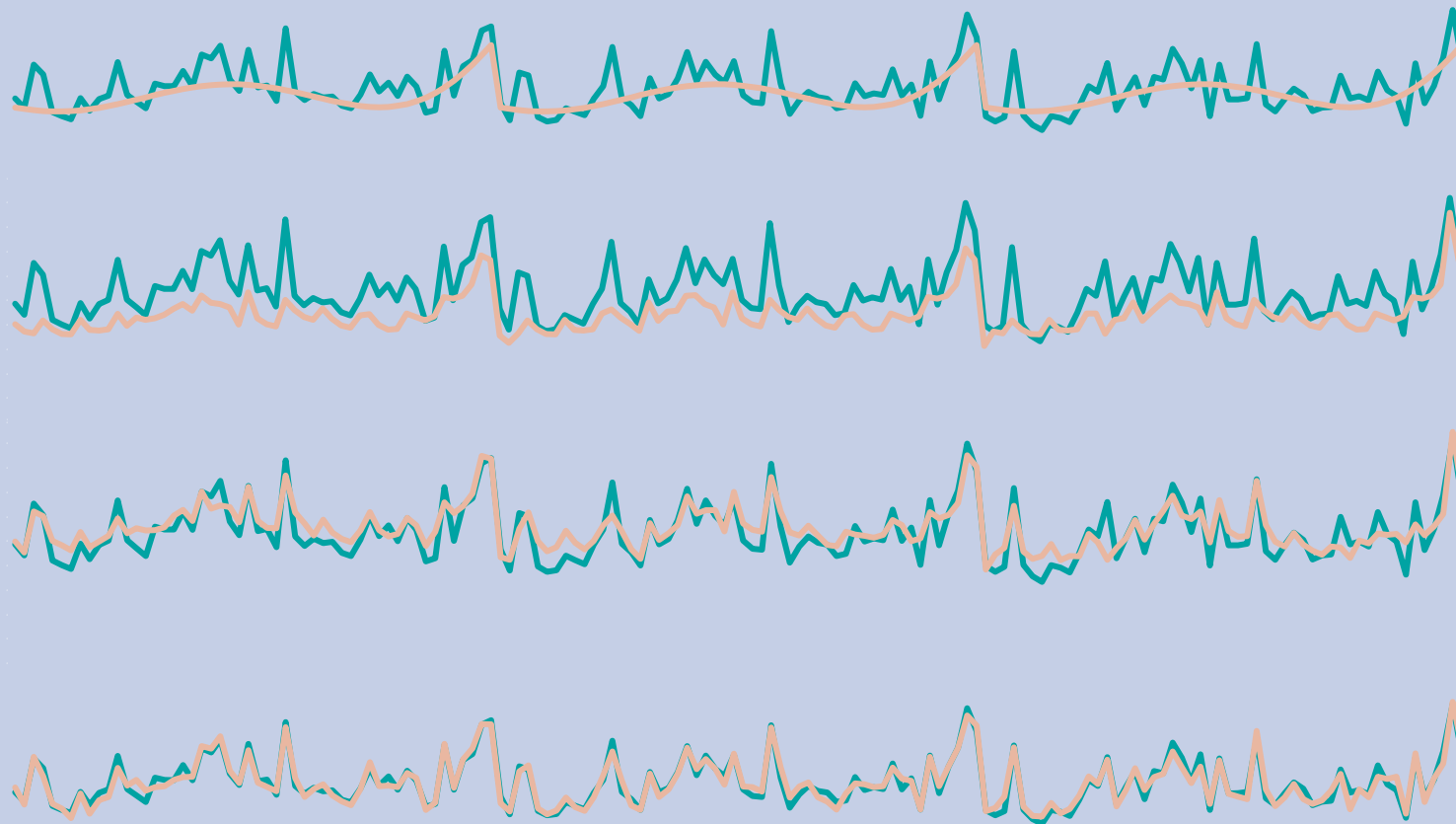
Evaluate



# Trin i opbygningen af salgsmodellen

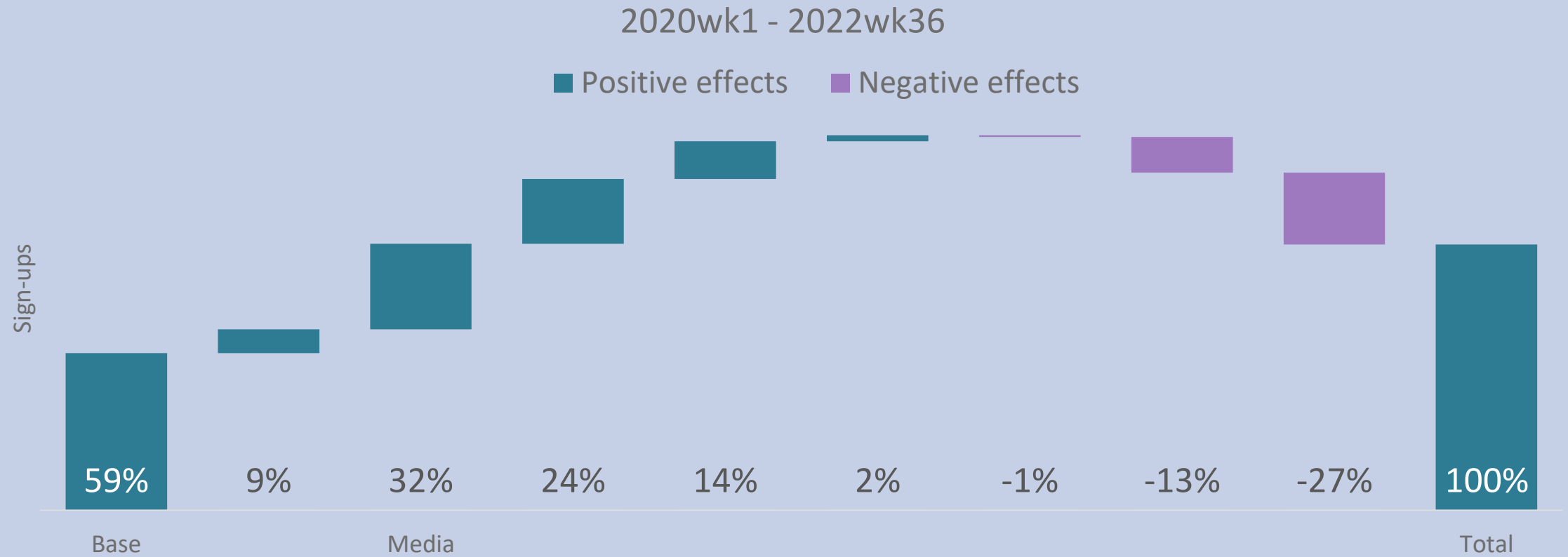


## Eksempel

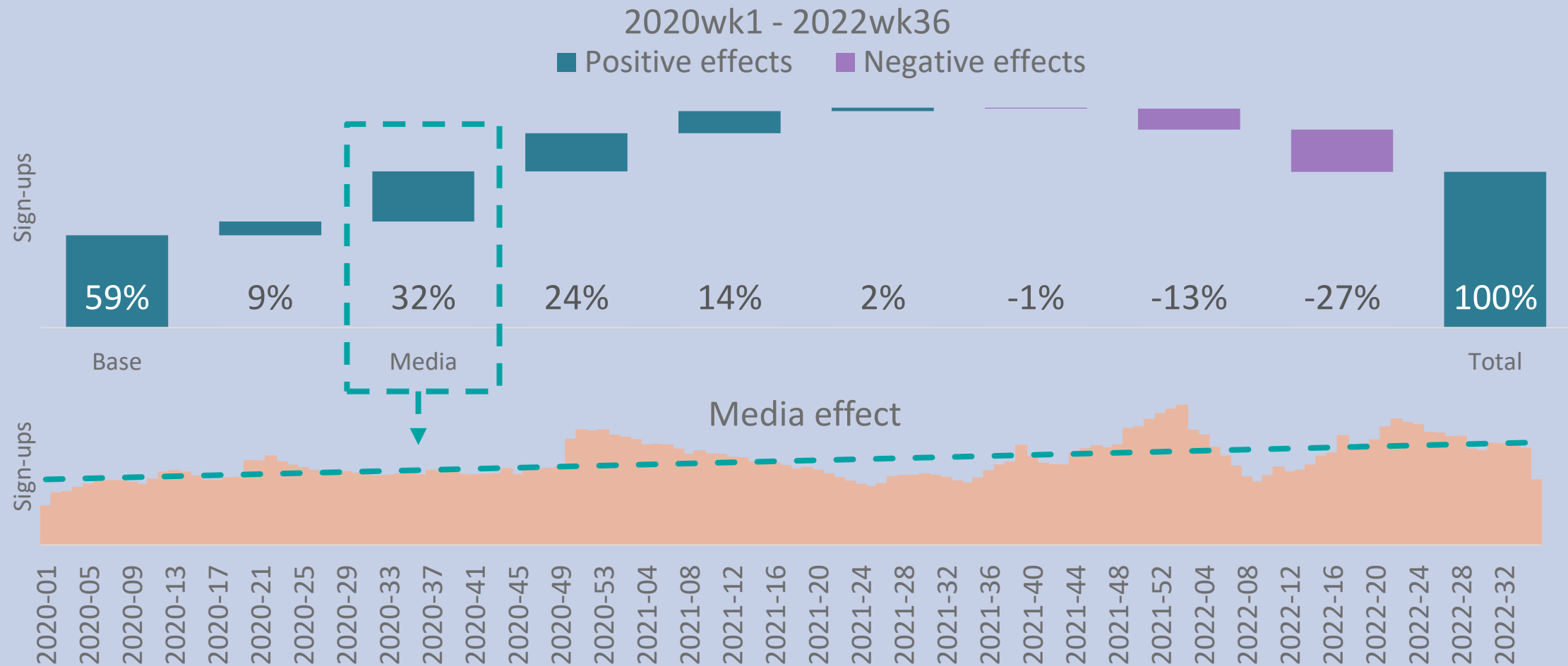




# Dekomponering af sign-ups



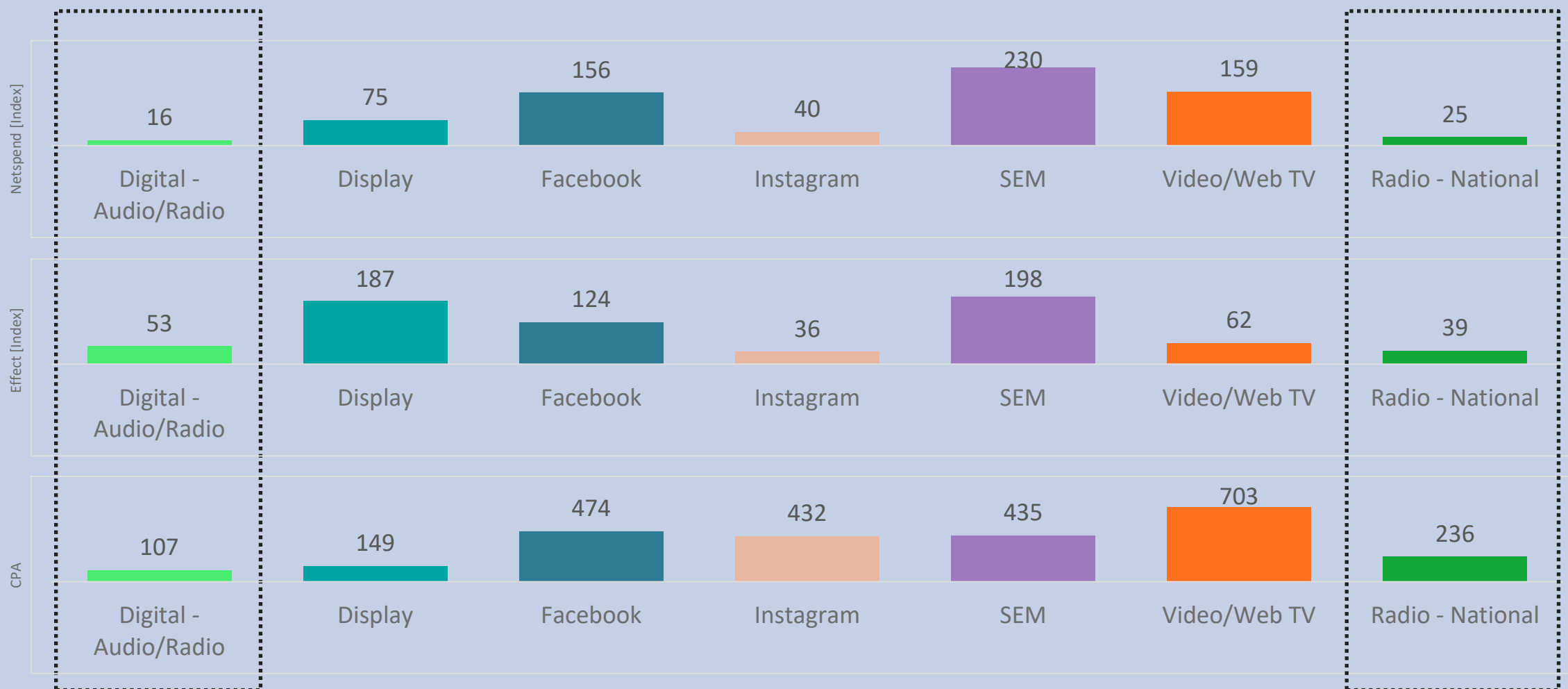
# Brugen af medier forøger Sign-ups hos C More med 32%



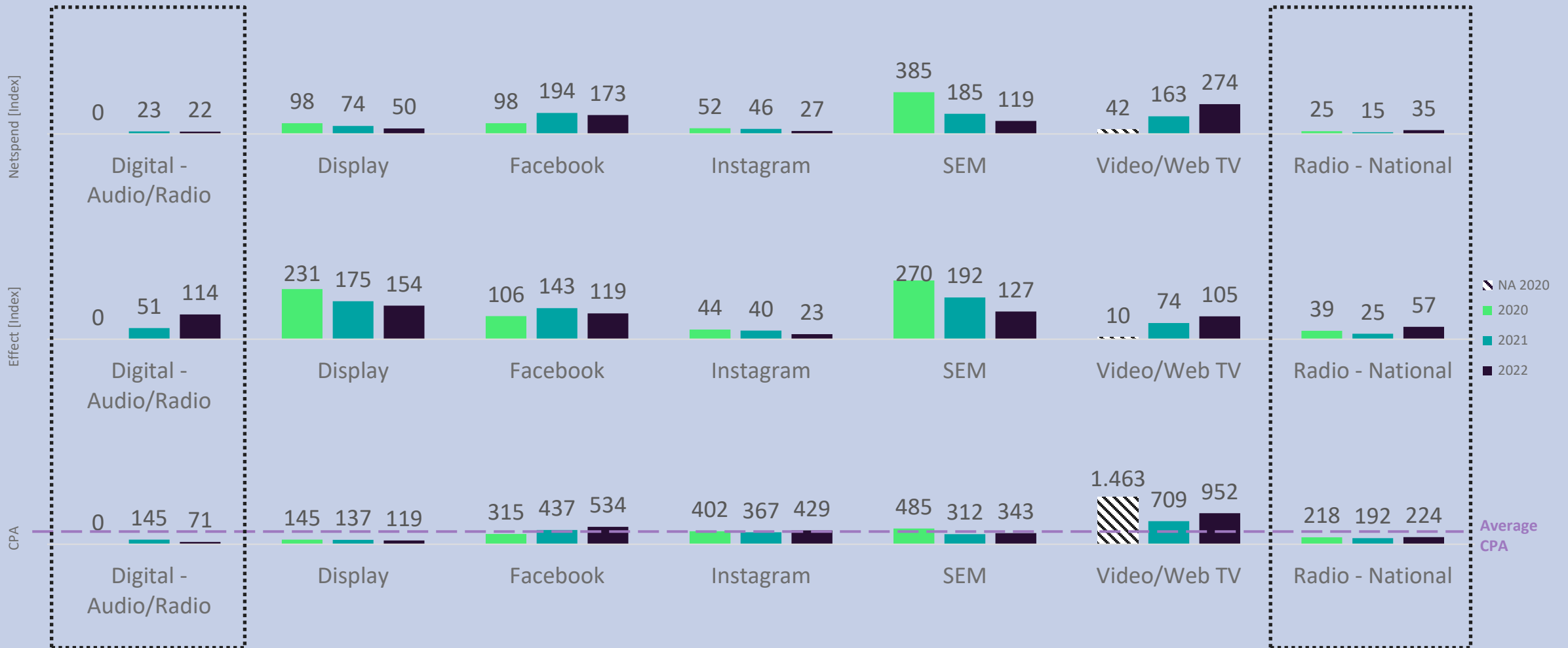


Hvordan har hver  
medie-kanal klaret  
sig?

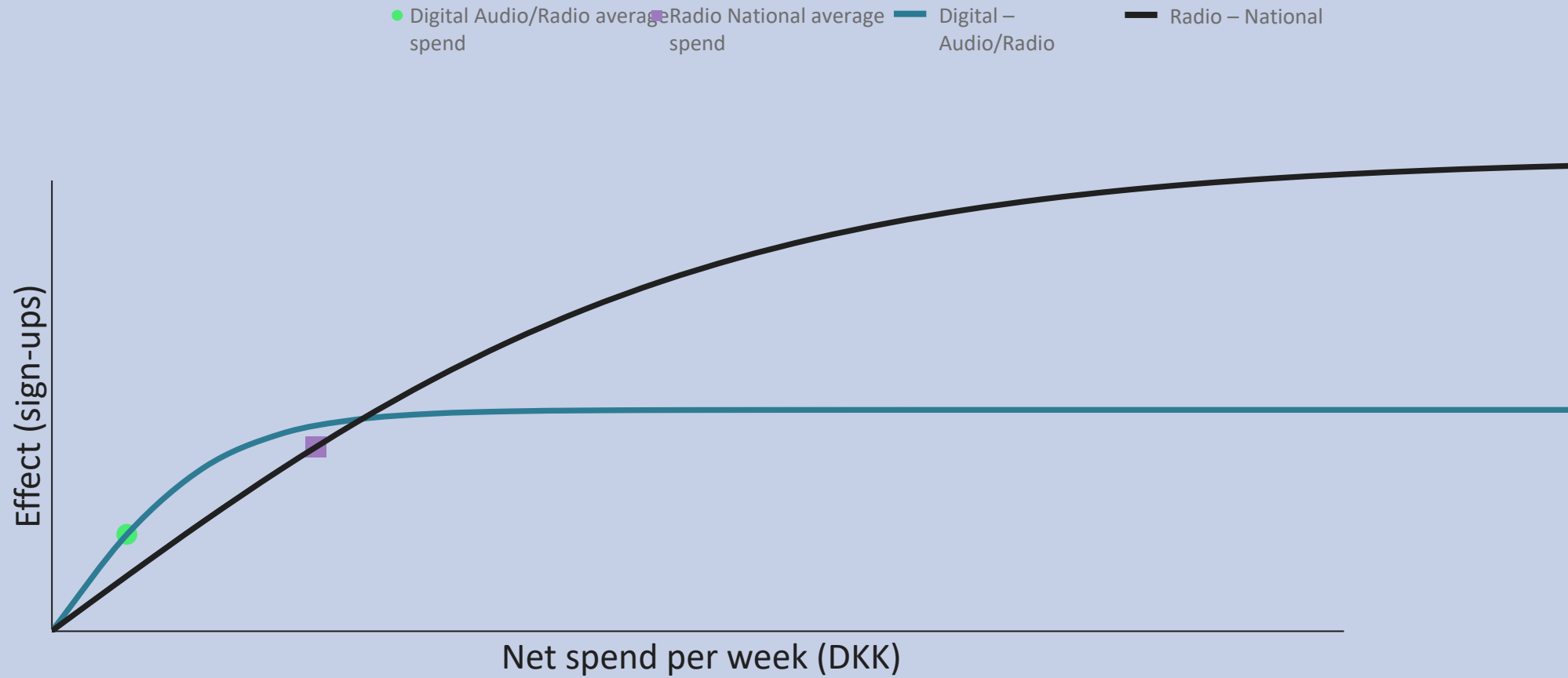
# Radio viser gode resultater



# Også over tid fungerer Radio



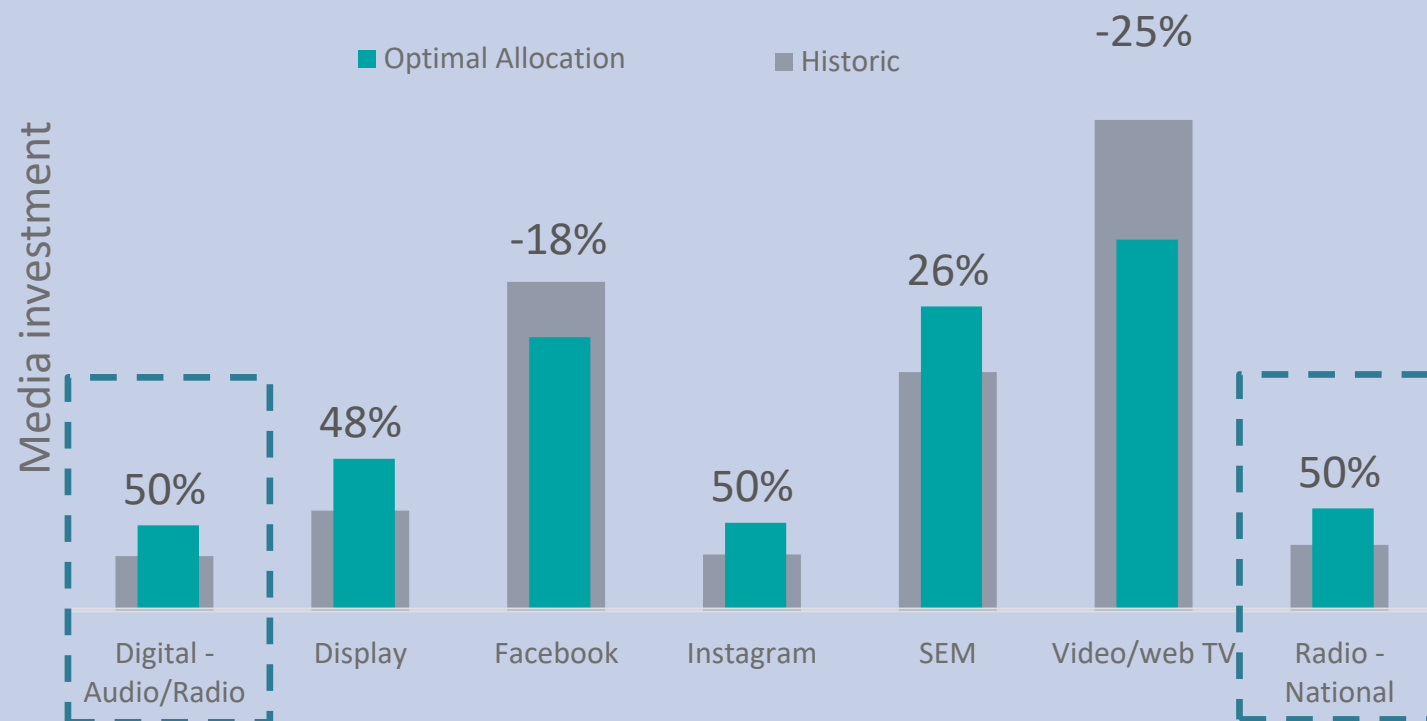
# Og investeringerne i Radio kan forøges



# Hvis der ændres i medieallokeringen kan der genereres 10% flere sign-ups

**+10%**

Sign-ups



# Wavemaker<sup>o</sup>

Grow fearless

 ***acceleration***  
A WPP Company