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THE IMPORTANCE OF DATA IN THE DIGITALISATION PROCESS— **TO SELL BETTER**

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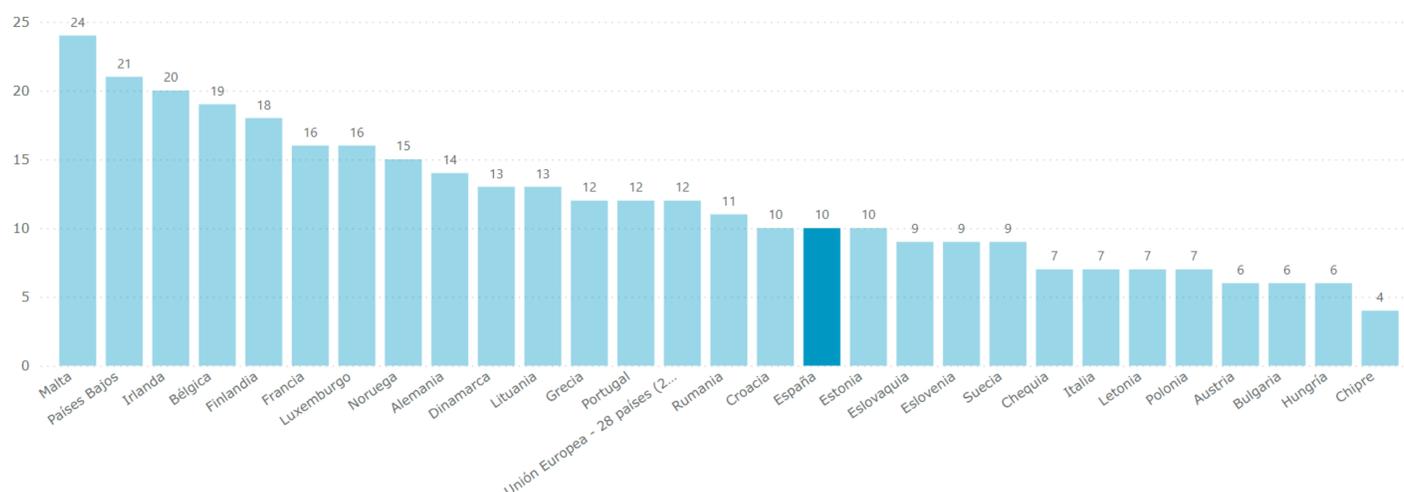
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1. Introduction

In the current context where customers are looking for products or services that perfectly meet their requirements and satisfy their needs, data is very valuable. For businesses, offering their products or services to those whose needs are going to be met is essential, and knowing to whom and how to offer these products is information that, used in the right way, can provide benefits to your SME.

In addition, without the use of data, it is very difficult for an organisation to function correctly and, nowadays, almost all companies have become accustomed to its daily use, and it is seen as a matter of course. The number of sales, to whom and where I am selling, are data that we nowadays consider adequate to plan our business.

Between 2016 and 2018, the volume of data that businesses use on a day-to-day basis increased by almost 570%, as 92% of companies are aware of its value. [\[REF-1\]](#). However, even assuming that a high number of companies consider the importance and value of data, according to data from the Dossier of indicators on Big Data use in Spain and Europe and, as seen on the graphic, only 10% of Spanish companies made use of data analytics from any data source, which is ultimately the tool that can allow a company to exploit and take advantage of that data. [\[REF-2\]](#).



Source: Dossier of indicators on the use of Big Data in Spain and Europe. ONTSI. 2020

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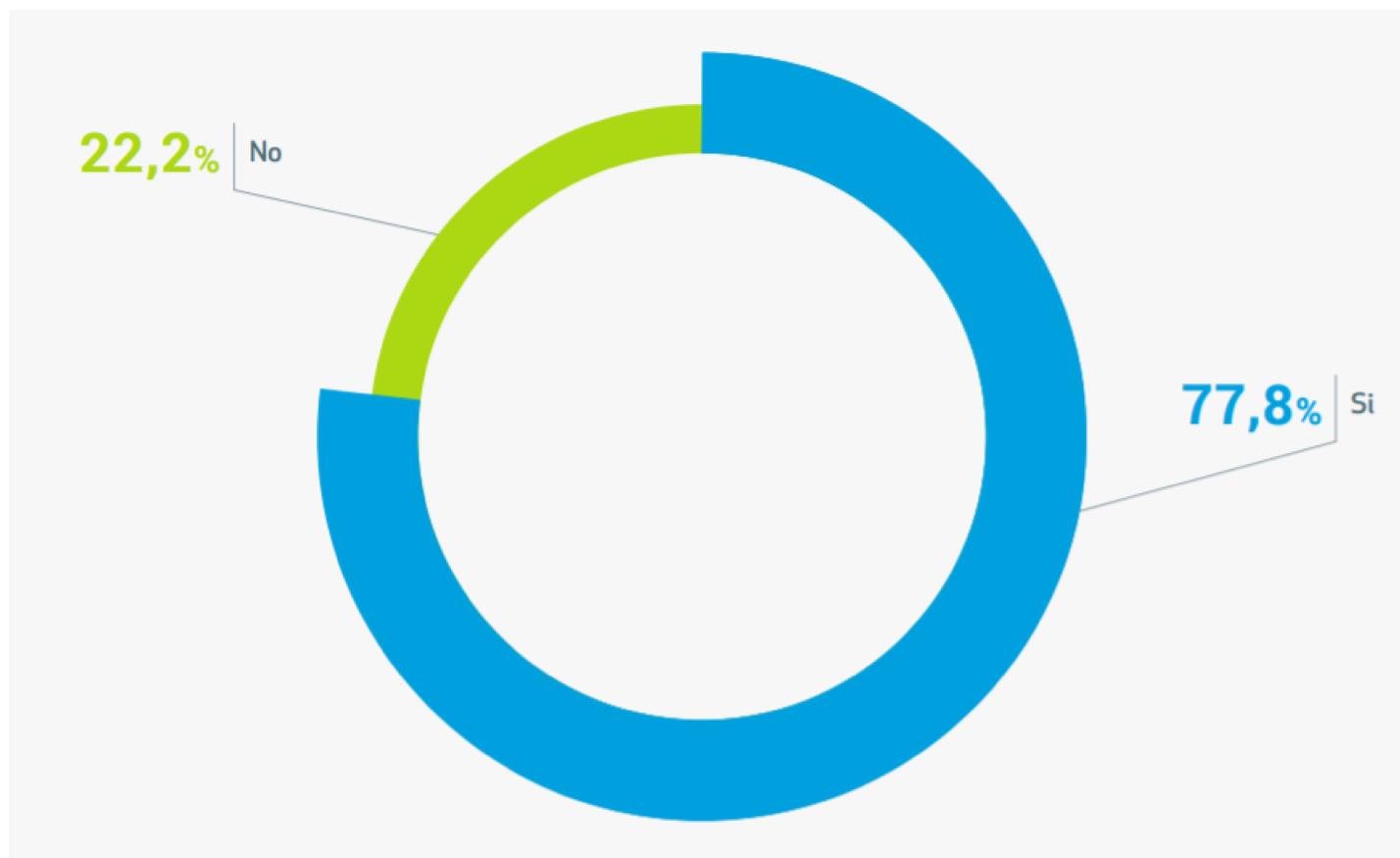
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Additionally, according to Incipy's Data Driven Maturity Study, only 36.1% of Spanish companies consider that they have an established data culture, however, 77.8% of the companies surveyed claim to have increased their use of data as a result of the pandemic, which is an advance and a clear benefit for these companies. [REF-3]



On the other hand, according to data from the same study conducted by Ontsi, in Spain the companies that use Big Data the most are those in the travel agency, tour operator booking services and related activities sector, with 32% of companies in this sector using it. This is followed by companies in technology-related sectors, such as the Information and Communications sector (30%), the ICT sector (30%), and computer and communication equipment repair (27%).

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In regard to the areas within the companies that manage and use data the most, the marketing and business areas account for 34%, according to data from the study carried out by Incipy.

One of the great benefits of data analytics is that it can be used to develop business strategies to obtain benefits. In this sense, as we have just seen, one of the areas that makes most use of data is marketing.

This is because digital marketing strategies, supported by the use of data, are much more productive and beneficial in generating a return on investment because they can provide information on who we should target with our products and in what way.

In this sense, this report shows what data analytics applied to digital marketing is and what it is for, and how a business like yours can apply it to support decision-making and improve its performance when it comes to generating value and obtaining profits.



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2. What is digital analytics?

Digital analytics applied to digital marketing are all those processes that make it easier for SMEs to evaluate, based on the data extracted, how effective the marketing campaign or initiative has been.

By applying data analytics to digital marketing, your business can find out the answer to relevant questions such as: how did the last marketing initiative we developed perform, how can I improve it if it didn't go as well as expected, am I allocating enough resources to developing marketing initiatives, and many others. Among many others.

Answering these questions that may arise can help your business make data-driven decisions, helping to improve strategies for future initiatives.

Digital analytics is based on both quantitative and qualitative analysis of the data obtained from the development of your digital actions. This process is based on three fundamental aspects:



Data

This is the main element in digital analytics. Understanding the data derived from the actions implemented by companies, what they mean, measuring their trends and their evolution is fundamental for digital analytics to be successful.



Interpretation of the data

Once analysed and understood, it is necessary to interpret the meaning of the information provided by the extracted data. We need to understand the reasons behind the data in order to be able to take the necessary actions.



The actions

Once extracted, analysed and understood, the company must design the actions it will take based on the information that the data has provided. This is the way to support decision making on the extracted data, which will improve the results of the subsequent marketing actions to be carried out.

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Considering this, Digital Analytics can support in obtaining information on the following areas of digital marketing:



Channels or media: analyse which of the channels or media the company is using that offer the highest return on marketing or advertising investment:



Mobile: data can be obtained on which mobile devices are most used by customers or potential customers when maintaining a relationship or establishing contact with the company. Additionally, information is obtained on how the development of mobile content improves the fulfilment of business objectives.



APP and chatbot: considering also the applications or chatbot that the SME may have and that will provide valuable data.



Design: providing data on changes that improve the user experience during visits to different media.
[\[REF-4\]](#).



Campaigns: providing data on which of the promotional campaigns you have developed are most profitable and successful.

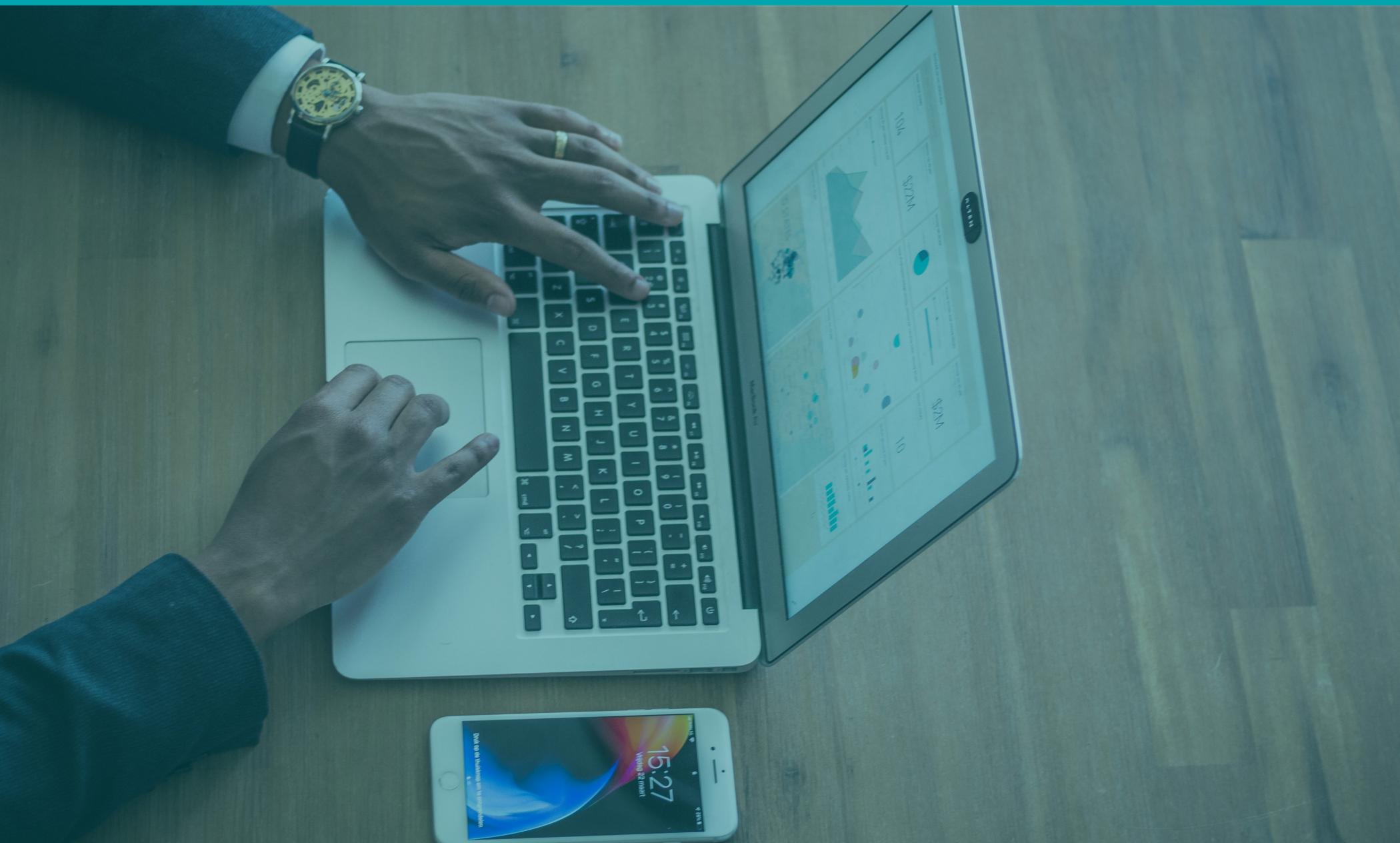


Contents: you get information on what type of content is the most suitable for your target audience, as it offers better performance and ROI.

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The fundamental objective of digital analytics is double:

- On one hand, to control the marketing strategy. This means, to monitor all the investments that are being made in advertising and marketing and to know if they are serving our company, which ones are more profitable, in which ones it is more interesting to invest more, in which channel it is necessary to invest less, etc.
- On the other hand, analytics provides support in identifying improvements to the website, as it is possible to detect when visitors leave the website, which step of the purchasing process is causing people to leave, which products they like more or less, and thus reposition the layout of the products in the shop, etc.



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Benefits of digital analytics:

Digital analytics brings with it a number of great benefits that should be considered, among others:

1.

The first and most fundamental benefit is cost reduction.

Web/app analytics helps you to better identify your company's audience, which keywords are the best to use in your search engine positioning strategy, which products are more interesting and more profitable, or which web improvements should be made to improve sales. It also helps to reconvert your company, for example, identifying that you sell very well on Google and do not need to have a sales department, or that thanks to putting a chatbot or virtual assistant you do not need to have so many staff in your call centre, which makes you reduce costs in your company.

2.

Anticipate future consumer trends: digital analytics can help you generate consumer patterns that allow you to predict future consumer trends. By applying this strategy to marketing, it can help your company improve the impact of advertising or marketing strategies to generate greater impact and increase sales and profit..

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3.

Personalise content for your potential customers: in order to create marketing strategies or create content that can help your business in generating leads or potential customers, it is essential to know the content that has been most demanded or consumed by your customers or users of your website, for example.

4.

Customer loyalisation: digital analytics not only helps you to acquire potential customers, but with the data collected on current customers, you can implement strategies to build customer loyalty more easily. Knowing their needs, interests and opinions about your product or service will facilitate the creation of content that they like to facilitate the relationship and encourage the purchase of the company's products.

5.

Better segmentation: through data analysis, each user, customer or potential customer will be able to receive more personalised offers, including content and messages that are totally different from those of other potential customers, as the data allows for better segmentation of the messages and content to be sent to each person. Additionally, segmentation through data analysis can help the company to create its buyer persona or ideal buyer profile.

6.

Improve online reputation: by analysing data from different sources, such as social networks, companies are able to detect negative comments that may affect their brand image and can find a solution by implementing a strategy or action protocol for these specific cases. [\[REF-5\]](#)

7.

Improve customer attention: from the analysis of data from different sources, as well as the different customer interactions with the different channels of the company, it will allow you to know their needs, their interests and their opinions about your product or service and, in this way, facilitate the personalisation of customer service and the coverage of their needs.

In contrast to traditional marketing, with digital analytics applied to digital marketing, you can measure everything a company does, so you have a more controlled strategy. Because digital marketing requires less investment, the company can leverage and promote its presence in a greater number of channels, achieve more reach, and additionally be able to monitor everything in real time, which ultimately allows for quick decision making, improving business results.

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3. How to use data analytics in digital marketing?

For the correct development of a data analysis strategy applied to digital marketing, a series of key steps must be followed, which will allow SMEs to obtain measurable results in a shorter period of time.

In this regard, the first aspect to consider is the definition of the objectives that the SME wishes to achieve when considering the use of digital analytics in its business. As an example, some of the objectives that can be set are:

- Encourage the acquisition of quality traffic to the SME's channels.
- Increase the number of potential customers for our company.
- Maximise the number of sales: optimise the purchase funnel (from the moment the opportunity to buy is given until the customer converts).
- Increase the value of the average customer purchase ticket.
- Enhance access to content that improves the positioning and reputation of the business.
- Improve and enhance user acquisition on digital channels, such as social networks.
- Promote customer service through digital channels.

Once the desired objectives have been defined, the next step is to define the digital analytics model that we will carry out, i.e., to define the areas of measurement of these objectives, considering the channels that we plan to analyse. This will allow us to see in detail the data on the evolution of each of the objectives and focus on optimising the key processes in each of the areas that contribute to their achievement.

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Measurement areas can be defined from the following:

- **Acquisition.** Focused on knowing where the visitor traffic comes from.
- **Interaction.** Focused on knowing how users browse and interact.
- **Conversion.** Focused on knowing the fulfilment of the main objective of generating new customers.
- **Loyalty.** Focused on finding out which users have become regular customers and/or have acquired a certain level of commitment to the channel.

Once the objectives have been defined and how we are going to measure them, **indicators** must be established, which respond to the SMART principles, i.e., they must be specific, measurable, achievable, relevant and time-bound.

As an example of business objective indicators for the defined objective of increasing the number of potential customers, the following could be developed:

Indicator	Metrics	Atributes	Analysis channel
Boosting the number of registrations.	Registration and authentication. Visits to the "registration" section. Abandonments.	Type of device (mobile, desktop, etc.) Type of media (organic...) Type of source (Google, other web, etc.) Audience type (gender, location, age, etc.)	Mobile Phone Computer
Enhance interaction and the use of promotions and discounts.	Page views. Visit to the Discount section.	Type of device (mobile, desktop, etc.) Source type (Google, other web, etc.) Campaign (RRSS, SEM, etc.) Channel type (Web or App) Location	Mobile Phone Computer

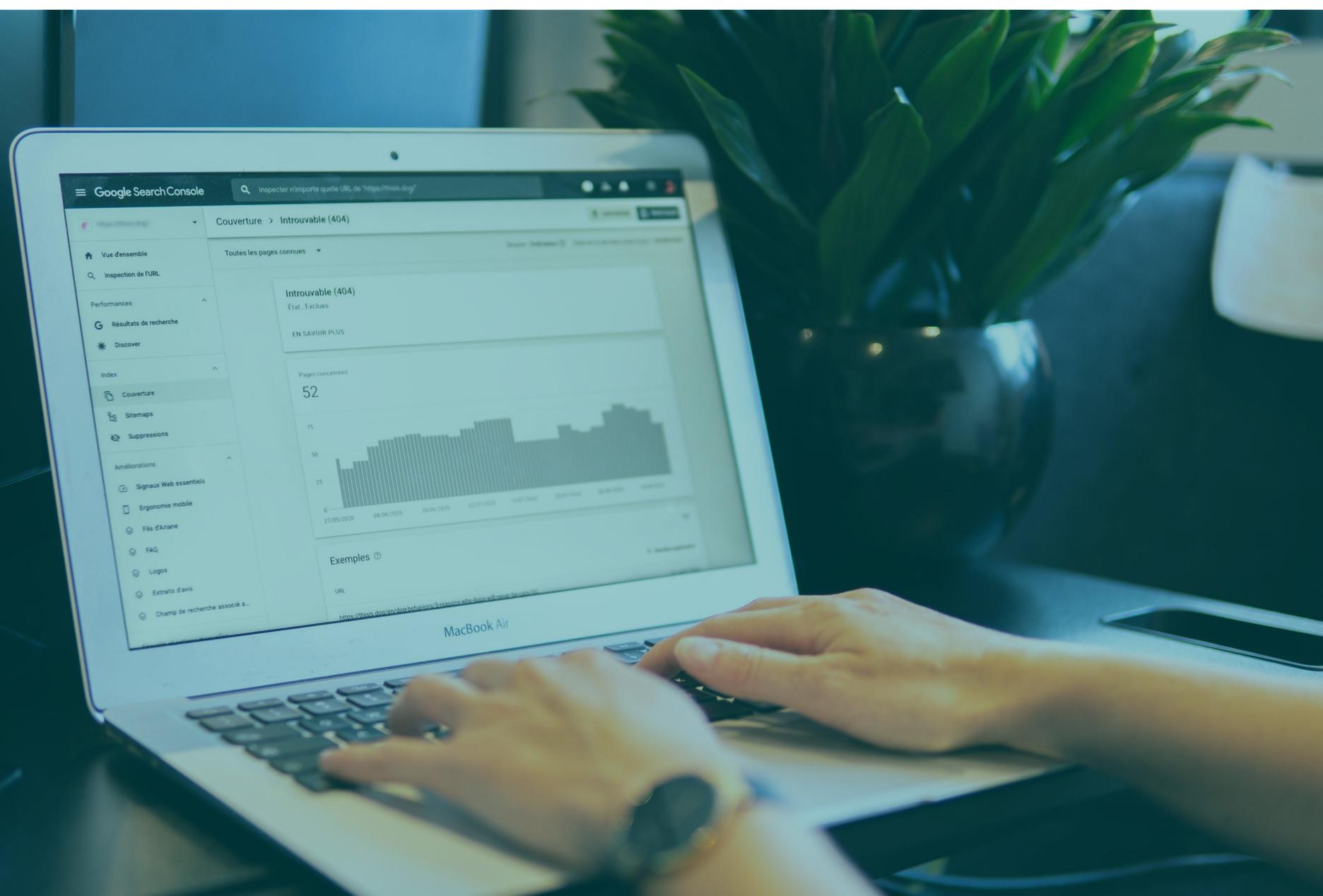
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In order to be able to successfully develop the analysis of the data and the indicators determined, you must then select a digital analytics tool and link it to the advertising platforms to be used, such as Google Ads or Facebook Ads, and make sure that everything is going to be monitored. In section 4 of the monographic, you will be able to check which tool can best help you to meet your data analytics expectations.

Finally, the selected tool will allow us to obtain analysis reports of the indicators and data that we want to know in depth, and that will finally serve to obtain valuable information for the improvement of the marketing strategies that the SME wants to implement.



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4. Data analytics tools

When deciding which tool to use for data analytics, it is necessary to consider that there are several free and paid options available. In this regard, the following are the ones that are considered most appropriate:

Free tools.

The main free tools are presented below:

Google Analytics

This tool from the technology giant is probably the best choice for marketing data analytics for your business. Although all of its capabilities do not come in a 100% free format, it does have a free plan, with very good data analytics capabilities, which can support you in making the best decisions.

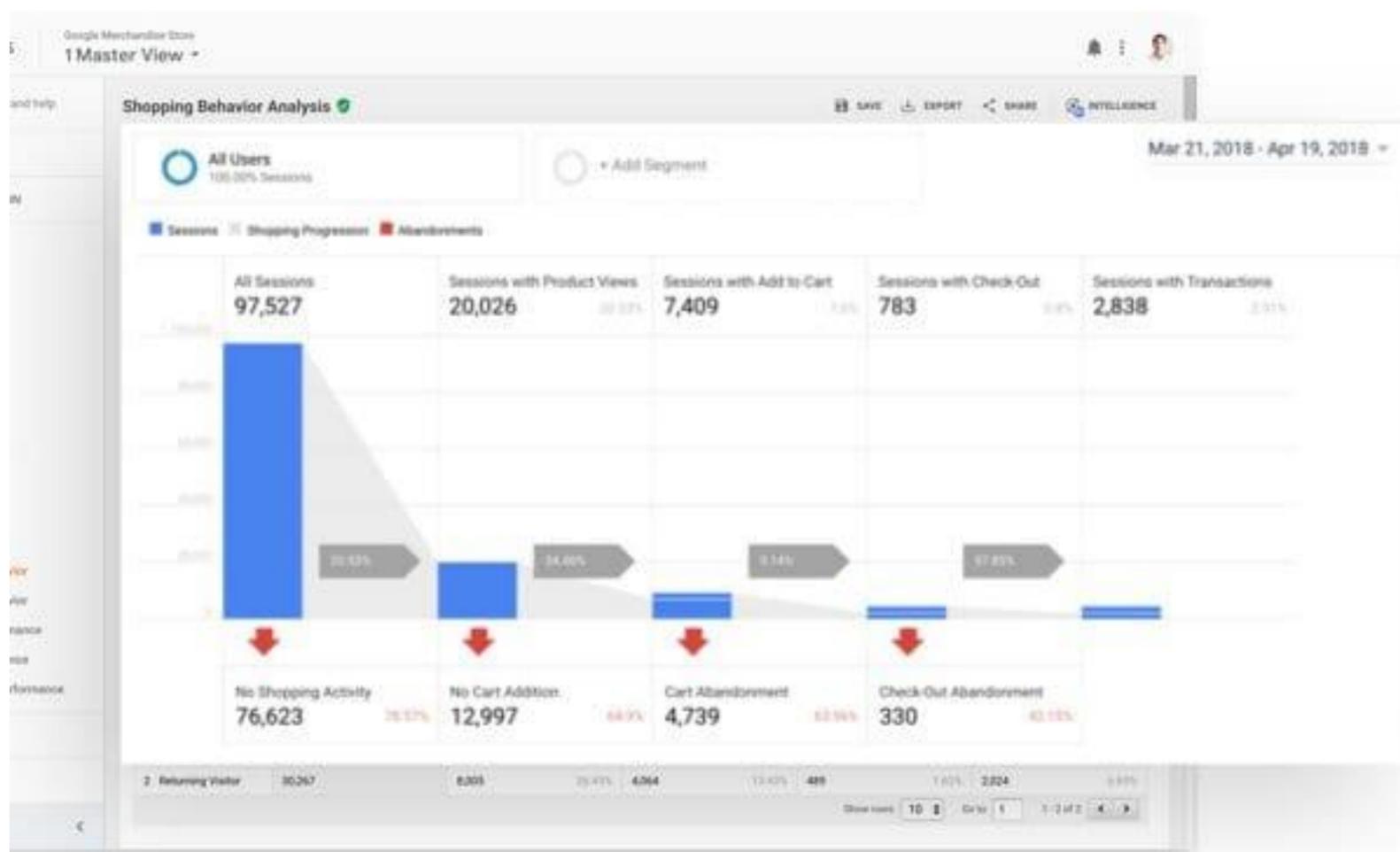
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Google's tool will allow you, among other things, to get to know your website users better, as well as their traffic, audience, the acquisition of leads or potential customers, their behaviour and will provide you with data to check the performance or return on the investments you have made in digital marketing.

The tool will provide you with comprehensive reports on the activity on your website, as well as the role of each channel. In addition, you can connect systems to measure CRM, point of sale and other points of customer interaction to get the most detailed information. [\[REF-6\]](#)



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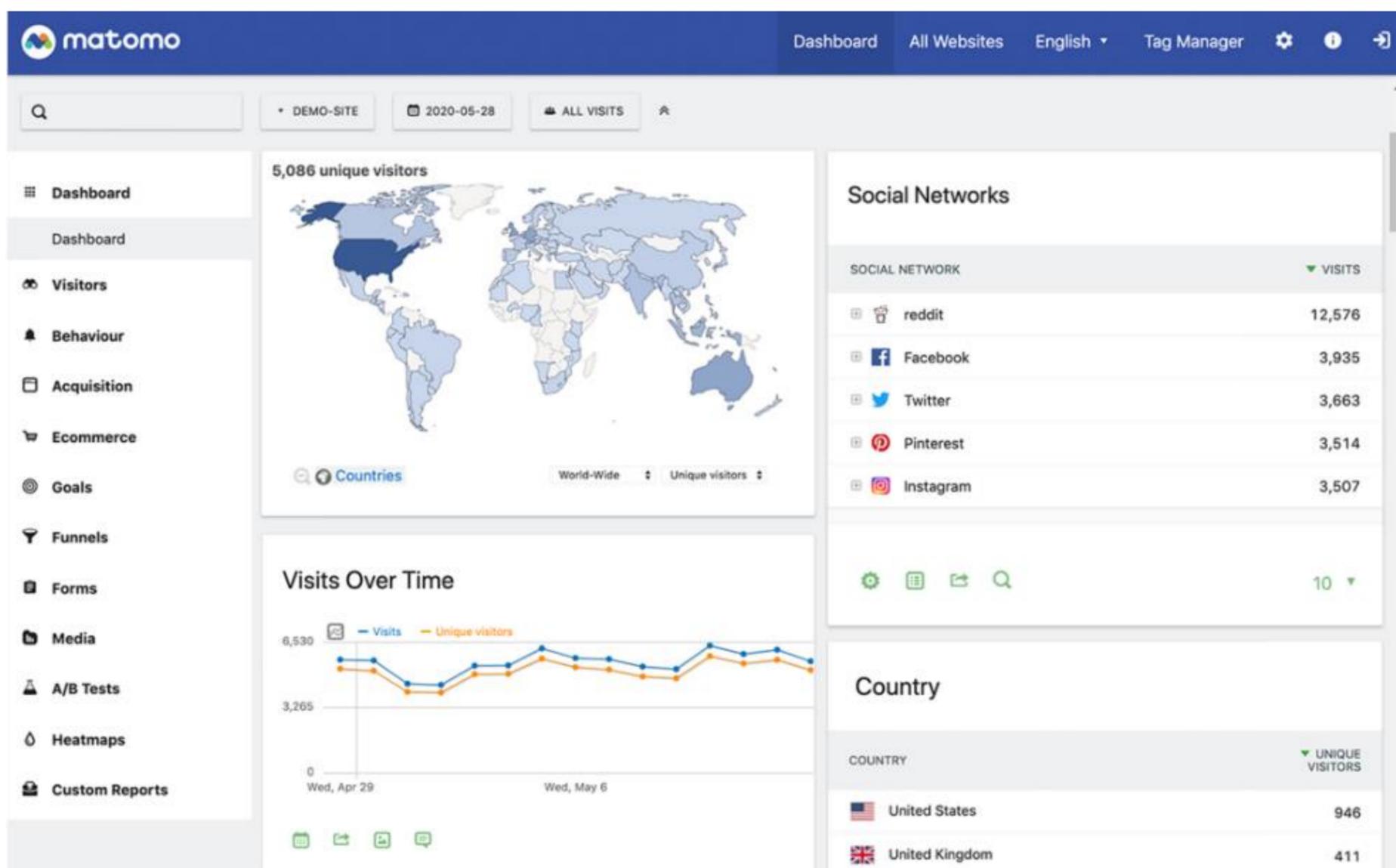
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Matomo

Matomo is a data analytics tool that defines itself as the alternative to Google Analytics that protects your data and your customers' privacy. It has free data analytics capabilities, but if you want to deploy its full potential you will have to pay for certain features.

To opt for the free plan, the tool must be downloaded from the company's own server and, as it is open source, it allows you to adapt it to your needs. [\[REF-7\]](#).



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Payment tools

The following are the main payment tools that are available and can be a good alternative for your business:

Adobe Analytics

It is one of the leading payment data analytics tools. It was named a leader among 16 vendors in Gartner's 2021 report. It allows the user to convert extracted data into visualisations that can be customised to enable better marketing decisions.

They offer the ability to analyse and collect data from any source, such as web, email, campaigns, web-based shops, mobile devices, client-server applications and most applications that access the internet.

Among other functions, it has advanced metrics to create high added-value reports for the company, as well as allowing a solid analysis of customer behaviour, providing real interaction patterns. [\[REF-8\]](#)



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Tealium

Another payment data analytics tool that can be very useful is Tealium.

The tool places particular emphasis on the way data is collected, as it allows for universal collection of customer data from any source, including websites, mobile applications, devices, kiosks, servers, files, etc.

Additionally, the tool standardises, transforms, enriches and integrates data to provide the best user experience.

The tool supports loyalty and retention, growth and acquisition, predictive reporting and customer analytics, creating a personalised user experience, ensuring privacy of collected data and relevant customer insight. [\[REF-9\]](#)



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5. Conclusiones

Nowadays, and even more so after the changing trends in consumer behaviour, who are increasingly looking to personalise their purchases, it is necessary to use and analyse data to develop marketing campaigns that attract, convert and build customer loyalty for businesses.

However, according to various studies, in Spain there is still a long way to go before companies start to make the most of data analytics.

The analysis of data derived from marketing campaigns developed by SMEs is increasingly necessary to support decision-making in order to reach a target audience, personalise the messages that will be conveyed to them and achieve success in the number of sales and, therefore, company profits, not only at a monetary level, but also through an improvement in brand image and online reputation.

In order to develop an adequate strategy, a series of fundamental steps must be followed, starting with the definition of the objectives that your business wishes to achieve when starting to analyse and exploit the data it generates. Additionally, you must establish the aspects that you want to measure and define monitoring indicators that allow you to know if you are achieving the defined objectives.

This data analysis strategy should be supported in any case by one of the many existing tools on the market, which will allow businesses to analyse the data they need to obtain quality information and facilitate decision-making for future actions or to correct those already implemented. In this sense, depending on the needs of each SME, there are free or paid tools that will meet these expectations and enhance the growth of the SMEs that use them.

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