

# Online Behavioral Analytics

Resources about technology used to analyze event data and extract insights about the behavior of users on websites, mobile and other platforms.

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Below we have compiled publicly available sources from around the world that present views on Online Behavioral Analytics.

## Perspectives on Online Behavioral Analytics

### Ready to see behavioral analytics in action?

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- **Understanding the Tech of Behavioral Analytics**

We use data to store anything from financial information, such as transactions and customers details, to weather and demographic statistics. But how do we store what people do online as rows and columns?

[Read the article on cooladata.com »](#)

- **The Path to Analyze Unexpected User Behavior**

The best and probably the only way to reveal unpredictable behaviors and anomalies – is to perform deep, advanced behavioral path analysis, that goes beyond users flow maps, and designed to reveal unexpected behavioral patterns in the users' journey across the app or website.

[Read the article on cooladata.com »](#)

- **4 Ways Behavioral Targeting Is Changing the Web**

This article discusses behavioral targeting and the biggest effects that targeting will have on the web as we know it.

[Read the article on mashable.com »](#)

- **Behavioral Targeting - Overview, Examples and Tips to Properly Segmenting Your Audience**

This article provides introduction and examples to behavioral targeting.

[Read the article on exactdrive.com »](#)

- [Behavioral Targeting - Overview](#)  
[bluefountainmedia.com](#)
- [Behavioral Analytics - Attack Fraud, Cyber and Financial Crime 2017](#)  
[www.fico.com](#)
- [Predicting Customer Behavior with Analytics](#)  
[alteryx.com](#)
- [Modeling Customer Behavior with Analytics and Big Data](#)  
[datanami.com](#)
- [Behavioral Analytics: What They Are and When to Use Them](#)  
[bigdata.teradata.com](#)
- [User Behavioral Analytics Tools Can Thwart Security Attacks](#)  
[searchsecurity.techtarget.com](#)
- [Behind the Scenes of Behavioral Advertising](#)  
[blog.kissmetrics.com](#)
- [Measure Actual Customer Behavior Using Big Data Analytics](#)  
[techrepublic.com](#)

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- Explore The Strategy of Behavioral Marketing  
marketing-schools.org
- The Best Is Yet to Come - Predicting Customer Behavior With Data  
blogs.adobe.com
- Customer behavior analytics: Leveraging big data to form smart brand  
ibmbigdatahub.com
- Gartner UEBA Report: New Trends in Behavioral Analytics  
ziften.com

## How To

- **Customer Behavior Analytics: A Short And Complete Guide**

In this article you will find 4 steps you need to follow to get the useful customer behavior data that is going to really move the needle.

Read the article on [truconversion.com](http://truconversion.com) »

- Exhaustive Guide for Product Managers and Product Marketers - Understand User Behavior  
[clevertap.com](http://clevertap.com)
- 4 Tricks For Getting The Most Out Of User Behavior Analytics  
[darkreading.com](http://darkreading.com)

## Specific Technologies

- Learn All About Users in Google Analytics.  
[optimizesmart.com](http://optimizesmart.com)

## Examples

- MIT Executive MBA Program: Predicting Consumer Behavior with Data Analytics: Example Show of Hands Mobile App  
[emba.mit.edu](http://emba.mit.edu)

## Product Comparisons

- The App Analytics Tools Round-Up - Learn How People Use Your App  
[apptamin.com](http://apptamin.com)

## Further Reading

- **BI for Advertising Analytics** — Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.
- **Online Behavioral Analytics** — Resources about technology used to analyze event data and extract insights about the behavior of users on websites, mobile and other platforms.
- **Predictive Analytics for Marketing** — Resources about how predictive analytics technology can help marketers predict user behavior to optimize marketing efforts.
- **Data Visualization for Marketing** — Resources about how data visualization technology can help explore, present and report on marketing data.
- **Marketing Dashboards** — Resources about how online dashboards can help marketers visualize key KPIs for marketing campaigns.
- **Customer Data Platforms** — Resources about customer data platforms, which are technologies that enable central control of customer data, such as profiles, personal information, visitors, email responses, and so on.

- [Marketing Data Integration](#) — Resources about marketing data integration, a technology used to integrate multiple data sources in order to derive marketing insights.
- [BI, Big Data and Personalization](#) — Resources about how BI and big data technology can be used to personalize online experiences for users, in order to optimize conversion and user experience.
- [BI and Segmentation](#) — Resources about how business intelligence technology can help marketers perform more detailed and accurate segmentation of users.

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