**There's More Than One Way to Do Content Marketing**

There is no single content marketing measurement strategy or way to measure results that fit every need, but it can be helpful to take cues from companies that do it well. Professionals from Marriott, NerdWallet and Adobe share examples presented at Content Marketing World 2020.

***Content Marketing Institute 12.9.20***

[***https://contentmarketinginstitute.com/2020/12/marriott-nerdwallet-adobe-measure-content/***](https://contentmarketinginstitute.com/2020/12/marriott-nerdwallet-adobe-measure-content/)

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