












# Other tools for marketing and analytics

You have been introduced to Google Analytics and Google Ads as examples of marketing analytics tools and platforms. This reading lists similar tools and links to find more information about them. Except for the open source tools which are free, a variety of subscription plans and pricing is available for each tool or platform.

**Note:** *The certificate program doesn’t promote or endorse any of the tools listed. The purpose is to provide you with a sampling of other tools that are available.*

## Tools for marketing analytics

Here is a list of several marketing analytics tools:

- [Clicky](#) 
- [Fathom](#) 
- [GoSquared](#) 
- [Heap](#) 
- [Kissmetrics](#) 
- [Mixpanel](#) 
- [Oribi](#) 
- [Statcounter](#) 
- [Visitor Analytics](#) 
- [W3Counter](#) 
- [Woopra](#) 






## Marketing suites with analytics

Marketing software suites that offer analytics features include:

- [Adobe Analytics](#) 
- [Adobe Marketo Engage](#) 
- [HubSpot](#) 



## Open source tools

Open source tools for marketing analytics include:

- [AWStats](#) 
- [Countly](#) 
- [Matomo](#) 
- [Open Web Analytics](#) 
- [Plausible](#) 

## Advertising platforms

Here are a few advertising platforms and links to learn more:

- [BuySellAds](#) 
- [Media.net](#) 
- [AdButler](#) 