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the work explores how big data analysis b can reshape marketing decision making in b2b sector in the day to day then growth hackers can be seen creating prioritizing and implementing tests monitoring their dashboards and analyzing various channel performance making slight changes to copy creative or ad spend generating reports to get the rest of the team up to speed gustavo nunes follow published in growth hackers 3 min read nov 9 2020 4 it can be easy to overload your growth marketing team join new trends push more ads new features but none of these decisions should be made based on what you think unless you have data to back you up your experiments shouldn't be a shot in the dark growthhackers university find out how to boost business growth b using targeted marketing advanced software cro data b and

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