

21.E: Data Analytics(Exercises)

Case study questions

1. Why did eFinancialCareers create so many remarketing lists?
2. Describe what analytics data was gathered to create these lists. Why did they choose to focus on this data?
3. How did the integration of various digital elements improve this brand's remarketing efforts?

Chapter questions

1. Why is it so important to use data to inform business decisions?
2. What would you learn from a single-page heat map?
3. What is the difference between a goal and a KPI?

Further reading

www.kaushik.net/avinash – Avinash Kaushik is an analytics evangelist, and his regular insight on his blog, Occam's Razor, is essential reading for any digital marketer.

Web Analytics 2.0 by Avinash Kaushik – if you are looking to get started in web analytics, you can't go wrong with this book by the web analytics legend.

www.analyticspros.com/blog – Analytics Pros has a blog with great advice and thoughts about analytics.

blogs.adobe.com/digitalmarketing – Adobe has a good blog with a lot of analytics information as well.

contentmarketinginstitute.com/?s=analytics – Believe it or not, the Content Marketing Institute has some great analytics tips.

support.google.com/analytics#topic=3544906 – Google Analytics Help Center is an excellent starting point for anyone who wants to get to grips with this free, excellent web analytics service.

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