\*\*Unit-1\*\*

\*\*Definition:\*\*

Web analytics is the process of measuring, collecting, analyzing, and reporting data from websites to understand and improve web usage. It helps in evaluating how well a website is doing, understanding user behavior, and checking how effective online marketing efforts are.

Key parts of web analytics include:

1. \*\*Data Collection:\*\* Gathering information from sources like website traffic, user interactions, and marketing efforts.

2. \*\*Data Analysis:\*\* Looking at the data to find patterns, trends, and insights about how users behave and how well the website is performing.

3. \*\*Reporting:\*\* Showing the analyzed data in organized formats like dashboards and reports to help make informed decisions.

4. \*\*Optimization:\*\* Using the insights from the analysis to improve website design, content, user experience, and marketing strategies.

Popular tools for web analytics include Google Analytics, Adobe Analytics, and Matomo.

\*\*THE DIGITAL MEDIA OWNED EARNED AND PAID MEDIA\*\*

In digital media, "owned," "earned," and "paid" media are different ways businesses can connect with and engage their audience. Here’s what each means:

1. \*\*Owned Media:\*\*

- \*\*Definition:\*\* Media channels that a company fully controls and manages, such as its own digital assets.

- \*\*Examples:\*\* Company websites, blogs, social media profiles, email newsletters, and mobile apps.

- \*\*Benefits:\*\* Full control over content, direct communication with the audience, and cost-effective in the long run.

2. \*\*Earned Media:\*\*

- \*\*Definition:\*\* Media coverage and publicity gained through efforts like public relations, word of mouth, and organic content sharing. It’s not paid for or owned but is earned through reputation and actions.

- \*\*Examples:\*\* Media mentions, social media shares, online reviews, and influencer endorsements.

- \*\*Benefits:\*\* Credibility from third-party endorsements, increased visibility, and potentially high engagement.

3. \*\*Paid Media:\*\*

- \*\*Definition:\*\* Media that a company pays for to promote its brand, products, or services. This includes any form of advertising or sponsorship.

- \*\*Examples:\*\* Display ads, search engine marketing (SEM), social media ads, sponsored content, and influencer partnerships.

- \*\*Benefits:\*\* Immediate visibility, targeted reach, and the ability to scale campaigns based on budget and goals.

Businesses usually combine these three types of media to maximize their reach and effectiveness in digital marketing.

\*\*WEB ANALYTICS PLATFORMS OVERVIEW\*\*

Web analytics platforms help businesses track, analyze, and improve their online presence by providing insights into website performance, user behavior, and marketing effectiveness. Here’s a look at some popular web analytics platforms:

1. \*\*Google Analytics\*\*

- \*\*Features:\*\* Tracks website traffic, user behavior, conversion rates, and more. Offers real-time data, customizable reports, and integration with Google Ads.

- \*\*Strengths:\*\* Extensive features, widely used, integrates with other Google services, free version available.

2. \*\*Adobe Analytics\*\*

- \*\*Features:\*\* Advanced analytics including segmentation, data visualization, and real-time reporting. Part of Adobe Experience Cloud.

- \*\*Strengths:\*\* Robust features for large companies, deep integration with Adobe products, advanced customization.

3. \*\*Matomo (formerly Piwik)\*\*

- \*\*Features:\*\* Open-source platform similar to Google Analytics. Offers detailed reports, user privacy control, and customizable dashboards.

- \*\*Strengths:\*\* Open-source and self-hosted options, strong data privacy, and customization capabilities.

4. \*\*Mixpanel\*\*

- \*\*Features:\*\* Focuses on product analytics and user engagement. Provides advanced event tracking, cohort analysis, and funnel reports.

- \*\*Strengths:\*\* Strong in tracking user interactions, detailed segmentation, and analysis of user journeys.

5. \*\*Kissmetrics\*\*

- \*\*Features:\*\* Emphasizes customer behavior analytics, including cohort analysis and funnel tracking. Designed for understanding user actions and conversions.

- \*\*Strengths:\*\* Deep insights into customer behavior and retention, good for SaaS and e-commerce.

6. \*\*Clicky\*\*

- \*\*Features:\*\* Provides real-time analytics, heatmaps, and detailed visitor tracking. Offers a user-friendly interface and comprehensive data reports.

- \*\*Strengths:\*\* Real-time data, simplicity, and heatmap functionality.

7. \*\*Crazy Egg\*\*

- \*\*Features:\*\* Specializes in visualizing user behavior with heatmaps, scrollmaps, and A/B testing. Helps understand how users interact with website elements.

- \*\*Strengths:\*\* Visual data representation, heatmaps, and A/B testing features.

8. \*\*Hotjar\*\*

- \*\*Features:\*\* Offers heatmaps, session recordings, and feedback tools to understand user behavior and improve website user experience (UX).

- \*\*Strengths:\*\* User-friendly interface, visual insights, and feedback collection.

9. \*\*Pendo\*\*

- \*\*Features:\*\* Focuses on product analytics, user onboarding, and feature adoption. Provides in-app messaging and guidance tools.

- \*\*Strengths:\*\* Good for SaaS products, in-app user engagement, and product feedback.

10. \*\*Heap\*\*

- \*\*Features:\*\* Automatic event tracking, comprehensive user journey analysis, and retroactive data reporting.

- \*\*Strengths:\*\* Automatic tracking, ease of use, and in-depth analysis of user interactions.

Each platform has its strengths and is suited for different types of businesses and needs. Choose the right one based on your business size, the complexity of your analytics needs, and your budget.

\*\*DEFINITION OF DIGITAL ANALYTICS, MAIN KPI SESSIONS, NO. OF VISITORS, TIME ON SITE, TIME ON PAGE, BOUNCE RATE\*\*

Digital analytics is the process of collecting, measuring, analyzing, and reporting data from digital channels like websites, mobile apps, and social media. It helps businesses understand and improve user interactions. This data-driven approach allows for better decisions to improve user experience, marketing strategies, and overall performance.

Key Performance Indicators (KPIs) in Digital Analytics:

1. \*\*Sessions:\*\*

- \*\*Definition:\*\* A session is a group of interactions a user has with your website within a specific time. A session starts when a user arrives on your site and ends after 30 minutes of inactivity or when they leave.

- \*\*Importance:\*\* Shows the number of visits to your site and helps understand user engagement and traffic volume.

2. \*\*Number of Visitors:\*\*

- \*\*Definition:\*\* The total number of unique individuals who visit your site during a specific period.

- \*\*Importance:\*\* Helps measure your website’s reach and understand the size of your audience.

3. \*\*Time on Site:\*\*

- \*\*Definition:\*\* The average time visitors spend on your site during a session.

- \*\*Importance:\*\* Indicates overall engagement and the quality of your site’s content. Longer times suggest visitors find your content valuable and engaging.

4. \*\*Time on Page:\*\*

- \*\*Definition:\*\* The average time visitors spend on a specific page of your website.

- \*\*Importance:\*\* Helps identify which pages are most engaging or useful to visitors, and which may need improvement.

5. \*\*Bounce Rate:\*\*

- \*\*Definition:\*\* The percentage of single-page sessions where the user left the site without interacting further.

- \*\*Importance:\*\* A high bounce rate may suggest that the landing page content isn’t relevant or engaging, or there are technical issues affecting user experience.

These KPIs are essential for evaluating a website’s effectiveness and understanding user behavior, allowing businesses to make data-driven decisions to enhance their digital presence and performance.

\*\*GOOGLE ANALYTICS DEFINITION, COLLECTING ACTIONABLE DATA WITH GOOGLE ANALYTICS, NAVIGATING GOOGLE ANALYTICS REPORTS\*\*

Google Analytics is a powerful tool from Google that helps website owners and marketers track and analyze website traffic. It provides detailed insights into how users find and interact with a website, allowing businesses to measure the success of their online marketing strategies, optimize user experience, and improve site performance.

\*\*Collecting Actionable Data with Google Analytics\*\*

1. \*\*Setting Up Google Analytics:\*\*

- \*\*Account Creation:\*\* Create a Google Analytics account and set up a property for the website you want to track.

- \*\*Tracking Code:\*\* Install the Google Analytics tracking code (a small piece of JavaScript) on every page of your website to start collecting data.

2. \*\*Configuring Key Settings:\*\*

- \*\*Goals:\*\* Define specific actions you want visitors to take on your website (e.g., form submissions, product purchases) to track conversions.

- \*\*Filters:\*\* Use filters to include or exclude certain data from your reports, like filtering out internal traffic from your own IP address.

- \*\*Segments:\*\* Create segments to analyze specific groups of traffic, like users from a particular location or those who visited a specific page.

3. \*\*Enhancing Data Collection:\*\*

- \*\*Event Tracking:\*\* Track user interactions that are not automatically tracked, such as clicks on buttons or file downloads.

- \*\*Enhanced Ecommerce:\*\* Enable enhanced ecommerce tracking to collect detailed data on product performance, shopping behavior, and sales.

- \*\*Custom Dimensions and Metrics:\*\* Create custom dimensions and metrics to collect data unique to your business needs.

\*\*Navigating Google Analytics Reports\*\*

1. \*\*Home:\*\*

- Provides a summary of key metrics, recent activity, and insights generated by Google Analytics’ AI.

2. \*\*Real-Time:\*\*

- Shows live data about the number of active users on your site, their locations, the pages they are viewing, and more.

- Useful for monitoring the immediate impact of marketing campaigns or tracking live events.

3. \*\*Audience:\*\*

- Provides information about the users visiting your site, including demographics, interests, geographic locations, and behavior.

- Helps understand who your visitors are and how they engage with your site.

4. \*\*Acquisition:\*\*

- Shows how visitors arrive at your site, whether through search engines, social media, direct traffic, or referral links.

- Helps evaluate the effectiveness of

your marketing channels and campaigns.

5. \*\*Behavior:\*\*

- Analyzes how users interact with your site, including page views, bounce rates, and time on page.

- Helps identify popular content and pages that may need improvement.

6. \*\*Conversions:\*\*

- Tracks goals and ecommerce transactions to measure the success of your site in achieving its objectives.

- Provides insights into the actions users take before converting, like filling out a form or completing a purchase.

By effectively using Google Analytics, businesses can collect actionable data, track performance, and make informed decisions to enhance their digital marketing strategies and website user experience.

Navigating the Conversions reports in Google Analytics is essential for understanding how effectively your website meets your business goals. These reports track key user actions, such as purchases, form submissions, or sign-ups, which are crucial for assessing your website's performance. Here's how to navigate and make the most of these reports:

1. \*\*Accessing Conversions Reports:\*\*

- Log in to your Google Analytics account.

- From the left-hand sidebar, click on "Conversions" to open the menu.

2. \*\*Overview:\*\*

- \*\*Path:\*\* Conversions > Overview

- \*\*Purpose:\*\* This section provides a summary of your conversion metrics, including the total number of conversions, conversion rate, and conversion value.

- \*\*Use Case:\*\* It’s useful for quickly evaluating overall performance and spotting trends over a specific time period.

3. \*\*Goals:\*\*

- \*\*Path:\*\* Conversions > Goals

- \*\*Sub-reports:\*\*

- \*\*Goal URLs:\*\* Displays the URLs where conversions took place.

- \*\*Goal Flow:\*\* Visualizes the steps users took to complete a goal.

- \*\*Reverse Goal Path:\*\* Shows the sequence of actions users followed before converting.

- \*\*Goal Completion Location:\*\* Identifies the specific page where conversions occurred.

- \*\*Use Case:\*\* Helps you understand goal completions, analyze user journeys leading to these goals, and pinpoint any points of drop-off in the conversion process.

4. \*\*Ecommerce (if enabled):\*\*

- \*\*Path:\*\* Conversions > Ecommerce

- \*\*Sub-reports:\*\*

- \*\*Overview:\*\* Summarizes key ecommerce metrics such as revenue, transactions, average order value, and conversion rates.

- \*\*Product Performance:\*\* Provides data on individual product metrics like quantity sold, revenue generated, and average price.

- \*\*Sales Performance:\*\* Breaks down sales data by transaction and date, offering insights into revenue trends.

- \*\*Transactions:\*\* Lists detailed information for each transaction, including products purchased and total revenue.

- \*\*Time to Purchase:\*\* Analyzes the duration and number of sessions it takes for users to complete a purchase.

- \*\*Use Case:\*\* Offers insights into product and sales performance, helping you understand purchasing behavior and refine your ecommerce strategy.

5. \*\*Multi-Channel Funnels:\*\*

- \*\*Path:\*\* Conversions > Multi-Channel Funnels

- \*\*Sub-reports:\*\*

- \*\*Assisted Conversions:\*\* Shows how different channels contribute to conversions that are ultimately credited to another channel.

- \*\*Top Conversion Paths:\*\* Displays the most common routes users take to complete a conversion.

- \*\*Time Lag:\*\* Analyzes the time between the first user interaction and the conversion.

- \*\*Path Length:\*\* Examines the number of interactions users have before converting.

- \*\*Use Case:\*\* Helps you understand the role of various channels in the conversion process, identify the most effective conversion paths, and fine-tune your marketing strategy.

6. \*\*Attribution:\*\*

- \*\*Path:\*\* Conversions > Attribution

- \*\*Sub-reports:\*\*

- \*\*Model Comparison Tool:\*\* Lets you compare different attribution models to see how conversion credit is allocated across different touchpoints.

- \*\*Use Case:\*\* Evaluate the influence of various marketing channels on conversions and choose the best attribution model for your business needs.