



ALMA-MATER OF QUAID-E-AZAM MOHAMMAD ALI JINNAH
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Comparative Analysis of Research Papers

1. Understanding the Digital Marketing Environment with KPIs and Web Analytics
2. A Survey for Investigating Key Performance Indicators in Digital Marketing

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Understanding the Digital Marketing Environment with KPIs and Web Analytics

Abstract:

In the practice of Digital Marketing (DM), Web Analytics (WA) and Key Performance Indicators (KPIs) play a crucial role in marketing strategy formulation. This article aims to survey the various DM metrics and address the following question: In the above context what are the most relevant metrics and KPIs that companies should understand and manage to enhance the effectiveness of DM strategies? To achieve these objectives a Systematic Literature Review was conducted using the themes – Digital Marketing and Web Analytics. One of the main contributions is to outline and clarify quantitative and qualitative key performance indicators and indicators for the evaluation of the performance of DM and to reach consensus on the use and measurement of these KPIs.

Introduction:

This is because of the changes in the consumer behavior and the emergence of the internet and the world of e-commerce, making the digital marketing (DM) a keystone for the companies. But the problem of evaluating the efficiency of the used DM strategies remains opened. The purpose of this paper is to provide information about the most important metrics that companies should focus on and the best KPIs to effectively demonstrate the efficiency of performance of DM strategies.

Methodology:

The authors then used the themes “digital marketing” and “web analytics” to conduct a systematic literature review. They searched different databases (Scopus, PubMed, PsycINFO, ScienceDirect, Web of Science) and accessed 378 studies. After performing quality filters and exclusion criteria, the final sample could be determined as 26 articles.

Results:

1. **Digital Marketing Techniques and Contracting Models:** There are other DM techniques which have been highlighted in the paper such as SEO, SEM, PPC, and content marketing. It also acknowledges the significance of learning about various models of advertising agencies (e.g. for each type of campaign and where cost per impression, cost per click, cost per lead are indicated) and this helps them identify relevant metrics and calculate ROI.
2. **Quantitative and Qualitative Analytical Indicators:** The authors discuss and define a number of quantitative metrics (e. g. such as clicks, impressions, traffic, unique users, leads, conversions, qualitative metrics like brand uplift. g. Features like A/B testing, call-to-action, user experience, rating systems, user flow, etc. adopted in the DM.

3. **Key Performance Indicators (KPIs) in Digital Marketing:** The paper suggests some critical key performance indicators that companies should track in their DM strategies, these are: Conversion Rate, Goals Conversion Rate, New vs. Returning Types of Users, etc. referral, paid, keywords/non-branded traffic, and ranking position.

Conclusions:

The article focuses on the need to define and quantify KPIs and indicators used in DM and use them to gauge the success of marketing campaigns, control costs, and calculate ROI. It includes a detailed reference of these metrics and KPI and their current status of use and measurement in the DM ecosystem.

References:

Paper 01: Understanding the Digital Marketing Environment with KPIs and Web Analytics

Paper 02: A Survey for Investigating Key Performance Indicators in Digital Marketing

Paper 03: Key Metrics for Assessing Efficiency of Online Marketing Communication