

**concept 1 - stage 1**

ADCOPY No.	Out-Of-Creative Copy	LEN (Max. 125)
1	Learn how to apply analytics to make better business decisions. Join Wharton Executive Education's 3-month program.	115
2	Turn data into revenue-producing action. Discover a Wharton Executive Education program designed for business leaders.	119
3	Identify business insights and improve processes. Let Wharton Executive Education arm you with analytics tools and skills.	122
4	Have plenty of business analytics data? Make the most of it by learning best practices taught at Wharton Executive Education.	125
5	Learn how to use data to make predictions and map out success. Join Wharton Executive Education's 3-month program.	114
6	Understand best-practice methods for capturing data - and more. Learn with thought leaders from Wharton Executive Education.	124
7	Harness data to make smart business decisions. Learn how during Wharton Executive Education's program for business leaders.	123
8	Knowledge is power. Learn how to collect data and gain insights during Wharton Executive Education's unique program.	116

**concept 1 - stage 2**

ADCOPY No.	Out-Of-Creative Copy	LEN (Max. 125)
1	Don't miss a unique opportunity to learn analytics best practices. Offered online at Wharton Executive Education.	113
2	Enroll in a 3-month online program at Wharton Executive Education. Transform how you manage analytics at your organization.	124
3	Enroll in a 8-week online program at Wharton Executive Education to unlock data and gain insights. Starts January 30, 2020.	123
4	Business leaders globally are lining up to enroll in a data analytics online program offered by Wharton Executive Education.	125
5	Don't miss this outstanding Wharton Executive Education online program. Transform data into insights at your organization.	122
6	Take control over data at your organization. Enroll in a 3-month analytics online program with Wharton Executive Education.	123
7	It's filling up quickly. Join global business leaders to learn data analytics best practices at Wharton Executive Education.	124
8	Starting soon - a program to help you harness data and discover insights. Enroll today with Wharton Executive Education.	120