

## **Analytics and Metrics of Digital Marketing**

### **Videos**

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## PRESENTATION

### Presentation

[https://urjc.sharepoint.com/:v:/s/gr\\_2024.2110\\_2110051\\_AM/EUbyYimPN16ZHtSkBnuoFZKMBHcKigR6VdWOpOm61Ut5Ebw?e=mPUtt9&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioilzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc.sharepoint.com/:v:/s/gr_2024.2110_2110051_AM/EUbyYimPN16ZHtSkBnuoFZKMBHcKigR6VdWOpOm61Ut5Ebw?e=mPUtt9&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioilzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

### Welcome video

[https://urjc-my.sharepoint.com/:v:/g/personal/iria\\_paz\\_urjc\\_es/Eb1pCoDGostLi0xBqYMMGdoBckiGVVogOTTvWgZPMviZOQ?e=1zW0mJ&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioil4MzY2N2E5Yi1hZDA2LTQ2YTAyYmY3Ny0xZTg5NzZjNTU5YmUifX0%3D](https://urjc-my.sharepoint.com/:v:/g/personal/iria_paz_urjc_es/Eb1pCoDGostLi0xBqYMMGdoBckiGVVogOTTvWgZPMviZOQ?e=1zW0mJ&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioil4MzY2N2E5Yi1hZDA2LTQ2YTAyYmY3Ny0xZTg5NzZjNTU5YmUifX0%3D)

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

### Topic 1. Introduction to Digital Marketing Metrics and Analytics

[https://urjc.sharepoint.com/:v:/s/gr\\_2024.2110\\_2110051\\_AM/EUbyYimPN16ZHtSkBnuoFZKMBHcKigR6VdWOpOm61Ut5Ebw?e=mPUtt9&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioilzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc.sharepoint.com/:v:/s/gr_2024.2110_2110051_AM/EUbyYimPN16ZHtSkBnuoFZKMBHcKigR6VdWOpOm61Ut5Ebw?e=mPUtt9&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioilzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

### Topic 2. Neuroscientific basis of online consumer behavior

[https://urjc.sharepoint.com/:v:/s/gr\\_2024.2110\\_2110051\\_AM/EeYdMgG10yFDt83zEj3MlscB1ym2J2ENKZar8ndJhJFBGw?e=PCrRHH&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioilzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc.sharepoint.com/:v:/s/gr_2024.2110_2110051_AM/EeYdMgG10yFDt83zEj3MlscB1ym2J2ENKZar8ndJhJFBGw?e=PCrRHH&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAIoiTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGFyZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQioilzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

### Topic 3. Analysis and measurement tools for digital marketing

[https://urjc.sharepoint.com/:v:/s/gr\\_2024.2110\\_2110051\\_AM/EQsXPSL5E3dEmfc5e7WSBuYB9P\\_WyaSTrLfdrwj6ISONGA?e=au8YZk&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc.sharepoint.com/:v:/s/gr_2024.2110_2110051_AM/EQsXPSL5E3dEmfc5e7WSBuYB9P_WyaSTrLfdrwj6ISONGA?e=au8YZk&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

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

### Topic 4. Metrics used in SEO and SEM

[https://urjc-my.sharepoint.com/:v:/g/personal/iria\\_paz\\_urjc\\_es/EZtzWtjN2OJHjgL6kwyDd7UBdaY-xow2EsluxAL1UL-GeA?e=pLnUBE&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc-my.sharepoint.com/:v:/g/personal/iria_paz_urjc_es/EZtzWtjN2OJHjgL6kwyDd7UBdaY-xow2EsluxAL1UL-GeA?e=pLnUBE&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

### Topic 5. Metrics used in email marketing and social media

[https://urjc-my.sharepoint.com/:v:/g/personal/iria\\_paz\\_urjc\\_es/EfwntxzPbw9Mndr3yTXIGVgBebHWwSSH N3tiH\\_K1hzGgSw?e=cv6oUh&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc-my.sharepoint.com/:v:/g/personal/iria_paz_urjc_es/EfwntxzPbw9Mndr3yTXIGVgBebHWwSSH N3tiH_K1hzGgSw?e=cv6oUh&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

### Topic 6. Metrics used in mobile and apps

[https://urjc-my.sharepoint.com/:v:/g/personal/iria\\_paz\\_urjc\\_es/EZEqlbU8r3pOhbzCqjKAJl8BUPpcTWpq6bthR5DGaXXsSQ?e=TXOHp7&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc-my.sharepoint.com/:v:/g/personal/iria_paz_urjc_es/EZEqlbU8r3pOhbzCqjKAJl8BUPpcTWpq6bthR5DGaXXsSQ?e=TXOHp7&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAI0iJdHJlYW1QbGF5bGlzdCIsInJlZmVycmFsTW9kZSI6Im1pcylsInJlZmVycmFsVmldyI6InZpZGVvYWN0aW9ucy1zaGFyZSI6InJlZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

### Topic 7. Metrics used in e-commerce

## UNIT 3. THE DIGITAL DASHBOARD

### Topic 8. Digital Dashboard

[https://urjc-my.sharepoint.com/:v:/g/personal/iria\\_paz\\_urjc\\_es/EVcv5TQblexMtVNxl2wdQvoB9p20nKICVbXvcVwUSb3atg?e=uuo68T&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iO nsicmVmZXJyYWxBcHAIoiJTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGF5ZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc-my.sharepoint.com/:v:/g/personal/iria_paz_urjc_es/EVcv5TQblexMtVNxl2wdQvoB9p20nKICVbXvcVwUSb3atg?e=uuo68T&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iO nsicmVmZXJyYWxBcHAIoiJTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGF5ZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

### PRACTICES

#### Practice Unit 1

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#### Practice Unit 2

[https://urjc-my.sharepoint.com/:v:/g/personal/iria\\_paz\\_urjc\\_es/EWRSONqP9\\_lN95zoaiQEJMBTKgmXpqv\\_YUI6alz5Kfrvw?e=LITaN8&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iO nsicmVmZXJyYWxBcHAIoiJTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGF5ZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc-my.sharepoint.com/:v:/g/personal/iria_paz_urjc_es/EWRSONqP9_lN95zoaiQEJMBTKgmXpqv_YUI6alz5Kfrvw?e=LITaN8&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iO nsicmVmZXJyYWxBcHAIoiJTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGF5ZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)

#### Practice Unit 3

[https://urjc-my.sharepoint.com/:v:/g/personal/iria\\_paz\\_urjc\\_es/EXq-ucKWT2ZOgSFqvQ7IFIABwRc6oSa0DnZaypFo69XG7A?e=8q4EtB&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iO nsicmVmZXJyYWxBcHAIoiJTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGF5ZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D](https://urjc-my.sharepoint.com/:v:/g/personal/iria_paz_urjc_es/EXq-ucKWT2ZOgSFqvQ7IFIABwRc6oSa0DnZaypFo69XG7A?e=8q4EtB&nav=eyJwbGF5YmFja09wdGlvbnMiOnt9LCJyZWZlcnJhbEluZm8iO nsicmVmZXJyYWxBcHAIoiJTdHJlYW1QbGF5bGlzdClslnljZmVycmFsTW9kZSI6Im1pcylslnljZmVycmFsVmllldyl6lnZpZGVvYW9ucy1zaGF5ZSI6Im1pcylslnljZmVycmFsUGxheWJhY2tTZXNzaW9uSWQiOiIzMGJlYzkwZC0wNGM1LTQyYmYtODFmYy1mY2FiNmZkMzYxN2EifX0%3D)