

Practical Application of Jeffery's 15 Data-Driven Marketing Metrics for Philip Morris' "Don't Be a Maybe" Campaign

Lika Ablotia, Mariam Dzagania, Shota Lobzhanidze

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Academic Supervisor: Lana Chkhartishvili, Ph.D. Candidate

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1. შესავალი

The aim of the present thesis is to cover the theoretical part and to demonstrate the practical application of the 15 Data Driven Marketing metrics. The application example is provided by evaluating the Marlboro brand Don't be a MAYBE marketing campaign (2013, Georgia). The evaluation as well as the metric analytics are primarily based on the information provided by Philip Morris Georgia. Analytics involves using multiple tools such as research data, PMG financials, marketing metric templates, etc.