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Developing E-marketing Skills for the Business Market

How Analytics Work

Professor

School

Digital Analytics and Monitoring

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“Pre-historic Analytics”

How did companies collect information about consumers before the advent of the Internet and the Web?

- Marketing Research
- Customer transactions

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“Pre-historic Analytics”

- Compare the resources that were needed before and the resources that are needed now
- Compare the timing, the quality and quantity of information available to organizations to make decisions

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Learning Objectives

- Describe how Website Analytics Works

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Topic

- How websites gather information

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“Without data, you’re just another person with an opinion”

W. Edwards Deming

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How websites gather information

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How websites gather information

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The four key data sources for web analytics are as follows:

1. Hypertext transfer protocol (HTTP) requests (via javascript code snippets or cookies)
2. Data from the server that isn't part of the HTTP request
3. Data from website applications, such as JavaScript or hypertext preprocessor (PHP) plug-ins
4. Third-party or external data from linked software and applications, such as email marketing or social media platforms

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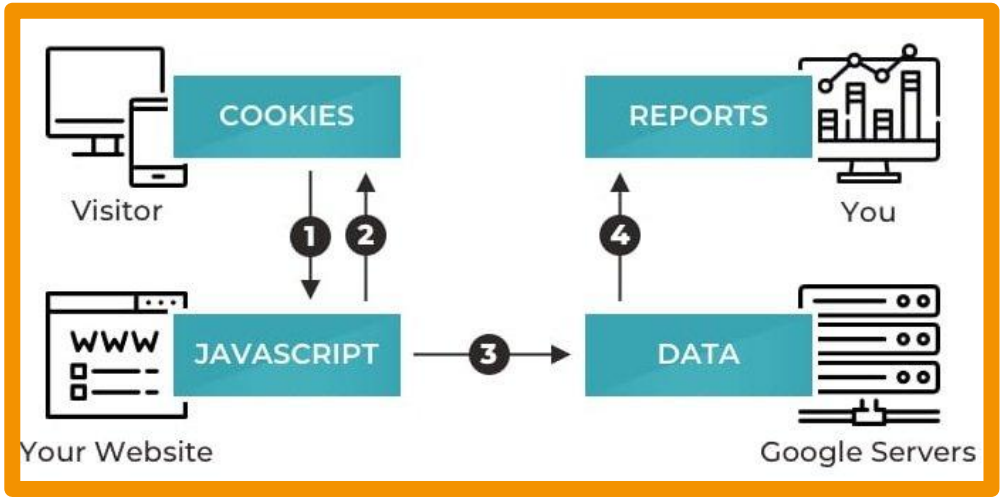
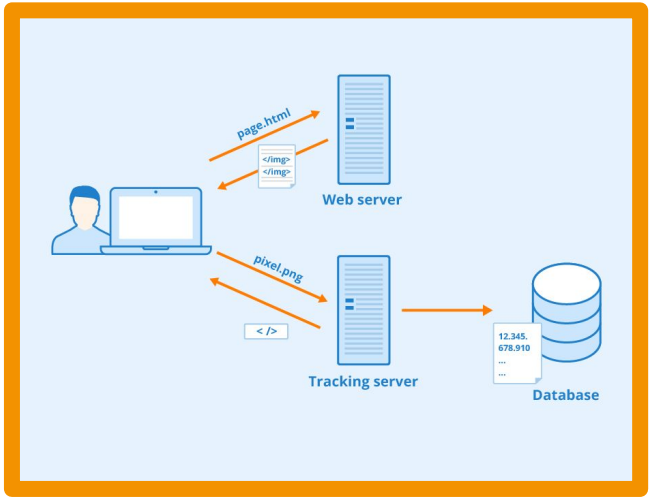
How websites gather information



https://www.rawsoft.com/blog/how-does-google-analytics-work/



https://www.seobility.net/en/wiki/Tracking_Pixels

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Assessment Activity

Mark the statements that are true:

- ❑ To know how website gather information a highly technical knowledge of the process is indispensable
- ❑ Website analytics uses only one method to track data
- ❑ Website analysis tools insert JavaScript code into HTML text on website pages so they can capture data and store it in database tables

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Consolidation Activity

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Consolidation Activity

What factors can lead to data collection by analytics tools being performed with errors?

- Meet with your working group
- Each group member conducts research to identify factors that can lead to errors in data collection
- Discuss with colleagues and construct a list containing the main factors

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Recap of Learning Objectives

- Now, can you describe how analytics works on websites?

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Recap of Learning

- What big ideas did you take away from today's topic?
- Describe three things that you learned, two things you need clarification on and one thing you found interesting.

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Questions?

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Next class…

- Metrics, KPI, etc.
- Understand your audience

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Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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