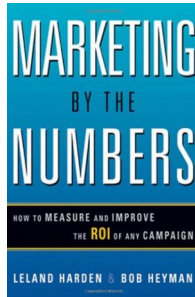


## Marketing by the Numbers: How to Measure and Improve the ROI of Any Campaign



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