

Crawl, Walk, Run Book Takes Off and Flies Into 2nd Edition, Available Today!

Updates Include In-Depth Guide to Digital Transformation, Google Analytics 4, Data Governance, Ads Data Hub, Salesforce integration with Google Analytics 360



Ohio, Cincinnati, Mar 16, 2021 ([IssueWire.com](https://www.issuewire.com)) - The 2nd Edition of the Amazon best-selling [Crawl, Walk, Run: Advancing Analytics Maturity with Google Marketing Platform](#) by [Alex Yastrebenetsky](#) and [Michael Loban](#) was released today. This revised and expanded 2nd edition provides a roadmap for privacy-centric marketing technology with;

- An all-new chapter dedicated solely to Google Analytics 4.
- A full section on Ads Data Hub (ADH)
- A full section on Salesforce integration with Google Analytics 360

Make 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

Buy 2nd Edition of [Crawl, Walk, Run: Advancing Analytics Maturity with Google Marketing Platform](#).

100% of the sales revenue of the 2nd Edition of *Crawl, Walk, Run* will be donated to the [InfoTrust Foundation](#).

To learn more, go to the [Crawl, Walk, Run companion book site](#).

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*.

Contact:

Chase Howell

(812) 584-3133

chase@infotrust.com

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Media Contact

InfoTrust

chase@infotrust.com

5138009363

4340 Glendale Milford Rd #200, Blue Ash, OH 45242

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