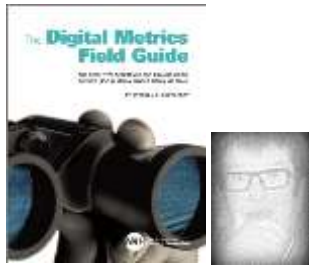


## Fred Zimny's Reviews > The Digital Metrics Field Guide: The Definitive Reference for Brands Using the Web, Social Media, Mobile Media, or Email



Fred Zimny's review

Mar 29, 15

**4 of 5 stars**

Scanning across the 197 metrics, the 30+ authoritative metrics sources, 150 research studies and reports cited and 12 essays by industry experts, i had to evaluate what did i learn?

For me the eye-opener was the use of endometrics (measures that come from within the system being measured) to evaluate one's business strategy.

Have a strategy, create a framework and be selective in measuring and reporting. And even more important, be modest to contribute success to specific actions or departments.

Which all reminded me of the old COPC acronym: CUIKA Collected, Usable, Integrity, Knowledgeable, Actions

Action recommend for you: buy the book and use it in a CUIKA-approach