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# MASB Project Frame-UP

## Measuring the Impact of On-Line Activity

March 2008  
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(TBD)



Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

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# Emerging Issue

**“While Companies are allocating more of their marketing budgets to personalized communication efforts/campaigns, full leveraging of this capability is being impeded by insufficient infrastructure, access to customer data and assessment metrics.”**

**CMO Council Study  
"The Power of Personalization"  
March 2008**

# Background

Ahcmeuabdma,

# Pervasiveness of Issue

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# Alternative Solutions

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# Technical Feasibility

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# Practical Consequences

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# Convergence Possibilities

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# Cooperative Opportunities

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# Recommendation

**Proceed with Project?**

**Proceed w/Phase I of Project?**

**Put in Place Holder until?**

# Contents cont

- **The Project**
  - Objectives
  - Hypothesis
  - Description
  - Expected Results
  - Scope/Universe
  - Timetable
  - Resources Required (\$\$, Other)
  - Project Direction

# Project Objectives

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# Hypothesis

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# Description

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# Expected Results

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# Scope/Universe

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# Timetable

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# Resources Required (\$\$, Other)

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# Project Direction

Dipita Chakraborty & TBD

# Next Steps

Ahcmeuabdma,

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# Thank-you!



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