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Like many social media platforms, Pinterest provides marketing analytics and data on business accounts. To build a successful Pinterest business page as part of your digital marketing strategy, you need to track, read and understand this data.

Helping you make sense of digital marketing analytics

Google Analytics. When it comes to digital marketing analytics, there are a few things that lay the foundation for it. And one of them is Google Analytics. The kind of insight that you derive from Google Analytics may not be too extensive, but it does set the path for understanding data and making sense of it.

Understanding the Importance of Digital Marketing Analytics

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In the digital world, the metrics and data we gain access to helps inform business decisions, marketing strategy, and improve customer experience. Whether it's through Google Ads, Facebook, Instagram, LinkedIn or another online platform, you will find a wealth of information to use for marketing analytics.

Helping you make sense of digital marketing analytics

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