*“They say the more you drill the content, it produces the better result.”*

Multinational companies have a huge database of the customer and they know that information improves marketing campaigns. So, they analyse the data to increase the customer experience to ease the purchase. Data tells the companies about the behaviour of customers what they prefer, what they usually purchase, and various factors. It helps to identify the trends and understand the target audience. The conclusions that I have drawn by analysing "Web Analytics Sample Report" are:

•**Traffic sources Overview**: It represents the source, from where the customer has reached to the website or page. It includes results from Search Engines, Referring Sites, Direct Traffic (i.e. redirect from the link) and other sources. In the first pie chart, it can be clearly seen that search engines play a major role and other sources including the social media also help to boost the content to reach the target audience. Hence search engine plays a significant role but the use of focus keyword are the pivot points.

•**Visitor Loyalty Report**: It provides the counts of visits from the visitor including the current visit and also a brief overview of the total number of the visits from the particular type of customers. Therefore, from the report, we can collect all the data of the people, who regularly visit the website or more than 50 times.

•**Visitor Recency Report**: It contents the total visit of customers/visitors over a period of time and percentage wise calculation or insights of all the visits. We can analyse the report to identify the target audience and improve the customer experience.

•**Length of Visit Report**: It shows the length for which the customer is active on the website. From, the insights we can tell that few customers stay for a long period of time.

•**Title Report**: The consolidated report that shows the page views, bounce rate, average time spent on the page by customers, etc.

From the above insights, an organization can produce a better marketing insight using the appropriate tools and technique. The organization can follow content-based marketing to focus on the right customers.