

Chapter. 01

[Activation] 세일즈 데이터 분석 마케팅 믹스 모델링

# 마케팅데이터분석의주요지표

FAST CAMPUS ONLINE 직장인을 위한 데이터 분석

강사. 최윤진

Chapter. 01

마케팅 데이터 분석의 주요 지표

Fast campus

**FAST CAMPUS** 

ONLINE

최윤진 강사.

#### 서비스 퍼널 단계별 주요 지표

#### The Mobile App Customer Purchase Funnel Cheat Sheet

**Growth Drivers** Metrics App Store Optimization, Downloads, Installs, Acquisition Ratings & Reviews, Paid Advertising, App Store Product Page Visits, 다운로드, 설치, 방문 수 Digital/Traditional Marketing Site Visits, Top-of-Mind or Aided Awareness 가입, 세션 길이, Registrations **Activation** Customer On-boarding, 세션당 스크린 수. Session Length, Screens Per Session, One-Step Registration with Email or Facebook One-Day Retention One-Day Retention n-Day Retention, Proactive Communication, Loyalty Campaigns, Retention n-Day Retention MAU, 세션 빈도 Monthly Active Users, Session Frequency Push Notifications, Re-Engagement Ads Referrals, Rating Prompts, One-Click Sharing, Referrals, Referral 앱스토어 평점, 리뷰, Social/Contact List Integration, App Store Ratings & Reviews, 소셜 버즈 Incentivized Sharing Social Buzz ARPU. CLV. Average Revenue Per User, Sales & Promotions. Customer Lifetime Value. 앱 내 구매. Apptentive Revenue Downloadable Content, Personalization, App Purchases/Subscriptions. 광고 수익 등 Frequent Updates www.apptentive.com In-App Transactions, Ad Revenue

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https://clevertap.com/blog/aarrr-metrics-vs-rarra-framework/



# 허상적 지표와 행동적 지표

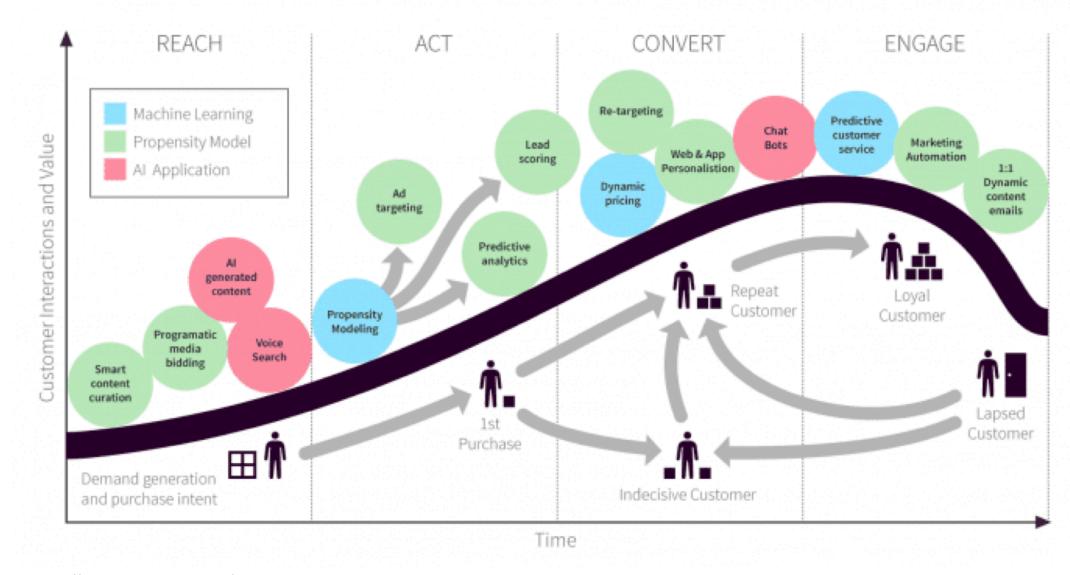
Vanity Metric	Actionable Metric
Trial Users	Converting Users
Page Views	Conversion Rate
Social Media 'Likes'	Social Media Engagement/Referrals
Email Subscribers	Email Opt-In Conversion Rate
Leads in Sales Funnel	Cohort Analysis of Sales Funnel
Marketing Spend	Return on Marketing Investment
Total Customers Acquired	Customer Acquisition Cost
Monthly Revenue per Customer	Customer Lifetime Value

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## 디지털 마케팅 사이클

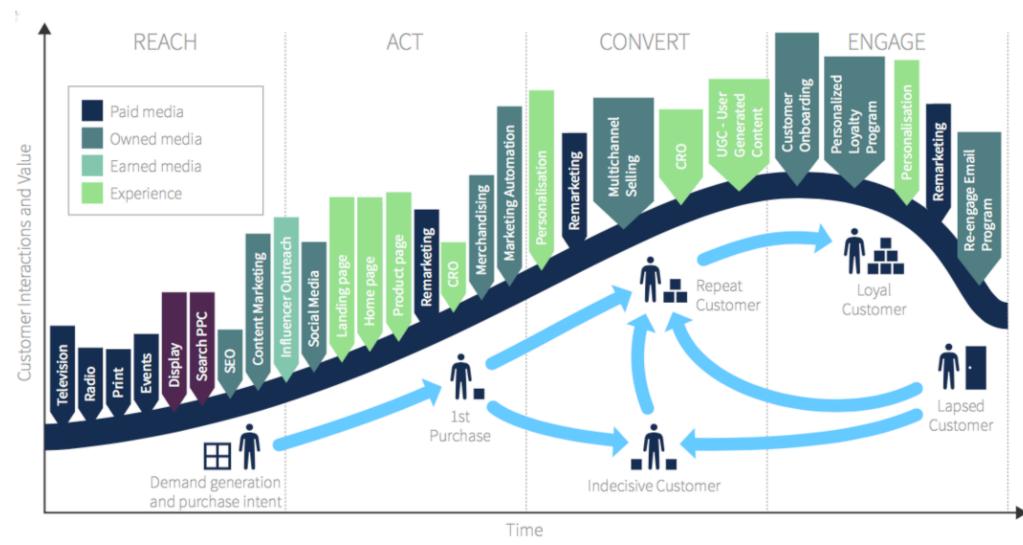


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### 디지털 마케팅 사이클

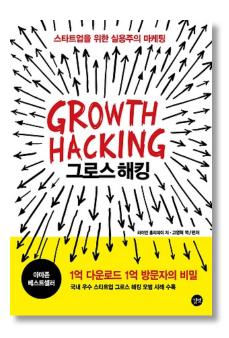


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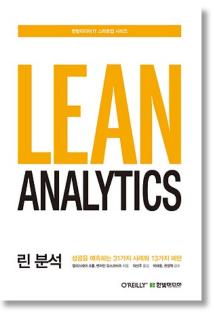
http://www.thedigitalmkt.com/email-marketing-trends-2018/email-priorities/#main



# 그로스 지표관련 도서







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