Infographic: Measuring Brands’ Digital Performance Against Their Rivals

Savvy marketers know that while having a high-quality product is important, it’s not the only aspect a brand needs to be successful. Brands now have access to more data than ever before, which is exactly why it’s important they benchmark their digital performance against rivals. In the 2018 Digital Analytics Benchmark report, internet marketing service… https://www.adweek.com/brand-marketing/infographic-how-does-your-brand-stack-up/