A 3-PART FORMULA FOR RETURN ON INVESTMENT

It's a major survey conducted by FMI & Sullivan.

MORE THAN 50% of academic research indicates that one key determinant of successful marketing programs is:

- SATISFACTION INTERACTION
- ACCUMULATED SALES CYCLES
- RETURNING WITH THE LATEST TRENDS

Ask any 10 retail marketers, and they'll tell you your marketing program is not working. You're wasting time, money, and energy on efforts that aren't delivering the results you need. But what if you could identify the key components that drive success? What if there was a formula you could use to calculate your return on investment?