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Optimizing Your Business's Data

Empowered businesses intentionally build data-centric cultures. This paper explores why most organizations struggle to achieve this goal and how they can hit it. [Download now](#)

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CRM Retargeting Tactics for Facebook

According to at least 1,000 marketers, retargeting has become an indispensable tool for advertising on Facebook. Retargeting allows you to reach audiences across the web, mobile web, mobile apps and social with personalized display advertising. This underutilized method has even outperformed search, email and other display campaigns. Read this guide to see the impressive results of combining retargeting and Facebook. [Download now](#)

Measuring the Value of Your Social Campaigns

Do you have the right numbers, if any, to prove that social is driving business results? Most don't. According to the latest CMO Survey by Duke University a mere 15 percent of marketers have proven social's impact quantitatively. This guide will show you the nine steps to measuring social media results. [Download now](#)

The Latest CRM Technologies You Need

Digital transformation is disrupting businesses by breaking down barriers between people, businesses, and things. Join Gilles Leyrat, Cisco's Senior Vice President of Customer and Partner Services, and Don Schuerman, Pega's CTO and VP of Product Marketing, on **Wednesday, June 8th at 2:00 PM (Eastern)** to discuss how the latest cutting edge applications of CRM technology can make organizations more human. [Download now](#)

5 Best Practices of Video

With the overwhelming amount of content bombarding everyone daily, marketers need a way to break through the clutter. This best practices guide looks at three meeting formats that smash through the noise and can help your business find more and better quality leads. Formats include webinars, product demonstrations and video conferences. [Download now](#)

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