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Media and

Marketing

Analytics for
Competitive

Advantage (Live
Session)

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analytics helps
report on
marketing
activities to
make better
predictions. The
Blueprint
explores how to
use marketing
analytics to
optimize your
campaigns.

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Guide to
Marketing
Analytics in
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Descriptive
Analytics. As
basic as it
gets,
descriptive
analytics simply
uses numbers to
explain the ins
and outs of

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marketing and
business.

Straightforward
metrics such as
amount of
products . . .

Sql

4 Analytics
Categories To
Track To Improve
Your Marketing
. . .

The use of
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Analytics to
calculate
marketing return
on investment
can objectively
guide business
decisions and
optimize
marketing costs
and efforts
using data.

Phrazor , an
advanced

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analytics BI
tool, uses
Machine
Learning, and
Natural Language
Generation
capabilities to
reduce your
marketing
analytics
efforts and
gives you
precise results
in a language

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you will
understand.

Optimize Your Business With

How Marketing In

Analytics
Optimizes
Marketing

Efforts

Benefits of

Using Marketing
Analytics Tools

1.. Get a
complete view of

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customers across
all marketing
channels. 2..

Personalize
engagements with
current and
potential
customers. 3..

Improve social
media
strategies. 4..

Real-time
customer
engagement. 5..

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Know what
marketing
channels are
actually ...

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Awesome
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Analytics Tools
to Improve Your
Business ...

Marketing
analytics can
give you a lot

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more information
about who is
converting and
what prodded
them to do so.
You can set up
goals, including
trackable
funnels, that
track users
through the path
on your site and
to the
inevitable check

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Analytics
out or “thank
you for your
purchase” page.

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Sal
Analytics to
Optimize Your
Site ...

With HubSpot,
analytics are
built into
everything you

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do, right out of the box. See detailed reports for every one of your marketing assets, from website and landing pages, to emails, blog posts, social media accounts, calls-to-action, and more. Then add any report

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to your
dashboard so
you're tracking
your most
critical metrics
all in one place
– and can easily
share those
insights with
...

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Software |

HubSpot

Understanding

Marketing

Analytics.

Marketing

analytics is the

practice of

measuring,

managing and

analyzing

marketing

performance to

maximize its

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effectiveness

and optimize

return on

investment

(ROI) .

Understanding

marketing

analytics allows

marketers to be

more efficient

at their jobs

and minimize

wasted web

marketing

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Optimize Your

Business in
Marketing -

Measure,
Analyze, and
Manage

Here's How to
Improve Your
Business's
Content

Marketing ...

Google Analytics

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Analytics is a free tool that tracks and reports website traffic. It shows the most visited pages on your website so that you ...

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Improve Your
Business's
Content

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Data Analytics
and Sales

Closely tied to
the ways data
analytics are
being used for
marketing is how
they are being
used in sales.

Again, the key
takeaway is that
data provides
insight: Insight

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into pricing
strategies,
customer
responsiveness,
public
engagement with
the brand, sales
lead quality,
win rates and
loyalty to
products over
time.

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Using Business
Analytics to
Further Enhance
Marketing and

••• Data Science In

7 Ways Data
Analytics Can
Boost Your

Business Growth

1 - Improved
Service Level
Performance.

When it comes to
delivering

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flowers, From
You Flowers uses
a network of
florists... 2

Better Order
Fulfillment.
Florist

performance can
vary based on
many factors,
such as time of
day, the day of
the... 3 ...

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Analytics Can
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Business Growth
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As trusted
MarTech advisors
who partner with
the top vendors,
our senior
analytics and
marketing
consultants

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empower your
people with the
actionable
insights they
need. You'll
gain confidence
in your data and
be able to
answer your most
curious
questions, while
your team will
have the wisdom
to make better

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Analytics that
optimize
marketing ROI.

Business With Data Science In

Optimize
Marketing
Performance -
Blast Analytics
& Marketing
Data analytics
provides
critical insight
into the

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performance of
your business,
allowing you to
identify trends
that help you
optimize your
marketing
campaigns and
increase ROI.
Twitter Tweet
...

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Marketing With
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allowed the
company to
improve the way
it made
important
business
decisions. Using
analytics to
define strategy

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The main
strategy of any
business defines
its analytical
choices.

Marketing
Analytics
techniques to
increase sales |
Smart ...
Identify
customers or

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prospects that
are most likely
to be influenced
by marketing;

Create

databases; Set
up test and

control groups
to be used in

experimental
design; Measure

the
effectiveness of
your campaigns;

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Visualize
results with
impressive
graphs; Forecast
sales and other
KPIs; Understand
customer
sentiment
through text
analytics

Marketing
Analytics:
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Optimize Your
Business with
Data ...

What are other
metrics to
consider?

Organic search
traffic. The
organic search
traffic is
garnered through
effective SEO
efforts and
optimizing the

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Analytics...

Traffic to site.

Every content
creator wants to

increase traffic

to their site.

This metric

helps online

business...

Segmentation.

...

Digital

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Business ...

Instead,

business

analytics helps

shed light into

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Sql

why things
happened and
suggests
appropriate next
steps. The
ultimate goal is
to identify
which datasets
are useful to
your mission and
how quantitative
analysis and
mathematical
models can be

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Leveraged to
boost
efficiency,
increase
productivity,
and drive
revenue.

The Power of
Analytics in
Improving Your
Business

You can improve

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your small
business
marketing by
positioning
yourself as a
local expert.
Becoming an
expert is one of
the long-term
marketing
tactics for
small business,
but can provide
a big...

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