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Customer Case Study: BMG Columbia House

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ABSTRACT

With so many customer acquisition channels, it is difficult for businesses to understand acquisition and determine true profitability. For BMG Columbia House, the world's largest direct-to-customer distributor of music and movies, determining the spread of its viral marketing program was especially challenging.

BMG Columbia House shares how it unwound its viral marketing results to calculate its effect on traditional channels. Learn how your business can efficiently acquire new customers with a better understanding of direct marketing channels.

No paper was submitted for publication.

CONTACT INFORMATION

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