

—Advances and Opportunities with Big Data and Analytics—

Architecting Experience

**A Marketing Science and
Digital Analytics Handbook**

Scot R Wheeler

Medill-Northwestern University, USA

 **World Scientific**

NEW JERSEY • LONDON • SINGAPORE • BEIJING • SHANGHAI • HONG KONG • TAIPEI • CHENNAI • TOKYO

Contents

	<i>About the Author</i>	viii
	<i>Introduction</i>	ix
Chapter ONE	The Foundations of Personalization	1
	1.1 The New Business Value: Analytics Increase Relevance	4
	1.2 Introducing the “Demand Chain”	7
	1.3 The Customer Journey	8
	1.4 Research and Analytics	16
Chapter TWO	Strategy, Technology, Science & Art	21
	2.1 Paid, Earned, or Owned Breakdown	26
	2.2 The Changing Nature of Marketing Data	32
	2.3 The Fundamental Analytics Architecture: The Analytics Pyramid	37
Chapter THREE	The Applied Digital Analytics Playbook (ADAP) Part One	49
	3.1 ADAP Section One: Problem Definition	50
	3.2 ADAP Section Two: Solution Definition	55

Chapter FOUR	The Changing World of Owned Media	71
	4.1 Web Architecture & Web Data Collection	73
	4.2 Client-side Tagging	79
	4.3 Tagging Design & Deployment	87
	4.4 Mobile Marketing	95
	4.5 Email Marketing	96
	4.6 Introducing Cookies	102
	4.7 Applying Owned Channel Metrics	105
Chapter FIVE	Earned Media: Organic Social & SEO	115
	5.1 History	115
	5.2 Organic vs. Paid Social Media	119
	5.3 Organic Social Media Strategy	121
	5.4 Inbound Organic Social Data Sources for Key Objectives	123
	5.5 Applying Social Metrics	127
	5.6 Search Engine Optimization	146
Chapter SIX	Paid Media Analytics	151
	6.1 Digital Paid Media Touch-points	152
	6.2 The Paid Media Ecosystem	153
	6.3 Targeting & Retargeting	159
	6.4 DSPs and Programmatic Real-time Bidding (RTB)	168
Chapter SEVEN	Testing & Optimization. Marketing Automation. Attribution	173
	7.1 Prescriptive Analytics: Testing & Optimization	173
	7.2 Marketing Automation	187
	7.3 Cross-channel Attribution	196

Chapter EIGHT	Data Management, Models, and Algorithms	199
	8.1 The Applied Digital Analytics Playbook (ADAP) Part Two	199
	8.2 Data Mining & Data Visualization	205
	8.3 Predictive Analytics & Machine Learning	208
Chapter NINE	The Cultural and Organizational Impact of Data	221
	9.1 Visualization	221
	9.2 The Information Society: Media Cycles & Feedback Loops	229
	9.3 Organizational Change for Effective Digital Analytics	250
	<i>Conclusion</i>	263
	<i>Index</i>	267