



# Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech)

By Chuck Hemann, Ken Burbary

Download now

Read Online ➔

**Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech)** By Chuck Hemann, Ken Burbary

**Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why!**

Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, *and all of the data is accessible to you*. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing!

- \* Prioritize--because you can't measure, listen to, and analyze *everything*
- \* Use analysis to craft experiences that *profoundly* reflect each customer's needs, expectations, and behaviors
- \* Measure *real* social media ROI: sales, leads, and customer satisfaction
- \* Track the performance of all paid, earned, and owned social media channels
- \* Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR
- \* Start optimizing web and social content *in real time*
- \* Implement advanced tools, processes, and algorithms for accurately measuring influence
- \* Integrate paid and social data to drive more value from both
- \* Make the most of surveys, focus groups, and offline research synergies
- \* Focus new marketing and social media investments where they'll deliver the most value

Foreword by Scott Monty  
Global Head of Social Media, Ford Motor Company

 [\*\*Download\*\* Digital Marketing Analytics: Making Sense of Consu ...pdf](#)

 [\*\*Read Online\*\* Digital Marketing Analytics: Making Sense of Con ...pdf](#)

# Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech)

By Chuck Hemann, Ken Burbary

**Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech)** By Chuck Hemann, Ken Burbary

**Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why!**

Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, *and all of the data is accessible to you*. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing!

- \* Prioritize--because you can't measure, listen to, and analyze *everything*
- \* Use analysis to craft experiences that *profoundly* reflect each customer's needs, expectations, and behaviors
- \* Measure *real* social media ROI: sales, leads, and customer satisfaction
- \* Track the performance of all paid, earned, and owned social media channels
- \* Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR
- \* Start optimizing web and social content *in real time*
- \* Implement advanced tools, processes, and algorithms for accurately measuring influence
- \* Integrate paid and social data to drive more value from both
- \* Make the most of surveys, focus groups, and offline research synergies
- \* Focus new marketing and social media investments where they'll deliver the most value

Foreword by Scott Monty

Global Head of Social Media, Ford Motor Company

**Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech)** By Chuck Hemann, Ken Burbary Bibliography

- Sales Rank: #93140 in Books
- Published on: 2013-04-25
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .90" w x 6.00" l, 1.10 pounds
- Binding: Paperback
- 288 pages

 [\*\*Download\*\* Digital Marketing Analytics: Making Sense of Consu ...pdf](#)

 [\*\*Read Online\*\* Digital Marketing Analytics: Making Sense of Con ...pdf](#)

## **Download and Read Free Online Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary**

---

### **Editorial Review**

#### **From the Author**

Over the last several months we have been asked constantly, "why did you write this book?" There are many reasons, but here are five of them.

- **Digital marketing analytics roadmap** - There are books currently available on the market that talk about traditional communications measurement. There are plenty of books currently available on the market that discuss the intricacies of web analytics. What there wasn't, in our view, was a roadmap for communicators that tied elements of digital, social and traditional analytics together.
- **Not another web analytics book** - If you search on Amazon for "web analytics" you will be faced with nearly 2,000 different results. To say that the topic of web analytics has been covered would be the understatement of the century. While we do talk briefly about web analytics in the book do not look for an extensive discussion about the topic.
- **Analytics toolbox development** - If you currently work for a brand, or represent one on the agency side you know how many digital analytics tools currently exist on the marketplace. There are literally hundreds of social media monitoring tools alone. What we wanted to provide to communicators was a list of tools that should be in every toolbox. If you are wondering what those tools are be sure to check out chapters 4-9 in the book.
- **Measurement best practices** - People like Katie Paine have been writing about best practices in media measurement for years, and we think it is great stuff. What we wanted to give more color on, though, was how we could bring together paid, social and traditional metrics into one cohesive scorecard. If we want to shout from the rooftops about the importance of integrated communications, we should be shouting equally as loudly for integrated measurement.
- **Bringing client experience to life** - Both of us have several years of experience counseling clients on any number of analytics problems, and we wanted to be sure that came to life in the book. Where possible you will see names of companies we have worked with, but at a minimum what you will see throughout the book is our experience working with the Fortune 500 to gather, analyze and develop insights from volumes of digital data.

#### **About the Author**

**Chuck Hemann, Group Director of Analytics for WCG.**

Over the last eight years, Chuck has provided strategic counsel to clients on a variety of topics including digital analytics, measurement, online reputation, social media, investor relations and crisis communications. Prior to joining WCG Digital, Chuck was VP of Digital Analytics for Edelman Digital. Before that VP of Digital Strategy and Analytics for Ogilvy Public Relations.

Chuck started his career working for Dix & Eaton, a full-service communications firm based in Cleveland, Ohio, where he was responsible for supplying research and information for all of the firm's practice areas including media relations, marketing communications and investor relations. He also co-chaired the firm's digital communications practice.

Chuck is also a former Fellow of the Society for New Communications Research, a global, nonprofit research and education foundation think tank focused on the latest developments in media and

communications.

### **Ken Burbary, Chief Digital Officer for Campbell Ewald**

Over the past 18 years, Ken has served in various Digital leadership roles in the digital advertising and marketing industry, providing strategic and business counsel to fortune 500 brands in the areas of digital strategy, emerging media technologies, analytics and measurement, social business and mobile marketing.

Prior to joining CE, Ken was the Vice President, Group Director of Strategy & Analysis for Digitas, a global digital marketing agency, and Director of Digital and Social Advisory Services for Ernst & Young, a global management-consulting firm. Ken is an active speaker on current digital and social media topics across the country, including Blogworld Expo, Social Media Club, Social Media Analytics Summit and more.

Ken's past and present clients include Microsoft, Pfizer, Chevrolet, Home Depot, Comcast, Delta Airlines, American Express, Walgreens, Kraft, P&G and MillerCoors.

## **Users Review**

### **From reader reviews:**

#### **Rose Cotner:**

What do you concerning book? It is not important to you? Or just adding material if you want something to explain what you problem? How about your extra time? Or are you busy man or woman? If you don't have spare time to try and do others business, it is make one feel bored faster. And you have free time? What did you do? Everybody has many questions above. The doctor has to answer that question because just their can do that. It said that about book. Book is familiar in each person. Yes, it is right. Because start from on jardín de infancia until university need this Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) to read.

#### **Eric Fincher:**

This Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book will be information inside this book incredible fresh, you will get information which is getting deeper you actually read a lot of information you will get. This kind of Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) without we understand teach the one who examining it become critical in considering and analyzing. Don't end up being worry Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) can bring if you are and not make your handbag space or bookshelves' come to be full because you can have it with your lovely laptop even phone. This Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) having great arrangement in word in addition to layout, so you will not experience uninterested in reading.

**Dean Green:**

Spent a free a chance to be fun activity to try and do! A lot of people spent their down time with their family, or their particular friends. Usually they doing activity like watching television, going to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Will you something different to fill your personal free time/ holiday? May be reading a book is usually option to fill your free of charge time/ holiday. The first thing that you ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the book untitled Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) can be fine book to read. May be it is usually best activity to you.

**Jean Gaskin:**

Do you like reading a guide? Confuse to looking for your favorite book? Or your book has been rare? Why so many query for the book? But any people feel that they enjoy intended for reading. Some people likes reading, not only science book but novel and Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) or even others sources were given information for you. After you know how the fantastic a book, you feel desire to read more and more. Science guide was created for teacher or maybe students especially. Those publications are helping them to put their knowledge. In other case, beside science e-book, any other book likes Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) to make your spare time much more colorful. Many types of book like here.

**Download and Read Online Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary #MV3N7X0UKT8**

# **Read Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary for online ebook**

Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary books to read online.

## **Online Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary ebook PDF download**

**Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary Doc**

**Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary Mobipocket**

**Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary EPub**

**MV3N7X0UKT8: Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) By Chuck Hemann, Ken Burbary**