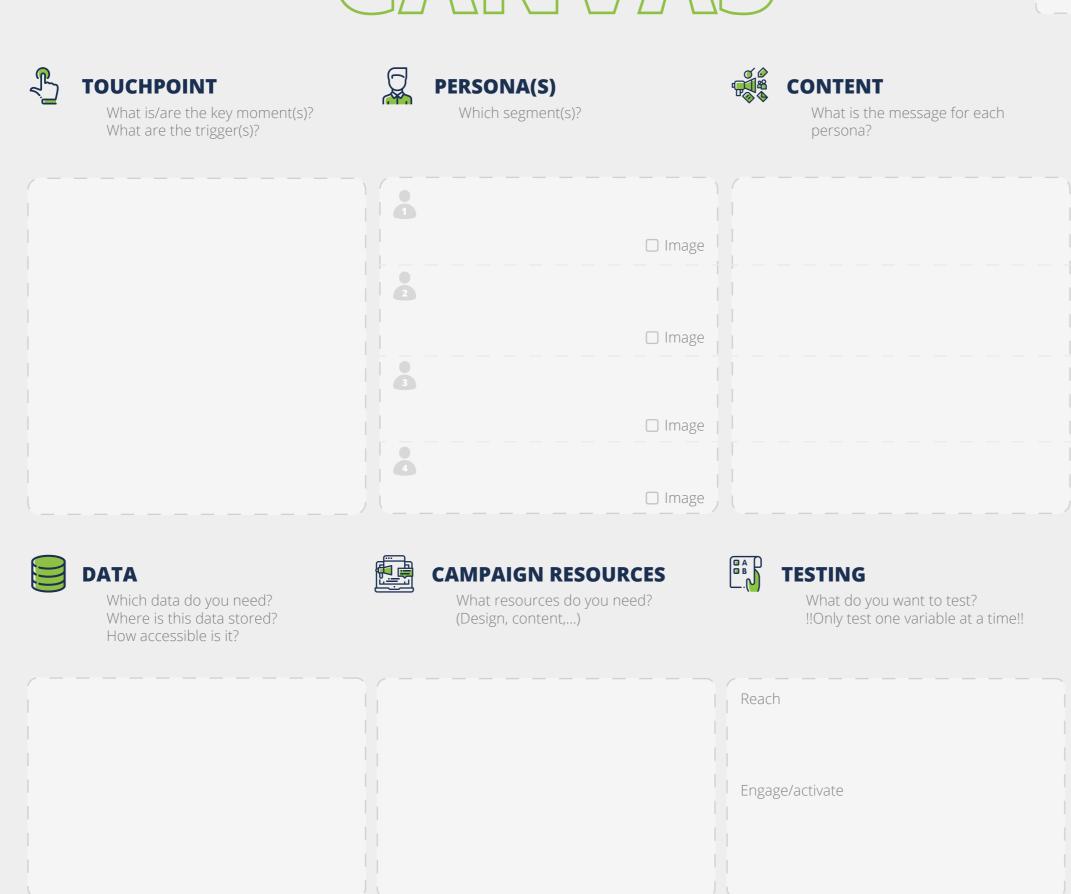
ACTIVATION





Actito Belgium

BREAKING THE FORMULA

BUILDING THE CAMPAIGN

BUSINESS OBJECTIVE(S)



How do you want to reach your clients? How will you follow up? On which channels?



GOAL

Which metric do you want to improve? What goal (%) do you want to reach? Did you achieve them? How did you perform?

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