

Measuring Success in a Multi-Device World: Webinar Resources

Quick Tips



HOLISTIC MEASUREMENT

- Develop a comprehensive measurement plan that cuts across silos
- Ensure that your measurement tools capture the full customer journey



FULL CREDIT MEASUREMENT

- Look at industry benchmarks to set the context for your own performance
- Explore attribution and test how your channels perform



ACTIVE MEASUREMENT

- Integrate your data and measurement systems
- Have a plan for your data: set hypotheses, test them, and take action

Resources



HOLISTIC MEASUREMENT

Measurement plan:

1. Determine business objectives
2. Define your strategy & tactics
3. Identify key stakeholders
4. Categorize channels & segments
5. Set holistic KPIs

Key Links

Google Analytics [Goals](#)
[Ecommerce](#)
[Universal Analytics](#)
[Multi-Channel Funnels](#)
[Social Reports](#)
[Mobile / App Analytics](#)



FULL CREDIT MEASUREMENT

Key Links

[Customer Journey to Online Purchase](#) (benchmarking tool)
[Multi-Channel Funnels](#)
[Attribution Modeling](#)
[Search Funnels](#)
[Attribution Webinar Series](#) (blog post)



ACTIVE MEASUREMENT

Key Links

[Content Experiments](#)
[AdWords / Google Analytics account linking](#)
[Advertising Reports](#)
[Google Tag Manager](#)
[DoubleClick Digital Marketing](#)

MORE RESOURCES

[Google Analytics website](#)
[Google Analytics blog](#)
[Google Analytics G+ page](#)
[Google Analytics YouTube channel](#)
[Google Analytics Help center](#)