

# Measuring Digital Impact

## The Value of Understanding Digital Marketing

- Having data on your digital marketing performance gives you the ability to:
  - See where your audience is and meet them where they are
  - Understand what strategies are working so that you can repeat them
  - Identify what strategies are not working so that you can avoid similar mistakes in the future

## What is Google Analytics?

- A free, easy to use, online tool to help you analyze your website traffic
- Allows you to understand:
  - Who are your users?
  - How did they get to your website?
  - How do they behave?

## What is Campaign URL Builder?

- A free tool to break down digital channels from high level overviews to post by post data
- Automatically syncs to your Google Analytics account so that you can view all of your data in a central location

## Measuring Results

- You have invested a lot of time in resources and can now measure what paid off and what did not
- Use this data to decide where to invest resources when planning and executing your next digital campaign

## Resources

1. [How to Install Google Analytics](#)
2. [How to Use Campaign URL Builder](#)
3. [Google Analytics Term Glossary](#)