**Call for Entries**

**Elgar Encyclopedia of Marketing Analytics**

**Suggested Topics List**

1. A/B testing
2. Account-based marketing (ABM)/marketing automation
3. ANOVA
4. Apps and data
5. Artificial intelligence
6. B2B Data Types
7. Bayesian statistics
8. Big Data
9. Board of Directors role and liability in data governance
10. Brand awareness
11. Brand metrics
12. Brand preference
13. Breach of data
14. Business Intelligence
15. California Consumer Protection Act
16. Campaign analytics
17. Causal/experimental marketing research
18. Click-through rates/conversions
19. Clustering
20. Commercial data (e.g. Nielsen)
21. Competitive Intelligence Data
22. Content analysis
23. Content management
24. Correlation
25. Cross-tabulation
26. Customer Journey
27. Customer lifetime value
28. Customer metrics
29. Customer relationship management (CRM)
30. Customer satisfaction
31. Customer segmentation based on data
32. Cybersecurity data science
33. Dashboards
34. Data and analytics strategy
35. Data analysis tools
36. Data applications and use (e.g. Netflix, Spotify)
37. Data audit
38. Data cleaning
39. Data driven organizations
40. Data and decision making
41. Data and the cloud
42. Data and sports
43. Data engineering
44. Data integration
45. Data management platforms
46. Data literacy
47. Data mining
48. Data privacy and protection
49. Data quality and validation
50. Data ransom attacks
51. Data reporting
52. Data security versus accessibility
53. Data sources – internal
54. Data sources - external
55. Data visualization
56. Deep learning
57. Demographic data
58. Descriptive analytics
59. Descriptive marketing research
60. Decision Tree
61. Development metrics
62. Diagnostic analytics
63. Digital metrics (click-through rate, conversion rate, inbound links, referral traffic, bounce rate, return visitors rate, average time on website, average page views, cost per lead, ROI)
64. Digital monitoring products (e.g. Adobe Audience Manager)
65. Direct Marketing
66. Ecommerce data
67. Email management
68. Ethics and Data Collection
69. Ethnography
70. EU General Data Privacy Regulation
71. Experimental design
72. Experimental design (repetitive)
73. Exploratory marketing research
74. Focus groups
75. Fraud
76. Global Data
77. Google Adwords/Paid Search
78. Google Analytics
79. Government data
80. Inbound marketing
81. Insights derived from data
82. Intent Data
83. Interviews
84. Key performance indicators (KPI’s)
85. K-means clustering
86. Lead Generation
87. Loyalty programs
88. Machine learning
89. Marketing analytics
90. Marketing automation
91. Martech stack
92. Measurement concepts (nominal, ordinal, interval, ratio)
93. Media ratings/circulation
94. Mobile data
95. Mobile design
96. Monitoring data
97. Most valuable pages
98. Neural networks
99. Non-relational databases (e.g. Hadoop)
100. Online content counts
101. Organizational structure
102. Podcasts
103. Predictive analytics
104. Prescriptive analytics
105. Programming (e.g. R, Python)
106. Psychographic data
107. Qualitative data analysis
108. Quantitative data
109. Regression (linear, multiple, R-squared, moderation, interaction)
110. Relational databases (e.g. SQL)
111. Sales Funnel
112. Sales Modelling and Forecasting
113. Search
114. Sentiment analysis
115. Social listening
116. Social media
117. Spreadsheets (e.g. Excel)
118. Stakeholders
119. Statistical significance
120. Strategic significance of data
121. Structured data
122. Summary statistics
123. Surge analytics
124. Survey/questionnaires
125. Tabulation
126. Test markets
127. Transactional data
128. Traffic Sources of web data
129. Training Programs/Education for Data Analytics Professionals
130. T-tests
131. Unstructured data
132. Web data
133. Website analytics (e.g. Google Analytics)
134. Word clouds
135. Word counts