

# In Data We Trust

Reaching New Heights  
with Competitive  
Intelligence



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# Introduction

SEMrush is an all-in-one digital marketing suite with tools and reports to uncover powerful business insights.

We provide extensive data and a wide range of reports to help marketers gain the most comprehensive competitive intelligence and run successful campaigns.

Over the past decade, the SEMrush platform has been trusted by millions of marketers worldwide and has won dozens of awards for its excellence. SEMrush is where good marketers become great.



*“There is no end to the amount of data you can get from SEMrush. The research part is incomparable, we can learn instantly about customers’ competitors, backlinks and content. We have an exclusive database too, which gives us that competitive advantage.”*

**– Shlomi Meshulam,**  
CEO and founder, *Adactive*

*“The most important thing I can have really is data. Data is my currency. I need to support initiatives, business cases - any tools that give me the insight I find incredibly useful. Then when it comes to measuring these initiatives the reporting comes in handy. SEMrush is a very solid package that delivers exactly that.”*

**– Nick Wilsdon,**  
Product Owner of Search, *Vodafone Group*



# Data: The Ultimate Advantage

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Data has always been important for business. With data, you can operate your business decisions based on reality rather than guesswork. Data tells businesses what their audience's issues are, what they want, and the severity of their demands.

Before the Internet, data was gathered manually, through either surveys or by asking customers for feedback over the phone or mail.

Now, data is abundant. Digital data is richer and more detailed than ever, allowing data scientists to predict market trends with the help of machine learning and pattern-recognition algorithms.

With the complexity of data there is today, the challenge becomes not only how to get all of your data, but **how to visualize the data** and **make insights** from the data that you have. Turning the chaos of raw information into smart business decisions is now the name of the game.

Using data to make decisions isn't just for big businesses. Now more than ever, SMBs can leverage data for Search Engine Optimization (SEO) or social media campaigns to get more people to engage with their business.

This is why SEMrush is the best all-in-one solution; it gives you access to huge databases and also provides tools that can distill this information into actionable insights. There's no better way to audit and improve your online visibility than by using SEMrush.

**This is just an introductory excerpt**

You can download the full version here:

<https://www.semrush.com/ebooks/in-data-we-trust-2/>