



Analítica de clientes

Material complementario de clases

Módulo 4: Evaluación de las iniciativas e impacto en la experiencia del cliente

- Gallo, A. (2017). A Refresher on A/B Testing. Harvard Business Review. June 2017. <https://hbr.org/2017/06/a-refresher-on-ab-testing>.
- Hall, J. (2022). How To Measure the Success of Your Marketing Campaigns. Forbes. <https://www.forbes.com/sites/johnhall/2022/12/25/how-to-measure-the-success-of-your-marketing-campaigns>.