Choosing the right marketing analytics solutions for your company



Which digital tools, techniques, and applications are going to drive your data-driven marketing efforts and fuel your competitive advantage this year and beyond?

To answer this question, Cardinal Path compiled the Marketing Analytics Buyer's Guide 2019 a shortlist of nine solutions that are tried, tested, and proven to help marketers deliver positive results against their business goals. Recommended solutions include:

- Content attribution—How does your content influence buyers?
- Purchase intent analysis—Identify online actions most likely to lead to purchase.
- Testing, experimentation and personalization—Eliminate

friction through the customer journey
- SEO audit—Boost organic marketing.

All nine solutions are tried, tested, and proven to help marketers deliver positive results against their very tangible business goals.

Learn more. Visit Digital Marketing Depot to download “The Marketing Analytics Buyer’s Guide 2019.”

About The Author



Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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