New evidences on the importance of excess share of voice

Long term

market share

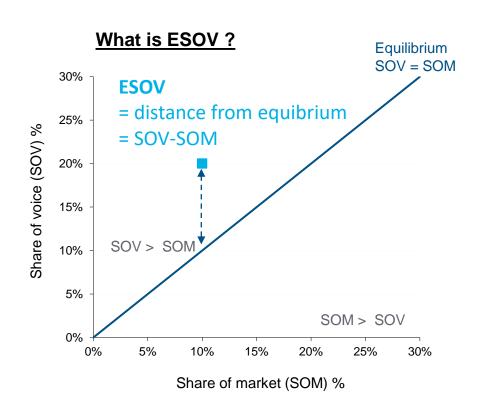
growth

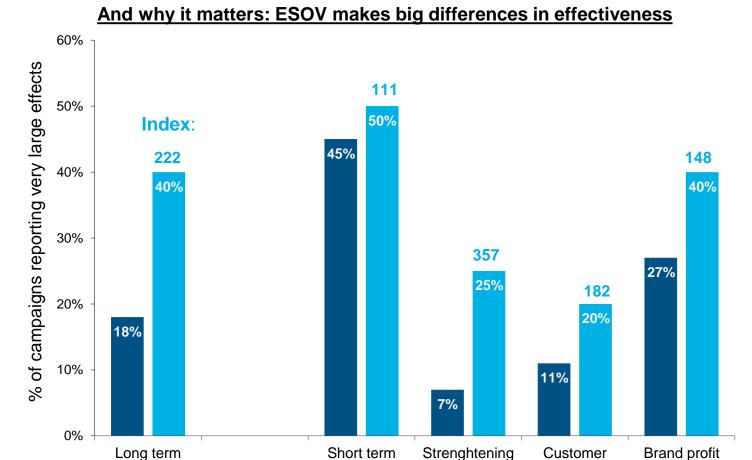


Customer

retention

growth







■ Database average

sales response

pricing

■ Positive ESOV (+5 pts or higher)