Compare ad management software for Google Shopping, Amazon, and more

As the websites of retailers like Amazon, Walmart and Target become not only distribution channels, but also marketing channels, many campaign management software vendors are adding functionality that allows marketers to extend their campaigns to these new platforms.

MarTech Today's "**Digital Commerce Advertising Management Platforms – For Amazon, Google Shopping and Beyond**" examines the market for digital commerce advertising management platforms and the considerations involved in implementation. The 56-page report reviews this growing market, plus the latest trends, opportunities and challenges.

Also included in the report are profiles of 19 digital commerce advertising management platform vendors, pricing information, capabilities comparisons and recommended steps for evaluating and purchasing.

If you're considering tools for digital commerce campaign management, this report can help you your next steps. Visit Digital Marketing Depot to download **"Digital Commerce Advertising Management Platforms – For Amazon, Google Shopping and Beyond**."

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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