



KPI of Apple company:

Apple uses five performance indicators as part of a holistic approach to its long-term performance plan. This includes customer satisfaction, core competencies, employee commitment and alignment (through a comprehensive employee survey), market share and shareholder values

Strategy goals of Apple company:

The company's goal is to gain a competitive advantage over its main competitors. Through innovation, Apple can provide consumers with unique products that are aligned with their changing needs.

Marketing strategy of Apple company:

Their marketing strategies revolve around creating a sense of belonging and associating the brand with being "cool." Apple effectively tapped into the universal self-perception of its customers, fostering the belief that the brand truly understands and relates to them.

Most successful campaign:

The "Think Different" campaign, launched by Apple Inc. in 1997, stands as one of the most memorable and impactful marketing initiatives in the history of the company.