

Articles

<https://www.fullstory.com/blog/qualitative-data-examples/>

<https://www.fullstory.com/qualitative-data/>

<https://www.gosquared.com/blog/data-driven-marketing-examples>

<https://termly.io/resources/articles/first-party-cookies-vs-third-party-cookies/>

<https://blog.hubspot.com/marketing/conversion-rate-optimization-guide>

<https://mailchimp.com/resources/email-marketing-benchmarks/>

Google Analytics. <https://analytics.google.com/analytics/academy/course/6>

Set up Google Analytics: <https://support.google.com/analytics/answer/1008015?hl=en>

Set up goals in Google Analytics:

<https://support.google.com/analytics/answer/1032415?hl=en#zippy=%2Cin-this-article>

Set up e-commerce tracking in Google Analytics:

<https://support.google.com/analytics/answer/1009612?hl=en#zippy=%2Cin-this-article>

Link Google Ads to Google Analytics:

<https://support.google.com/analytics/answer/1033961?hl=en#zippy=%2Cin-this-article>

Configuring Search Console data in Google Analytics:

<https://support.google.com/analytics/answer/1308621?hl=en>

Intro / breakdown hotjar: <https://help.hotjar.com/hc/en-us/articles/360000799813-Introduction-to-Hotjar-Demo>

How to install hotjar: <https://help.hotjar.com/hc/en-us/articles/115009336727-How-to-Install-your-Hotjar-Tracking-Code>

Mailchimp email testing tips: <https://mailchimp.com/help/email-campaign-testing-tips/>

A beginner guide to email testing: <https://neilpatel.com/blog/ab-testing-email-campaigns/>

CRO testing and tips: <https://www.hotjar.com/conversion-rate-optimization/best-practices/>

Resources

<https://clarity.microsoft.com/>

<https://www.surveymonkey.co.uk/>

<https://www.usertesting.com/>

<https://www.hotjar.com/>

<http://www.mailchimp.com>

<https://offers.hubspot.com/conversion-optimization-planner>

<https://wordpress.org/plugins/analytics-cat/>

<https://www.activecampaign.com/>

Further learning

Google Search Console training:

https://www.youtube.com/playlist?list=PLKogqv2vTMUOnQn-INDfT38X9gA_CHxTo

