



How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success

By L. Flores

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Measuring the Success of Digital Marketing explains how to determine the success of a digital marketing campaign by demonstrating what digital marketing metrics are as well as how to measure and use them. Including real life case studies and experts viewpoints that help marketers navigate the digital world.

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Editorial Review

Review

'This book is THE definitive guide to help all marketers value their digital efforts and accelerate their digital transformation.'

-Frédéric Colas, Co-founder of P&G Worldwide Digital Marketing Department of Fullsix Group and of Fast-Up Partners

'Laurent is one of the sharpest minds in the digital marketing business and this book reflects his deep understanding of the digital measurements opportunity.'

-Pete Blackshaw, Global Head of Digital and Social Media, Nestlé; SA Winner of 2009 "Great Minds" award by Advertising Research Foundation

'Data is not all that important. It is what you do with data that's important. Using key business frameworks like AIDA, Laurent simplifies the complex data world and helps you unlock the value from your analytics investment.'

-Avinash Kaushik, Author of Web Analytics 2.0, Web Analytics: An Hour A Day

'The book balances theory with practical measurement advice. Laurent also captures the significant shift to digital-enabled, one-to-one dialogues that marketers must deliver to be successful. This book deserves a place on your book shelf.'

-Rex Briggs, CEO, Marketing Evolution; Author of SIRFs Up: The Story of How Spend-To-Impact Response Functions (SIRFs), Algorithms and Software Are Changing the Face of Marketing

'We are in need of some systematic and thorough thinking about how to measure the impact of digital marketing. Laurent Flores's book does just that. I highly recommend this book to both academic and practitioner audiences in marketing.'

-Dr Dominique Hanssens, Bud Knapp Distinguished Professor of Marketing, UCLA

About the Author

LAURENT FLORES Founder of CRMMETRIX, a company that specializes in measuring digital marketing effectiveness for Fortune 500 companies worldwide from its New York, Cincinnati, Paris and Singapore offices. Dr. Flores is Professor of Marketing at INSEEC Business School.

Users Review

From reader reviews:

Carol Shull:

Information is provisions for individuals to get better life, information presently can get by anyone at

everywhere. The information can be a knowledge or any news even an issue. What people must be consider any time those information which is in the former life are hard to be find than now could be taking seriously which one is suitable to believe or which one the resource are convinced. If you obtain the unstable resource then you obtain it as your main information you will have huge disadvantage for you. All those possibilities will not happen throughout you if you take How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success as the daily resource information.

Betsy Aguilar:

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Donna Johnson:

In this time globalization it is important to someone to receive information. The information will make someone to understand the condition of the world. The fitness of the world makes the information better to share. You can find a lot of sources to get information example: internet, paper, book, and soon. You can observe that now, a lot of publisher that will print many kinds of book. The particular book that recommended to your account is How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success this publication consist a lot of the information with the condition of this world now. This kind of book was represented just how can the world has grown up. The words styles that writer use for explain it is easy to understand. The writer made some study when he makes this book. That's why this book suited all of you.

William Black:

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