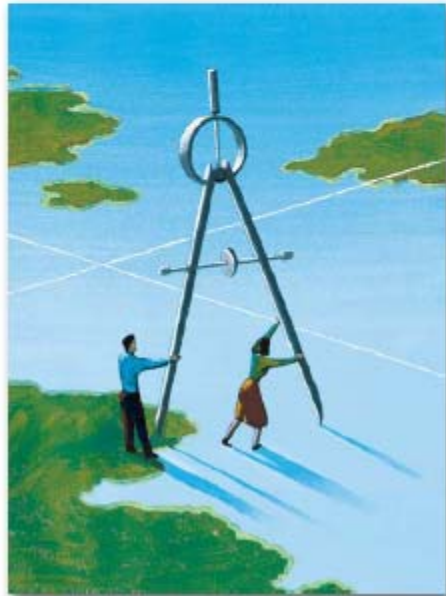


ROMI

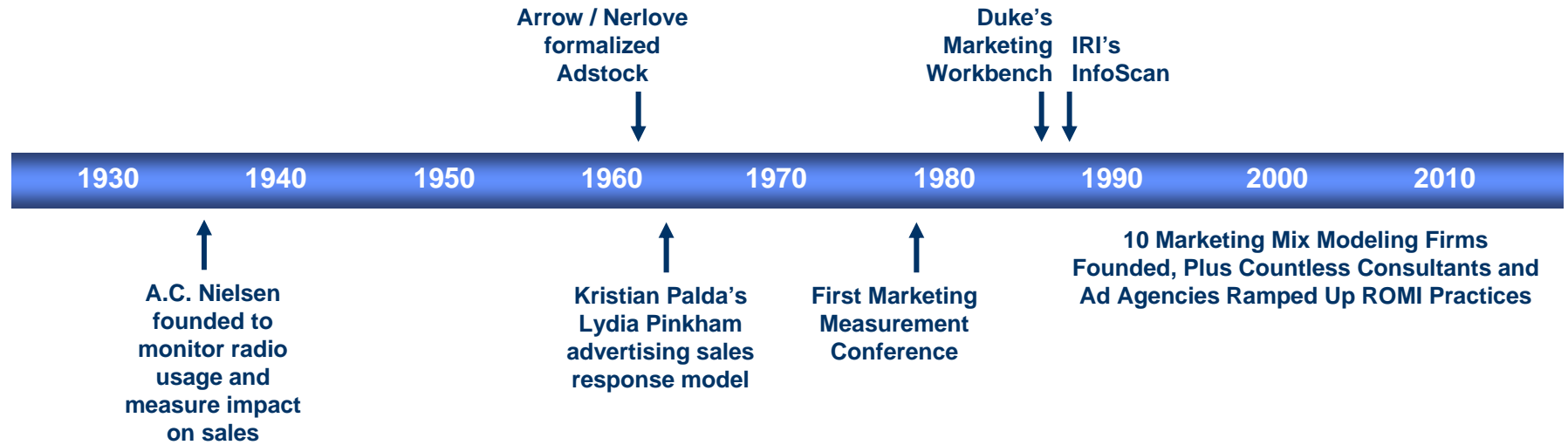


9th Annual
**Return on
Marketing
Investment**
2006

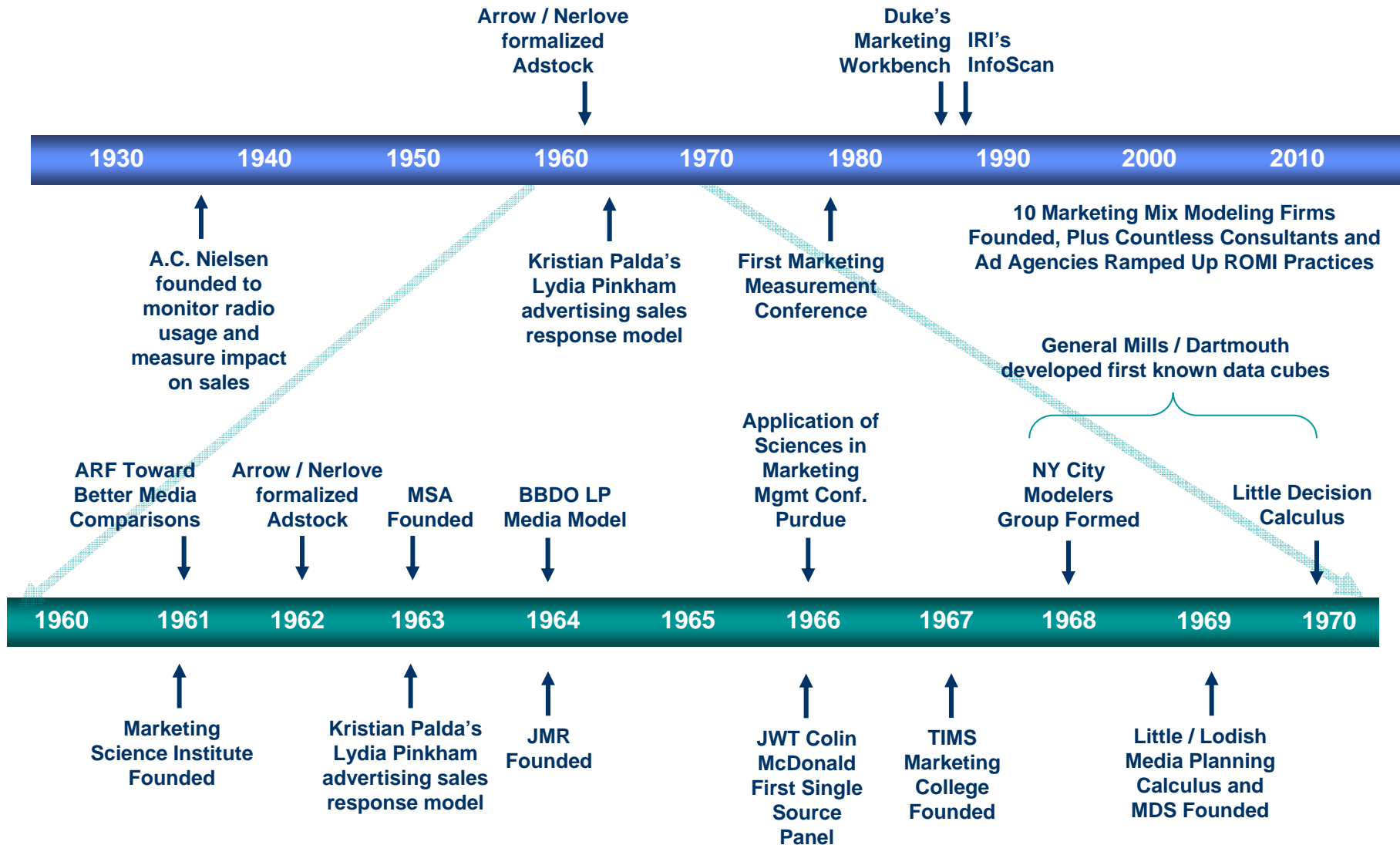
**Balancing Marketing Science with
Art, Experience, and Intuition**

Chairperson Ross Link's Opening Remarks

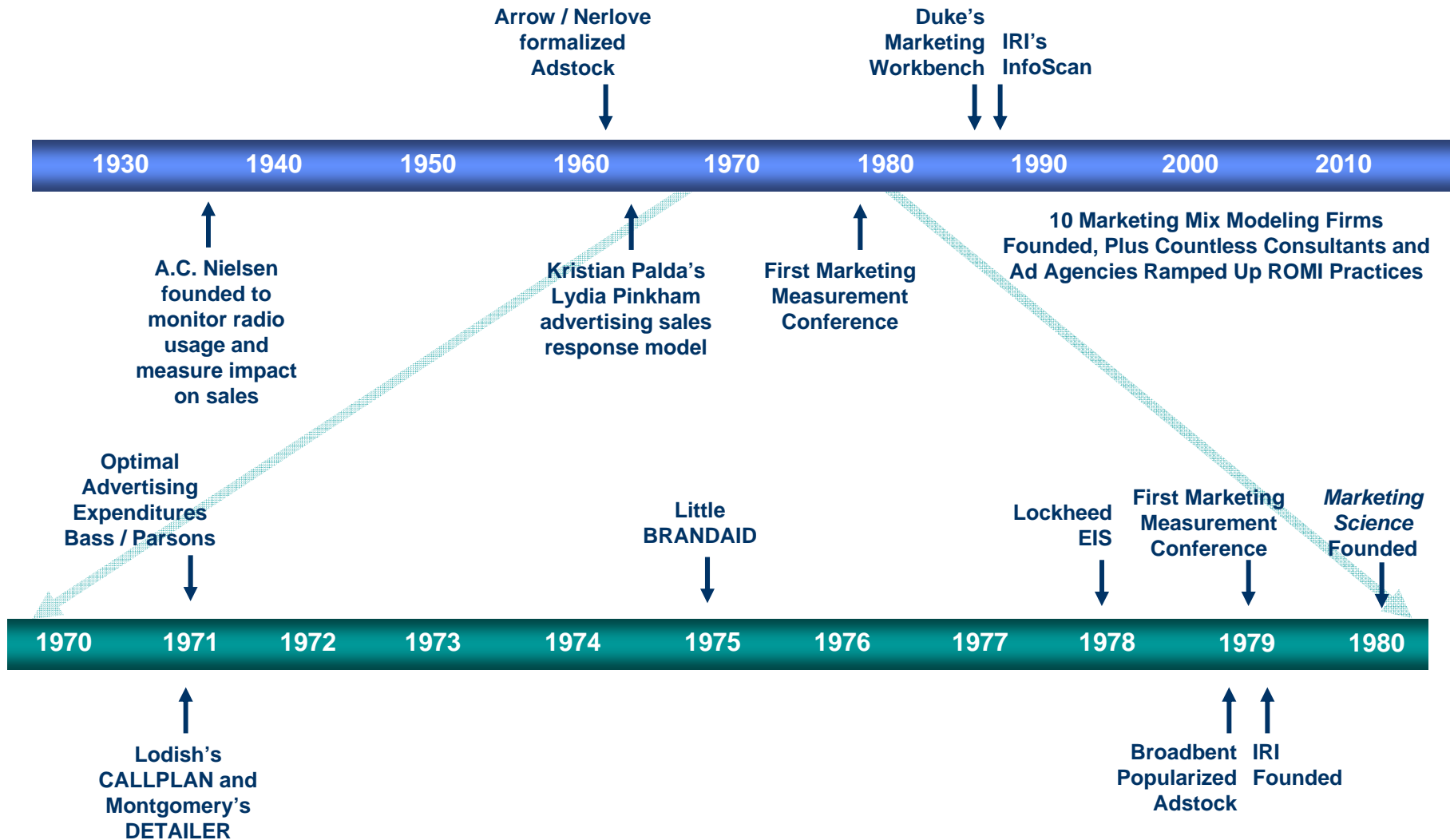
ROMI timeline



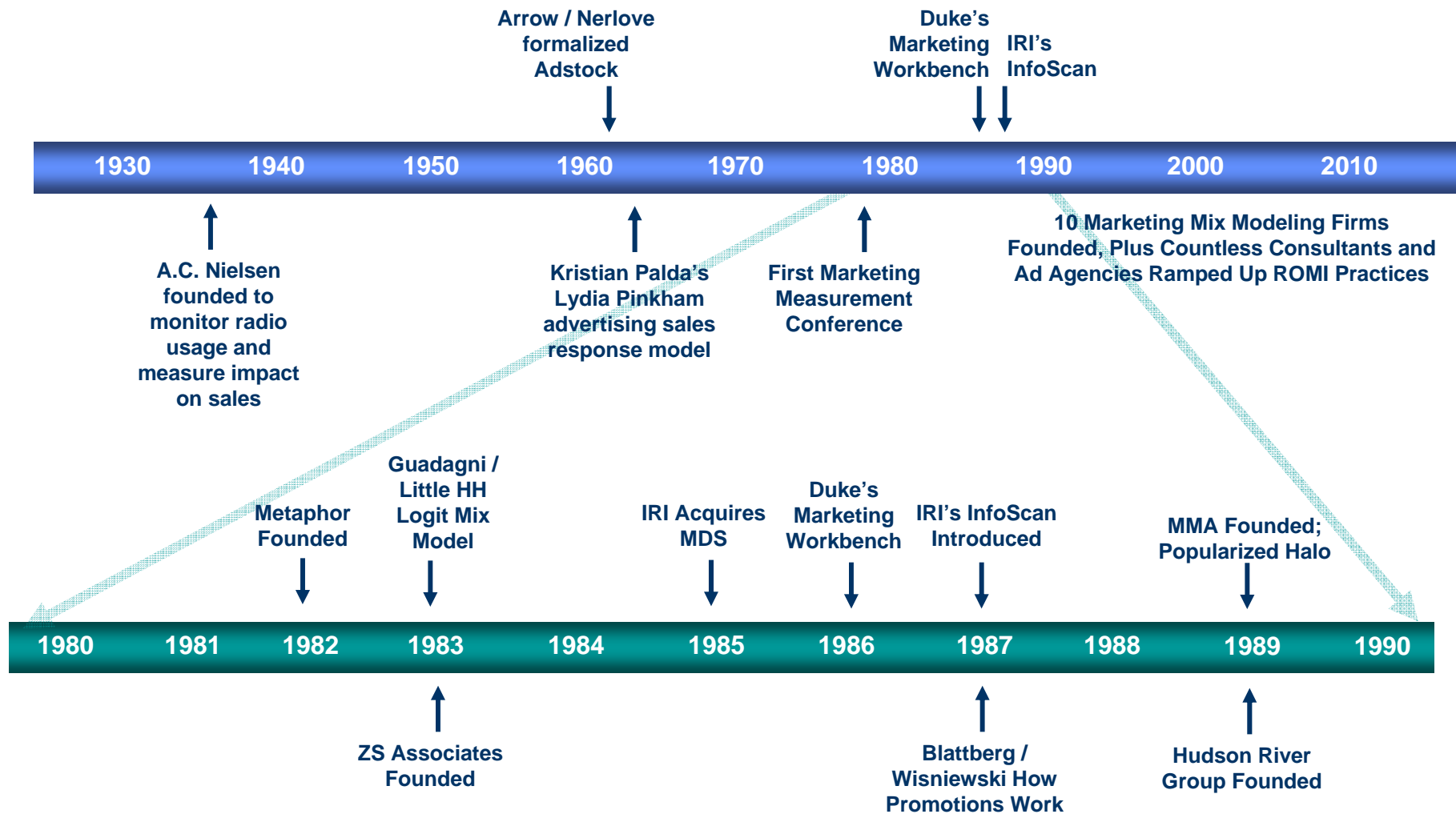
ROMI timeline 1960s



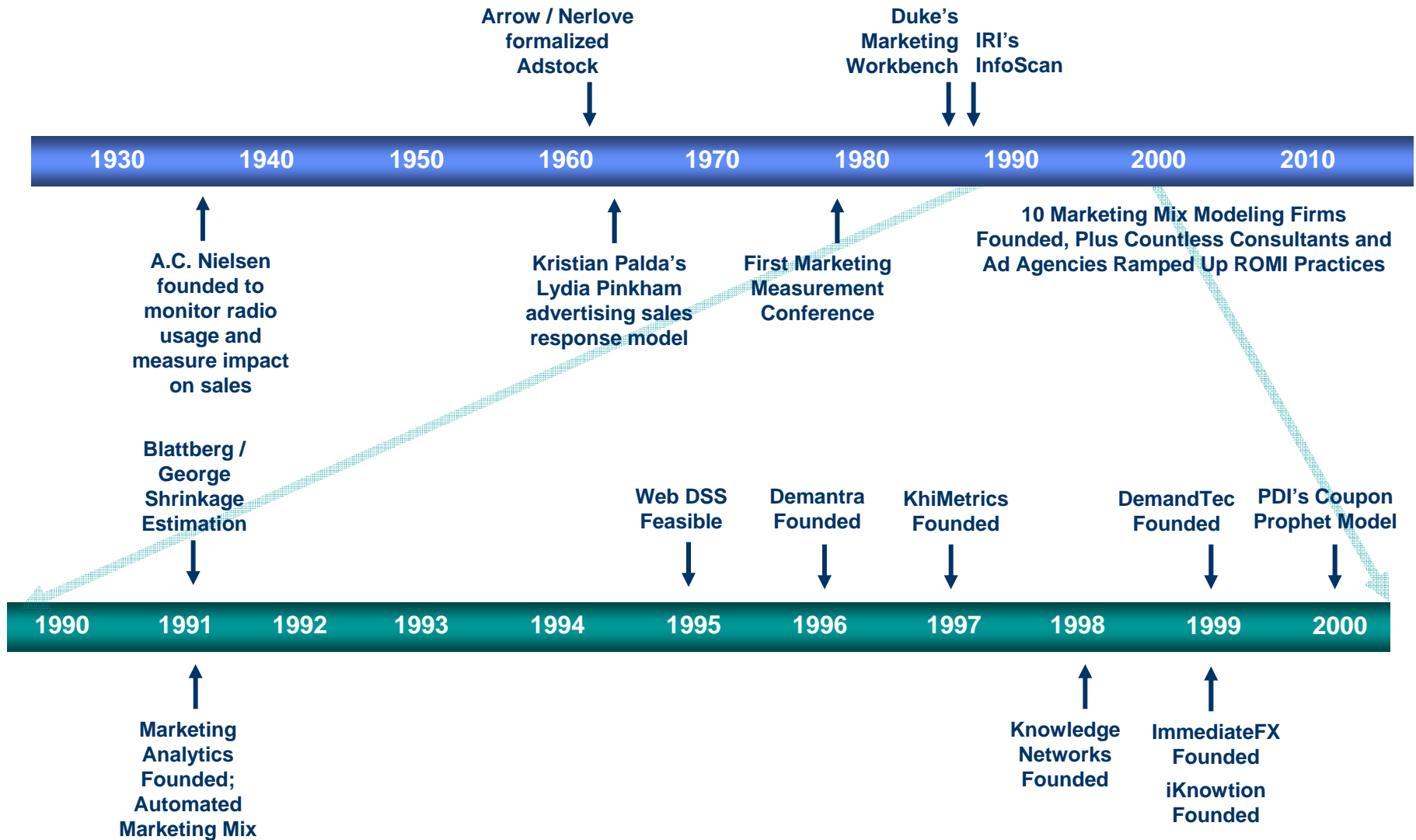
ROMI timeline 1970s



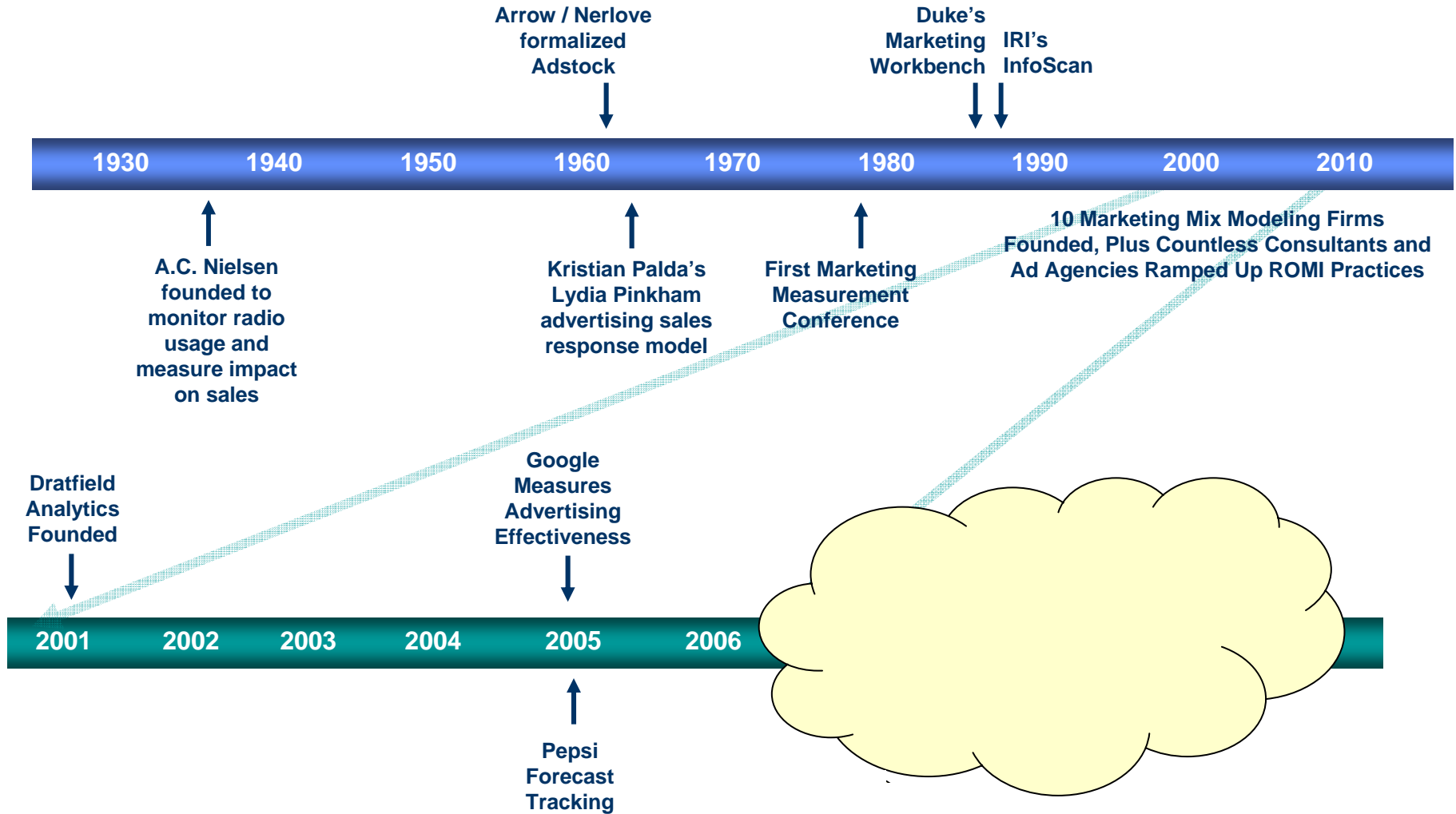
ROMI timeline 1980s



ROMI timeline 1990s



ROMI timeline 2000s



Marketing effectiveness is more than historical analysis

Requirements for Good Marketing Analytics

