

Solutions

2.1

- An estimate of units or sales expected over a period.

2.2

- The next step the customer should take, such as scan, book, visit, or order.

2.3

- A view shows attention only.
- A booking records a customer action toward a sale.

3.1

- Students in the group are close to the target market.
- A QR link makes the next action quick and measurable.

3.2

- The firm compares actual bookings with its forecast.
- It can test assumptions about the channel, price, or offer and change one of them.
- This prevents repeating an ineffective campaign without evidence.