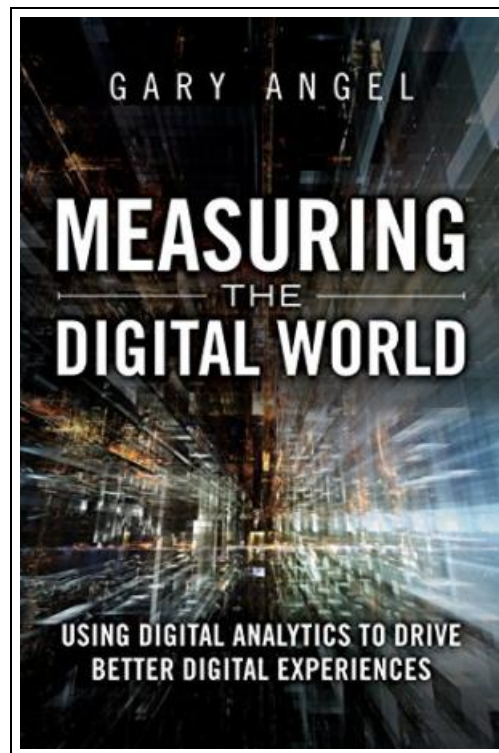


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MEASURING THE DIGITAL WORLD: USING DIGITAL ANALYTICS TO DRIVE BETTER DIGITAL EXPERIENCES (HARDBACK)



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Pearson Education (US), United States, 2015. Hardback. Book Condition: New. 229 x 164 mm. Language: English . Brand New Book. THE DEFINITIVE GUIDE TO NEXTGENERATION DIGITAL MEASUREMENT: INDISPENSABLE INSIGHT FOR BUILDING HIGH-VALUE DIGITAL EXPERIENCES! * Helps you capture the knowledge you need to deliver deep personalization at scale * Reflects today s latest insights into digital behavior and consumer psychology * For every digital marketer, analyst, and executive who wants to improve performance To win at digital, you must capture the right data, quickly transform it into the right knowledge, and use them both to deliver deep personalization at scale. Conventional digital metrics simply aren't up to the task. Now, Gary Angel shows how to reinvent digital measurement so it delivers all you need to create richer, more compelling digital experiences. For more than a decade, Angel has helped leading global enterprises succeed at digital. This book reflects all he's learned. You'll find valuable guidance on understanding visitor intent, creating customer taxonomies, digital segmentation, integrating VoC research, and using behavioral analysis and controlled experiments to investigate what drives customer choice. Angel will help you measure the value of every digital interaction more accurately, identify specific digital behaviors that predict success, and create a comprehensive measurement paradigm that integrates all your digital spaces. With flawed tools and siloed analytics, you're blind to what's really happening online. But you don't have to be. Gary Angel will help you make the invisible visible, actionable, profitable. Most common digital metrics are virtually useless. They measure the wrong things in the wrong ways. They don't link digital activity to customer attitudes and behaviors. They don't work well with today's powerful analytics tools. Above all, they don't help you improve your performance. This book gives you a better way. Gary Angel, leader of Ernst & Young's pioneering Digital Analytics practice, presents...



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