

4 METRICS TO MAXIMIZE YOUR DIGITAL ANALYTICS REPORTING

The trick to maximizing your digital analytics is identifying the metrics most important to marketing success. And with access to the right data, it's as simple as A-B-C-D.



Attribution

To understand the effectiveness and measure the ROI of your marketing activities, you must track the touchpoints a consumer encounters during their journey with your brand. Knowing where your visitors come from not only helps optimize your ads and campaigns, but ensures you're focusing on the right website traffic sources that are most profitable.



Behavior

Aside from insight into which marketing tactics are and aren't working, tracking behavior and engagement gives marketers the insights to optimize the consumer experience. By recognizing certain online behaviors (like consumers who always shop on price), you can build new behavioral personas to define segments.



Conversion

To further optimize your marketing conversion strategies, live-time data capture is key. Immediate feedback on how campaigns and offers are performed enables instant data activation, prompting adjustments based on the newest information. In-the-moment personalization can be the difference between a conversion made and a customer lost.



Demographics

Although seemingly basic, when used strategically (and in tandem with behavioral data) demographics can be used to improve segmentation, elevate your targeting, and amplify your personalization strategy. Recognizing where consumers live, their level of education, occupation, and age paints a picture of who your brand appeals to most.