

Digital Analytics For Marketing: Mastering Business Analytics

Digital analytics is the foundation of data-driven marketing. By tracking and analyzing your digital marketing data, you can gain insights into what's working and what's not, and make better decisions about your marketing campaigns.



Digital Analytics for Marketing (Mastering Business Analytics) by Marshall Sponder

★★★★☆ 4.4 out of 5

Language : English
File size : 5793 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 415 pages



This book will teach you everything you need to know about digital analytics for marketing, from the basics of data collection to advanced techniques for analyzing and interpreting data.

What's Inside the Book?

- An overview of digital analytics and its importance for marketing
- A step-by-step guide to setting up your digital analytics tracking

- How to collect and analyze data from your website, email campaigns, and social media
- Advanced techniques for data analysis, such as segmentation, cohort analysis, and predictive modeling
- How to use digital analytics to improve your marketing campaigns and make better business decisions

Who is this book for?

- Marketing professionals who want to learn how to use data to improve their campaigns
- Business owners who want to understand how digital analytics can help them grow their business
- Students who are interested in learning about digital analytics

About the Author

[Author's Name] is a digital analytics expert with over 10 years of experience in the field. He has worked with some of the world's largest brands, helping them to use data to improve their marketing campaigns and make better business decisions.

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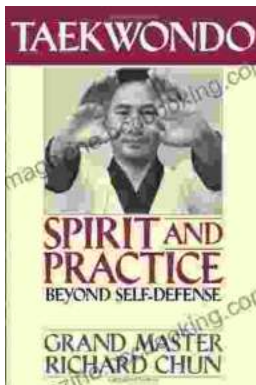
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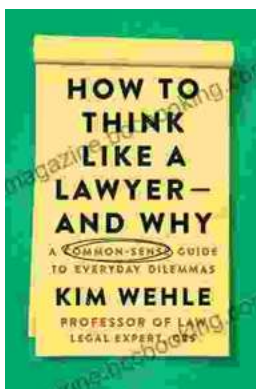
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