

MAKING SENSE OF CONSUMER DATA IN A DIGITAL WORLD



# DIGITAL MARKETING ANALYTICS

SECOND EDITION



Chuck **Hemann** & Ken **Burbary**

*Foreword by* **Jeremiah Owyang**

# Praise for *Digital Marketing Analytics*

“The first edition of this book set the bar for brands and agencies looking to understand how to analyze the impact of digital marketing. What is remarkable is that it hasn’t needed a new edition since it was published in 2013, given the pace of change in this marketplace.

“While DMA 2.0 does represent a root and branch update and moves the authors’ thinking on in significant ways—covering new platforms, new metrics, new ways of measuring—its essential common sense and no-nonsense approach remains constant. Chuck and Ken lead marketers clearly and efficiently through the minefield of digital marketing measurement. And they do so with a lightness of touch and absence of jargon so rare in this overhyped, much-misunderstood ecosystem. To be recommended.”

—**Sam Knowles**, Founder & MD of Insight Agents; author of *Narrative by Numbers: How to Tell Powerful & Purposeful Stories with Data*

“This book is more vital and important than ever. Hemann and Burbary go beyond the basics to show you precisely how to measure every element of your digital marketing. A must-read!”

—**Jay Baer**, Founder of Convince & Convert

“While a lot of the tactics of digital marketing have changed since the first edition of this book, two things haven’t: the need to measure the *right* things, and my trust that Chuck and Ken have you covered, right here in the pages of this new edition. Indispensable for the modern, data-driven marketer.”

—**Tom Webster**, Senior Vice President, Strategy and Marketing, Edison Research

# **Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World**

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