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To: Veldran, KatherineKatherineVeldran@gov.sc.gov

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Subject: The Keys to the Kingdom: Making Marketing More Data-Centric

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The Keys to the Kingdom: Making Marketing More Data-Centric

Everyone needs something to strive for to keep them on track. When you (or your boss) is wondering if you're doing a good job, key performance indicators (KPIs) are there to answer the question and nudge you to even greater heights.

But what are the right KPIs? And how do you access the right data to use them effectively?

This eBook on data-driven marketing answers these questions and more. You'll get an in-depth look at:

- KPIs for Comms, Digital, and Customer Marketing Specialists
- Tools you can use to measure these KPIs
- Techniques for reporting performance and success in meaningful, visually engaging ways

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emedia Communications LLC
200 N LaSalle St., Suite 2450
Chicago, IL 60601. USA
Toll free: 866-879-5757
e-mail: inquiries@emedia.com