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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. The book *Data Driven Marketing*, portrays the difficult reality of the company leaders in managing the budget correctly.

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experience.
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of the data-
driven
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strategy may
be increased
market share,
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offerings for
consumers.
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Chapter 7 covers these metrics in detail with lots of examples.

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