



You are a marketing analytics expert with deep knowledge of the topic and related topics to - such as product, business, statistics, etc. I'd like for you to provide a detailed and well-research topic-based hierarchical taxonomy (or knowledge graph/map) of the field of marketing analytics. This output needs to be extensive so that it would contain almost all of the topics - unlike other outputs I've seen that were not complete in various areas. All of these topics will be utilized as a learning path looking through knowledge from the broad topics all the way down to extremely specific ones. We can take this one in sections - starting from the broad topics and extensively covering each level until the level of categorical depth that you think is optimal. Please think deeply about the approach for this task.

Based on my extensive research, I now have comprehensive information to create a detailed topic-based hierarchical taxonomy of marketing analytics. Let me structure this information into a well-organized, multi-level taxonomy.

Marketing Analytics: Comprehensive Topic-Based Hierarchical Taxonomy

Introduction to the Taxonomy Approach

As a marketing analytics expert with deep knowledge across product, business, and statistics, I've developed this extensive hierarchical taxonomy to serve as a complete learning path through the marketing analytics field. This taxonomy is structured to progress from broad foundational concepts down to highly specific, actionable topics—covering areas that other frameworks often miss.

The structure follows a logical progression through five primary levels:

Level 1: Core Domains - The fundamental pillars of marketing analytics

Level 2: Major Categories - Key subdisciplines within each domain

Level 3: Specialized Areas - Specific methodologies and applications

Level 4: Technical Components - Tools, techniques, and frameworks

Level 5: Granular Topics - Highly specific implementation details

This taxonomy is designed to be comprehensive enough to guide professionals from foundational understanding through advanced implementation, while remaining practical for real-world application.

Level 1: Core Domains of Marketing Analytics

1. Foundational Analytics & Measurement

Purpose: Establishing the fundamental principles, frameworks, and methodologies that underpin all marketing analytics work.

Level 2 Categories:

1.1 Analytics Frameworks & Methodologies

- Descriptive Analytics - Understanding what happened^{[1] [2]}
- Diagnostic Analytics - Understanding why it happened^{[3] [1]}
- Predictive Analytics - Forecasting what will happen^{[2] [4] [1]}
- Prescriptive Analytics - Recommending what should happen^{[1] [2]}
- Real-time Analytics - Immediate insights and monitoring^[5]

1.2 Data Management & Infrastructure

- Data Collection & Integration^[6]
 - First-party data sources
 - Second-party data partnerships
 - Third-party data providers
 - Web tracking & tagging implementation^{[7] [8]}
 - Server-side tracking
 - API integrations^[9]
- Data Quality & Governance^{[10] [6]}
 - Data validation & cleansing^[11]
 - Privacy compliance (GDPR, CCPA)^{[6] [10]}
 - Data ethics & responsible use^[10]
 - Master data management

- Data lineage & audit trails
- Data Architecture
 - Data warehouses^[9]
 - Data lakes
 - Cloud data platforms^[6]
 - ETL/ELT processes^[12]
 - Real-time data streaming

1.3 Statistical Foundations

- Probability & Distributions
- Hypothesis Testing
- Regression Analysis^[13]
 - Simple linear regression^[13]
 - Multiple regression^[13]
 - Logistic regression^[14]
 - Time series regression
- Correlation & Causation
- Sampling Methods
- Statistical Significance & P-values^[15]
- Confidence Intervals
- Bayesian Statistics^[16] ^[17]

1.4 Key Performance Indicators (KPIs)

- Defining Marketing Objectives^[18] ^[19]
- S.M.A.R.T. Goal Framework^[20]
- KPI Hierarchies & Cascading Metrics^[21] ^[7]
- Leading vs. Lagging Indicators
- Vanity Metrics vs. Actionable Metrics^[22]
- Benchmarking & Industry Standards^[23] ^[24]

2. Customer Analytics & Insights

Purpose: Understanding customer behavior, preferences, and value to drive personalized marketing and improve customer relationships.

Level 2 Categories:

2.1 Customer Segmentation & Targeting

- Demographic Segmentation^[25]
- Psychographic Segmentation
- Behavioral Segmentation^[26] ^[3]
- Geographic Segmentation
- Firmographic Segmentation (B2B)
- Clustering Methods
 - K-means clustering^[27] ^[28] ^[29]
 - Hierarchical clustering^[28] ^[26]
 - DBSCAN
 - Gaussian Mixture Models
- Advanced Segmentation
 - RFM Analysis (Recency, Frequency, Monetary)^[30] ^[14] ^[27] ^[28] ^[1]
 - LRFMS Models (Length, Recency, Frequency, Monetary, Satisfaction)^[26]
 - Discount propensity segmentation^[31]
 - Churn risk segmentation^[32]
 - Multi-dimensional time series clustering^[26]

2.2 Customer Lifetime Value (CLV)

- CLV Calculation Methods
 - Historical CLV^[33] ^[34]
 - Predictive CLV^[35] ^[36] ^[37] ^[34] ^[38] ^[14]
 - Cohort-based CLV^[14]
- CLV Modeling Approaches
 - Buy-Till-You-Die (BTYD) Models
 - Machine learning-based CLV^[39] ^[40] ^[37]
 - Ensemble CLV models^[37]
 - Deep learning for CLV^[41] ^[39]
- CLV Applications
 - Customer acquisition cost optimization^[42] ^[33]
 - Retention strategy prioritization^[36] ^[34]
 - Marketing budget allocation^[33]
 - High-value customer identification^[34] ^[39]

- Subscription CLV modeling [\[43\]](#) [\[35\]](#)
- CLV Integration
 - CLV-based attribution [\[44\]](#) [\[45\]](#) [\[46\]](#) [\[43\]](#)
 - CLV and marketing mix modeling [\[17\]](#)
 - Customer equity measurement [\[47\]](#)

2.3 Customer Journey Analytics

- Journey Mapping Techniques [\[48\]](#)
 - Touchpoint identification [\[49\]](#)
 - Path analysis
 - Sequential pattern mining
 - Customer journey orchestration
- Cross-Device Tracking [\[50\]](#)
- Multi-touch Interaction Analysis [\[51\]](#)
- Journey Optimization
 - Friction point identification [\[52\]](#)
 - Conversion funnel analysis [\[53\]](#) [\[42\]](#)
 - Drop-off analysis [\[54\]](#)
 - User flow visualization
- Channel Preference Analysis [\[55\]](#)

2.4 Behavioral Analytics

- User Behavior Tracking [\[56\]](#) [\[57\]](#) [\[3\]](#)
 - Clickstream analysis [\[54\]](#)
 - Session analysis [\[8\]](#) [\[58\]](#)
 - Heatmap analysis [\[59\]](#)
 - Scroll depth tracking [\[53\]](#)
 - Video engagement analytics [\[60\]](#)
- Engagement Metrics [\[61\]](#) [\[53\]](#)
 - Time on site/page [\[8\]](#) [\[53\]](#)
 - Pages per session [\[58\]](#) [\[53\]](#)
 - Bounce rate [\[42\]](#) [\[8\]](#) [\[53\]](#)
 - Exit rate [\[42\]](#)
 - Return visitor analysis [\[42\]](#)
- Behavioral Segmentation Applications [\[62\]](#)

- Intent prediction^[4]
- Purchase propensity scoring^{[63] [64]}
- Next-best-action recommendation^[55]
- Personalization engines^{[57] [65] [66]}

2.5 Customer Data Platforms (CDP)

- CDP Architecture & Capabilities^{[67] [68] [11] [55]}
 - Data unification & identity resolution^{[68] [69] [55]}
 - Real-time customer profiles^{[11] [55]}
 - Audience segmentation^{[55] [11]}
 - Data activation across channels^[55]
- CDP vs. CRM vs. DMP^{[70] [67] [68] [55]}
- CDP Integration Strategies^{[11] [55]}
- Privacy-compliant customer data management^{[67] [11]}

3. Marketing Performance & Attribution

Purpose: Measuring marketing effectiveness, attributing credit to touchpoints, and optimizing campaign performance across channels.

Level 2 Categories:

3.1 Attribution Modeling

- Single-Touch Attribution Models
 - First-touch attribution^{[71] [45] [49]}
 - Last-touch attribution^{[45] [71] [49]}
- Multi-Touch Attribution (MTA)^{[72] [16] [51] [49] [45]}
 - Linear attribution^{[71] [49] [45]}
 - Time-decay attribution^{[49] [43] [71]}
 - Position-based (U-shaped) attribution^[49]
 - W-shaped attribution
 - Custom weighted models^[73]
- Data-Driven Attribution^{[71] [49]}
 - Machine learning attribution^{[72] [51]}
 - Algorithmic attribution^[48]
 - Shapley value attribution^[48]

- Markov chain attribution
- Attribution Challenges & Solutions
 - Cross-device attribution^[74] ^[50]
 - Offline-to-online attribution^[75] ^[74]
 - Dark social attribution
 - Walled garden limitations^[75]
- Attribution Applications
 - Budget optimization^[45] ^[71]
 - Channel effectiveness^[45] ^[71]
 - Campaign ROI measurement^[43] ^[71]
 - Customer acquisition attribution^[46] ^[43]

3.2 Marketing Mix Modeling (MMM)

- MMM Fundamentals^[76] ^[77] ^[78] ^[79] ^[17] ^[75]
 - Econometric modeling^[17] ^[75]
 - Time-series analysis^[76] ^[17]
 - Base vs. incremental sales decomposition^[77] ^[76]
 - Adstock transformation^[80] ^[76]
 - Diminishing returns curves^[77] ^[75]
 - Saturation effects^[75]
- MMM Components
 - Media variables (TV, radio, digital, print)^[76] ^[17] ^[75]
 - Pricing & promotion effects^[77] ^[75] ^[76]
 - Distribution impact^[75]
 - Seasonality modeling^[17] ^[76]
 - Competitive activity^[77]
 - Macroeconomic factors^[17] ^[77]
- Advanced MMM Techniques
 - Bayesian MMM^[76] ^[17]
 - Hierarchical modeling
 - Regional/geographic MMM^[75]
 - Product-level MMM
 - Dynamic effects modeling
- MMM Applications
 - Budget allocation optimization^[79] ^[17] ^[77] ^[75]

- Scenario planning & simulation^{[81] [76] [75]}
- ROI measurement by channel^{[76] [77] [75]}
- Marketing effectiveness measurement^{[79] [17] [77]}
- Price elasticity analysis^{[75] [76]}

3.3 Campaign Performance Analytics

- Campaign Planning & Setup
 - Campaign objective definition^{[19] [18]}
 - Target audience specification^[73]
 - Success metrics identification^{[18] [19]}
 - Control group design^[18]
- Campaign Execution Metrics
 - Impressions & reach^{[82] [83] [60]}
 - Frequency & recency
 - Cost metrics (CPM, CPC, CPA)^{[17] [42]}
 - Quality scores
- Campaign Outcome Metrics
 - Conversion rates^{[84] [53] [42]}
 - Lead generation metrics^{[85] [86]}
 - Sales impact^[17]
 - Return on ad spend (ROAS)^{[42] [17]}
- Campaign Optimization
 - A/B testing & experimentation^{[87] [19] [52] [15] [18]}
 - Multivariate testing^[52]
 - Sequential testing
 - Holdout testing^[74]
 - Budget pacing & optimization^{[88] [81]}

3.4 Return on Investment (ROI) Analysis

- Marketing ROI Calculation^{[2] [45] [42]}
- Customer Acquisition Cost (CAC)^{[36] [33] [42]}
- CAC Payback Period
- Marketing Efficiency Ratio
- Incremental ROI^{[77] [75]}
- Marginal ROI Analysis

- Portfolio ROI Optimization

4. Channel-Specific Analytics

Purpose: Measuring and optimizing performance across individual marketing channels with channel-specific metrics and best practices.

Level 2 Categories:

4.1 Digital Marketing Analytics

- Web Analytics^[89] ^[90] ^[7] ^[56] ^[8]
 - Traffic analysis^[58] ^[53] ^[42]
 - Traffic sources^[54] ^[58] ^[42]
 - User demographics^[53]
 - Geographic analysis^[61] ^[53]
 - Device & browser analysis^[59] ^[8]
 - Landing page performance^[19] ^[18]
 - Site search analytics^[53]
 - E-commerce analytics^[8] ^[54]
- Search Engine Marketing (SEM) Analytics
 - Paid search performance^[91] ^[60]
 - Keyword analytics^[12] ^[21]
 - Quality score optimization^[83]
 - Ad rank factors
 - Search impression share
 - Competitor analysis^[92] ^[93]
- SEO Analytics^[91] ^[60]
 - Organic search performance^[94] ^[58] ^[53]
 - Keyword rankings^[92]
 - Backlink analysis^[95]
 - Domain authority metrics^[96]
 - Search visibility metrics
 - Technical SEO metrics^[97]
 - Core Web Vitals
 - Page speed analytics^[98]
- Display & Programmatic Analytics

- Display ad performance metrics^[99]
- Viewability metrics
- Brand safety measurement
- Contextual targeting performance
- Programmatic bidding optimization^[99] ^[88]

4.2 Social Media Analytics

- Platform-Specific Metrics^[60] ^[91]
 - Facebook/Instagram analytics^[100] ^[101] ^[82] ^[83]
 - LinkedIn analytics^[102]
 - Twitter/X analytics^[103]
 - TikTok analytics^[101]
 - YouTube analytics^[60]
 - Pinterest analytics
- Social Engagement Metrics^[82] ^[60] ^[53]
 - Likes, shares, comments^[61] ^[60]
 - Engagement rate^[83] ^[100] ^[82] ^[60]
 - Video completion rates^[73] ^[60]
 - Story views^[60]
 - Social reach vs. impressions^[83] ^[60]
- Social Listening & Monitoring^[104] ^[105] ^[106] ^[107] ^[61]
 - Brand mention tracking^[106] ^[104] ^[61]
 - Sentiment analysis^[105] ^[107] ^[108] ^[104] ^[106] ^[10] ^[61]
 - Share of voice^[23] ^[61]
 - Influencer identification^[109] ^[61]
 - Trend detection^[105] ^[61]
 - Crisis detection^[105]
 - Competitor monitoring^[92] ^[105]
- Social Media ROI^[82]
 - Social-driven conversions^[60]
 - Social customer acquisition cost^[60]
 - Social-attributed revenue^[60]

4.3 Email Marketing Analytics

- Email Campaign Metrics^[86]^[^1_110]^[22]
 - Delivery rate^[^1_110]^[86]
 - Bounce rate (hard vs. soft)^[86]^[^1_110]
 - Open rate^[^1_110]^[22] ^[91] ^[86] ^[59]
 - Click-through rate (CTR)^[22] ^[91] ^[86] ^[59]^[^1_110]
 - Click-to-open rate (CTOR)^[86]^[^1_110]
 - Conversion rate^[^1_110]^[22] ^[86]
 - Unsubscribe rate^[86]^[^1_110]
 - Spam complaint rate^[^1_110]^[86]
- Email Engagement Analysis^[59] ^[22]
 - Email heatmaps^[59]
 - Link-level analytics^[59]
 - Device & client analysis^[59]
 - Time-based engagement patterns^[59]
 - Geographic engagement^[22]
- Email List Health^[22] ^[86]
 - List growth rate^[86] ^[42]
 - List churn rate^[86]
 - Subscriber lifetime value^[^1_110]
 - Email list segmentation performance^[^1_110]^[86]
- Email Optimization^[1_111]^[^1_110]^[59]
 - Subject line testing^[19]^[^1_110]^[59]
 - Send time optimization^[1_111]^[^1_110]^[59]
 - Content personalization impact^[^1_110]^[59]
 - A/B testing for email^[1_111]^[^1_59]^[^1_110]
 - Email automation performance^[22]^[^1_110]

4.4 Content Marketing Analytics

- Content Performance Metrics^[1_112]^[^1_113]^[^1_114]^[100] ^[97] ^[94]
 - Page views^[^1_113]^[94] ^[53] ^[42]
 - Unique visitors^[^1_113]^[58]
 - Time on page^[94]^[^1_113]^[53] ^[42]
 - Scroll depth^[^1_113]^[53]
 - Content shares^[94] ^[53]

- Comments & feedback^[100]
- Content Engagement Analysis^{[1_115][1_112][101][^1_113]}
 - Content consumption patterns^[^1_113]
 - Reading completion rates^{[101][^1_113]}
 - Video watch time^{[100][101]}
 - Download metrics^{[53][^1_113]}
 - Interactive content engagement^{[109][101]}
- Content Attribution^{[94][^1_113]}
 - Content-influenced conversions^{[^1_113][94]}
 - Assist conversions^[^1_113]
 - Multi-touch content impact^[^1_113]
 - Content journey mapping^[^1_113]
- Content ROI & Effectiveness^{[1_116][1_117][1_112][^1_94][1_113]}
 - Cost per content piece^[^1_116]
 - Content lifetime value^[^1_116]
 - Revenue attributed to content^{[1_116][1_113]}
 - Lead generation per content^{[1_116][^1_94][1_113]}
 - SEO value of content^{[97][^1_113]}
- Content Optimization^{[1_114][^1_101][^1_97][1_113]}
 - Topic performance analysis^{[1_118][^1_101][1_113]}
 - Format effectiveness^{[101][^1_113]}
 - Content gap analysis^{[1_118][1_113]}
 - Competitive content analysis^[97]
 - Content refresh prioritization^{[97][^1_113]}

4.5 Paid Advertising Analytics

- Paid Search Analytics^[91]
 - Ad performance metrics
 - Keyword-level analytics^{[21][12]}
 - Ad group performance
 - Campaign structure optimization
 - Auction insights^[92]
- Paid Social Analytics^{[88][99]}
 - Platform-specific ad metrics^[83]
 - Audience targeting effectiveness^[88]

- Creative performance^[99] ^[88]
- Ad format comparison^[88]
- Frequency management^[83]
- Programmatic & Display Analytics^[99]
 - Demand-side platform (DSP) metrics
 - Supply-side platform (SSP) analytics
 - Real-time bidding performance^[99]
 - Viewability & brand safety^[96]

4.6 Mobile & App Analytics

- App Performance Metrics^[97]
 - App downloads & installs
 - Active users (DAU, MAU)^[53]
 - Session length & frequency^[53]
 - Screen flow analysis
 - In-app events tracking
- App Store Optimization (ASO)^[97]
 - App store rankings^[97]
 - Conversion rate optimization^[97]
 - Review & rating analysis^[97]
- Mobile Web Analytics^[^1_119] ^[8]
 - Mobile traffic analysis^[^1_120] ^[8]
 - Mobile conversion rates^[8]
 - Mobile user experience metrics^[5] ^[8]
 - Responsive design performance^[8]

4.7 Offline & Traditional Media Analytics

- TV & Radio Analytics^[76] ^[75]
 - Reach & frequency^[75]
 - Gross Rating Points (GRP)
 - Target Rating Points (TRP)
 - TV attribution modeling^[76] ^[75]
- Print Media Analytics^[75]
 - Circulation & readership
 - Print ad effectiveness

- Coupon redemption tracking
- Out-of-Home (OOH) Analytics
 - Impression estimates
 - Foot traffic analysis
 - Digital OOH performance
- Event & Experiential Marketing Analytics
 - Attendance & registration metrics
 - Engagement metrics at events
 - Lead capture effectiveness
 - Post-event attribution

5. Advanced Analytics & Technology

Purpose: Leveraging advanced techniques, AI/ML, and emerging technologies to extract deeper insights and automate marketing optimization.

Level 2 Categories:

5.1 Machine Learning & AI in Marketing

- Predictive Modeling^{[1,121][^1_65][1_122]}^{[4] [1] [14]}
 - Churn prediction^{[40] [32] [35] [4]}
 - Purchase propensity models^[^1_122]^{[63] [4]}
 - Lead scoring^{[64] [40] [85] [67]}
 - Customer lifetime value prediction^{[35] [40] [37] [34] [41] [14] [36]}
 - Demand forecasting^{[85] [62] [12]}
 - Sales forecasting^[95]
- Classification & Regression
 - Decision trees^{[32] [39]}
 - Random forests^{[39] [37] [32]}
 - Gradient boosting^{[40] [64] [39]}
 - Neural networks^{[63] [14] [39] [40]}
 - Support vector machines^[32]
 - XGBoost models
- Deep Learning Applications^[^1_121]^{[39] [40]}
 - Recurrent Neural Networks (RNN)^[63]
 - Long Short-Term Memory (LSTM)^[63]

- Convolutional Neural Networks (CNN) ^[109]
 - Transformer models
- Natural Language Processing (NLP) ^{[66] [57] [104] [105] [109]}
 - Sentiment analysis ^{[107] [108] [104] [106] [10] [61] [105] [109]}
 - Topic modeling ^{[1_123][1_118]}
 - Text classification ^[^1_118]
 - Named entity recognition ^[^1_118]
 - Chatbot analytics ^{[65] [^1_124] [85]}
- Computer Vision in Marketing ^[109]
 - Image recognition ^{[65] [109]}
 - Video content analysis ^[109]
 - Visual search analytics ^[109]
- Recommendation Systems ^{[57] [^1_122] [65] [85]}
 - Collaborative filtering
 - Content-based filtering
 - Hybrid recommendation engines ^[65]
 - Next-product prediction ^[62]
 - Personalized content recommendations ^{[^1_122] [57] [65] [63]}

5.2 Marketing Automation & Optimization

- Marketing Automation Platforms ^{[67] [55]}
 - Campaign automation ^{[67] [55]}
 - Workflow optimization ^[67]
 - Lead nurturing automation ^{[55] [67]}
 - Trigger-based marketing ^[^1_122]
- Real-Time Personalization ^{[1_125][^1_57][^1_62][^1_65][1_122] [63]}
 - Dynamic content delivery ^{[^1_125] [57] [65] [63]}
 - Real-time offers ^[^1_126]
 - Adaptive experiences ^{[^1_127] [65]}
 - Contextual messaging ^{[65] [88]}
- Optimization Algorithms ^[^1_126]
 - Multi-armed bandits
 - Reinforcement learning ^{[^1_126] [88]}
 - Genetic algorithms
 - Bayesian optimization ^[17]

- Dynamic Pricing & Revenue Optimization^{[1,128][1,129][1,130][1,131]}^[81]
 - Price elasticity modeling^[81] ^[76] ^[75]
 - Competitive pricing analytics^[1,128] ^[81] ^[92]
 - Revenue management^[1,130] ^[81]
 - Promotional pricing optimization^[1,129] ^[81] ^[75]

5.3 Experimentation & Testing

- A/B Testing Methodology^[1,132] ^[15] ^[87] ^[52] ^[18] ^[19]
 - Hypothesis formulation^[15] ^[52] ^[19]
 - Sample size calculation^[15]
 - Test design & implementation^[52] ^[19] ^[15]
 - Statistical significance testing^[18] ^[52] ^[15]
 - Confidence intervals^[15]
- Multivariate Testing (MVT)^[52]
 - Full factorial designs
 - Fractional factorial designs
 - Taguchi methods
- Sequential Testing
 - Bayesian sequential testing
 - Multi-armed bandit testing
- Conversion Rate Optimization (CRO)^[87] ^[1,132] ^[19] ^[18] ^[15]
 - Landing page optimization^[19] ^[18]
 - Form optimization^[19] ^[15]
 - Checkout flow optimization^[54] ^[18]
 - Call-to-action optimization^[18] ^[19] ^[53]
 - User experience testing^[5] ^[15] ^[19]
- Test Analysis & Interpretation^[52] ^[15]
 - Effect size measurement^[15]
 - Statistical power analysis^[15]
 - Test validity assessment
 - Winner declaration criteria^[52]

5.4 Data Visualization & Business Intelligence

- Visualization Principles^{[1_133][1_134][^1_135]}^[9]
 - Chart selection best practices^[^1_133]^[9]
 - Color theory & accessibility^[^1_133]
 - Visual hierarchy^[^1_133]
 - Dashboard design principles^{[1_134][^1_9][1_133]}
- Visualization Types^[9]^[^1_133]
 - Line charts^[^1_133]
 - Bar charts^[^1_133]
 - Pie charts^[^1_133]
 - Heatmaps^{[9] [83] [59]}
 - Scatter plots^[9]
 - Area charts^[^1_133]
 - Treemaps
 - Sankey diagrams
- BI Dashboard Development^{[1_135][1_134]}^[9]^[^1_133]
 - Executive dashboards^{[1_134][1_135]}
 - Operational dashboards^[^1_134]
 - Analytical dashboards^[^1_134]
 - Real-time dashboards^{[1_135][1_134]}
 - Mobile dashboards^[^1_135]
- BI Tools & Platforms^[2]^{[1_135][^1_9][1_133]}
 - Tableau^[2]^[^1_133]
 - Power BI^{[1_136][^1_2][^1_9][1_133]}
 - Looker/Looker Studio^[2]^[^1_133]
 - Google Data Studio/Looker Studio
 - Qlik
 - Domo

5.5 Big Data & Cloud Analytics

- Big Data Technologies^{[1_137][1_125]}
 - Hadoop ecosystem
 - Spark processing^[21]
 - NoSQL databases
 - Distributed computing

- Cloud Analytics Platforms^[6]
 - Google Cloud Platform (GCP)^[21]
 - Amazon Web Services (AWS)^[2]
 - Microsoft Azure
 - Snowflake
 - BigQuery
- Real-Time Processing^{[50] [5] [1,125] [1,122] [55]}
 - Stream processing
 - Event-driven architecture
 - Real-time dashboards^{[1,134] [88]}
- Data Science Workflows^{[1,138] [56]}
 - Feature engineering^{[37] [39]}
 - Model training & validation^{[39] [52]}
 - Model deployment^{[39] [1,126]}
 - MLOps practices

6. Strategic Marketing Analytics

Purpose: Using analytics to inform strategic decisions, competitive positioning, and long-term marketing planning.

Level 2 Categories:

6.1 Competitive Intelligence & Market Research

- Competitive Analysis^{[1,139] [1,140] [93] [1,141] [1,142] [23] [92]}
 - Competitor identification^{[1,139] [92]}
 - Market share analysis^{[1,143] [1,24] [1,123] [76]}
 - Competitive positioning^{[1,128] [1,139] [92]}
 - Competitor content analysis^[97]
 - Competitor pricing analysis^{[81] [1,128] [92]}
 - Competitor SEO analysis^[92]
 - Social media competitive analysis^[92]
- Market Intelligence^{[1,140] [1,93] [1,23] [1,139]}
 - Market trends analysis^{[7] [23] [1,139] [81]}
 - Industry benchmarking^{[24] [7] [23] [2]}
 - Market sizing & forecasting^{[1,144] [23]}

- Emerging market opportunities^[81]
- Primary Research Methods^[23]
 - Customer surveys^{[14] [23]}
 - Focus groups^[23] ^[1_120]
 - In-depth interviews^[23]
 - Ethnographic research
 - Conjoint analysis^[13]
- Secondary Research Methods^{[93] [23]}
 - Industry reports^[23]
 - Public filings analysis^[1_139]
 - Trade publications^[1_139]
 - Academic research^[1_145]

6.2 Brand Analytics & Equity Measurement

- Brand Awareness Metrics^{[1_146][1_147][1_148][1_149][1_143][1_24][1_120]}
 - Unaided brand recall^[1_149] ^[24]
 - Aided brand awareness^[24] ^[1_149]
 - Brand search volume^[1_148]
 - Share of voice^{[24] [61] [23]}
 - Brand impressions^[1_148]
- Brand Perception & Image^{[1_147][1_150][1_151][1_152][1_153][1_120]} ^[24]
 - Brand associations^{[1_151][1_154][1_155][1_153][1_147]}
 - Brand personality metrics^[1_150]
 - Net Promoter Score (NPS)^[1_149] ^[24]
 - Brand sentiment^{[1_156][1_148][1_120]}
 - Brand trust indicators^{[1_153][1_151]}
- Brand Equity Measurement^{[29] [1_157][1_158][1_159][1_160][1_146][1_147][1_143][1_120][1_149]} ^[24]
 - Customer-based brand equity (CBBE)^[1_147]
 - Firm-based brand equity (FBBE)^[1_147]
 - Brand value calculation^{[1_161][1_159][1_143][1_147]} ^[24]
 - Price premium analysis^{[1_143][1_147]} ^{[24] [81]}
 - Brand loyalty metrics^{[1_152][1_154][1_155][1_151][1_143]} ^[24]
 - Brand relevance^{[1_143][1_149]}
- Brand Performance Tracking^{[1_162][1_148][1_149]} ^[24]
 - Brand health tracking^[1_149] ^[24]

- Brand equity scorecards^[24]
- Longitudinal brand studies^{[1_160][1_149]}
- Competitive brand positioning^[^1_149]^[24]
- Social Media Brand Analytics^{[1_158][1_151][1_156][1_148][^1_120]}
 - Social brand mentions^[^1_120]
 - Social sentiment analysis^{[1_156][1_120]}
 - Influencer marketing impact^{[1_152][1_162]}
 - User-generated content analysis^[^1_163]

6.3 Market Segmentation Strategy

- Segmentation Frameworks
 - Geographic segmentation^[61]
 - Demographic segmentation^{[25] [63]}
 - Psychographic segmentation^[3]
 - Behavioral segmentation^{[3] [26] [63]}
 - Needs-based segmentation^[62]
 - Value-based segmentation^[^1_164]
- B2B Segmentation^[102]
 - Firmographic segmentation
 - Industry vertical segmentation
 - Company size & revenue segmentation
 - Technographic segmentation
 - Decision-maker role segmentation
- Segment Profiling^[^1_164]^[64]
 - Segment characteristics
 - Segment size & attractiveness
 - Segment profitability^[^1_164]
 - Segment accessibility
- Targeting Strategy
 - Undifferentiated targeting
 - Differentiated targeting
 - Concentrated targeting
 - Micro-targeting^{[57] [73]}
 - Hyper-personalization^{[1] [85] [57] [65]}

6.4 Pricing Analytics & Strategy

- Pricing Research & Analysis^{[1,131][1,129][1,130][^1,81][1,128]}
 - Willingness-to-pay analysis^[^1,165]^[81]
 - Price sensitivity measurement^{[1,157][^1,29][1,128]}
 - Price elasticity modeling^[81] ^[76] ^[75]
 - Competitive pricing analysis^[^1,128]^[81] ^[92]
 - Value-based pricing^{[1,129][1,130]}
- Dynamic Pricing^{[1,129][^1,81][1,128]}
 - Real-time price optimization^[^1,129]^[81]
 - Demand-based pricing^[^1,131]^[62]
 - Surge pricing
 - Personalized pricing^[62]
- Promotional Pricing Analytics^[^1,129]^[76] ^[75]
 - Discount effectiveness^[31]
 - Promotion lift measurement^[76]
 - Coupon redemption analysis
 - Bundle pricing optimization
- Revenue Optimization^{[1,130][1,131]}^[81] ^{[1,128][1,129]}
 - Revenue management^{[1,166][1,130]}^[81]
 - Yield optimization
 - Capacity pricing
 - Markdown optimization^[81]

6.5 Portfolio & Product Analytics

- Product Performance Analysis
 - Product sales trends^[17]
 - Product mix analysis^[75]
 - Product lifecycle analysis^[17]
 - New product launch analytics^[13]
 - Product cannibalization^[76]
 - Halo effects^[76]
- Portfolio Optimization^[75]
 - Portfolio profitability analysis
 - SKU rationalization
 - Product portfolio balancing

- Resource allocation across products^[75]
- Innovation Analytics^[^1_148]
 - Concept testing^[13]
 - Feature prioritization^[^1_127]
 - Product-market fit measurement^[23]
 - Innovation pipeline metrics

7. Cross-Channel & Integrated Analytics

Purpose: Analyzing marketing performance across multiple channels in an integrated manner to understand synergies and optimize holistically.

Level 2 Categories:

7.1 Omnichannel Analytics

- Omnichannel Measurement Frameworks^{[1_167][1_168][^1_119]}^[50]^[74]^[73]
 - Unified customer view^[68]^[^1_119]^[50]^[55]
 - Cross-channel journey mapping^[^1_119]^[50]^[74]
 - Channel synergy analysis^[74]^[75]
 - Cross-device tracking^[^1_119]^[50]^[74]
- Omnichannel KPIs^[^1_167]
 - Omnichannel customer lifetime value^[^1_167]
 - Cross-channel engagement rate^[73]^[^1_167]
 - Channel switching behavior^[^1_167]
 - Omnichannel conversion rate^[^1_167]
- Online-to-Offline (O2O) Analytics^[74]^[75]
 - Digital influence on store visits^[74]
 - ROPO (Research Online, Purchase Offline)^[74]
 - Store-to-web attribution^[74]
 - Location-based analytics^[61]

7.2 Cross-Channel Attribution

- Cross-Channel Attribution Models^[^1_119]^[73]^[74]
 - Unified attribution frameworks^[73]^[74]
 - Path-to-conversion analysis^[71]
 - Touchpoint sequencing effects^[51]

- Channel interaction effects^[72] ^[75]
- Multi-Touch Attribution Across Channels^[73] ^[74]
 - Digital + offline attribution^[74] ^[75]
 - Assisted conversions analysis^[^1_113]
 - Attribution window optimization^[49]
- Attribution Challenges^[74] ^[75]
 - Cross-device attribution complexity^[50] ^[74]
 - Walled garden data limitations^[75]
 - Incrementality measurement^[77] ^[75]

7.3 Integrated Campaign Analytics

- Campaign Integration Metrics^[^1_158]^[1_119] ^[73]
 - Integrated campaign reach^[73]
 - Cross-channel frequency management^[73]
 - Message consistency measurement^[^1_167]
 - Unified campaign ROI^[^1_119] ^[73]
- Media Mix Optimization^[17] ^[76] ^[75]
 - Optimal channel mix determination^[17] ^[75]
 - Budget allocation across channels^[81] ^[76] ^[17] ^[75]
 - Synergy identification^[74] ^[75]
 - Diminishing returns by channel^[75]
- Campaign Sequencing
 - Message sequencing optimization
 - Channel sequencing strategies
 - Timing optimization across channels^[59]

7.4 Data Unification & Integration

- Identity Resolution^[11] ^[55]
 - Deterministic matching^[55]
 - Probabilistic matching^[55]
 - Cross-device identity graphs^[55]
 - Household-level linking
- Data Integration Approaches^[6] ^[9] ^[2] ^[55]
 - ETL/ELT pipelines^[12] ^[2]
 - API integrations^[^1_127] ^[9]

- Data federation
- Real-time data sync^[11] ^[55]
- Marketing Data Warehouses^[9] ^[2]
 - Single source of truth creation^[67] ^[2]
 - Data modeling for marketing^[2]
 - Historical data management^[33] ^[^1_122]

8. Emerging Trends & Specialized Topics

Purpose: Staying current with evolving practices, emerging technologies, and specialized applications in marketing analytics.

Level 2 Categories:

8.1 AI & Generative AI in Marketing

- Generative AI Applications^[1_124]^[^1_66]^[1_121] ^[63] ^[65]
 - AI-generated content^[1_124]^[^1_65]^[1_118]
 - Dynamic creative optimization^[^1_115] ^[88] ^[99]
 - Personalized ad copy generation^[65] ^[^1_118]
 - Chatbot content generation^[^1_124] ^[85] ^[65]
 - Image generation for marketing^[65]
- Large Language Models (LLMs)^[^1_118]
 - Prompt engineering for marketing
 - Content brief generation^[^1_118]
 - Customer insight extraction^[^1_118]
 - Campaign narrative creation^[^1_118]
- Explainable AI (XAI) ^[1] ^[^1_118]
 - Model interpretability^[34] ^[1] ^[65]
 - Transparent decision-making^[10] ^[^1_118]
 - Bias detection & mitigation^[66] ^[10] ^[57] ^[65]

8.2 Privacy, Ethics & Compliance

- Data Privacy Regulations^[^1_169] ^[10] ^[6]
 - GDPR compliance^[10] ^[6] ^[67]
 - CCPA/CPRA compliance^[6] ^[67]
 - Cookie consent management^[^1_170]

- Privacy-by-design principles^{[6] [11]}
- Ethical Marketing Analytics^{[4] [169] [10] [65]}
 - Algorithmic bias mitigation^{[66] [57] [10] [65]}
 - Transparent data practices^{[169] [10] [11]}
 - Responsible AI use^{[169] [66] [10] [65]}
 - Fair targeting practices^[57]
- Consent & Permission Marketing
 - Opt-in strategies
 - Preference management
 - Data subject rights management^[6]
 - Privacy-preserving analytics

8.3 Advanced Measurement Techniques

- Incrementality Testing^{[77] [75]}
 - Geo-lift testing^[75]
 - Synthetic control methods^[75]
 - Randomized controlled trials (RCT)^[18]
 - PSA (Public Service Announcement) tests
- Causal Inference^{[16] [51]}
 - Propensity score matching
 - Difference-in-differences
 - Instrumental variables
 - Causal impact analysis^[75]
- Marketing Econometrics^{[76] [17] [75]}
 - Panel data analysis
 - Fixed effects models
 - Time-series econometrics^{[76] [17]}
 - Cross-sectional analysis

8.4 Voice, IoT & Emerging Channels

- Voice Analytics
 - Voice search optimization
 - Smart speaker marketing analytics
 - Voice commerce measurement
- Internet of Things (IoT) Analytics^[62]

- Connected device data^[62]
- IoT-driven personalization^[62]
- Predictive maintenance marketing
- Metaverse & Web3 Analytics
 - Virtual world engagement metrics
 - NFT marketing analytics
 - Blockchain-based attribution
 - Decentralized identity tracking

8.5 Industry-Specific Applications

- E-commerce Analytics^{[29] [37] [54]}
 - Shopping cart analytics^{[54] [62]}
 - Product recommendation performance^{[57] [62]}
 - Marketplace analytics^[^1_166]
 - Conversion funnel optimization^{[54] [18]}
- B2B Marketing Analytics^{[^1_171] [102]}
 - Account-based marketing (ABM) metrics
 - Lead-to-opportunity conversion
 - Sales-marketing alignment metrics^[67]
 - Deal velocity analytics
- Retail Analytics^{[27] [37]}
 - In-store analytics^[74]
 - Foot traffic measurement^[74]
 - Shelf analytics
 - Omnichannel retail measurement^[74]
- Healthcare & Pharma Marketing Analytics^[21]
 - Patient journey analytics
 - Physician targeting analytics^[21]
 - Regulatory-compliant measurement^[6]
- Financial Services Marketing Analytics^[^1_127]
 - Customer risk scoring^[^1_127]
 - Product recommendation^[^1_127]
 - Regulatory compliance analytics^[^1_127]
- Travel & Hospitality Analytics^[5]
 - Booking funnel analysis^[5]

- Destination marketing analytics^[5]
- Reputation management^[^1_120]^[5]

Implementation Considerations

Analytics Maturity Model

Organizations typically progress through stages of analytics maturity:^[^1_172]

Stage 1: Descriptive - Basic reporting and historical analysis

Stage 2: Diagnostic - Understanding drivers of performance

Stage 3: Predictive - Forecasting future outcomes

Stage 4: Prescriptive - Automated decision-making and optimization

Stage 5: Cognitive - AI-driven autonomous marketing

Building Analytics Capabilities

Key components for building marketing analytics capabilities include:^[^1_173]^[2]

- **People:** Data analysts, data scientists, marketing analysts, business intelligence developers
- **Processes:** Data governance, analytics workflows, reporting cadences, experimentation frameworks
- **Technology:** Analytics platforms, data infrastructure, visualization tools, automation systems^[9] ^[2]
- **Culture:** Data-driven decision-making, experimentation mindset, continuous learning^[18]

Tool Ecosystem

A comprehensive marketing analytics stack typically includes:^[2]

- **Data Collection:** Google Analytics, Adobe Analytics, tag management systems^[7] ^[48] ^[8]
- **Data Integration:** ETL tools, CDPs, marketing data platforms^[67] ^[2] ^[55]
- **Data Storage:** Cloud data warehouses (Snowflake, BigQuery, Redshift)^[6]
- **Analysis & Modeling:** Python, R, SQL, statistical software^[^1_173] ^[13]
- **Visualization:** Tableau, Power BI, Looker^[9] ^[2] ^[^1_133]
- **Automation:** Marketing automation platforms, workflow engines^[67] ^[55]
- **Experimentation:** A/B testing platforms, optimization tools^[52] ^[18]

Learning Path Recommendations

Foundational Track (3-6 months)

1. Statistics fundamentals & hypothesis testing
2. Data management & SQL basics
3. Web analytics & digital marketing metrics
4. Basic visualization & reporting
5. Campaign measurement fundamentals

Intermediate Track (6-12 months)

1. Customer segmentation & CLV modeling
2. Attribution modeling concepts
3. A/B testing & experimentation
4. Marketing mix modeling basics
5. Advanced SQL & data manipulation
6. Python/R for marketing analytics

Advanced Track (12+ months)

1. Machine learning for marketing
2. Predictive modeling & forecasting
3. Advanced attribution & MMM
4. Marketing automation & optimization
5. Big data technologies
6. AI/ML model deployment

Specialized Tracks

- **Technical Path:** Deep dive into data engineering, ML engineering, advanced statistics
- **Business Path:** Strategic analytics, stakeholder management, analytics leadership
- **Domain Path:** Industry-specific applications (e-commerce, B2B, retail, etc.)

Conclusion

This comprehensive taxonomy represents the breadth and depth of modern marketing analytics, structured to support learning from foundational concepts through advanced applications. The field continues to evolve with emerging technologies like generative AI, privacy-preserving analytics, and advanced causal inference methods.

The most successful marketing analysts develop T-shaped skills—broad knowledge across the taxonomy with deep expertise in 2-3 specialized areas relevant to their industry and role. Continuous learning and adaptation to new tools, techniques, and regulations remain essential for long-term success in this dynamic field.

This taxonomy should be treated as a living framework, regularly updated as new methodologies emerge and the marketing landscape evolves. The key is not mastering every topic but understanding how different areas interconnect to drive better marketing decisions and business outcomes.[¹¹ ¹²]



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