

Integrating the customer's wishes into the advertising strategy

- Who is the customer: advertiser & reader
- From passiv to active
- Examples of profitable mobile strategies

Claudia Trimde, CEO and founder, City deluxe, Spain

Follow this link to watch Claudia's presentation:

http://prezi.com/wv36u09w3jq7/le-city-deluxe_ifra_2012/?auth_key=186ab4a0e1c7d8b2a7c3261f4e40643e2d47612d