

# Marketing analytics 101

**Marketing analytics** is the study and management of data to determine the performance of marketing efforts, and is important for 3 reasons:



## Drive goals

Statistical goals are more effective goals.



## Improve UX

Engagement figures show what your prospects want.



## Optimize ROI

Analytics reveal effective outreach.

# Marketing Analytics In R

**Marco Casella**



## **Marketing Analytics In R:**

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