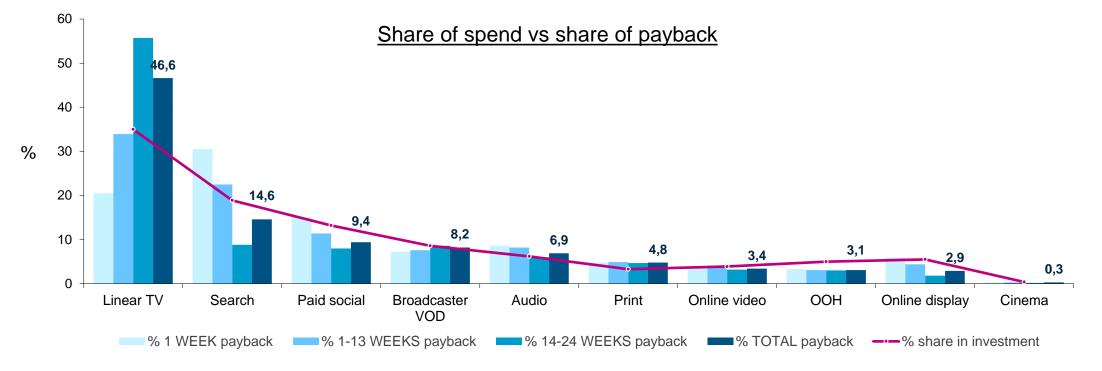
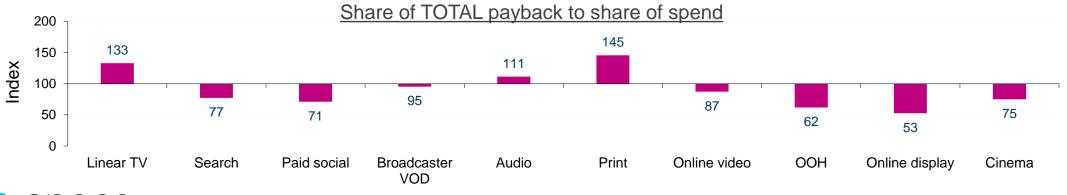
## Advertising payback by channel Obvious & less obvious findings









Source: Thinkbox Profit Ability 2: the new business case for advertising Apr 2024