Marketing Analytics Concepts

1. What is Funnel Analytics ?

Funnel analytics is a method used to understand the journey of a user or customer through various stages before completing a desired action (like a purchase or sign-up)

2. What is Digital Analytics ?

Digital analytics is the process of collecting, measuring, analyzing, and interpreting data from digital platforms to understand user behavior, improve customer experiences, and make data-driven decisions to enhance business performance and achieve goals.

3. Areas of Digital Analytics

1. Website Traffic
2. Social Media
3. Email Marketing

4. What are Metrics in Website Traffic ?

1. Sessions
2. Bounce Rate
3. Click Through Rate (CTR)

5. What is a Session ?

A session in website refers to the period of time a user actively engaged with your website. It begins when a user lands on your site and ends after a period of inactivity or when the user leaves.

6. What is a Click Through Rate (CTR) in Website Traffic ?

CTR is a percentage that measures how often people click on a link ad, or call-to-action (CTA) after seeing it.

7. What are Metrics in Social Media?

1. User Engagement
2. Impressions
3. Reach
4. Virality
5. Sentiments

8. What is User Engagement ?

It refers to how users interact with your content on digital platforms, especially social media

9. What are Impressions ?

It refers to the total number of times your content is displayed on a user's screen-regardless of whether it was clicked or not

10. What is a Reach ?

It refers to the total number of unique users who have seen your content on social media or any digital platform

11. What is Virality ?

It refers to the tendency of content (such as videos, images, articles or memes) to be circulated rapidly and widely from one internet user to another.

12. How to identify whether the content is Viral or not ?

If the K value is
K < 1 : - Content is not Viral
K = 1 : - Stable Growth
K > 1 : - Content is Viral

13. What are Sentiments ?

It is the computational process of identifying, extracting and classifying the emotional tone behind words, often to determine whether the sentiment is positive, negative or neutral.

14. What are Metrics in Email Marketing ?

1. Open Rate
2. Click Through Rate (CTR)
3. Unsubscribe Rate

15. What is a Open Rate ?

It measures the percentage of email recipients who open your email

16. What is Click Through Rate (CTR) in Email Marketing ?

It measures the percentage of recipients who clicked on one or more links in your email

17. What is Unsubscribe Rate ?

It indicates the percentage of recipients who opted out of receiving future emails after receiving a specific campaign

18. Metrics in App Analytics ?

1. App Usage Rate
2. Push Rate

19. What is App Usage Rate ?

It measures the percentage of apps users out of the complete users data

20. What is Push Rate ?

It measures the percentage of push clicks out of the total push notifications sent

21. What are Steps in AIDA Funnel ?

1. Awareness
2. Interest
3. Desire
4. Action