

QUIRKS NYC - JULY 2024

# Media Optimization with a Smile

How MetrixLab boosted  Colgate's strategy



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# Building an integrated learning program

Colgate




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# Journey to Optimization

# Evolving Strategies and Current Insights





Unveiling the transformative power of  
cross-media evolution:  
**Key impacts revealed!**



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# Paving the Way Forward in Strategic Optimization



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## Executorial Excellence

MetrixLab media tracking has become **a gold standard** for C-P marketers' because we've developed a systemized, consistent and repeatable process.

## Collaboration

**Frequent, close collaboration** across insights, marketing, and agencies is vital for **continuous media optimization** and **effectiveness**.

## Adaptability

The dynamic media landscape requires **tailored strategies**. **Understanding** the impact of **different media channels** and **tactics** leads to **more efficient and effective** outcomes.



**Final Insights**



# Thank you

Visit us at **booth 303** to learn more! And get the chance to **donate \$5 to City Harvest**



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