

Multi-Channel Analytics

Resources about tracking and measuring behavior of users across multiple online and offline marketing channels.

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Below we have compiled publicly available sources from around the world that present views on Multi-Channel Analytics.

Perspectives on Multi-Channel Analytics

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- [Conversion Tracking across Multiple Channels with UTM Parameters](#)
[blog.oribi.io](#)
- [How Omnichannel Marketing Fuels Remarkable Customer Experiences 2017](#)
[toprightpartners.com](#)
- [Multi Channel Analytics: It's Unstoppably Interesting](#)
[whysr.com](#)
- [Multi-Channel Analytics: What Does Your Customer's Conversion Journey Look Like?](#)
[clickinsight.ca](#)

Tools

- [Ebiquity - Multi-Channel Analytics](#)
[ebiquity.com](#)
- [ForeSee - Multichannel Customer Experience Analytics](#)
[foresee.com](#)
- [Qlik - Multi Channel Analytics](#)
[market.qlik.com](#)
- [IBM Customer analytics - formerly Coremetrics software](#)
[ibm.com](#)
- [SAS - Multichannel marketing: What it is and why it matters](#)
[sas.com](#)

Training

- [Paid Online Training Session: Avinash Kaushik - Multi-Channel Analytics: Tackling the Toughest Measurement Challenge](#)
[marketingprofs.com](#)

Further Reading

- [Mobile Analytics](#) — Resources about the practice of measuring and analyzing behavior of users accessing websites and apps on mobile devices.
- [eCommerce Analytics](#) — Resources about tracking and measuring behavior of users in eCommerce websites.
- [Game Analytics](#) — Resources about tracking and measuring behavior of users playing a game, with the objective of improving game experience or encouraging conversion/upsale.
- [Content and Media Analytics](#) — Resources about tracking and measuring traffic and

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user behavior in content, news or media websites.

- [SEO Analytics and Metrics](#) — Resources about tracking metrics relevant to organic traffic and Search Engine Optimization (SEO), both on-site and off-site.
- [PPC and SEM Analytics and Metrics](#) — Resources about measuring the performance of Pay Per Click (PPC) campaigns, online campaigns used to direct traffic to websites, and Search Engine Marketing (SEM), the practice of promoting websites by increasing their visibility using paid advertising.
- [Email Analytics and Click Tracking](#) — Resources about tracking clicks and interactions on bulk emails sent to users, and measuring the effectiveness of email marketing.
- [Social Media Analytics](#) — Resources about tracking and measuring behavior of users on social media sites, and users arriving to a website from social media channels.
- [Multi-Channel Analytics](#) — Resources about tracking and measuring behavior of users across multiple online and offline marketing channels.
- [Real-Time Analytics](#) — Resources about real-time analytics, which describe the use of data and related resources as soon as the data enters the system, and techniques and technologies used to perform real-time analytics.

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