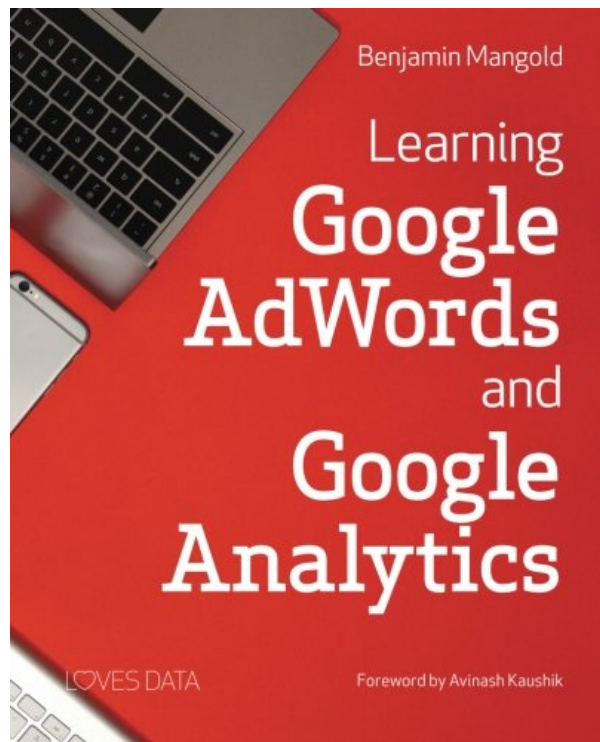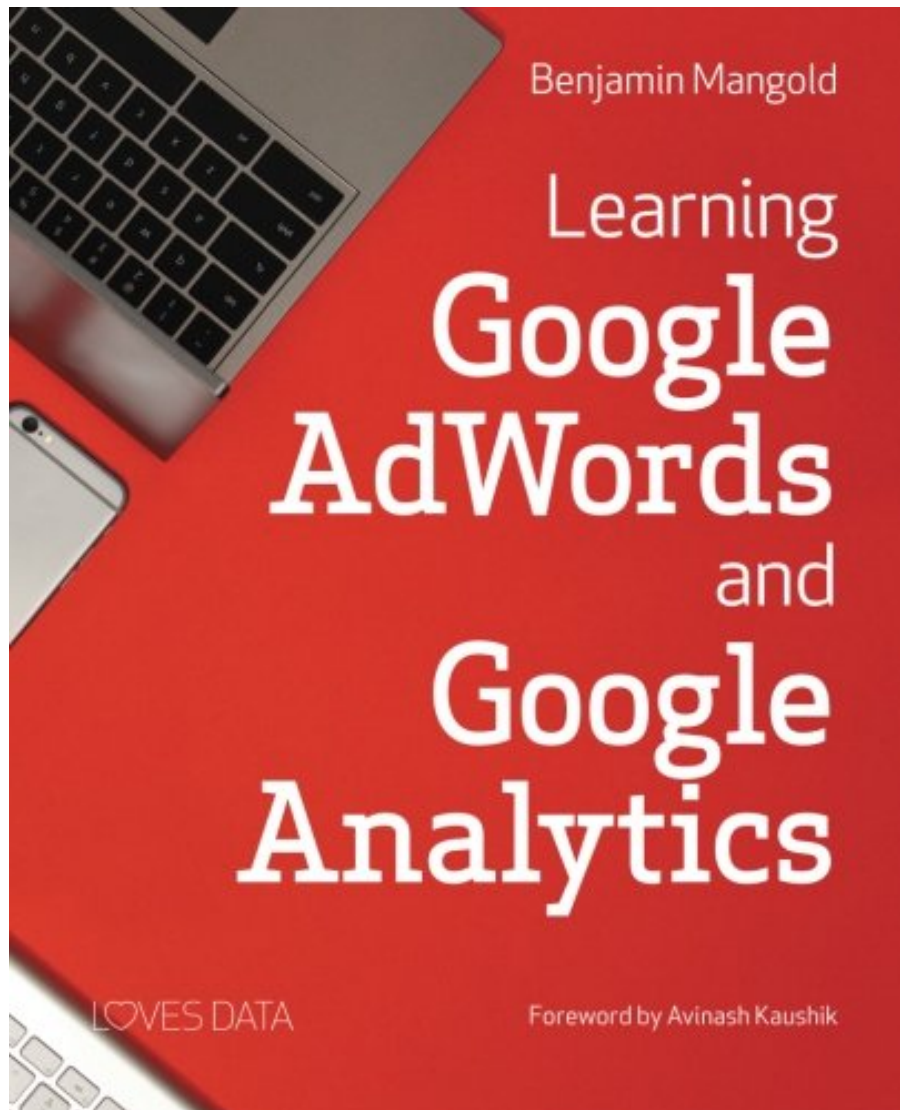# LEARNING GOOGLE ADWORDS AND GOOGLE ANALYTICS BY BENJAMIN MANGOLD

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"This book is a comprehensive and deep explanation of how to get the most out of your online advertising."

Daniel Waisberg, Analytics Advocate, Google

"Practical, definitive and straightforward, Learning Google AdWords and Google Analytics delivers on the promise of its title and puts you in a position to take on this whole new world of marketing."

Jim Sterne, Founder, eMetrics Summit and Board Chair, Digital Analytics Association

From the Back Cover
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Written by Google expert, Benjamin Mangold, this is the 'go to' book for individuals and organizations wanting to get the most out of their digital marketing campaigns. Learning Google AdWords and Google Analytics covers both fundamental Google AdWords and Google Analytics topics, as well as more detailed technical set up for more experienced users. It includes best-practice tips, walkthroughs of account set up, and advanced configuration options.

Learning Google AdWords and Google Analytics will show you how to succeed at online marketing and digital analytics, including:

• Techniques and tips for using Google AdWords and Google Analytics
• Creating, managing and optimizing search and display campaigns
• Using digital analytics to measure and improve your website and marketing

About the Author
Benjamin Mangold is Co-Founder and CEO at Loves Data. He works closely with and is highly regarded by Google's teams globally. He is a Google AdWords and Google Analytics certified expert and passionate

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Learning Google AdWords and Google Analytics is going to launch and advance thousands of successful careers in digital advertising and digital analytics around the world. Learn from an expert who designs and presents hundreds of courses, including courses for Google.

Internationally recognised educator, digital course designer, consultant and conference speaker, Benjamin Mangold, shares his passion, experience and knowledge of real life campaigns and customers. Learn from an expert who cares and knows how to share.

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