



How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success

Laurent Flores

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Digital marketing has become a necessity for almost all companies and organizations across the globe. However, few companies measure the effectiveness of their campaigns and so the return on investment debate continues.

How to Measure Digital Marketing explains how to assess the success of a digital marketing campaign by demonstrating what the digital marketing metrics are as well as how to measure and use them. Beyond the basics, it provides a practical framework for achieving marketing, media and advertising objectives. This insightful and in-depth book also features interviews with experts and real-life case studies to help marketers navigate the digital world and to better understand and demonstrate the value of digital marketing.

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