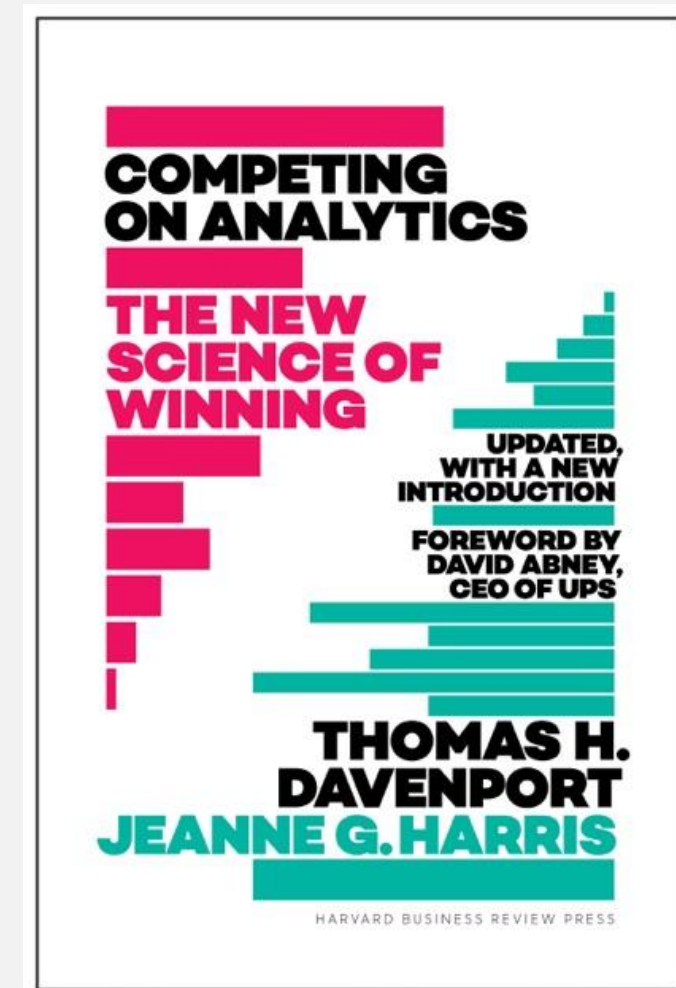
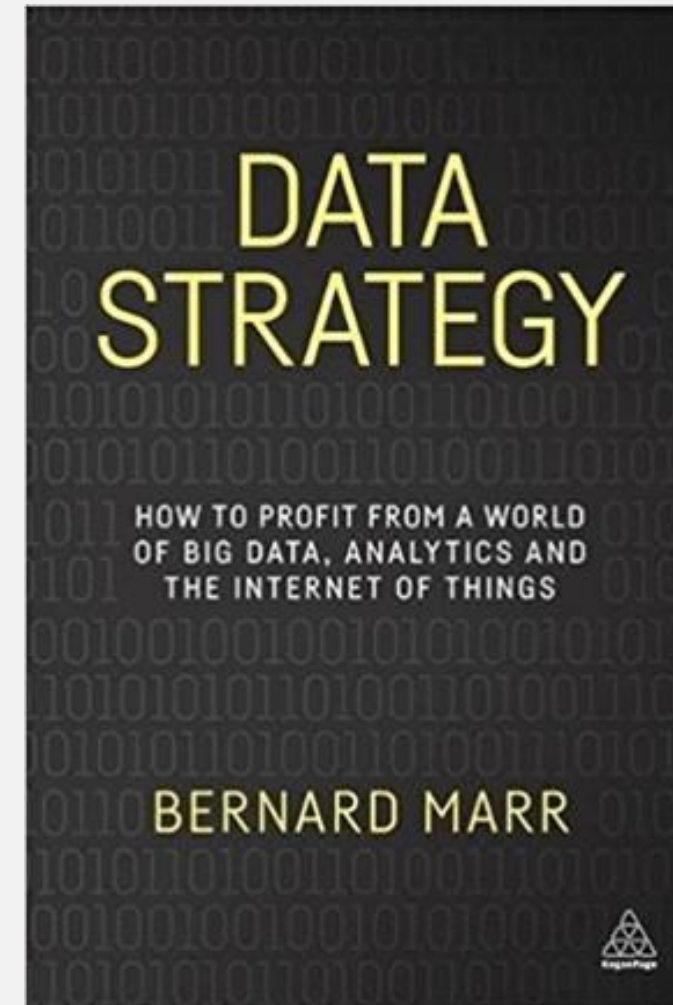


Building your data academy: Measuring ROI

ROI: Revenue side

- The headline-makers:
 - Reliable inventory
 - Compelling prices
 - Engaged customers
- Very real, less immediate



ROI: Cost side

- Time savings
- Retention & morale
- Lower barriers to entry for analytics



LET'S TALK

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