Digital Strategy on a Shoestring
Skillshare Unit #5
Analytics Tools
#5 Analytics Tools

Here are 7 great sites to bookmark and consult with any analytics problem you come across.
Tools in this kit

Sentiment analysis

1. Occams Razor
2. Luna Metrics
3. KISS Metrics
4. SEO Moz
5. Reve News
6. Anil Bantras Website Analytics
7. Google Display Benchmarks
This is the Oscar Mayer. He made bacon and wieners that are adored by many. His bacon is eaten at brunch occasions, the challenge is to get bacon lovers to consider bacon in other meals than brunch.
Occam’s Razor

by Avinash Kaushik

See-Thinks-Do: A Content, Marketing, Measurement Business Framework

The world does not need a new business framework. I get "About 269,000,000 results (0.25 seconds)" for business framework on Google today.

kaushik.net/avinash

Author Avinash Kausik calls himself a Digital Marketing Evangelist at Google and blogs about marketing, content and measurement frameworks.
Luna Metrics
lunametrics.com/blog
Mostly about Google Analytics but gives good insights into what makes good and lame metrics.
Marketing analytics with a focus on social media.
The holy grail for any search related analytics questions. Even if you do not dabble in SEO/SEM, SEO Moz keeps you well versed in terms.
Testing and behavioral targeting resources for website optimizations.
“Last in” Affiliate Attribution Needs a Second Look

Aug 2, 2013 by Robert Glazer

One of the hottest marketing topics in 2013 is attribution, or which marketing channel (or channels) gets credit for a single sale. Attention to attribution is skyrocketing in marketing organizations, because in many companies reporting has been set up so ...

Reve News
revenews.com

Great resource for social media and SEM updates.

Aug 2, 2013 by Shawn Collins
Display Benchmarks

Welcome to our Display Benchmarks tool.

Want to understand how your display campaigns compare to the rest of the industry? Or how different ad formats and sizes perform compared to each other? This tool lets you pull up-to-date industry benchmarks to help you better plan and measure the success of your display campaigns. Whether you're after average expansion rates for automotive creatives, expected Rich Media interaction rates for retail creatives from France or just the average click through rate for Entertainment ads from the US, we hope that you'll find this a truly useful resource and add it straight to your bookmarks bar!

To get started, check out our "How to" guide by clicking the HELP button to your right and start discovering.
What to do now

There is no project milestone for this unit. Instead bookmark these sites and read through some interesting links from these in the project steps.
That’s a wrap.

Thanks for coming to Digital Strategy on a Shoestring.

Stay in touch @amberhorsburgh