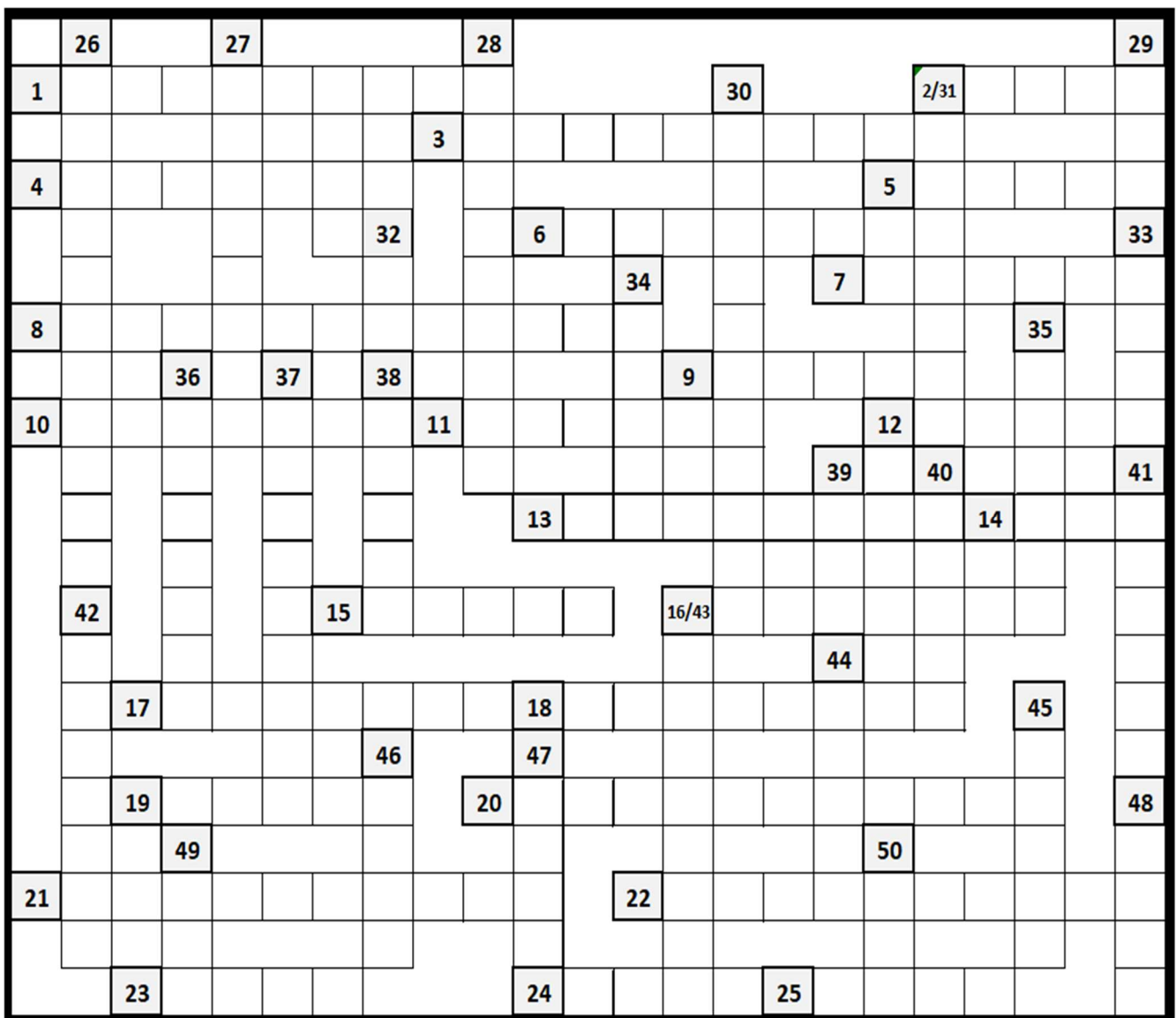


Marketing Crossword Challenge

Notes:

- Boxes with two numbers - the first is across and the second one is down
- For hyphenated words (listed in clues) the hyphen "-" has its own box



CLUES ACROSS

1. One of the 4P's marketing mix
2. What a Chatbot is designed to do... "to _____ customers"
3. Marketers try to achieve these, which are usually found in a marketing plan
4. Collective term for billboard and transit advertising
5. Customers who buy a lot of a product category = "heavy _____"
6. Part of the extended 7P's marketing mix
7. Last part of the AIDA model
8. Process of splitting up a market into related sets of consumers
9. A type of group used in marketing research
10. A word that can follow "market", "concept", and "A/B"
11. With advertising, we usually need to trade-off _____ and frequency
12. The proportion of sales we win in the overall market
13. A key consumer behavior model the "buyer _____ process"
14. Initials for sales displays set up in retailers
15. A finance terms for the % return on investment
16. Final stage of the PLC
17. Marketing's overall game plan
18. Starting point in the new products process, we try to "_____ ideas"
19. Marketers strive to meet these for consumers
20. Number of customers/total consumers = ???
21. A top-level segmentation base, reflective of consumer actions in the marketplace
22. A structured test to assess the impact of different marketing mix tactics
23. Most marketers will work in one, rather than alone
24. Initials for customer life-time value
25. What we do to data to uncover insights (starts with an M)