

## 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/>

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>

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/>

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

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

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