

Customer Analytics For Dummies

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Customer Analytics For Dummies

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Customer Analytics For Dummies gets you up to speed on what you should be testing. You'll also find current information on how to leverage A/B testing, social media's role in the post-purchasing analytics, usability metrics, prediction and statistics, and much more to effectively manage the customer experience. ...

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Customer Analytics For Dummies. By Jeff Sauro . Like a marketing funnel, a customer journey map is a visualization of the phases a customer goes through when engaging with a product or service. Almost any experience can be mapped, including the following examples:

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Customer Analytics for Dummies by Jeff Sauro

Customer Analytics For Dummies You might already be familiar with some form of customer analytics through product development, marketing, sales, and customer services. But the heart of customer analytics is staying focused on the customer, which might be a new concept for you.

MeasuringU: Customer Analytics For Dummies

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