

# 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 »](#)

- [5 Data Visualization Tips for Better Marketing Reports business.com](#)
- [Visualized KPIs Examples for Marketing Managers datapine.com](#)
- [Infographic: 9 Golden Rules of Data Visualization bigdata-madesimple.com](#)
- [How to Use Data Visualization in Your Content Marketing Strategy smartbugmedia.com](#)
- [Why Visualization Matters in Data and Content Marketing smallbiztrends.com](#)
- [Visual Storytelling: Why Data Visualization is a Content Marketing Fairytale searchenginejournal.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.

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[Read the article on wordstream.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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