

I'm not robot



Digital marketing analytics in theory and in practice kevin hartman pdf

Digital marketing analytics in theory and in practice by kevin hartman pdf.

From Google's Director of Analytics Kevin Hartman comes a comprehensive guide for anyone seeking to harness the power of data in today's digital landscape. Despite being unfamiliar with digital marketing analytics, it's essential to understand its far-reaching impact on modern business and society. This five-part book aims to bridge the gap between those who grasp the scope and relevance of analytics and those looking to learn more. The guide provides an essential framework for understanding digital marketing analytics in today's digital world. Kevin Hartman, Director of Analytics at Google, offers a comprehensive approach to collecting, analyzing, and visualizing data. The book emphasizes the importance of developing a holistic view of data analysis, considering both historical and future trends. It explores various aspects of digital marketing analytics, including consumer/brand relationships, the science of analytics, and the art of analytics. The guide includes practical steps for analysts to follow when presenting to an audience, outlining key characteristics of good visuals, and detailing a five-step process for effective data analysis. It aims to make analytics accessible to those who understand its reach and relevance, providing context, perspective, and information needed to drive business decisions. Digital Marketing Analytics: A Comprehensive Guide The role of an analyst involves understanding the six mutually exclusive and collectively exhaustive marketing objectives. To excel in this field, one must be able to identify context and patterns within collected data, while avoiding bias. In Part 5, Storytelling with Data, the focus shifts from compiling data to presenting it in a comprehensive and meaningful report. The key characteristics of good visuals and chart design are discussed, along with a five-step process for analysts to follow when presenting to an audience. The book also explores the importance of file health, particularly in relation to storing books in elastic cloud storage, which is essential due to the high cost of traffic. A strong foundation in analytics is crucial for success in marketing, as the field continues to evolve at a rapid pace. This foundation will prepare professionals to tackle new challenges, approaches, and data sources throughout their careers. **Table of Contents** The article explores the history and evolution of data analytics, from its early beginnings to the present day. This part is divided into three lessons: # * The Three Roles of the Analyst * The Evolution of the Analyst in the Firm * Characteristics of a Successful Analyst * In Summary: The ART+SCIENCE Mind The article is divided into eight epochs: * Epoch I: 'Early Maps and Diagrams' * Epoch II: 'Measurement & Theory' * Epoch III: 'New Graphical Forms' * Epoch IV: 'The Beginnings of Modern Graphics' * Epoch V: 'The Golden Age of Data Analytics' * Epoch VI: 'The Modern Dark Ages' of Data Analytics * Epoch VII: 'The Rebirth of Data Analytics' * Epoch VIII: 'High-Definition Data Analytics' (1975-1994) This lesson is also divided into four epochs: * Epoch I: 'When Anything Was Possible' * Epoch II: 'The Bubble and the Burst' * Epoch III: 'The Seeds of Prosperity' * Epoch IV: 'The Age of Unicorns' This lesson covers: * P&G's Three-Step Model of Marketing * The Introduction of the 'Zero Moment of Truth' (ZMOT) * Technological Influences * Market Influences * Placing Today's Data Creation in Context This part is divided into five lessons: # * Online Video (OLV) Market Share * Consumer Behavior and OLV * Key OLV Measures # * Search Engine Market Share * Search Engine Management Versus Search Engine Optimization * The Importance of Search Rank * Consumer Behavior and Search * Key Search Measures # * Display Media Market Share * Evolution of Display Ad Formats * Key Display Media Measures # * Social Media Market Share * Consumer Behavior and Social Media * How Brands Use Social Media * Key Social Media Measures # * The Introduction of McKinsey's CDJ * The Steps of the CDJ * Applicability of the CDJ * How Ad Blockers Affect Digital Measurement Digital marketing maturity is a crucial aspect of success in today's market, and various firms have unique perspectives on its significance. According to BCG, digital marketing maturity encompasses the ability to leverage analytics and data visualization tools to drive business growth. Bain concurs, emphasizing that it involves aligning technology with organizational goals. Deloitte and MIT Sloan share a similar view, highlighting the importance of data-driven decision-making in achieving digital marketing maturity. The benefits of this maturity include enhanced customer insights, more effective marketing strategies, and ultimately, increased revenue. The journey to digital marketing maturity is not straightforward; it requires careful planning and execution. BCG's MAP (Marketing Analytics Process) outlines four key steps: plan, collect, analyze, and report. Navigating through these steps ensures that organizations can uncover their "big idea" and make informed decisions. When setting marketing objectives, it's essential to prioritize and determine the most critical goals. Anchoring bias must be considered to avoid misinterpretation of data. A well-structured analysis plan is crucial for success in this area. Collecting high-quality data is vital, but it can be challenging due to its unstructured nature. Ensuring data quality and managing collected data are critical aspects of this process. Once data is collected, analyzing it provides valuable insights into marketing performance. However, context is essential, as biases must be countered to avoid misinterpretation. The five categories of marketing data analysis – customer, product, market, partner, and financial – provide a framework for understanding complex data. Ultimately, digital marketing maturity requires the ability to effectively communicate findings through storytelling with data.