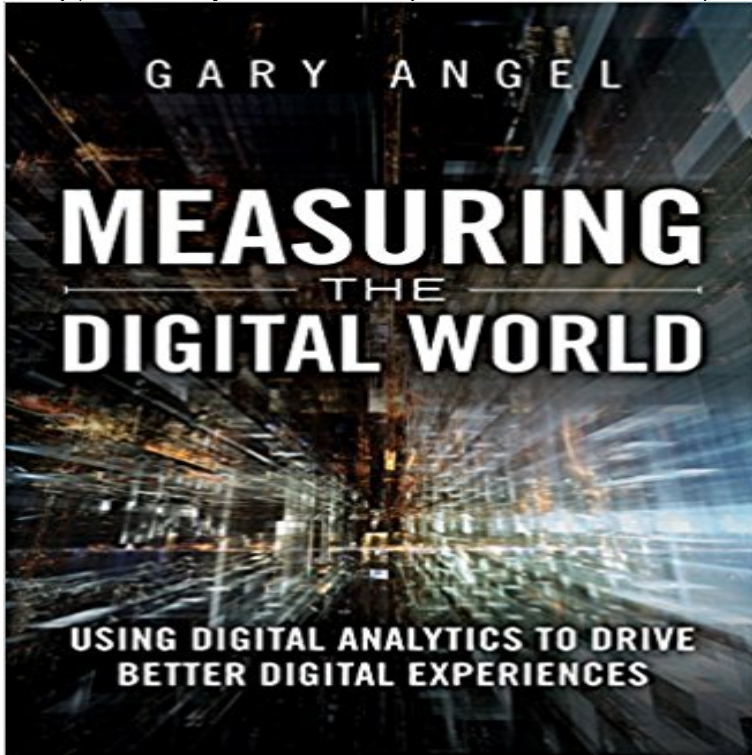


Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics)



**ANALYTICS DO NOT DRIVE BETTER
NEXT-GENERATION DIGITAL
MEASUREMENT:
INDISPENSABLE INSIGHT
FOR BUILDING HIGH-VALUE
DIGITAL EXPERIENCES!**

Helps you capture the knowledge you need to deliver deep personalization at scale

Reflects today's latest insights into digital behavior and consumer psychology For every digital marketer, analyst, and executive who wants to improve performance To win at digital, you must capture the right data, quickly transform it into the right knowledge, and use them both to deliver deep personalization at scale.

Conventional digital metrics simply aren't up to the task. Now, Gary Angel shows how to reinvent digital measurement so it delivers all you need to create richer, more compelling digital experiences. For more than a decade, Angel has helped leading global enterprises succeed at digital. This book reflects all he's learned. You'll find valuable guidance on understanding visitor intent, creating customer taxonomies, digital segmentation, integrating VoC research, and using behavioral analysis and controlled experiments to investigate what drives customer choice. Angel will help you measure the value of every digital interaction more accurately, identify specific digital behaviors that predict success, and create a comprehensive measurement paradigm that integrates all your digital spaces. With flawed tools and siloed analytics, you're blind to what's really happening online. But you don't have to be. Gary Angel will help you make the invisible

visibleâ€¦ actionableâ€¦ profitable.

Â Most common digital metrics are virtually useless. They measure the wrong things in the wrong ways. They donâ€™t link digital activity to customer attitudes and behaviors. They donâ€™t work well with todayâ€™s powerful analytics tools. Above all, they donâ€™t help you improve your performance. Â This book gives you a better way. Â Gary Angel, leader of Ernst & Youngâ€™s pioneering Digital Analytics practice, presents a comprehensive framework for capturing the right data the right way, so you can comprehend digital behavior at a far deeper level. Â Angel shows how to transform â€œraw factsâ€• about digital behavior into meaningful knowledge about your visitorsâ€¦ what they were trying to accomplishâ€¦ how well you helped themâ€¦ how you can personalize and optimize their digital experiences from now onâ€¦ how you can use measurement to provide deep personalization at scale. Â More rigorous, integrated, and usable than any competitive book, *Measuring the Digital World* will help you create, deliver, and consume digital information with unprecedented sophistication. Whether youâ€™re a digital analyst, marketer, user experience designer, or executive, youâ€™ll find it indispensable. Â Why conventional digital metrics are arbitrary and misguided. Refocus on what you need to know, not what you donâ€™t. Â

Capture the â€œwhyâ€•

Integrate VoC research and behavioral data to build better, richer, more accurate segments

Â Go beyond snapshots: understand your customerâ€™s

entire digital experience
Understand how your
customers'™ views and
behaviors evolve over time
Segment in three dimensions for a
multichannel world Treat each
channel as part of a larger,
integrated, sequential journey

Dead on Revival Main menu Skip to content Home About the Blog About the Blogger The Alphabet The List Sleep now; fear human nature tomorrow POSTED ON FEBRUARY 16, 2016 Ive had this blog for nearly a decade. Fuck. POSTED IN LIFE A Prayer POSTED ON NOVEMBER 27, 2015 You are, of course, too much I am easily tired and slow Where you run on for days without rest: The God of ultra-marathons and Bolt Who still jogs beside me on my 12-minute mile Where you work without end: The Messenger for Gods without rest or relent Who pulls me to my feet on 14 hour shifts Where you laugh without reserve: The Prankster who steals their best friends cows Who reminds me that may it harm none we all need to have fun Where you lead: The Guide today until death Who rides beside me on long sleepy nights Enagonius, Poneomenos, Mechaniotos, Diaktoros Transcendent and eternal You called to me and I fall at your feet I thank you, Lord Hermes, for your blessings and your indulgence as I find my way on your path POSTED IN LIFE TAGGED DRU TALKS GODS, HELLENIC POLYTHEIST, HERMES, POLYTHEISM, PRAYER Drunk Advice From A God POSTED ON NOVEMBER 3, 2015 2 the days are pouring nectar down my throat so thick and sweet that it makes my teeth brittle in exhalation to life and he tastes like spiced wine, in-toxicating and scalding as he elevates me the way a lift carries you as high as you ask it as high as its able He laughs: Burn Your Feet flying through inexorable hours you once spent languishing in despondence Reach out with both your hands for Death and screech your joy when She recoils, smiling POSTED IN LIFE TAGGED DEVOTIONAL STUFF, DRU BLOGS, HERMES, MY STUFF, PERSONAL, POETRY, WRITING Eirwyn p1 POSTED ON JULY 8, 2015 Once upon a time, in a land bordered by a lush, dark wood, there ruled the kind but simple king, Gwirion. Fortunately for his kingdom his young queen, Bywyd was as sharp as he was dull. She advised him in all matters of state, and benevolently attended concerned citizens and visiting dignitaries alike, always with a graceful nod to her husband and a quiet "May it please your Majesty." So it was that they ruled in peace for many years troubled only by the lack of Ysbryd-ane an heir to carry on the divine dragon blood of Gwirions ancestors. When Bywyd found herself full with child at last she rejoiced that their kingdom would be secured, their rule assuredly peaceful for the rest of their lives. And when the child was born, with raven black hair so dark against eyes as blue as lightning and skin as pale as snow, they called her Eirwyn and raised her to understand the five aspects of the dragon that she must must ever personify to rule her people. Before her sixth birthday, Eirwyn was already tired of the dusty words she had learned by rote. POSTED IN WRITING TAGGED BLOG, CAMP NANOWRIMO, FAIRY TALE, FEEDBACK PLZ?, WRITING vibrato POSTED ON JULY 8, 2015 OK. Im shaking apart inside Tremors that are too fine to be seen or felt Maybe i can hear them though? If I listen v carefully Cool. Im not really sure why. Maybe minds are meant to fall apart when theyre as delicately stitched together as mine? Ooh or Im picking at the metaphorical seams because Im just so godsdamned bored! Yas. Lets make this an intentional thing Consequences of choices are always easier to stomach Even if theyre shitty Mm. Learn to trust your audience, right? Youre all such bright young things. Your capable and endlessly receptive. Just Like me. POSTED IN WRITING TAGGED IT JUST SEEMS ARROGANT TO CAPITALISE YOUR OWN ME, NOT SORRY, POETRY, SORRY Post navigation • Older posts Subscribe Enter your email address to subscribe to this blog and receive notifications of new posts by email.

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