

Analytics and Metrics of Digital Marketing

Software

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Subtítulo: Software

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UNIT 1. INTRODUCTION TO THE CONCEPT OF DIGITAL MARKETING ANALYTICS AND METRICS

Topic 1. Introduction to Digital Marketing Metrics and Analytics

Google Analytics

<https://analytics.google.com/analytics/academy/>

<https://marketingplatform.google.com/intl/es/about/analytics/>

R y R Studio

<https://myapps.urjc.es/myapps>

<https://cran.r-project.org/mirrors.html>

Topic 2. Neuroscientific basis of online consumer behavior

Tobii software for eye-tracking

https://www.tobii.com/resource-center/reports-and-papers/eye-tracking-in-human-factors?utm_source=researchgate&utm_medium=paidsocial&utm_content=native_ad&utm_campaign=ps-humanfactor_whitepaper#cta-section

Topic 3. Analysis and measurement tools for digital marketing

Hubspot

<https://app.hubspot.com/academy/8083026/>

<https://www.hubspot.es/>

Google Analytics

<https://analytics.google.com/analytics/academy/>

<https://marketingplatform.google.com/intl/es/about/analytics/>

UNIT 2. METRICS FOR DATA-BASED DECISIONS MAKING AND EVALUATION OF RESULTS

Topic 4. Metrics used in SEO and SEM

Google Analytics

<https://analytics.google.com/analytics/academy/>

<https://marketingplatform.google.com/intl/es/about/analytics/>

Topic 5. Metrics used in email marketing and social media

Mail Chimp

<https://mailchimp.com/es/>

R y R Studio

<https://myapps.urjc.es/myapps>

<https://cran.r-project.org/mirrors.html>

Topic 6. Metrics used in mobile and apps

Dataslayer

<https://dataslayer.org/>

Hubspot

<https://app.hubspot.com/academy/8083026/>

<https://www.hubspot.es/>

Topic 7. Metrics used in e-commerce

Zoho

<https://www.zoho.com/>

Google Analytics

<https://analytics.google.com/analytics/academy/>

<https://marketingplatform.google.com/intl/es/about/analytics/>

UNIT 3. THE DIGITAL DASHBOARD

Topic 8. Digital Dashboard

Tableau

<https://www.tableau.com/es-es>

Hubspot

<https://app.hubspot.com/academy/8083026/>

<https://www.hubspot.es/>