



# How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success

*Laurent Flores*

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Digital marketing has become a necessity for almost all companies and organizations across the globe. However, few companies measure the effectiveness of their campaigns and so the return on investment debate continues.

*How to Measure Digital Marketing* explains how to assess the success of a digital marketing campaign by demonstrating what the digital marketing metrics are as well as how to measure and use them. Beyond the basics, it provides a practical framework for achieving marketing, media and advertising objectives. This insightful and in-depth book also features interviews with experts and real-life case studies to help marketers navigate the digital world and to better understand and demonstrate the value of digital marketing.

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