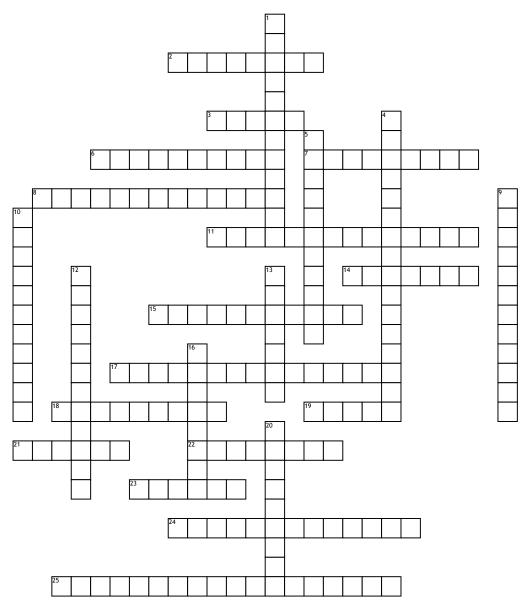
Name:	Date:	

## 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

- **17.** wholesalers, importers, retailers
- **18.** the act of getting goods and services from producers to consumers
- **19.** two employed parents with Kids
- **21.** Buy now while supply lasts
- **22.** Appealing to the customer's needs
- **23.** catchy advertising phrase associated with a company or product
- **24.** part of the overall market with similar characteristics
- **25.** a subgroup of people

## 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