

0



Champion
Distribution
Goals
Scope
Resources
Methodology
Tools

None
None
Undefined
Ad Hoc
None dedicated
None
No Web Analytics

1



Champion
Distribution
Goals
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Project Manager
Beginning
Task list
HiPPO
1 part time
Individual, internal
Out of box

2



Champion
Distribution
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Director
Within team
Online channel
Refined to sector
1 Full time
Created by team
Custom Dashboards,
Testing

3



Champion
Distribution
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Senior Management
Across Departments
Business optimization
1 Online Property
A team dedicated
Internal - External
Segmentation, Alerts
Notifications

4



Champion
Distribution
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CXOs
Entirety of organization
Organization optimization
Business Ecosystem
Multidisciplinary Team
Agile
CRM, Channel, Behavioral,
FP&A, Predictive