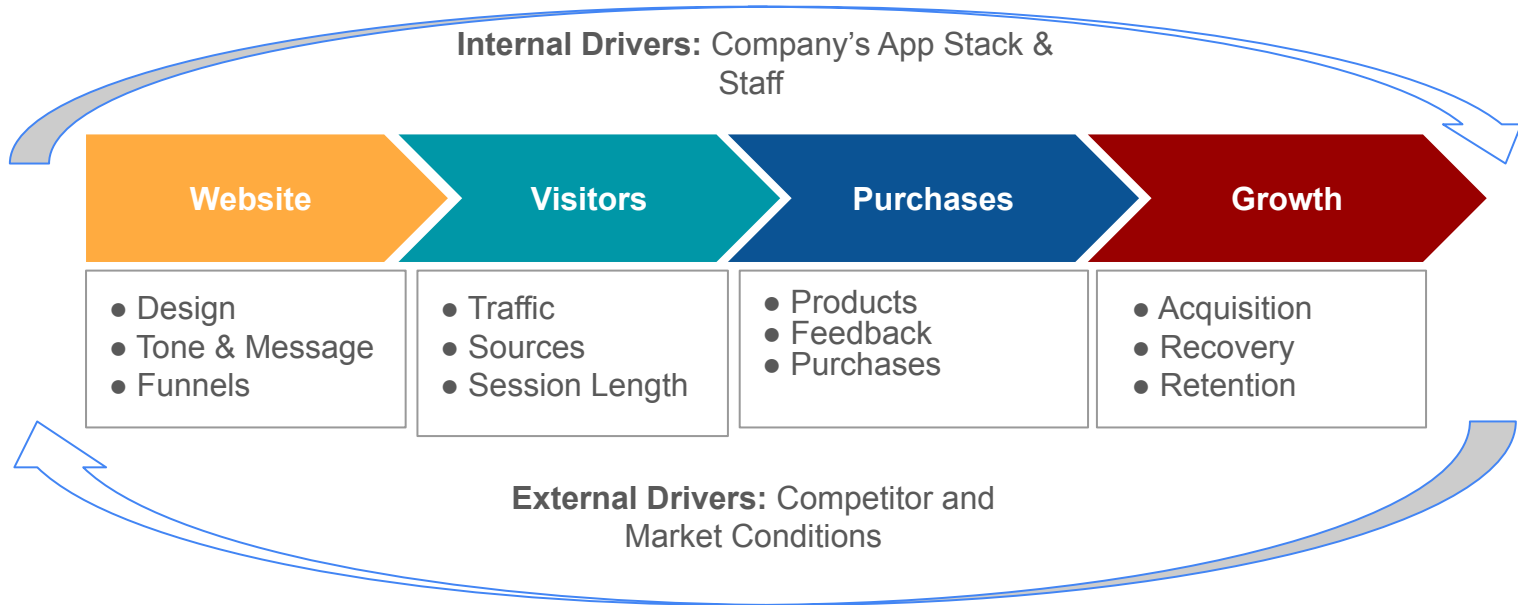


Brand Strategy Review

A holistic approach allows to identify frictions across the funnel and signal untapped opportunities, addressable through acquisition, recovery, and retention strategies.



Originally developed for an interview exercise. This approach is result of my own work.