

## *Ontela Picdeck B Case Analysis*

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### **Ontela Picdeck B Case Analysis**

Ontela PicDeck (B): Case Analysis 1. ONTELA PICDECK B Customer Segmentation, Targeting and Positioning Using Quantitative Data Julissa Duran | Deanna Mansueto | Chris Ortiz | Marco Mosquera 2. MARKETING PROBLEM Ontela needs to determine how to position PicDeck to the appropriate customer segment to offer value to their direct and indirect ...

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Ontela PicDeck (B): Customer Segmentation Targeting and Positioning Case Solution, Ontela PicDeck (B): Customer Segmentation Targeting and Positioning Case Analysis, Ontela PicDeck (B): Customer Segmentation Targeting and Positioning Case Study Solution, Ontela, technology start-up company, introduced an innovative service called PicDeck, which improves images for mobile wireless subscribers.

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Cluster # 5 Less tech-sevay demographic cluster, which would call for a in-store promotion on workshops and tutorials of the product to show the easiness of Ontela for non-everyday mobile Internet users Run in-store ads on the possibilities of not backing up your photos and

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Ontela PicDeck (B): Customer Segmentation, Targeting, and Positioning Case Solution, Ontela PicDeck (B): Customer Segmentation, Targeting, and Positioning Case Analysis, Ontela PicDeck (B): Customer Segmentation, Targeting, and Positioning Case Study Solution, PicDeck is sold by the Ontela to wireless carriers, who in turn private-label the service to their subscribers.

### **Ontela PicDeck (B): Customer Segmentation, Targeting, and ...**

Below you will find an analysis on PicDeck's choices regarding customer segmentation and evaluation on their data; supporting that research proves their target audience are primarily middle-aged married women and men. ... We will write a custom essay on Ontela Picdeck Harvard Case specifically for you ... In conclusion Ontela's Picdeck was ...

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