**Class Activity**

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**Section: H**

Ensighten's CEO Josh Manion assembled his notes in advance of a call with his Manion had relocated his software business to a new location in December 2010. When his company first revealed its product in September, it had just five customers. Over the subsequent three months, Manion and his staff of seven had worked diligently to increase that number. After months of intense marketing, Manion came very close to acquiring Global Media, Incorporated (GMI), and a Fortune 50 corporation with top media holdings throughout the globe. It is enticing to do anything to close a sale because we are a young business with limited resources striving to create not only our company but the area itself. That example will help us avoid many future arguments.

Manion, a seasoned businessman, graduated from MIT in 2001. He had founded his first business. That business was bootstrapped by my partners and me, and I remained there for a while. Despite having invested $50 million. My team struggled to build a web analytics-based firm, and it was time for me to launch a new venture.

Manion created Stratigent, a prosperous consulting firm with roughly 25 Web Analytics and Tag Management professionals, between 2002 and 2009. Manion explained the issue he had observed to web marketers, managers, and consultants, saying that everyone wants to know where their consumers come from and how much time they spend on specific topics, but collecting and evaluating that information is incredibly time-consuming. Page tagging, which was first adopted in 2002, was a follow-up to that strategy. If you want to trace a customer's origin, you may place a tag on the landing page, and when the page loads, the tag sends some information to the analytics programme that is keeping track of the source. There were numerous analytical apps in use that needed tags to gather data.

Tools for tracking the success of advertising campaigns and affiliate traffic. Companies like Omniture, Google Analytics, and IBM's offered analytics packages that recorded where customers arrived from, how long they remained, and what they did while in this area. Tools for testing and optimization that compared various iterations of a web page. Voice-of-customer software that kept track of polls and other forms of consumer interaction.

Manion outlined how this expanding inclination toward the gathering and examination of web data has A large corporation may have literally hundreds of locations (or. Consider the complete line of goods and websites for businesses like Sony or 3M. a tag for each category of information or behavior that the business wants to monitor. Where did the customer come from, how long did they stay, what did they do while there, where did they leave after that, and what did they buy? Do Not Copy or Post