

The Aqipa Gear Guide #25 - June

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Hot stuff, straight from production | [TheGearGuide #25](#)

The Gear Guide

What do the most efficient marketing ideas do differently? We analyzed 100 of the most successful marketing campaigns of 2014 based on their great marketing ideas and the results of their campaigns. We found that the most successful campaigns all had one thing in common: they were all **data-driven**.

Most efficient Marketing Ideas - what do they do differently?



When you're looking for the most efficient marketing ideas, you're looking for ideas that are **data-driven**. This means that you're using data to inform your marketing decisions. This is the only way to ensure that your marketing is as effective as possible.

Also check out our guide

Woodland



Woodland is a brand that has successfully used data to inform its marketing. They have used data to identify their target audience and to create marketing campaigns that are tailored to their needs. This has allowed them to achieve a high level of success in their market.

Check it out

High End



High End is a brand that has successfully used data to inform its marketing. They have used data to identify their target audience and to create marketing campaigns that are tailored to their needs. This has allowed them to achieve a high level of success in their market.

Also check out our guide

Oakley



Oakley is a brand that has successfully used data to inform its marketing. They have used data to identify their target audience and to create marketing campaigns that are tailored to their needs. This has allowed them to achieve a high level of success in their market.

Next, it's your turn

Use the data you've gathered to inform your marketing decisions. This is the only way to ensure that your marketing is as effective as possible.



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