

Measure Results with Analytics

- Traditional marketing effectiveness measurement:
 1. Run your tactic
 2. See if client sees increase in sales
- Digital marketing effectiveness measurement:
 1. Run your tactic with focused audience targeting
 2. Begin to see results within hours
 - See **Micro-conversions**: mouse hovers, likes, comments, % of video viewed, pages visited, amount of time on website, follows, email subscriptions
 - See **Macro-conversions**: Sales, clicks, sign-ups, subscriptions, in-store visits,
 3. Test and modify your tactic mid-campaign
 4. Sort your results:
 - Lift Study
 - Differentiate the results of different tactics and visitor demographics
 - Know exactly which tactics were effective and how

