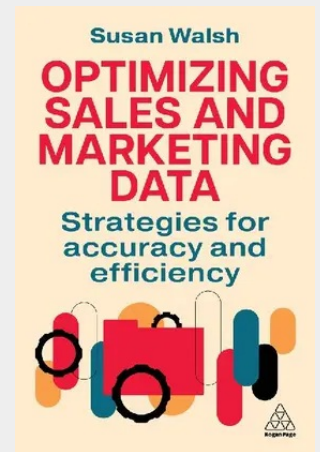


Optimizing Sales and Marketing Data

Strategies for Accuracy and Efficiency

Learn how to clean, organize and understand your data so your marketing and sales work smarter, not harder. *Optimizing Sales and Marketing Data* is a clear, friendly guide for early-career professionals who want to build confidence with data and learn the essentials of fixing common data problems. If you're just starting out in sales or marketing and need simple steps to clean data, categorize customers and improve your results, this book shows you exactly how to get there. Written by data expert **Susan Walsh**, it breaks data management into easy, practical tasks you can apply right away. Using real-world examples and beginner-friendly explanations, it helps you understand why clean data matters and how it can improve targeting, reduce wasted spend and make your campaigns more effective. You'll learn how to: - Understand the basics of data quality and spot issues quickly - Clean and organize your data using simple, repeatable steps - Build a clear taxonomy so you can segment customers with confidence - Apply easy data governance tips to keep your data accurate over time - Use real-world examples to see how better data leads to better results With step-by-step how-to guides and practical tools, this book gives you the essentials to handle data with confidence and unlock stronger outcomes in your day-to-day role. **Themes include:** data essentials, data cleaning, customer segmentation, beginner data skills, marketing fundamentals, practical how-to guides

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