

# Marketing Analytics A Practical Guide To Real Marketing Science

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## Marketing Analytics A Practical Guide

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practical applications of analytics are in the field of marketing. In fact, according to an IDG data analytics survey of information systems and analytics executives (IDG, 2016), the top objective...

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We can find another great resource and practical suggestions in this older (but still valid) post by Justin Cutroni: How to Use Google Analytics Content Grouping: 4 Business Examples. The example Justin offers about Patagonia.com is particularly interesting, because it is explicitly about product pages.

## **A Practical Guide to Content and Its Metrics - Moz**

From split testing subject lines, to measuring engagement, analytics provide you with a platform to achieve your goals and perfect your performance. As always, this is by no means a definitive guide, so I'd love to hear your thoughts on this article, and the email marketing metrics that matter to you in the comments below!

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