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Altri autori (Persone)	TauchhammerAlexander GuetzBernhard
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Sommario/riassunto	This book explains how companies can successfully plan and implement their online campaigns – even after the end of third-party cookies. Campaigns on social media platforms, in search engines, and through display advertising can still be effective if potential customers are targeted accurately. The authors demonstrate how this can work without cookies: developing a "Minimum Viable Persona" and defining campaign groups along the customer journey play central roles. For each touchpoint on the path to purchase, milestones must be tracked,

allowing the effectiveness and efficiency of the measures to be easily verified. A resource for marketing professionals seeking solutions in the post-cookie era to continue reaching their target audiences without waste coverage.

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