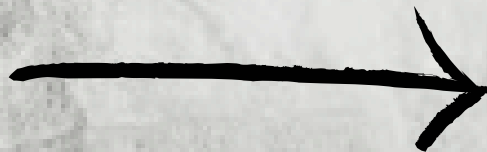


Inside the LAB

THE DINNER VS. THE DASHBOARD

**Not every valuable
interaction shows up in
a report.**

SWIPE TO LEARN MORE



FAB FOUR LABS
MARKETING

Inside the LAB

A campaign gives you clicks, impressions, and conversions.

A dinner might create trust, context, and the next big opportunity.

ONE IS EASIER TO MEASURE.



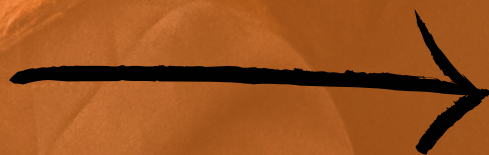
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Inside the LAB

**We've been trained
to TRUST
the dashboard.**

But the data isn't always perfect.

**Ad fraud is expected to exceed \$100 billion
globally in 2026.**



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**That doesn't mean
measurement
doesn't matter.**

**IT MEANS MEASUREMENT HAS
LIMITS.**

Not everything valuable can be measured.
Not everything measured is valuable.



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Inside the LAB

**AI, automation, and
dashboards are
changing marketing.**

**But people still do
business with people
they trust.**

**Sometimes the best customer interaction
never appears on a dashboard.**



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