

These 5 Frameworks Are the Foundation of Teaching Digital Marketing Analytics

Nathan David

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– Cleveland State University



Digital Marketing Analytics

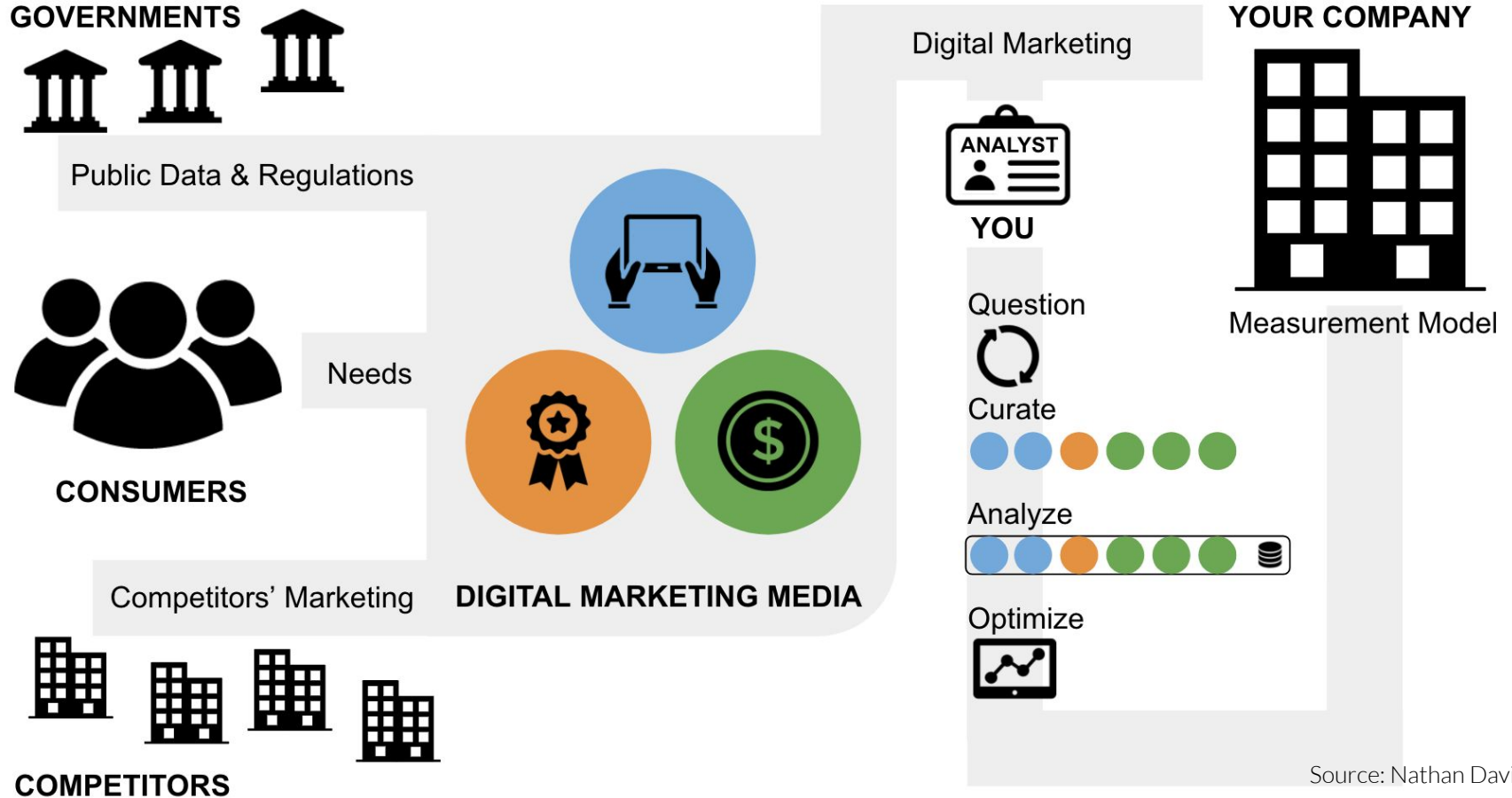


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Digital Marketing Analytics Framework

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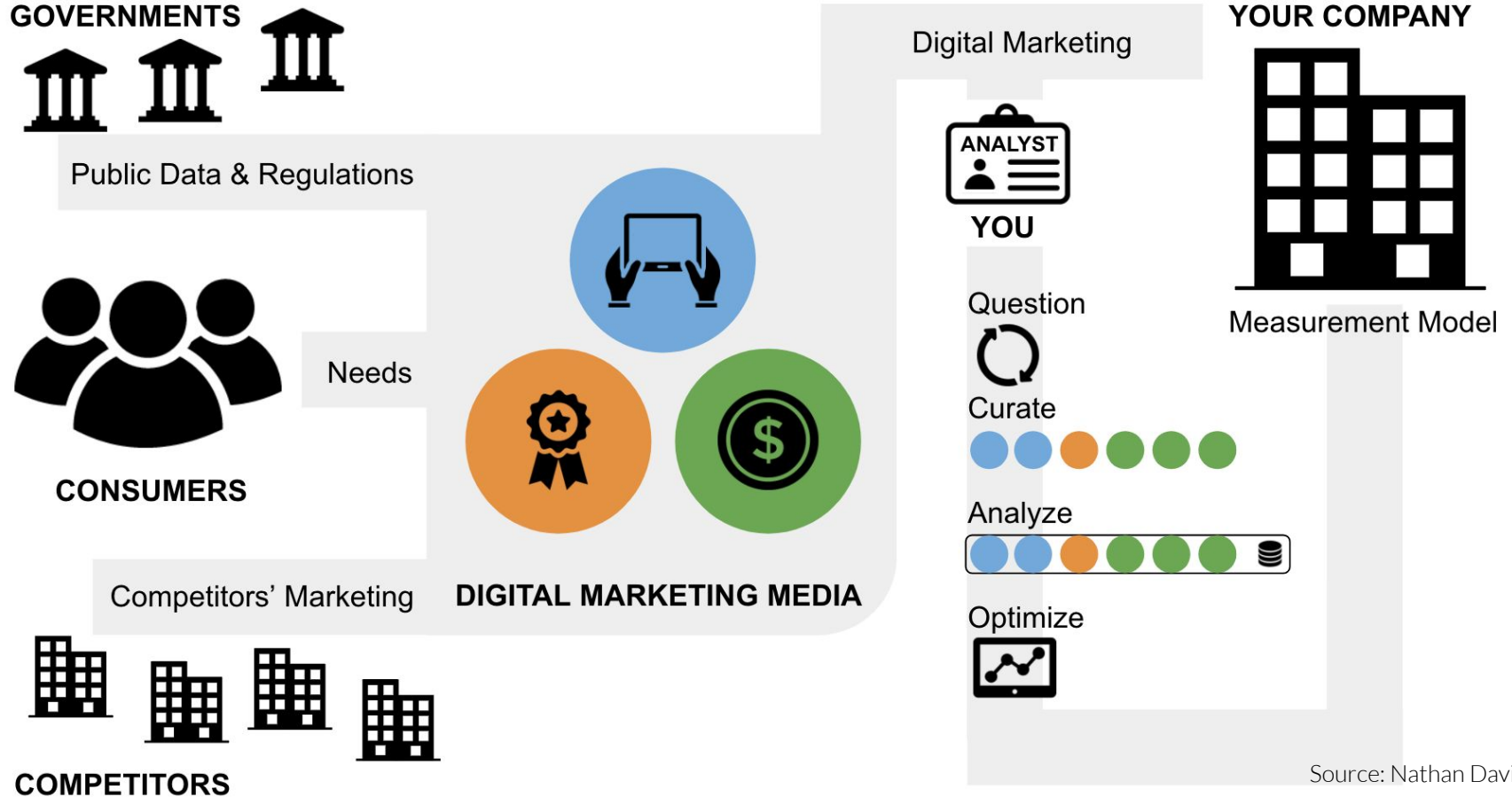
Source: Nathan David

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Digital Marketing Analytics Framework

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Digital Marketing Analytics Framework

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GOVERNMENTS



Public Data & Regulations



CONSUMERS

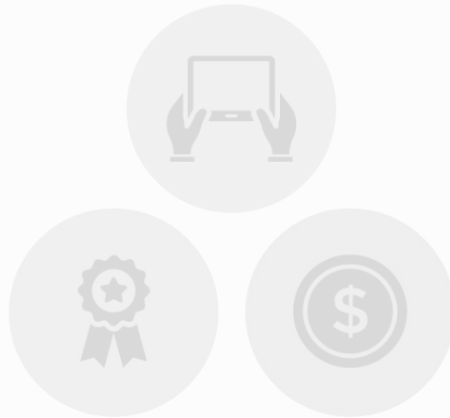
Needs

Competitors' Marketing



COMPETITORS

DIGITAL MARKETING MEDIA



Digital Marketing



YOU

Question



Curate



Analyze



Optimize



YOUR COMPANY

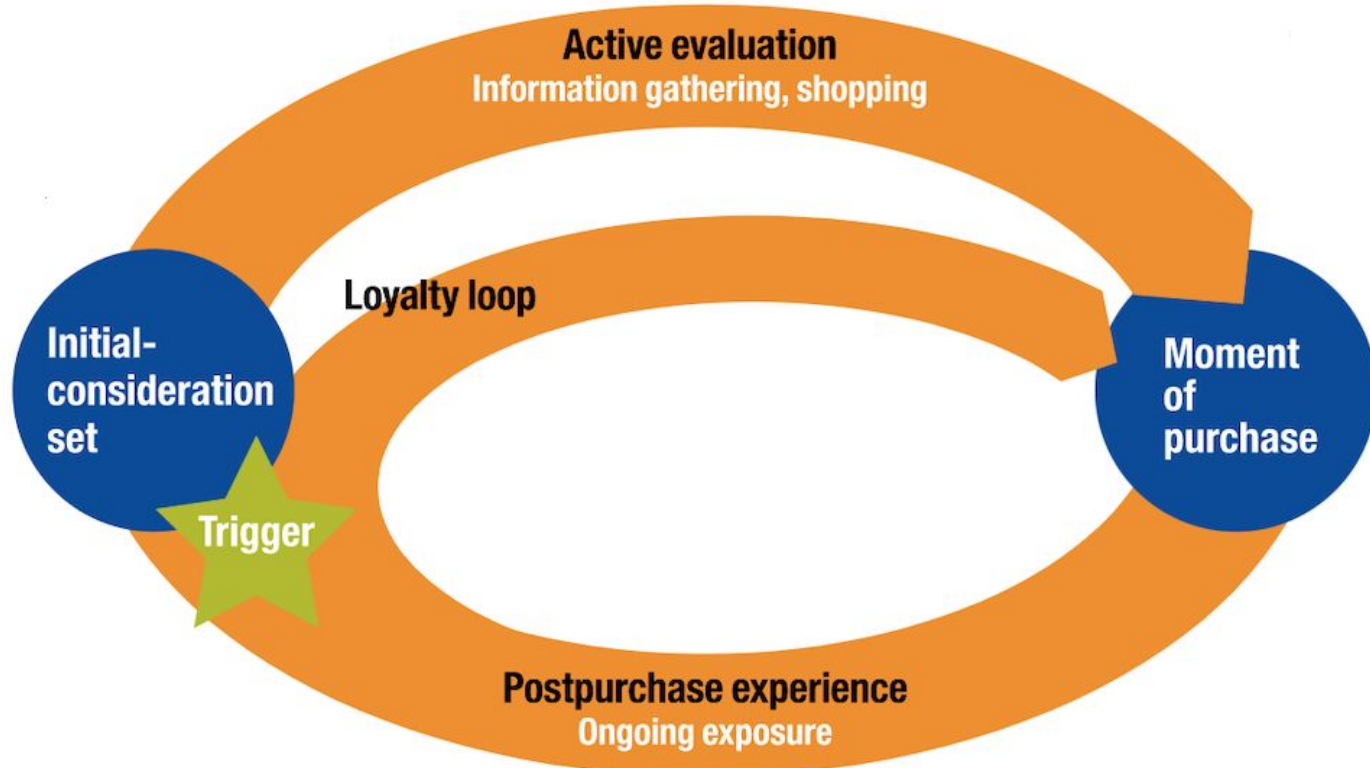


Measurement Model

Source: Nathan David

McKinsey Consumer Decision Journey

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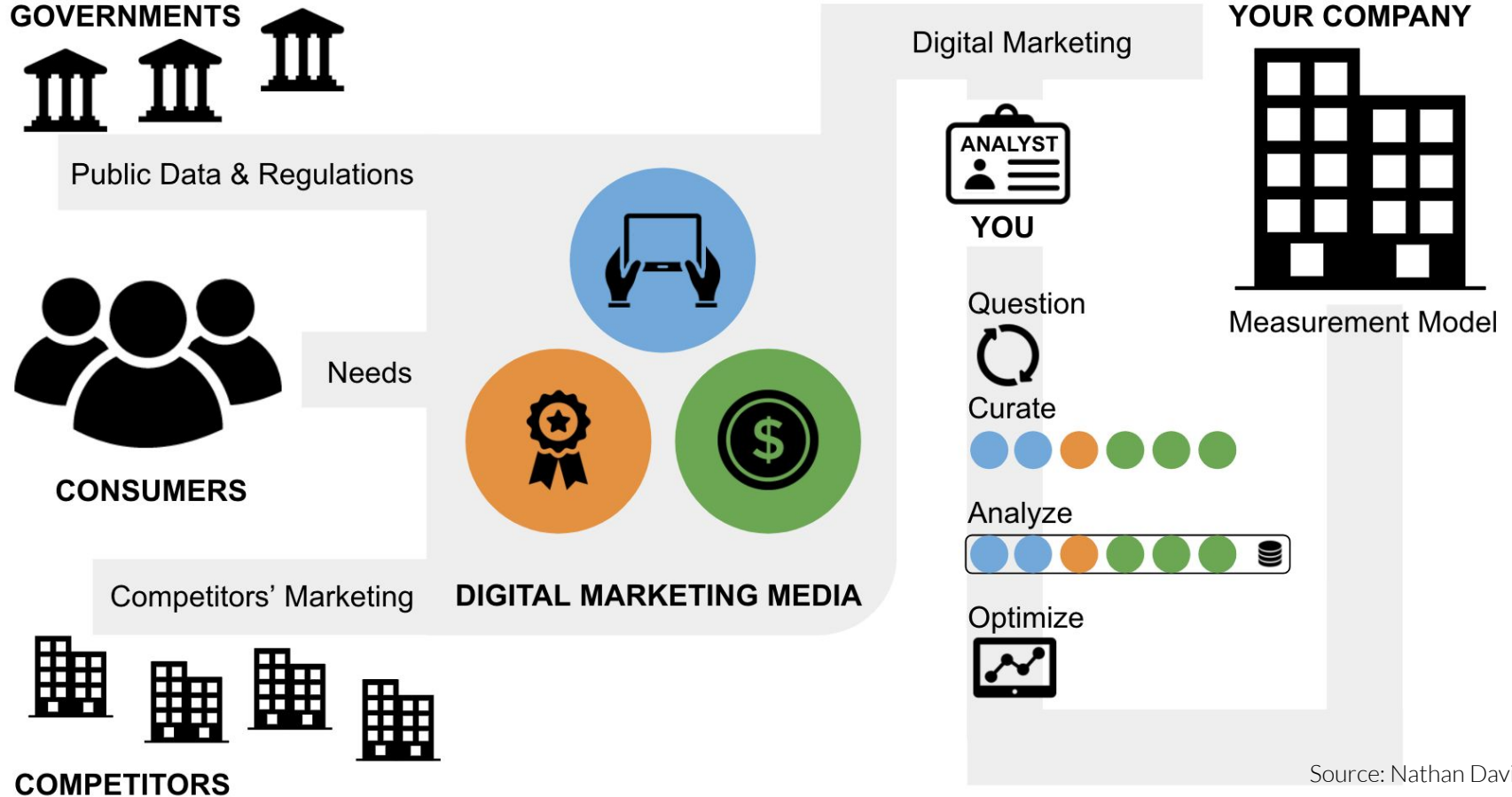
Source: McKinsey

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Source: Nathan David

Digital Marketing Analytics Framework

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CONSUMERS

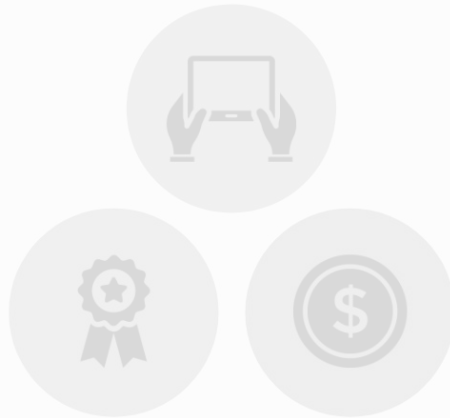
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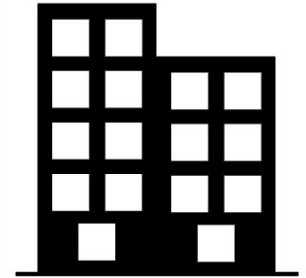
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Optimize



YOUR COMPANY

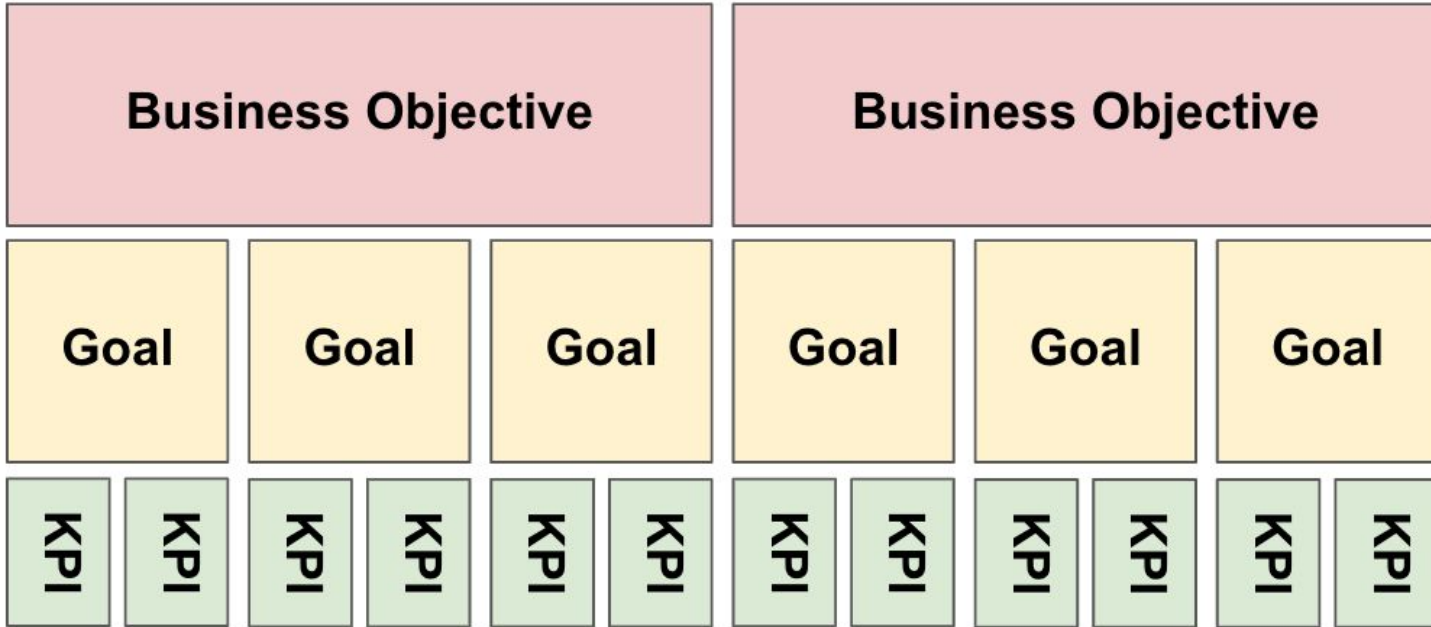


Measurement Model

Source: Nathan David

Measurement Model Framework

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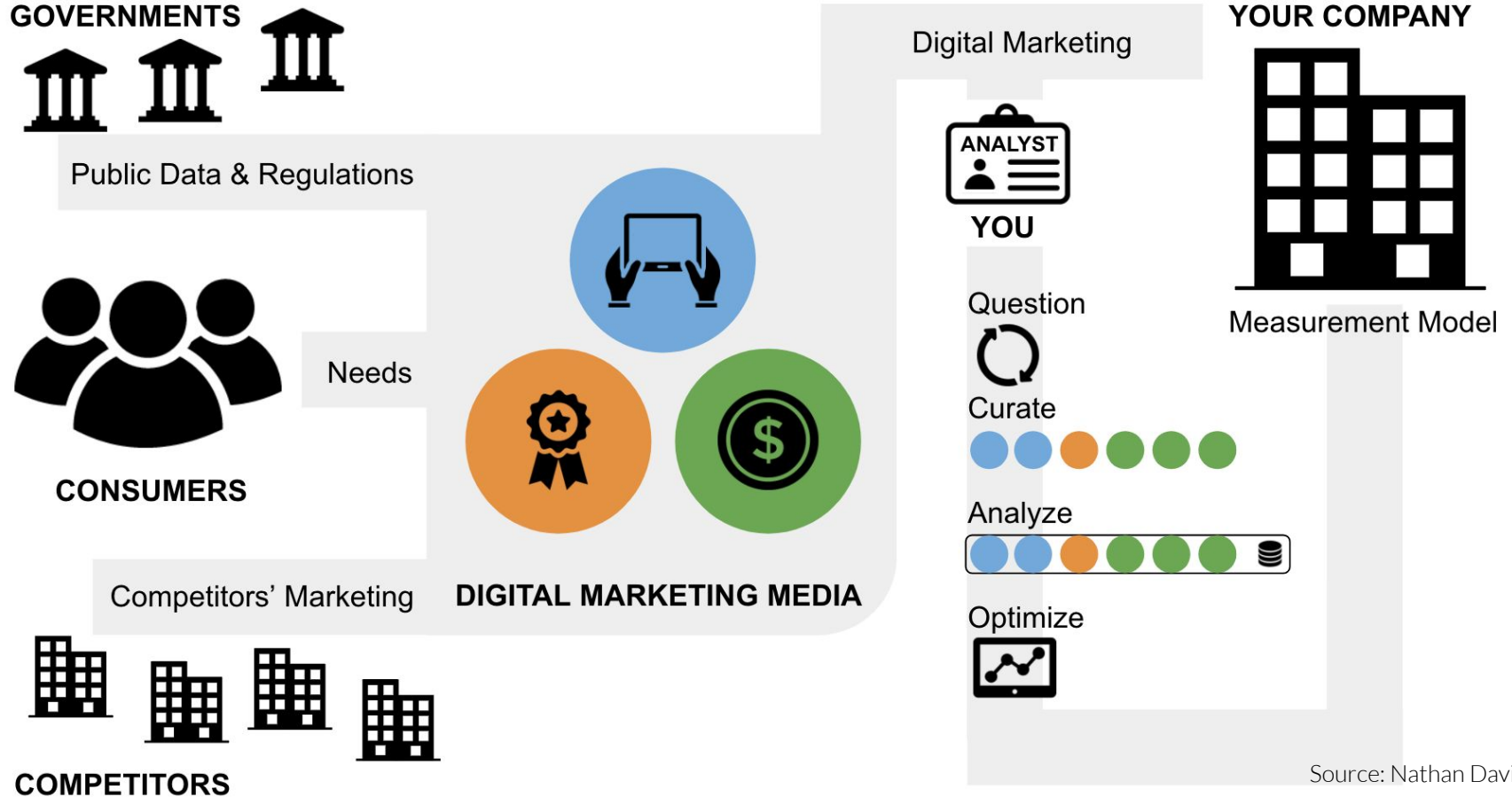


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Digital Marketing Analytics Framework

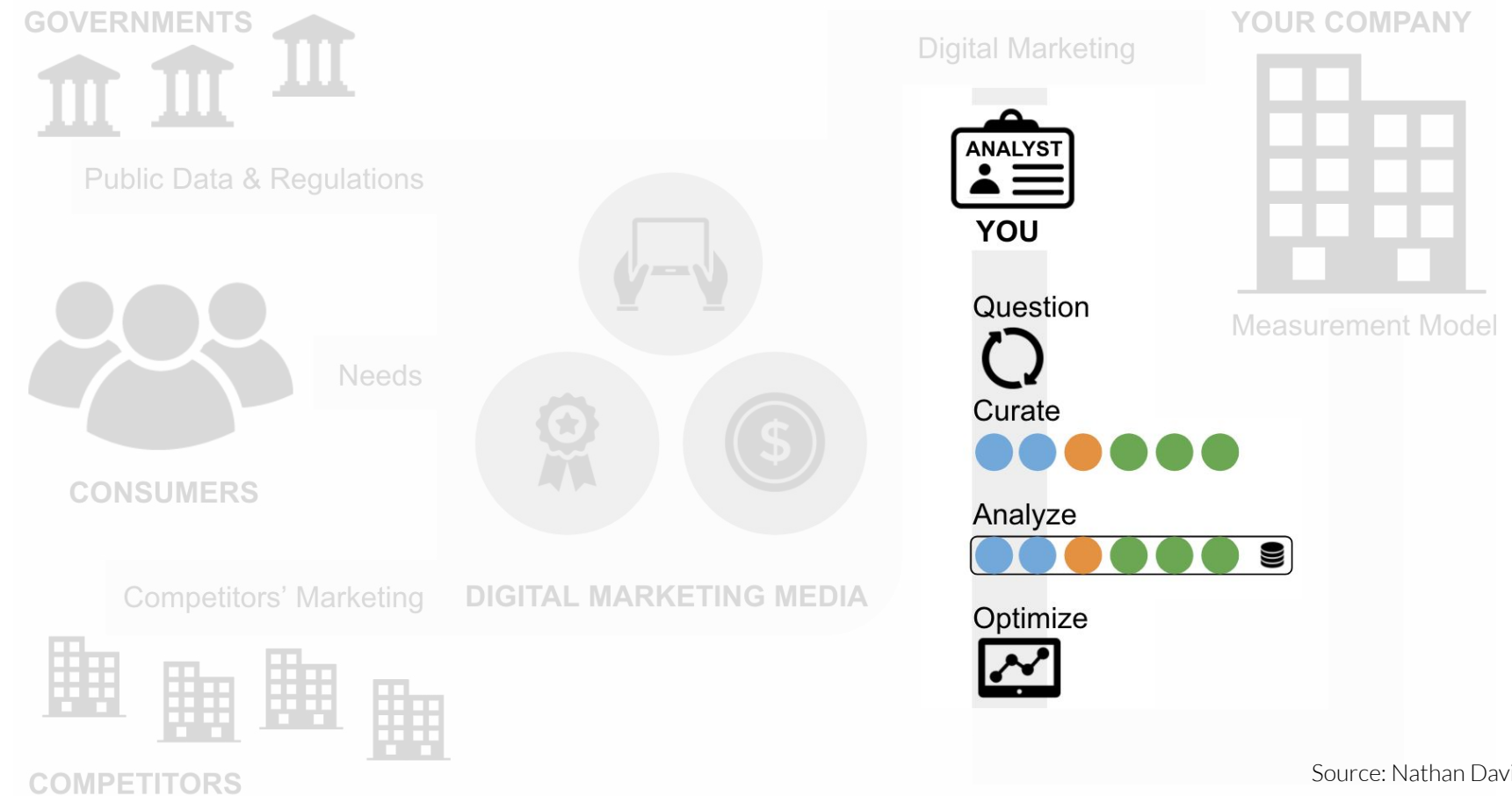
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Source: Nathan David

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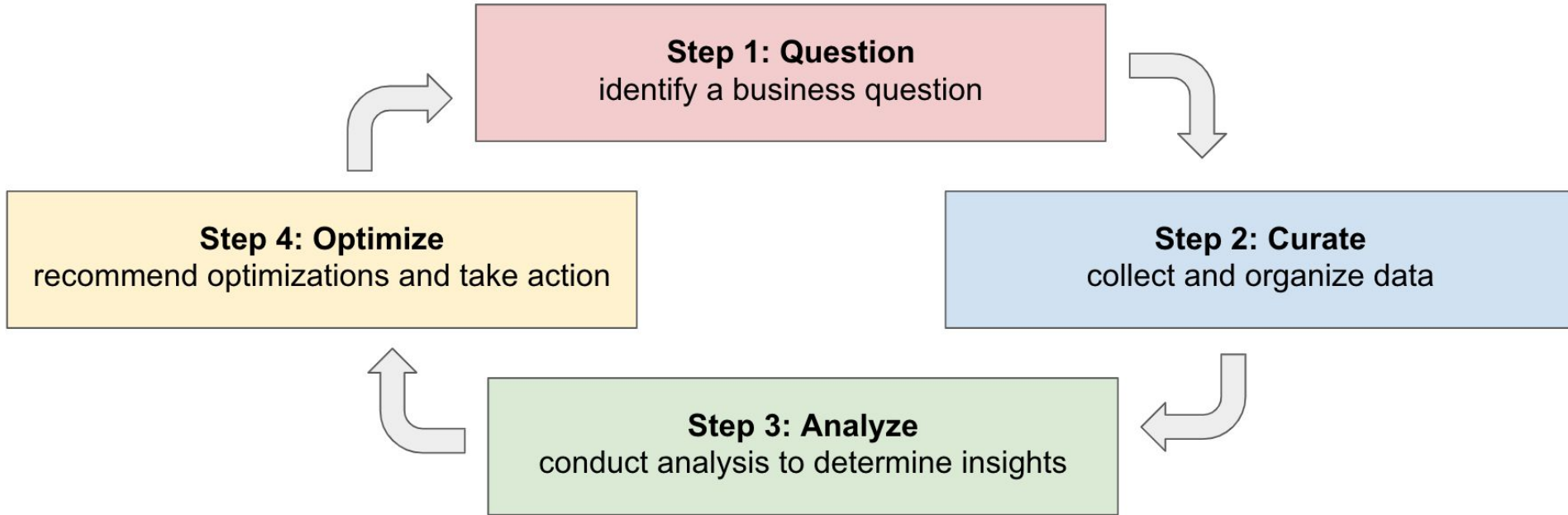
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Source: Nathan David

Decision-making Framework

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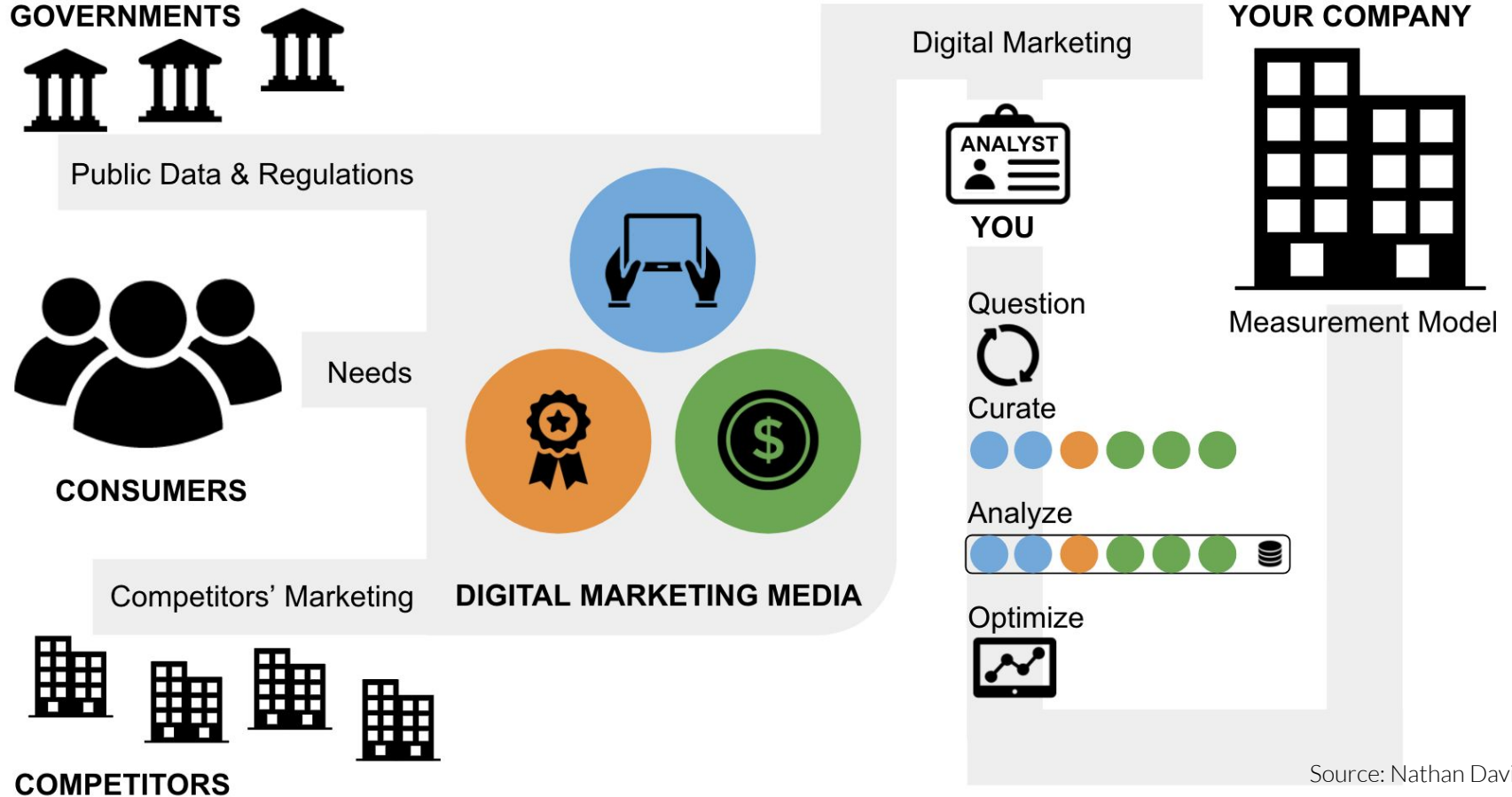
Source: Nathan David

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Source: Nathan David

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Public Data & Regulations



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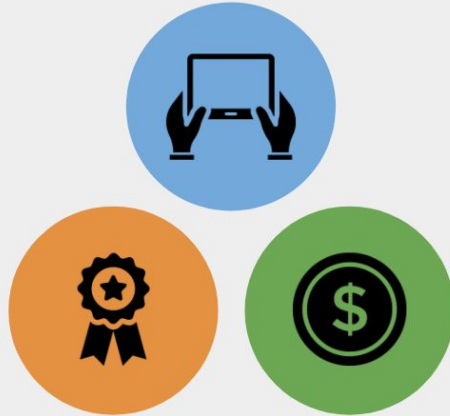
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YOUR COMPANY



Measurement Model

Source: Nathan David

Owned, Paid, & Earned Media Framework

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Owned Digital Marketing Analytics

- Website
- Mobile App
- Email
- Video
- Facebook Page
- Twitter Account
- Instagram Account
- TikTok Account
- Other Owned Social Accounts



Paid Digital Marketing Analytics

- Search Ad Platform Analytics
- Display Ad Platform Analytics
- Paid Social Platform Analytics
- Affiliate and Influencer Analytics
- E-Commerce Platform Analytics



Earned Digital Marketing Analytics

- Social Listening
- Organic Search
- Digital PR
- External Links
- Reviews and Ratings



I've partnered with Stukent to create a Digital Marketing Analytics Textbook!

metaimpact.com/dma

Nathan David

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Chapter 12: Email & Video Analytics

Chapter 13: Earned Digital Marketing Analytics

Chapter 14: Paid Digital Marketing Analytics

Chapter 15: Competitive Research



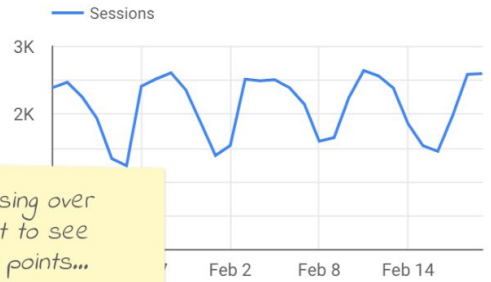
- Pages
- Interact with a dashboard
- Copy and edit this report
- Edit and add charts
- Connect charts to data
- Explore chart options
- Create your own dashboard
- Share this report with your instructor
- Learn more!

Learn how to view, edit and create a Data Studio dashboard

A

Interact with charts and tables

In view mode, mouse over charts to show more detail. You can sort tables and scroll through the data.



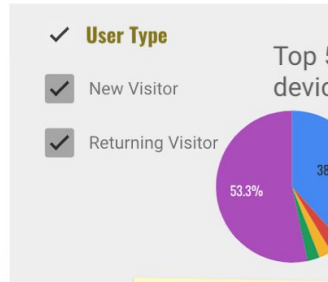
Source	
1.	google
2.	(direct)
3.	mall.googleplex.com

Click on a column header to sort the table by that column.

B

Set the date and filter your data

Change the time frame using the date range control. The checkboxes in a filter controls let you refine the data according to the dimension values you select.



C

Navigate through multiple pages

Pages

Interact with a dashboard

Get notified when the textbook launches and access the Data Studio dashboard activity today

metaimpact.com/dma

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