Digital Analytics for Marketing

Marshall Sponder and Gohar F. Khan



Contents

	List of Figures and Tables	ix
	Manuscript Class Reviewers at Zicklin School of Business and	
	Rutgers University, and Other Academic Chapter Reviewers	Xiii
	Preface	XV
1	The Evolution of Digital Analytics and the Internet	1
2	Search Engines and the Internet	19
3	Social Media History	55
4	Digital Analytics Industry Players	71
5	Basic Web Analytics and Web Intelligence	83
6	Advanced Web Analytics and Web Intelligence	115
7	Understanding and Working with Third-Party Data	145
8	An Introduction to Social Media Analytics	167
9	Leveraging Social Media Content and Analytics	189
0	Advanced Text Analytics and Algorithms	225
1	Geo-Location Analytics	261
2	Social Media Actions Analytics	283
13	Social Media Hyperlink Analytics	297
14	Network Analysis and Social Network Mapping	313
15	Mobile Analytics	337
16	Aligning Digital Media with Business Strategy	349
7	Applying Digital Analytics to a Social Network	369
	Index	381