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The book *Data Driven Marketing*, portrays the difficult reality of the company leaders in managing the budget correctly. Therefore, the goal of this book is to give to the reader transparent metrics, tools, examples and a road map to actually do data driven marketing and apply marketing metrics in your organization.

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*Data-Driven Marketing Quotes by Mark Jeffery*

5. Data-Driven Marketing Strategy should give a wholesome consumer experience. The objective of the data-driven marketing strategy may be increased market share, innovative offerings for consumers. But at the core of Data-driven marketing strategy philosophy is the theory that a bird in hand is worth two in the bush.

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