

## Data Driven Marketing The 15 Metrics Everyone In Marketing Should Know

**data driven marketing - bitpipe** - the data also suggests that for many marketers, the challenge with data driven marketing is not a lack of data, but a lack of actionable insight that can be derived from the data that already exists. when asked about the top three challenges with marketing data, 47% of respondents indicated one of the top three was an inability to translate data into business insight. unfortunately, data ...

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