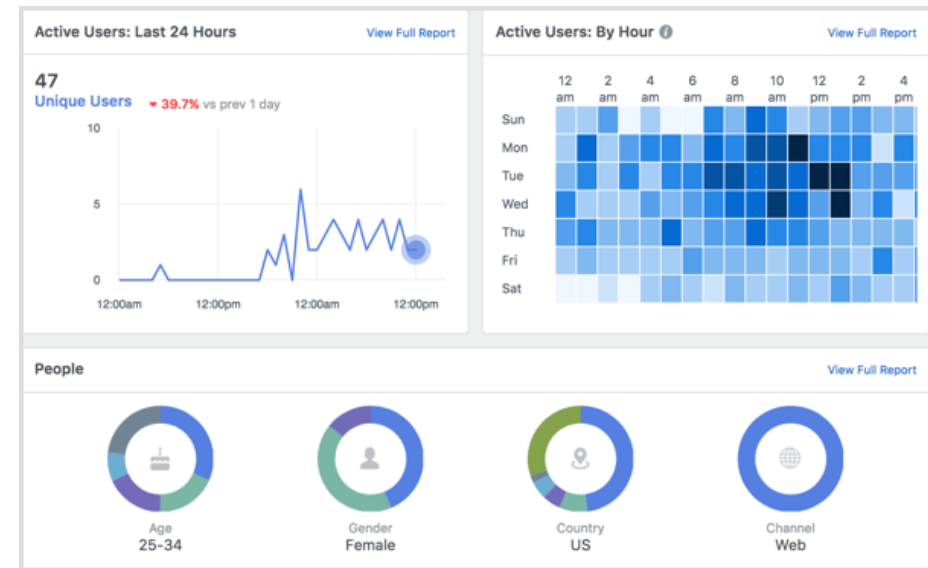


# Unit-5

- Website Analytics
  - What is Website Analytics
  - Data Sources
  - Web Analytics terms
  - Importance
  - Process
- Google Analytics
- Recent trends in Digital Marketing



# WEBSITE ANALYTICS

- Web analytics is the collection, reporting, and analysis of website data.
- The focus is on identifying measures based on your organizational and user goals and using the website data to determine the success or failure of those goals and to drive strategy and improve the user's experience.

# WEBSITE ANALYTICS

- However, Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website.
- Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns.
- It helps one to estimate how traffic to a website changes after the launch of a new advertising campaign.
- Web analytics provides information about the number of visitors to a website and the number of page views.
- It helps gauge traffic and popularity trends which is useful for market research.

# WEBSITE ANALYTICS

fiserv.

## *What is Web Analytics?*

*Web analytics encompasses the collection, measurement, analysis, visualization and interpretation of digital data illustrating user behavior on websites, mobile sites and mobile applications.*



*Visit Website/  
app*



*Collect Data*



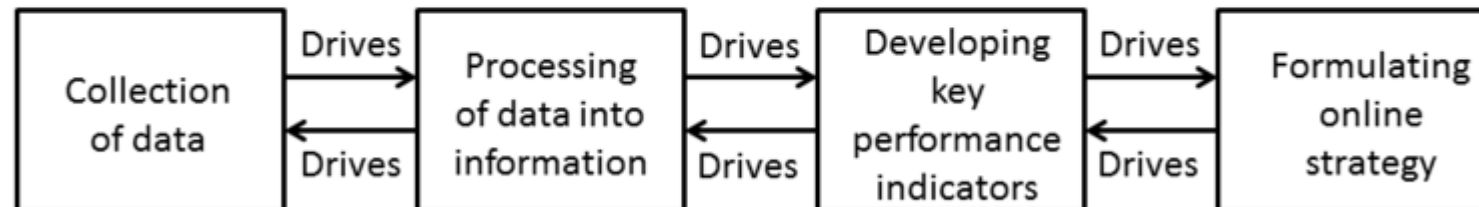
*Analyze Data*



*Generate Insights  
&  
Recommendations*

# BASIC STEPS OF THE WEB ANALYTICS PROCESS

## Basic Steps of Web Analytics Process



Typically,  
counts.

Basically,  
data  
collection

Examples:

- Time stamp
- Referral URL
- Query terms

Typically,  
ratios.

Data  
becomes  
metrics.

Examples:

- Time on page
- Bounce rate
- Unique visitors

Counts and  
ratios infused  
with business  
strategy.

Examples:

- Conversion rate
- Average order value
- Task completion rate

Online goals,  
objectives, or  
standards for  
organization.

Examples:

- Save money
- Make money
- Marketshare

# BASIC STEPS OF THE WEB ANALYTICS PROCESS

Most web analytics processes come down to four essential stages or steps which are:

- **Collection of data:** This stage is the collection of the basic, elementary data. Usually, these data are counts of things. The objective of this stage is to gather the data.
- **Processing of data into information:** This stage usually take counts and make them ratios, although there still may be some counts. The objective of this stage is to take the data and conform it into information, specifically metrics.
- **Developing KPI:** This stage focuses on using the ratios (and counts) and infusing them with business strategies, referred to as key performance indicators (KPI). Many times, KPIs deal with conversion aspects, but not always. It depends on the organization.
- **Formulating online strategy:** This stage is concerned with the online goals, objectives, and standards for the organization or business. These strategies are usually related to making money, saving money, or increasing marketshare.

# WEB ANALYTICS TECHNOLOGIES

- There are at least two categories of web analytics,
  - off-site
  - on-site web analytics.
- **Off-site web analytics** refers to web measurement and analysis regardless of whether you own or maintain a website. It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and buzz (comments) that is happening on the Internet as a whole.
- **On-site web analytics**, the more common of the two, measure a visitor's behavior once on your website. On-site web analytics measures the performance of your website in a commercial context. Google Analytics and Adobe Analytics are the most widely used on-site web analytics service.

# WEB ANALYTICS DATA SOURCES

- **Direct HTTP request data:** directly comes from HTTP request messages (HTTP request headers).
- **Network level and server generated data associated with HTTP requests:** not part of an HTTP request, but it is required for successful request transmissions - for example, IP address of a requester.
- **Application level data sent with HTTP requests:** generated and processed by application level programs including session and referrals. These are usually captured by internal logs rather than public web analytics services.
- **External data:** can be combined with on-site data to help augment the website behavior data described above and interpret web usage.



# WEB ANALYTICS TERMS

- **Bounce Rate** - The percentage of visits that are single-page visits and without any other interactions (clicks) on that page. In other words, a single click in a particular session is called a bounce.
- **Click path** - the chronological sequence of page views within a visit or session.
- **Hit** - A request for a file from the webserver. Available only in log analysis. The number of hits received by a website is frequently cited to assert its popularity, but this number is extremely misleading and dramatically overestimates popularity.
- **Page view** - A request for a file, or sometimes an event such as a mouse click, that is defined as a page in the setup of the web analytics tool.
- **Visitor / Unique Visitor / Unique User** - The uniquely identified client that is generating page views or hits within a defined time period (e.g. day, week or month).
- **Visit / Session** - A visit or session is defined as a series of page requests or, in the case of tags, image requests from the same uniquely identified client.

# WEB ANALYTICS TERMS

- **Active Time** - Average amount of time that visitors spend actually interacting with content on a web page, based on mouse moves, clicks, hovers, and scrolls.
- **Click** - "refers to a single instance of a user following a hyperlink from one page in a site to another".
- **Event** - A discrete action or class of actions that occur on a website.
- **Exit Rate** - A statistic applied to an individual page, not a web site. The percentage of visits seeing a page where that page is the final page viewed in the visit.
- **First Visit** - A visit from a uniquely identified client that has theoretically not made any previous visits.
- **Impression** - The most common definition of "Impression" is an instance of an advertisement appearing on a viewed page.

# WEB ANALYTICS TERMS

- **New Visitor** - A visitor that has not made any previous visits. This definition creates a certain amount of confusion (see common confusions below), and is sometimes substituted with analysis of first visits.
- **Repeat Visitor** - A visitor that has made at least one previous visit. The period between the last and current visit is called visitor recency and is measured in days.
- **Session Duration** - Average amount of time that visitors spend on the site each time they visit.

# GOOGLE ANALYTICS



- Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.
- Google launched the service in November 2005 after acquiring Urchin.
- As of 2019, Google Analytics was the most widely used web analytics service on the web.
- Google Analytics provides an SDK that allows gathering usage data from iOS and Android app, known as Google Analytics for Mobile Apps.
- Google Analytics can be blocked by browsers, browser extensions, and firewalls.

# GOOGLE ANALYTICS

- In June 2018, Google introduced Google Marketing Platform, an online advertisement and analytics brand.
- It consists of two former brands of Google, DoubleClick Digital Marketing and Google Analytics 360.

<https://www.skynet.com>

Last 30 Days vs previous period

<https://www.skynet.com> (<https://www.skynet.com>)

Last 30 Days

Jan 01, 2017 to Jan 31, 2017

vs Previous period

Dec 01, 2016 to Dec 31, 2016

Apply

## Google Analytics Audience Metrics vs Targets

## Users

168,793

Target: 169,043

Daily target:

## Sessions

529,747

Target: 482,957

Daily target:

## Pageviews

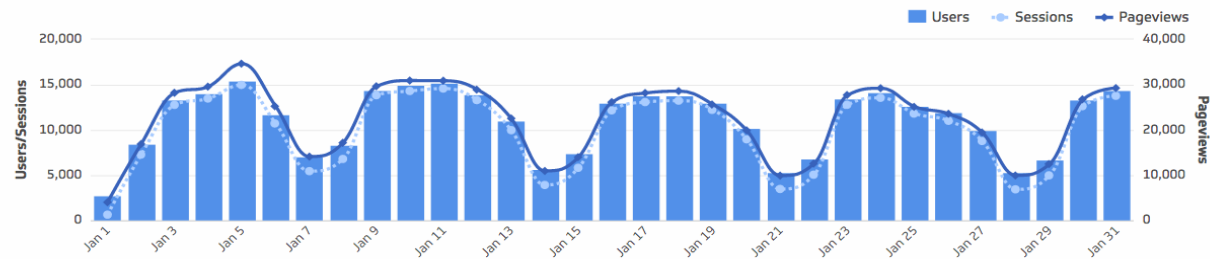
1,735,981

Target: 1,565,334

Daily target:

How do your users (visitors), sessions (visits) and pageviews metrics for <https://www.skynet.com> compare to your targets over the last 30 days?

## Google Analytics Audience Metrics

How have your users (visitors), sessions (visits) and pageviews metrics trended for <https://www.skynet.com> over the last 30 days?

## Google Analytics Traffic Channels

Channel	Sessions	Previous Period	Change	Trend
Organic Search	305,822	126,267	75.0% ▲	
Display	71,880	74,730	-30.5% ▼	
Direct	71,381	38,198	35.0% ▲	
Paid Search	56,366	30,693	32.7% ▲	
Referral	11,253	5,608	45.0% ▲	

Which traffic channels have been generating the most traffic for <https://www.skynet.com> over the last 30 days?

## Google Analytics Goals

Goal	Completions	Conversion Rate	Previous Period	Change	Trend
Contact Us	6,114	11.89%	5,125	19.30% ▲	
Proposal	5,545	22.54%	685	709.49% ▲	
Proposal Step Two	3,542	6.48%	2,590	36.76% ▲	
Call In	2,998	37.84%	3,285	-8.74% ▼	

Which goals are improving for <https://www.skynet.com> over the last 30 days?

## Google Analytics Website Performance

## Bounce Rate (Avg)

47.74%

-28.60% ▼  
vs 66.88% (prev.)

## Pageviews (Avg)

2.15

-1.83% ▼  
vs 2.19 (prev.)

## New Sessions

76.40%

2.41% ▲  
vs 74.60% (prev.)

## Time on Site (Avg)

2m:15s

21.62% ▲  
vs 1m:51s (prev.)How has <https://www.skynet.com> performed over the last 30 days?

## Google Analytics Sessions by Device Type

## Desktop

51.5%  
201,434

## Mobile

34.4%  
134,693

## Tablet

20.8%  
81,525What percentage of sessions on <https://www.skynet.com> over the last 30 days were using mobile devices?

## Google Analytics Web Sessions by Region

Top Regions	Sessions
United States	5,104
United Kingdom	4,498
Canada	1,359
Brazil	949
India	426

Where are sessions on <https://www.skynet.com> over the last 30 days originating from?

# RECENT TRENDS IN DIGITAL MARKETING

- AR will be game-changer
- Importance of Influencers will Decrease
- Data will be Dominant
- Complete Mobile Takeover is Obvious
- Micro-moments will remain in focus
- Ads will be more purposeful
- A video would not enough
- Voice marketing will increase
- Storytelling has a great future

# RECENT TRENDS IN DIGITAL MARKETING

- AR will be game-changer





# RECENT TRENDS IN DIGITAL MARKETING

- Importance of Influencers will Decrease

## Challenges of Influencer Marketing in 2018 According to US Marketers

% of respondents

Determining the ROI of my influencer marketing programs

--.-%

Social network algorithm changes will make organic influencer content less visible

--.-%

Amount of time it takes to manage influencer marketing programs

--.-%

Choosing which influencer marketing providers to work with

--.-%

Determining where influencer marketing fits in my marketing mix

--.-%

Rapidly changing consumer behaviors make it difficult for brands to stay relevant

--.-%

Escalating FTC enforcement of regulations governing sponsored content

--.-%

Other

--.-%

Note: n=136

Source: -----

233414

www.eMarketer.com



# RECENT TRENDS IN DIGITAL MARKETING

- Data will be Dominant

## HOW DO YOU DO IT? DATA-DRIVEN MARKETING



TERADATA.

# RECENT TRENDS IN DIGITAL MARKETING

- Complete Mobile Takeover is Obvious



# RECENT TRENDS IN DIGITAL MARKETING

- Micro-moments will remain in focus



## I Want to Know

How to play Pokémon Go  
How to play Powerball  
How tall is the Empire State Building



## I Want to Go

Where is Bali  
What to do in Vegas  
Where do I vote



## I Want to Do

Snow cream recipe  
4-week ab workout  
How to make slime



## I Want to Buy

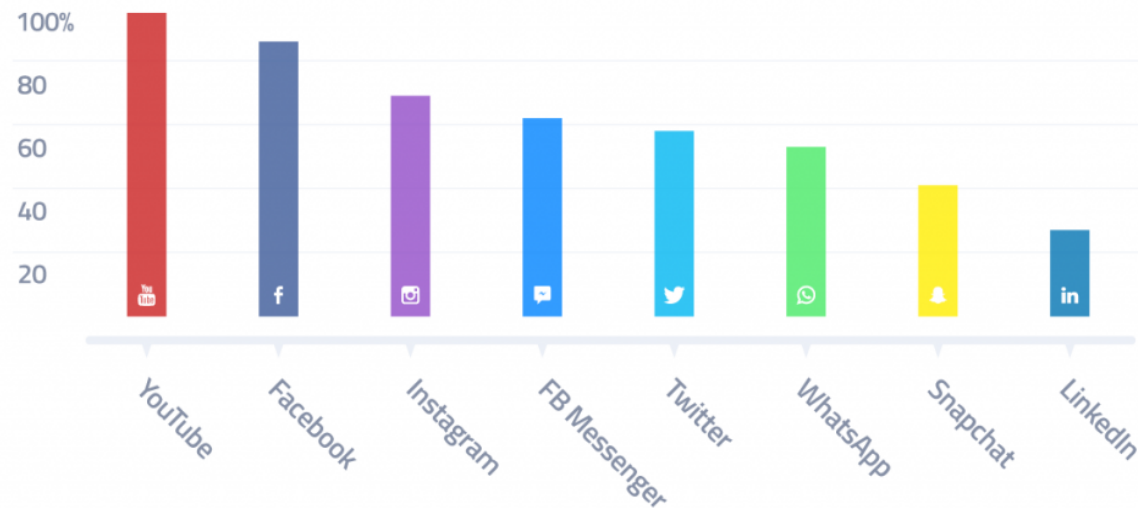
Coffee nearby  
Grocery store near me  
Nintendo Switch

# RECENT TRENDS IN DIGITAL MARKETING

- Ads will be more purposeful

Top Social Platforms

% who visit/use the following



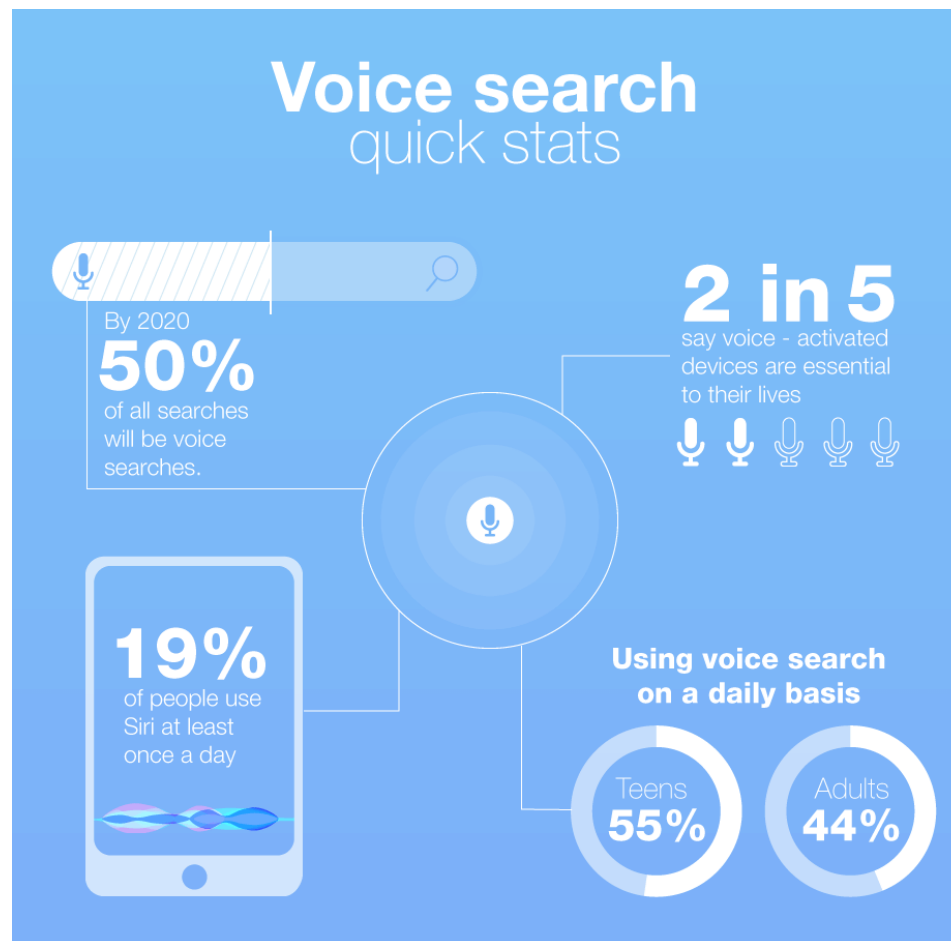
# RECENT TRENDS IN DIGITAL MARKETING

- A video would not enough (need active participation)



# RECENT TRENDS IN DIGITAL MARKETING

- Voice marketing will increase





# RECENT TRENDS IN DIGITAL MARKETING

- Storytelling has a great future

## The evolution of Stories

