

Google Analytics Fundamentals 2024

Допълнителни ресурси

Блогове и Нюзлетъри

- [Netpeak Journal](#)
- [Digital Marketing Depot](#)
- [Simo Ahava](#)
- [Analytics Mania](#)
- [Analytics Canvas](#)
- [Loves Data](#)
- [Google Analytics Products](#)
- [Analytify](#)
- [Crazy Egg](#)
- [Occam's Razor](#)
- [Analytics Ninja](#)
- [Quick Sprout](#)
- [Blast Analytics](#)
- [Marketing Dive](#)
- [Marketing Week](#)
- [MarTech](#)

Podcasts

- [Meet the Analytics Stack](#)
- [The Marketing Analytics Show](#)
- [Marketing School](#)
- [Growth Hack](#)
- [The Google Analytics 4 Podcast](#)

- [Secrets to Scaling Your Ecommerce Brand](#)
- [Key Web Metrics](#)
- [Analytics Power Hour](#)
- [Analytics On Fire](#)
- [Marketing x Analytics](#)
- [Marketing Profs](#)
- [Exposure Ninja](#)

Youtube Videos and Channels

- [Google Analytics 4 \(GA4\) 2024 For Beginners - Everything You NEE...](#)
- [Google Analytics 4 Tutorial 2024 | Step by Step](#)
- [Welcome to the Google Analytics Tutorials](#)
- [A Super Easy Guide to Google Analytics 4 \(GA4\)](#)
- [Track custom events with Google Analytics 4 \(2024\)](#)
- [Track Video with Google Analytics 4 and Google Tag Manager \(2024\)](#)
- [2.5 Navigate Overview and Detail reports in Google Analytics - GA4 ...](#)
- [2.8 Use Explore for advanced analysis in Google Analytics - New GA...](#)
- [How to Create Conversion Events in GA4 - Elevate Your Tracking Wi...](#)
- [How to set URL Parameters in Facebook Ads in 2024 - and track res...](#)
- [NEW Google Ads Conversion Tracking Tutorial Using GTM \(2024 Up...](#)
- [UTM parameters in Google Analytics 4 || GA4 campaign tracking wi...](#)
- [Learn how your ecommerce business is performing in the monetiz...](#)
- [How to Set Up GA4 E-commerce Tracking \(Complete Guide\)](#)
- [The Best Google Analytics 4 Reports: My Top 6 GA4 Reports](#)
- [Data Specialist Explains: The Best Google Analytics 4 ECOMMERCE ...](#)
- [10 Things to Master in Google Analytics 4](#)

Книги

- Lean Analytics: Use Data to Build a Better Startup Faster (Lean (O'Reilly)
- Google Analytics Complete Self-Assessment Guide
- The Ultimate Guide To Google Analytics: From Beginner to Advanced: Volume 1
- Digital Marketing Analytics: In Theory And In Practice (Black & White Version)
- Google Analytics 360 Suite: Complete Self-Assessment Guide
- The Book on Google Analytics: The total beginner's guide to getting started with Google Analytics
- Attribution Modelling in Google Analytics and Beyond
- Google Analytics: The Ultimate Guide
- Introduction to Google Analytics: A Guide for Absolute Beginners
- Google Analytics and GA4: Improve your online sales by better understanding customer data and how customers interact with your website
- Google Analytics Uncovered: How to Set Up and Maximize Ecommerce Data in Google Analytics
- Google Analytics Breakthrough: From Zero to Business Impact
- Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity

Analytics експерти

- <https://twitter.com/AnalyticsExp>
- https://twitter.com/Jenn_Kunz
- <https://twitter.com/JulienCoquet>
- https://twitter.com/fred_pike
- https://twitter.com/zambros_it
- <https://twitter.com/Jimalytics>
- <https://twitter.com/MicheleJKiss>
- <https://twitter.com/DAAorg>
- https://twitter.com/cige_fr
- <https://twitter.com/CharlesFarina>
- <https://twitter.com/stanasiukcom>
- <https://twitter.com/kristaseiden>

- <https://twitter.com/AnalyticsNinja>
- <https://twitter.com/thyng>
- <https://twitter.com/mikkopiippo>
- <https://twitter.com/nicolasmalo>
- <https://twitter.com/SimoAhava>
- <https://twitter.com/tgwilson>
- <https://twitter.com/RickDronkers>
- <https://twitter.com/fedorovicius>
- <https://twitter.com/HoloMarkeD>
- <https://twitter.com/anilopez>