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## Certificate

*It is here by certified that the paper ID : IJRASET68051, entitled  
**Inbound Vs. Outbound Digital Marketing: A Comparative Analysis of Strategies,  
Effectiveness, and Business Impact***

*by*

**Tanmaykumar Shah**

*after review is found suitable and has been published in  
Volume 13, Issue IV, April 2025*

*in*

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Editor in Chief, IJRASET