

# Digital Marketing Demystify

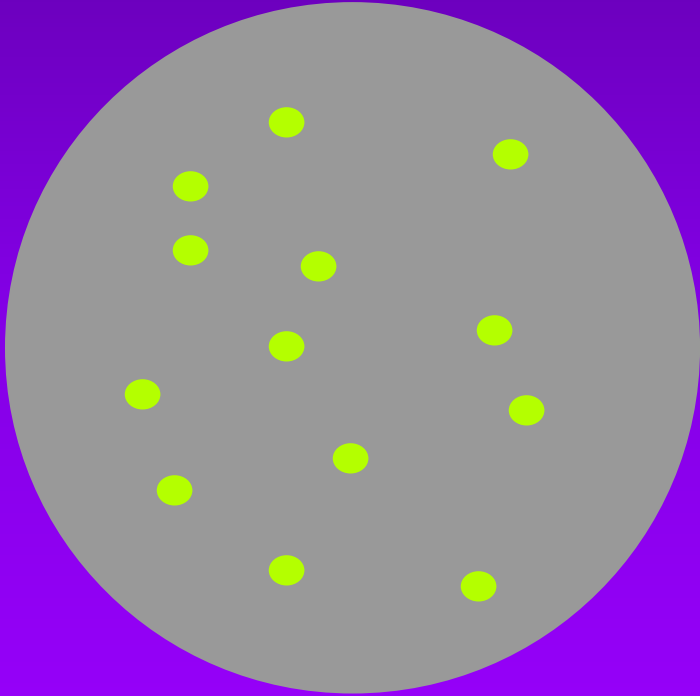
peasy



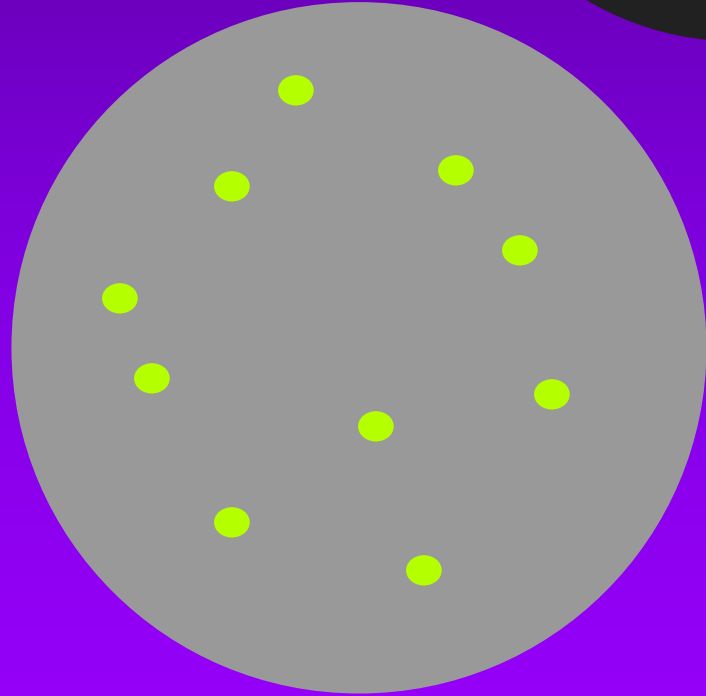
SHAKES SUNDAES CONES

Carvel

CHILDREN  
SLOW  
CROSSING

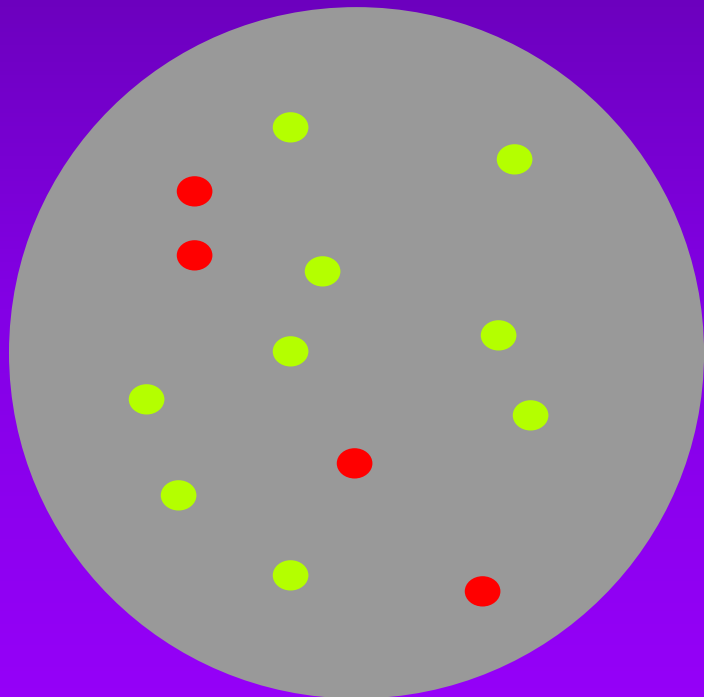


Park A

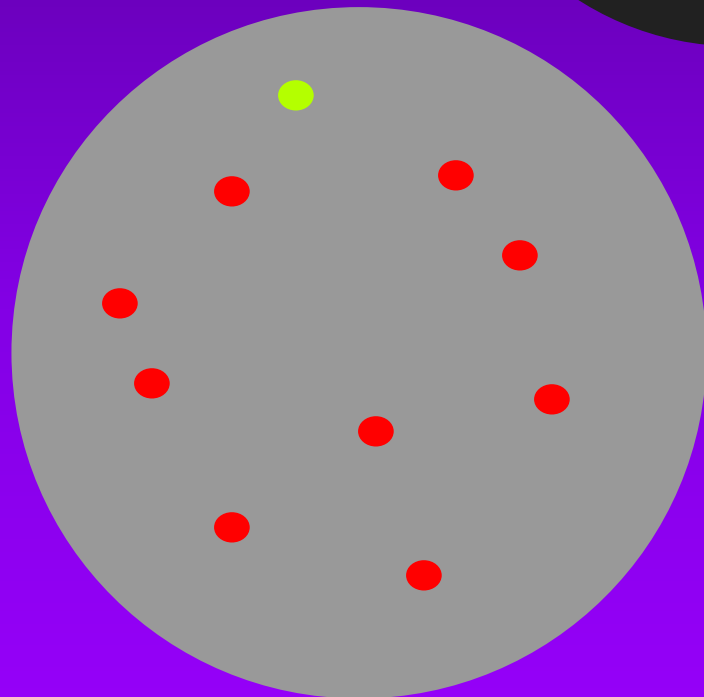


Park B

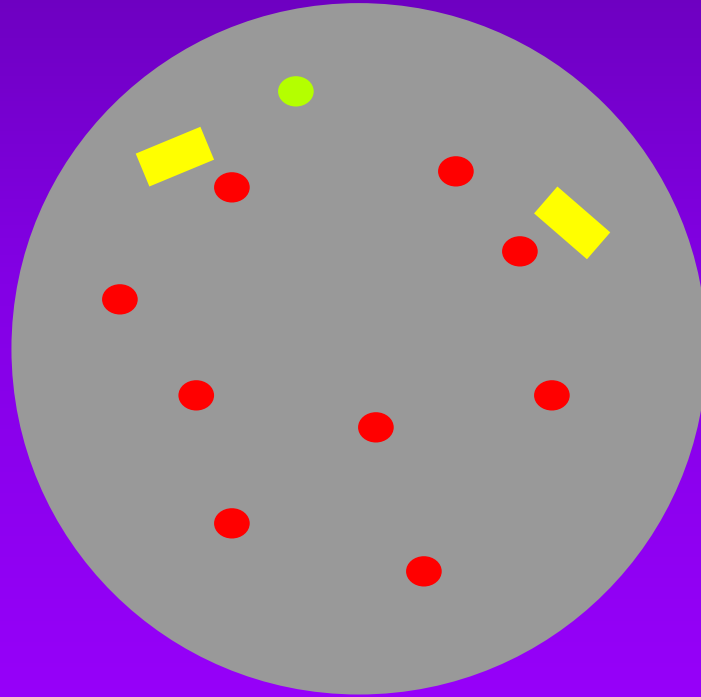


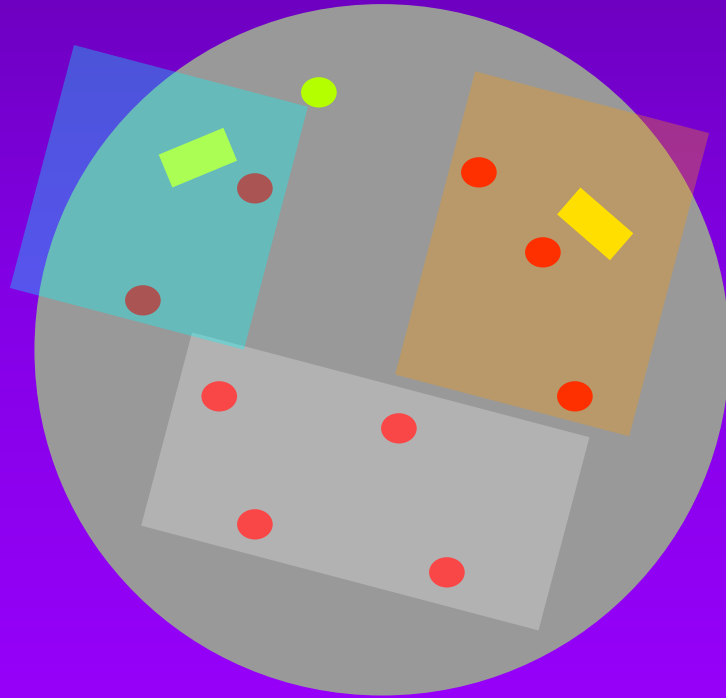


Park A



Park B





peasy





# 4 Variables Within a Campaign

Variables	Sub-Variables
Audience	<ul style="list-style-type: none"><li>- population</li><li>- probability</li></ul>
Bid	<ul style="list-style-type: none"><li>- competitiveness</li></ul>
Channel	<ul style="list-style-type: none"><li>- format</li><li>- objective</li></ul>
Creative	<ul style="list-style-type: none"><li>- segment</li><li>- frequency</li></ul>