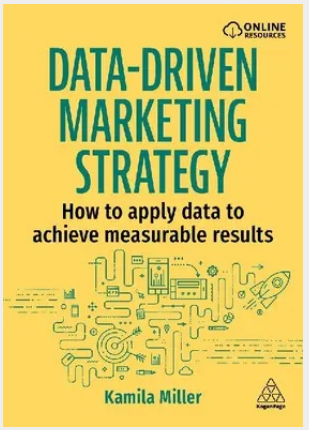
Miller

Data-Driven Marketing Strategy

How to Apply Data to Achieve Measurable Results



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The comprehensive undergraduate guide to designing creative, data-driven marketing strategies.

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Designed to support both classroom learning and independent study, this textbook aligns with undergraduate modules in Marketing Strategy and Data-Driven Marketing. It includes: - Frameworks for applying data to every stage of marketing strategy - Guidance for creating personas and segmentation models - Best-practice tips for leveraging data and technology for best outcomes, practical exercises, key learning points and real-world examples including Pepsi, Netflix and HubSpot - Insights on digital marketing trends, AI, and customer experience - Online resources including lecturer slides

Whether studying marketing strategy or preparing for a data-driven career, ***Data-Driven Marketing Strategy*** equips students with the tools, insight and creativity to design strategies that perform.

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