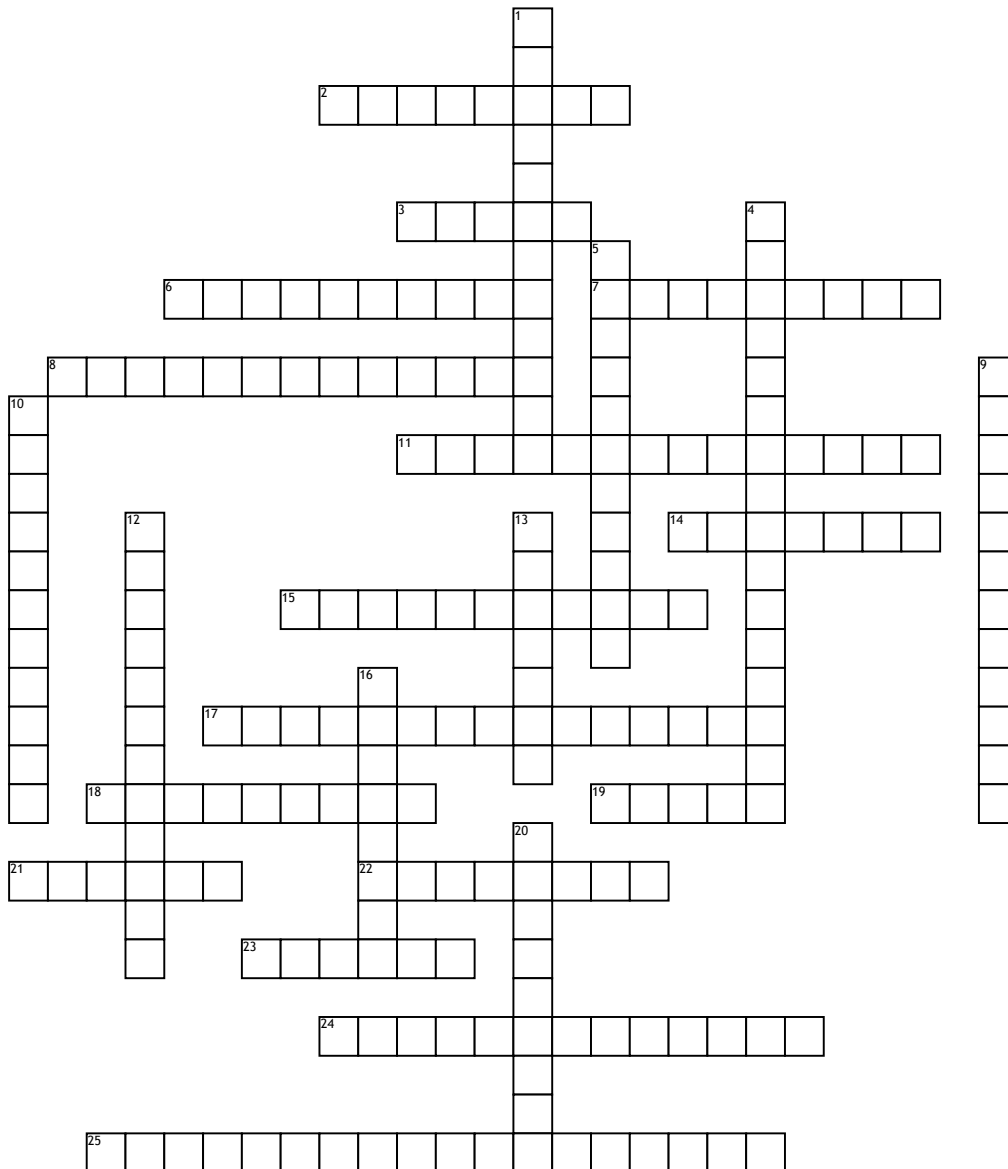


Name: _____

Date: _____

Marketing



Across

2. \$3+ billion dollars in advertising revenue
3. getting the product to the consumer
6. Region of the world or country
7. Technique used to ask question
8. Upper class, lower and middle class
11. the ability to send perfectly tailored ads
14. young mobile professionals
15. Light, Medium

Down

1. The changes in popularity
4. Jocks, Techies, Tweens
5. Percentage of the market of a company
9. Demographic, Geographic, Behavioral
10. Age, gender, religion
12. data scraping, monitors conversations to help predict best ads
13. What are you selling
16. design or expression that identifies products or services
20. communicating the product to the consume