



Beacon

## Discover the true results of your digital marketing

Beacon is a digital marketing analytics and insights platform designed for organisations and agencies to better measure and manage their marketing campaigns, save considerable time and effort, and transform their digital marketing Return on Investment (ROI)



One unified dashboard to measure all your digital marketing campaigns in one place



See how engaged your website visitors are, drill down by campaign, by channel, by individual links



Generate tracked Beacon links to use in all your digital marketing, and measure the website traffic



Learn which channels and campaigns are driving the greatest return on investment - do more of what works!



Create campaigns and organise your links to create structure and compare the results



Reveal the true impact of bot activity and click fraud on your digital marketing campaigns

*Beacon delivers incredible insights for those who promote their business online, providing valuable data that drills down to the results of each link click as well as a top-level overview of a campaigns' success.*

### Find out more:

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