

Tips & Tricks | Become a Data-Driven Marketer ^[1]

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Marketing places a lot of emphasis on engaging creative material. While developing high quality creatives is important, understanding your marketing performance data is paramount. A recent [LinkedIn](#) ^[3] [marketing article](#) ^[4] has key tips and tricks to help drive strategic decisions and implement best practices for your marketing data.

Highlights include:

- Focus on the reality instead of assumptions
- Business relevant data is key
- Initiate a clean up operation
- Become a true data driven pro

You can read the full post [here](#) ^[4].

[Tools of the Trade](#) ^[5], [Email Marketing](#) ^[6]

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