



Building stronger digital teams

The devil is in the detail And the detail is in the data

Digital Analytics Academy

“The Internet is brilliant – you can measure everything”. How many times did you hear this phrase in the early days of digital marketing? A few years on, does the promise measure up to reality, or does this sound more familiar: “we’re drowning in numbers, but lacking in meaningful analysis” and “we’ve got half a dozen different versions of the truth?” The Internet offers fantastic new possibilities to marketers and a new set of tools to learn how to use. To make the most of the opportunities, marketers have to really understand the detail of what’s going on. Why? Because the combination of lots of small incremental improvements can make a big difference.

Publisher Analytics

What are the key metrics?

Digital Strategy's 5 Ps of traffic...

- **People (unique users)**
- **Pages (impressions)**
- **Persistence (stickiness / duration of visit)**
- **Pulling power (repeat visits)**
- **Passion (intensity of their activity)**

“Let the analytics grow
from business process and
you’ll analyze what counts”

Navigating the knowledge drought, while drowning in data.

Getting web analytics right

About these notes

These notes are the handout materials to accompany the lecture series about Marketing and Website Analytics, and the academic paper we produced about the challenges of web analytics.

The argument is that the principles of marketing are changing fast and that analytics can drive the business, but only if they are properly deployed and based on key business metrics.

The scale of challenge website owners face can be daunting and the metrics each firm will find valuable vary depending on their business process and model.

www.DigitalTrainingAcademy.com/analytics

To support this workshop we have created a dedicated online classroom where you can post questions to Danny and other tutors at the Digital Training Academy.

How to get in touch...

Mail me more of your questions

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Previously...

Co-founder IAB: UK, Europe, many more
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