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apr 4 2025 metadata collects and categorizes data but how is it used in advertisement essentially metadata is gathered by websites and social media platforms when users visit the

jun 20 2025 this post will walk you through how to set up audience targeting leverage microsoft entra formerly azure ad groups and organize content with metadata to create

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may 18 2025    better campaign optimization and improved audience targeting what s obvious to one person is never obvious to another person so get it out of people s heads and put it in a

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whether you want to use first party data from salesforce intent data like 6sense g2 and qualified or use demographic firmographic and technographic data it s all possible with

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