

Contents

List of Figures	vii
List of Tables	ix
Preface	xi
Digital Marketing Analytics Tools	28
1 Introduction to Digital Marketing and Analytics	1
2 Digital Marketing KPIs, Strategy, Ecosystems, Governance, and More	19
3 The Evolution of Digital Analytics and the Internet	29
4 The Growth and Relevance of Social Media in Analytics and Digital Marketing	47
5 Data for Digital Marketing Analytics	59
6 Social Media Analytics for Digital Marketing	75
7 Actions, Hyperlink, and Mobile Analytics in Digital Marketing	99
8 Advanced AI and Algorithms	133
9 Basic Web Analytics and Web Intelligence	171
10 Advanced Web Analytics and Web Intelligence	217
11 Aligning Digital Marketing With Business Strategy	269
12 Deriving Strategic Insights and “Digital Value” From Digital Marketing Analytics	287
How Text Is Transformed into Numbers by Text Analytics	145
Index	297
Program Sliding Window Text Parsing	147
Example of a CHAD Tree	150
K-means Clustering Example	154
The Spectrum of Web Analytics	174
Moving from Objectives to Digital Strategies	182
Analytics Cycle of Improvement	183
Deriving From Web Analytics Data to Business Insights	184
KPIs and KPIs	185
Intermediate Metrics and Their Impact on Return on Investment	199
Web Analytics Tracking Pixel and Data Collection Mechanism	203
Web Analytics Tracking Process	204
Emerging KPIs Used by US B2B Marketers	209
The Eight Data Sources of US Digital Marketers in 2015	211
Illustration of Google Analytics Multichannel Funnel Attribution	212
CHAD	212
Comparing Direct Path and Point-Based Path Analysis	213
Segmenting Reports for Different Types of Stakeholders	214
Web Data Analytics Ecosystem	219
Managing the Process for Big Data Analytics Adoption	224
Questions to Ask When Understanding if a Website Implementation Is Successful	225
Defining the “Perfect Match”	228
Example of Behavioral Segmentation on an E-Commerce Website	227
Segmentation Types in Web Analytics	228
Marketing Funnel for a Health Club E-Commerce Site	250
How Web Analytics Reports Web Referrals	250