



IBM Software Group

IBM MPM Examples

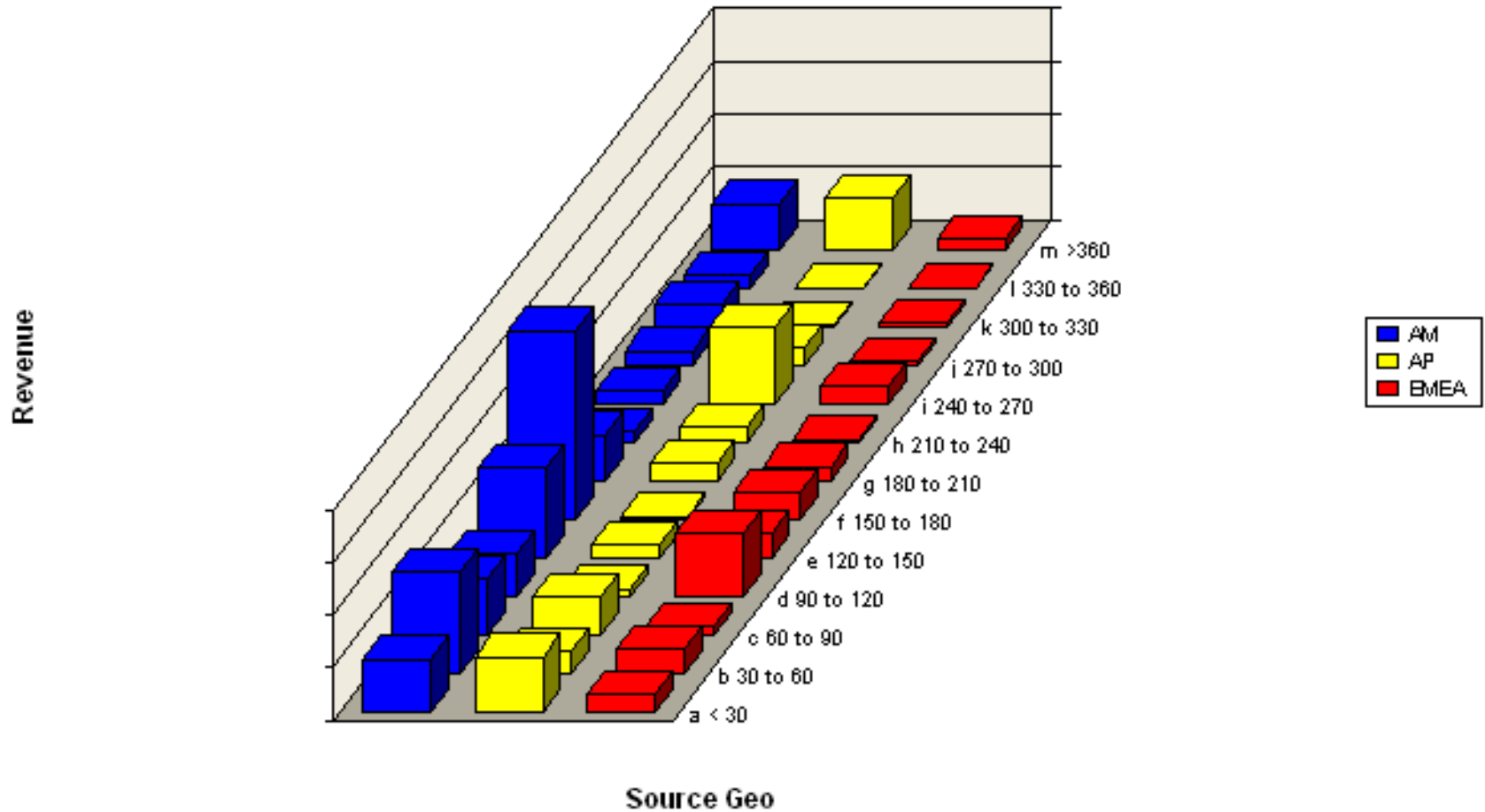
Jeffrey I Levin, Worldwide Marketing Programs Manager

IBM Corporation

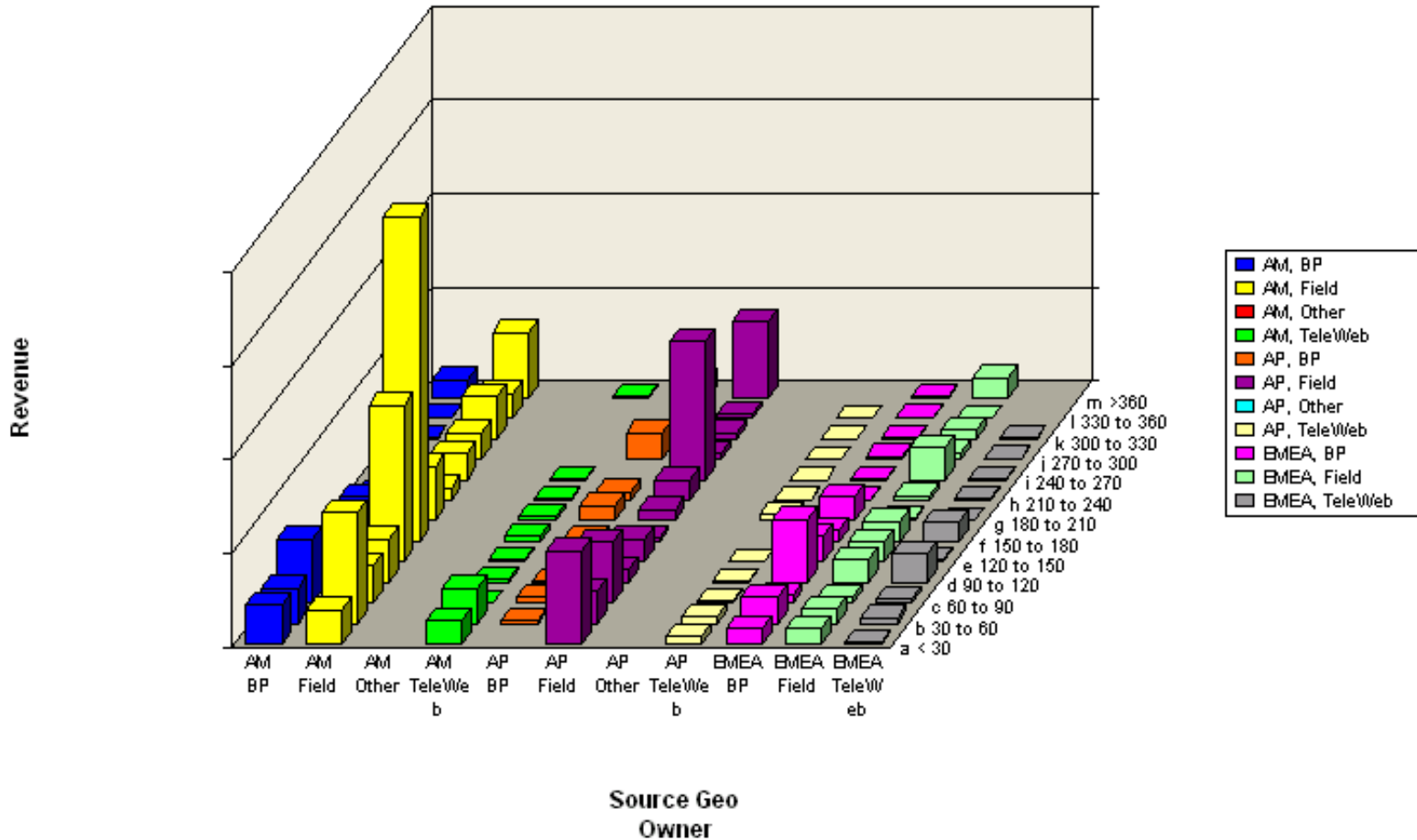
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Aged Lead Progression Management



Aged Leads by Geo, by Owner Channel



Program Revenue Results by Originating Tactic Type

