

# BLAST ANALYTICS & MARKETING PROBLEMS SOLVED

## Business Analytics

### Services

- Data Management
- Business Intelligence
- Digital Analytics
- Analytics Governance
- Analytics Maturity
- Data Visualization

## Digital Analytics

### Services

- Analytics Audits
- Analytics Maturity Assessment
- Ongoing 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
- Audits & Strategic Roadmaps
- Custom & Cross-Channel Reporting
- Multi-Channel Remarketing
- Integrated UX, Message, Match, & Testing

## Testing and Personalization

### Services

- Personalization & Segmentation
- 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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