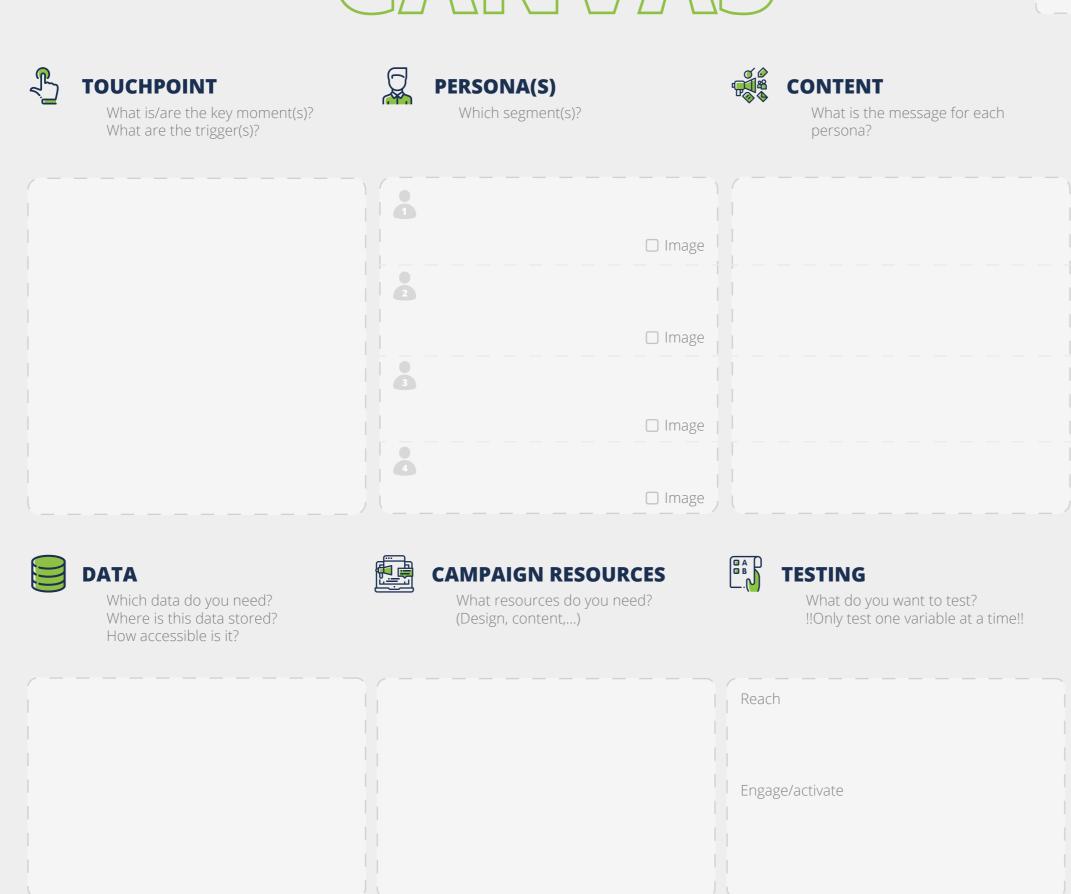
## ACTIVATION





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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