Title

Subheading

# APA Heading 1

Soltani and Navimipour (2016) offer a comprehensive review and analysis of Customer Relationship Management (CRM) mechanisms, dividing them into five key ​categories:​ ​E-CRM, knowledge management, data mining, data quality, and social CRM​.

Paragraph (not indented)

## APA Heading 2

### APA Heading 3

#### APA Heading 4.

##### APA Heading 5.



References

###### Delta takes off with Salesforce. (n.d.). Salesforce. https://www.salesforce.com/ap/customer-success-stories/delta-airlines/

###### Delta's customer-centric success. (2018). The Marketing Journal. https://www.marketingjournal.org/deltas-customer-centric-success-implications-for-b2b-sales-and-marketing-frank-grillo-and-mark-blessington/