

MARKETING SUPERHERO #4 THE MULTI-TASKER

...10:30 CONFERENCE CALL...
LUNCHTIME STRATEGY MEETING...
AFTERNOON PRESS CHECK...
PICK UP DRY CLEANING



SO MANY CHANNELS, SO LITTLE TIME — YET OUR HEROINE MONITORS OFFERS AND TRACKS CUSTOMER ACTIVITY ACROSS MULTIPLE RESPONSE CHANNELS. IN THE MEANTIME, SHE MARSHALS RESOURCES THROUGHOUT THE COMPANY FOR INTEGRATED, MULTI-CHANNEL CAMPAIGNS WITH MAXIMUM IMPACT.

**IS SHE MORE THAN ONE PERSON?
OR DOES SHE JUST WEAR MULTIPLE HATS?**

MARKETING SUPERHERO #5 THE ORACLE

THINK STRATEGICALLY,
ACT PROFITABLY,
AND DRESS FASHIONABLY.



DON'T CALL HIM A NUMBER CRUNCHER — HIS POWERS GO BEYOND SIMPLE ANALYSIS. HE TRACKS CAMPAIGNS TO SEE IF THEY TARGET THE RIGHT CUSTOMERS WITH THE RIGHT OFFER, MOVES BUDGETS TO WHERE THEY'LL DO THE MOST, AND TURNS INSIGHT INTO STRATEGY. IN OTHER WORDS, HE MAKES HIS WORLD A PROFITABLE, CUSTOMER-CENTRIC PLACE.

CAN HE REALLY SEE THE FUTURE?

DoubleClick^{Click}

**WHERE DO THESE
EXTRAORDINARY
MARKETERS
GET THEIR
SUPERPOWERS?**

FROM THEIR TRUSTY,
LOYAL SIDEKICK, DOUBLECLICK.

**STOP BY BOOTH #513
TO FIND OUT HOW
YOU CAN BECOME
A MARKETING SUPERHERO.**