BLAST ANALYTICS & MARKETING PROBLEMS SOLVED

Digital Analytics

Services

- · Analytics Audits
- · Analytics Maturity Assessment
- · Onging Analytics Optimization
- Analytics Training
- · Goal Setting
- · Reporting & Analysis



Marketing Analytics

Services

- Opportunity/Threat Identification
- Marketing Mix Modeling (MMM)
- Attribution Modeling
- · Product Lifecycle Analysis
- · Marketing Automation
- · Marketing Dashboards



Paid Media

Services

- PPC Management & Optimization
- · Paid Social Marketing

Business Analytics

Data Management

· Digital Analytics

· Analytics Maturity

Data Visualization

· Business Intelligence

· Analytics Governance

Services

- Audits & Strategic Roadmaps
- Custom & Cross-Channel Reporting
- · Multi-Channel Remarketing
- · Integrated UX, Message, Match, & Testing



Testing and Personalization

Services

· Personalization & Segmentation

Testing & Personalization

- · Testing, Strategy, & Governance
- Test Execution
- · Analysis & Recommendations
- · Landing Page Optimization
- User Testing



Content Marketing

Services

- Ongoing Search Engine Optimization (SEO)
- SEO Audits: Content Technical, Social, Authority, Velocity
- · Lead Search Management
- Content Strategy & Development
- · Global SEO
- SEO Training

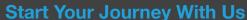




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