**How Analytics Gets Used in Digital Marketing**

Marketing is all about setting and reaching targets. It's only natural then to have a means by which you can measure your progress and performance. This measurement is what analytics is all about.

Analytics in digital marketing involves using tools to collate, analyze, and report all your marketing data. And your marketing data spans every marketing campaign you carry out in the digital space. It includes platforms like Facebook to search ads, emails, and many others.

## **How Important is Analytics in Digital Marketing?**

Think of every time you make a sale. That one buyer was once a stranger — just an audience of your content. From there, together, you both started a journey.

You started learning more about each other, with you leading this new audience through the stages of prospects to being a sale lead. Finally, he's made a purchase.

Now, let's take a little step back.

Your audience only had to interact with your content and compare these with your competitors to know you. Also, doing that helped him in deciding on that purchase with you. But how did/do you learn more about this new buyer of yours?

The answer/solution to this is the digital analytics tool that collates data from your audience. By checking the report of this data, you can learn more about his interests and refocus what you're showing to him. That way, he went from an audience to be a buyer.

In other words, analytics in digital marketing is how you identify and understand every customer's journey. Not only this, but it is also the way you rebuild new marketing strategies based on the new things you've learned.

Without analytics on the digital web is like trodding the streets without lights leading the way. You become unable to move towards the target, which is a marketing failure.

## **Types of Analytics in Digital Marketing**

Analytics in digital marketing has to provide you with both past knowledge and foresight. That way, you understand where you're coming from and where you're going. For these, digital analytics has about four classes of tools monitoring and measuring:

1. Competitions and how they attract, convert and keep their customers.
2. Your customers' behaviors on your platforms. What page do they visit the most, and how long are they spending on each page.
3. The performance of your marketing campaigns on several platforms like social media and ads analytics
4. Your customers' next choice of action for better planning

## **Benefits of Analytics in Digital Marketing**

Google and many other analytics companies have revealed that users interact with our platforms many more times than we think.

Now, the purpose of watching your customer's behavior is to understand what they want. And when you do, the next best thing is to display this to them rather than have them spend a lot more time searching for it.

In other words, analytics reveal to us the customer journey and, by utilizing the data provided, we also get to reduce the customer journey time. Great, isn't it? But not all!

You also get to become more detailed when planning your next target audience. You also become better able to convert and retain customers by displaying only the right things.

## **Digital Analytics Tools**

Finally, getting started with analytics in digital marketing might come off overwhelming. So, you could get a professional to help out — or you could take a course yourself.

Still, whatever your plan is, try to work with tools that are easy to use, set up, and provide you with just what you need at the moment.

To start with are free tools like Google Analytics and social media analytics. You could also use the free limited versions of more advanced tools.

As you get more comfortable with them, go on to select a one-stop-for-all advanced analytics tool. It reduces the amount of time you spend looking for data.

Get this set up quickly, and you'd be ready to increase your revenue and raise your ROIs.