

Figure 1. Conversion Rate to Profile-to-booking (past 3 years)

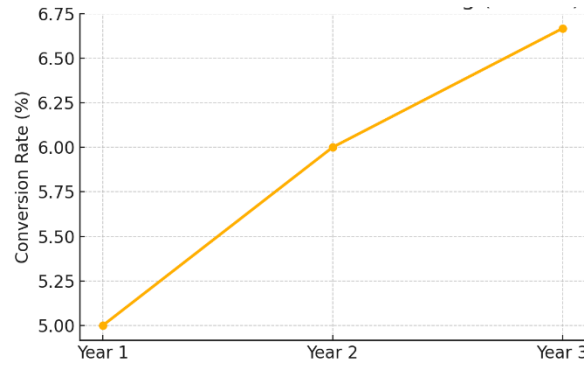


Figure 2. ROI Comparison between Digital and Non-digital Marketing

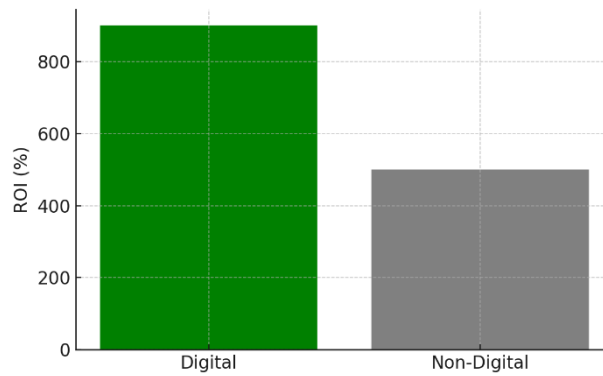
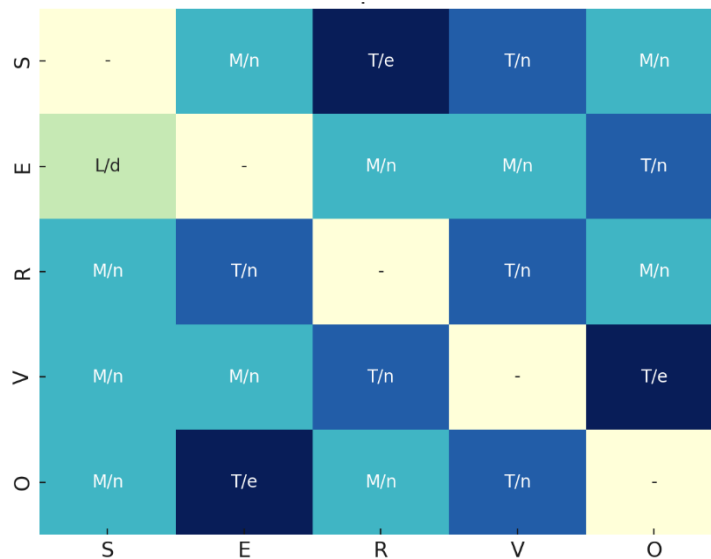


Figure 3. SERVQ Heatmap (Area Fit/Misfit)



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Table 1. SERVO grid of AN Company

	S	E	R	V	O
S	-	M/n	T/e	T/n	M/n
E	L/d	-	M/n	M/n	T/n
R	M/n	T/n	-	T/n	M/n
V	M/n	M/n	T/n	-	T/e
O	M/n	T/e	M/n	T/n	-