

In the world of marketing, where success is king
Analytics reign supreme, the numbers everything
From clicks to conversions, and traffic to sales
Data is the key, that never fails

In the endless sea of customer behavior
Marketing analytics are the navigator
Guiding us towards, our desired end
With insights that help us comprehend

The metrics we measure, tell a story untold
Of customers' desires, and how they unfold
Through trends and patterns, we find the way
To create campaigns, that make them stay

With each click and engagement, we learn more
And use that knowledge, to score
A competitive edge, in the marketplace
Analytics are the tool, we use to ace

So, let us embrace the power of data
And use it to create, marketing that's greater
For with each analysis and interpretation
We achieve results, that exceed expectation.