



Kutlu Canlıoğlu | Portfolio





BBBC Global News

DAZN

How will we measure them?











How will we measure these customer outcomes?

- *Decrease in time to settled playback,
Monthly attitudinal surveys*
- *Monthly attitudinal surveys,
Qualitative user research*
- *Increase in social media footprint,
Increase in product advocacy*
- *Monthly attitudinal surveys,
Increase in product advocacy*