



The Digital Metrics Field Guide: The Definitive Reference for Brands Using the Web, Social Media, Mobile Media, or Email

Stephen D. Rappaport

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Every brand gets performance reports of their online, social, and mobile marketing communications efforts. Yet many brands are unsure about their measurement and want to become more confident. They want to know what metrics are available, what is known about them, how to select them, and how to analyze and report them in ways that help them understand the impact of their digital communication. This book is the go-to source for understanding digital metrics. Published in association with the American Advertising Research Foundation (ARF).

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