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Key marketing metrics every marketer should measure. Marketing Metrics are measurable values used by marketing teams to demonstrate the effectiveness of campaigns across all marketing channels.

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metrics demonstrate the effectiveness of your social engagement.

Consumer: these metrics reflect how active customers think and feel about your brand. Every stage is populated with its own set of must-measure metrics, KPIs that shed light on the effectiveness of your social media marketing. Let's dive in.

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know about over 50 of the most important metrics and will help you make the most out of your marketing money.” “You’ll learn the practical basics of each metric, as well as how and when to apply them.

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A great way to remain relevant and keep up with the latest marketing trends is to keep an eye on marketing statistics. Whether you're focused on SEO, content marketing, social media, video marketing, email marketing, lead generation, advertising, marketing technology, or sales, we've collected a plethora of statistics to



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your customers, reach  
your target audience,  
and ...

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App KPIs in Proper Context. Understanding the various mobile KPIs and how they apply to your business should be the first steps you take when developing a plan for marketing, promoting, and ensuring the success of your app.

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Marketing Metrics.

Marketing Metrics are measurable values used by marketing teams to display the overall performance of social platform accounts, campaigns, lead nurturing, etc.

Monitoring digital marketing KPIs can help your team stay on target from month-to-month.

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different marketing channels used by team, it is crucial for marketing teams to actively track their...

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~~What are business metrics? Definition and Examples~~

Following evidence-based best practices can help your brand see metrics far and above your industry averages,

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regardless of where your performance lands right now. Key takeaways. 01 | In a post-GDPR world, the UK's email marketing engagement is through the roof. Email is more powerful than ever.

"Marketers know that they must use metrics.

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The key--which this book addresses superbly--is which metrics to use and how to use them." Erv Shames, Chairman, Western Connecticut Health Network; former President and CEO of Borden, Inc. and Stride Rite Corporation "50+ metrics crackles like new money...this is the best marketing book of

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the year.” Updated  
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TO MEASURE AND  
HOW TO MEASURE  
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MARKETING As the  
old adage goes, “If you  
can’t measure it, you  
can’t manage it.” Key  
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definitive guide to today's most valuable marketing metrics to measure the results of your marketing. In this thoroughly updated and significantly expanded book, you will understand the pros, the cons and the nuances of more than 50 of the most important metrics and know exactly how to choose the right



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metrics for every challenge. Key Marketing Metrics gives you a portfolio, or "dashboard", of the most valuable metrics for your business to maximise the return on your marketing investment and identify the best new opportunities for profit. Discover high-value metrics for every facet

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of marketing:  
promotional strategy,  
advertising, and  
distribution; customer  
perceptions; market  
share; competitors'  
power; margins and  
pricing; products and  
portfolios; customer  
profitability; sales  
forces and channels; and  
more. This edition  
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metrics, plus new insights into measuring marketing ROI and brand equity, as well as practical advice for managing complex issues such as advertising elasticity and “double jeopardy.”

"Marketers know that they must use metrics. The key--which this book addresses

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superbly--is which metrics to use and how to use them." Erv Shames, Chairman, Western Connecticut Health Network; former President and CEO of Borden, Inc. and Stride Rite Corporation "50+ metrics crackles like new money...this is the best marketing book of the year." Updated version of Strategy +

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Marketing Metrics gives you a portfolio, or "dashboard", of the most valuable metrics for your business to maximise the return on your marketing investment and identify the best new opportunities for profit. Discover high-value metrics for every facet of marketing: promotional strategy,

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advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces and channels; and more. This edition includes the latest web, online, social, and email metrics, plus new insights into measuring



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marketing ROI and brand equity, as well as practical advice for managing complex issues such as advertising elasticity and "double jeopardy."

Today's best marketers recognize the importance of metrics, measurement, & accountability. But few marketers recognize the

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metrics. How to harness those data for insight is explained. Most importantly, how to act on this insight-how to apply it not only in planning campaigns but also in measuring their impact, correcting their courses, and optimizing their results is explained"--

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recognize the extraordinary range of metrics now available for evaluating their strategies and tactics. In *Marketing Metrics, Four Leading Researchers and Consultants Systematically Introduce Today's Most Powerful Marketing Metrics*. The authors show how to use a "dashboard" of metrics to view market

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dynamics from various perspectives, maximize accuracy, and "triangulate" to optimal solutions. Their comprehensive coverage includes measurements of promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and profits; products and

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portfolios; customer profitability; sales forces and channels; pricing strategies; and more. You'll learn how and when to apply each metric, and understand tradeoffs and nuances that are critical to using them successfully. The authors also demonstrate how to use marketing metrics as leading indicators,

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increase marketing ROI, and grow profits. Four renowned experts help you apply today's best practices for assessing everything from brand equity to social media, email performance, and rich media interaction. This updated edition shows how to measure costly sponsorships, explores links between marketing and financial

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metrics more effectively  
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decision-making

Attribute purchase

decisions when multiple  
channels interact

Understand the links

between search and  
distribution, and use

new online distribution

metrics Evaluate

marketing's impact on a

publicly traded firm's

financial objectives

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assets A rigorous and practical discussion of quantifying the value of information More detail on measuring brand equity A complete separate chapter on web, SEM, mobile, and "digital" metrics Practical linkages to Excel, showing how to use functions and Excel Solver to analyze marketing metrics An

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discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. For every

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metric, the authors present real-world pros, cons, and tradeoffs — and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning — and optimize every marketing decision you make.

Marketing Metrics,  
Third Edition will be

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invaluable to all marketing executives, practitioners, analysts, consultants, and advanced students interested in quantifying marketing performance.

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results, those who properly use data to optimize their marketing are going to come out on top every time.

To Know

Brand marketers are still taking their first steps into the digital world by migrating their traditional mindset into the new communication channels they have at hand. Traditional

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branding, being strongly based on reach & frequency, is being copied to digital branding initiatives, thus ignoring the great opportunity digital media provides, as a two-way communication channel, to further engage with their audiences. The book proposes a comprehensive

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measurement

framework to help shape  
the mindset of the next  
generation of digital

brand marketers and

enable them to focus not  
only on brand exposure

and its impact on sales,

but also on the brand

experience they can now

create using digital

media, and its impact on

long term profitability. It

guides you on a step by

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step through the five stages of the framework: 1. Expose your brand 2. Attract people to your brand territory 3. Engage providing valuable experiences 4. Retain attention over the long term 5. Influence perception, intent or behavior We also provide the set of KPIs that need to be

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measured at each of the stages. KPIs are designed to fulfill two different needs: the need to optimize efforts on a day-by-day basis, and the need to assess high-level success at each of the stages of the framework. Finally, we'll help you bring accountability by surfacing the link between your online

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branding efforts and the most important outcomes expected from any branding campaign: to drive sales and to grow loyalty.

Evaluating marketing performance and decision making more fairly Marketing has long been considered an art and not a science, but that perception is

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beginning to change as increasingly sophisticated methods of quantifying marketing success are developed. In *Measuring Marketing: 103 Key Metrics Every Marketer Needs, Second Edition*, one of the world's leading experts in the field presents the key marketing ratios and metrics. Applying these

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metrics will enable marketers to make better decisions and increase their accountability for their strategies and activities. This fully revised and updated new edition discusses the key marketing metrics needed for successfully measuring the performance of an organization's marketing investments. CEOs and



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CFOs regularly ask for one simple way to assess the efficacy of marketing campaigns, but the fact is that there isn't one single measure of performance.

Measuring Marketing helps marketers figure out what they can and should be measuring and when. Marketers are increasingly being held accountable for the

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corporate bottom line,  
and this book helps both  
marketers, as well as the  
business leaders who  
employ them, to  
measure performance  
fairly and accurately  
Measuring marketing  
success is difficult, but  
this book shows what  
and when to assess  
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decisions, the book includes ratios illustrated with actual marketing cases from leading companies. The first book to address growing demands that marketers be accountable for their strategies and decisions, *Measuring Marketing* explains how to assess marketing success in more meaningful ways.

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