

Ontela Picdeck B Case Analysis Exam

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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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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 a tech startup, has introduced an innovative service called PicDeck that enhances the experience of mobile imaging for wireless subscribers. Ontela

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Ontela PicDeck (B) - Spanish Translation Case Solution, Ontela a tech startup, has introduced an innovative service called PicDeck that enhances the experience of mobile imaging for wireless subscribers. Ontela

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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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APPLIED CRM case study _ by Kritika Kuppuswami, Jack Jie Jiang, Judith Tabak, Gloria Jialu Deng

Case 3: Ontela Picdeck by Gloria Deng on Prezi

Ontela sells PicDeck to wireless carriers, who in turn private-label the service to their subscribers. Ontela must decide which customer segments it should target for the service and how to create a positioning strategy and a marketing communication plan to promote it.

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Hu#3# target#segment#by#means#of#stressing#the#effortlessness#of#PicDeck#in#that#it#a
utomatically ...

Hu#1# YinpingHu# ProfessorStefanLippert#

ONTELA PICDECK • Ontela PicDeck offered seamless transfer of pictures from phones to other networked devices and services • This technology include destinations such as Facebook, Myspace, twitter, etc • “PicDeck Service” : Help bridging the gap between phone and PC.

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Access to case studies expires six months after purchase date. Publication Date: December 01, 2009 Ontela, a technology start-up company, has introduced an innovative service called PicDeck that ...

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Ontela Picdeck Case Study; Ontela Picdeck Case Study Essay. 2397 Words Feb 14th, 2011 10 Pages. Show More. ... Of course it's possible to have several customer persona (like in the Ontela case study). A user persona is a representation of the goals and behavior of a hypothesized group of users.

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