



Analyzing Business Marketing Strategy Using Google Analytic

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Abstract—*In this paper, the author describe the used of google analytics in the marketing business strategy which most widely used for the website statistics services. This is used to the extensive data around in visiting their virtual website and to track, monitor the bounce rate and search engine optimization which website most visited and most viewed. The analysing business marketing strategy using google analytic is a high customization nature of the business and a wide range of reporting functions in the marketing activities.*

Keywords—*Business, Bounce Rate, Marketing Strategy, Google Analytic*

I. INTRODUCTION

Nowadays, comfort and accuracy has been considered in terms of technology and invention. The significant participation of technology in people's lives leads to a great and astounding increase in the production of goods and services. Comfort for living which include the need to simplify daily chores and work-related functions are also considered in designing technological innovations and advancement.

Different in the company use different business marketing strategy using google analytics to the customers in bringing all the data together so that everyone in the organization will gain an intelligence and inform strategies to increase and solutions to their business performance.

A. Background of the Study

The PhilippinesWebDesigning.com, was formed in March 5, 2008 by its CEO and Senior Web Master Christopher Dayagdag, MIS and DBA candidate whose primary focus has always been to help small business' make more money by transitioning effectively into eBusiness. Their company is an active member of International Web Masters Association and Internet Marketing Association, and has grown significantly over the years, and is comprised of highly trained Internet Professionals, Web Masters, Web Developers, Graphic Artist and Internet Marketer who are in touch with where the Internet is today, not what it was last year. Between us we have almost 30 years of combined experience available to help catapult your eBusiness to category leader status. With a list of 100+ happy clients and growing, PhilippinesWebDesigning.com success can be attributed to the way we work with our clients. From personalized on-site consultations at our office which is easy to commute in and out, to meeting at your office after the project is complete to ensure your complete satisfaction with your new website. PhilippinesWebDesigning.com offers a one stop shop for SME's to start their online business. It's very vital to have your own website nowadays since majority of people has an access to Internet. We start from the framework of your design, branding of your logos, development of your eye catching website, optimising the site so it will be visible to search engines, managing your hosting space and domain up to internet marketing so you gain traffic and sales at the same time. The most important component of maintaining our high level of customer satisfaction is the customer support we offer after the sale. All of services include fanatical support providing you security in knowing the in-house team at PhilippinesWebDesigning.com will be here to answer questions and provide support for many years to come. Because PhilippinesWebDesigning.com creates websites that will sustain your eBusiness for years to come we provide ongoing web development feature improvements at no additional cost to you.

B. Turning Data into Good Decision

The purpose of this study is to apply the Analysing Business Marketing Strategy Using Google Analytics. Specifically, the study presentation on applied analytics at Content Marketing World 2015, Andy asserts that the best way to use analytics is as a decision-support tool –which a way of answering the key questions about what's working, how well it's working, and what actions should take as a result. These are the five-step process:

1. To formulate an idea regarding the content performance
2. To determine a questions you can ask to support the idea
3. To create the report that will provide the appropriate data to answer the questions
4. To take an action based on the analysis data
5. To measure the result of the action take through the baseline data that initially gathered

C. Conceptual Framework of the Study

The conceptual framework discussed the flow of the study. The study used the systems theory approach. The system has three frames which is composed of input which went through the process and emerged as the output.

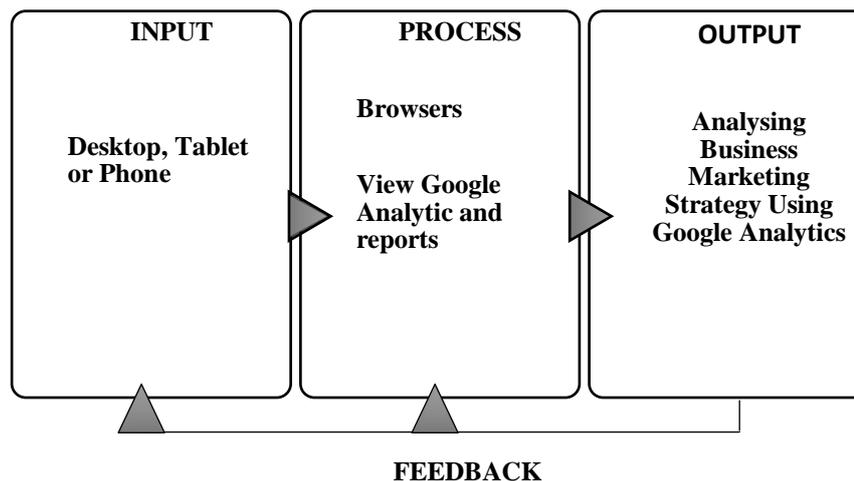


Fig. 1 Conceptual Framework

II. REVIEW OF RELATED LITERATURE

A. Foreign Literature and Studies

According to Brian Clifton stated that “web analytics is a thermometer for your website— constantly checking and monitoring your online health. As a methodology, it is the study of online experience in order to improve it; without it, you are flying blind. How else would you determine whether your search engine marketing is effective at capturing your maximum potential audience or whether negative blog comments are hindering conversions? Is the user experience a good one, encouraging engagement and return visits, or are visitors bouncing off your website after viewing only a single page?”(Clifton, 2010)

According to Beatriz Plaza “Performance measurement of tourism websites is becoming a critical issue for effective online marketing. The aim of this article is to analyse the effectiveness of entries depending on their traffic source: direct visit, in-link entries (for instance, en.wikipedia.org), and search engine visits (for example, Google). For this purpose, time series analysis of Google Analytics data is made use of. This method could be interesting for any tourism website optimizer.” (<http://goo.gl/tJygTk>)

According to Hsinchun Chen, Roger H. L. Chiang and Veda C. Storeystated that “The opportunities associated with data and analysis in different organizations have helped generate significant interest in BI&A, which is often referred to as the techniques, technologies, systems, practices, methodologies, and applications that analyze critical business data to help an enterprise better understand its business and market and make timely business decisions. In addition to the underlying data processing and analytical technologies, BI&A includes business-centric practices and methodologies that can be applied to various high-impact applications such as e-commerce, market intelligence, e-government, healthcare, and security.” (<http://goo.gl/58Dq2I>)

According to C. L. C. de Oliveira and F. J. B. Laurindo state that “ Internet has changed competition, shifting products, supply-chains and even markets. Its democratization gives power to the consumers what could be considered a threat to corporations. Although, the emergent knowledge derived from digital media can contribute to personalized services, innovation and communication with consumers in a real-time basis. Based on multiple case studies, this paper aims to develop a comprehensive application of web analytics to achieve these business goals and thus support the competitive advantage.” (C. L. C. de Oliveira and F. J. B. Laurindo Production Engineering Dept. of Polytechnic Engineering School, University of São Paulo Av. Prof Almeida Prado, 128 Tr.2 Biênio 2° Andar, ZIP 05508-900, São Paulo, SP, Brazil)

According to Davenport, Thomas H and Harris, Jeanne Gare stated that “a vital element in each of our key growth platforms. Analytically intensive offerings already exist in every business capability, such as pricing strategy, customer insight, supply chain optimization and enterprise performance management. Every industry has analytically oriented offerings tied to its unique value proposition. In addition, Accenture Information Management Services was formed as a dedicated organization to further extend our commitment to integrate and manage all the diverse information assets necessary”(Davenport & Harris, n.d.)

III. METHODOLOGY

A. Approach

The understanding how costumers using of website is a fundamental step for improving future online marketing campaigns; the Google Analytics helps to do just that. Google analytic is a free google product for the web developer that can install and collects visitor data from the website you developed. The data is used to create reports that provide insight into how visitors are using the website developed.

B. Google Analytics View

B.1 Acquisition and Behavior

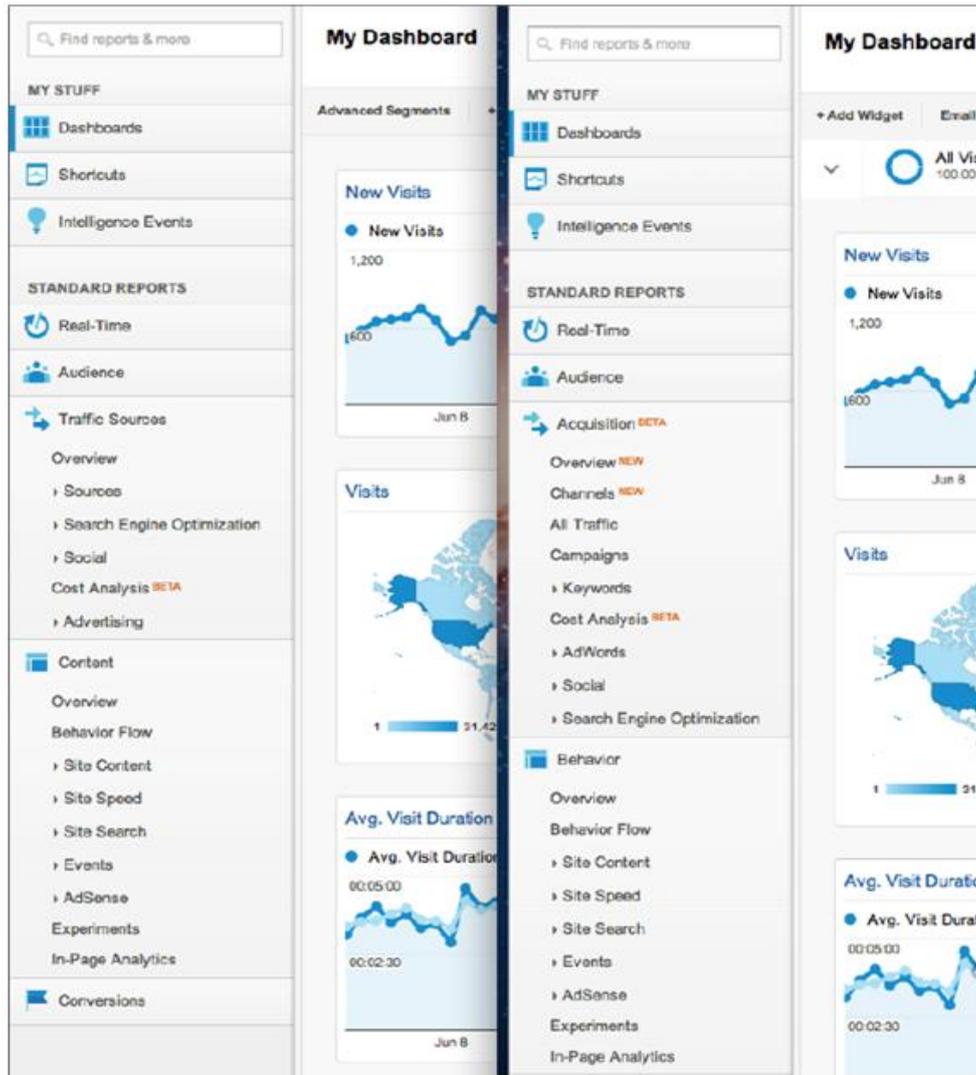


Figure 1 – Left: Old Interface & Available reports, Right: New Interface & Available Reports

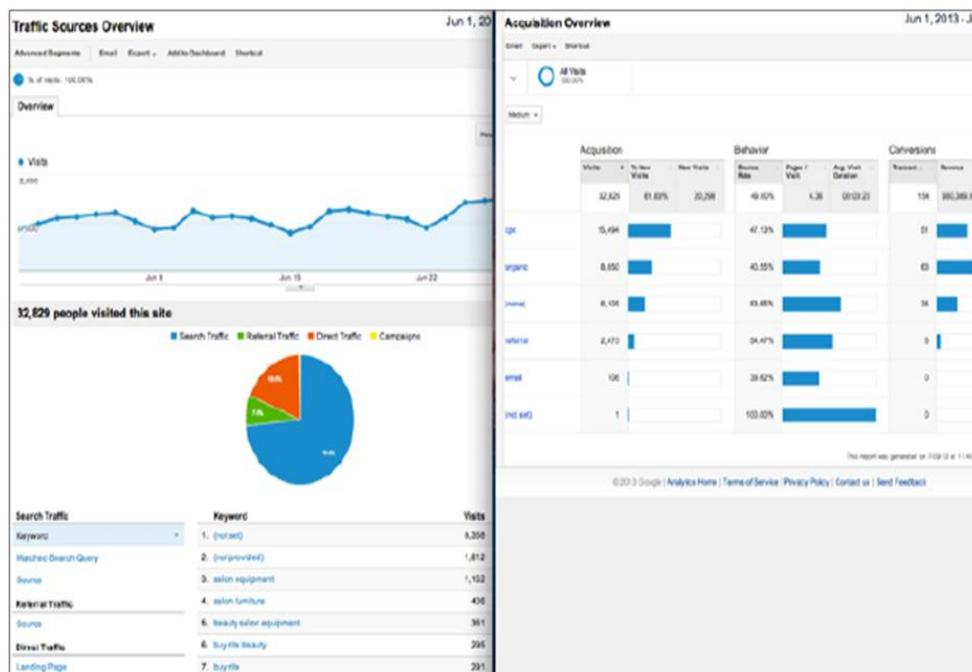
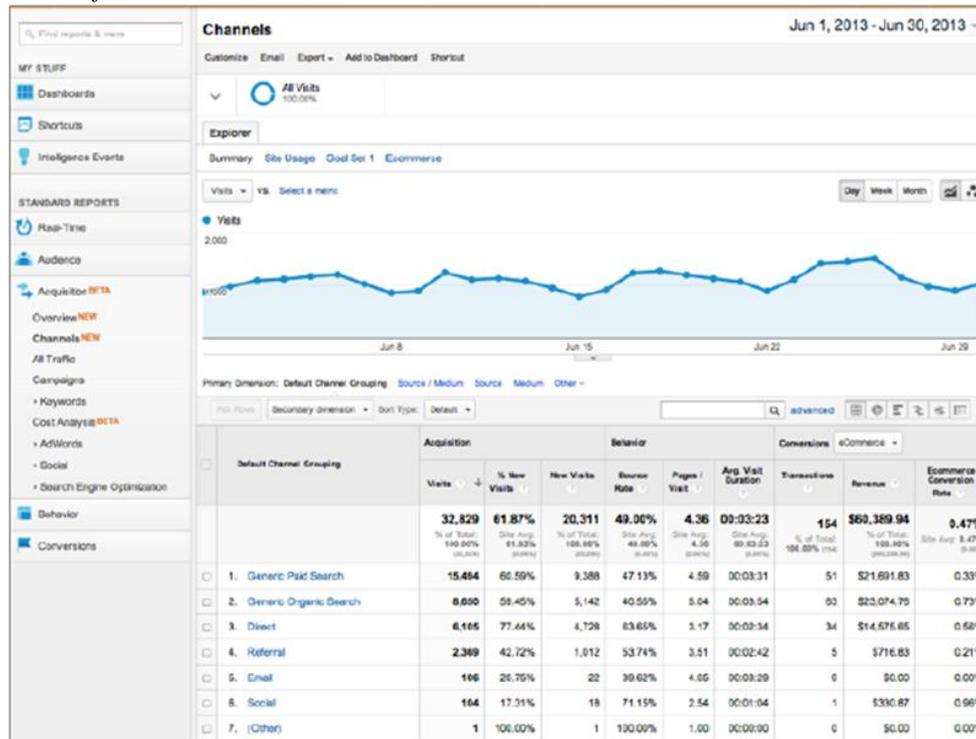


Figure 2 – Left: Old Traffic Sources Overview Report, Right: New Acquisition Overview Report

B.2 Custom Channel Information



IV. SUMMARY

The analysing business marketing strategy using google analytic is the measurement, collection, analysis and reporting of web data which the objective of understanding and optimizing web usage. The used of google analytics in the business to analyse and facilitate the informed decision making in using the technology for improving the sales and marketing function of the company businesses strategy.

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