



web2market

NEWSLETTER

Digital Marketing Update



DATA ATTRIBUTION MODELS

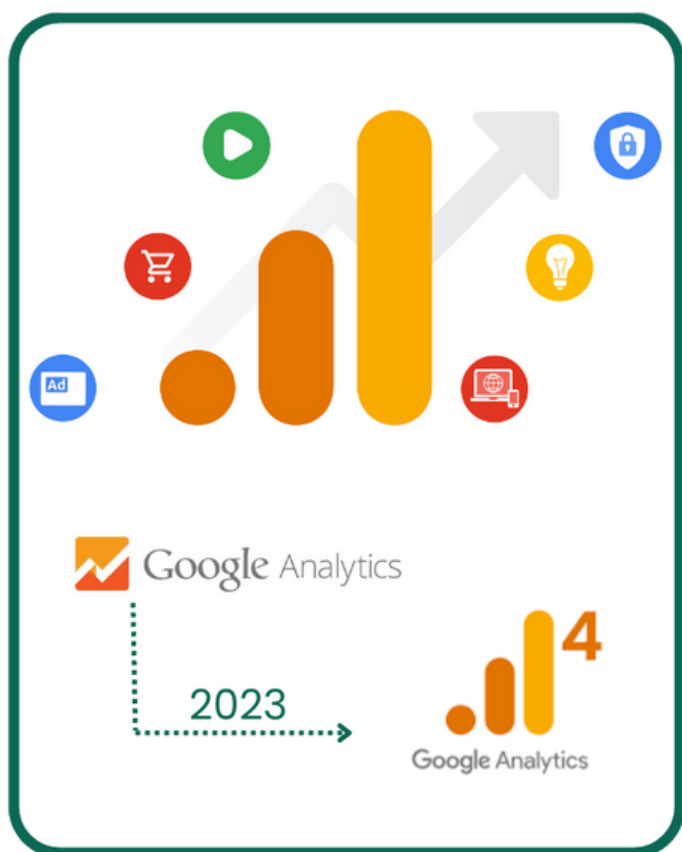
What are they and how are they used in Google Ads? With growing popularity of the use of Google Ads to get visibility online, it's essential to know how data attribution works and how you can see what is performing well for your business - [read the full article](#)



CONSIDERING OUTSOURCING?

Outsourcing your digital marketing can be a game-changer for your business. It allows you to focus on what you do best, saves you time and money, gives you access to expertise and an outside perspective, and ultimately leads to better results.

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GA4 ANALYTICS

It's finally here, and there's no turning back, with the big UA switch-off highlighting to many that those warnings were real and that data has now stopped flowing into Universal Analytics accounts are you finding your feet with GA4?

If you are at the start of your GA4 journey and have questions, you are unsure how to see the data you need, or interpret the data you have, there is a lot of help out there to support you in your transition - that said, if you want to talk about your the issues you are facing with a real person, we are here for you.

WHO ARE WEB2MARKET?

An experienced, qualified and passionate digital marketing team, working hard to achieve your business goals through targeted marketing strategies.

Based in Peterborough with a remote team working as outsourced digital marketing support partners across the UK

[Find out more](#)



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