

What It Is	What It Does	What It Costs	Learn More About It
ANALYTICS is a collection of tools to help you assess how well your digital marketing is working.	When a brand collects a lot of information on customer online behavior, it can use that data to help you analyze the behavior particularly in terms of what is working and what isn't. You can also use it to help you understand where you're losing sales.	Free (Google Analytics) or paid (Adobe Analytics)	<ul style="list-style-type: none"> • Google Analytics • Adobe Analytics
ANALYTICS PLATFORM is a platform to measure the success of Google AdWords.	When a company uses Google Analytics, it can help you understand your website better. You can also use it to help you understand where you're losing sales. It can also help you understand where you're getting the most sales.	Free (Google Analytics) or paid (Adobe Analytics)	<ul style="list-style-type: none"> • Google Analytics • Adobe Analytics
CONTENT MARKETING is a marketing strategy that uses content to attract and retain customers.	Content marketing is a strategy that uses content to attract and retain customers. It can help you understand where you're losing sales. It can also help you understand where you're getting the most sales.	Free (Content Marketing)	<ul style="list-style-type: none"> • Content Marketing
CONTENT STRATEGY is a marketing strategy that uses content to attract and retain customers.	Content strategy is a strategy that uses content to attract and retain customers. It can help you understand where you're losing sales. It can also help you understand where you're getting the most sales.	Free (Content Strategy)	<ul style="list-style-type: none"> • Content Strategy
CONTENT STRATEGY PLATFORM is a marketing strategy that uses content to attract and retain customers.	Content strategy platform is a strategy that uses content to attract and retain customers. It can help you understand where you're losing sales. It can also help you understand where you're getting the most sales.	Free (Content Strategy Platform)	<ul style="list-style-type: none"> • Content Strategy Platform
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Thank you for taking the time to check out this page. Learn more about digital marketing strategy options by contacting an account specialist at Atlantic City at 202-999-9999 or [visit us online](#) at [atlanticcity.com](#).