

# Analytics and Metrics of Digital Marketing

## Guía de estudio

Título: Analytics and Metrics of Digital Marketing

Subtítulo: Guía de estudio

Autora: Iria Paz Gil

Fecha: Noviembre 2024

Material docente en abierto de la Universidad Rey Juan Carlos

Lugar de depósito: asignatura en aula virtual

Enlace: <https://burjcdigital.urjc.es/>

© Iria Paz Gil

Algunos derechos reservados.

Este documento se distribuye bajo la licencia “Atribución-CompartirIgual 4.0 Internacional” de Creative Commons, disponible en <https://creativecommons.org/licenses/by-sa/4.0/deed.es>

## **STUDY GUIDE**

### **ANALYTICS AND METRICS OF DIGITAL MARKETING**

**Semipresential subject**

**Academic Year 2024/2025**

Analytics and Metrics of Digital Marketing is an optative and semipresential subject of the fourth course of the Degree in Marketing at the Rey Juan Carlos University.

This Analytics and Metrics of Digital Marketing Study Guide is complementary to the subject's Teaching Guide.

This Study Guide describes the topics and activities of the subject, including the assessment tests.

The usual space for the subject is the Virtual Classroom. There you will be able to get more information or ask any questions you may have.

## Organization of the course

This is a semipresential subject. This means that there will not be in person classes in the Campus. Instead of that, the classes will be online.

The video classes will take place online on **Wednesdays at 9:30**. In case of need, some of the lessons will be substituted by online videos, available at Virtual Classroom.

The subject is organized to acquire the competences of the course. It is scheduled weekly to follow the basis needed to advance in progressive knowledge.

The final assessment test will be in person, in the date and place that establishes Unidad de Horarios and published in the web of the University. At the beginning of the course the date published is the **22 of January 2025, at 11:00 (ordinary call) and the 16 of June 2025, at 15:00 (extraordinary call)**. As Unidad de Horarios does not communicate the changes, it is highly recommended that the student keep updated with any changes they may introduce.

## Assessment

<b>THEORY PART</b>		
	<b>ORDINARY CALL</b>	<b>EXTRAORDINARY CALL</b>
<b>Type</b>	Test exam: 20 questions, 4 alternatives, only 1 correct answer	Test exam: 20 questions, 4 alternatives, only 1 correct answer
<b>Date</b>	Official date	Official date
<b>Reassessment</b>	Yes	No
<b>Weighting</b>	50% of the final grade	50% of the final grade
<b>Minimum mark</b>	5 out of 10	5 out of 10

<b>PRACTICE PART</b>		
	<b>ORDINARY CALL</b>	<b>EXTRAORDINARY CALL</b>
<b>Type</b>	3 practices (one per unit)	3 practices (one per unit)
<b>Date</b>	Course dates	Official date
<b>Reassessment</b>	Yes	No
<b>Weighting</b>	50% of the final grade	50% of the final grade
<b>Minimum mark</b>	5 out of 10 for the weighted average of the 3 practices	5 out of 10 for the weighted average of the 3 practices

## List of topics and sessions

This section consists of all the topics and activities ordered in sequence to follow the subject's progress, organized chronologically.

The subject consists of three units of content, developed in eight different topics:

- I. UNIT 1: INTRODUCTION TO THE CONCEPT OF DIGITAL MARKETING ANALYTICS AND METRICS
  1. Topic 1. Introduction to Digital Marketing Metrics and Analytics
  2. Topic 2. Neuroscientific basis of online consumer behaviour
  3. Topic 3. Analysis and measurement tools for digital marketing
- II. UNIT 2: METRICS FOR DATA-BASED DECISION MAKING AND EVALUATION OF RESULTS
  4. Topic 4. Metrics used in SEO and SEM
  5. Topic 5. Metrics used in email marketing and social media
  6. Topic 6. Metrics used in mobile and apps
  7. Topic 7. Metrics used in e-commerce
- III. UNIT 3: THE DIGITAL DASHBOARD
  8. Topic 8. Digital Dashboard

## PRESENTATION OF THE COURSE

Name:	Presentation of the subject
-------	-----------------------------

Topic:	None	Starting date:	09/09/2024	Finishing date:	13/09/2024
Video tutorial:	11/09/2023				

### Goals:

- To know in detail the scope and operation of the subject.
- To carefully review the Teaching Guide and the Study Guide.
- To view the video presentation of the course.
- To participate in the initial video conference to contact the teacher and the rest of the students.

### Contents:

We will have the subject's initial videoconference on **Wednesday 11<sup>th</sup> of September at 9:30.** This initial video conference will serve to go into the subject's detail, have the first contact, and attend to the doubts and queries you may have once you have reviewed the Teaching Guide, the Study Guide, and all its contents.

### Activities of the topic:

NAME	TYPE
Presentation videoclass	Videoconference

## UNIT I

Name:	INTRODUCTION TO THE CONCEPT OF DIGITAL MARKETING ANALYTICS AND METRICS
-------	---

Topics:  Starting date:  Finishing date:

- Topic 1. Introduction to Digital Marketing Metrics and Analytics
- Topic 2. Neuroscientific basis of online consumer behaviour
- Topic 3. Analysis and measurement tools for digital marketing

### Goals:

- |   |
|---|
| <ul style="list-style-type: none"><li>• To acquire theoretical and practical knowledge about the introduction to the concept of analytics and metrics</li></ul> |
|---|

### Specific competences:

CE10	Be capable of strategic market planning
------	---

### Training activities:

NAME	CODE
Preparation of the theoretical contents	AFE1
Individual works	AFE2
Debate and constructive criticism	AFE4
Attendance at academic tutorials	AFE5

### Teaching methodologies:

NAME	CODE
Theory classes	MD1
Work placements	MD2
Academic tutorials	MD3

## Topic I

Name:	Introduction to Digital Marketing Metrics and Analytics
-------	---

Topic:	I	Starting date:	16/09/2024	Finishing date:	22/09/2024
Video tutorial:	18/09/2024				

### Goals:

- To know the main characteristics of the digital ecosystem
- To understand the importance of analytics and metrics in digital marketing
- To know the main factors that affect the consumer's online behavior

### Contents:

- 1.1. The digital marketing ecosystem and digital consumer behavior
- 1.2. VUCA environments
- 1.3. Digital consumer factors. From the individual to the hive

### Activities of the topic:

NAME	TYPE
Topic I videoclass	Videconference
Self-assessment Topic I	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials



## Topic 2

Name:	Neuroscientific basis of online consumer behavior
-------	---

Topic:	2	Starting date:	23/09/2024	Finishing date:	27/09/2024
Video tutorial:	25/09/2024				

### Goals:

- To know the main strategies of digital marketing
- To know the neuroscientific bases of the consumer's online behavior

### Contents:

2.1. Digital marketing strategies
2.2. Psychological and behavioral phenomena associated with the digital ecosystem
2.3. Digital consumer neuroscience

### Activities of the topic:

NAME	TYPE
Topic 2 videoclass	Videconference
Self-assessment Topic 2	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials

## Topic 3

Name:	Analysis and measurement tools for digital marketing
-------	--

Topic:	3	Starting date:	30/09/2024	Finishing date:	04/10/2024
Video tutorial:	02/10/2024				

### Goals:

- To know different platforms and software that allow measurement in digital marketing
- To understand the importance of Inbound Marketing in the field of digital marketing

### Contents:

- 3.1. Introduction to digital marketing analytics
- 3.2. What is Inbound Marketing
- 3.3. Online behaviour and customer experience in relation to Inbound Marketing
- 3.4. Strategies and actions aimed at improving the customer experience and results of Inbound Marketing campaigns

### Activities of the topic:

NAME	TYPE
Topic 3 videoclass	Videconference
Self-assessment Topic 4	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials

## Practice Unit I

Name: Save Ralph

Starting date: 07/10/2024 Finishing date: 12/10/2024  
Videoclass: 09/10/2024

Mode: Virtual Nature: Mandatory Evaluable: Yes Weighting: 10%

Topics: 1,2,3

### **Description:**

- In groups of 2 or 3 people
- Solve the task
- Whole description provided a is moment (virtual classroom)

### **Assessment:**

- Maximum grade: 1 point
- Minimum mark: not needed

## **UNIT 2**

Name:	METRICS FOR DATA-BASED DECISION MAKING AND EVALUATION OF RESULTS
-------	--

Topics:	4, 5, 6, 7	Starting date:	14/10/2024	Finishing date:	15/11/2024
---------	------------	----------------	------------	-----------------	------------

- Topic 4. Metrics used in SEO and SEM
- Topic 5. Metrics used in email marketing and social media
- Topic 6. Metrics used in mobile and apps
- Topic 7. Metrics used in e-commerce

### **Goals:**

<ul style="list-style-type: none"> <li>• To acquire theoretical and practical knowledge about the use of metrics for decision making and evaluation of results.</li> </ul>
--

### **Specific competences:**

CE8	Be able to choose and use the necessary information system applications for business diagnosis and analysis, as well as apply them to marketing management
CE13	Be capable of reaching marketing decisions in specific business scenarios

### **Training activities:**

NAME	CODE
Preparation of the theoretical contents	AFE1
Individual works	AFE2
Debate and constructive criticism	AFE4
Attendance at academic tutorials	AFE5

### **Teaching methodologies:**

NAME	CODE
Theory classes	MD1
Work placements	MD2
Academic tutorials	MD3

## Topic 4

Name:	Metrics used in SEO and SEM
-------	-----------------------------

Topic:	4	Starting date:	14/10/2024	Finishing date:	18/10/2024
Video tutorial:	16/10/2024				

### Goals:

- To know the main metrics used in SEO and SEM
- To know the main factors that affect the consumer's online behavior

### Contents:

4.1. Utility, measurement, and interpretation
4.2. Online behavior and customer experience concerning SEO and SEM
4.3. Strategies and actions aimed at improving the customer experience and results of SEO and SEM campaigns

### Activities of the topic:

NAME	TYPE
Topic 4 videoclass	Videconference
Self-assessment Topic 4	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials

## Topic 5

Name:	Metrics used in email marketing and social media
-------	--

Topic:	5	Starting date:	21/10/2024	Finishing date:	25/1/2024
Video tutorial:	23/10/2024				

### Goals:

- To know the main metrics used in email marketing and social media
- To know the main factors that affect the consumer's online behavior

### Contents:

5.1. Utility, measurement, and interpretation
5.2. Online behavior and customer experience concerning inbound marketing
5.3. Strategies and actions aimed at improving the customer experience and results of inbound marketing campaigns

### Activities of the topic:

NAME	TYPE
Topic 5 videoclass	Videconference
Self-assessment Topic 5	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials

## Topic 6

Name:	Metrics used in mobile and apps
-------	---------------------------------

Topic:	6	Starting date:	28/10/2024	Finishing date:	01/11/2024
Video tutorial:	30/1/2024				

### Goals:

- To know the main metrics used in mobile and apps
- To know the main factors that affect the consumer's online behavior

### Contents:

6.1. Utility, measurement, and interpretation.
6.2. Online behavior and customer experience concerning mobile and apps
6.3. Strategies and actions aimed at improving the customer experience and results of mobile and apps campaigns

### Activities of the topic:

NAME	TYPE
Topic 6 videoclass	Videconference
Self-assessment Topic 6	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials

## Topic 7

Name:	Metrics used in e-commerce
-------	----------------------------

Topic:	7	Starting date:	04/11/2024	Finishing date:	08/11/2024
Video tutorial:	06/11/2024				

### Goals:

- To know the main metrics used in e-commerce
- To know the main factors that affect the consumer's online behavior

### Contents:

7.1. Utility, measurement, and interpretation
7.2. Online behavior and customer experience concerning e-commerce
7.3. Strategies and actions aimed at improving the customer experience and results of e-commerce campaigns.

### Activities of the topic:

NAME	TYPE
Topic 7 videoclass	Videconference
Self-assessment Topic 7	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials



## Practice Unit 2

Name: The Challenge

Starting date: 11/11/2024 Finishing date: 15/11/2024  
Videoclass: 13/11/2024

Mode: Virtual Nature: Mandatory Evaluable: Yes Weighting: 30%

Topics: 4,5,6,7

### Description:

- In groups of 2 or 3 people
- Solve the task
- Whole description provided a is moment (virtual classroom)

### Assessment:

- Maximum grade: 1 point
- Minimum mark: not needed

## UNIT 3

Name:	THE DIGITAL DASHBOARD
-------	-----------------------

Topic:	8	Starting date:	18/11/2024	Finishing date:	29/11/2024
--------	---	----------------	------------	-----------------	------------

- Topic 8. Digital Dashboard

### Goals:

<ul style="list-style-type: none"> <li>• To acquire theoretical and practical knowledge about the digital dashboard.</li> </ul>
---

### Specific competences:

CE3	Ability to evaluate the position and foreseeable growth of a company, using the relevant data and, in particular, the area of marketing and market research.
-----	--

### Training activities:

NAME	CODE
Preparation of the theoretical contents	AFE1
Individual works	AFE2
Debate and constructive criticism	AFE4
Attendance at academic tutorials	AFE5

### Teaching methodologies:

NAME	CODE
Theory classes	MD1
Work placements	MD2
Academic tutorials	MD3

## Topic 8

Name:	Digital Dashboard
-------	-------------------

Topic:	8	Starting date:	18/11/2024	Finishing date:	22/11/2024
Video tutorial:	20/11/2024				

### Goals:

- To identify the most appropriate metrics according to the objectives
- To identify the most appropriate strategies according to the purchase funnel

### Contents:

8.1. Visualization of KPI's according to the objectives
8.2. Segmentation of decisions according to the phase of the funnel

### Activities of the topic:

NAME	TYPE
Topic 8 videoclass	Videconference
Self-assessment Topic 8	Test
Doubts forum	Forum
Practice forum	Forum
Preparation of the theoretical contents	Autonomous work
Preparation of the individual works	Practice
Attendance at academic tutorials	Tutorials

### Practice Unit 3

Name: The Dashboard

Starting date: 25/11/2024 Finishing date: 19/11/2024  
Videoclass: 27/11/2024

Mode: Virtual Nature: Mandatory Evaluable: Yes Weighting: 10%

Topics: 8

#### Description:

- In groups of 2 or 3 people
- Solve the task
- Whole description provided a is moment (virtual classroom)

#### Assessment:

- Maximum grade: 1 point
- Minimum mark: not needed

---

## **DOUBTS AND EXAM PREPARATION**

Name:	Theoretical doubts
-------	--------------------

Topic:	None	Starting date:	02/12/2024	Finishing date:	06/12/2024
Videoclass:	04/12/2023				

### **Goals:**

- To solve any doubt regarding the theoretical contents of the subject

### **Contents:**

This session aims to provide a deeper understanding of the issues that need further explanations in order to perform a good final exam.

### **Activities of the topic:**

NAME	TYPE
Synchronous theoretical session	Videoconference

---

## **PRACTICAL DOUBTS**

Name:	Practical doubts
-------	------------------

Topic:	None	Starting date:	09/12/2024	Finishing date:	13/12/2024
Videoclass:	11/12/2023				

### **Goals:**

- To solve any doubts regarding the practical aspects of the subject

### **Contents:**

This session aims to explain any issue needed regarding the practical aspects of the contents of the subject, including the assessment activities.

### **Activities of the topic:**

NAME	TYPE
Synchronous practical session	Videoconference

## **END OF COURSE**

Name:	End of course
-------	---------------

Topic:	None	Starting date:	02/12/2024	Finishing date:	20/12/2024
Videoclass:	20/12/2023				

### **Goals:**

- Overall valuation of the subject
- To summarize the main goals achieved
- To participate in the final videoconference to contact the teacher and the rest of the student.

### **Contents:**

We will have the subject's final videoconference (using Blackboard Collaborate or Microsoft Teams), announced through Virtual Classroom.

You will have more detailed information on the subject's forums.

This final videoconference will serve to make a valuation of the subject and analyze if the initial expectations have been fulfilled.

### **Activities of the topic:**

NAME	TYPE
Final video class	Videoconference

## List of activities

This section includes detailed information on each activity indicated in the previous section (list of topics).

AFE: Actividad Formativa (Training Activity)

MD: Metodología Docente (Teaching Methodology)

SEE: Sistema de Evaluación (Assessment System)



---

## **AFEI / Preparation of the theoretical contents**

Name:	Preparation of the theoretical contents (AFEI)
-------	--

### **Description:**

The AFEI, Preparation of the theoretical contents, is carried out through the student's autonomous work. It includes, but is not limited to, attendance to the videoclases, participation in them, participation in the rest of the training activities proposed by the teacher (forums, seminars, etc.), the autonomous study of the student, self-evaluation, search for information, development of contents, case studies, readings, practices, etc.

Although the student's autonomous work is not obligatory or evaluable in itself, it is necessary for the acquisition of the specific competences of the subject, as well as for passing the theoretical test (SEEI).

### **Assessment:**

The preparation of the theoretical contents is evaluated through the SEEI, in one test the date scheduled by the Unidad de Horarios and published at the University's website.

The final assessment test will be in person, in the date and place that establishes Unidad de Horarios and published in the web of the University. At the beginning of the course the date published is the **22 of January 2025, at 11:00 (ordinary call) and the 16 of June 2025, at 15:00 (extraordinary call)**. As Unidad de Horarios does not communicate the changes, it is highly recommended that the student keep updated with any changes they may introduce.

SEEI final grade comes from the mark obtained by the student in the theoretical test. The result must be equal or superior to 5 out of 10 to pass this evaluation system.

If the score of the SEEI is lower than 5 out of 10, it is re-evaluated by a theoretical assessment test in the extraordinary call.

---

## **Videoclasses**

Name:	Videoclasses
-------	--------------

### **Description:**

Classes in remote synchronous and asynchronous, educational videos, seminars, and other educational resources made available to students through Virtual Classroom.

Classes take place through Microsoft Teams.

### **Assessment:**

This activity is not evaluable in itself, although it contributes to achieving a good result in the assessment (both theory and practice), to the extent that it facilitates the student's learning process.

---

## **AFE2 / Individual works**

Name:	Individual works
-------	------------------

### **Description:**

AFE2, Individual Works, consists of elaborating a report about a topic proposed by the professor, covering aspects related to the block of contents in question.

Regarding the number of students, the indications of the teacher, and the activities description, the works can be **individual or group**.

This activity is carried out by elaborating 3 practices (one for each content unit), which corresponds to the subject's practical evaluation tests.

### **Assessment:**

The preparation of the theoretical contents is evaluated through the SEE2, in the 3 tests of continuous evaluation.

Practice Unit 1. Weighting: 10%.

Practice Unit 2. Weighting: 30%.

Practice Unit 3. Weighting: 10%.

SEE2 final grade comes from the weighted arithmetic mean of the grades obtained in each of the 3 practices. The result must be equal or superior to 5 out of 10 to pass this evaluation system.

If the score of the SEE2 is lower than 5 out of 10, it is re-evaluated by a practical assessment in the extraordinary call.

---

## **Self-assessment tests**

Name:	Self-assessments test
-------	-----------------------

### **Description:**

Multianswer questions tests that allow the student to know the degree of mastery of the contents corresponding to the different topics.

### **Assessment:**

This activity is not evaluable in itself, although it contributes to achieving a good result in the assessment, to the extent that it facilitates the student's learning process.

---

## **AFE4 / Debate and constructive criticism**

Name:	Debate and constructive criticism
-------	-----------------------------------

### **Description:**

The AFE4, Debate and constructive criticism, is carried out on current aspects related to the subject.

This activity carries out through participation in the forums of the subject. Both the teacher and the students may propose the debate issue.

### **Assessment:**

This activity is not evaluable itself. Nevertheless, the forum contents are evaluable subject content, insofar as they are closely related to theoretical and practical content.

## **Seminars**

Name:	Seminars
-------	----------

### **Description:**

Throughout the course, there may be seminars to deepen specific contents of the subject.

### **Assessment:**

This activity is not evaluable in itself, although it contributes to achieving a good result in the assessment, to the extent that it facilitates the student's learning process.

---

## **AFE5 / Attendance at academic tutorials**

Name:	Attendance at academic tutorials
-------	----------------------------------

### **Description:**

The AFE5, Assistance to Academic Tutoring, consists of meetings between the teacher and the students to explain contents in the syllabus, resolve doubts, report on progress, etc.

The activity carries out through virtual meetings, attendance to exercise resolution classes, consultations through the forums, etc.

### **Assessment:**

This activity is not evaluable in itself, although it contributes to achieving a good result in the assessment, to the extent that it facilitates the student's learning process.

---

## **Doubts forum**

Name:	Doubts forum
-------	--------------

### **Description:**

At the beginning of the course, it opens a forum of doubts. The students can use it to raise the questions that arise to them related to the subject's contents.

### **Assessment:**

This activity is not evaluable in itself, although it contributes to achieving a good result in the assessment, to the extent that it facilitates the student's learning process.



---

## **Practice forum**

Name:	Practice forum
-------	----------------

### **Description:**

At the beginning of the course, it opens a forum of doubts. The students can use it to raise the questions that arise to them related to the practices.

### **Assessment:**

This activity is not evaluable in itself, although it contributes to achieving a good result in the assessment, to the extent that it facilitates the student's learning process.