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SCIENTIFIC RESEARCH PROJECT REPORT

TOPIC: USING WEB ANALYTICS TO DIGITAL MARKETING OPTIMIZATION: INCREASING THE COMMERCIAL VALUE FOR THE FBT SHOP

Lecturer	**: Master Tran Thanh Cong**
Member	**:** Pham Thi Bao Ngan - 205121374
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Ho Chi Minh City, 03/2024

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The final report on Web Data Analysis with the topic "Using Web Analytics to Digital Marketing Optimization: Increasing the commercial value for FBT Shop" is the result of our team's continuous research with the support of teachers and friends. We would like to thank everyone who assisted us in our research and investigation of this topic. Through this page, we would like to sincerely thank Mr. Tran Thanh Cong for his help and would like to express our gratitude for imparting to us the necessary knowledge during our study. Thanks to his guidance and teaching, our research project was able to complete, as well as completed this report in the past time. The report was made in a short time, more than 1 month, in the process of making the report, we realized that we tried our best but because of our limited knowledge, there are many shortcomings, hope you can supplement help. more complete essay. We look forward to receiving your valuable comments to improve our knowledge and have more conditions to raise our awareness.

We sincerely thank you!

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LIST OF ACRONYMS

Acronyms	Specialized words	Meaning
GA	Google Analytics	The tool developed by Google, used to track website traffic, monitor user counts, user behavior, and classify them into groups based on gender, age, language, and more, is called Google Analytics.
CPC	Paid Search Traffic (cost per click)	Traffic you pay for through search engines
CTA	Call To Action	a call to target customers to perform an action you desire such as: placing an order, calling, entering email, completing registration, navigating to another page, etc
CTR	Click-Through Rate	the number of people who click on a link, ad, etc. out of the number of impressions.
CAC	Customer Acquisition Cost	is used to measure the total cost that an organization or business must spend to attract a new customer to the system or to make a specific sales transaction. This cost includes all the money the business has to spend on advertising, marketing, advertising campaigns, personnel costs, and any costs related to attracting new customers
CR	Conversion Rate	the metric that converts a viewer/prospect into an actual customer when he or she makes a purchase, registers, or fills out a form
CRO	Conversion Rate Optimization	a systematic method that works to help convert website visitors into leads, and then convert those leads into customers

AOV	Average Order Value	This index is used to measure the average amount of money customers spend on each order when purchasing goods at businesses.
LTV	Lifetime value	estimates the average revenue customers will generate during the time they use a given product or service
KPIs	Key Performance Indicator	KPI is a measure of employee performance over a certain period of time. KPIs are used as goals in the plan that must be achieved within a specific time period
SEO	Search Engine Optimization	a process of improving and optimizing a website to make it more search engine-friendly, helping the website rank higher in search engine results and receive increased traffic from them.
CRM	Customer Relationship Management	one of the data management methods related to customer information: phone numbers, preferences, consumer needs,... Systematic customer information management The system creates efficiency in communicating and serving customers better, keeping customers staying longer with the company.
ROI	Return on Investment	an indicator that helps evaluate profitability and efficiency
KOLs	Key Opinion Leader	used to refer to people who lead public opinion

Chapter 1.   INTRODUCTION

1.1.   Reason for choosing the topic

The Internet has become an essential part of our lives, with remarkable global growth and increasing connectivity. It has opened up new business opportunities and driven the development of e-commerce. According to The Global State of Digital report, global internet users have increased by 3,7% in the past year, with social media users growing by 227 million. In Vietnam, there were 77,93 million internet users, accounting for 79,1% of the population, along with 70 million social media users. These statistics emphasize the importance of businesses adapting to the digital landscape and developing e-commerce platforms to cater to the growing online user base in Vietnam.

E-commerce is important because it has accelerated the popularity and indispensability of digital marketing and web analytics. Many companies are involved in digital marketing and web analytics, with Google Analytics being the most widely used tool worldwide. By leveraging digital marketing and web analytics, a company can gain a competitive edge in the initial stages, but nowadays, it has become almost mandatory. Web analytics tools have provided significant benefits to small companies that lack resources to collect and aggregate data for free.

Web analytics provides valuable insights into user behavior, website performance, and marketing campaign effectiveness. However, to fully maximize the benefits of web analytics, businesses need to go beyond data collection and analysis. Businesses must understand how to optimize their digital marketing efforts based on the insights obtained from web analytics data.

By focusing on digital marketing optimization, businesses can refine their marketing strategies, improve user experience, and increase customer engagement. This, in turn, leads to higher conversion rates, increased sales revenue, and enhanced overall commercial value.

Exploring the connection between web analytics and digital marketing optimization can provide valuable insights and practical strategies for businesses looking to leverage their web analytics data more effectively. The topic aims to provide a comprehensive understanding of the process and benefits of integrating these two areas to drive business success in the digital realm.

1.2. Selection and description of a specific Case study: Increasing commercial value for FBT Shop by using web analytics

1.2.1. FBT company:

FBT a simulated company and the report is based on data from Google Merchandise. This is one of the largest information technology service companies in Vietnam, specializing in providing IT services and products.

Some of FBT's main areas of operation include:

- Providing telecommunications network infrastructure for broadband internet services.
- Acting as an agent for telecommunications products and services, including internet services.
- Value-added services on the internet and mobile phones.
- Messaging, data, and entertainment services on mobile networks.
- Acting as an agent for online games on the internet and mobile phones.

1.2.2. Selection of Case Study: FBT Shop

FBT Shop is a subsidiary of FBT Corporation, FBT Shop benefits from the support and development of its parent company, FBT Corporation. Established in August 2022, FBT Shop is a retail chain specializing in digital products such as mobile phones, tablets, laptops, and electronic accessories.

The direction of FBT Shop is not only to provide customers with the latest and highest quality genuine products, but also to create a comfortable environment for customers to experience these products with the assistance of a well-trained team of staff and technicians. One distinctive feature of FBT Shop is its unique after-sales policies, such as the Gold Warranty, which covers situations like breakage and water damage, and a 30-day one-to-one exchange policy.

Vision: Along with the development of society and the technology market, FBT Digital Retail Joint Stock Company has been and will continue to strive to become a trusted partner of leading global digital manufacturers, as well as a reliable destination for Vietnamese customers.

Mission: With the goal of expanding store coverage nationwide, FBT Digital Retail Joint Stock Company aims to become the leading retail system for digital telecommunications products in Vietnam. With its growing scale, FBT Shop will provide a positive shopping experience to customers from all walks of life, offering high-quality genuine digital products

at competitive prices, accompanied by friendly customer care services, ensured by the company's reputation.

Core values:

- Quality: Upholding credibility and responsibility to ensure quality, providing customers with absolute peace of mind when shopping for technology products.

- Reliability: The word "trust" is always emphasized in brand development, serving as a solid foundation of trust for customers and reliable partnerships with technology brands.

- Friendliness: FBT Shop's friendly image towards customers and active engagement in community activities is the long-term direction.

- Care: Serving customers as the top priority, ensuring service quality, enthusiastic and honest staff, and sincere assistance to ensure customer satisfaction.

1.2.3. Growth objectives of FBT Shop

In 2023, FBT continues to focus on increasing the revenue of FBT Shop by introducing new products and services. For example, the co-branded Sim service, expanding the number of stores according to market demand, or selling new products such as Garmin and Surface. The primary goal of FBT Shop's initiative was to revitalize its online sales platform and enhance its digital presence. Additionally, FBT Shop also aims to develop stores that prioritize user experience and enhance customer interaction. The scope of this endeavor included the following:

- Website Revamp: FBT Shop aimed to redesign and improve its website, making it more user-friendly, visually appealing, and responsive across devices. The focus was on creating an intuitive browsing and shopping experience for customers.

- E-commerce Integration: FBT Shop sought to integrate robust e-commerce functionalities into its online platform, enabling customers to easily browse and purchase products, make secure payments, and track their orders. This integration aimed to streamline the online shopping process.

- Digital Marketing Strategies: FBT Shop aimed to develop and implement effective digital marketing strategies to increase brand awareness, reach a wider audience, and drive more traffic to its online platform. This involved utilizing various channels such as search engine optimization (SEO), social media marketing, and online advertising.

- Customer Engagement: FBT Shop aimed to enhance customer engagement by implementing features such as personalized recommendations, customer reviews and

ratings, and interactive customer support options. The focus was on building strong relationships with customers and providing a seamless shopping experience.

- Analytics and Insights: FBT Shop aimed to leverage data analytics to gain valuable insights into customer behavior, preferences, and trends. This data-driven approach would help in making informed business decisions, optimizing marketing strategies, and improving overall performance.

By undertaking these initiatives, FBT Shop aimed to strengthen its online sales platform, attract more customers, and establish a prominent digital presence in the market.

1.3. Research Objectives and Questions

1.3.1. Research Objectives

The research objective includes a comprehensive exploration of maximizing the potential of web analytics to optimize digital marketing efforts and increase the commercial value of FBT Shop. Let's dive into each goal in more detail:

- To identify and understand the behavior and needs of potential customers on the web, particularly in relation to FBT Shop, in order to identify weaknesses in the customer journey and provide optimal solutions. This objective entails conducting in-depth research and analysis to gain insights into the preferences, browsing patterns, and purchase behaviors of potential customers. By understanding their needs and pain points, FBT Shop can effectively address any shortcomings in the customer experience and tailor their offerings to meet customer expectations.

- To personalize the user experience on FBT Shop's digital platforms with the aim of increasing conversion rates and attracting customers. This objective emphasizes the significance of creating a tailored and engaging experience for users visiting FBT Shop's website or digital channels. By leveraging web analytics data, FBT Shop can gather information about individual user preferences, demographics, and browsing history. This enables them to provide personalized recommendations, targeted promotions, and a seamless user interface that resonates with each user, ultimately leading to higher conversion rates and customer loyalty.

- To optimize the digital marketing strategy of FBT Shop by utilizing web analytics data. This objective involves harnessing the power of web analytics to evaluate the effectiveness of various marketing campaigns and initiatives. By analyzing metrics such as click-through rates (CTR), conversion rates, and customer acquisition costs (CAC), FBT Shop can gain valuable insights into the performance of their marketing

efforts. This data-driven approach allows them to make informed decisions, refine their marketing strategies, and allocate resources more effectively to achieve optimal results.

- To increase the return on investment (ROI) of FBT Shop's marketing efforts through the effective use of web analytics. This objective focuses on leveraging the insights derived from web analytics data to enhance marketing campaigns and initiatives. By understanding customer preferences, interests, and engagement levels, FBT Shop can optimize their targeting and segmentation strategies. This enables them to deliver highly relevant and personalized content to specific customer segments, thereby maximizing the efficiency and profitability of their marketing endeavors.

- To improve operational efficiency by utilizing web analytics data to enhance overall business performance. This objective highlights the broader applications of web analytics beyond marketing. By analyzing website traffic, user behavior, and conversion funnels, FBT Shop can identify bottlenecks, streamline business processes, and optimize operational efficiency. This holistic approach involves reducing costs, improving productivity, and making data-driven decisions across various aspects of the business, resulting in enhanced overall performance.

By achieving these research objectives, the study aims to provide FBT Shop with practical strategies, actionable recommendations, and a roadmap for leveraging web analytics effectively. The insights gained through this research endeavor will empower FBT Shop to optimize their digital marketing efforts, enhance customer experiences, and drive sustainable growth by maximizing the commercial value derived from their online presence.

1.3.2. Research Questions

By addressing the above problem and relating it directly to specific important objectives, we developed a series of research questions (RQs) to help methodically guide the overall investigation and make it more comprehensive. The following are the main research questions examined in this study:

RQ1: How will web analytics lead to increased commercial value in digital analytics?

RQ2: What is special about a company's before and after adoption of web analytics?

RQ3: Which digital marketing campaign will this company apply?

1.4.   Research methods

Document analysis: Refer to data from previous reports related to website analytics and digital marketing optimization.

Specific case analysis: Enterprise FBT Shop - simulated company - applies Google Analytics and Google Adwords to refine their marketing strategies, improve user experience, and increase customer engagement.

1.5. Scientific and practical significance

1.5.1. Scientific significance

Helps generate insights on leveraging web analytics data to optimize digital marketing strategies and enhance business value. This topic contributes to the research field of web data analytics and its applications in the field of marketing and business.

Web analytics is the process of collecting, analyzing, and interpreting data related to activities on a website. It provides valuable insights into traffic, user behavior, trends, and effectiveness of online marketing campaigns. However, to fully exploit the value of web analytics, it is necessary to apply digital marketing optimization strategies and measures.

1.5.2. Practical significance

The above topic helps organizations and businesses gain a better understanding of their customers, improve user experience on their website, and enhance the effectiveness of their online marketing campaigns. By leveraging web analytics data and applying digital marketing optimization measures, businesses can:

- **Gain a better understanding of their customers:** Web analytics provides information on customer behavior and needs on the website, enabling businesses to have a deeper understanding of their customers and provide a better experience.

- **Optimize the website and user experience:** Web analytics data helps identify weaknesses and improvement opportunities on the website, allowing for the optimization of interface, content, and processes to enhance user experience and reduce website bounce rates.

- **Measure and evaluate the effectiveness of marketing campaigns:** Web analytics provides insights into the effectiveness of online marketing campaigns, enabling businesses to assess and optimize campaigns for better outcomes.

- **Increase commercial value and sales revenue:** By applying web analytics and digital marketing optimization, businesses can increase commercial value and sales revenue by enhancing customer interaction, creating sales opportunities, and improving conversion rates from potential customers to actual customers.

Chapter 2.   THEORETICAL BASIS

2.1.   Web Analytics

Web analytics is the practice of collecting, analyzing, and interpreting data related to website usage and user behavior. It involves tracking and measuring various metrics to gain insights into how visitors interact with a website, which helps businesses optimize their online presence and make data-driven decisions.

The primary goal of web analytics is to understand user behavior and improve website performance. By using specialized tools and techniques, businesses can gather information such as the number of visitors, their demographics, the pages they visit, the actions they take, and the sources that bring them to the website. This data provides valuable insights into user preferences, interests, and patterns, allowing businesses to tailor their strategies and enhance the user experience.

Web analytics encompasses both quantitative and qualitative analysis. Quantitative data includes metrics like page views, bounce rate, conversion rate, click-through rate, and average session duration. These metrics provide a numerical overview of website performance and help identify areas for improvement. Qualitative data, on the other hand, involves gathering feedback through surveys, user testing, and heatmaps to understand user sentiments, preferences, and pain points.

The benefits of web analytics are numerous. It helps businesses:

- Measure and track website performance: Web analytics provides accurate data on website traffic, allowing businesses to evaluate the effectiveness of their marketing campaigns, content strategies, and user engagement.

- Understand user behavior: By analyzing user interactions and navigation patterns, businesses gain insights into what attracts and engages visitors, enabling them to optimize content, layout, and design for better user experience.

- Identify conversion opportunities: Web analytics helps identify conversion funnels, enabling businesses to understand where users drop off and make improvements to increase conversions and achieve business goals.

- Make data-driven decisions: By relying on objective data rather than assumptions, businesses can make informed decisions regarding website optimization, marketing strategies, and resource allocation.

- Improve marketing ROI: Web analytics allows businesses to track the performance of their marketing campaigns, measure return on investment (ROI), and optimize marketing efforts to maximize results and cost-effectiveness.
- Personalize user experiences: By leveraging web analytics data, businesses can deliver personalized content, recommendations, and offers to individual users based on their preferences and behavior, enhancing engagement and conversion rates.

There are several types of web analytics, each focusing on a specific aspect of user behavior:

1. **On-site Analytics:**

On-site analytics focuses on analyzing data collected directly from the website itself. It involves tracking and measuring user interactions within the website to gain insights into visitor behavior, engagement, and conversion rates. The key metrics and techniques used in on-site analytics include:

a) Pageviews: This metric measures the number of times a web page has been viewed by visitors. It provides an indication of the popularity and visibility of a particular page.

b) Unique Visitors: This metric counts the number of distinct individuals who have visited the website within a given time period. It helps measure the size of the website's audience.

c) Bounce Rate: The bounce rate is the percentage of visitors who leave the website after viewing only one page. A high bounce rate may indicate that visitors are not finding relevant or engaging content.

d) Time on Page: This metric measures the average amount of time visitors spend on a specific page. It helps evaluate the level of user engagement and interest in the content.

e) Conversion Rate: The conversion rate is the percentage of visitors who complete a desired action, such as making a purchase or filling out a form. It indicates the effectiveness of the website in achieving its goals.

f) Funnel Analysis: Funnel analysis involves tracking user behavior through a conversion funnel, which represents the steps users take towards completing a specific goal. It helps identify areas of improvement and optimize the conversion process.

g) Heatmaps: Heatmaps are visual representations of user interactions on web pages, such as clicks, scrolling, and mouse movements. They provide insights into user engagement and behavior, helping identify areas of interest or potential issues.

2. **Off-site Analytics:**

Off-site analytics focuses on analyzing data collected from external sources that are not directly connected to the website. It aims to measure the impact of marketing efforts, social media presence, and other external factors on website performance. The key metrics and techniques used in off-site analytics include:
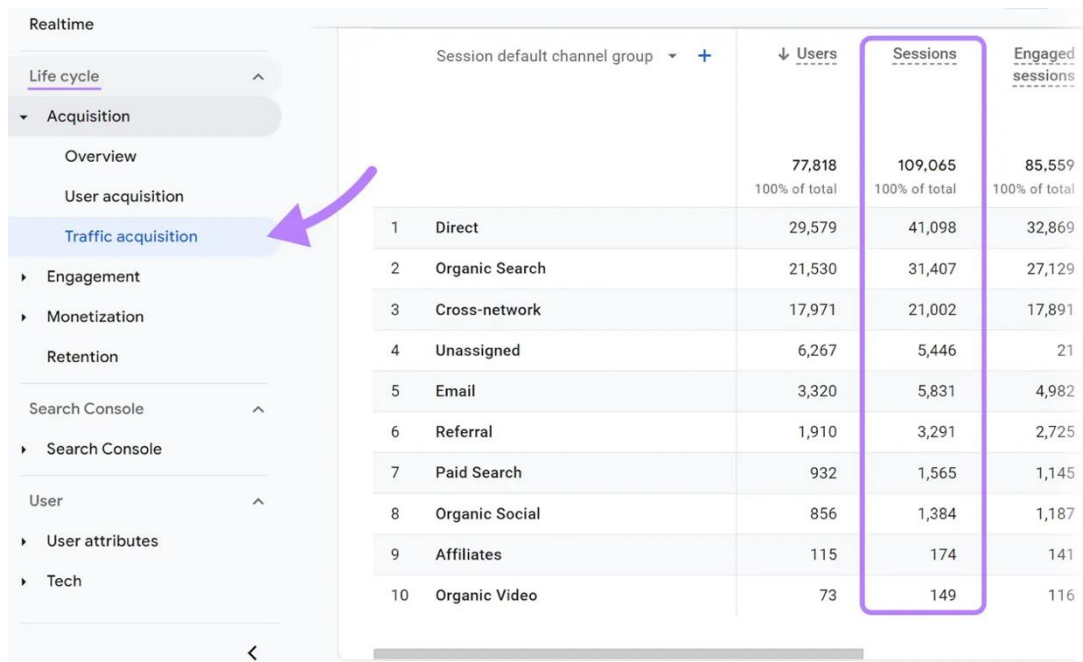
a) Referral Traffic: Referral traffic measures the sources that bring visitors to the website, such as search engines, social media platforms, or other websites. It helps evaluate the effectiveness of different referral channels.

b) Click-through Rate (CTR): CTR measures the percentage of users who click on a specific link or advertisement. It helps assess the effectiveness of marketing campaigns and the relevance of the displayed content.

c) Social Media Analytics: Social media analytics involves analyzing data from social media platforms to measure the effectiveness of social media campaigns, engagement, and reach. It helps assess the impact of social media activities on website traffic and conversions.

d) Search Engine Optimization (SEO) Analytics: SEO analytics involves analyzing keyword rankings, organic search traffic, and other SEO-related metrics to optimize website visibility and search engine performance. It helps improve the website's search engine rankings and attract more organic traffic.

e) Online Advertising Analytics: Online advertising analytics focuses on tracking the performance and effectiveness of online advertising campaigns, such as display ads, pay-per-click (PPC) ads, or affiliate marketing. It helps measure the return on investment (ROI) and optimize advertising strategies.

Both on-site and off-site analytics play crucial roles in understanding website performance and user behavior. By combining and analyzing data from both types of analytics, businesses can gain comprehensive insights into their online presence, make data-driven decisions to improve user experience, optimize marketing efforts, and achieve their business goals.

Key Metrics in Web Analytics:

Web analytics provides valuable insights into website performance by tracking user behavior and measuring success against specific goals. Here are some key metrics to consider:

Traffic Acquisition:

Figure 1: Traffic Acquisition (Cre: Semrush Blog)

Paid Traffic: This includes any visitor who arrives at your website as a result of paid advertising efforts. Examples include:

- **Search Engine Marketing (SEM):** Visitors who click on your paid ads displayed on search engine results pages (SERPs) like Google Ads or Bing Ads.
- **Display Advertising:** Visitors who click on banner ads or other visual advertisements placed on other websites.
- **Social Media Advertising:** Visitors who arrive at your website after clicking on paid ads displayed on social media platforms like Facebook Ads or Instagram Ads.

Organic Traffic: This includes any visitor who arrives at your website for free, without any direct paid advertising involvement. Examples include:

- **Search Engine Optimization (SEO):** Visitors who find your website through organic search results on search engines like Google or Bing. This is achieved by optimizing your website content and structure for relevant keywords.
- **Direct Traffic:** Visitors who type your website address directly into the address bar of their browser. This suggests brand awareness or returning visitors.
- **Referral Traffic:** Visitors who click on a link to your website from another website, such as a blog post, news article, or social media post (excluding paid ads).

-   **Social Media Traffic:** Visitors who click on a non-paid link to your website shared on social media platforms.

User Engagement:

Pageviews: This is the total number of times a page on your website is viewed. It's a basic measure of website traffic.

Unique Visitors: This metric counts the number of individual visitors to your website, rather than the total number of visits.

Average Time on Page: This shows how long visitors typically spend on a particular page. Higher average time on page indicates that visitors are finding your content engaging.

Pages per Session: This metric tells you how many pages visitors typically view during a single visit to your website. A higher number of pages per session suggests that visitors are interested in exploring your site.

Bounce Rate: The bounce rate is the percentage of visitors who leave your website after viewing only one page. A high bounce rate could indicate that your website is not relevant to their search or that it's difficult to navigate.

Top Pages and Exit Pages: These metrics show you which pages on your website are most popular and which ones visitors are leaving from. This can help you identify areas where you can improve your content or user experience.

User Behavior:
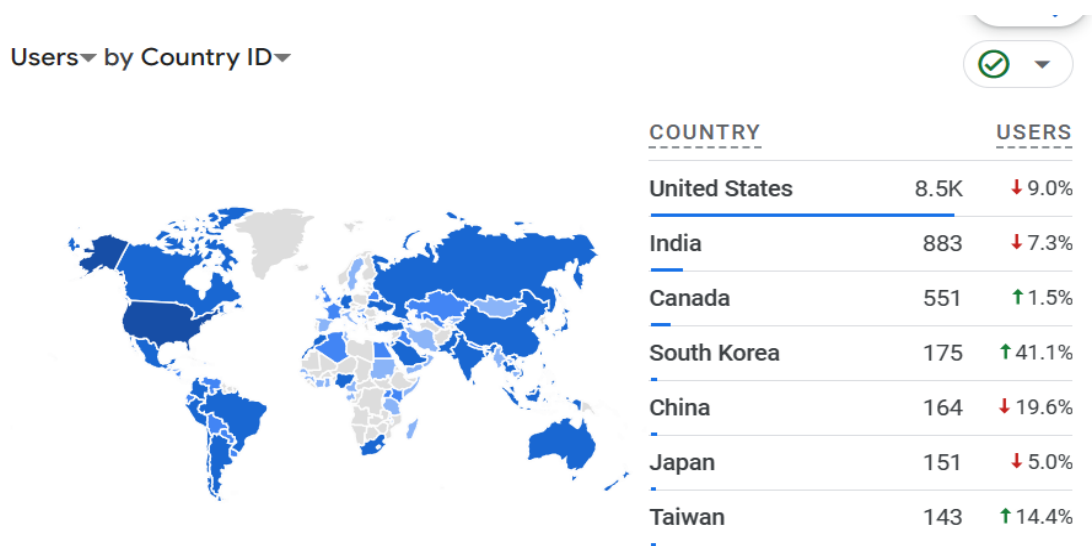
Figure 3: Users by country (Cre: GG Merchandise)

Heatmaps: Areas with more clicks or scrolls show up as "hotter" with a deeper color (usually red). Less interaction areas appear "cooler" with lighter colors (often blue).

Clickstream Analysis: Analyze the order in which users visit pages to understand user journeys.
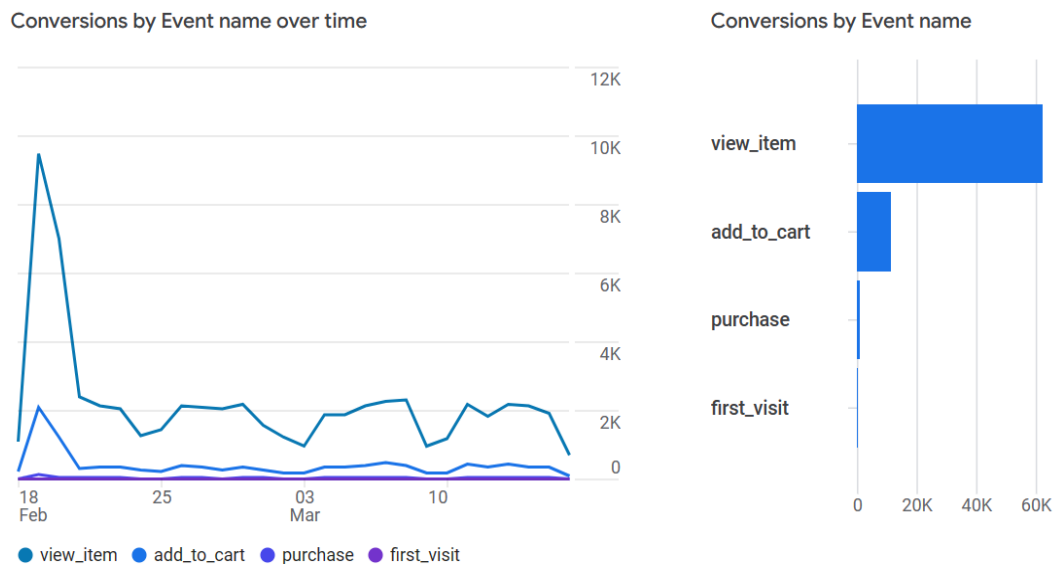
Figure 4: Conversion by Event name (Cre: GG Merchandise)

Event Tracking: You can set up tracking for specific actions users take on your website, such as clicking on a button, watching a video, or submitting a form. This data

can help you understand how users interact with your site and identify areas for improvement.

Customer Journey Tracking: By analyzing user behavior data, you can map out the typical journey a visitor takes on your website, from landing page to conversion. This helps you identify any potential roadblocks and optimize the user experience.

Revenue & Sales:

Total Revenue: Track the total revenue generated from your website, is the total amount of income your business generates from selling goods or services during a fixed period.
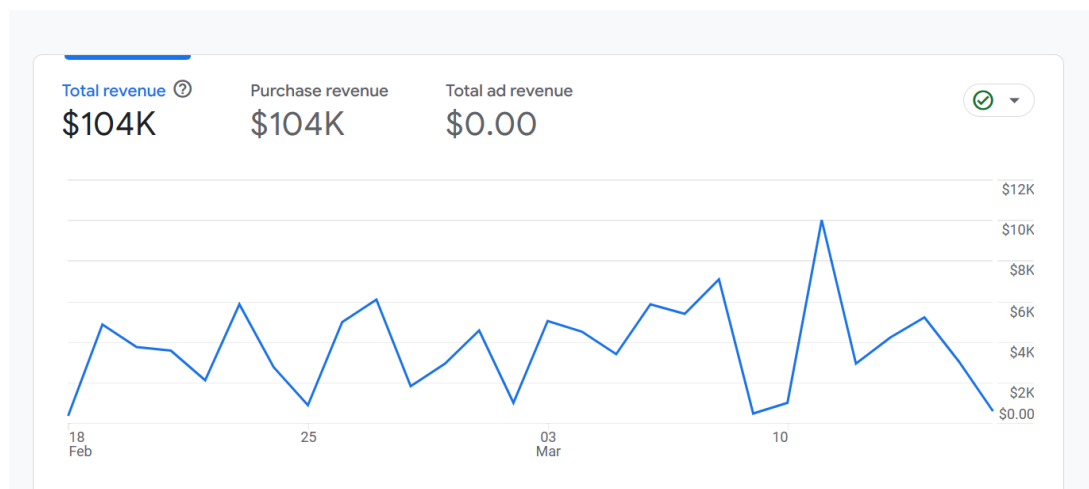
Figure 5: Revenue & Sales (Cre: GG Merchandise)

Average Order Value (AOV): AOV analyzes the average amount a customer spends on your website in a single order.

Customer Acquisition Cost (CAC): CAC focuses on the cost associated with acquiring a new customer. It takes into account all marketing and sales expenses divided by the number of customers acquired during that period.

Other Important Metrics:

User demographics: Analyze user data such as age, location, and gender to understand your audience better. In web analytics, demographics help you understand who your website visitors are and what their interests might be.

Device Usage: Track the types of devices users access your website from (desktop, mobile, tablet).

2.2. Digital marketing optimization

Digital marketing optimization refers to the process of improving the effectiveness and efficiency of digital marketing campaigns and strategies. It involves analyzing data, identifying

areas for improvement, and implementing changes to maximize the desired outcomes and return on investment (ROI). The primary goals of digital marketing optimization are to increase website traffic, enhance user engagement, boost conversions, and ultimately achieve the overall objectives of the marketing efforts.

Benefits of digital marketing optimization:

Here are the 3 major benefits that make digital marketing optimization crucial for any business's growth:

Allow enhanced customer experience: As a business owner, you have to make those products available in the market that has a potential to sell. Digital marketing optimization helps you understand your customers better and ultimately understand what and how you need to put forth that will generate revenue. When you know exactly what customers are interested in, they create marketing efforts that better fit their customers' needs. This ultimately enhances customer's buying experience and satisfaction that leads to customer retention.

Reduce marketing costs: When you know your customer better, you know exactly which digital marketing channels to utilize, and therefore reduce costs in the long run. Digital marketing optimization puts things in perspective for the marketers so they know exactly how they need to align their budget with the marketing efforts. In addition, DMO allows marketers to distribute the marketing budget across the media channels that offer maximum reach.

Boost revenue: Combine the two things discussed above: better customer experience and satisfaction through timely analysis of their behavior, and reduced marketing costs and you get long term profit. These both things combine into giving companies long term revenue.

Using the DMAIC model to optimize the digital marketing:

The DMAIC model, which stands for Define, Measure, Analyze, Improve, and Control, is a problem-solving framework commonly used in Six Sigma and process improvement methodologies. While it is primarily applied in the context of process optimization, it can be adapted to optimize digital marketing efforts as well. This model provides a logical and effective framework for collecting data, analyzing results, making improvements, and tracking campaign performance. Here's how the DMAIC model can be applied to digital marketing optimization:

Define phase:

Define the problem or opportunity that needs to be addressed. This involves clarifying the customer requirements, the business process boundaries, and the project scope and goals. The main activities in this phase include:

Identify SMART goals: Identify specific, measurable, feasible, realistic and time-bound goals for your Digital Marketing campaign. For example: Increase website conversion rate by 10% in the next 6 months.

Identify your target audience: Use demographic, behavioral, and interest data from Web Analytics to understand the customers you want to reach. Divide your target audience into smaller groups with specific needs and wants.

Measure phase:

The second phase of DMAIC is to measure the current state of the process and establish baseline metrics. This involves collecting relevant data on the process performance and quality. The main activities in this phase include:

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Web Analytics tool selection: Choose the tool that fits your needs and budget, such as Google Analytics, Adobe Analytics, etc.

Set up and configure the tool: Add tracking code to the website, configure events and goals in accordance with SMART goals.

Collect data: Start collecting data on your Digital Marketing campaign performance, including traffic, conversion rates, revenue, and more.

Analyze phase:

The third phase of the DMAIC process is to analyze the data collected in the previous phase and identify the root causes of the problem. This involves exploring the relationships between the current process inputs and outputs, testing hypotheses, and verifying their impact on the process. The main activities in this phase include:

Data analysis: Use data analysis tools to discover trends and identify campaign strengths and weaknesses.

Analyze marketing channel effectiveness: Evaluate the effectiveness of different marketing channels (SEO, SEM, Social Media, Email Marketing, etc.) and determine the most effective channel.

Customer journey analysis: Understand the customer journey from brand exposure to purchase, identify touch points of customers and opportunities for improvement.

Improve phase:

The fourth phase of the DMAIC process is to improve the process by implementing solutions that address the root causes of the problem. This involves generating and evaluating potential solutions, selecting and implementing the best one, and verifying its effectiveness. The main activities in this phase include:

Based on analysis results: Propose specific improvement solutions for Digital Marketing campaigns. For example: Optimize website for SEO, adjust advertising content, improve user experience, etc.

Implementation planning: Identify the problem that needs to be solved and a specific time to plan for performance improvement.

Control phase:

The fifth and final phase of the DMAIC process is to control the improved process and ensure its sustainability. Keep monitoring through analytic tools and make adjustments as needed to accomplish your online marketing campaign goals. The main activities in this phase include:

Track performance after making changes: Continue to track campaign performance after implementing improvements.

Evaluate success: Compare effectiveness before and after implementing changes to evaluate the success of solutions.

Adjust strategy: Based on collected data and evaluation results, continuously adjust Digital Marketing strategy to achieve optimal effectiveness.

Importance of data-driven decision-making in digital marketing:

Data-driven decision-making is crucial in digital marketing optimization as it allows marketers to make informed and strategic choices based on real-time data and insights. Here are some reasons why data-driven decision-making is important:

- Accuracy and Objectivity: Data provides accurate and objective information about campaign performance, user behavior, and market trends. It helps marketers move away from assumptions and gut feelings and make decisions based on factual evidence.

- Customer Understanding: Data-driven insights enable marketers to understand their target audience better. By analyzing demographic data, browsing patterns, and customer preferences, marketers can tailor their strategies to meet specific customer needs and preferences.

- Optimization Opportunities: Data reveals areas of improvement and optimization opportunities. It helps identify underperforming channels, ineffective campaigns, or bottlenecks in the customer journey. By leveraging data, marketers can optimize their strategies to maximize results and ROI.

Personalization and Targeting: Data-driven insights enable personalized marketing efforts. By understanding customer behavior and preferences, marketers can deliver targeted and relevant messages, offers, and experiences, leading to higher engagement and conversions.

Optimization techniques and tools for digital marketing campaigns:

- A/B Testing: A/B testing involves comparing two versions (A and B) of a marketing element (such as ad copy, landing page, or email subject line) to determine which version performs better in achieving the desired goals. Tools like Google Optimize, Optimizely, or VWO facilitate A/B testing.

- Conversion Rate Optimization (CRO): CRO focuses on improving the conversion rate of a website or landing page. It involves optimizing design, layout, content, and user experience elements to encourage visitors to take the desired actions. Tools like Hotjar, Crazy Egg, or Optimizely can assist in CRO efforts.

- Search Engine Optimization (SEO): SEO aims to improve a website's visibility and ranking in search engine results pages. It involves optimizing content, keywords, metadata, and site structure. Tools like Google Analytics, SEMrush, Moz, or Ahrefs provide insights and data for SEO optimization.

- Social Media Analytics: Platforms like Facebook Insights, Twitter Analytics, or LinkedIn Analytics offer data and analytics features to track the performance of social media campaigns, audience engagement, reach, and demographics. Analyzing this data helps optimize social media strategies.

- Marketing Automation: Marketing automation tools like HubSpot, Marketo, or Mailchimp enable marketers to automate various marketing tasks, segment audiences, and deliver personalized messages. Automation can streamline workflows and improve campaign efficiency.

- Customer Relationship Management (CRM) Software: CRM platforms like Salesforce, Zoho CRM, or HubSpot CRM help manage customer data, track interactions, and analyze customer behavior. By leveraging CRM data, marketers can optimize customer targeting and engagement strategies.

- Heatmaps and User Session Recording: Tools like Hotjar, Mouseflow, or Crazy Egg provide heatmaps and session recordings, allowing marketers to visualize user behavior, identify bottlenecks, and optimize website or landing page design accordingly.

2.3.   The evolution of web analytics and its impact on digital marketing

-   Enhancing Decision-Making with Data-Driven Insights

In the dynamic landscape of digital marketing, data reigns supreme. Web analytics provides marketers with a treasure trove of insights that drive informed decision-making. Gone are the days of relying solely on intuition; today's successful marketers leverage data to shape strategies. By analyzing user behavior, traffic patterns, and conversion rates, businesses gain a competitive edge. Armed with evidence-based insights, they allocate resources effectively, refine campaigns, and optimize their marketing efforts.

-   Mapping the Customer Journey for Improved Experiences

Web analytics plays a pivotal role in mapping the customer journey. By dissecting touchpoints, marketers gain a granular understanding of user interactions. From the initial website visit to the final conversion, every step matters. Analytics reveals pain points, drop-offs, and conversion paths. Armed with this knowledge, businesses can optimize landing pages,

streamline checkout processes, and enhance user experiences. Whether it's identifying friction points or fine-tuning the purchase funnel, web analytics empowers marketers to create seamless journeys that resonate with their audience.

- Conversion Rate Optimization (CRO): Turning Visitors into Customers

Conversion rate optimization (CRO) is the holy grail of digital marketing. It's the art of maximizing the percentage of website visitors who take a desired action—whether it's making a purchase, signing up for a newsletter, or filling out a form. Web analytics identifies bottlenecks in the conversion process. Through A/B testing, marketers experiment with different elements—such as headlines, calls-to-action, and forms—to determine what resonates best with users. By fine-tuning these elements, businesses can significantly boost their conversion rates. CRO isn't just about numbers; it's about turning casual visitors into loyal customers.

- Personalization and Targeted Marketing

Web analytics fuels personalized marketing. Armed with demographic data from social media and other platforms, marketers can tailor their messages to specific audience segments. Whether it's age, location, interests, or browsing history, personalization enhances engagement. Imagine a user receiving product recommendations based on their past behavior or location-specific offers triggered by geotargeting. Web analytics enables precision marketing, ensuring that the right message reaches the right person at the right time. It's no longer about generic mass communication; it's about creating meaningful connections through data-driven personalization.

In conclusion, web analytics is a powerful tool that enhances decision-making, maps the customer journey, optimizes conversion rates and enables personalized marketing. By leveraging data-driven insights, businesses can make informed decisions, optimize user experiences, increase conversion rates, personalize marketing messages, and demonstrate the commercial value of their digital marketing efforts. Web analytics has become essential in the dynamic landscape of digital marketing, enabling businesses to stay competitive and drive revenue and growth.

Chapter 3. CASE ANALYTICS: FBT SHOP APPLY THE DMAIC MODEL TO OPTIMIZE THE DIGITAL MARKETING

3.1. Define the Problem

- Setting the SMART goal:

Specific: Increase the commercial value of digital analytics by 25% within the next 3 months (July 1, 2023 - September 30, 2023) for FBT's website. This will be achieved through a two-pronged approach:

Increase conversion rates by 15%

Increase the ROI for digital marketing activities by 10%

Measurable: We will track the following KPIs (Key Performance Indicators) on a weekly, monthly and quarterly basis to measure progress:

Website Traffic: Unique visitors, session duration, bounce rate.

Customer Journey: Page views per visit, time spent on key pages.

Conversion Rate: Overall website conversion rate, conversion rates for specific goals purchases.

Digital marketing ROI: Return on Investment for each digital marketing channel, cost per acquisition (CPA)

Revenue: Total revenue generated from website

Achievable: The goals set are ambitious but achievable through an approach based on regular data analysis and focused implementation of identified strategies for timely improvement.

Realistic: This SMART goal directly aligns with the objective of increasing the commercial value of digital analytics by optimizing both customer journey and digital marketing strategies.

Improved Customer Journey and Conversion Rates: Identify and understand the behavior and needs of potential customers on the website by analyzing user behavior data from web analytics tools like Google Analytics.

Increase conversion rates by 15% by: Optimizing website navigation and user interface (UI) for a smoother user experience (UX).

Enhanced Marketing Strategy and ROI: Utilize web analytics data to evaluate the effectiveness of current marketing campaigns across various channels (SEO, SEM, Social Media, Email Marketing).

Increase the ROI for marketing activities by 10% by: Optimizing marketing budget allocation based on data-driven insights into channel performance.

Time-bound: The time frame is set for 3 months (July 1, 2023 - September 30, 2023), providing a clear deadline for achieving the desired outcome.

- **Identify Target Audience:** Conduct market research through surveys, social media listening, and competitor analysis tools to understand your ideal customer demographics, interests, and online behavior.

<div align="center">Table 1: Target Audience of FBT Shop</div>

Age	25-34	
Gender	61,2% Male, 38,8% Female	
Interest	Media & Entertainment/Gamers/Casual & Social Gamers	15K
	News & Politics/Avid News Readers	14K
	Media & Entertainment/Comics & Animation Fans	14K
	Shoppers	14K
Language	English (60%)	
Device Category	Mobile (90%), tablet (5%), desktop (5%)	
Income	Middle to upper-middle class	
Education	College degree or higher	
Country	Viet Nam	

- **Develop Buyer Personas:** Linh Dao

Table 2: Buyer Personas of FBT Shop

Demographic	**Age:** 32
	Sex: Female
	Live in Ho Chi Minh City
	Occupation: Marketing Manager
User Behaviors	As a tech-savvy professional, Linh constantly seeks the latest technological advancements, particularly in smartphones.
	Conducts online research on tech websites and social media. Reads reviews and comparisons of different phone models. Visit FBT Shop's website to browse products and promotions. Follow FBT Shop on social media for updates and announcements.
Needs	Up-to-date knowledge of tech trends. Competitive pricing and occasional promotions. Smooth shopping experience both online and in-store. Reliable warranty and after-sales support. Convenience and efficiency. Trustworthy brands and product quality. Professional and attentive customer service.

By understanding the needs and preferences of customers like Linh Dao, FBT Shop can position itself as a trusted retailer for high-quality technology products in Vietnam, delivering a convenient and satisfying shopping experience.

3.2. Measure and analyze phase

3.2.1. The first quarter of 2023
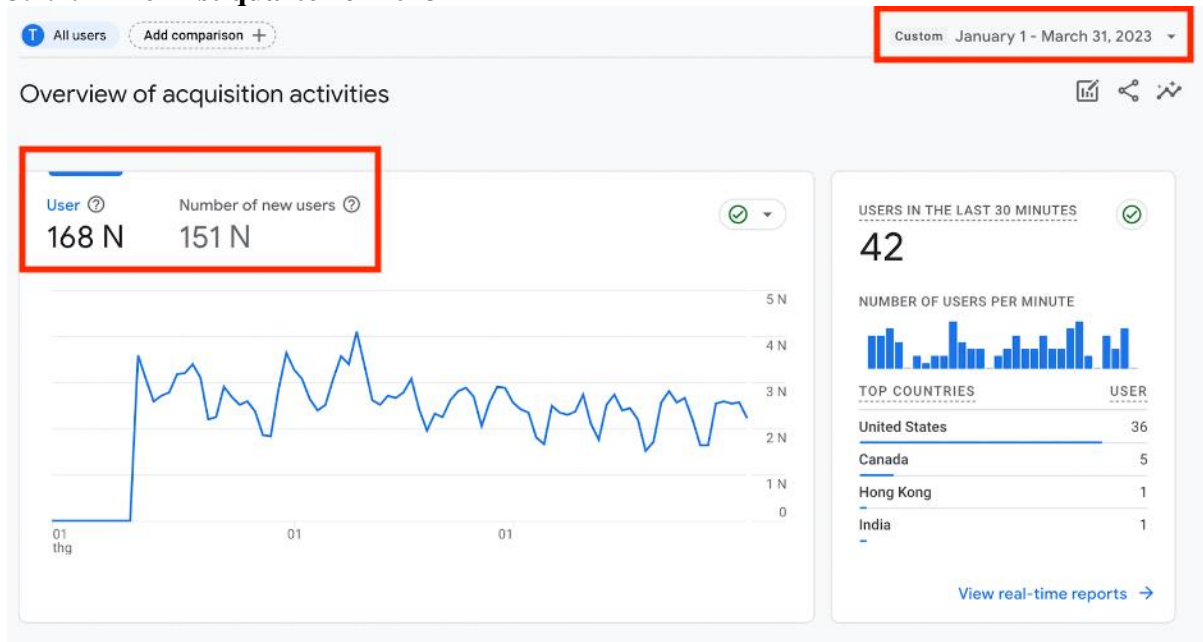
Figure 7: Overview of acquisition activities in the first quater of 2023 (Cre: GG Merchandise)
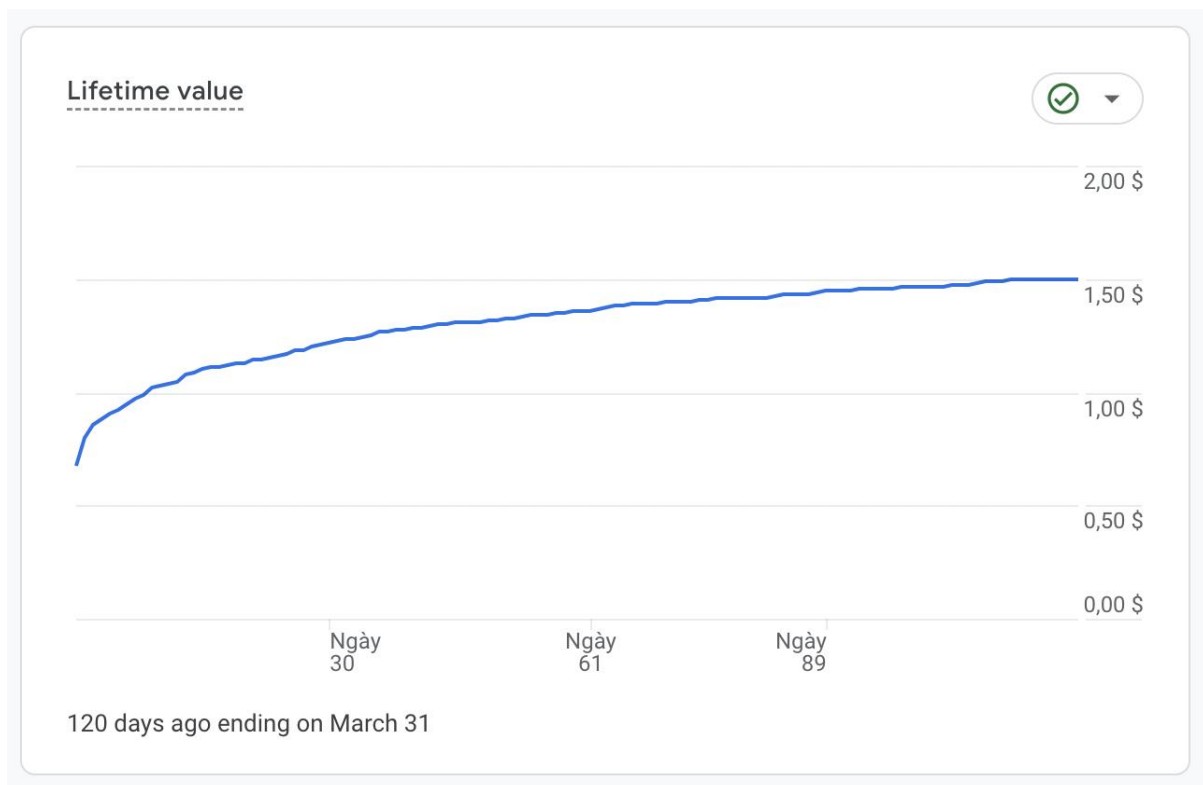
Figure 8: Lifetime value in the first quarter of 2023 (Cre: GG Merchandise)

Figure 9: Revenue in the first quarter of 2023 (Cre: GG Merchandise)

Figure 10: Total number of buyer in the first quarter of 2023 (Cre: GG Merchandise)

Data Analysis:

- Website traffic: The number of new users reached 151 thousand out of the total number of current users is 168 thousand.

- Conversion rate: The goal of increasing conversion rate to 15 % was not met, indicating that current strategies are not strong enough to drive user action.

- LifeTime Value (LTV): Increased from $0,67 to $1,50.

- Revenue: Reached $284 thousand.

- Number of paying customers: Total is 2,2 thousand, with 2,2 thousand being new customers.

3.2.2. The second quarter of 2023

Figure 11: Retention overview in the second quarter of 2023 (Cre: GG Merchandise)
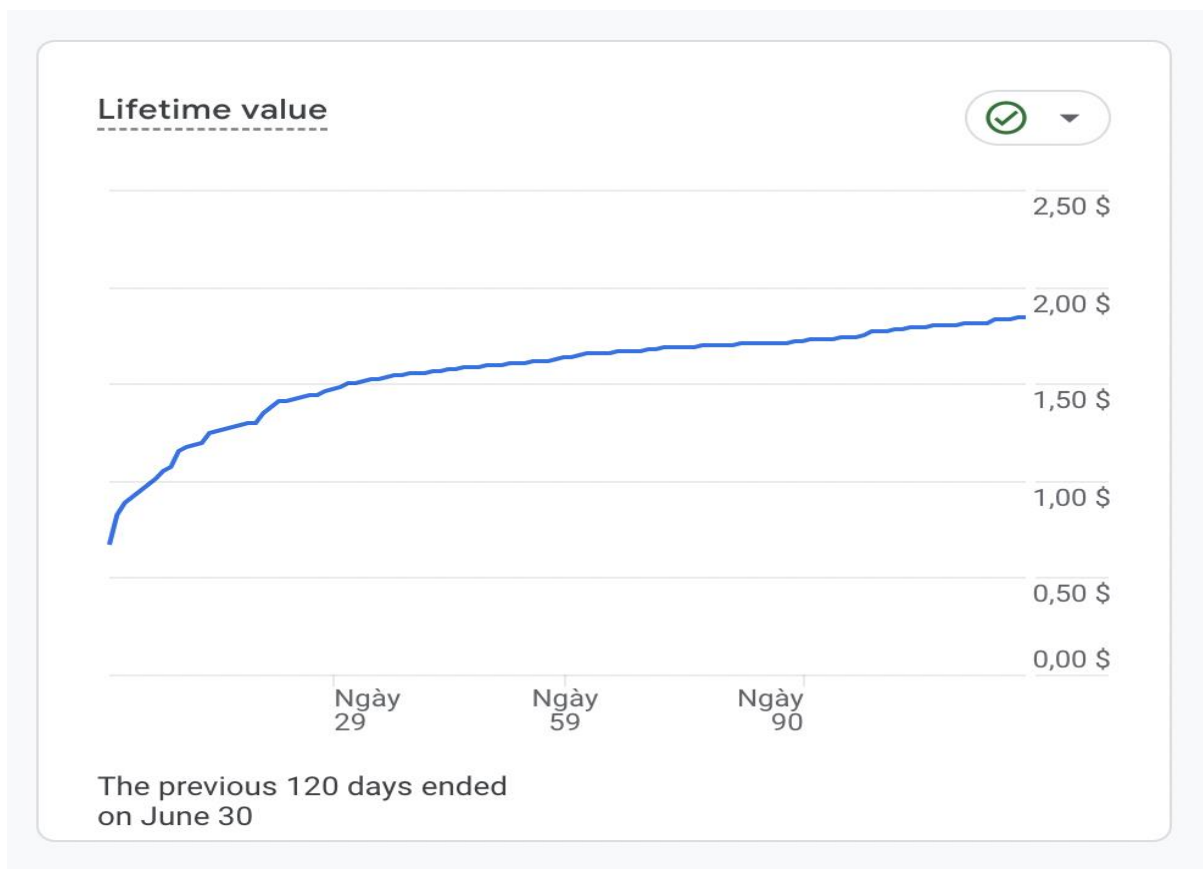
Figure 12: Lifetime value in the second quarter of 2023 (Cre: GG Merchandise)

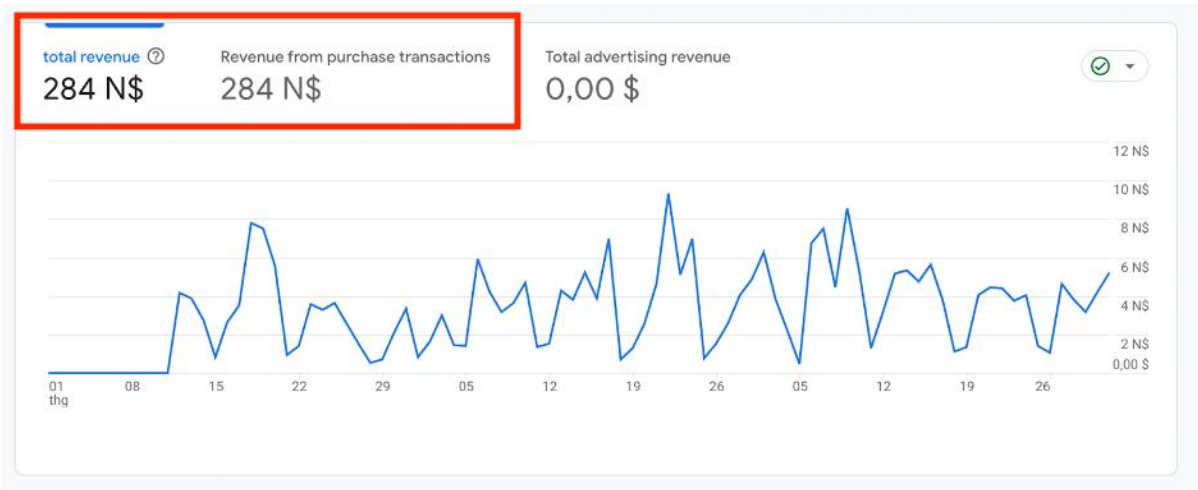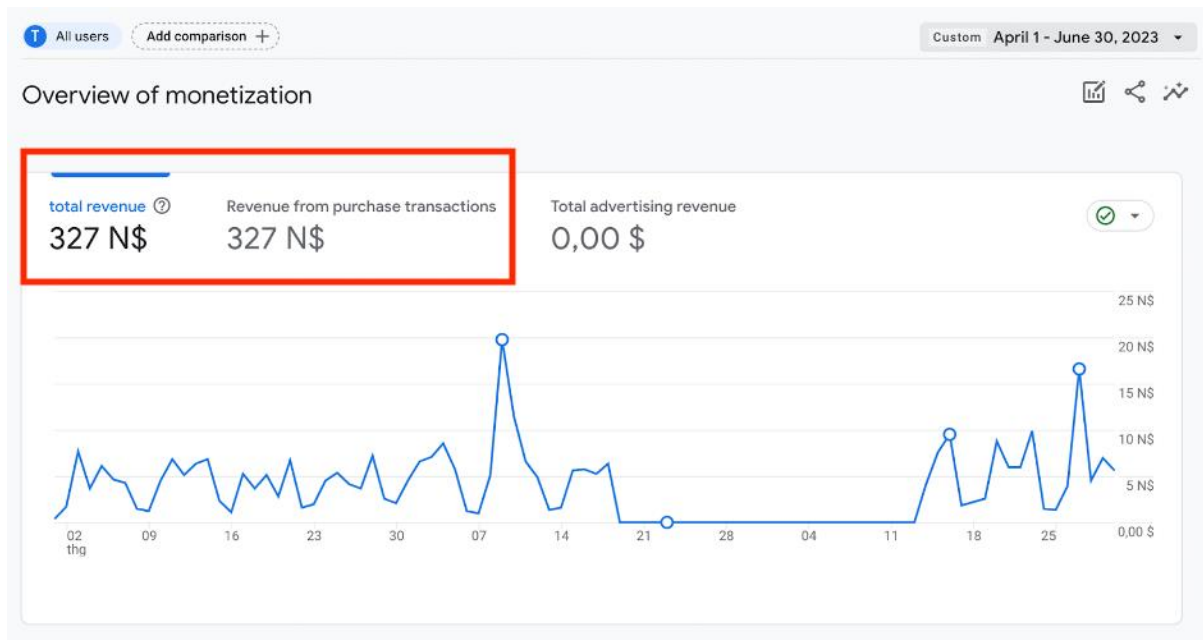**Figure 13: Overview of monetization in the second quarter of 2023 (Cre: GG Merchandise)**
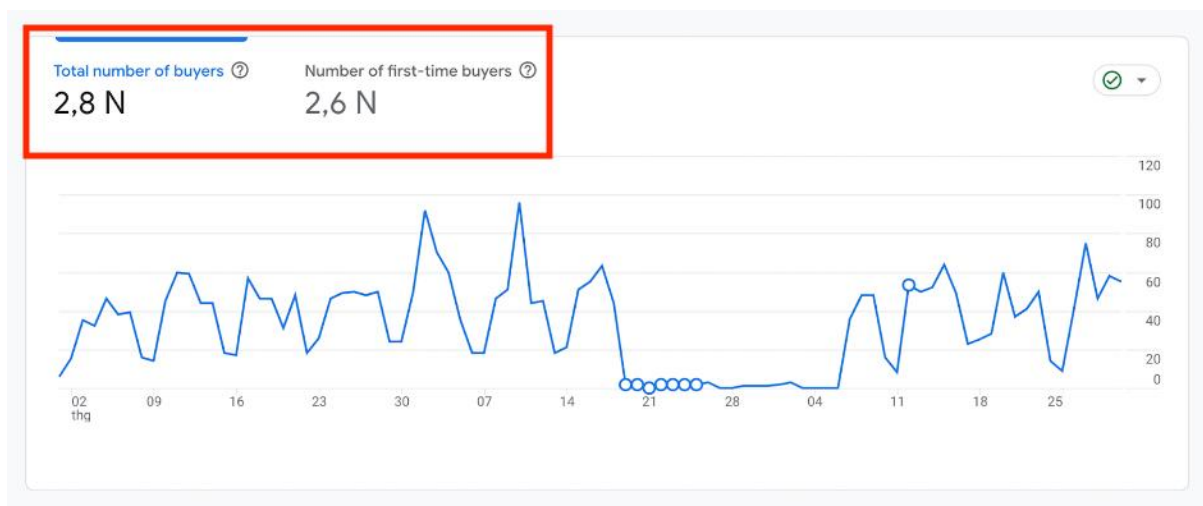
Figure 14: Total number of buyers in the second quarter of 2023 (Cre: GG Merchandise)

In the second quarter of 2023, from April 1 to June 30, FBT Shop implemented digital marketing strategies to optimize performance and enhance the commercial value of digital analytics. However, when compared with the results of the first quarter, from January 1 to March 31, the growth was not significant, indicating that adjustments and improvements are needed in subsequent strategies.

Data Analysis:

- Website traffic: The number of new users reached 183 thousand, while old users were 40 thousand. This difference shows that despite the increase in new traffic, customer retention rates need to be improved.

- Conversion rate: The goal of increasing conversion rate to 15% was not met, indicating that current strategies are not strong enough to drive user action.

- LifeTime Value (LTV): Increased from $0,76 to $1,84, a positive sign that customers are more valuable to the company.

- Revenue: Reached $327 thousand, not a significant increase from the previous quarter, reflecting the need to reevaluate marketing strategies and product offerings.

- Number of paying customers: Total is 2,8 thousand, with 2,6 thousand being new customers, showing that the company has the ability to attract new customers but needs to focus on converting them into paying customers regular money.

Analyze the cause of the problem

In the second quarter of 2023, FBT Shop did not witness significant growth compared to the first quarter. The main reason can be attributed to the lack of a suitable digital marketing plan and the lack of application of data analysis effective marketing strategy.

Some of reason in the second quarter FBT have a slightly growth from the first quarter:

- Lack of a Strategic Digital Marketing Plan: FBT Shop may not have identified a clear digital marketing strategy and specific goals to aim for, leading to the implementation of unfocused and ineffective campaigns.

- Not Applying Data Analytics: Not using analytical data to support decisions in digital marketing can be a major gap. Data analysis helps understand customer behavior and preferences, thereby optimizing campaigns to increase engagement and conversion rates.

- Lack of Personalization in Customer Approach: An effective digital marketing strategy must be based on personalizing the customer experience. If FBT Shop has not leveraged customer data to personalize messages and offers, they may miss the opportunity to create deeper interaction.

- Underestimating the Importance of SEO and Content: SEO and high-quality content are key to attracting and retaining customers. If FBT Shop does not focus on SEO optimization and providing engaging content, they may not be able to attract the desired amount of traffic.

To overcome these problems, FBT Shop needs to develop a comprehensive digital marketing plan, apply data analytics to every aspect of its marketing strategy, and focus on personalization and optimization of the experience user. This will help them better take advantage of opportunities in the third quarter and the following quarters, thereby promoting stronger growth.

There are also a number of other objective reasons that can affect the overall performance of FBT's digital marketing campaign such as:

-       Changes in Consumer Behavior: There may have been changes in consumer behavior that FBT Shop has not been able to recognize or react to promptly, leading to marketing campaigns that are no longer consistent with customers' needs and desires.

-       Increased Competition: Increased competition from competitors in the same industry may have attracted customers' attention and budgets, reducing the effectiveness of FBT Shop's marketing campaigns.

-       Not Updating New Technology: Failure to apply new and advanced technologies in digital marketing can cause FBT Shop to fall behind market trends, reducing its ability to attract and retain customers.

-       Limited Marketing Budget: If your digital marketing budget is cut or not allocated properly, this can limit your ability to launch effective advertising campaigns and invest in quality content.

-       Lack of Data Orientation: Not having a clear direction on the use of data for decision support can mean that marketing strategies are not based on evidence and accurate analysis.

-       Lack of Innovation: A lack of innovation and creativity in campaigns can cause marketing messages to become boring and fail to attract customers' attention.

-       Lack of Interaction and Feedback: If FBT Shop does not create enough opportunities for customers to interact and respond, they may lose the opportunity to improve and refine their strategy based on customer feedback.

3.3.   Improve phase

3.3.1. SWOT Analysis of FBT Shop

Strengths (S):

-       Excellent and highly skilled workforce: The employees of FBT Shop are young, dynamic, highly skilled, enthusiastic, and creative. Many of them hold international certifications such as CCNA, CCNP, CCIE in Cisco networking, and international certifications in server generations like MINI RS/6000, AS/400, SUN, HP.

-       Strong financial resources: FBT Shop has access to a large capital source (over 700 billion VND) and investment from the FBT Group, which enables easy technological advancements.

-       Modern technology: FBT Shop utilizes FBT.AI Conversation to create virtual assistants for sales consultation and automated responses to frequently asked questions on their e-commerce website and Facebook.

- Well-known brand: FBT Shop's parent company is a major distributor and importer of various phone brands in the Vietnamese market. Other retail chains rely on FBT Shop for their product supplies.

Weaknesses (W):

- Insufficient focus on online advertising: FBT Shop has not emphasized breakthroughs in online advertising and does not prioritize communication related to its products.

- Dependence on suppliers: FBT Shop does not directly produce its products but relies on suppliers. Without a proper strategy, there may be risks associated with supply chain disruptions, leading to product shortages for customers.

- Lack of innovative creativity: FBT Shop appears to be slow in adopting new technologies such as AI and VR, considering the continuous development in the technology industry.

- Inadequate integration of marketing optimization with web data analysis: The data collected by FBT Shop from Google Analytics primarily focuses on reporting revenue and website traffic, without fully leveraging the potential insights from that data.

Opportunities (O):

- Increasing demand: Vietnam's GDP is rapidly growing and consistently maintained at a high level, indicating improved living standards and higher incomes for the population. The expanding middle class is considered a primary factor driving the potential of the retail industry.

- Benefiting from digital transformation: The global wave of digital transformation with exponential growth during the 2019-2022 period, reaching over 16%, presents growth opportunities for FBT Shop. As businesses and individuals increasingly adopt digital technologies and platforms, FBT Shop can leverage this digital transformation to expand its customer base and increase its market share. The growing demand for digital products, services, and solutions creates a favorable environment for FBT Shop to offer a wide range of technological offerings to its customers.

- Market penetration opportunities: Vietnam's accession to the WTO opens up new opportunities for the FBT Group to enter international markets.

Threats (T):

\- Intense competition: Vietnam's WTO accession extends competition for FBT beyond domestic companies. The rapid growth towards liberalization and globalization of services has created fierce competition in the retail market, both nationally and internationally. Competitors include companies like Thegioididong, Viettel, and Viễn Thông A.

\- Competition from e-commerce channels: The emergence of e-commerce platforms such as Tiki, Lazada, Shopee has led to changing consumer purchasing behaviors due to the convenience they offer. This requires existing retailers to strengthen their online sales channels with better services to meet consumer demands.

\- Price volatility: Technology products experience rapid price fluctuations. This directly affects product distribution and FBT Shop's profitability.

3.3.2. Develop a Digital Marketing Plan

a. Optimize website for SEO:

\- **Making a SEO Plan for Website:** Making a SEO Plan for FBT Shop's website to optimize online visibility and drive organic traffic to enhance its digital presence.

Table 3: SEO Plan

MONTH	SEO ACTIVITIES	DETAILED	TARGETS
July	Research keywords related to FBT SHOP products	- Use keyword research tools - Analyze competitor keywords and select potential keywords	- Identify primary and secondary keywords - Competitor analysis
	Optimize website content (on-page SEO)	- Optimize titles, descriptions, and meta tags - Improve URL structure and use keywords naturally in content	- Improve keyword rankings - Increase website traffic
	Build quality links (off-page SEO)	- Contact relevant websites to build backlinks - Participate in online forums and communities to create natural links	- Enhance website reputation - Improve search rankings
August	Create quality content (blogs, product articles, user guides)	- Write and publish blog articles about new products - Update product manuals	- Increase traffic - Improve keyword rankings
	Implement Google Ads advertising campaign	- Plan and deploy advertising campaigns for key products - Optimize advertising based on feedback and data	- Increase conversion rate - Increase sale revenue
	Monitor and evaluate performance	- Use Google Analytics to track traffic and conversion rates - Analyze data and adjust content/advertisements	- Evaluate the effectiveness of content and advertising - Adjust strategy
September	Optimize your website for fast loading speed	- Test and improve page loading speed by reducing image size, removing unnecessary JavaScri	- Improve page load time

			- Increase user experience
Optimize user experience (UX)	- Redesigned the user interface for easier use - Improved content to increase interaction		- Increase user retention rate - Improve conversion rate
Re-evaluate results and adjust plans	- Use Google Analytics to analyze data - Organize meetings with the team to evaluate and plan adjustments		- Evaluate the effectiveness of SEO activities - Adjust plans based on results

- **Research target keywords:** Use Google Keyword Planner to identify keywords that are related to FBT products/services and have high search volume.

Analyze competitors to identify effective keywords.

Table 4: Keyword plan for SEO

KEYWORD	TITLE	LINK POST	POSTING SCHEDULE	POSTED ARTICLE LINK
Điện Thoại	Mua điện thoại chính hãng, giá rẻ tại FBT Shop So sánh điện thoại: [Tên điện thoại 1] vs [Tên điện thoại 2] Top 10 điện thoại tốt nhất 2024 [Tên thương hiệu] ra mắt điện thoại mới: [Tên điện thoại] Điện thoại nào tốt nhất cho [Mục đích sử dụng]?		**8/21/2023**	
Laptop	Laptop cho sinh viên: Nên mua loại nào? Top 5 laptop gaming tốt nhất 2024 Mua laptop cũ uy tín tại FBT Shop [Tên thương hiệu] ra mắt laptop mới: [Tên laptop] Laptop nào phù hợp cho công việc [Tên công việc]?		**8/23/2023**	
Macbook Air M1	Đánh giá Macbook Air M1: Chiếc laptop hoàn hảo cho mọi nhu cầu So sánh Macbook Air M1 vs Macbook Pro M2 Có nên mua Macbook Air M1 vào năm 2024? Macbook Air M1 - Laptop mỏng nhẹ, hiệu năng mạnh mẽ Cách sử dụng Macbook Air M1 hiệu quả nhất		**8/25/2023**	
Thinkpad	Thinkpad - Laptop doanh nghiệp bền bỉ, bảo mật cao Top 5 Thinkpad tốt nhất 2024 So sánh Thinkpad X1 Carbon vs Thinkpad X1 Yoga Có nên mua Thinkpad cũ?		**8/27/2023**	

	Thinkpad - Lựa chọn hoàn hảo cho công việc văn phòng			
Macbook Pro M2	Macbook Pro M2 - Laptop mạnh mẽ nhất của Apple Đánh giá Macbook Pro M2: Hiệu năng vượt trội So sánh Macbook Pro M2 vs Macbook Air M2 Có nên mua Macbook Pro M2 vào năm 2024? Cách sử dụng Macbook Pro M2 hiệu quả nhất	**8/29/2023**		
Điện Thoại Iphone	Mua iPhone chính hãng, giá rẻ So sánh iPhone 14 vs iPhone 13 Top 5 iPhone tốt nhất 2024 [Tên thương hiệu] ra mắt iPhone mới: [Tên iPhone] Điện thoại iPhone nào phù hợp cho bạn?	**8/31/2023**		
Điện Thoại 128gb Dưới 3 Triệu	Top 5 điện thoại 128GB dưới 3 triệu tốt nhất 2024 Điện thoại 128GB dưới 3 triệu: Nên mua loại nào? Mua điện thoại 128GB dưới 3 triệu ở đâu uy tín? So sánh [Tên điện thoại 1] vs [Tên điện thoại 2] (dưới 3 triệu) Điện thoại 128GB dưới 3 triệu: Đáp ứng nhu cầu cơ bản	**9/2/2023**		

- **Optimize website content:**

    Write SEO standard articles for main websites (homepage, product/service page, blog).

    Use title tags, meta description tags and heading tags (H1, H2, H3) appropriately.

    Optimize images and videos on the website.

- **Optimize page load speed:**

    Use tools like Google PageSpeed Insights to test how fast your pages load.

    Use CDN (Content Delivery Network) to distribute website content effectively.

- **Build quality backlinks:**

    Participate in forums and communities related to FBT's field of operation.

    Write guest posts on reputable websites.

    Exchange backlinks with other websites.

   b. **Adjust advertising content:**

- **Research the behavior and preferences of the target audience:**

    Use Google Analytics to collect data about website visitors' demographics, interests and behavior.

Conduct customer surveys to gather detailed information about their needs and wants.

Create attractive and relevant advertising content:

Use language and images appropriate to the target audience.

Highlight the benefits of FBT products/services clearly.

Use strong calls to action (CTA).

- **Use diverse advertising channels:**

Facebook Ads: Reach a large target audience with detailed targeting.

Google Ads advertising: Display ads on search results and related websites.

Banner advertising: Display ads on reputable websites.

c. **Enhance user experience:**

- **Design a beautiful and easy-to-use website interface:**

Use a scientific and intuitive website layout.

Use colors and fonts consistent with the FBT brand.

Make sure the website is compatible on all devices (desktop, mobile, tablet).

d. **Optimize digital marketing activities:**

- **Analyze the effectiveness of each advertising channel:**

Use Google Analytics and other data analysis tools to track the effectiveness of each advertising channel.

Identify effective advertising channels and invest more budget in these channels.

Create a digital marketing calendar to track and adjust activities across various digital marketing channels.

CAMPAIGN TYPE	PROJECT GOALS	July	August	September
Local Marketing				
Web Ads	Attract target customers and increase traffic to help increase conversion rates for the website	**Google Display Network:** Title: New July offer up to 20% off for new Samsung Galaxy Z Flip/Fold5! Description: Opportunity to own an Samsung Galaxy Z Flip/Fold5 at a preferential price in a short time! Image: Samsung Galaxy Z Flip/Fold5 image **Google Search Network:** Title: Buy genuine, cheap laptops at FBT Shop! Description: FBT Shop provides a variety of genuine, low-priced laptops to suit all needs.	**Google Display Network:** Title: Back to School Tech Essentials: Save Big at FBT Shop! Description: Get student ready for the new year with laptops, tablets, and accessories at unbeatable prices. Shop Now! **Google Search Network:** Title: Best Laptops for Students 2024 (FBT Shop Guide) Description: Find the perfect laptop for your studies with our comprehensive buying guide. Shop Now & Get Student Discounts!	**Google Display Network:** Title: Looking for a New Phone? Upgrade Now at FBT Shop! Description: Browse our latest selection of smartphones from top brands and enjoy free gifts with purchase. **Google Search Network:** FBT Shop: Free Installation & Set-Up on All TVs Description: Worried about setting up your new TV? We've got you covered. Shop TVs & Enjoy Free Installation!
Facebook Ads/Instagram Ads	Attract target customers and increase traffic to help increase conversion rates for the website	**Event:** Launches new products **New product:** Samsung Galaxy Z Flip/Fold5 **Title:** Samsung Galaxy Z Flip/Fold5 - New design, breakthrough camera **Description:** Pre-order Samsung Galaxy Z Flip/Fold5 today to receive special offers **Image:** Samsung Galaxy Z Flip/Fold5 image **Call to action:** Order now	**Event:** FBT Shop Back to School **Title:** Back to School Promotion - Up to 20% discount on laptops and tablets **Description:** Buy cheap laptops and tablets for students at FBT Shop **Images:** Images of laptops and tablets **Call to action:** See the promotion now	**Event:** Customer appreciation program **Title:** Customer appreciation - Give away a 10% discount voucher **Description:** Thank you for accompanying FBT Shop. Receive a 10% discount voucher for your next purchase **Image:** Image of discount voucher **Call to action:** Shop now

Social Media				
Facebook	Create brand awareness, maintain a relationship with customer	14/7: Introducing new products Title: "FBT Shop chính thức mở bán Samsung Galaxy Z Flip/Fold5 - Siêu phẩm công nghệ 2023" 20-25/7: Increase sales of Samsung products **Topic:** Rotation Luck **Content:** For each invoice that includes a Samsung product, customers will immediately receive a lucky draw with a chance to win gifts worth up to 2,50,000 VND including: teddy bears, cases, keychains, headphones bluetooth,…	1-15/8: **Topic:** Back to School **Content:** Attractive promotions for laptops, tablets, and phones suitable for students. Preferential combo packs for essential products for the back-to-school season. Share good tips and tricks for choosing the right equipment for each customer and their needs. Organize interactive minigames and quizzes with attractive prizes.	2/9: Focus on promotion "FBT Shop đồng hành cùng bạn - Ưu đãi bùng nổ 2/9" - Using hastag "#FBT_Shop #Quốc_khánh #Sale_2/9" Daily post image, video, inforgraphic about the product of FBT shop 5-8/9: The promotional campaign focuses on college students **Topic:** COLLEGE AREA 2023 WITH FBT SHOP **Content:** For university students to experience and access new technology features in the COLLEGE AREA at the FBT store. Get an immediate 30% discount on any bill over 1,000,000 VND when attached with a student card.
Instagram	Build trust from customer and create communities to interact with customers	14/7: Introducing new products Title: "FBT Shop chính thức mở bán Samsung Galaxy Z Flip/Fold5 - Siêu phẩm công nghệ 2023" 20-25/7: Increase sales of Samsung products **Topic:** Rotation Luck **Content:** For each invoice that includes a Samsung product, customers will immediately receive a lucky draw with a chance to win gifts worth up to 2,50,000 VND including: teddy bears, cases, keychains, headphones bluetooth,…	1-15/8: **Topic:** Back to School **Content:** Attractive promotions for laptops, tablets, and phones suitable for students. Preferential combo packs for essential products for the back-to-school season. Share good tips and tricks for choosing the right equipment for each customer and their needs. Organize interactive minigames and quizzes with attractive prizes.	2/9: Focus on promotion "FBT Shop đồng hành cùng bạn - Ưu đãi bùng nổ 2/9" - Using hastag "#FBT_Shop #Quốc_khánh #Sale_2/9" Daily post image, video, inforgraphic about the product of FBT shop
Online				
Blog	Increase brand awaness, increase traffic for website	4 posts/month: Compare the Samsung Galaxy Z Flip/Fold5 camera with the Iphone 14 camera How to keep the maximum battery capacity on iPhone always 100% Applications help your phone free up space Instructions for unlocking iPhone with Apple Watch	4 posts/month: What to do when you discover your phone is lost Phone lines with the longest battery life today Night photography tips for Iphone Laptops suitable for office workers	4 posts/month: How to connect headphones for all types of devices The most worth buying smart watches How to view history on web browsers Fix the problem of the phone freezing and not being able to turn off the power

		Product introduction: Phone: Samsung Galaxy Z Flip/Fold5, Samsung Galaxy Z Flip4, Xiaomi 13 Pro Laptop: MacBook Air M2, Dell XPS 13 Plus, Asus Vivobook Pro 14X OLED Tablet: iPad Air 5, Samsung Galaxy Tab S8 Ultra, Lenovo Yoga Tab 13 **Promotion:** Up to 20% discount on phone, laptop, and tablet products Offer free gifts for new products Free shipping nationwide	**Event:** FBT Shop Back to School - Promotion for students FBT Shop Tech Day - Experience the latest technology **Promotion:** Up to 30% discount on technology accessories products Buy 1 get 1 free for Bluetooth headphones and speakers 0% interest installment payments for all products	**Customer appreciation program:** Give discount vouchers to loyal customers Draw to win valuable gifts **Promotion:** Up to 50% discount on used phones, laptops, and tablets Liquidation of technology accessories at cheap prices Shop online to receive special offers
Email Newsletter	Build and maintain relationships with potential and current customers			
Web				
SEO	Increase traffic thereby increasing conversions and building trust with customers	Identify target keywords and keyword phrases, update content on website and track and analyze SEO performance.	Website optimization such as page loading speed, create SEO-friendly content as well as an SEO-friendly website structure and track and analyze SEO performance	Enhance backlinks, optimize user experience on all platforms and track and analyze SEO performance

e. Campaigns that FBT deployed in the third quarter:

- FBT shop creates useful blogs to increase website traffic.

Figure 15: Blog Comparing Samsung Galaxy Z Flip5 and iPhone 14 posted on FBT's website (Cre: FPT Shop)

Figure 16: Banner of FBT Shop for promotion Back to School (Cre: FPT Shop)

Figure 17: Banner promotion of FBT Shop on September 2nd (Cre: FPT Shop)

3.4.   Control phase

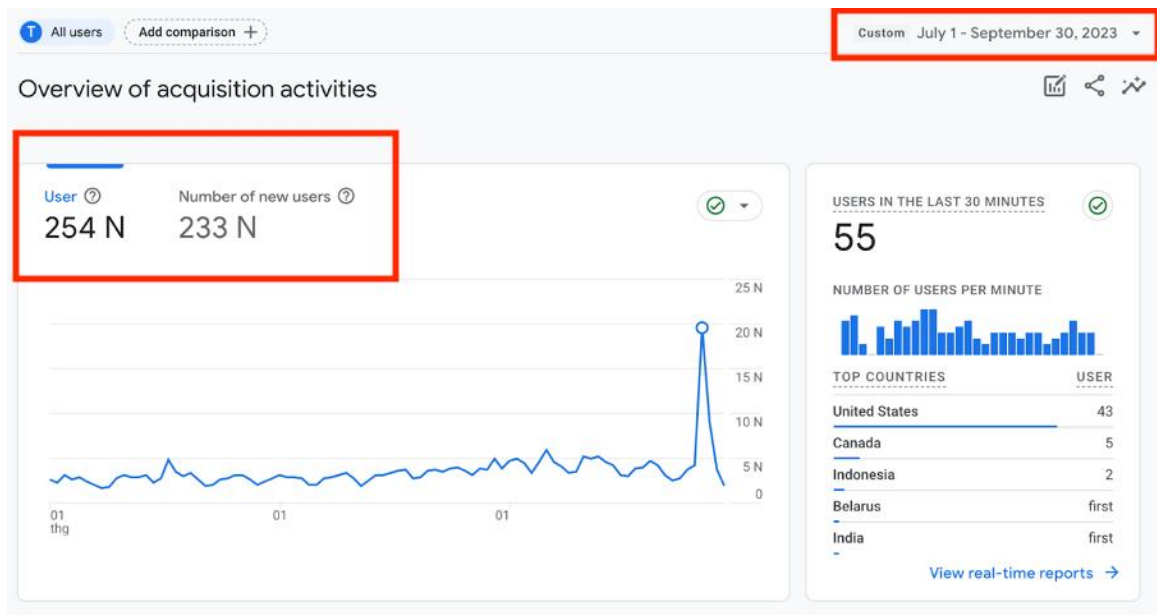### 3.4.1. Result in the third quarter of 2023

Figure 18: Overview of acquisition activities in the third quarter of 2023 (Cre: GG Merchandise)
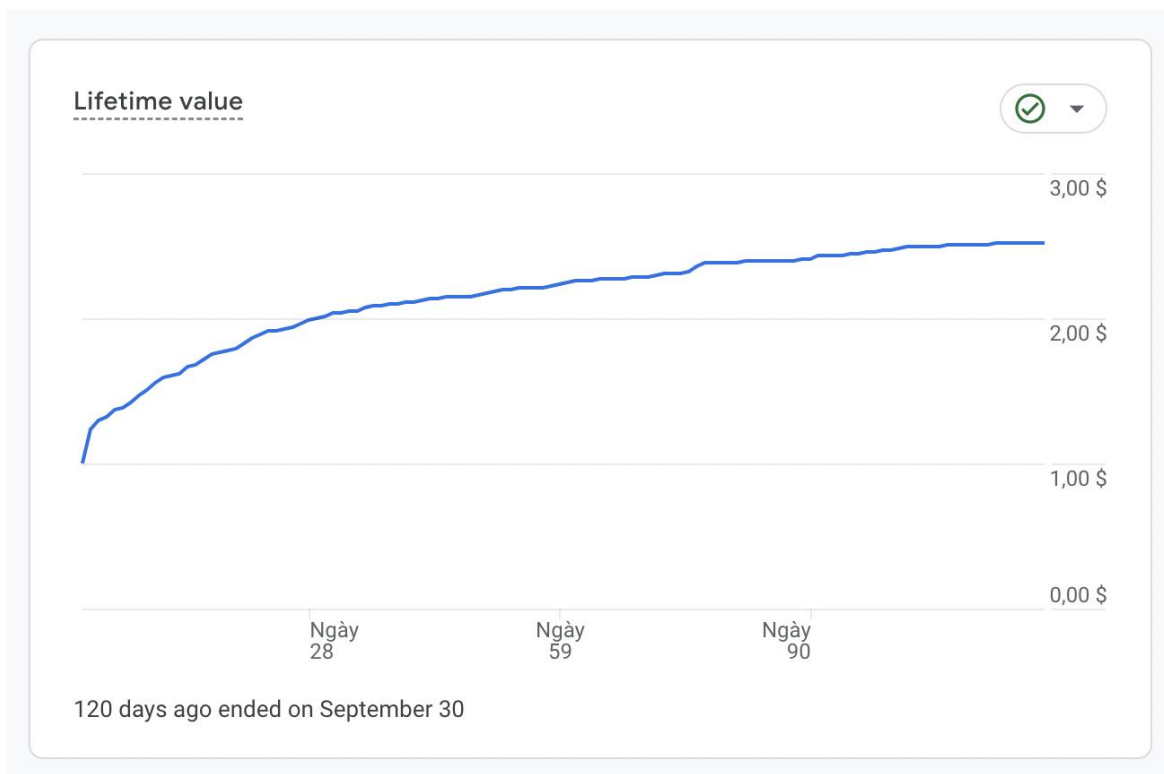
Figure 19: Lifetime value in the third quarter of 2023 (Cre: GG Merchandise)
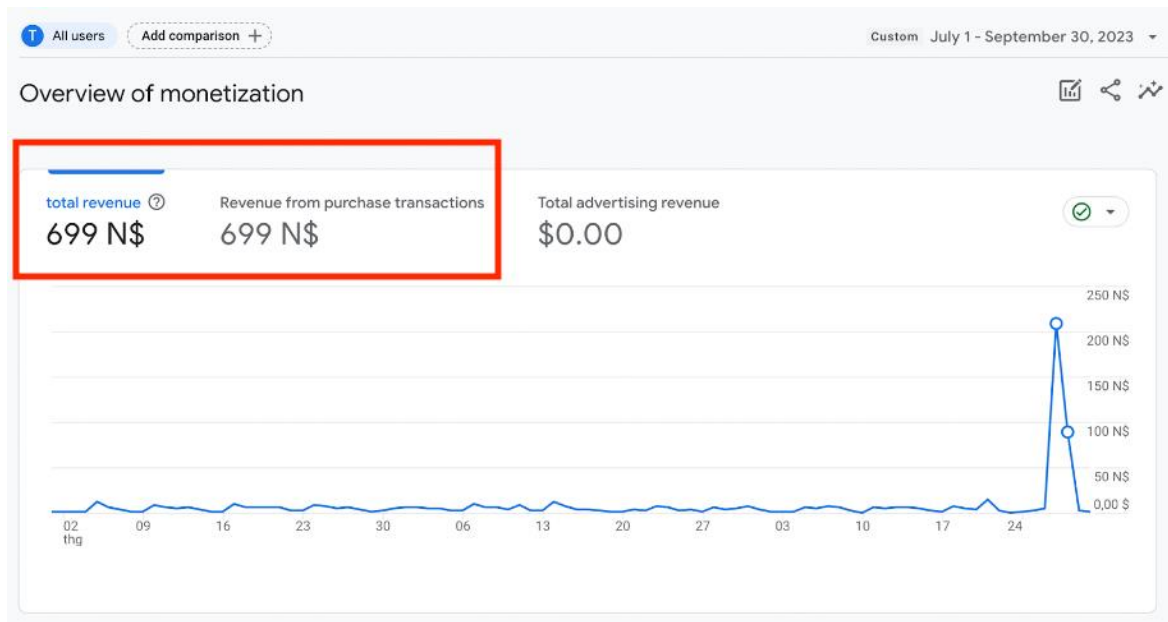
Figure 20: Overview of monetization in the third quarter of 2023 (Cre: GG Merchandise)
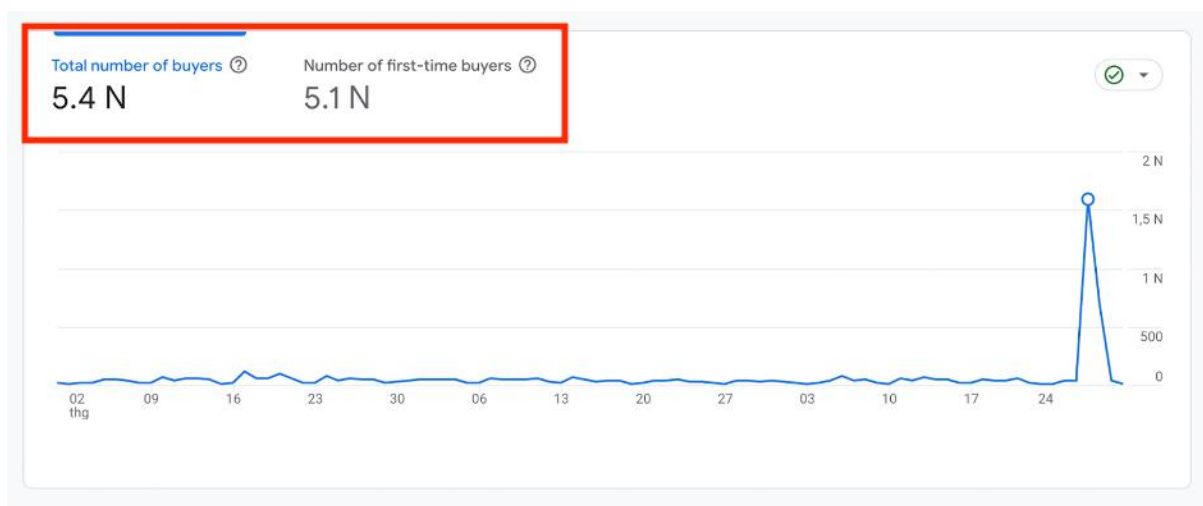
Figure 21: Total number of buyers in the third quarter of 2023 (Cre: GG Merchandise)

Data Analysis

- Website traffic: In the third quarter, there was a strong growth in the number of new visitors, an increase of 50,000 users in 3 months compared to the previous quarter. This proves that digital marketing campaigns have successfully attracted new users to visit the website.

- Conversion rate: 5,4K/47K*100=12%, compared to the initial target of 15%, PBT Shop has almost achieved the target

- LifeTime Value (LTV): The chart shows a positive signal when the average customer lifetime value tends to increase from 1,000 USD in the first 30 days, to 2,000 USD after the next 60 days and reaches nearly 3,000 USD in the last 60 days. This increase can come from

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many factors such as increased consumer demand, effective promotions, customers purchasing more advanced products/services or returning to purchase multiple times.

- Revenue: Revenue from purchase transactions increased dramatically compared to the second quarter, revenue from purchases in the third quarter reached $699, doubling from $327. This is a great success of the marketing campaign, showing its effectiveness in attracting customers and successfully stimulating shopping demand.

- Number of paying customers: The total number of buyers in the third quarter doubled compared to the second quarter, specifically an increase of 2,6 thousand people buying products on the website. The company's marketing strategies are very good at attracting new customers to buy products, but there is still a need to improve promotions or increase membership value to build loyal customers to help increase profits for the company.

In summary, the third quarter saw a significant boost in website performance across several key metrics. Digital marketing campaigns successfully attracted new users, with website traffic experiencing a 50,000 user increase compared to the previous quarter. This influx of new visitors translated into impressive revenue growth. Purchase revenue doubled to $699,000 compared to the second quarter. Additionally, the number of paying customers saw a remarkable rise, with 2,600 new buyers joining the fold.

While customer acquisition efforts were highly successful, there's room for improvement in customer retention. The data reveals an upward trend in Lifetime Value (LTV) – increasing from $1,000 to nearly $3,000 over a 90-day period. This suggests potential for further growth through strategies like targeted promotions, loyalty programs, or upselling higher-tier products or services. Overall, the third quarter demonstrates the effectiveness of marketing campaigns in attracting new customers and driving sales. However, focusing on building customer loyalty can further enhance profitability in the long run.

3.4.2. Some strategies to improve and maintain FBT's performance

- Customer retention:

Customer loyalty program: Provide incentives, accumulate points to redeem gifts, and thank loyal customers. For example: discount on next purchase, birthday gift, free shipping.

Personalize experience: Send emails and messages according to customers' preferences and shopping behavior. For example, recommending products related to products customers have purchased, recommending new products based on search history.

Improve customer service: Quick support, answer questions, and resolve complaints effectively. For example: 24/7 online consultation, live chat on the website, support hotline.

- **Optimize marketing campaigns:**

Data analysis: Track the effectiveness of each campaign, identify strengths and weaknesses. For example, use Google Analytics to track visits, conversion rates, and bounce rates.

A/B testing: Compare the effectiveness of two different versions of an ad to find the more effective one. For example, test two different ad headlines to see which one gets more clicks.

Personalize ads: Display ads that match each user's interests and behavior. For example, display ads for products that users have viewed on the website.

- **Multi-channel development:**

Combine online and offline channels: Increase coverage, reach more customers. For example: online sales combined with traditional stores, combining livestream sales models to increase revenue.

Expand to new channels: Catch up with trends, reach new markets. For example: selling on social networks, developing mobile applications.

- **Improve website quality:**

Optimize page loading speed: Helps the website load faster, improving user experience.

Interface: Beautiful website design, easy to use, suitable to customer tastes.

Content: Provide useful, attractive content related to products/services.

- **Evaluate and adjust strategy:**

Track effectiveness: Use measurement tools to continue tracking the effectiveness of each strategy. For example, use Google Analytics to track the effectiveness of your marketing campaign.

Update new trends: Always update the latest trends in marketing and business.

Chapter 4.   CONCLUSION

4.1.   Summary of the research objectives and key findings

The main research objective of this study is to enhance the commercial value of web analytics through effective utilization of web analytics to optimize digital marketing strategies. To achieve the overall research objective, we will analyze specific research objectives based on the case study of FBT Shop introduced above. Firstly, identify and understand the behavior and needs of potential customers on the web, thereby identifying shortcomings in the customer journey to provide optimization solutions. Additionally, personalize the user experience to increase conversion rates and attract customers. Secondly, optimize your digital marketing strategy by using web analytics data to evaluate the effectiveness of marketing campaigns, optimize marketing strategies based on customer behavior and preferences, and increase your marketing ROI. From there, improve operational efficiency in using web analytics data to enhance business performance.

The key findings of the research include:

- **Analysis of customer behavior on the web:** The study identified and understood the behavior and needs of potential customers on the web. This has helped FBT Shop identify shortcomings in the customer journey and provide optimization solutions to improve customer experience and increase conversion capabilities.

- **Personalization of user experience:** To increase conversion rates and attract customers, FBT Shop implemented a user experience personalization strategy. This has helped increase interaction and attractiveness for customers, enhancing conversion rates and generating higher commercial value.

- **Optimization of digital marketing strategies:** Using web analytics data, FBT Shop evaluated the effectiveness of marketing campaigns and optimized marketing strategies based on customer behavior and preferences. This has contributed to improving marketing ROI and achieving better business performance.

- **Improvement of operational efficiency:** By effectively utilizing web analytics data, FBT Shop improved organizational operational efficiency in using data to enhance business performance. This has led to increased effectiveness and positive outcomes.

4.2. Answering the research questions

During our extensive research and analysis, our team has distilled valuable insights and drawn detailed answers for the report, thereby expanding our knowledge and shaping the digital marketing strategy for FBT Shop, based on SWOT analysis and the development of a systematic digital marketing plan.

RQ1: How does website analysis help increase commercial value in digital analysis?
Website analysis is a crucial tool in digital technology, helping businesses gain a deeper understanding of online customer behavior. By utilizing data from website analysis, businesses can:

- **Identify and understand customers:** Analyzing user behavior on the website helps determine the content and products they are most interested in, thus enabling businesses to focus on providing exactly what customers need.

- **Optimize user experience:** Website analysis allows businesses to monitor and improve elements such as page loading speed, interface design, and content structure, creating a smooth and user-friendly experience.

- **Enhance content strategy:** Analytical data helps identify topics and content types that generate high engagement, aiding businesses in developing smarter and more effective content strategies.

- **Improve conversion rates:** Website analysis helps identify key conversion points and issues that hinder the conversion process, allowing businesses to optimize procedures and increase conversion rates.

RQ2: What is special before and after the application of website analysis by a company?
Before applying website analysis, many companies often rely on inaccurate assumptions about customer behavior and the effectiveness of marketing campaigns, potentially leading to investment in less effective strategies. After applying website analysis, a company can:

- **Measure campaign effectiveness:** Companies can accurately track the effectiveness of each marketing campaign, thereby evaluating ROI (Return on Investment) and adjusting strategies accordingly.

- **Detect and resolve issues quickly:** Website analysis helps companies identify technical or content issues that may affect user experience and sales, enabling quick resolution.

- **Optimize advertising budget:** Data from website analysis helps companies target advertisements more precisely, optimizing the budget and enhancing advertising effectiveness.

RQ3: Which digital marketing campaigns will this company apply?

To address RQ3, here's a comprehensive response covering the SWOT Analysis of FBT Shop and the development of a Digital Marketing Plan:

SWOT Analysis of FBT Shop:

- **Strengths:** FBT Shop has established a strong retail presence with a focus on digital products. Their commitment to quality and customer experience, backed by ISO 9001:2000 certification, sets them apart.
- **Weaknesses:** Details are not specified, but typically, weaknesses could include limited market penetration or reliance on a narrow product range.
- **Opportunities:** Expansion into new markets or diversifying product offerings could be significant opportunities for growth.
- **Threats:** Competition from other tech retailers and rapid technological changes pose threats to FBT Shop's market position.

Digital Marketing Plan:

- **Optimize Website for SEO:**

  Research target keywords using tools like Google Keyword Planner and analyze competitors to identify effective keywords.

  Optimize website content with SEO standard articles, appropriate use of tags, and optimized images and videos.

- **Optimize Page Load Speed:** Utilize Google PageSpeed Insights to evaluate and improve page load times

  Implement a CDN to distribute content effectively.

- **Build Quality Backlinks:**

  Engage in forums and write guest posts on reputable websites to gain backlinks.

- **Adjust Advertising Content:**

  Analyze target audience behavior using Google Analytics and conduct surveys to tailor advertising content.

  Utilize various advertising channels like Facebook Ads, Google Ads, YouTube, and banner ads for broader reach.

- **Enhance User Experience:**

Design an intuitive and aesthetically pleasing website interface that aligns with the FBT brand and is responsive across all devices.

- **Optimize Costs for Digital Marketing Activities:**

Track the effectiveness of each advertising channel with analytics tools to allocate budget efficiently

4.3. Contributions and limitations of the topic

4.3.1. Contribution of the topic

The topic of using web analytics for digital marketing optimization and increasing commercial value provides several contributions to the field:

- **Practical Insights:** The topic offers practical insights into leveraging web analytics tools, particularly Google Analytics, to gain a competitive edge in the digital marketing landscape. It emphasizes the importance of understanding user behavior, website performance, and marketing campaign effectiveness through data analysis.

- **Optimization Strategies:** By exploring the connection between web analytics and digital marketing optimization, the topic provides businesses with strategies to refine their marketing efforts. This includes improving user experience, increasing customer engagement, and ultimately driving higher conversion rates and sales revenue.

- **Comprehensive Understanding**: The topic aims to provide a comprehensive understanding of the process and benefits of integrating web analytics and digital marketing. It offers valuable knowledge on how businesses can use web analytics data to optimize their marketing strategies and enhance overall commercial value.

- **Case Study:** The selection and description of the specific case study, FBT Shop, adds practicality to the topic. By examining FBT Shop's journey in using web analytics to increase commercial value, readers gain real-world insights and learn from a tangible example.

4.3.2. Limitations of the topic

While the topic provides valuable contributions, it also has certain limitations:

- **Generalizability:** The specific case study of FBT Shop might have unique characteristics and circumstances that may not directly apply to all businesses or industries. The findings and strategies discussed may require adaptation to suit different contexts.

- **Evolving Nature:** The digital marketing and web analytics landscape continually evolve, with new tools, techniques, and trends emerging over time. The topic's content is based on the knowledge available up until September 2021, and some information might have become outdated or less relevant.

- **Technical Expertise:** Implementing web analytics and optimizing digital marketing strategies require a certain level of technical expertise and resources. Small businesses or organizations with limited resources may face challenges in fully leveraging web analytics tools and implementing the recommended strategies.

- **Data Privacy and Ethics:** The topic focuses on utilizing web analytics data to enhance marketing efforts. However, it is essential to consider data privacy regulations and ethical considerations when collecting, analyzing, and utilizing user data for marketing purposes.

Despite these limitations, the topic serves as a valuable starting point for businesses and marketers interested in leveraging web analytics to optimize their digital marketing efforts and increase commercial value. It provides insights, strategies, and a practical case study that can inform decision-making and drive positive outcomes in the digital realm.

4.4. Implications for practitioners and next direction of research

4.4.1. Implication for practitioners

The findings of this research have several implications for practitioners in the field of digital marketing and web analytics. By understanding and implementing the following recommendations, practitioners can enhance their digital marketing efforts and optimize the commercial value of their businesses:

- **Emphasize the Importance of Web Analytics:** Practitioners should recognize the significance of web analytics in gaining valuable insights into user behavior, website performance, and marketing campaign effectiveness. By investing in web analytics tools, businesses can collect and analyze data to make informed decisions and drive optimization strategies.

- **Utilize Data-Driven Decision Making:** Businesses should adopt a data-driven approach to decision making. By leveraging web analytics data, practitioners can identify patterns, trends, and customer preferences, enabling them to tailor their marketing strategies accordingly. Data-driven decision making leads to more targeted and effective marketing campaigns, resulting in increased customer engagement and conversion rates.

- **Optimize Customer Experience:** Web analytics data provides insights into the customer journey and interaction with the website. Practitioners should focus on optimizing the customer experience by analyzing user behavior, identifying pain points, and implementing improvements. By enhancing website usability, personalizing content, and streamlining the conversion process, businesses can increase customer satisfaction and retention.

- **Continuously Monitor and Evaluate Marketing Campaigns:** Web analytics enables practitioners to track and measure the performance of their marketing campaigns. By regularly monitoring key metrics such as click-through rates, conversion rates, and customer acquisition costs, businesses can assess the effectiveness of their marketing efforts. This allows for data-driven adjustments and optimization of marketing strategies to maximize ROI.

- **Integrate Web Analytics with Digital Marketing Strategies:** Practitioners should integrate web analytics into their overall digital marketing strategies. By aligning web analytics insights with marketing objectives, businesses can develop targeted campaigns, optimize channels, and allocate resources effectively. This integration ensures that marketing efforts are data-informed, leading to improved results and commercial value.

4.4.2. Next Direction of Research

While this research provides valuable insights into the integration of web analytics and digital marketing optimization, there are several areas that warrant further investigation. The following directions for future research can contribute to a deeper understanding of the subject:

- **Advanced Analytics Techniques:** Future research can explore advanced analytics techniques, such as predictive analytics and machine learning, to extract deeper insights from web analytics data. By leveraging these techniques, practitioners can gain predictive capabilities, enabling them to anticipate customer behavior and optimize marketing strategies proactively.

- **Cross-Channel Analytics:** As digital marketing channels continue to expand, there is a need to understand the cross-channel impact on customer behavior and conversion rates. Future research can focus on integrating and analyzing data from multiple channels, including social media, email marketing, and paid advertising, to uncover valuable cross-channel insights and optimize marketing efforts accordingly.

- **Privacy and Ethical Considerations:** With increasing concerns about data privacy and ethical practices, future research should address the challenges and implications of web analytics in a privacy-conscious environment. Exploring methods for ethical data collection, ensuring user consent, and maintaining data security will be crucial for businesses to navigate the evolving landscape of web analytics.

- **Industry-Specific Applications:** The application of web analytics and digital marketing optimization can vary across industries. Future research can delve into industry-specific case studies to understand the unique challenges and opportunities in different sectors. This will provide tailored insights and strategies for practitioners in specific domains.

Long-Term Impact and Sustainability: It is essential to investigate the long-term impact of integrating web analytics and digital marketing optimization on businesses' sustainability and growth. Future research can explore the sustained effects of optimization strategies, customer retention, and lifetime value to assess the overall commercial value generated over an extended period.

By exploring these research directions, practitioners and researchers can continue to advance the field of web analytics and digital marketing optimization, driving innovation and improving business outcomes in the ever-evolving digital landscape.

4.5. Final thoughts on the commercial value of digital analytics and its role in digital marketing optimization

In conclusion, digital analytics plays a crucial role in optimizing digital marketing efforts and increasing the commercial value of businesses. By leveraging web analytics tools and data, companies can gain valuable insights into user behavior, website performance, and the effectiveness of marketing campaigns. These insights enable businesses to make informed decisions and refine their digital marketing strategies to drive success in the digital realm.

One of the key benefits of digital analytics is its ability to provide a comprehensive understanding of potential customers. By analyzing user behavior and needs on the web, businesses can identify weaknesses in the customer journey and develop optimal solutions to

enhance customer experience. Personalizing the user experience based on web analytics data can significantly increase conversion rates and attract more customers.

Furthermore, digital analytics allows businesses to evaluate the effectiveness of their marketing campaigns. By tracking metrics such as click-through rates (CTR), conversion rates (CR), and average order value (AOV), companies can measure the success of their marketing efforts and make data-driven decisions to optimize their strategies. This leads to improved return on investment (ROI) and higher marketing efficiency.

Digital analytics also contributes to improving operational efficiency. By utilizing website analytics data, businesses can identify areas for improvement, optimize business processes, and enhance overall performance. For example, understanding customer preferences through web analytics can help businesses tailor their offerings and marketing messages to better meet customer needs, leading to increased customer satisfaction and loyalty.

In the case of FBT Shop, the integration of web analytics and digital marketing optimization has been instrumental in achieving their growth objectives. By conducting an in-depth SEO audit, developing a targeted content strategy, and implementing marketing campaigns based on web analytics insights, FBT Shop successfully revitalized its online sales platform and enhanced its digital presence. This resulted in increased online traffic, higher conversion rates, and ultimately, a boost in commercial value.

Overall, the commercial value of digital analytics lies in its ability to provide actionable insights, drive marketing optimization, and improve business performance. By harnessing the power of web analytics, businesses can stay ahead in the competitive digital landscape, deliver exceptional customer experiences, and achieve their growth objectives effectively. Embracing digital analytics as a core component of digital marketing strategies is essential for businesses looking to thrive in today's digital-driven world.

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