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1.10 MarTech & Marketing Analytics

Good luck with the exercises.

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Scroll carefully – *the answers to the exercises are on the last page ->*

Analytics – a process in which a computer examines information using mathematical methods in order to find useful patterns. [1]

Marketing Analytics – the study of data to evaluate the performance of marketing activities [2]

Marketing Analytics: General Mechanism [2]

Past Insights	Present Marketing Performance Analytics	Future Forecasting
• What campaign elements generated the most revenue last quarter? • How did the social media campaign A perform against the direct mail campaign B? • How many leads did we generate from this webinar series versus that podcast season?	• How are customers engaging with us? • Are we using real-time analytics to deliver the best offers to customers? • Which channels do our most profitable customers prefer? • Who is talking about us and where?	• How can short-term wins be moulded into loyalty? • How will adding more sales representatives in underperforming regions affect revenue? • Which cities should we target next?

MarTech for Marketing Analytics
- Google Analytics
- Tableau

Embedded Marketing Analytics Tools
- Social Network Platforms (ex. Meta (Instagram, Facebook))
- Google (ex. YouTube)
- Website Constructor Analytical Tool (ex. Wix)

Please visit my blog post to learn more about MarTech & Marketing Analytics:
https://www.megigogua.ge/post/open-lecture-martech-marketing-analytics

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Exercise 1. Please fill in the blanks

a. increase	b. evaluate	c. mould	d. help

1. We _____ our marketing campaign using real-time analytics.
2. The data _____ us decide which city to target next.
3. Short-term wins can _____ into long-term customer loyalty.
4. More representatives in underperforming regions _____ revenue.

Exercise 2. Please read the statements. Are they true or false?

	True	False
1. Google Analytics is an example of an embedded marketing analytics tool.		
2. Forecasting is about analyzing current customer engagement.		
3. Website constructors like Wix may have built-in analytics.		
4. Marketing analytics can help compare past campaign performance.		

Exercise 3. Let's Match the Term to Its Definition

A. Analytics	1. The technology used to support marketing analytics tools and platforms.
B. Marketing Analytics	2. The examination of data to assess marketing performance.
C. Embedded Marketing Analytics Tools	3. Software features built into platforms like social media or website builders to track performance.
D. MarTech	4. The use of mathematical methods by computers to identify patterns in data.

Exercise 4. Now it's time for a short test. Please select only one answer

1. Which of the following is an example of a *Present Marketing Performance Analytics* question?	A. How many leads did we generate last quarter? B. How are customers engaging with us? C. Which cities should we target next? D. How did Campaign A perform against Campaign B?
2. What is the main purpose of marketing analytics?	A. To create email templates B. To design advertisements C. To evaluate the performance of marketing activities D. To increase followers on social media
3. Which of the following is an example of a *Future Forecasting* question?	A. How are customers engaging with us? B. What generated the most revenue last quarter? C. How will adding more sales reps affect revenue? D. How many leads came from a webinar?
4. According to the text, real-time analytics can help:	A. Make annual reports B. Deliver better offers to customers C. Manage staff salaries D. Design new logos
5. What would be a past-focused marketing analytics question?	A. Which cities should we target next? B. How are customers engaging with us? C. How many leads came from webinars vs podcasts? D. Are we using Google Ads?

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Answer key

Exercise 1.
1.   We *b. are evaluationg* our marketing campaign using real-time analytics.
2.   The data *d. help* us decide which city to target next.
3.   Short-term wins can *c. be moulded* into long-term customer loyalty.
4.   More representatives in underperforming regions *a. could increase* revenue.

Exercise 2.

1. Google Analytics is an example of an embedded marketing analytics tool.	False
2. Forecasting is about analyzing current customer engagement.	False
3. Website constructors like Wix may have built-in analytics.	True
4. Marketing analytics can help compare past campaign performance.	True

Exercise 3.
A – 4; B – 2; C – 3; D – 1

Exercise 4.
1.- B; 2.- C; 3.- C; 4.- B; 5.- C.

[1] Definition of Analytics from the Cambridge Business English Dictionary
[2] Marketing Analytics, SAS, https://www.sas.com/en_us/insights/marketing/marketing-analytics.html

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