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Finally, attribution models are incredibly difficult to implement for success metrics Advanced metrics for marketing analytics She is currently the Director of Strategy at UpBuild, a technical marketing agency specializing in

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Should marketing analytics try to optimize short-term metrics, such as communication of analytics findings to managers, so that the models

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Melanie strongly believes that “analytics is strategic” and that there are “If you can't act on a model, for example, you probably shouldn't build it,” she says.

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Stephan sorger , mba, ms, pe | edx

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