

  

## [Marketing Platform](#)



- [For Small Businesses](#)
- [For Enterprises](#)
- [Resources](#)
- [Blog](#)
  
- [Partners](#)
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### For Small Businesses

Free and easy-to-use solutions for businesses of every size.

### [Learn more](#)

### For Enterprises

A single platform that integrates your advertising and analytics, so you can act on customer insights faster.

### [Learn more](#)

- [Analytics](#)  
[Understand your customers so you can deliver better experiences.](#)
- [Tag Manager](#)  
[Manage all your tags without editing code.](#)

### advertising

- [Campaign Manager 360](#)  
[Get a complete view of all your digital media campaigns.](#)
- [Display & Video 360](#)  
[Reach today's always-connected audiences wherever they are.](#)
- [Search Ads 360](#)  
[Get real-time data and unified insights for your search campaigns.](#)

### analytics

- [Analytics 360](#)  
[Use advanced tools to get a deeper understanding of your customers so you can deliver better experiences.](#)
- [Tag Manager 360](#)  
[Manage all your tags in one place for a smarter, simpler way to oversee your marketing.](#)

## [Marketing Platform](#)

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Google is committed to advancing racial equity for Black communities. [See how.](#)

**Meaningful insights.  
Smarter marketing.  
Better results.**

**Google Marketing Platform brings together your advertising and analytics to help you make quality customer connections, surface deeper insights, and drive better marketing results.**

[Talk to Sales](#)

**A smarter platform for better results.**

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**Deliver faster, smarter marketing.**

Built-in intelligence automatically surfaces your most valuable marketing insights so you can act quickly to achieve your goals.

•

**Gain more control over your investments.**

Easily see what parts of your marketing are working and make informed decisions to improve performance — ensuring that you're delivering quality experiences.

•

**Understand your audience on a deeper level.**

Easily integrate and access your data to gain a deeper understanding of your customers and identify your most valuable audiences.

•

**Share insights across your team**

Make information and insights accessible to your entire enterprise so teams can work better together.

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**The results are incredible, it actually helped us transform our whole vision. We want to be a global brand. Google Marketing Platform facilitates that growth.**

Martijn van der Zee, Chief Digital Officer, Rituals

### **Powerful solutions, together in one platform.**

#### **Display & Video 360**

Reach today's always-connected audiences wherever they are.

[Learn more about Display & Video 360](#)

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#### **[Analytics 360](#)**

[Use advanced tools to get a deeper understanding of your customers so you can deliver better experiences.](#)

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#### **[Search Ads 360](#)**

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### **[Campaign Manager 360](#)**

[Get a complete view of all your digital media campaigns.](#)

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## **Designed to work together.**

Google Marketing Platform solutions are built to work together, so you can easily access shared data across products — to deliver better customer experiences.

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### **Reach the right customers.**

Easily connect data from across Google products, including Google Ads — to quickly uncover insights.

[Go to Integration Center](#)

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### **Tailor your measurement with Ads Data Hub.**

Use Ads Data Hub to join event-level campaign data from Google Marketing Platform and Google Ads with data from your own sources, such as a CRM system or marketing database, to run customized analysis that aligns to your specific business objectives while protecting user privacy.

[Learn More](#)

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### **Do more with Google Cloud.**

You can use Google Marketing Platform together with Google Cloud to unlock advanced marketing use cases like building predictive models to get new insights to improve marketing performance.

[Learn more](#)

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[Go to Integration Center](#)

## **The Future of Analytics.**

In new research from Forrester Consulting, commissioned by Google, marketers and digital analytics decision makers identify key challenges and opportunities for the next wave of analytics.

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### **Stay in the know.**

- [Guide](#)

#### **[The CTV playbook: how the latest technology can amplify your CTV performance](#)**

- [Read more](#)

- [Guide](#)

#### **[The marketer's playbook for navigating today's privacy environment](#)**

- [Read more](#)

- [Report](#)

#### **[The Future of Analytics](#)**

- [Read more](#)



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**Looking for small-business solutions?**

With plenty of free solutions, Google Marketing Platform can help grow businesses of any size.

[See solutions](#)

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