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# Topic 1 - The strategic imperative of Web Analysis

# THE ROLE OF WEB ANALYSIS

Web Analytics collects Market data:

- ▷ Customer Data and Market trends
- ▷ Competitor Intelligence
- ▷ Company Data and Trends

To provide an actionable insights for decision making with the objective:

- ▷ To improve the results or reduce the costs

**Data→Results→ Analysis→ Actionable insights**

# THE ROLE OF WEB ANALYSIS

## Customer data

**Need profiling** is gathering of customer requirements, often used by marketers who want to understand what a client hopes to gain from a project or campaign.

- *To create the content that speaks more directly to audience.*
- *To improve the user's experience with the brand*
- *To lower costs in both labor and time*



# THE ROLE OF WEB ANALYSIS

## Market trends

## Regions trends. Spain

<https://trends.google.es/trends/yis/2020/ES/>

<https://trends.google.es/trends/yis/2021/ES/>



See what was trending in 2021 – Spain ↕

### General

- 1 tiempo mañana
- 2 Eurocopa
- 3 La Liga
- 4 Real Madrid
- 5 Roland Garros

### Deportistas

- 1 Mbappé
- 2 Eriksen
- 3 Rafael Nadal
- 4 Carlos Alcáraz
- 5 Ana Peleteiro

### Cine, tv y series

- 1 Tokyvideo
- 2 Supervivientes
- 3 Love is in the air
- 4 La isla de las tentaciones
- 5 El juego del calamar

### Cuándo

- 1 cuándo juega España
- 2 cuándo es el Black Friday
- 3 cuándo me toca vacunarme
- 4 cuándo juega el Madrid
- 5 cuándo es Semana

### Cómo

- 1 cómo se llama el martillo de Thor
- 2 cómo saber si soy moroso
- 3 cómo va el Madrid
- 4 cómo va España
- 5 cómo se llama la flor de la acacia

### Por qué

- 1 por qué erupciona un volcán
- 2 por qué sube la luz
- 3 por qué se va Messi
- 4 por qué Melendi no está en La Voz
- 5 por qué duele el

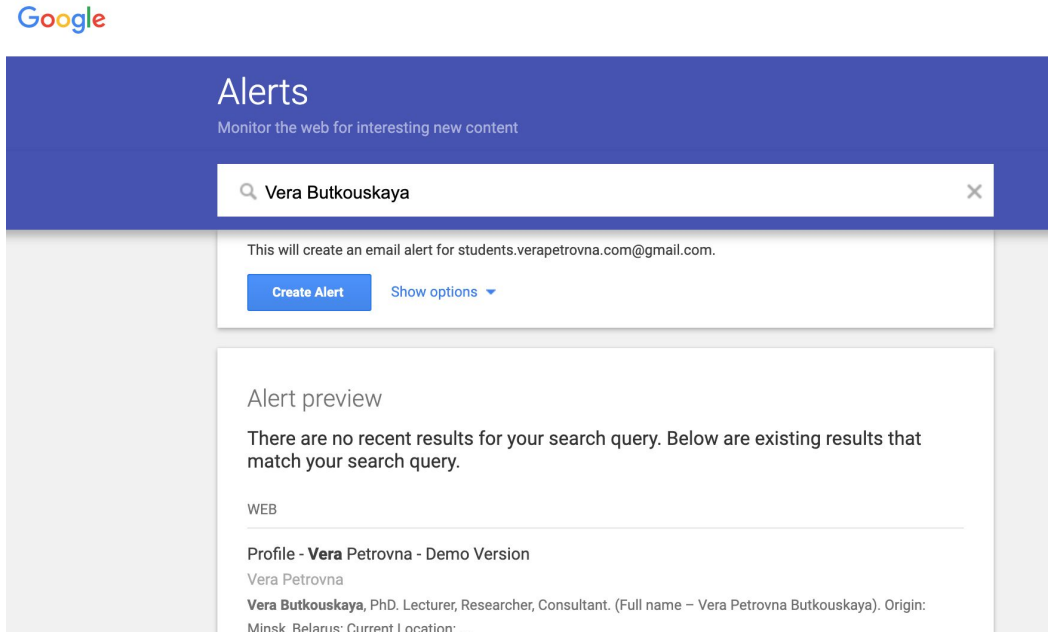
# THE ROLE OF WEB ANALYSIS

## Competitor intelligence (CI)

### Competitor insights

- ▷ *To set the objectives*
- ▷ *Plan budgets*
- ▷ *To evaluate the results*

Source: <https://www.google.com/alerts>



# THE ROLE OF WEB ANALYSIS



## Competitor intelligence (CI)

### Benchmarking / Leading indicators

- ▷ a means by which you measure your performance against a standard.
- ▷ *To set the objectives*
- ▷ *Plan budgets*
- ▷ *To evaluate the results*

Source:

<https://mailchimp.com/resources/research/email-marketing-benchmarks/>

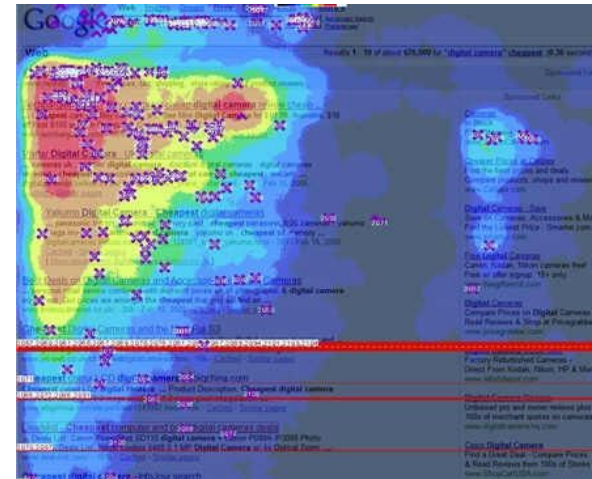
Industry	Open	Click	Soft Bounce	Hard Bounce	Abuse	Unsub
Agriculture and Food Services	24.71%	2.98%	0.58%	0.43%	0.02%	0.29%
Architecture and Construction	24.78%	2.90%	1.50%	1.08%	0.03%	0.36%
Arts and Artists	27.23%	2.85%	0.61%	0.44%	0.02%	0.29%
Beauty and Personal Care	18.48%	1.96%	0.38%	0.38%	0.03%	0.32%
Business and Finance	20.97%	2.73%	0.66%	0.55%	0.02%	0.23%
Computers and Electronics	20.87%	2.16%	1.02%	0.70%	0.02%	0.31%
Construction	22.10%	1.95%	1.56%	1.20%	0.04%	0.43%
Consulting	19.54%	2.26%	0.92%	0.71%	0.02%	0.29%

# THE ROLE OF WEB ANALYSIS

## Company (own media)

**Heat map** - A useful tool that can show how users interact with a page, either by showing where their eyes or their mouse travels around a website.

- *To understand on-site user behaviour*
- *To optimize website usability*
- *To create better-targeted content and placement to help optimize experiences.*



# THE ROLE OF WEB ANALYSIS

## Product Trends

[https://shopping.thinkwithgoogle.com/explore/pl3-EMuqag~pl2-EJTemQE~pl1-ELr\\_PQ/c-2840/1522800000-1554336000/all](https://shopping.thinkwithgoogle.com/explore/pl3-EMuqag~pl2-EJTemQE~pl1-ELr_PQ/c-2840/1522800000-1554336000/all)

PL Product Line | Mobile Phones

Apple iPhone 8 Plus

PL Product Line | Mobile Phones

Apple iPhone XS

PL Product Line | Headphones & He...

Apple EarPods

+ ADD COMPARISON

From

Apr 4, 2018



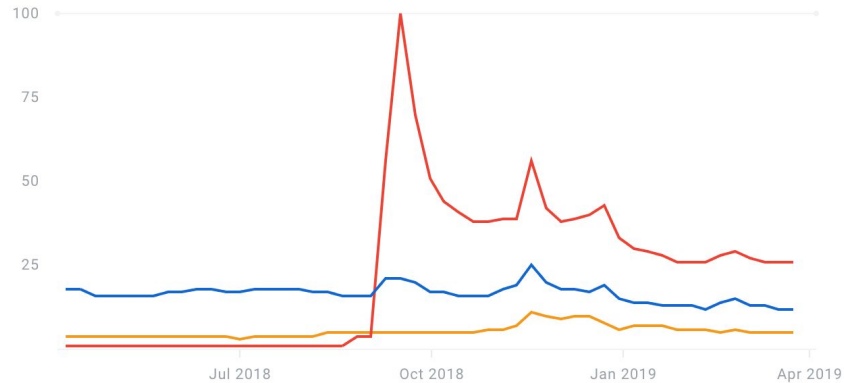
Until

Apr 4, 2019



1 Month

1 Year



Interest by location

USA

Metro

State



PL Apple iPhone 8 Plus

PL Apple iPhone XS

PL Apple EarPods

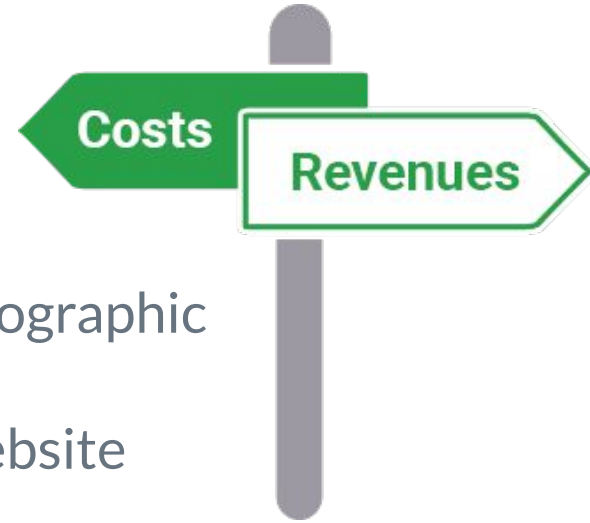


# THE ROLE OF WEB ANALYSIS

## Decision Making

### Decisions based on Web Analysis

- ▷ what **content** should go on which page
- ▷ how to purchase the right set of **keywords**
- ▷ how to find the **audience** with the perfect demographic and psychographic profile
- ▷ how to **return visitors** when they get to our website
- ▷ How make website **easier to use**
- ▷ How to save advertisement **costs**
- ▷ How to optimize marketing **budget**
- ▷ How to improve **ROI**





*Thank you.*  
*Questions?*