Data Visualization for Marketing

Resources about how data visualization technology can help explore, present and report on marketing data.

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Below we have compiled publicly available sources from around the world that present views on Data Visualization for Marketing.

Perspectives on Data Visualization for Marketing

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

  Online user behavior is often surprising and that's what makes analyzing it so exciting. The behavioral path analysis that relies on events big data, and easily configured, is a very powerful tool that highlights deviations and turns users take from the expected paths, and reveal behavioral anomalies.

  Read the article on cooladata.com »

- **A Brief Introduction to Data Visualization Theory for Marketers**

  Marketers work with a lot of data, but how can we present these data in an easily understandable way? This post explores the principles of data virtualization and reasons to use it.

  Read the article on marketingland.com »

Examples

- 5 Of the Best Data Visualization Examples From Content Marketers
  scribblelive.com

Product Comparisons

- **Data is Beautiful: 7 Data Visualization Tools for Digital Marketers**

  This post takes a look at seven data visualization tools that can help you make sense of the data you’re working with.
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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