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The answer to the question of what is marketing analytics is simply the measuring, managing and analyzing the marketing performance. The concept of marketing analytics facilitates not only to improve the effectiveness but also allows the marketers to take a successful shot at optimizing the

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practical applications of analytics are in the field of marketing. In fact, according to an IDG data analytics survey of information systems and analytics executives (IDG, 2016), the top objective...

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Analytics can include processes such as machine learning, but it can also include conducting experiments or running statistical analyses that enable causal inferences.

Organizations often struggle with analytics, however, because business planning can be at odds with

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analytics planning, and data collected during business-as-usual may not be sufficient to inform future decisions.

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We can find another great resource and practical suggestions in this older (but still valid) post by Justin Cutroni: [How to Use Google Analytics](#)

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Content Grouping: 4
Business Examples. The
example Justin offers
about Patagonia.com is
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because it is explicitly
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From split testing
subject lines, to
measuring
engagement, analytics
provide you with a
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your goals and perfect your performance. As always, this is by no means a definitive guide, so I'd love to hear your thoughts on this article, and the email marketing metrics that matter to you in the comments below!

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Chapter 5: Marketing
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