Marketing Analytics: Comprehensive Reference Table

Category	Element	Description/Application
Core Concepts	Marketing Analytics	Practice of measuring, analyzing, and managing marketing performance to maximize effectiveness and optimize ROI
	Incrementality	Measuring what additional results marketing actually caused versus what would have happened naturally
	Attribution	Process of assigning credit to marketing touchpoints that contribute to conversions
	Customer Journey Mapping	Visual representation of customer interactions across all touchpoints
	Marketing Mix Optimization	Statistical approach to determine optimal budget allocation across channels
	Cross-Channel Analytics	Measurement that tracks customer behavior across multiple marketing channels
	Customer Lifetime Value (CLV)	Predicted net profit from entire future relationship with customer
	Customer Acquisition Cost (CAC)	Total cost of acquiring a new customer across all marketing channels
	Return on Ad Spend (ROAS)	Revenue generated for every dollar spent on advertising
	Marketing Qualified Leads (MQL)	Leads deemed more likely to become customers based on engagement
Attribution Models	First-Touch Attribution	100% credit assigned to first customer interaction
	Last-Touch Attribution	100% credit assigned to final interaction before conversion
	Linear Attribution	Credit distributed equally across all touchpoints
	Time-Decay Attribution	More credit given to touchpoints closer to conversion
	Position-Based (U-Shaped)	40% credit each to first and last touchpoints, 20% distributed among middle
	Data-Driven Attribution	Machine learning algorithm determines optimal credit distribution

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	W-Shaped Attribution	Credit distributed across first touch, lead creation, and opportunity creation
	Custom Attribution	Tailored attribution model based on specific business requirements
Measurement Frameworks	Marketing Mix Modeling (MMM)	Statistical analysis of marketing effectiveness using aggregate time series data
	Incrementality Testing	Controlled experiments measuring true causal impact of marketing
	Unified Marketing Measurement (UMM)	Integrated approach combining MMM, attribution, and incrementality testing
	Customer Journey Analytics	Framework for tracking and analyzing customer interactions across touchpoints
	Multi-Touch Attribution (MTA)	User-level attribution across multiple customer touchpoints
	Media Mix Optimization	Framework for optimizing budget allocation across media channels
	Holdout Testing	Systematic exclusion of audience segments to measure marketing lift
	Geo-Lift Studies	Geographic-based experiments comparing regions with/without marketing exposure
	Synthetic Control	Statistical method creating artificial control groups for causal inference
Analytics Maturity Levels	Descriptive Analytics	Understanding what happened through historical data analysis
	Diagnostic Analytics	Explaining why events occurred through root cause analysis
	Predictive Analytics	Forecasting future outcomes using statistical models and machine learning
	Prescriptive Analytics	Recommending optimal actions through optimization algorithms
	Cognitive Analytics	Self-learning systems with autonomous optimization capabilities
SEO Metrics	Organic Traffic	Number of visitors from unpaid search engine results
	Keyword Rankings	Position of website in search results for target keywords

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	Search Visibility	Percentage of potential clicks received from search results
	Organic Click-Through Rate	Percentage of searchers who click on organic search results
	Backlink Profile	Quality and quantity of external websites linking to your site
	Core Web Vitals	Google's page experience metrics (LCP, FID, CLS)
	Domain Authority	Predictive ranking score for search engine performance
SEM/PPC Metrics	Cost Per Click (CPC)	Average amount paid for each click on paid advertisements
	Quality Score	Google's rating of ad relevance and landing page experience
	Impression Share	Percentage of available impressions your ads received
	Click-Through Rate (CTR)	Percentage of people who click ads after seeing them
	Conversion Rate	Percentage of clicks that result in desired actions
	Cost Per Acquisition (CPA)	Average cost to acquire one customer through paid advertising
	Search Lost IS (Budget)	Impression share lost due to insufficient budget
Social Media Metrics	Reach	Number of unique users who saw your content
	Impressions	Total number of times content was displayed
	Engagement Rate	Interactions divided by total followers or reach
	Follower Growth Rate	Rate at which social media following increases
	Share of Voice	Brand's social media mentions compared to competitors
	Social Conversion Rate	Percentage of social media traffic that converts
	User-Generated Content (UGC) Rate	Amount of content created by users about your brand
Email Marketing Metrics	Open Rate	Percentage of recipients who opened email campaigns
	Click-Through Rate	Percentage of recipients who clicked links in emails
	Click-to-Open Rate	Percentage of email openers who clicked links
	Bounce Rate	Percentage of emails that couldn't be delivered
	List Growth Rate	Rate at which email subscriber list grows
	Email ROI	Revenue generated per dollar spent on email marketing

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	Unsubscribe Rate	Percentage of recipients who opt out of email list
Display/Programmatic Metrics	Viewability Rate	Percentage of ads that met viewability standards (50% visible for 1+ seconds)
	Cost Per Mille (CPM)	Cost per thousand ad impressions
	Video Completion Rate	Percentage of video ads watched to completion
	Frequency	Average number of times users see your ads
	Brand Lift	Measured increase in brand awareness from display campaigns
	Creative Performance	Effectiveness metrics for different ad creative variations
Customer Analytics	Customer Retention Rate	Percentage of customers who continue purchasing over time
	Churn Rate	Percentage of customers who stop purchasing/subscribing
	Net Promoter Score (NPS)	Customer loyalty metric based on likelihood to recommend
	Customer Satisfaction (CSAT)	Direct measure of customer satisfaction with products/services
	Repeat Purchase Rate	Percentage of customers who make multiple purchases
	Average Order Value (AOV)	Average amount spent per transaction
	Purchase Frequency	How often customers make purchases within specific timeframe
Technology Platforms	Google Analytics 4	Google's advanced web analytics platform with AI insights
	Adobe Analytics	Enterprise analytics platform with customer journey focus
	Salesforce Marketing Cloud	Integrated marketing automation and analytics platform
	HubSpot Analytics	Inbound marketing and CRM analytics solution
	Mixpanel	Product analytics platform for user behavior tracking
	Customer Data Platform (CDP)	Technology that creates unified customer profiles from multiple data sources
	Marketing Automation Platform	Software that automates marketing processes and tracks performance

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Privacy-First Tools	Simple Analytics	Privacy-focused web analytics without cookies
	Plausible Analytics	Lightweight, open-source, privacy-friendly analytics
	Fathom Analytics	GDPR-compliant analytics without personal data collection
	Matomo	Self-hosted analytics platform with privacy controls
Organizational Roles	Chief Analytics Officer	Executive responsible for analytics strategy and vision
	Marketing Analyst	Professional who analyzes marketing data and generates insights
	Data Scientist	Specialist in advanced statistical modeling and machine learning
	Data Engineer	Technical professional who builds and maintains data infrastructure
	Attribution Specialist	Expert in multi-touch attribution modeling and implementation
	Business Intelligence Analyst	Professional who creates reports and dashboards for business users
	Tag Manager	Specialist responsible for implementing tracking codes and pixels
	Data Architect	Professional who designs data systems and infrastructure
Data Governance	Data Quality Assurance	Processes ensuring accuracy, completeness, and consistency of data
	Privacy Compliance	Adherence to GDPR, CCPA, and other data protection regulations
	Data Lineage	Documentation of data flow from source to consumption
	Master Data Management	Unified approach to managing critical business data
	Data Catalog	Organized inventory of available data assets and metadata
	Data Stewardship	Ongoing management and quality control of data assets
Testing Methods	A/B Testing	Controlled experiment comparing two versions to determine better performance
	Multivariate Testing	Testing multiple variables simultaneously to optimize combinations

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	Split Testing	Dividing traffic between different experiences to measure impact
	Cohort Analysis	Tracking groups of users over time to understand behavior patterns
	Funnel Analysis	Examining step-by-step user progression through conversion process
	Regression Analysis	Statistical method for understanding relationships between variables