

Crawl, Walk, Run Book Flies into 2nd Edition

Revised and Expanded with Google Analytics 4 and Ads Data Hub

EDITION II: REVISED AND EXPANDED
WITH GOOGLE ANALYTICS 4 AND ADS DATA HUB

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CRAWL WALK RUN



Advancing Analytics Maturity
with Google Marketing Platform

Ohio, Cincinnati, Mar 11, 2021 ([IssueWire.com](https://www.issuewire.com)) - *Crawl, Walk, Run: Advancing Analytics Maturity with Google Marketing Platform* by [Alex Yastrebenetsky](#) and [Michael Loban](#) will release an updated 2nd edition of the popular marketing analytics book on March 16, 2021.

Better Decisions Quicker

Crawl, Walk, Run is a practical guide to navigate each stage of a company's analytics maturity, beginning with the basics and taking you step-by-step through a framework for achieving greater efficiency and increased confidence in your marketing decisions. Put simply; it helps you make better business decisions quicker, with customer data strengthening your business.

Key Components for Success

Authors of *Crawl, Walk, Run*, Alex Yastrebenetsky and Michael Loban, discuss the six mandatory focus areas for digital transformation before introducing you to the key component for success: choosing the right platform.

What You'll Learn

You will also learn why Google Marketing Platform dominates the industry, which changes you can expect with Google Analytics 4 and Ads Data Hub, and how to implement data governance with new privacy guidelines (such as the California Consumer Privacy Act).

Reviews

Crawl, Walk, Run serves as a definitive fieldbook focused on driving measurable growth with the Google Marketing Platform. For CMO/CDOs interested in rolling up their sleeves and leveraging customer data to strengthen their business, let this be your guide." --**Neil Hoyne**, chief measurement strategist at Google

"*Crawl, Walk, Run* is so much more than a technical analytics roadmap. It's a key for unlocking your company's marketing analytics potential, providing you with an actual competitive advantage. A must-read for CMOs and CDOs." --**Jeff Hoffman**, co-founder of Priceline.com and uBid.com

About the Authors:

Alex Yastrebenetsky is CEO and co-founder of [InfoTrust](#), a global analytics consulting and consumer data governance company.

Michael Loban is the Chief Growth Officer at InfoTrust. He's an adjunct professor at the University of Cincinnati and Xavier University, and is also a presenter and author, with work published in *Forbes*, *AdWeek*, and *CIO*.

InfoTrust

[InfoTrust](#) is a digital analytics consulting, data governance, and technology agency that specializes in

CPG, retail and eCommerce, and news media verticals.

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