

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 track customer feedback.	Free (Google Analytics) or paid (Adobe Analytics)	<ul style="list-style-type: none"> • Google Analytics • Adobe Analytics
CONTENT STRATEGY PLATFORM is a platform to create the content of Google AdWords.	When a company uses a content strategy platform, it can help create content that is more targeted and relevant to its audience. It can also help create content that is more relevant to its audience.	Free (Google AdWords) or paid (Adobe Analytics)	<ul style="list-style-type: none"> • Google AdWords • Adobe Analytics
CONTENT MARKETING is a marketing strategy that uses content to attract and engage customers.	Content marketing is a marketing strategy that uses content to attract and engage customers. It can help you create content that is more relevant to your audience.	Free (Google AdWords) or paid (Adobe Analytics)	<ul style="list-style-type: none"> • Google AdWords • Adobe Analytics
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