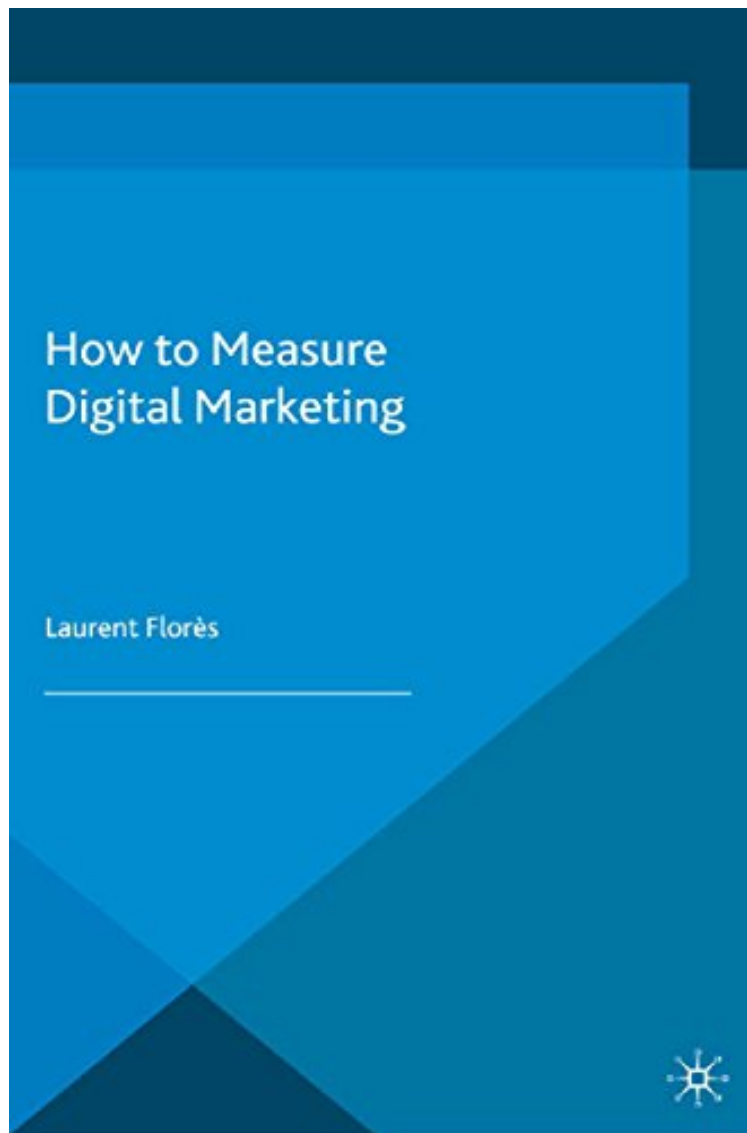


[Read and download] How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success

# How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success

*L. Flores*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



#1387529 in eBooks 2013-12-15 2013-12-15 File Name: B00GR3YIBG | File size: 65.Mb

**L. Flores : How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success:

1 of 1 people found the following review helpful. Iconic Guide for Digital Marketing Success!By Kimberly L MarshThis is an iconic guide for better understanding the digital stratosphere. It provides insight into what works,

what does not and teaches how to isolate these type of key findings across digital platforms. This book should be taught in academics and applied at an early stage of marketing careers to accelerate growth.

Measuring the Success of Digital Marketing explains how to determine the success of a digital marketing campaign by demonstrating what digital marketing metrics are as well as how to measure and use them. Including real life case studies and experts viewpoints that help marketers navigate the digital world.

'This book is THE definitive guide to help all marketers value their digital efforts and accelerate their digital transformation.' -Freacute;deacute;ric Colas, Co-founder of PG Worldwide Digital Marketing Department of Fullsix Group and of Fast-Up Partners 'Laurent is one of the sharpest minds in the digital marketing business and this book reflects his deep understanding of the digital measurements opportunity.' -Pete Blackshaw, Global Head of Digital and Social Media, Nestleacute;; SA Winner of 2009 "Great Minds" award by Advertising Research Foundation 'Data is not all that important. It is what you do with data that's important. Using key business frameworks like AIDA, Laurent simplifies the complex data world and helps you unlock the value from your analytics investment.' -Avinash Kaushik, Author of Web Analytics 2.0, Web Analytics: An Hour A Day 'The book balances theory with practical measurement advice. Laurent also captures the significant shift to digital-enabled, one-to-one dialogues that marketers must deliver to be successful. This book deserves a place on your book shelf.' -Rex Briggs, CEO, Marketing Evolution; Author of SIRFs Up: The Story of How Spend-To-Impact Response Functions (SIRFs), Algorithms and Software Are Changing the Face of Marketing 'We are in need of some systematic and thorough thinking about how to measure the impact of digital marketing. Laurent Flores's book does just that. I highly recommend this book to both academic and practitioner audiences in marketing.' -Dr Dominique Hanssens, Bud Knapp Distinguished Professor of Marketing, UCLAAbout the AuthorLAURENT FLORES Founder of CRMMETRIX, a company that specializes in measuring digital marketing effectiveness for Fortune 500 companies worldwide from its New York, Cincinnati, Paris and Singapore offices. Dr. Flores is Professor of Marketing at INSEEC Business School.