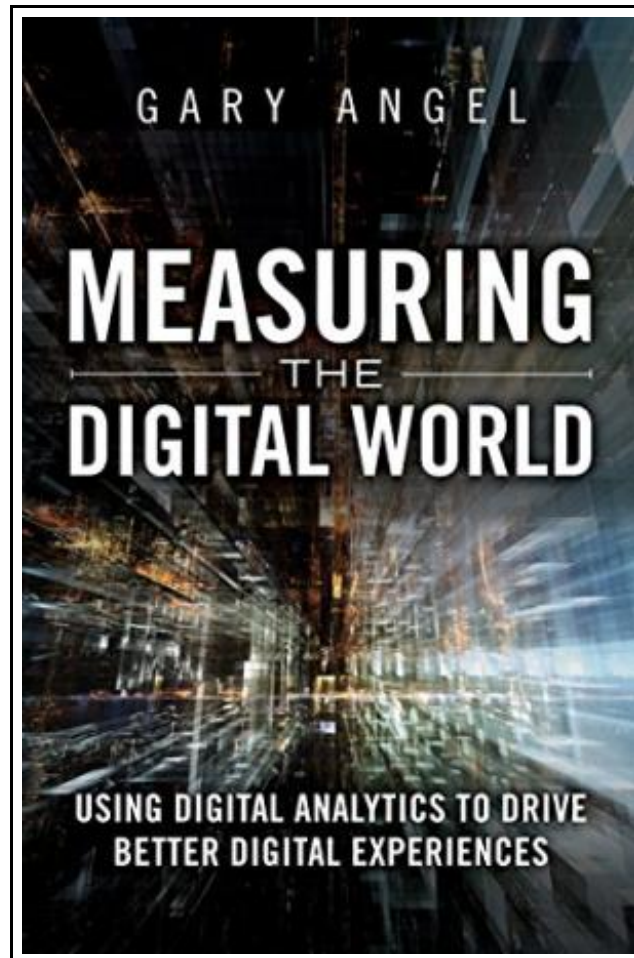# Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (Hardback)

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Reviews

This is basically the very best publication i actually have go through until now. It really is loaded with knowledge and wisdom I realized this publication from my i and dad encouraged this publication to discover.
(Bryana Klocko III)

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 simplyaren t up to the task. Now, Gary Angel shows how to reinvent digital measurement so it delivers allyou need to create richer, more compelling digital experiences. For more than a decade, Angel has helped leading global enterprises succeed at digital. This bookreflects all he s learned. You ll find valuable guidance on understanding visitor intent.creatingcustomer taxonomies.digital segmentation.integrating VoC research.and using behavioralanalysis and controlled experiments to investigate what drives customer choice. Angel will help you measure the value of every digital interaction more accurately, identify specificdigital behaviors that predict success, and create a comprehensive measurement paradigm thatintegrates all your digital spaces. With flawed tools and siloed analytics, you re blind to what s really happening online. But you don thave 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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