



[About us](#)

[Tip of the Week](#)

[News & Headlines](#)

[Our Latest Blog](#)

MO MarTech Newsletter

May 24, 2024 Edition

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About US

At MO Martech, our mission is to empower business professionals with the knowledge and skills they need to excel in their roles and provide exceptional service and value to their target audience. We are dedicated educators, not consultants, driven by a deep passion to empower people to solve the toughest business challenges.

Tip of the Week

Balancing Qualitative & Quantitative Research

There is no silver bullet. Getting great audience insights requires a balance of qualitative and quantitative research.

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News & Headlines

28 Awesome Sources Of Free Data

Explore this list of reliable and reputable free data sources to power your data-driven narratives and campaigns.

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A Practical Guide to Understanding Your Audience

Data is critical for understanding consumer actions and wants. However, modern marketers often over-rely on quantitative metrics.

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