Welcome!

Objectives for Marketing Analytics in Theory

- Gain an understanding of the data collection and analysis methods used by marketing professionals

- Learn how to evaluate and choose appropriate web analytics tools and techniques for your analysis

- Understand frameworks and approaches to measuring consumer action

- Earn familiarity with the unique measurement opportunities and challenges presented by New Media

Required Texts for Marketing Analytics in Theory

- Eric Peterson, *Web Analytics Demystified* (available for free download from http://www.webanalyticsdemystified.com)

- Blog posts and online articles introduced throughout the course lectures

How this course will be organized:

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Key points in lesson

Key points →

LESSON 4:
"Where It All Begins"

The consumer's digital life is very complicated

A meaningful story requires the use of a framework

McKinsey's CDJ is one such framework

Each step in the journey triggers new questions

Data can provide answers to those questions

How this course will be organized:
Supplemental reading

Supplemental reading for this lesson

- **Millions of Fake Instagram Users Disappear in Purge:**
  http://bits.blogs.nytimes.com/2014/12/18/millions-of-fake-instagram-users-disappear-in-purge/

- **1 in 10 Twitter accounts are fake:**
  http://www.nbcnews.com/technology/1-10-twitter-accounts-fake-say-researchers-2D11655362

- **Buying fame at a price…the sad story of Rita Ora and Twitter:**
  http://popdust.com/2014/11/03/rita-ora-fake-twitter-followers/

Extra Reading

What this class **IS NOT**

- Deep dive into web metrics, statistical theory, or research methods

- Dashboard building workshop

- Series of product demos

- Accreditation in any marketing analytics tool

What this class **IS**

- Marketer's approach to web analytics with a heavy emphasis on digital data

- Discussion of how marketers approach the identification, selection, collection, analysis, and presentation of data

- In-depth look at approaches, frameworks, and techniques you need to know to be an effective marketing analyst today

Lesson Preview:
Module 1

Introduction to This Course:
Review of the objectives and goals for this course; an introduction to how the course material will be organized; and a preview of the lessons in this course

Lesson 1 — "The Day the Geeks Took Over":
Understanding the influence of analytics on marketing to gain a solid contextual understanding of the critical role data plays today in business and marketing decision-making

Lesson Preview:
Module 2

Lesson 2 — "The Basics of Web Analytics":
Laying the foundation for marketing analysis in order to understand what data categories of digital data are available and their value to analytics

Lesson 3 — "An Introduction to Web Analytics Tools":
Understanding the key web analytics tools at your disposal used to collect, analyze, and visualize digital data

Lesson Preview:
Module 3

Lesson 4 — "Where It All Begins":
Starting with the consumer in order to gain a complete and accurate view into the business challenges digital data can help marketers solve

Lesson 5 — "The Consumer - Brand Relationship":
Understanding how and why data is shared in digital channels, including Search, Display Advertising, Online Video, and Social Media

Lesson Preview:
Module 4

Lesson 6 — "Data, Data, Everywhere":
Identifying valuable data sources that drive digital analysis, including structured and unstructured data stores in raw and processed form

Lesson 7 — "New Media — New Opportunities, New Dangers":
Understanding the promise and pitfalls of digital data so that the potential of digital analysis can be realized while minimizing the threat of data error

Picture yourself
somewhere right
about here.
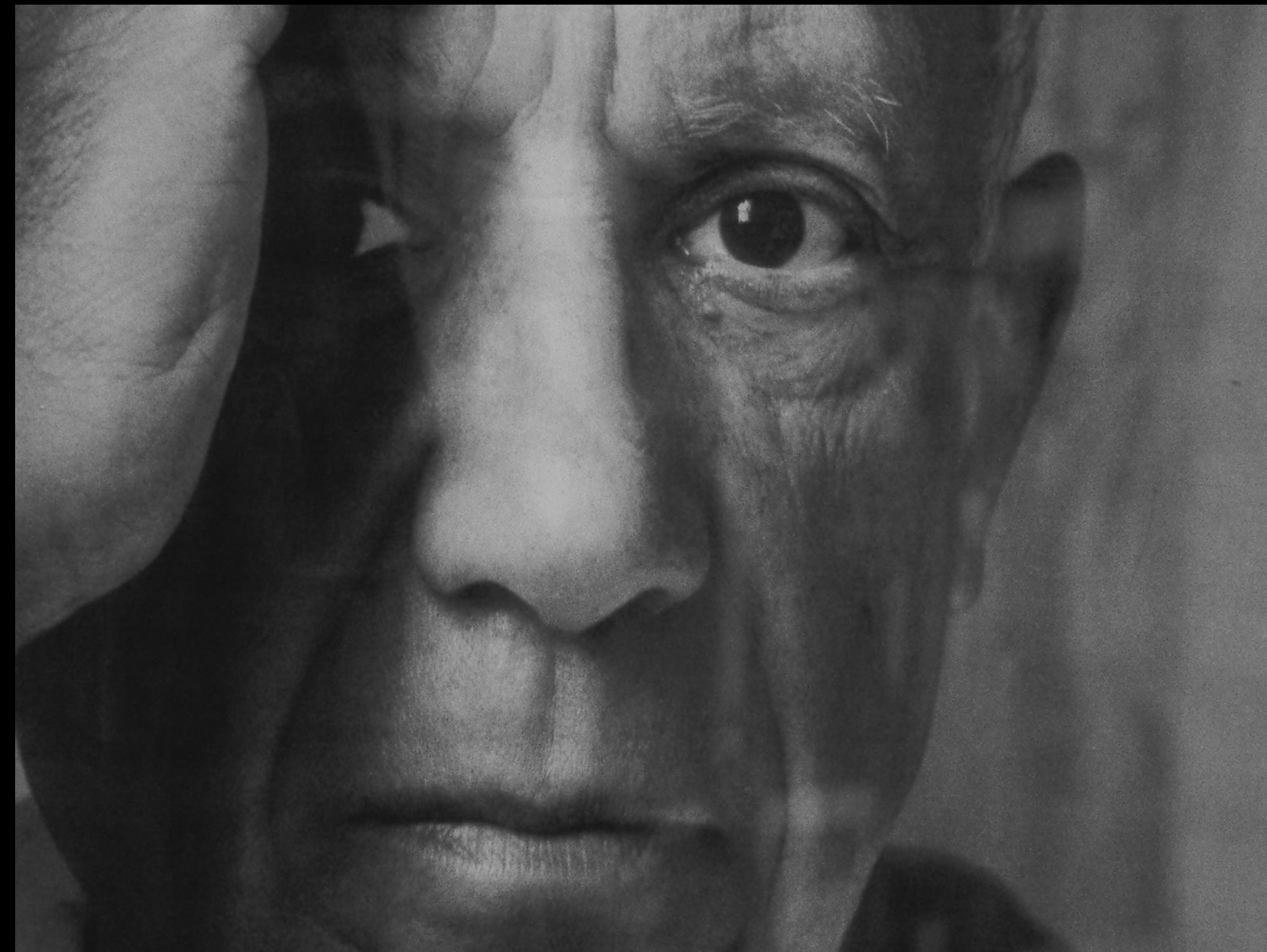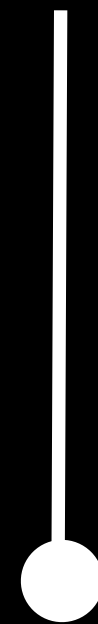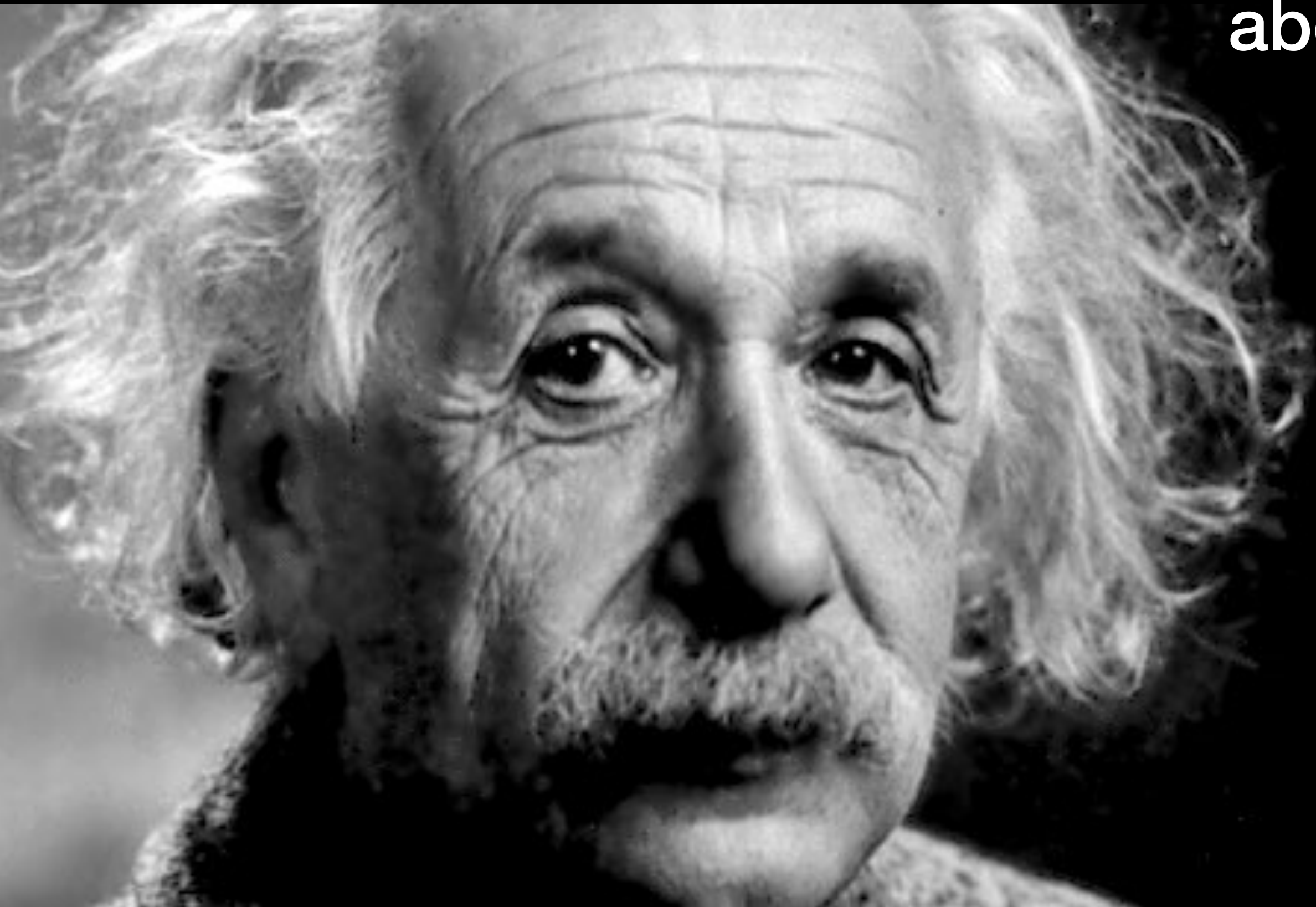
Albert Einstein Head, Photograph by Oren Jack Turner, Princeton, N.J.from Wikimedia Commons
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References

1. Oren Jack Turner. 1947. "Einstein in 1947". Retrieved from http://en.wikipedia.org/wiki/Albert_Einstein#/media/File:Albert_Einstein_Head.jpg

2. Maurizio Zanetti. 2007. "Pablo". Retrieved from https://www.flickr.com/photos/matalyn/371764796/in/photolist-yRoHS-7Vz7WF-pRFSbG-pTBA9T-4vnevE-7LVc6-e5Pg4H-7LVbc-3bLN5Q-4ovr1n-61FV2z-6LQZwh-61FUdp-oY2yY6-5T7Xvz-SQUdZ-SR8Nx-SR8Nc-96W46z-i4ESVd-4vneD9-9r6cA4-7KZu3X-7L4sc9-4iFoUy-hGH4mn-d5iHM7-pfrncD-7B7Cdp-6CjXrR-4yL4Dj-6D7GyG-5U8sxn-f7y5S6-4wEnLG-7JGs2p-8XpcwY-9raVfY-ehtpbn-6akEXU-qeQjbP-9spD6b-qeQj5g-kYp8Qa-o1Kzom-ok1dBB-6D3AmV-eATnzA-6CwvEE-6CUHRJ