

3 **BUILD** Match the sentence halves.

- | | |
|----------------------------------|----------------------|
| 1 We can maximize our | <input type="text"/> |
| 2 That video game is targeted at | <input type="text"/> |
| 3 These shoes are geared | <input type="text"/> |
| 4 They've captured the | <input type="text"/> |
| 5 They adopted a strategic | <input type="text"/> |

- a marketing plan that focuses on recent retirees.
- b market in fashionable low-cost eyeglasses.
- c effectiveness by working with an outside marketing team.
- d consumers under 30.
- e toward the weekend runner rather than the marathoner.