Judah Phillips

Foreword by Dr. Thomas Davenport

ECOMMERCE ANALYTICS

Analyze and Improve the Impact of Your Digital Strategy

Praise for *Ecommerce Analytics*

"Leveraging analytics to improve business results requires first knowing the questions that need to be answered. *Ecommerce Analytics* is the book to read if you are looking to use data to improve your online performance."

> —**Josh James**, Founder and CEO, Domo; Cofounder and Former CEO, Omniture

"With U.S. ecommerce sales set to cross $450 billion in 2017, the opportunity in front of you is immense. Yet, it is likely your conversion rates are stuck at 2%. I'm excited about Judah's comprehensive tome because it is just what the doc prescribed to help unstick your ecommerce strategies. From cart abandonment to multichannel attribution to lifetime value… You'll get precise guidance to win big!"

> —**Avinash Kaushik**, Digital Marketing Evangelist, Google;
> author, *Web Analytics 2.0, Web Analytics: An Hour a Day*

"Are you a digital analyst working for an ecommerce company? Or are you an ecommerce marketer and your boss just asked you to provide more data about your digital efforts? If you are, then you should check out *Ecommerce Analytics*!

"Judah does a great job of making digital analytics for ecommerce logical and easy to understand. If you're a digital analyst familiar with topics like attribution modeling, you'll love how Judah discusses the specifics for an ecommerce business.

"If you're new to digital analytics you'll find the content easy to approach and very actionable. But that doesn't mean that he cuts corners! Judah is really, really thorough! He takes the time to dive into all the different metrics and analysis techniques that you can perform on your ecommerce business.

"I put *Ecommerce Analytics* on my bookshelf and plan to use it whenever I work with an ecommerce company—you should, too!"

> —**Justin Cutroni**, Analytics Evangelist, Google;
> author of *Google Analytics* and *Performance Marketing with Google Analytics*

"This important book is required reading for anyone who wants to understand how to deliver successful ecommerce analysis and data science. It's instructive and helpful, unifying the subject matter in way that is actionable for leadership, managers, technologists, and analysts."

> —**Raj Aggarwal**, Cofounder and CEO, Localytics

"Judah has created a must-read book for all digital analysts. It's clearly framed and combines a comprehensive understanding of the topic with a practical flavor only the author can bring through decades of experience. This should be a hit in any college analytics class and will be on my graduate analytic course reading list in the future."

> —**Rand Schulman**, Managing Partner, Efectyv Digital;
> Cofounder, DealSignal; Cofounder, Digital Analytics Association

"In *Ecommerce Analytics*, Judah has delivered a comprehensive survey of the field, covering a broad array of topics important to implementers, analysts, and executives. This book contains a wealth of information that will be valuable in successfully executing an ecommerce strategy."

> —**Bob Page**, Director Emeritus, Digital Analytics Association; Internet entrepreneur

Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy

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