

DCMN make DC Analytics available for free

DCMN has made DC Analytics available for use without payment, which gives the opportunity for brands in South Africa to track the performance of its TV advertising campaigns.

The technology was first only used internally for DCMN clients but is now available for anyone to use.

DC Analytics helps marketers track and optimise their TV campaigns with a focus on ROI.

Marketers may click [here](#) to sign up.

For more, visit: <https://www.bizcommunity.com>