

Título: Analytics and Metrics of Digital Marketing

Subtítulo: Presentaciones

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Material docente en abierto de la Universidad Rey Juan Carlos

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ANALYTICS AND METRICS OF DIGITAL MARKETING

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UNIT 1

INTRODUCTION TO THE CONCEPT OF DIGITAL MARKETING ANALYTICS AND METRICS

ANALYTICS AND METRICS OF DIGITAL MARKETING

Iria Paz Gil



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1

Topic 1

Introduction to Digital Marketing Metrics and Analytics

ANALYTICS AND METRICS OF DIGITAL MARKETING

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1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem

A digital ecosystem "is a socio-technical system inspired by natural ecosystems. Its operation is based on the properties of self-organization, scalability and sustainability to achieve greater traffic on the website of the company, greater interaction and user loyalty and generate more leads".

(rockcontent.com, 2019)



Image source: rawpixel.com/freepik



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1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem



(marketingenredessociales.com, 2020)

Image source: rawpixel.com/freepik



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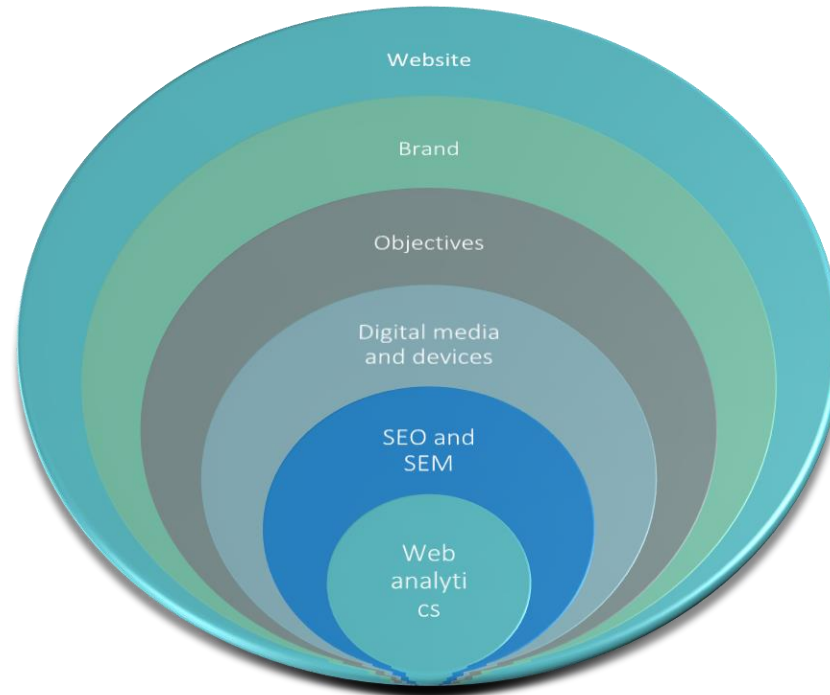
1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem

Figure 1.1. Digital Ecosystem

Common categories in digital marketing ecosystem classifications

Source: Own elaboration



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1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem

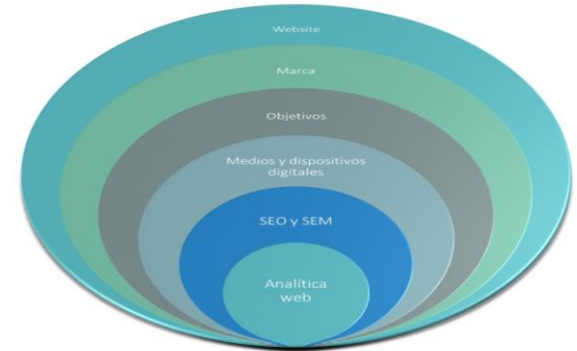
Website

The central element of most digital ecosystems

Place to which traffic is directed

Formal aspects: good content structure, unified criteria and harmony, which attract the consumer's attention

Content aspects: well-defined what kind of information you want customers and leads to find on the website and how you want to attract their attention



... It must "contain all the necessary tools to inform, interact, incite to request more information or to purchase and to build user loyalty"

(marketingenredessociales.com, 2020)



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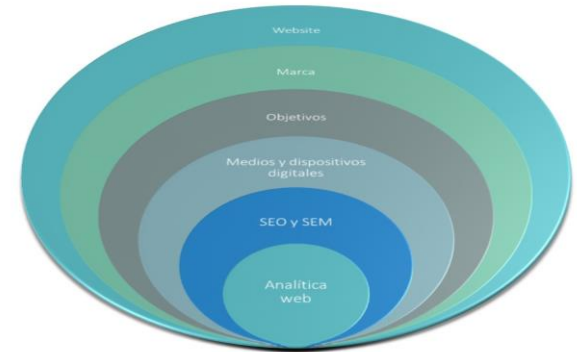
1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem

Brand

It allows you to carry the message of what you want to sell to the rest of the channels in the ecosystem

Brand design involves how the organisation is defined and how it is communicated to the consumer



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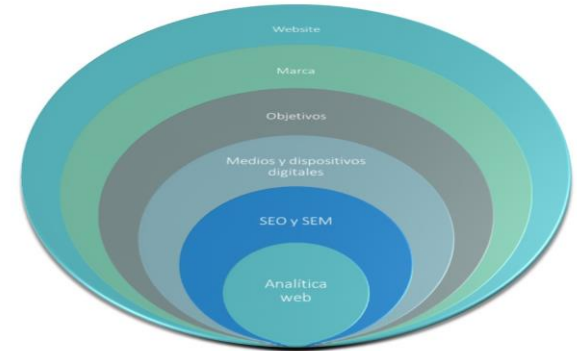
1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem

Objectives

Clear and well-defined (as in any project)

In the design of digital marketing actions, they are usually very specific (gaining presence, gaining visibility, building customer loyalty, increasing sales...)



"if you get 2 million likes on this tweet, we will add spicy chicken nuggets back to the menu"



The screenshot shows a tweet from Wendy's (@Wendys) with a verified account. The tweet text reads: "Y'all keep asking, so here's your chance. The people in charge say if you guys can get our tweet (this one right here) to 2 Million likes, they will bring SPICY CHICKEN NUGGETS BACK. Let's freakin' do this! [twitter.com/chancetherapper...](\"https://twitter.com/chancetherapper...\")". Below the tweet is a reply from Chance The Rapper (@chancetherapper) with a verified account, stating: "Positive Affirmations for today: I WILL have a good day, I Will succeed today, Wendy's WILL bring back spicy nuggets at some point please please Lord let it be today." The tweet has 2,13 M likes and is dated 21:50 - 4 may, 2019. At the bottom, it says "412 mil personas están hablando de esto" and "Cyberclick (2020)".



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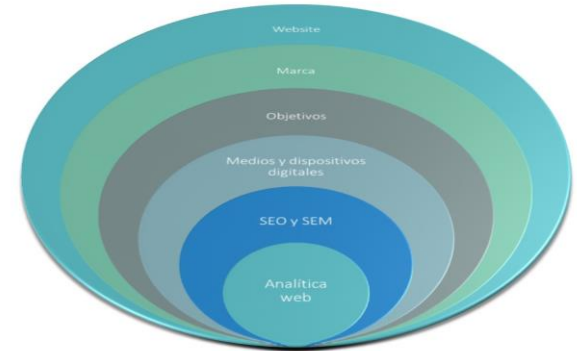
1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem

Digital media and devices

It is important to define in which digital channels the brand will have a presence (website, blog, email, social networks and apps)

As well as the access devices for users

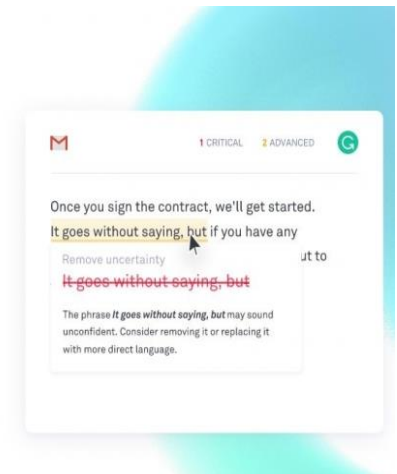


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1.1. The digital marketing ecosystem and digital consumer behaviour

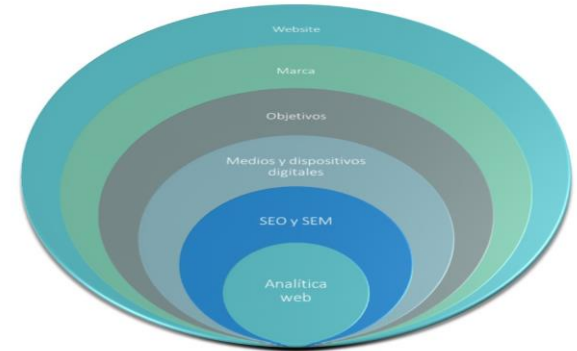
Digital ecosystem

SEO (*Search Engine Optimization*)
SEM (*Search Engine Marketing*)

Search engine optimisation is an essential part of any digital strategy

SEO: a technique that ensures that website content contains the right keywords and is readable and attractive to search engines, so that it can appear in the results searched for by users (organic positioning)

SEM: attractive advertisements allow you to reach the top positions in Internet search engines, even if the target is more specific and are intended for pay per click (direct payment of advertising to the search engine itself)



Google agujas de tatuar

Todo Imágenes Vídeos Shopping Noticias Más Herramientas de búsqueda

Aproximadamente 302.000 resultados (0,52 segundos)

Resultados Orgánicos

Google AdWords

Resultados de Google Shopping para agujas...

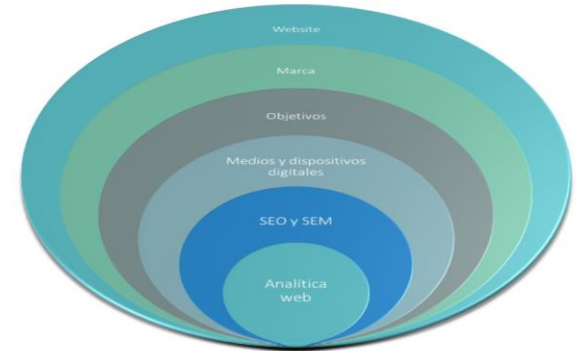
Semrush (2021)



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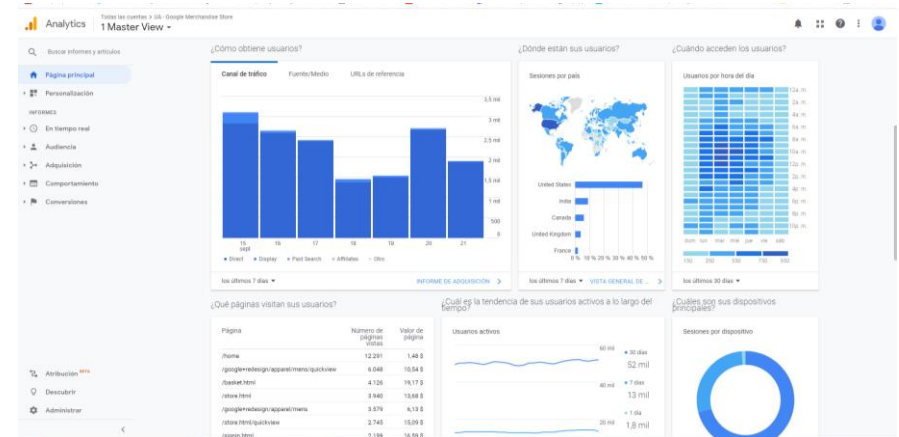
1.1. The digital marketing ecosystem and digital consumer behaviour

Digital ecosystem



Web analytics

Measuring brand management allows us to understand the different possible scenarios, and to make decisions or corrections that favour the growth of the brand or the achievement of its objectives



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1.1. The digital marketing ecosystem and digital consumer behaviour

Digital consumer behaviour



Image source: starline, macrovector/freepik



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1.1. The digital marketing ecosystem and digital consumer behaviour

Digital consumer behaviour

There will be two types of companies in the 21st Century: those that are on the Internet and those that do not exist



Image source: <https://www.ethiojobs.net/blog/bill-gates-software-architect-of-the-computer-age/>



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1.2. VUCA environment

VUCA



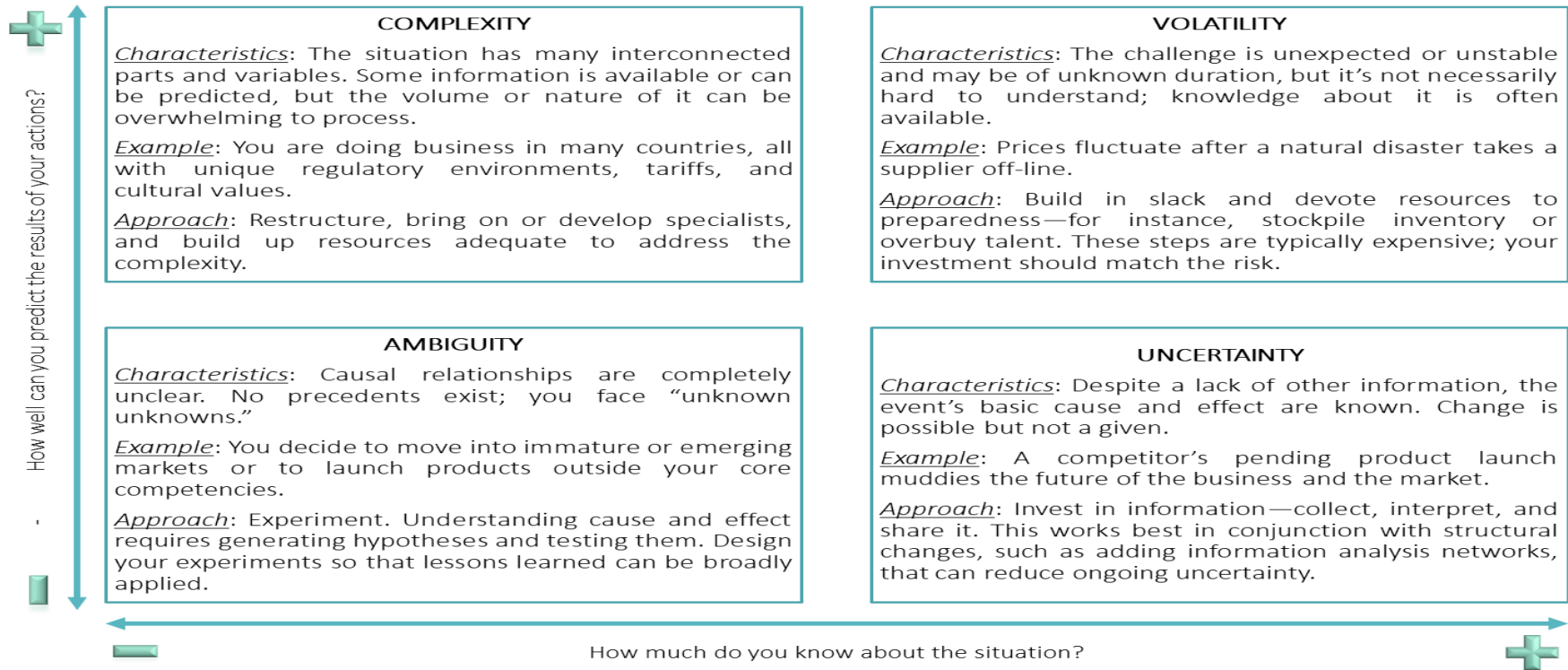
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1.2. VUCA environment

VUCA

Figure 1.2. VUCA environments' challenges

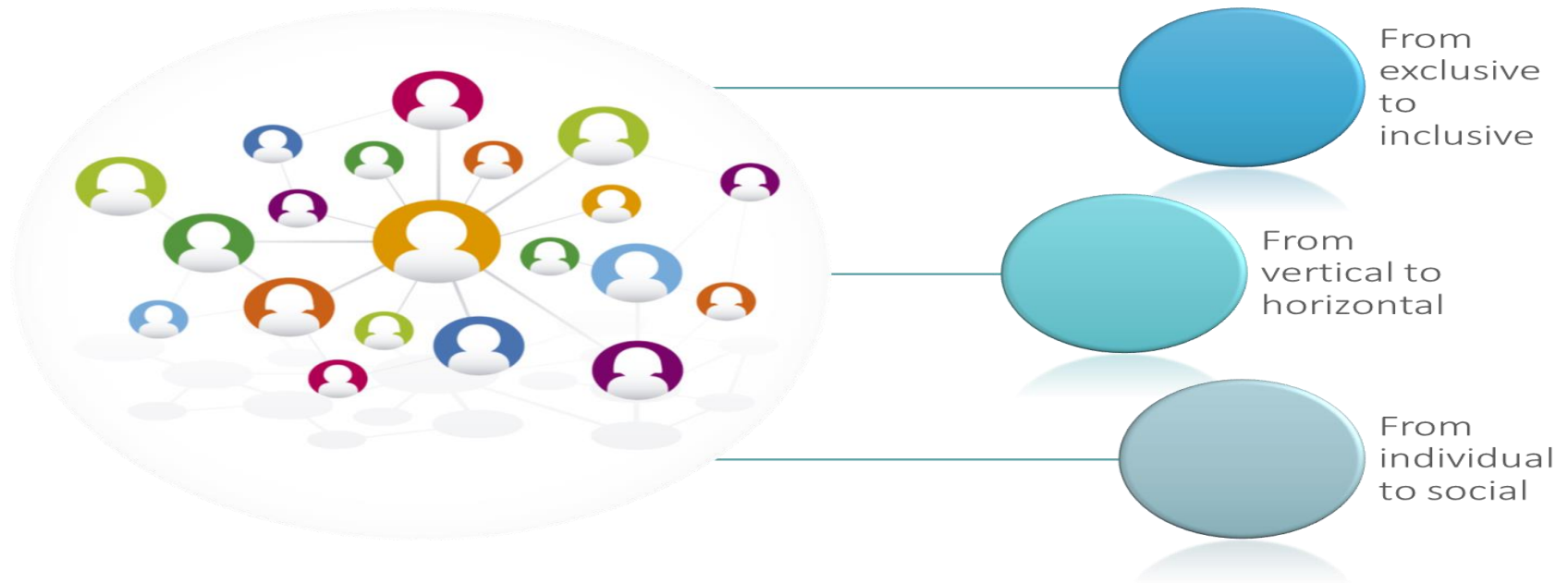
Source: Bennet and Lemoine, 2014



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1.3. Digital consumer factors. From the individual to the hive.

Marketing 4.0



(Kotler, Kartajaya and Setiawan, 2018)

Image source: rawpixel.com/freepik



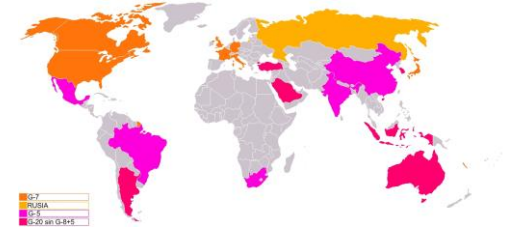
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1.3. Digital consumer factors. From the individual to the hive.

Marketing 4.0

From
exclusive to
inclusive

Economic power is more dispersed
and inclusive



Large companies need smaller, more innovative companies to
continue innovating



La **Fundación Bill y Melinda Gates** es la fundación privada más grande del mundo, fundada por Bill Gates y Melinda Gates. Su sede está en la ciudad de Seattle, Washington. En 1994, fue creada como la Fundación William H. Gates y fue renombrada en 1999 como la **Fundación Bill y Melinda**.

Big fortunes redirect some of their wealth through foundations

(Kotler, Kartajaya and Setiawan, 2018)



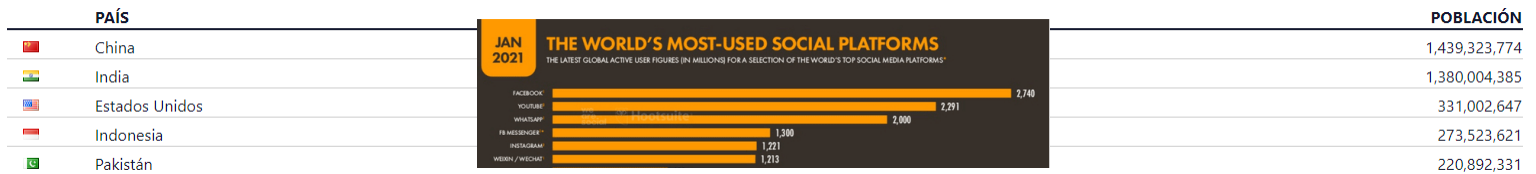
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1.3. Digital consumer factors. From the individual to the hive.

Marketing 4.0

From vertical to horizontal

The vertical power structure is giving way to a more horizontal force



Citizens are journalists and content creators



Customer trust is driven by the *F-Factor* (family, friends, fans, followers) rather than by corporate marketing communication

“THE F-FACTOR”

That's **F** for Friends, Fans & Followers, who influence consumers' purchasing decisions in ever-more sophisticated ways.

(Kotler, Kartajaya and Setiawan, 2018)



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1.3. Digital consumer factors. From the individual to the hive.

Marketing 4.0

From individual to social

Power is not held by individuals, but by social groups



Social approval increasingly influences decision-making (and brand image is not always as projected)

Connectivity will be massive and market behaviour will change

Comarote Madrid
●●●● 1046 opiniones
Calle Cervantes 8, León, Provincia de León, Castilla y León, España
76 menciones de madrid
Recién llegado a León... ¡directos al Comarote Madrid..."

Parque Warner Madrid
●●●●● 6.432 opiniones
Avenida A-6, E-41 22, San Martín de la Vega, un pueblo del sur de Madrid..."
503 menciones de madrid
"El parque visité en San Martín de la Vega, un pueblo del sur de Madrid..."

NH Collection Madrid Eurobuilding
●●●●● 2.573 opiniones
Paseo Domin, 23, Madrid, España
416 menciones de madrid
"...expectativas, según el estándar el hotel en mi próxima visita atribuiré a Madrid..."

Parque Madrid Río
●●●●● 2.274 opiniones
Paseo de la Embajada del Santo 14 16, Madrid, España
633 menciones de madrid
"Amplias zonas verdes, terrazas estacionales, los que hemos vivido en Madrid..."



(Kotler, Kartajaya and Setiawan, 2018)

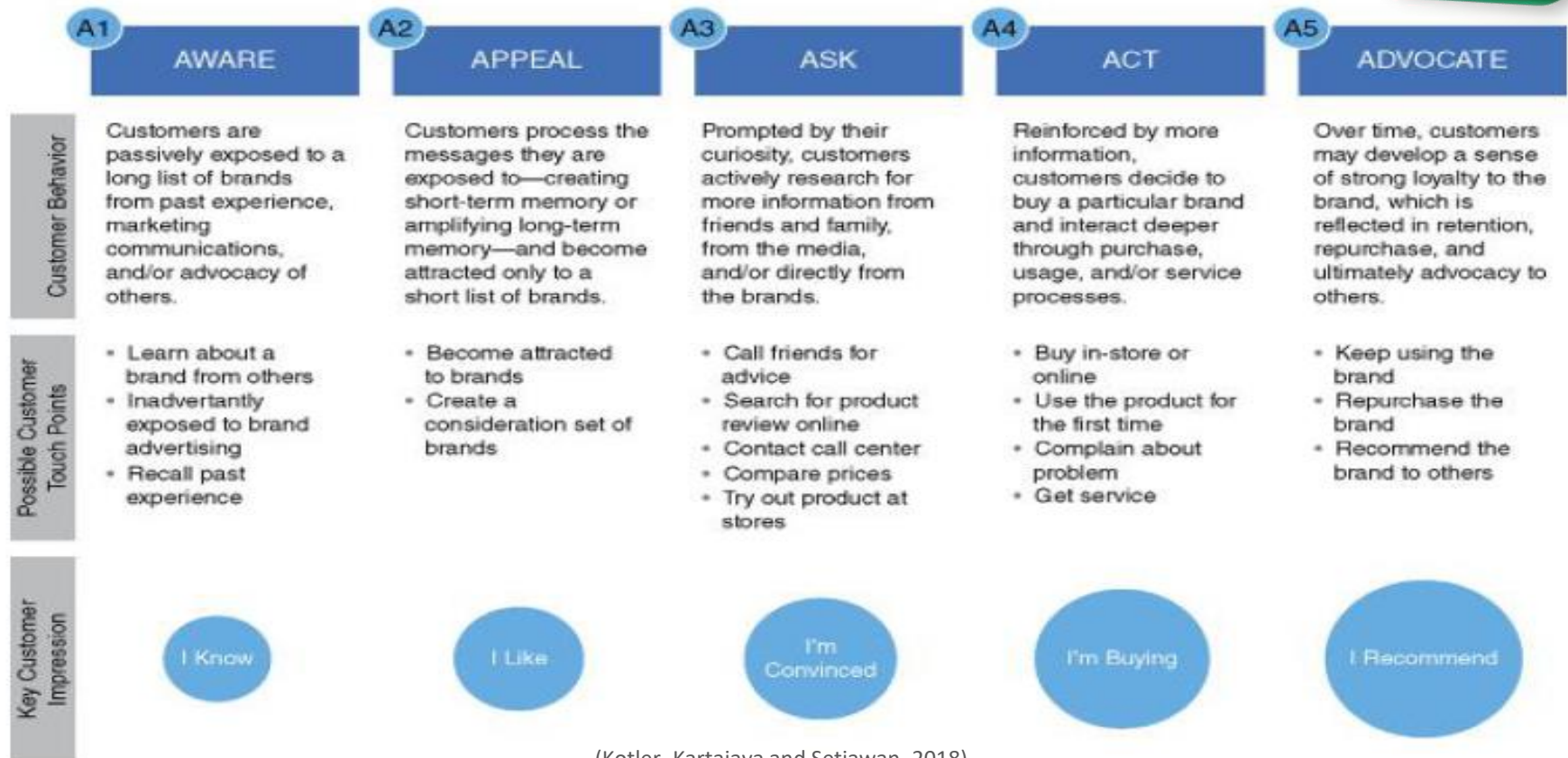


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1.3. Digital consumer factors. From the individual to the hive.



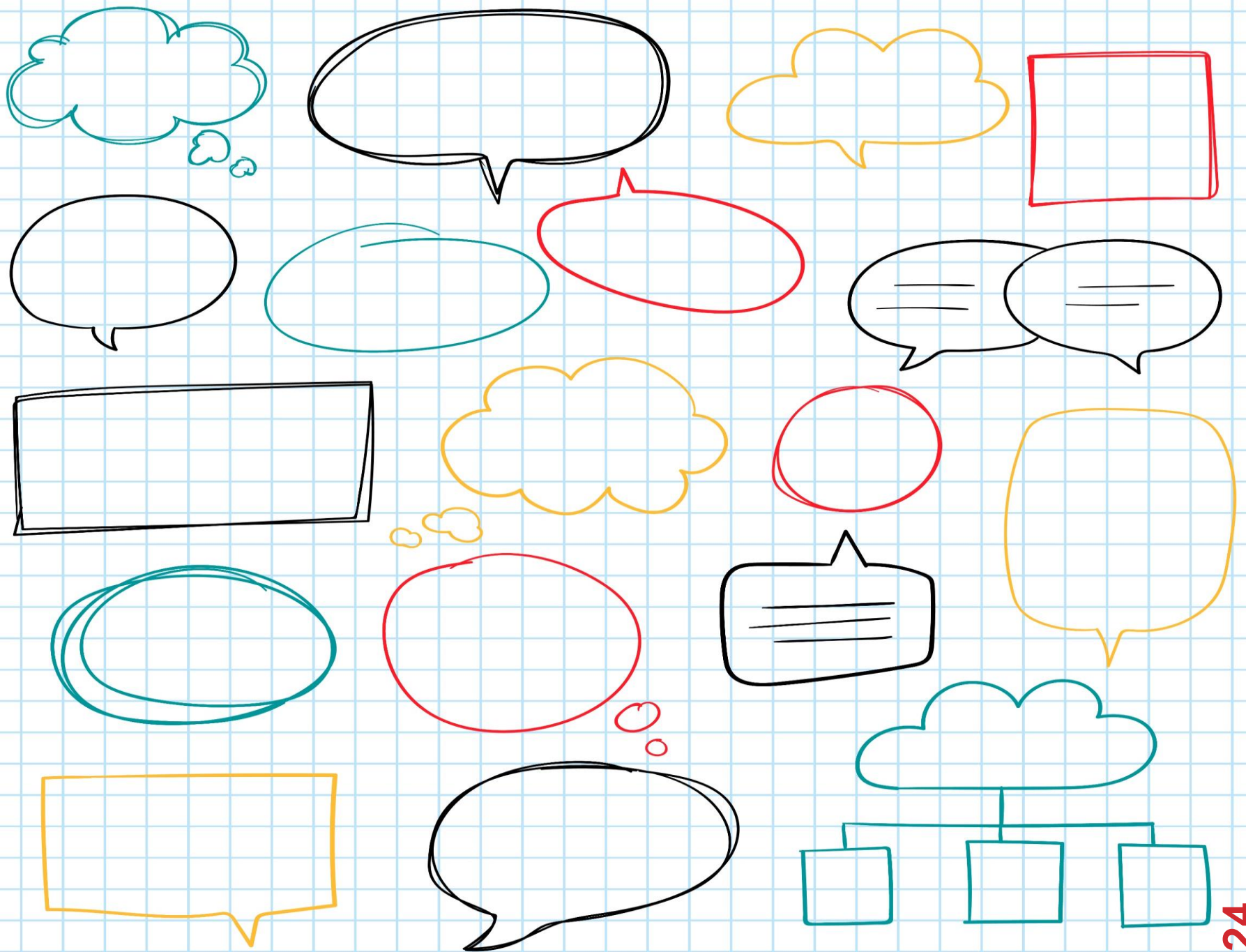
Customer Journey



(Kotler, Kartajaya and Setiawan, 2018)



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Topic 1 - END

Introduction to Digital Marketing Metrics and Analytics

ANALYTICS AND METRICS OF DIGITAL MARKETING

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2



Topic 2

Neuroscientific basis of online consumer behavior

ANALYTICS AND METRICS OF DIGITAL MARKETING

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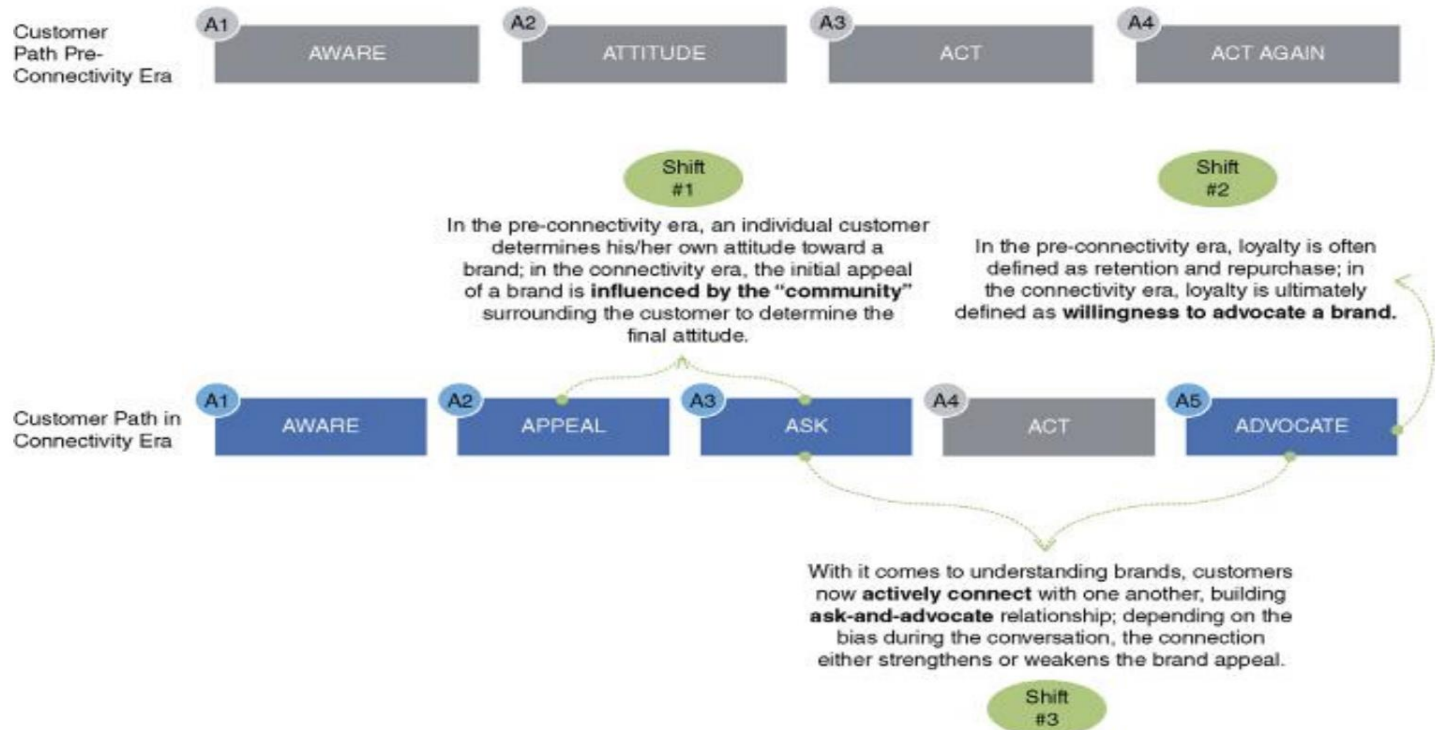
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2.1. Digital marketing strategies

Consumer journey

Figure 2.1. The new path of the consumer in a connected world
Source: Kotler, Kartajaya and Setiawan (2018)



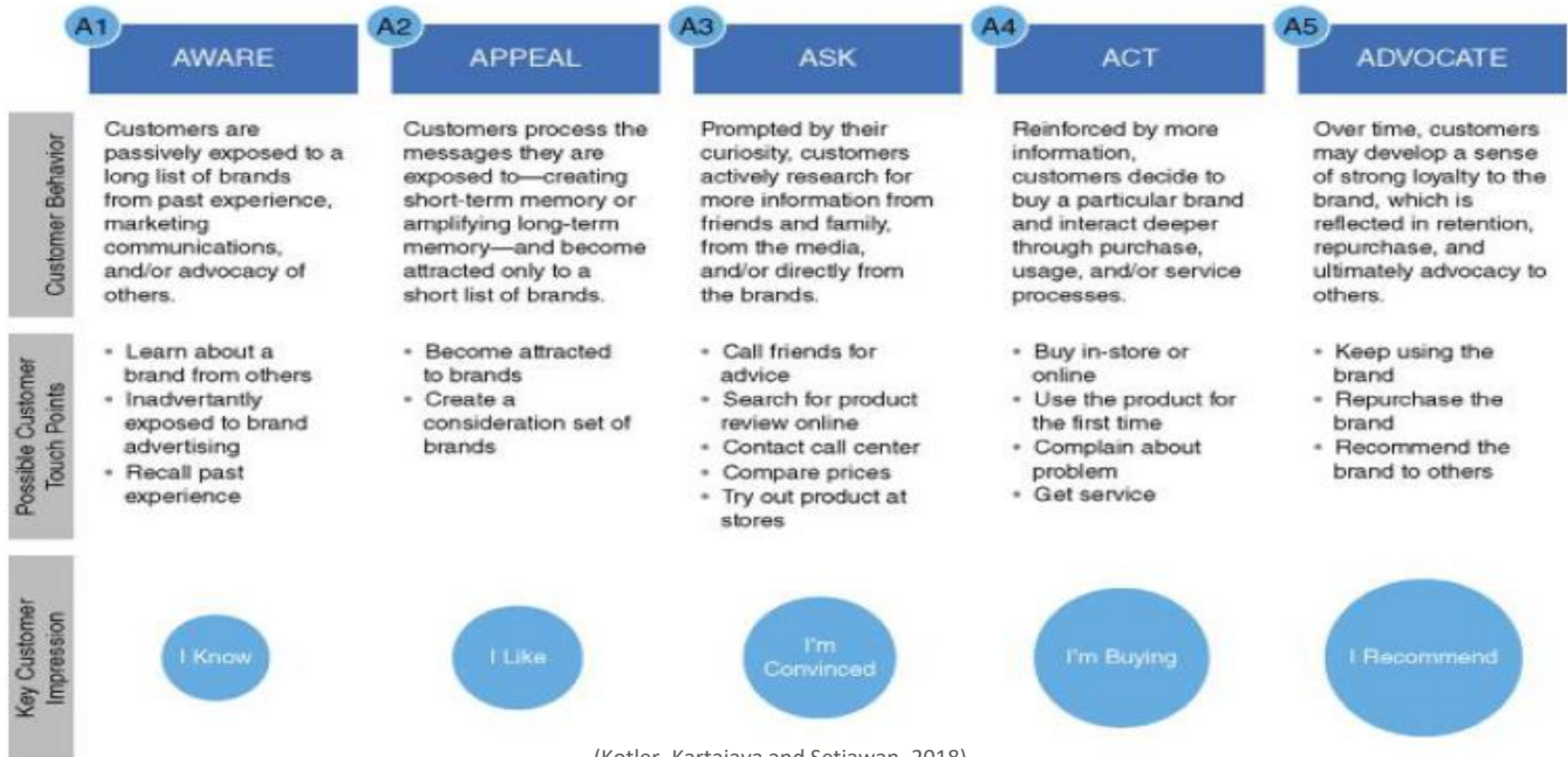
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2.1. Digital marketing strategies

Customer Journey



(Kotler, Kartajaya and Setiawan, 2018)



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2.1. Digital marketing strategies

SoLoMo



Image source: freepik



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2.1. Digital marketing strategies

Showrooming vs. Webrooming

SHOWROOMING



Research
Offline



Purchase
Online



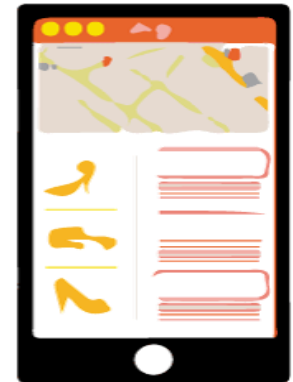
WEBROOMING

ROPO

Research
Online



Purchase
Offline



Better offers online



Information online and advantages
offline



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2.1. Digital marketing strategies

Showrooming vs. Webrooming

SHOWROOMING



- Uses the mobile to learn more about the product.
- They tend to be young.
- Explores prices, processes and shopping experiences.
- Most consumers use mobile devices to search for information about a product while they are considering a purchase in a physical shop.

 ➔ Better offers online

Cyberclick



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2.1. Digital marketing strategies

Showrooming vs. Webrooming

- Consumers who search for information about a product on their mobiles are more likely to end up buying it in a physical store.
- More than 80% of consumers research products on their mobiles before buying in an offline store.
- They take advantage of the large amount of information and opinions online, without giving up the personal treatment, see and try, absence of shipping costs...



Cyberclick

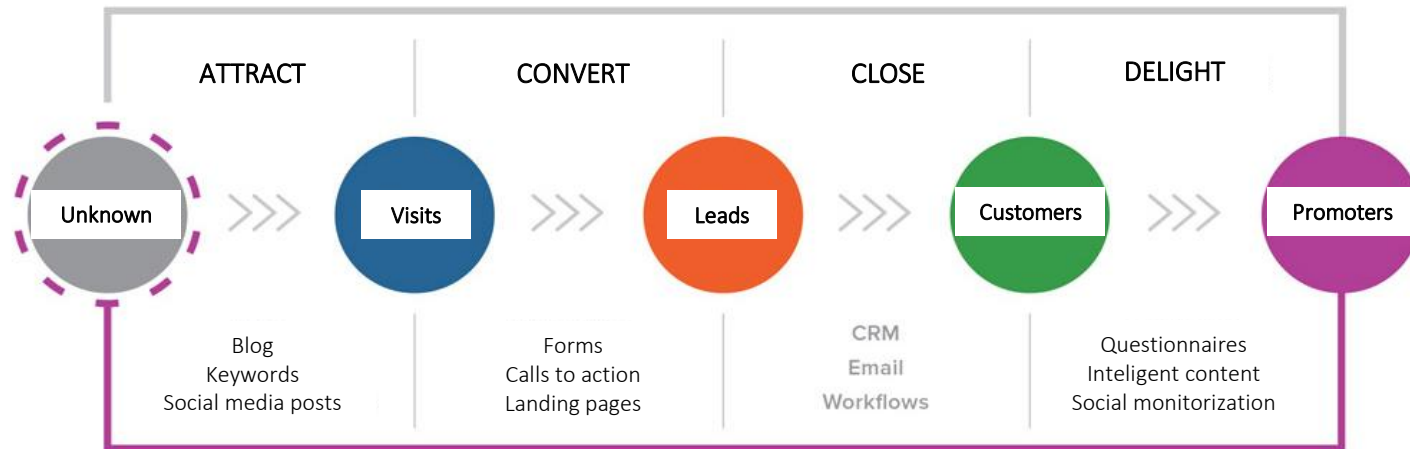


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2.1. Digital marketing strategies

Inbound marketing

Inbound Methodology



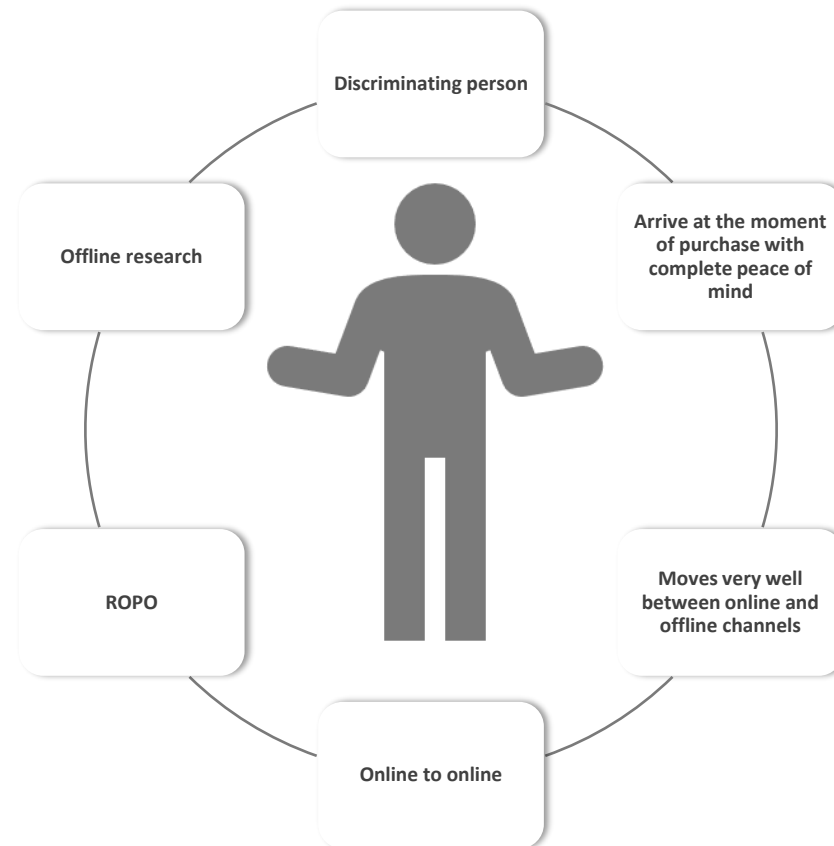
HubSpot



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2.2. Psychological and behavioral phenomena associated with the digital ecosystem

Digital consumer



Puro Marketing



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2.2. Psychological and behavioral phenomena associated with the digital ecosystem

FOMO

F *Fear*
O *Of*
M *Missing*
O *Out*



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2.2. Psychological and behavioral phenomena associated with the digital ecosystem

JOMO

J *Joy*
O *Of*
M *Missing*
O *Out*



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2.2. Psychological and behavioral phenomena associated with the digital ecosystem

JOMO

DIGITAL DETOX

OUR STORY CAMP GROUNDED EXPERIENCES K12 CERTIFICATION BLOG

REQUEST INFO

DISCONNECT TO RECONNECT.

WHAT WE DO

Digital Detox® is an internationally-recognized company focused on helping people be more present and improve the balance with technology use in their lives. We aim to inspire, educate, and empower individuals to create more mindful, meaningful, well-rounded lives both online and off.

<https://www.lonelyplanet.es/blog/wifi-no-gracias-viajes-para-desconectar>

Forbes

LOS MÁS RICOS BEST CEO LISTAS FORBES W FORBES FUNDS EMPRESAS NOMBRE DEL DÍA LIFESTYLE WATCHES SUMMIT TIENDA Tapas

Detox digital: 10 lugares donde (no) poder conectarse

LIFESTYLE

POR CAROLINA G. NOMBELA
22 FEBRERO 2019

<https://forbes.es/lifestyle/41469/detox-digital-10-lugares-donde-no-poder-conectarse/>



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2.2. Psychological and behavioral phenomena associated with the digital ecosystem

Digital consumer neuroscience

15 Big Ways The Internet Is Changing Our Brain

| | | | | |
|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (1) THE INTERNET IS OUR EXTERNAL HARD DRIVE GOOGLE... | (2) CHILDREN ARE LEARNING DIFFERENTLY memorizing facts wastes valuable brain power ONLINE EDUCATION... | (3) WE HARDLY EVER GIVE TASKS OUR FULL ATTENTION continuous partial attention ¿GOOD OR EVIL? | (4) WE DON'T BOTHER TO REMEMBER (if we can expect to be able to access information in the future) | (5) WE'RE GETTING BETTER AT FINDING INFORMATION the brainpower previously used to retain facts and information is now being used to remember how to look it up |
| (6) DIFFICULT QUESTIONS MAKE US THINK ABOUT COMPUTERS all we have to do is Google it | (7) IQ IS INCREASING OVER TIME NOT SURE | (8) OUR CONCENTRATION IS SUFFERING growing difficulty in deep reading | (9) WE'RE GETTING BETTER AT DETERMINING RELEVANCE we spend much time sifting through meaningless research | (10) WE'RE BECOMING PHYSICALLY ADDICTED TO TECHNOLOGY DOPAMINE |
| (11) THE MORE YOU USE THE INTERNET, THE MORE IT LIGHTS UP YOUR BRAIN DECISION MAKING AND PROBLEMS SOLVING BRAIN AREAS | (12) OUR BRAINS CONSTANTLY SEEK OUT INCOMING INFORMATION multitaskers, distractions | (13) WE'VE BECOME POWER BROWSERS comprehension and attention are at risk | (14) ONLINE THINKING PERSISTS EVEN OFFLINE your brain remains rewired: a lack of focus and fractured thinking can persist, interrupting work, family, and offline time | (15) CREATIVE THINKING MAY SUFFER in new and different ways |

<https://www.onlinecollege.org/15-big-ways-the-internet-is-changing-our-brain/>



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2.3. Digital consumer neuroscience

Digital consumer neuroscience

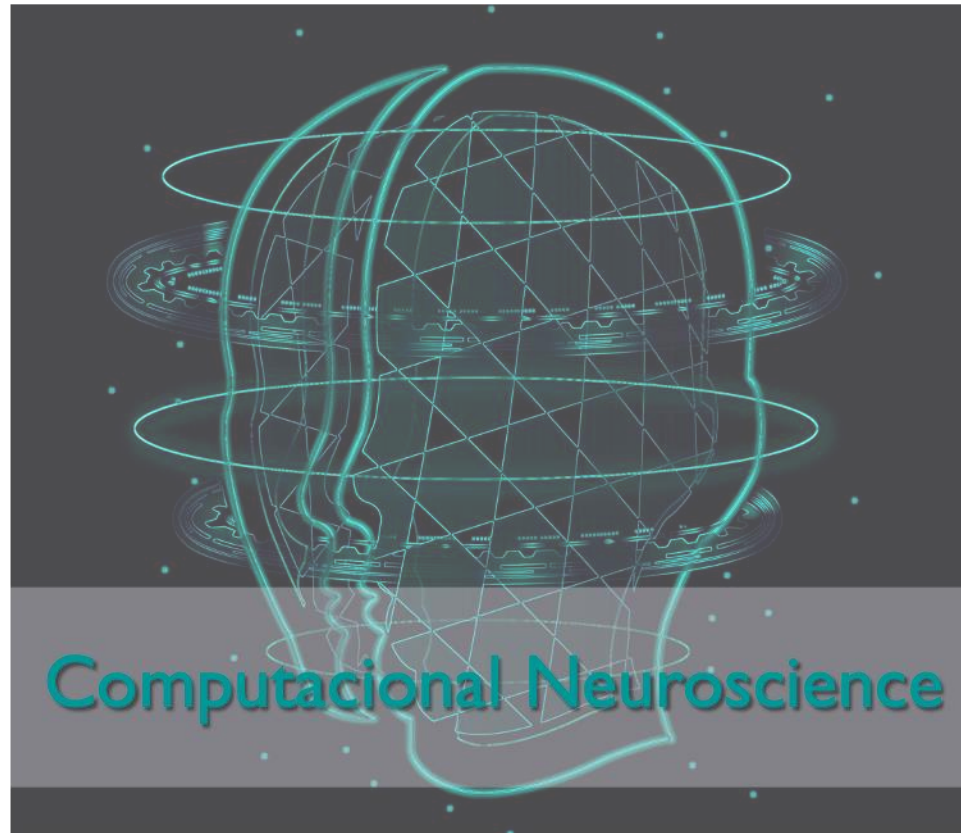


Image source: rawpixel.com/freepik



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2.3. Digital consumer neuroscience

Eye-tracking



Eye-tracking

Eyeball movement, pupil dilation or blinking.

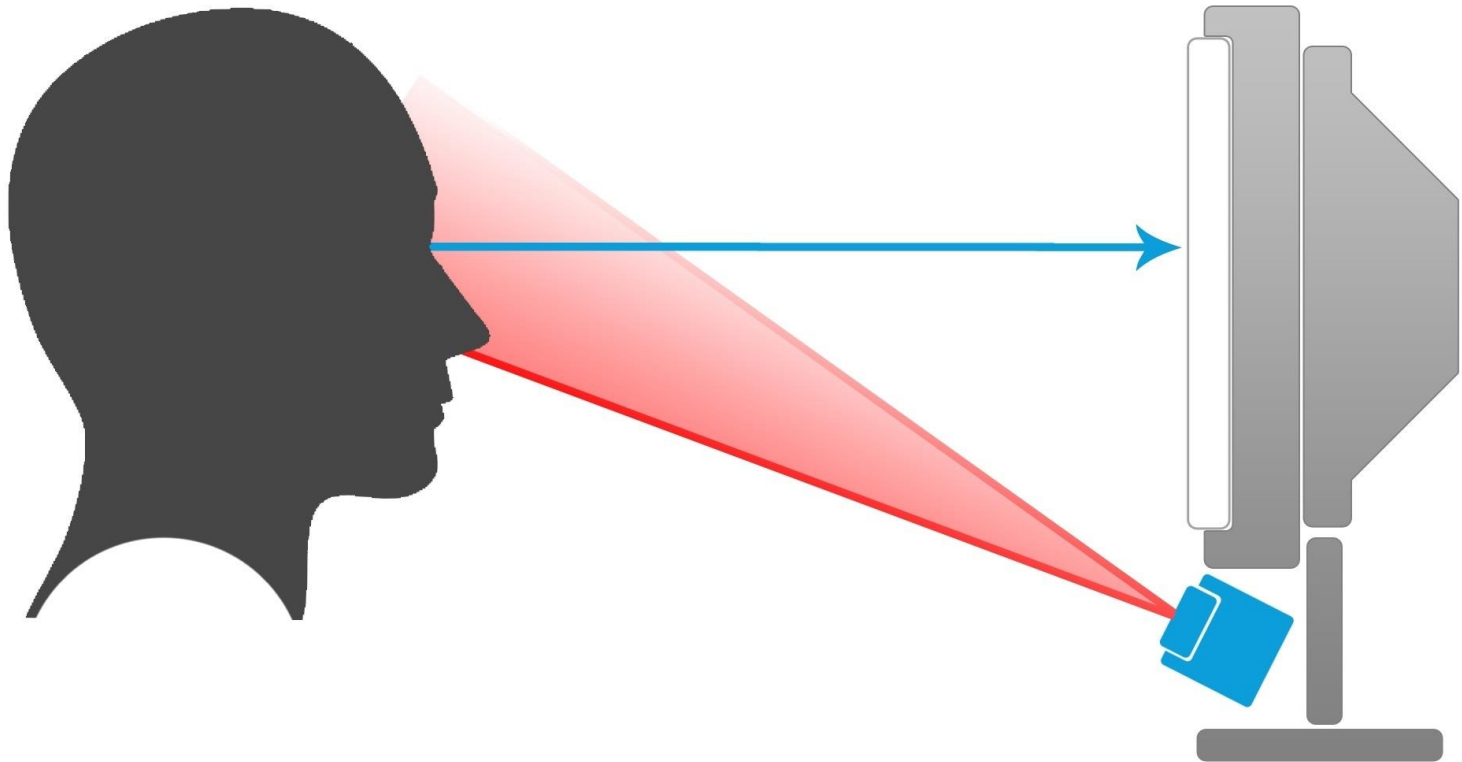
It is used to study the points of greatest fixation (attention, interest and emotional involvement) of printed or web material (static images).



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2.3. Digital consumer neuroscience

Eye-tracking



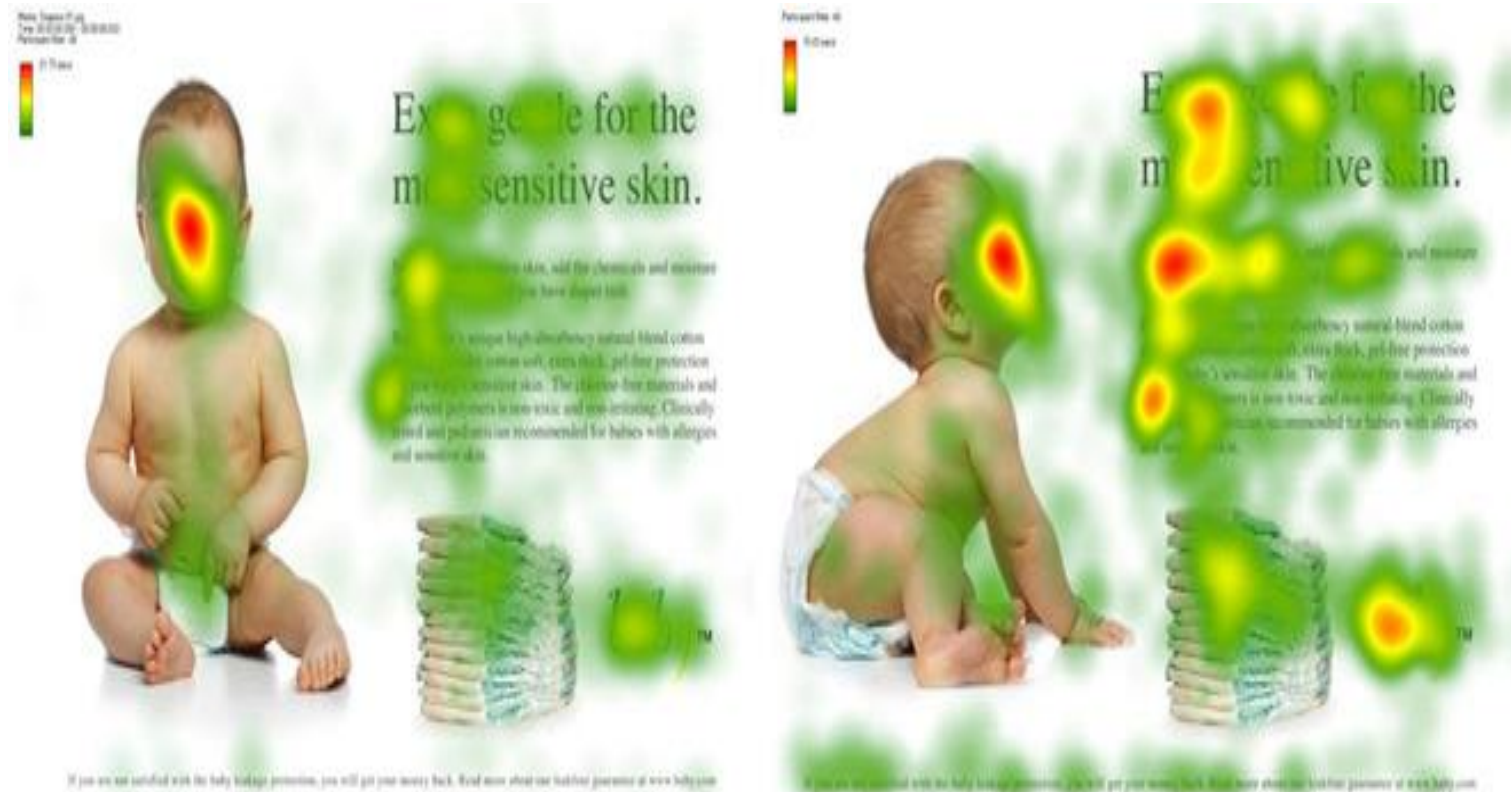
<https://www.makinggames.biz/feature/use-your-eyes-interaction-through-eye-tracking,7117.html>



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2.3. Digital consumer neuroscience

Eye-tracking



<https://blog.hostalia.com/doctor-hosting/mapas-calor-scroll-web/>



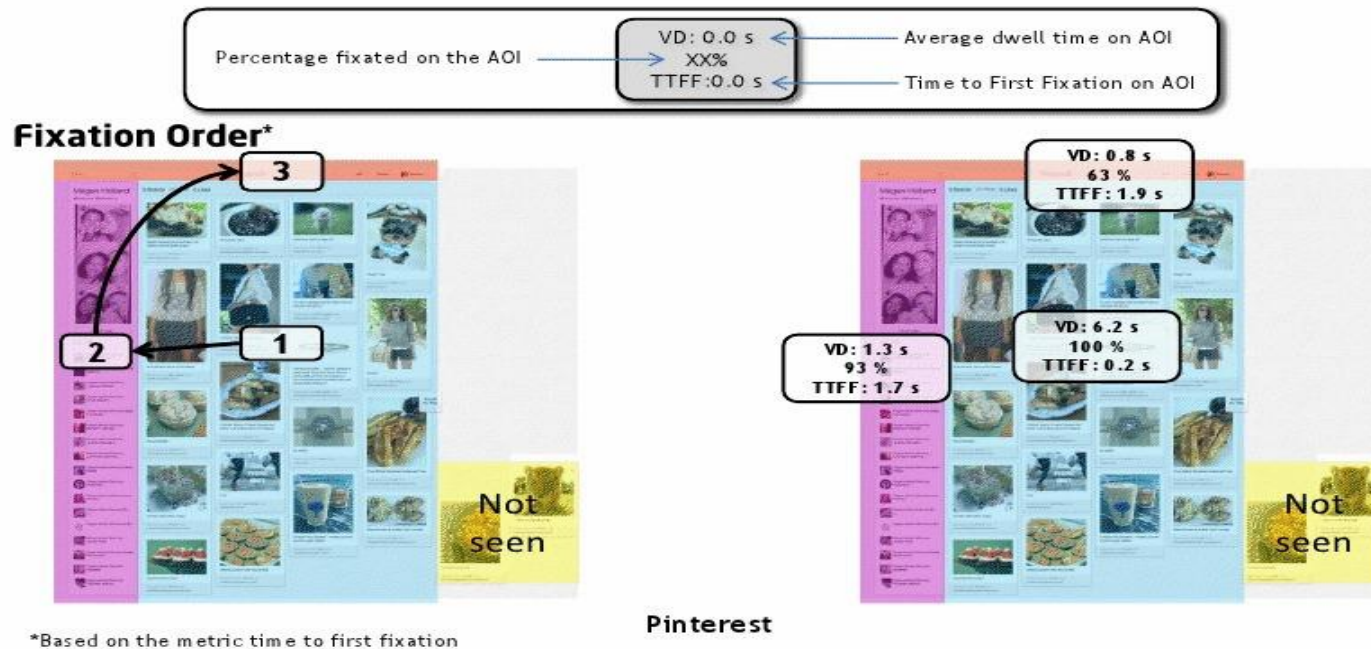
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2.3. Digital consumer neuroscience

Eye-tracking

Eye-Tracking Statistics for different Areas of Interest

Shows the percentages that fixated on each AOI, the average dwell time on the object, & time to first fixation



2011 © EyeTrackShop, Inc. All Rights Reserved. Confidential and Proprietary

<https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKewiYram2iP7IAhWk3eAKHaECAigQjRx6BAGBEAQ&url=http%3A%2F%2Ftrends.e-strategyblog.com%2F2013%2F02%2F01%2Flinked-in-eyetracking-attention-order-heatmap%2F7849&psig=AOvVaw3DH3lZCMJz1fgTZxaDt0h&ust=1574520458988230>



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2.3. Digital consumer neuroscience

Eye-tracking

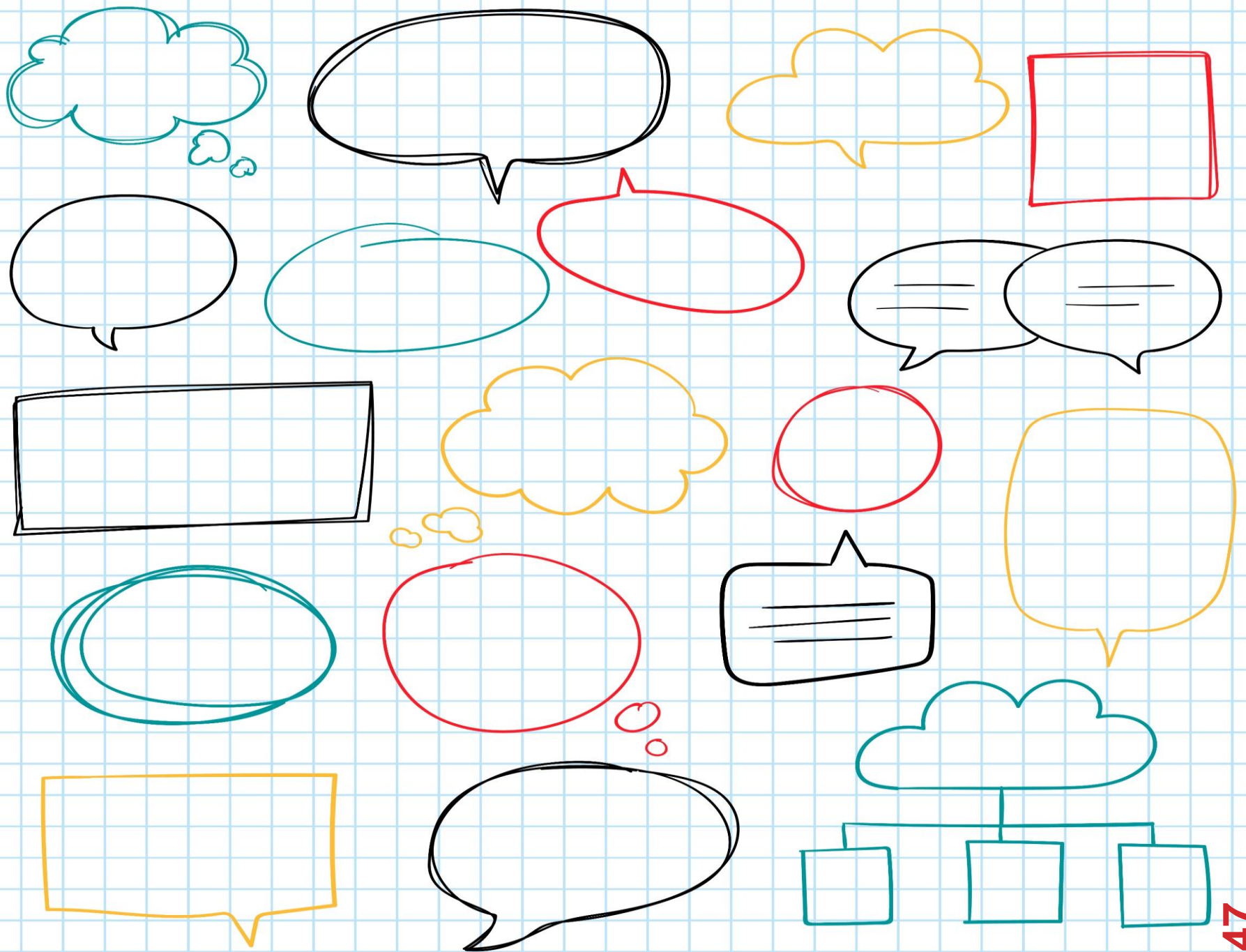
Impact AND Usability



<https://neuromarketing.la/2018/03/eye-tracking-4-ejemplos-en-video-y-sus-valorosas-revelaciones/>



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Topic 2 - END

Neuroscientific basis of online consumer behavior

ANALYTICS AND METRICS OF DIGITAL MARKETING

Iria Paz Gil



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3

Topic 3

Analysis and measurement tools for digital marketing

ANALYTICS AND METRICS OF DIGITAL MARKETING

Iria Paz Gil

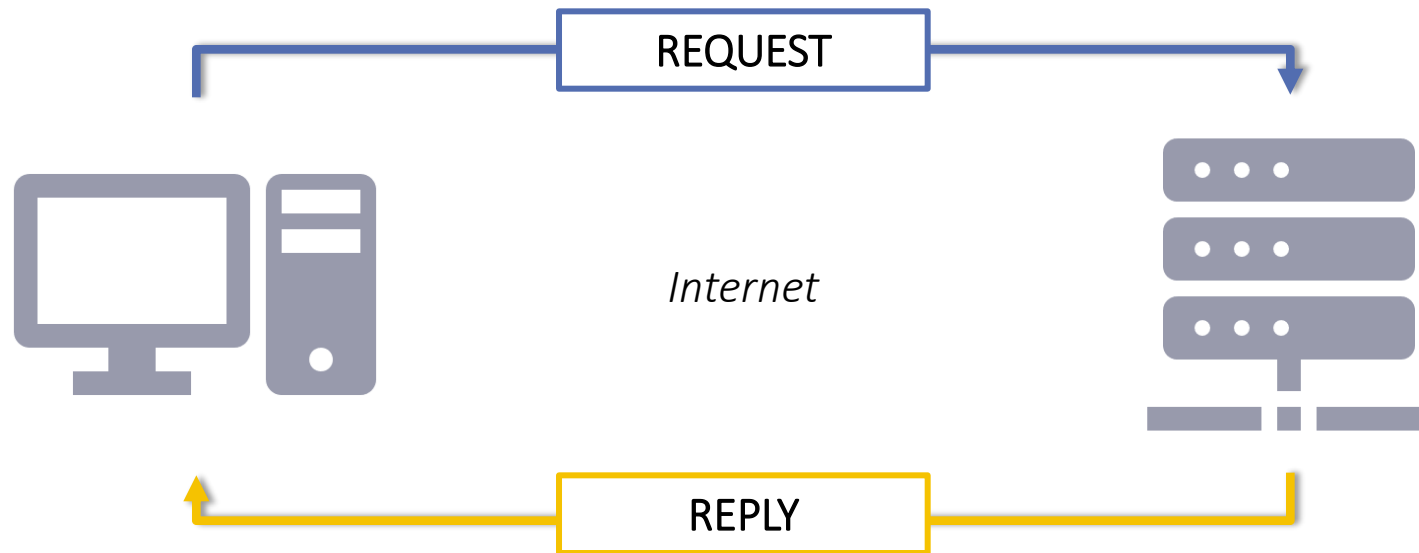


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3.1. Introduction to digital marketing analytics

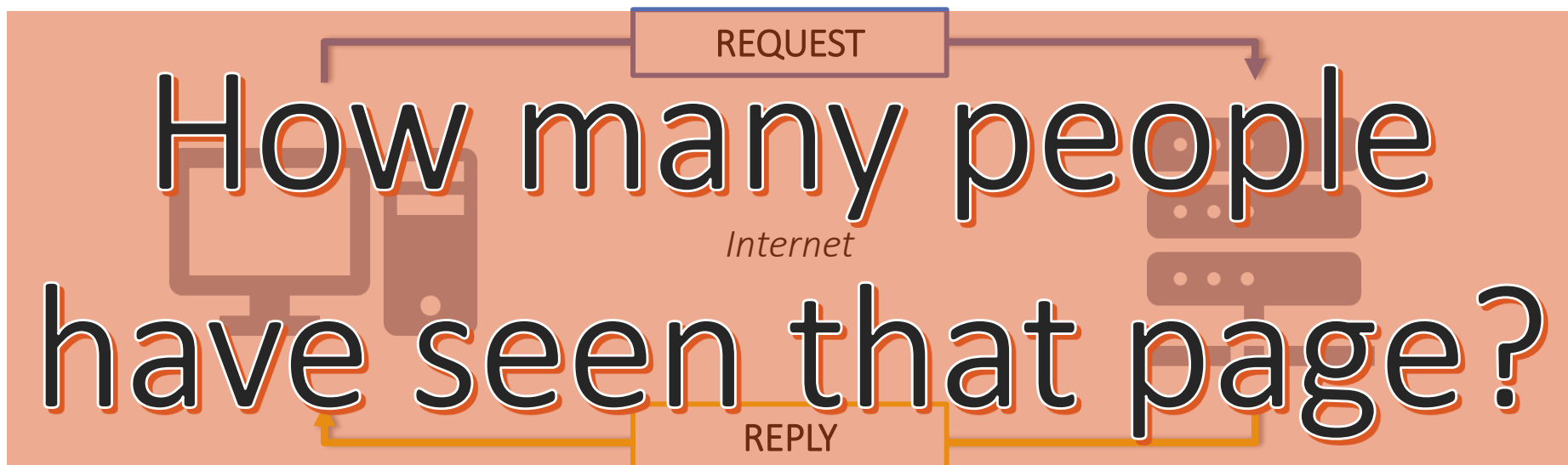
Model client-server



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3.1. Introduction to digital marketing analytics

Model client-server



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3.1. Introduction to digital marketing analytics

Key terms

| Term | Description | Problems |
|-------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| Hit | Request for a page or any other file. | One single page can contain several hits (e.g. images, videos...) |
| Log | Recount of the number of times a page is served. | Several hits on the same page are not counted. Cached pages are not counted. |
| Cache | Copy of a page made by the Internet access provider to deliver it more quickly to customers | Cached pages are not counted. |
| Hit counter | Record every time a page is opened. It consists of a few lines of programming that run on the server itself. | It is not possible to distinguish between visits from users and robots (bots, spiders, crawlers). It can hide spam. |

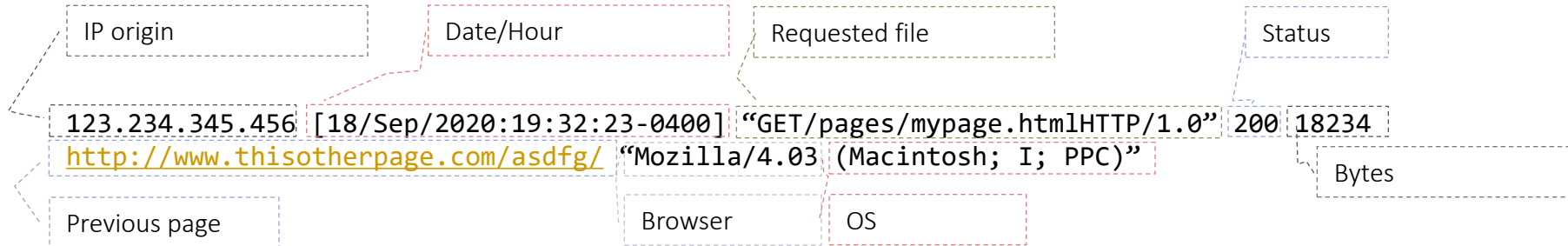


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3.1. Introduction to digital marketing analytics

Key terms

```
http://cg38.webempresa.eu/2013/cpsae087740843/frontend/v3/FileManager/edit.html?file_error_log&fileops&dir=/home2/davarcol/
Editando: /home2/davarcol/public_html/administrator/error_log Codificación: utf-8
[19-Apr-2013 20:03:11 UTC] PHP Fatal error: Call to undefined method JAccess::get_group_id() in /home2/davarcol/public_html/administrator/components/com_ninjaxplorer/admin.ninjaxplorer.php on line 81
[19-Apr-2013 20:03:52 UTC] PHP Fatal error: Call to undefined method JAccess::get_group_id() in /home2/davarcol/public_html/administrator/components/com_ninjaxplorer/admin.ninjaxplorer.php on line 81
[19-Apr-2013 20:04:29 UTC] PHP Fatal error: Call to undefined method JAccess::get_group_id() in /home2/davarcol/public_html/administrator/components/com_ninjaxplorer/admin.ninjaxplorer.php on line 81
[19-Apr-2013 20:15:24 UTC] PHP Fatal error: Call to undefined method JAccess::get_group_id() in /home2/davarcol/public_html/administrator/components/com_ninjaxplorer/admin.ninjaxplorer.php on line 81
[19-Apr-2013 20:23:35 UTC] PHP Warning: is_link() [ca href="function.is-link">function.is-link/a]: open_basedir restriction in effect. File(/home2/davarcol/access-logs) is not within the allowed path(s): (/home2/davarcol:/usr/lib/php:/usr/local/lib/php:/tmp) in /home2/davarcol/public_html/administrator/components/com_osefileman/libraries/File_Operations.php on line 288
[19-Apr-2013 20:23:35 UTC] PHP Warning: is_link() [ca href="function.is-link">function.is-link/a]: open_basedir restriction in effect. File(/home2/davarcol/access-logs) is not within the allowed path(s): (/home2/davarcol:/usr/lib/php:/usr/local/lib/php:/tmp) in /home2/davarcol/public_html/administrator/components/com_osefileman/libraries/File_Operations.php on line 288
[19-Apr-2013 20:24:25 UTC] PHP Warning: is_link() [ca href="function.is-link">function.is-link/a]: open_basedir restriction in effect. File(/home2/davarcol/access-logs) is not within the allowed path(s): (/home2/davarcol:/usr/lib/php:/usr/local/lib/php:/tmp) in /home2/davarcol/public_html/administrator/components/com_osefileman/libraries/File_Operations.php on line 288
[19-Apr-2013 20:24:25 UTC] PHP Warning: is_link() [ca href="function.is-link">function.is-link/a]: open_basedir restriction in effect. File(/home2/davarcol/access-logs) is not within the allowed path(s): (/home2/davarcol:/usr/lib/php:/usr/local/lib/php:/tmp) in /home2/davarcol/public_html/administrator/components/com_osefileman/libraries/File_Operations.php on line 288
[19-Apr-2013 20:24:38 UTC] PHP Warning: is_link() [ca href="function.is-link">function.is-link/a]: open_basedir restriction in effect. File(/home2/davarcol/access-logs) is not within the allowed path(s): (/home2/davarcol:/usr/lib/php:/usr/local/lib/php:/tmp) in /home2/davarcol/public_html/administrator/components/com_osefileman/libraries/File_Operations.php on line 288
[19-Apr-2013 20:24:38 UTC] PHP Warning: is_link() [ca href="function.is-link">function.is-link/a]: open_basedir restriction in effect. File(/home2/davarcol/access-logs) is not within the allowed path(s): (/home2/davarcol:/usr/lib/php:/usr/local/lib/php:/tmp) in /home2/davarcol/public_html/administrator/components/com_osefileman/libraries/File_Operations.php on line 288
[14-May-2013 22:25:16 UTC] PHP Notice: Undefined property: JAdministrator::$ComponentTitle in /home2/davarcol/public_html/administrator/modules/mod_title/mod_title.php on line 13
[14-May-2013 22:25:14 UTC] PHP Notice: Undefined property: JAdministrator::$ComponentTitle in /home2/davarcol/public_html/administrator/modules/mod_title/mod_title.php on line 13
[14-May-2013 22:25:41 UTC] PHP Notice: Undefined property: JAdministrator::$ComponentTitle in /home2/davarcol/public_html/administrator/modules/mod_title/mod_title.php on line 13
[14-May-2013 22:25:49 UTC] PHP Notice: Undefined property: JAdministrator::$ComponentTitle in /home2/davarcol/public_html/administrator/modules/mod_title/mod_title.php on line 13
[14-May-2013 22:25:57 UTC] PHP Notice: Undefined property: JAdministrator::$ComponentTitle in /home2/davarcol/public_html/administrator/modules/mod_title/mod_title.php on line 13
```



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3.1. Introduction to digital marketing analytics

Key terms

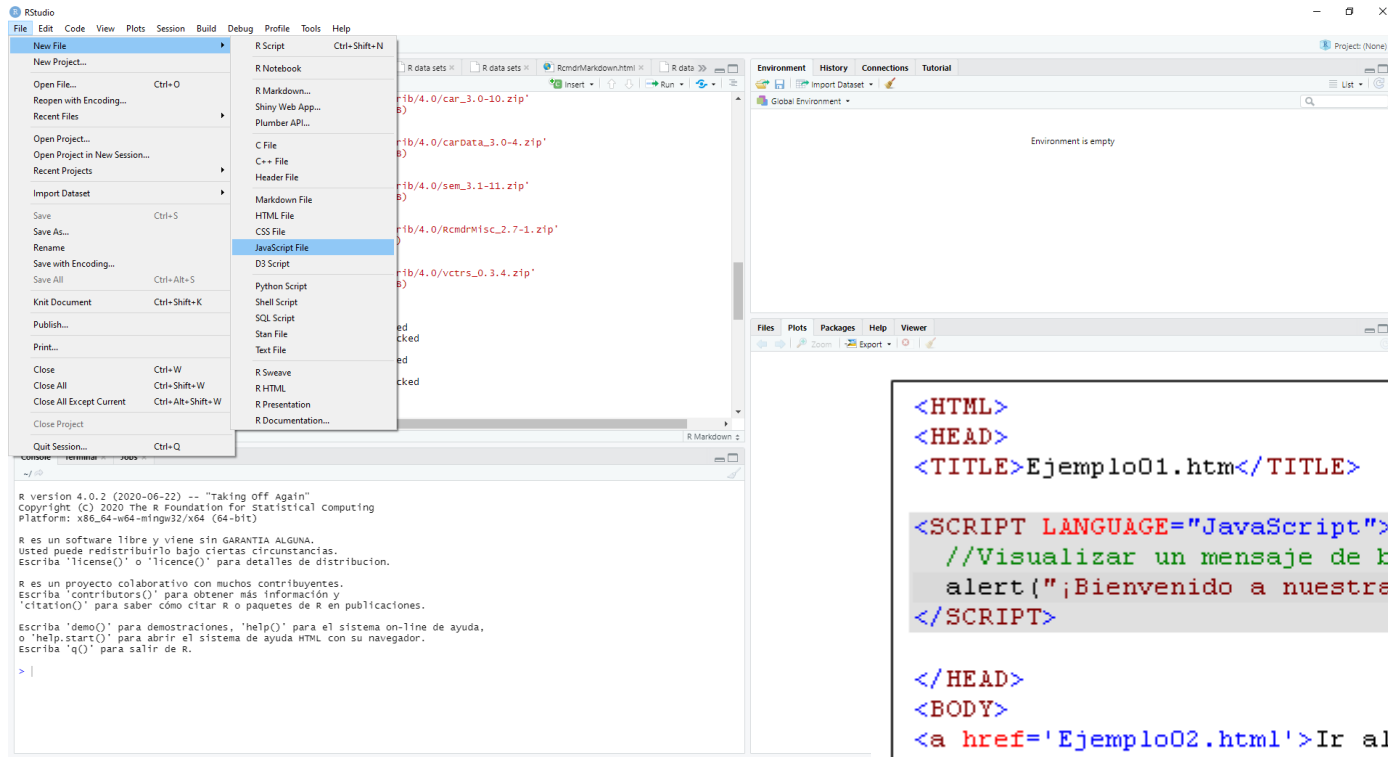
| Term | Description |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tag | Code fragment that is executed when the web page is loaded. It runs on the client computer and not on the server. It allows you to check a view page. It allows to store information on the user's computer to read it later. |
| Cookie | Information stored on the user's computer to be read later. Allows to know if the visits come from the same device. |
| Web Analytics Server | The third element (apart from the initial server and the client) that stores all the data collected through the two previous techniques, such as: time spent on the visit, operative system of the computer requesting the page, etc. |
| Script | Source code written in any type of (programming) language. |



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3.1. Introduction to digital marketing analytics

Key terms



The screenshot shows the RStudio environment. The 'File' menu is open, and 'JavaScript File' is selected. The console displays the R version 4.0.2 (2020-06-22) -- "Taking Off Again" information. The Environment pane is empty.

```
<HTML>
<HEAD>
<TITLE>Ejemplo01.htm</TITLE>

<SCRIPT LANGUAGE="JavaScript">
  //Visualizar un mensaje de bienvenida
  alert(";Bienvenido a nuestra página!");
</SCRIPT>

</HEAD>
<BODY>
<a href='Ejemplo02.html'>Ir al siguiente ejemplo...</a>
</BODY>
</HTML>
```



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3.1. Introduction to digital marketing analytics

Digital analytics



Images source: starline, pikisuperstar/freepik

Behaviour

Data

Decisions

Clients



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3.2. What is Inbound Marketing

Inbound Marketing



INBOUND MARKETING

Marketing of attraction

“The concept was born to respond to changes in consumer behaviour, who are no longer passive recipients or willing to allow advertising breaks from traditional media. Inbound marketing was born to respond to this new reality in which customers are the ones who meet the brands in interaction with them in a consensual way and without unwanted interruptions. It is based on three fundamental pillars: SEO, content marketing and social media marketing, which work in an integrated manner and form part of a global strategy, in which all actions, channels and techniques are combined to improve the brand's reputation and achieve greater online visibilit.”

<https://www.iab.com.uy/iabpedia/glosario-web/#i>



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3.2. What is Inbound Marketing

Inbound Marketing



OWNED MEDIA

PAID MEDIA

EARNED MEDIA

Image source: freepik



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3.2. What is Inbound Marketing



Inbound Metrics

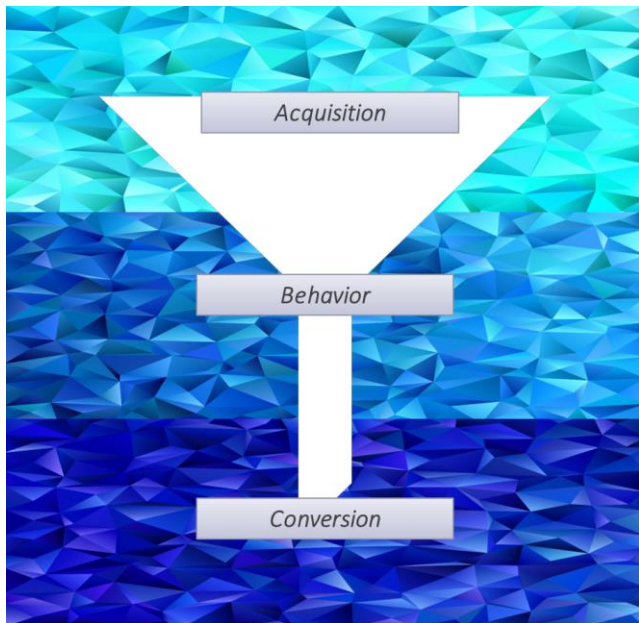
| | What is it? | How is it measured? | How is it interpreted? |
|---------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Conversion rate | Number of potential or real customers with whom an action or attraction strategy has been achieved | Conversion rate = users / users that do the action | Relative success of the action/strategy (by KPI) |
| Sources of traffic | Origin of website traffic | Google Analytics (Acquisition report) | Origin of the traffic (organic, social network, paid campaign, etc.) |
| Leads | Number of people who leave contact details, download material... | Number of interactions (likes, comments, shared...) | Effects of a given strategy (visualisation of the impact of inbound actions) |
| Customer rate | Number of clients obtained by the inbound actions/strategies | HubSpot | It allows to know what works |
| Lifetime Value (LTV) | Total benefit produced by a client during the entire time of its relationship with the brand. | $LTV = \text{margin} * (\text{retention rate} / (1 + \text{discount rate} - \text{retention rate}))$ | It is fundamental for measuring ROI. It is a good starting point for future digital strategies |
| Customer Acquisition Cost (CAC) | Acquisition action costs | $CAC = \text{campaign costs} / \text{new clients}$ | Positive indicator if lower than average ticket (one-time purchase business) or LTV (recurrent purchase business). |



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3.3. Online behaviour and customer experience in relation to Inbound Marketing

Conversion funnel



Acquisition refers to gaining notoriety and capturing the user's interest.

User **behaviour** when interacting with your business.

Conversion is when the user becomes a customer and makes transactions.

Image source: freepik



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3.3. Online behaviour and customer experience in relation to Inbound Marketing

Conversion funnel

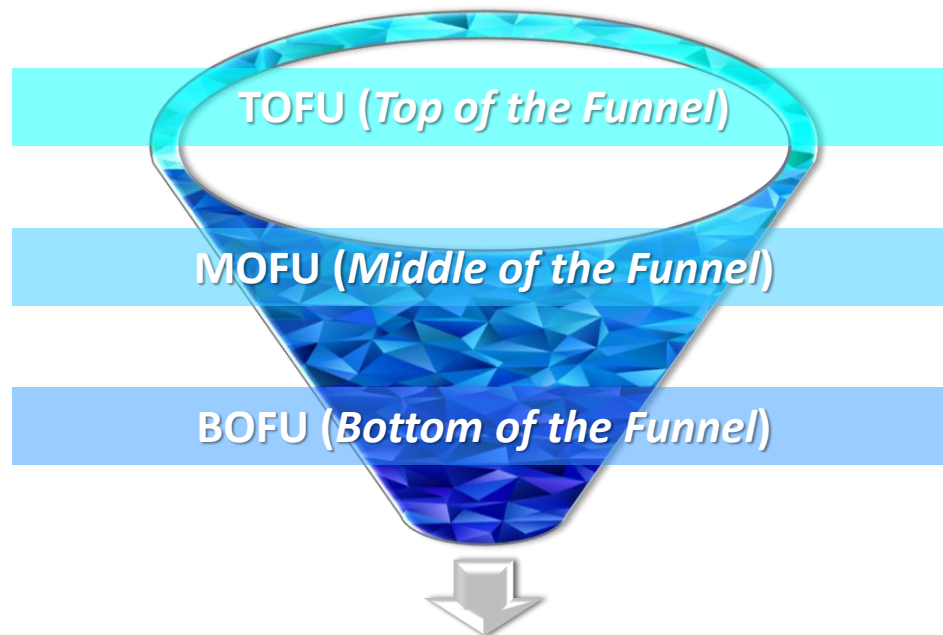


Image source: freepik



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3.4. Strategies and actions aimed at improving the customer experience and results of Inbound Marketing campaigns

Content is king

Storytelling

Branded content

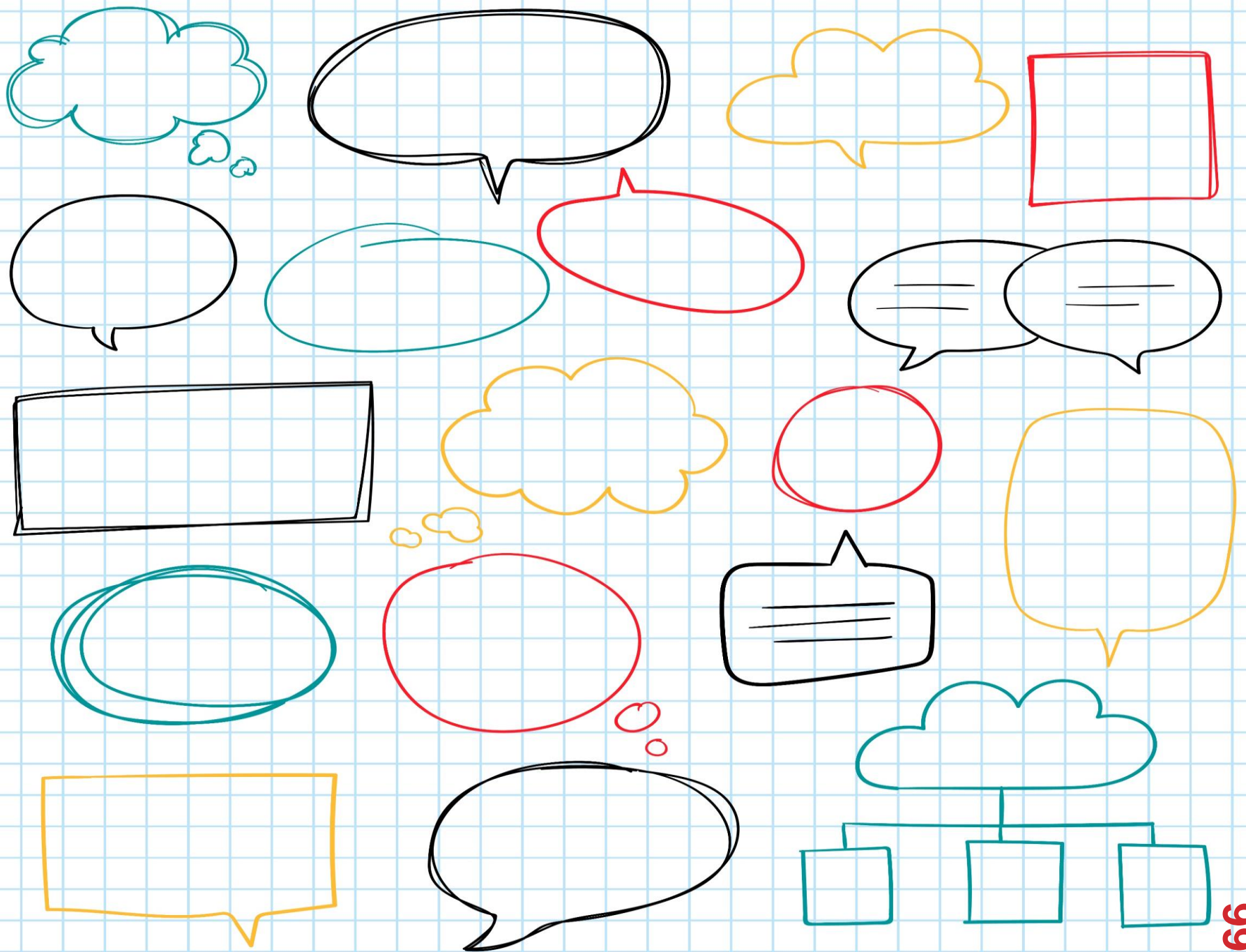
Native advertising

Content marketing journey

The Valley – Digital Business School (2016)



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Topic 3 - END

Analysis and measurement tools for digital marketing

ANALYTICS AND METRICS OF DIGITAL MARKETING

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UNIT 2

METRICS FOR DATA-BASED DECISION MAKING AND EVALUATION OF RESULTS

ANALYTICS AND METRICS OF DIGITAL MARKETING

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4

Topic 4

Metrics used in SEO and SEM

ANALYTICS AND METRICS OF DIGITAL MARKETING

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4.1. Utility, measurement, and interpretation

SEO y SEM



SEO

Search Engine Optimization

“Work process that aims to achieve a prominent position for a website within the natural or organic results of a search engine. This process involves actions both on the website itself and outside it to achieve a better positioning.”

<https://www.iab.com.uy/iabpedia/glosario-web/#s>

Image source: upklyak/freepik



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4.1. Utility, measurement, and interpretation

SEO y SEM



SEM

Search Engine Marketing

"Actions associated with the research and positioning of a website in a search engine, with the aim of appearing in the top positions of search results, which ultimately increases visits. In Spanish, Search Engine Marketing is usually related to keyword sponsored links".

<https://www.iab.com.uy/iabpedia/glosario-web/#s>

Image source: upklyak/freepik



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4.1. Utility, measurement, and interpretation

SEO Metrics

| | What is it? | How do you measure it? | How do you interpret it? |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Indexation | Number of URLs belonging to your domain that Google can display within its results. | Google Search Console | Growth vs. Decrease. |
| Keyword Ranking | Terms responsible for improving the exchange of information between websites and users. | SEMrush Google Trends Google Keyword Planner Ubersuggest Keywordtool.io | You display (or not) your content to the right person. |
| External links (<i>backlinks</i>) | Links arranged in a text that direct the reader to another site with content related to what he or she is reading. | Ahrefs SEMrush | The more people refer to a blog or site on a certain topic, the more authority that site gets. It can be positive or negative. |
| Organic positioning | Boosting organic traffic to produce permanent and natural long-term results | SEMrush | Organic authority. |
| Organic and total traffic | Number of visits to the website. | Google Analytics | The more visits, the better.. |



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marketing digital

- marketing digital **wikipedia**
- marketing digital **significado**
- marketing digital **salario**
- marketing digital **online**
- marketing digital **noticias**
- marketing digital **máster**
- marketing digital **gratis**
- marketing digital **grado**

Denunciar predicciones inadecuadas Más información

KEYWORDS



Mercadeo digital

Plan

El mercadeo digital es el componente de la mercadotecnia que utiliza internet y tecnologías digitales en línea, como computadoras de escritorio, teléfonos móviles y otras plataformas y medios digitales para promover productos y servicios. [Wikipedia](#)

SEM

también se buscó

Ver 10 más

- Mercado...
- Comercio electrónico
- Negocio
- Venta
- Medios sociales

Sugerencias

SEO

Ver resultados relacionados

- Marketing digital**
La mercadotecnia digital o marketing digital está caracterizada por la combinación y ...
- Mercadotecnia en Internet**
El marketing en línea o mercadotecnia en línea es la teoría y práctica del uso de ...

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Agencia de Posicionamiento 3CWeb, **marketing digital** 360. Llámanos sin compromiso. Podemos ayudarte en Internet, Redes Sociales, Web, Branding, Auditoria SEO gratuita, Trabajo Especializado, Servicios Personalizados, Gestión De Campañas.

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Anuncio · [www.eae.es/](#)

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[www.inboundcycle.com](#) > [blog-de-inbound-marketing](#)

¿Qué es el marketing digital o marketing online? - InboundCycle

30 jun. 2020 — ¿Cuáles son las tendencias y los aspectos del **marketing digital** que debes tener más en cuenta? Te lo revelo todo en este post.

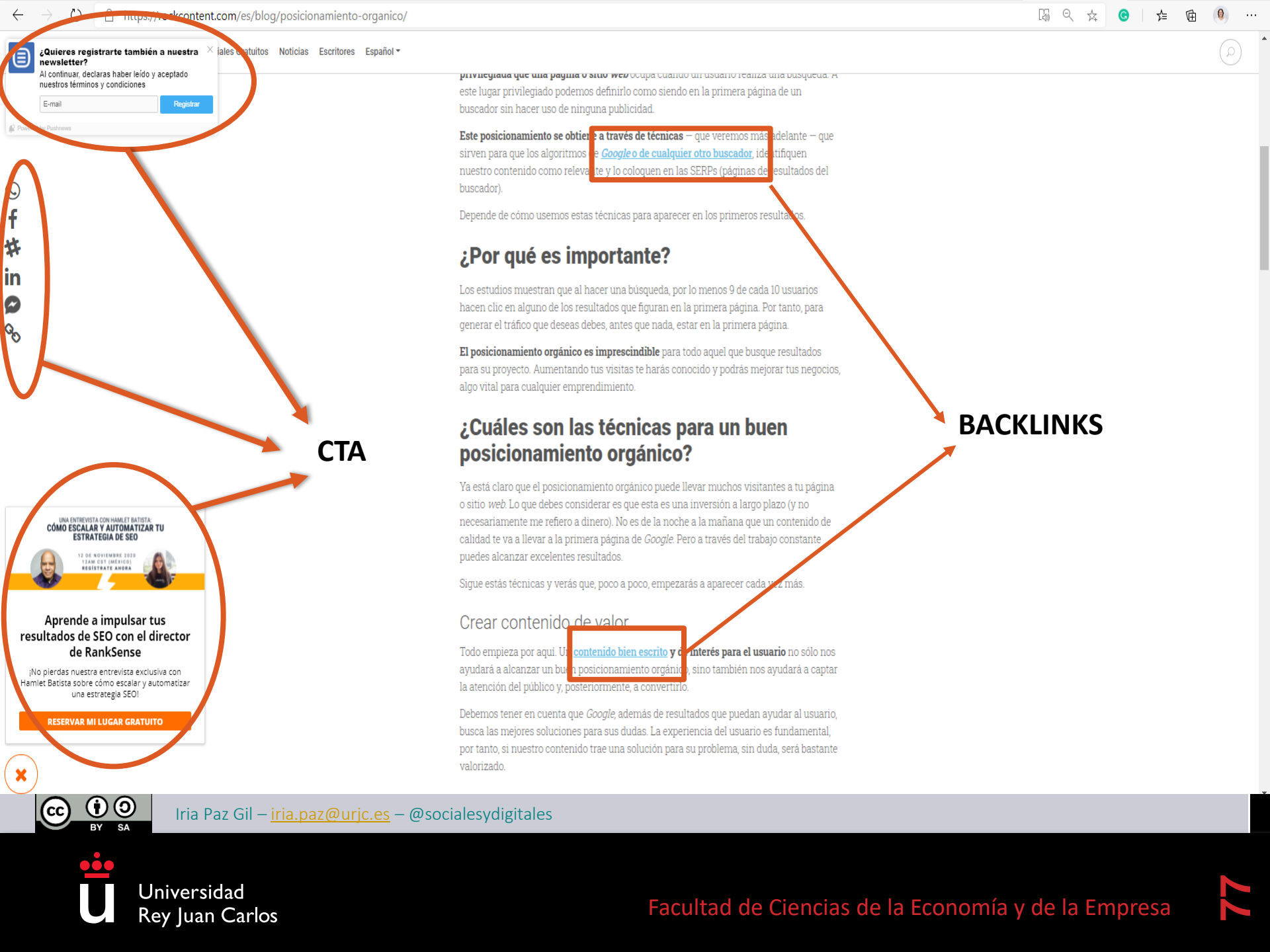
Qué es el marketing digital · La maduración del ... · Las herramientas del ...

Otras preguntas de los usuarios

- ¿Qué es el Marketing Digital?
- ¿Qué es y para qué sirve el marketing digital?



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¿Quieres registrarte también a nuestra newsletter? Al continuar, declaras haber leído y aceptado nuestros términos y condiciones



UNA ENTREVISTA CON HAMLET BATISTA: CÓMO ESCALAR Y AUTOMATIZAR TU ESTRATEGIA DE SEO

12 DE NOVIEMBRE 2020
12:00 (GMT+01:00)
RESERVA TU ASIENTO

Aprende a impulsar tus resultados de SEO con el director de RankSense

¡No pierdas nuestra entrevista exclusiva con Hamlet Batista sobre cómo escalar y automatizar una estrategia SEO!

CTA

BACKLINKS

privilegiada que una página o sitio web ocupa cuando un usuario realiza una búsqueda. En este lugar privilegiado podemos definirlo como siendo en la primera página de un buscador sin hacer uso de ninguna publicidad.

Este posicionamiento se obtiene a través de técnicas – que veremos más adelante – que sirven para que los algoritmos de Google o de cualquier otro buscador, identifiquen nuestro contenido como relevante y lo coloquen en las SERPs (páginas de resultados del buscador).

Depende de cómo usemos estas técnicas para aparecer en los primeros resultados.

¿Por qué es importante?

Los estudios muestran que al hacer una búsqueda, por lo menos 9 de cada 10 usuarios hacen clic en alguno de los resultados que figuran en la primera página. Por tanto, para generar el tráfico que deseas debes, antes que nada, estar en la primera página.

El posicionamiento orgánico es imprescindible para todo aquel que busque resultados para su proyecto. Aumentando tus visitas te harás conocido y podrás mejorar tus negocios, algo vital para cualquier emprendimiento.

¿Cuáles son las técnicas para un buen posicionamiento orgánico?

Ya está claro que el posicionamiento orgánico puede llevar muchos visitantes a tu página o sitio web. Lo que debes considerar es que esta es una inversión a largo plazo (y no necesariamente me refiero a dinero). No es de la noche a la mañana que un contenido de calidad te va a llevar a la primera página de Google. Pero a través del trabajo constante puedes alcanzar excelentes resultados.

Sigue estas técnicas y verás que, poco a poco, empezarás a aparecer cada vez más.

Crear contenido de valor

Todo empieza por aquí. Un contenido bien escrito y de interés para el usuario no sólo nos ayudará a alcanzar un buen posicionamiento orgánico, sino también nos ayudará a captar la atención del público y, posteriormente, a convertirlo.

Debemos tener en cuenta que Google, además de resultados que puedan ayudar al usuario, busca las mejores soluciones para sus dudas. La experiencia del usuario es fundamental, por tanto, si nuestro contenido trae una solución para su problema, sin duda, será bastante valorizado.



4.2. Online behavior and customer experience concerning SEO and SEM

Customer-centric marketing

Web Images Videos Maps News Shopping Gmail more ▾

Google Search [Advanced Search](#)

Web [Show options...](#)

| | % de Clics | % Tiempo Dedicado |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------|
| Compras.com - [Translate this page] Busca, informa, compara y compra siempre al mejor precio. ¡Si tiene precio, lo tenemos! ... Servicios a Tiendas Online. Vende en Compras.com ... Escribe: www.compras.com - Cached - Similar | 56.36 | 28.43 |
| Compras Peru - Peruvian Products Compras Peru is the best and easiest online store. You can purchase nice products. Escribe: www.compras.com - Cached - Similar | 13.45 | 25.08 |
| Comprar hispavista - [Translate this page] Busca y compara las mejores ofertas Hispavista Compras. Escribe: comprar.hispavista.es - Cached - Similar | 9.82 | 14.72 |
| Terra Compras - [Translate this page] Terra - Páginas TERRA ESPAÑA - Compras - buscador de productos ... Compra, Venta y Alquiler de Inmuebles y Locales Comerciales ... Juegos y Juguetes ... Escribe: tienda.terra.es - Cached - Similar | 4.00 | 8.70 |
| Preciomania.com - Compara Precios y Ahorra - [Translate this page] Día de la Madre - Guía de Compras - Cámaras Digitales - Reproductores MP3 - Laptops - Fútbol - Cabado para Mujer - Muebles - Telefonía Celular ... Escribe: www.preciomania.com - Cached - Similar | 4.73 | 6.02 |
| Open Directory - World Español: Compras - [Translate this page] en todo el directorio, sólo en Español: Compras. Top: World: Español: Compras (829). Descripción - Preguntas frecuentes ... Escribe: www.dmoz.org/World/Español/Compras/ - Cached - Similar | 3.27 | 4.01 |
| Shoopn.com - Precios y Opiniones para Comparar Productos Online - [Translate this page] Shoopn es una red social de compras en la que los usuarios pueden: buscar productos, comparar precios de tiendas online, leer opiniones y conocer gente. Escribe: es.shoopn.com/ - Cached - Similar | 0.36 | 3.01 |
| Flexi Compras - Make it yours Join our mailing list! Enjoy exclusive offers, discounts and product informatio. Email Address: Flexi Compras Corp. 2005 ... Escribe: www.flexicompras.com - Cached - Similar | 2.91 | 3.68 |
| Sistema Nacional de Contratación Pública Ecuador - Inicio - [Translate this page] 29 Abr 2010 ... Sitio oficial para el control y seguimiento de la contratación y compras públicas de todo el estado ecuatoriano. Escribe: www.compraspublicas.gob.ec/ - 4 hours ago - Cached - Similar | 1.45 | 3.01 |
| Mercado de Comercio y Finanzas de Bogotá - Compras y Ventas de todo El mayor Mercado Virtual de América Latina. Compra y vende, comprar y vender de todo. Escribe: www.mercadobogota.com - Cached - Similar | 2.55 | 2.34 |

Go ooooooooooooooole ▶

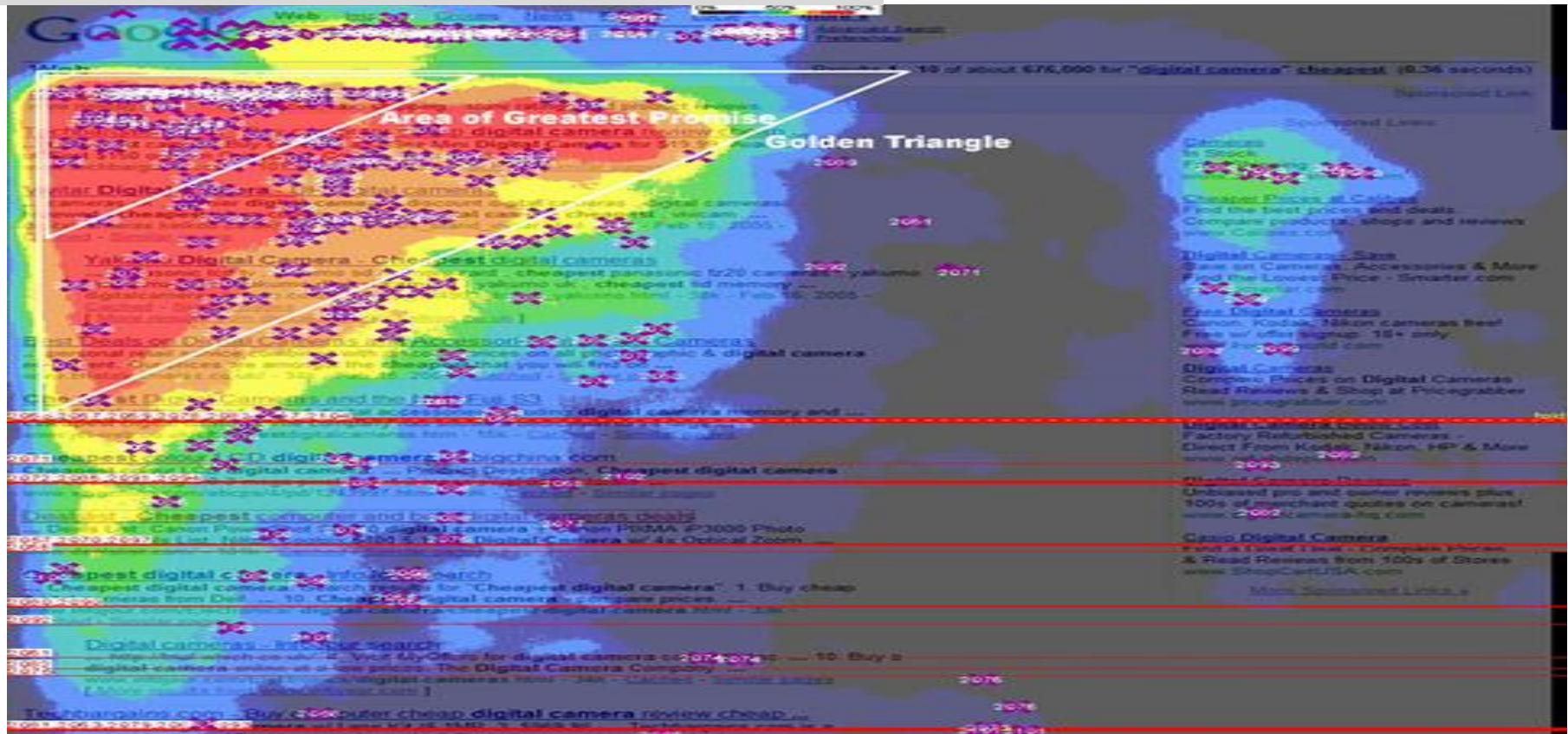
<https://www.elcolombiano.com/blogs/marketingdigital/tag/triangulo-de-oro>



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4.2. Online behavior and customer experience concerning SEO and SEM

Customer-centric marketing



<https://www.santiagobarrionuevo.com/que-es-el-trianguulo-dorado-de-google/>



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4.3. Strategies and actions aimed at improving the customer experience and results of SEO and SEM campaigns

Optimization of a website

Semantic aspects

Technical aspects

External Popularity (*link building*)

The Valley – Digital Business School (2016)



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4.3. Strategies and actions aimed at improving the customer experience and results of SEO and SEM campaigns

Natural positioning for mobiles

Responsive web design

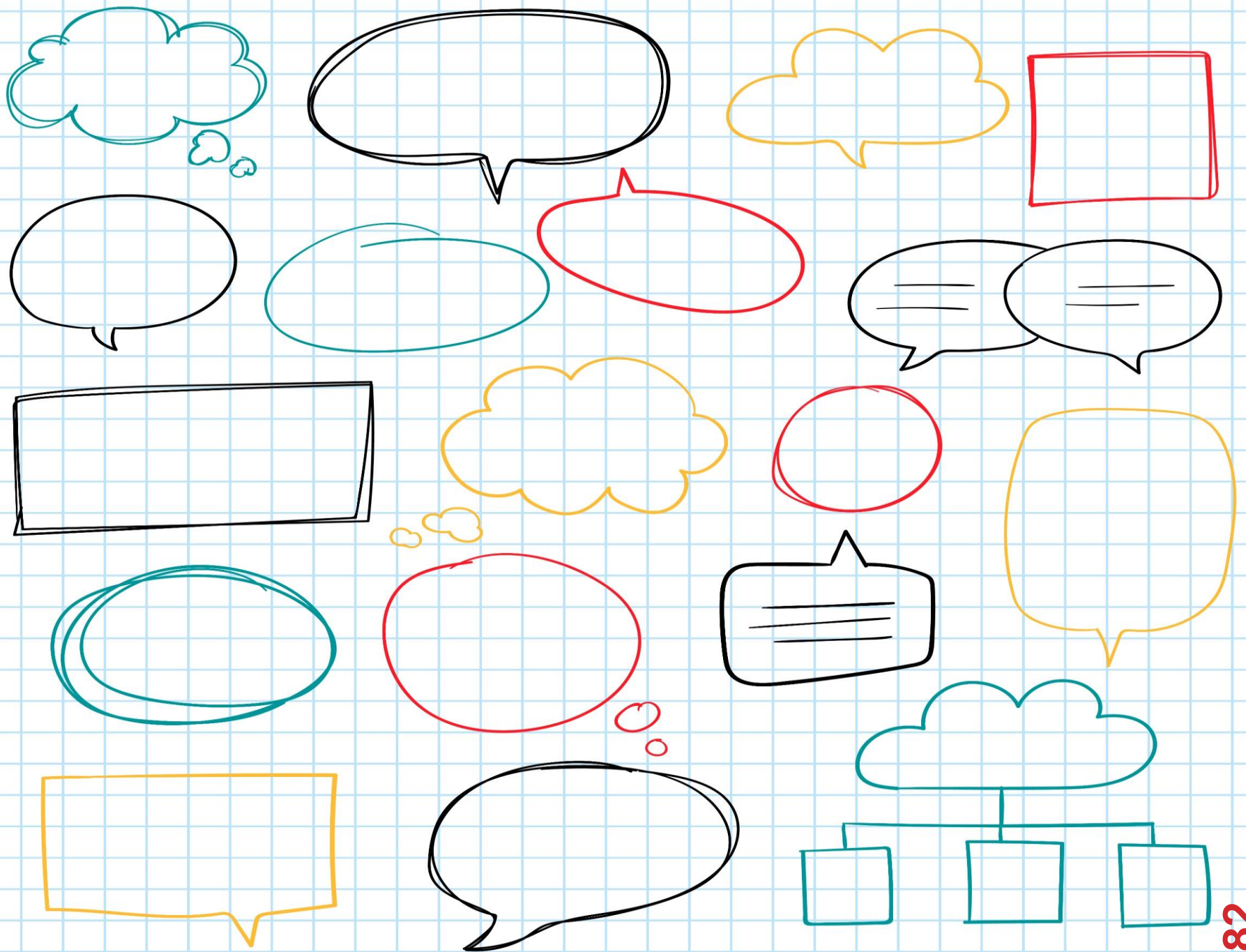
Dynamic serving

Parallel design

The Valley – Digital Business School (2016)



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Topic 4 - END

Metrics used in SEO and SEM

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5

Topic 5

Metrics used in email marketing and social media

ANALYTICS AND METRICS OF DIGITAL MARKETING

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5.1. Utility, measurement, and interpretation

e-mail marketing



E-MAIL MARKETING

e-mail marketing

“Type of digital advertising that displays personalized messages or advertisements in the user’s e-mail account. This type of advertising is regularly carried out through newsletters and other forms of commercial communication via e-mail. The advertisements can have different formats, such as links, text, images, and/or video.”

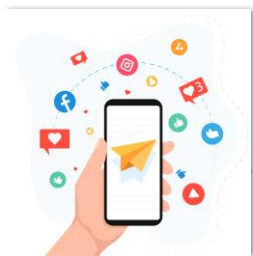
<https://www.iab.com.uy/iabpedia/glosario-web/#e>



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5.1. Utility, measurement, and interpretation

e-mail marketing



SOCIAL MEDIA

social media

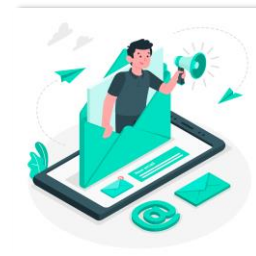
“Social networks, in the virtual world, are sites and applications that operate at different levels – such as professional, or relationship, among others – but always allowing the exchange of information between people and/or companies.”

<https://www.rdstation.com/es/redes-sociales/>



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5.1. Utility, measurement, and interpretation



e-mail marketing metrics

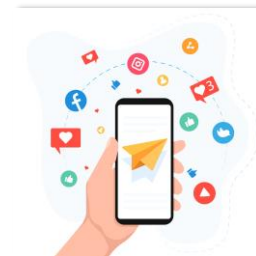
| | What is it? | How it is measured? | How it is interpreted? |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Opening rate | Number of people who open your campaign emails. | Opening rate = (opened emails / sent emails) * 100 | Effect (positive or negative) of the subjects you choose for your emails (which should stimulate clicking). |
| Expected conversions | Number of people who have completed a desired action (subscribe to a channel, start a free trial, download a material, complete a transaction...) | Conversions = (completed actions / visits) * 100 | Effectiveness |
| Subscription rate | Number of users who have subscribed to your newsletter after a promotion. | Subscription rate = (subscriptions / sending) * 100 | Effectiveness |
| Bounce rate | Indicates email addresses that do not exist. | Bounce rate = (bounced emails / sent emails) * 100 | It allows you to determine if you are following the best email marketing practices. |
| Unsubscribed rate | Number of people who unsubscribe from a newsletter or email list. | Unsubscribed rate = (unsubscribed users / users that had received the email) * 100 | It helps to understand if the frequency, quality of content, type of communication or design are being detrimental to your strategy. |

Image source: freepik



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5.1. Utility, measurement, and interpretation



social media metrics

| | What is it? | How it is measured? | How it is interpreted? |
|----------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| Scope | Number of people who have seen a publication. | Number of people who have seen a publication | Also include users who are not part of your digital community |
| Engagement | Level of commitment of a user to any publication during a given period | Number of interactions (“likes”, comments, number of shares, mentions...) Engagement = ((likes + comments + shares) / amount of fans) *100 | Consolidation of the brand |
| Click Through Rate (CTR) Click rate | Number of clicks obtained in relation to the number of impressions. | CTR= no. of clicks / no. of views | If it is low, there are few clicks with respect to the number of impressions, so its cost will be higher |
| Social media referral traffic | Amount of visits to the website that come from social media | Google Analytics | Effectiveness of the social media campaigns |

Image source: freepik



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5.3. Strategies and actions aimed at improving the customer experience and results of email marketing and social media campaigns



e-mail marketing

Data Base

No spam

Attraction vs. Loyalty

Target

The subject

Sending time

The Valley – Digital Business School (2016)



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5.3. Strategies and actions aimed at improving the customer experience and results of email marketing and social media campaigns



social media

Real Time Content

Second Screen

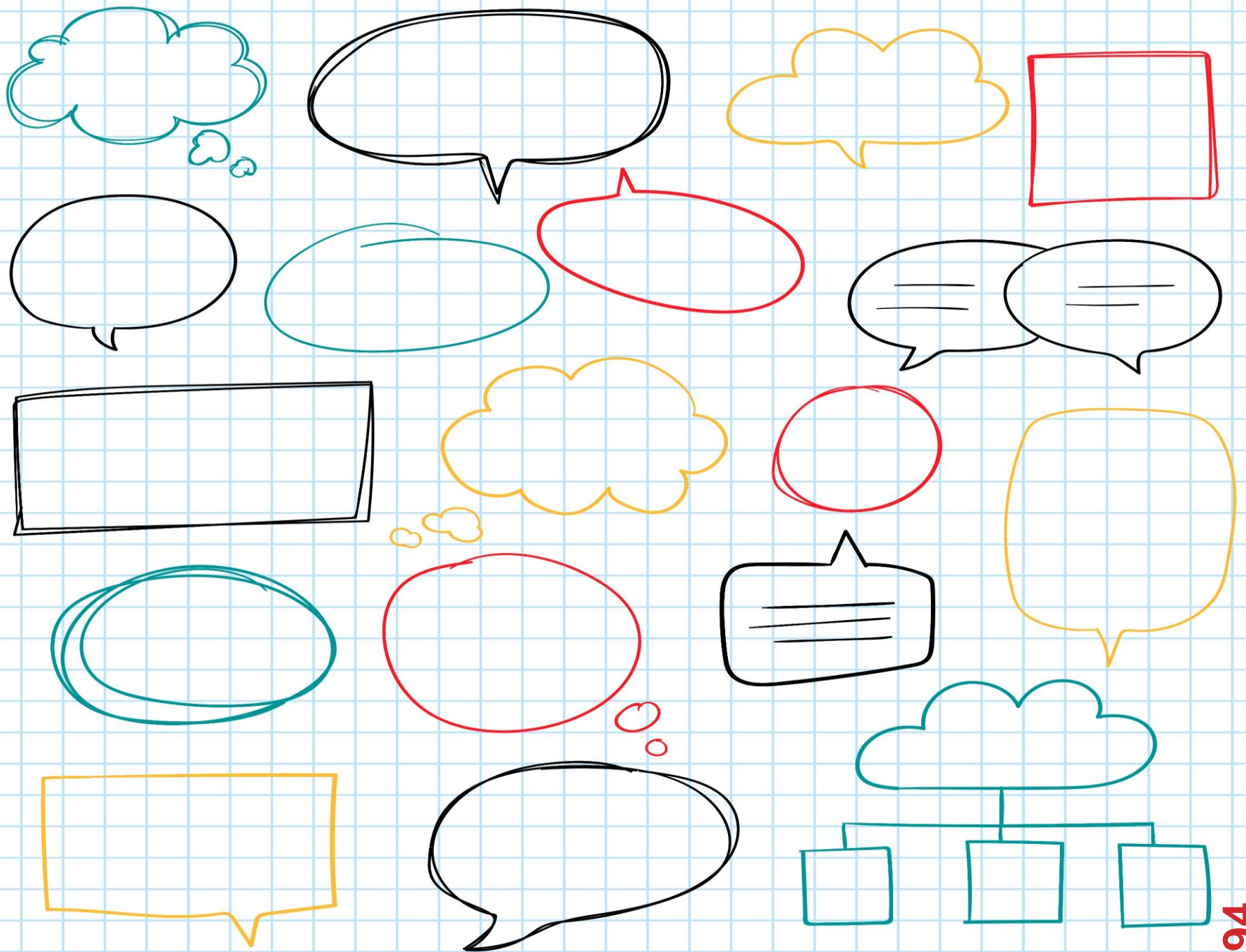
Hypersegmentation

Customer service

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Topic 5 - END

Metrics used in email marketing and social media

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6

Topic 6

Metrics used in mobile and apps

ANALYTICS AND METRICS OF DIGITAL MARKETING

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6.1. Utility, measurement, and interpretation

Mobile marketing and apps



MOBILE MARKETING

Mobile marketing

"It is the use of mobile technologies for marketing and sales solutions: mobile advertising, SMS, MMS, App development, content sales, etc."

App (Application)

"Software developed for mobile devices."

<https://www.iab.com.uy/iabpedia/glosario-web/#m>
<https://www.iab.com.uy/iabpedia/glosario-web/#a>

Image source: freepik



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6.1. Utility, measurement, and interpretation



Mobile marketing and apps

| | What is it? | How do you measure it? | How do you interpret it? |
|-----------------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Downloads | Amount of people downloading your app from a certain origin | | It allows you to buy different channels and see which ones are giving the best results. |
| Time spent in the app | User interaction with the application. | Time users spend in the app (per month, per week, per day...) Another option: Total time / no. of sessions = average time in each session | If the results are not satisfactory, we will probably have to review the usability of the app. |
| Cost per installation | How much it costs to recruit a new user. | Total cost / no. installations | To evaluate whether or not the data is satisfactory, we must consider the benefits we expect to obtain from each facility. |

<https://www.cyberclick.es/numerical-blog/las-23-metricas-mas-importantes-en-marketing-digital>

Image source: freepik



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Apps

Mis aplicaciones
Tienda

Juegos
Familiares
Selección de nuestros expertos

Cuenta
Métodos de pago
Mis suscripciones
Cambiar

Comprar tarjeta regalo
Mi lista de deseos
Mi actividad de Play
Guía para padres

Top aplicaciones

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Top aplicaciones en ventas

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Top aplicaciones en ingresos

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Top juegos

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Top juegos en ventas

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Top juegos en ingresos

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6.2. Online behavior and customer experience concerning mobile and apps

Customer-centric marketing



Image source: macrovector/freepik



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6.2. Online behavior and customer experience concerning mobile and apps

Customer-centric marketing

Marvel



Responsive Web Design

Mobile First Web Design



<https://www.initcoms.com/que-es-mobile-first-posicionamiento/>

<https://www.youtube.com/watch?v=aCcnCSWOk0A>



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6.3. Strategies and actions aimed at improving the customer experience and results of mobile and apps campaigns

mobile and apps

Context

Transactional

Multidevice

The Valley – Digital Business School (2016)



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advergaming



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Advergaming

interactivity

connectivity

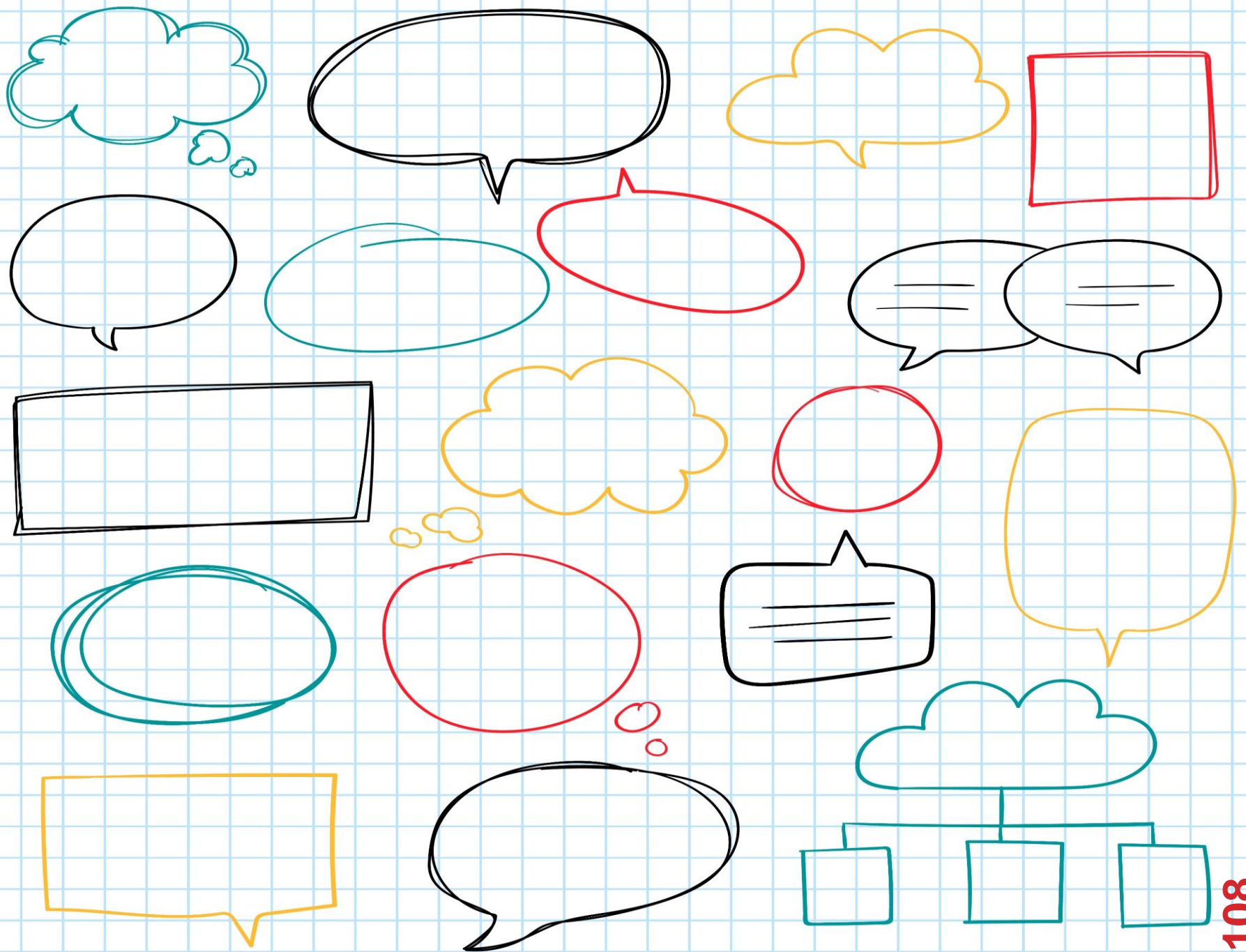
player's perspective

freedom of movement

game genre



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Topic 6 - END

Metrics used in mobile and apps

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7

Topic 7

Metrics used in e-commerce

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7.1. Utility, measurement, and interpretation

e-commerce



E-COMMERCE

e-commerce

"Platform that allows the purchase and sale of products or services through electronic means."

The Valley – Digital Business School (2016)

Image source: fullvector /freepik



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7.1. Utility, measurement, and interpretation



e-commerce

| | What is it | How do you measure it | How do you interpret it |
|---------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Web traffic | Number of people who visit your e-commerce. | You can measure it according to traffic sources, keywords, active campaigns and percentages of new or recurring visitors. | Possible sales. |
| Cost of sales | How much it costs the company to sell each of its products. | It depends on the type of company, but production costs and inventory quantities are needed. | It allows for greater control over assets and budgets. |
| Cart abandonment rate | Percentage of buyers who abandon their visit after adding products to the cart. | Cart abandonment rate = $(\text{abandoned purchases} / \text{initiated purchases}) * 100$ | It helps uncover errors in shipping costs, hidden fees or misleading prices. |
| Average order value (AOV) | Average amount of money each customer spends on your e-commerce | Average order value = $\text{revenue} / \text{number of purchases}$ | If you want to raise your income, you must know how much your users are spending and how to raise this figure. |
| Cancellation rate | Number of customers who stop buying at your store during a given period. | It is measured according to a determined period of time. | It allows you to recover old customers and rethink your promotional actions. |

Image source: fullvector/freepik



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7.3. Strategies and actions aimed at improving the customer experience and results of e-commerce campaigns

e-commerce

e-commerce strategies

e-commerce marketing

Mobile first

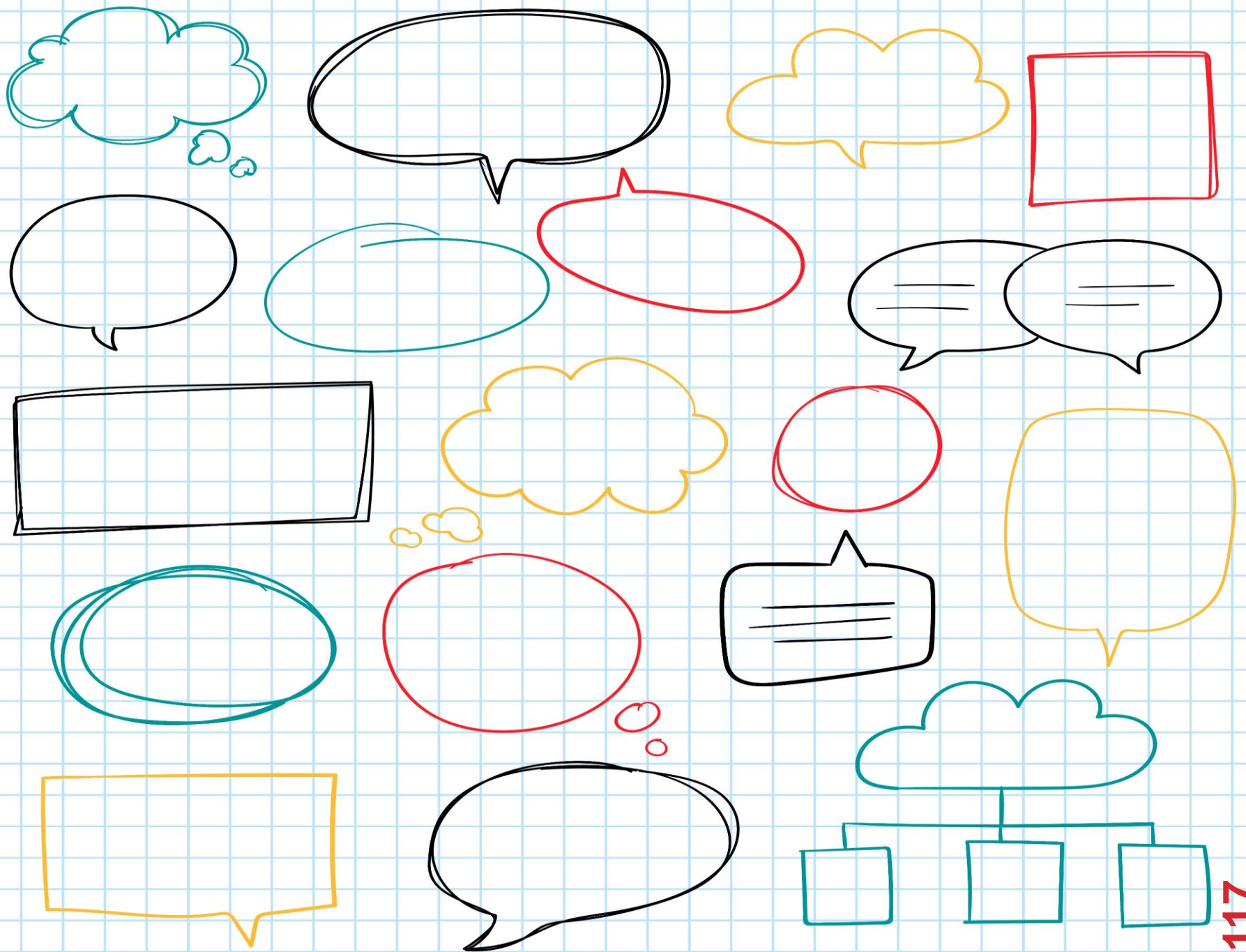
User centric

Social commerce

The Valley – Digital Business School (2016)



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Topic 7 - END

Metrics used in e-commerce

ANALYTICS AND METRICS OF DIGITAL MARKETING

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UNIT 3

THE DIGITAL DASHBOARD

ANALYTICS AND METRICS OF DIGITAL MARKETING

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8

Topic 8

Digital Dashboard

ANALYTICS AND METRICS OF DIGITAL MARKETING

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8.1. Visualization of KPI's according to the objectives

What is a dashboard?



Dashboard: Scorecard with information about the brand's channels and its competitors. It graphically represents the KPIs needed to meet the objectives of a marketing campaign.

The Valleypedia

Image source: slidesgo/freepik



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8.1. Visualization of KPI's according to the objectives

10 key elements for building a good dashboard

What do they need?

Target



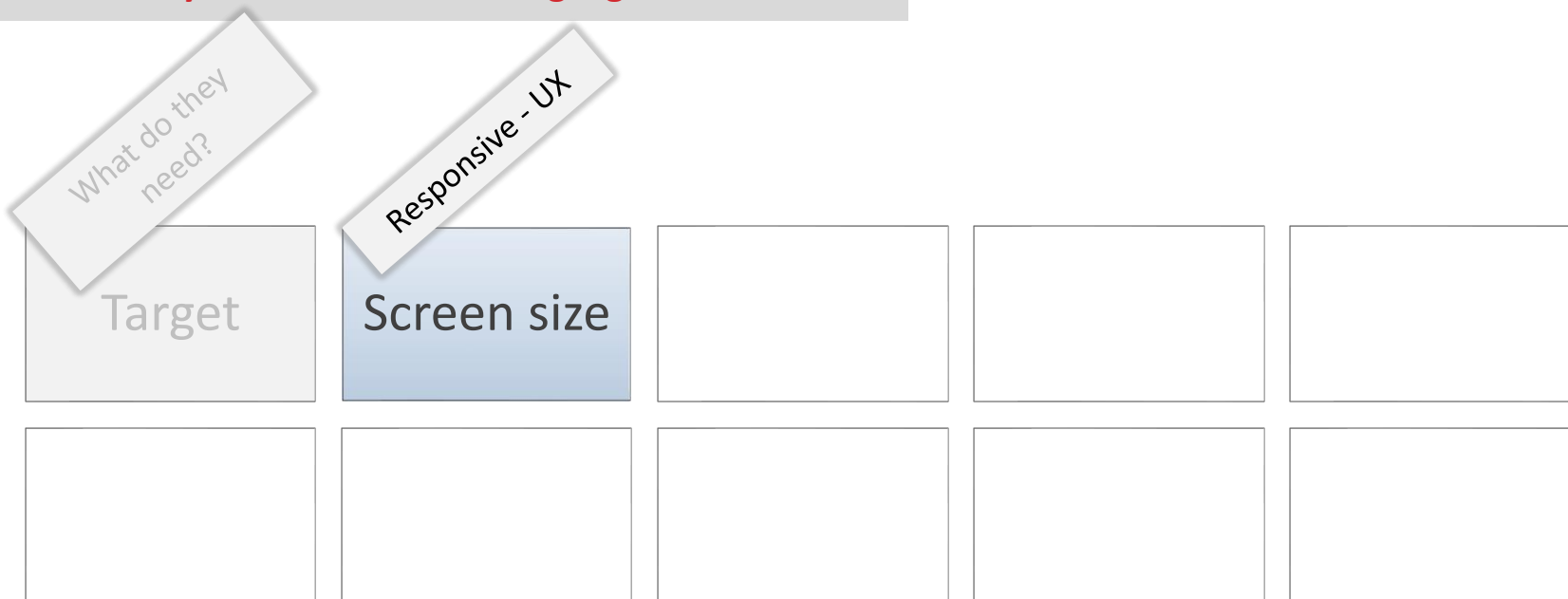
Source: Tableau (Cyberclick, 2018)



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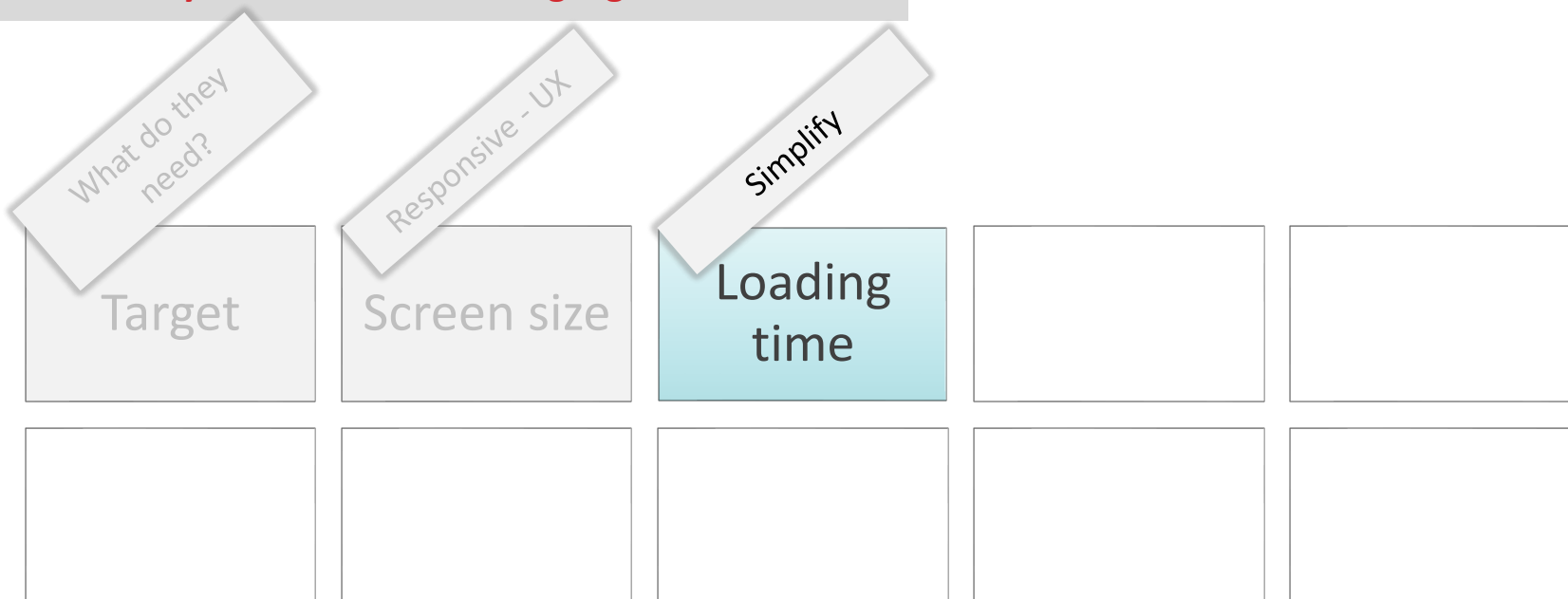
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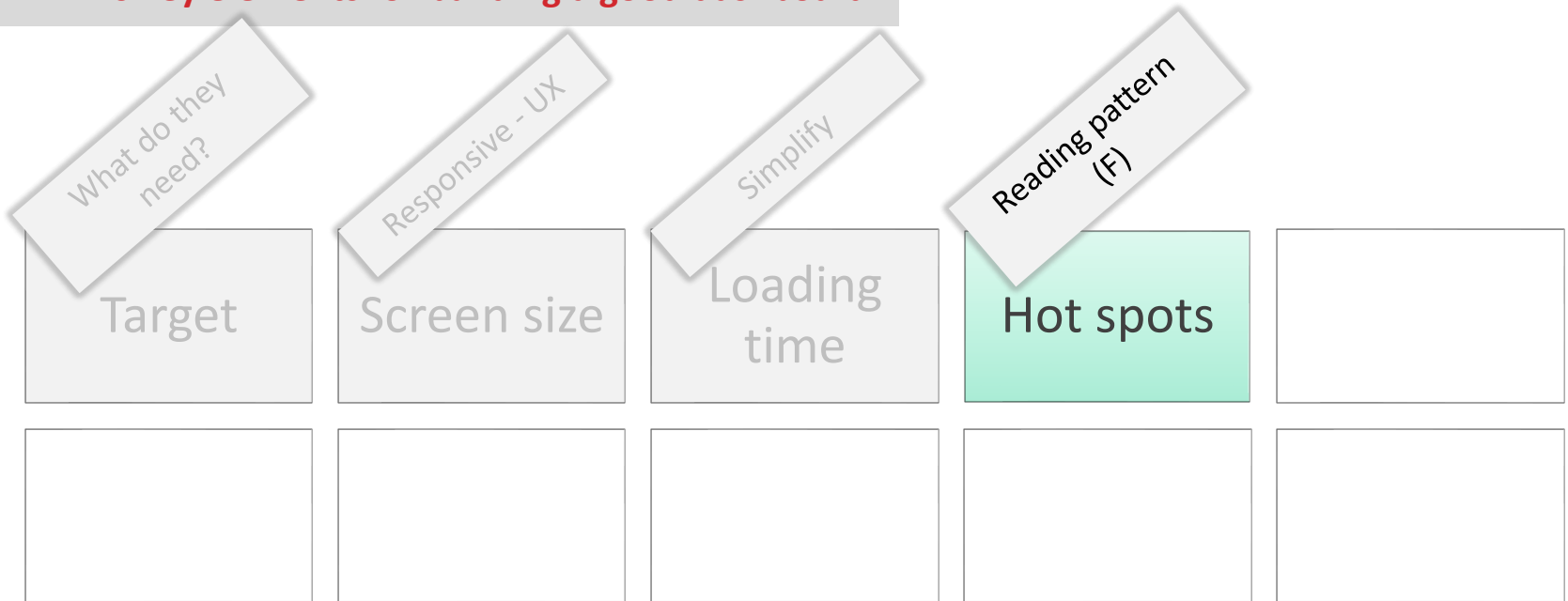
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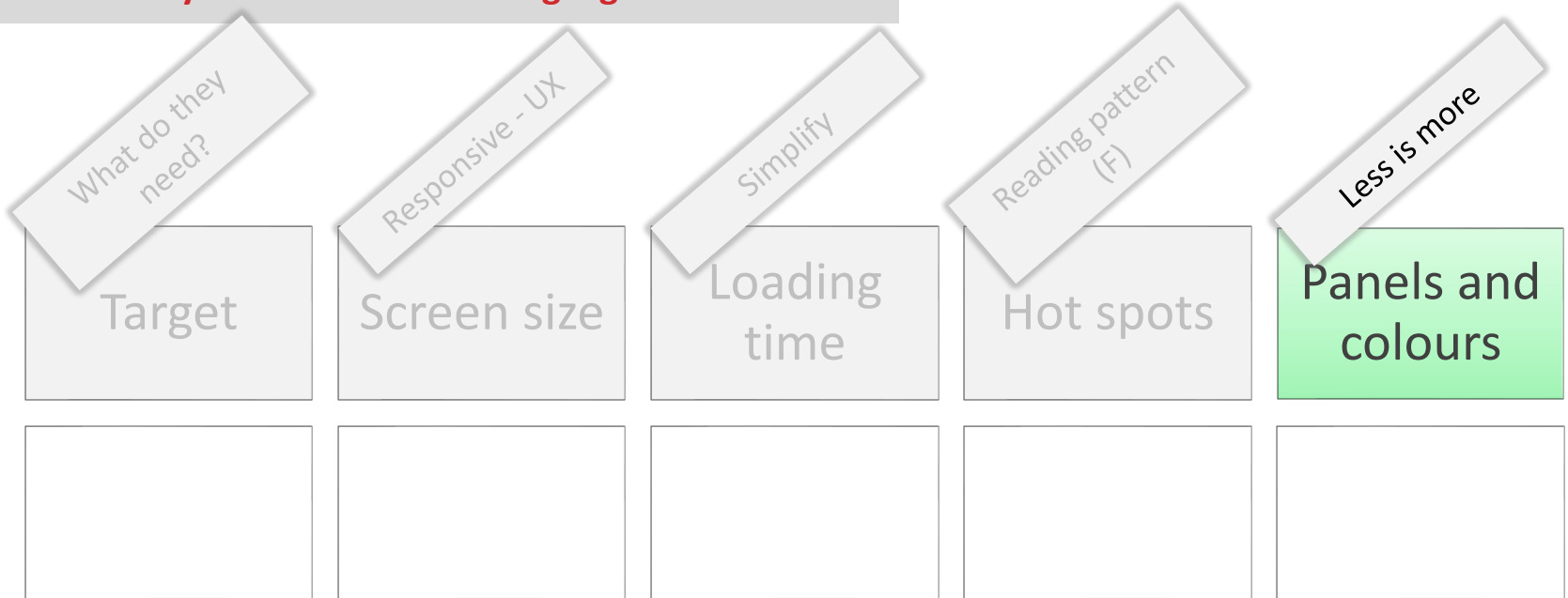
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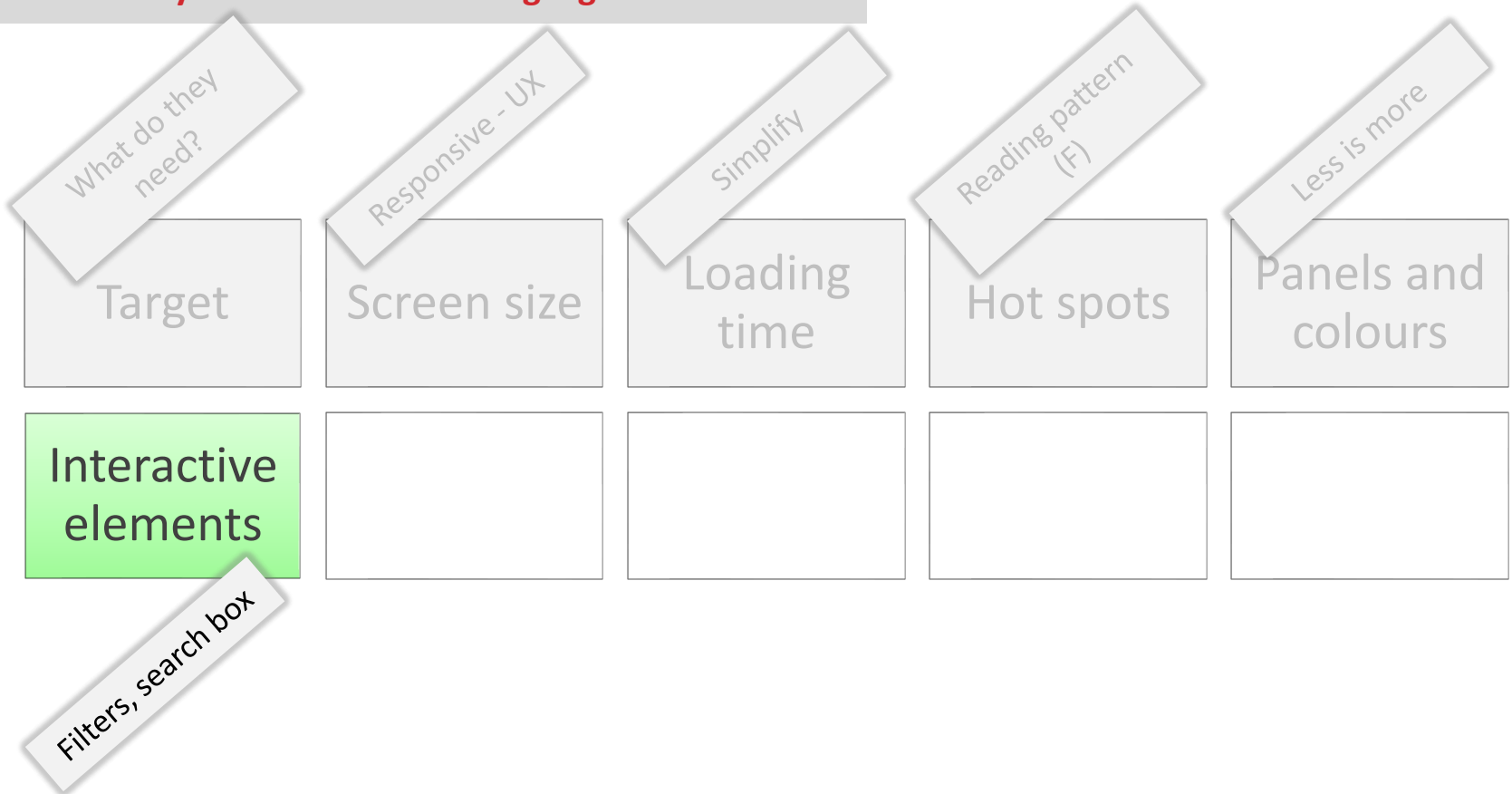
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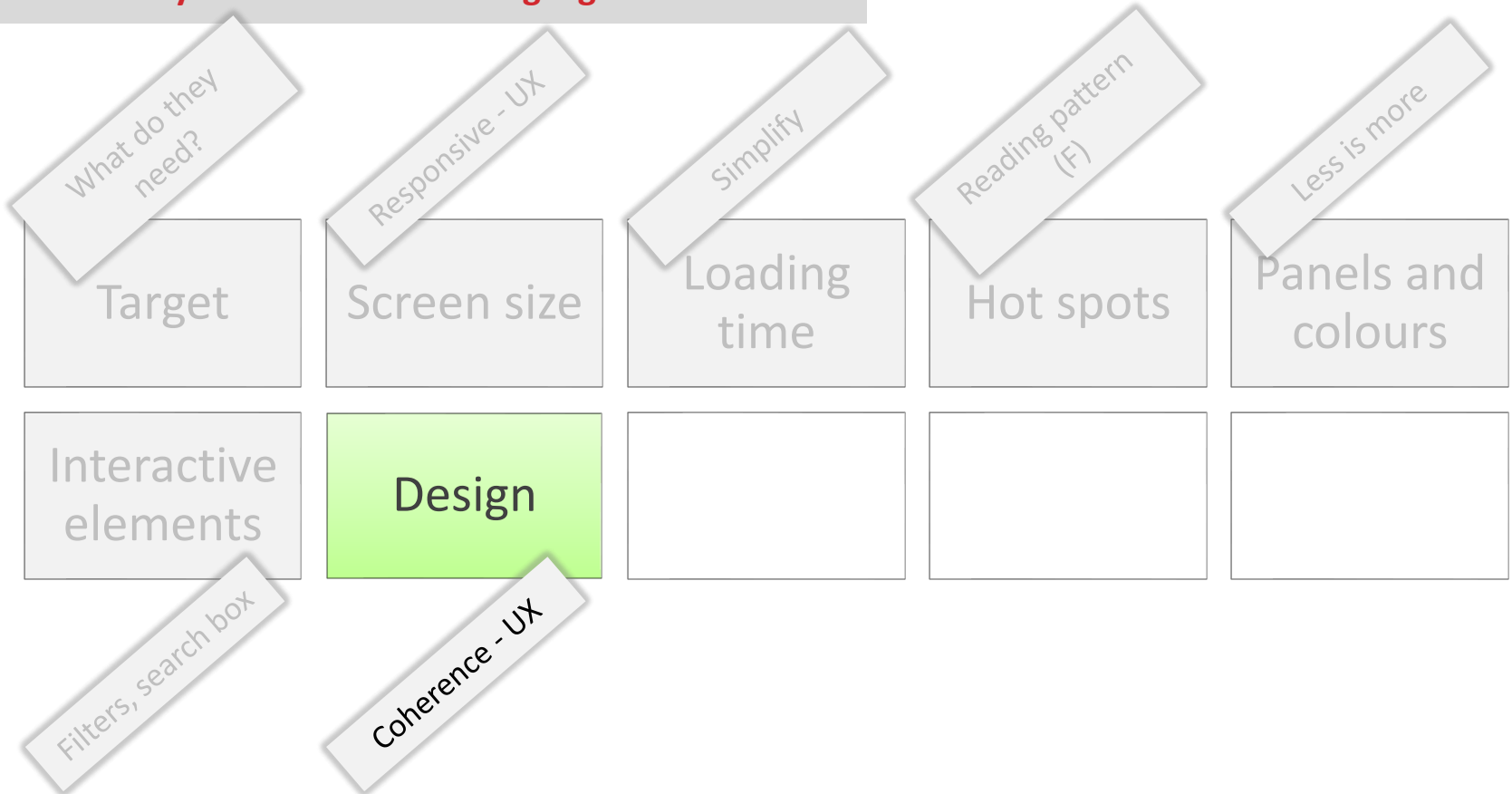
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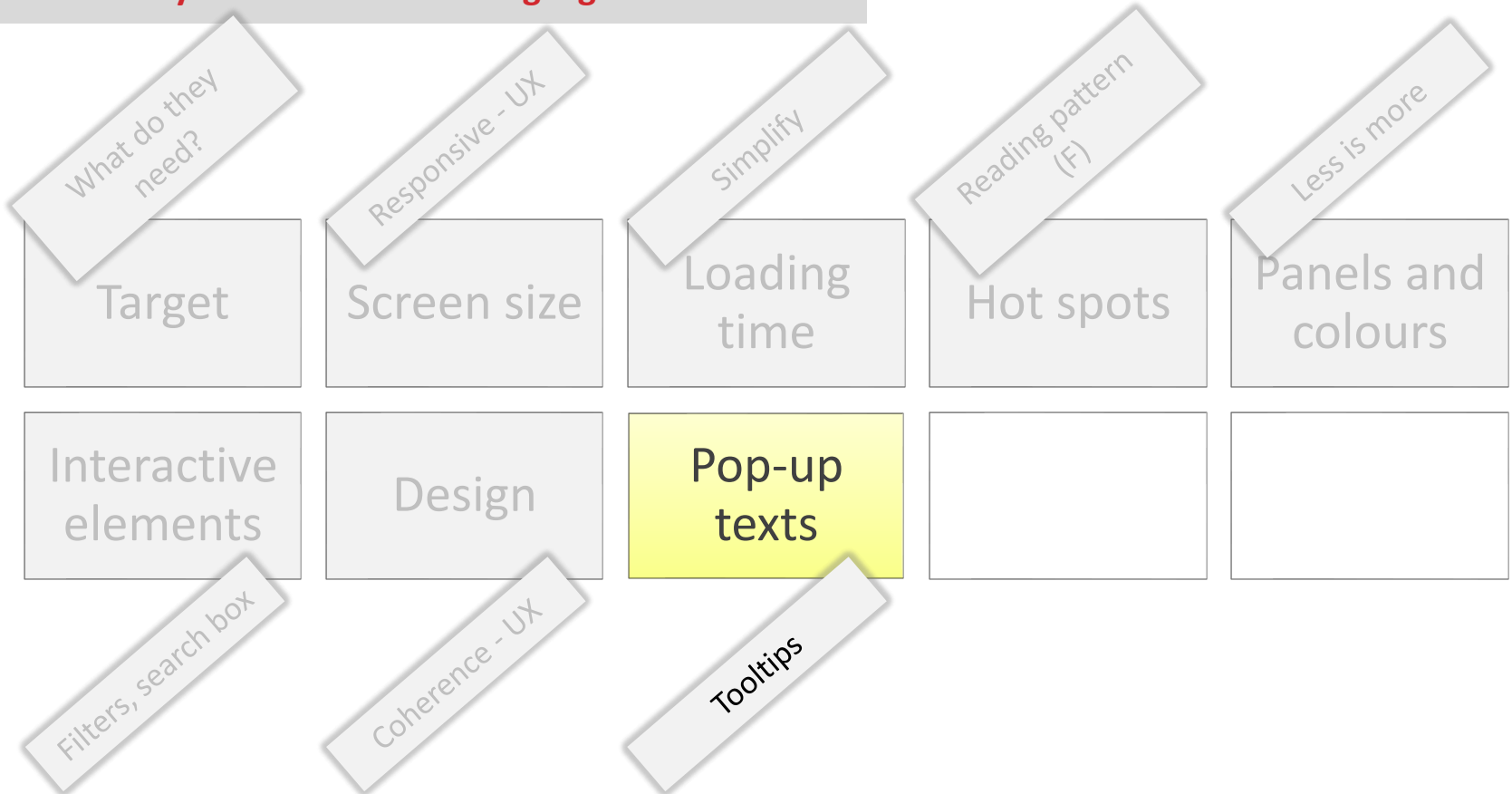
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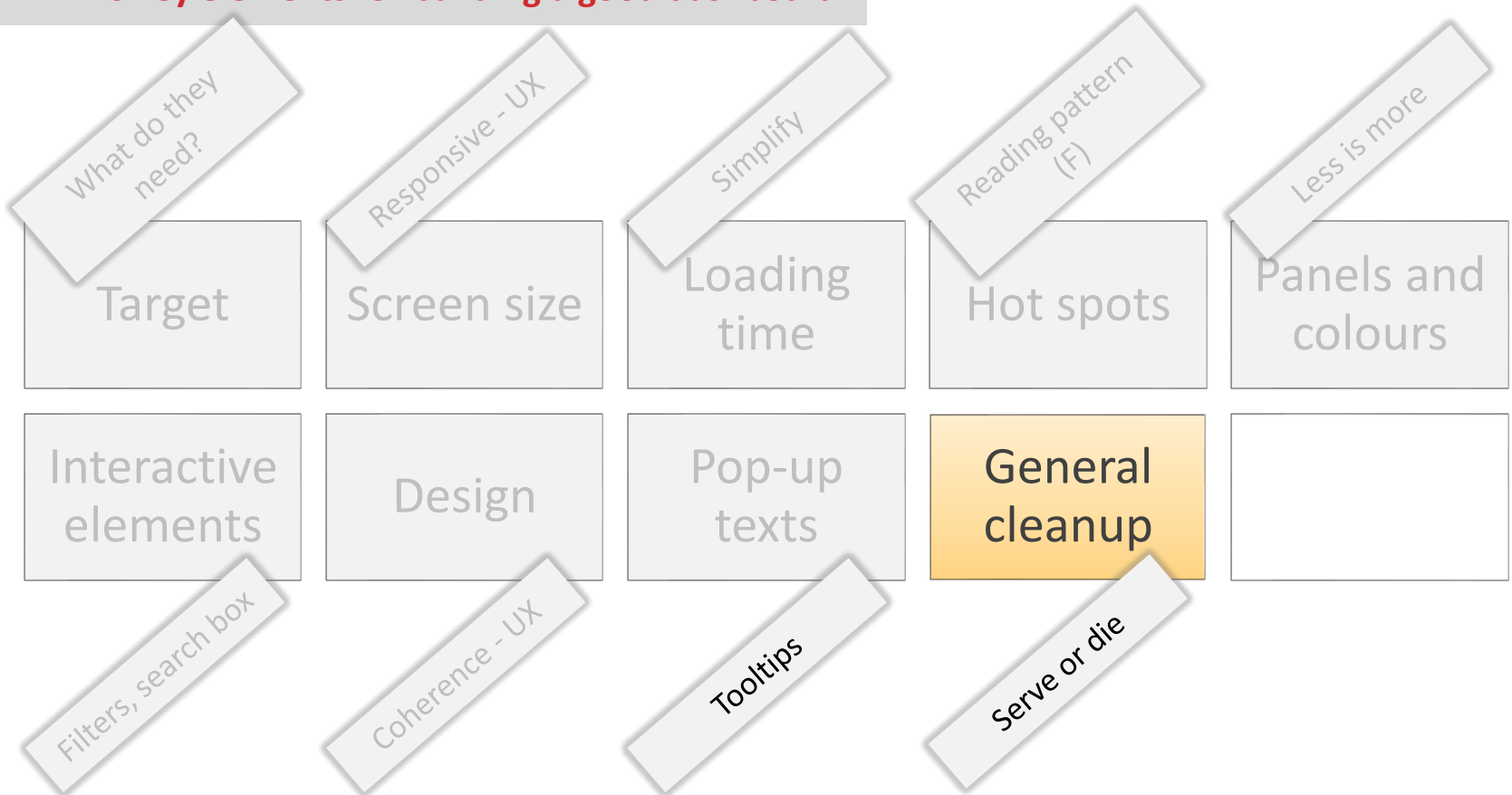
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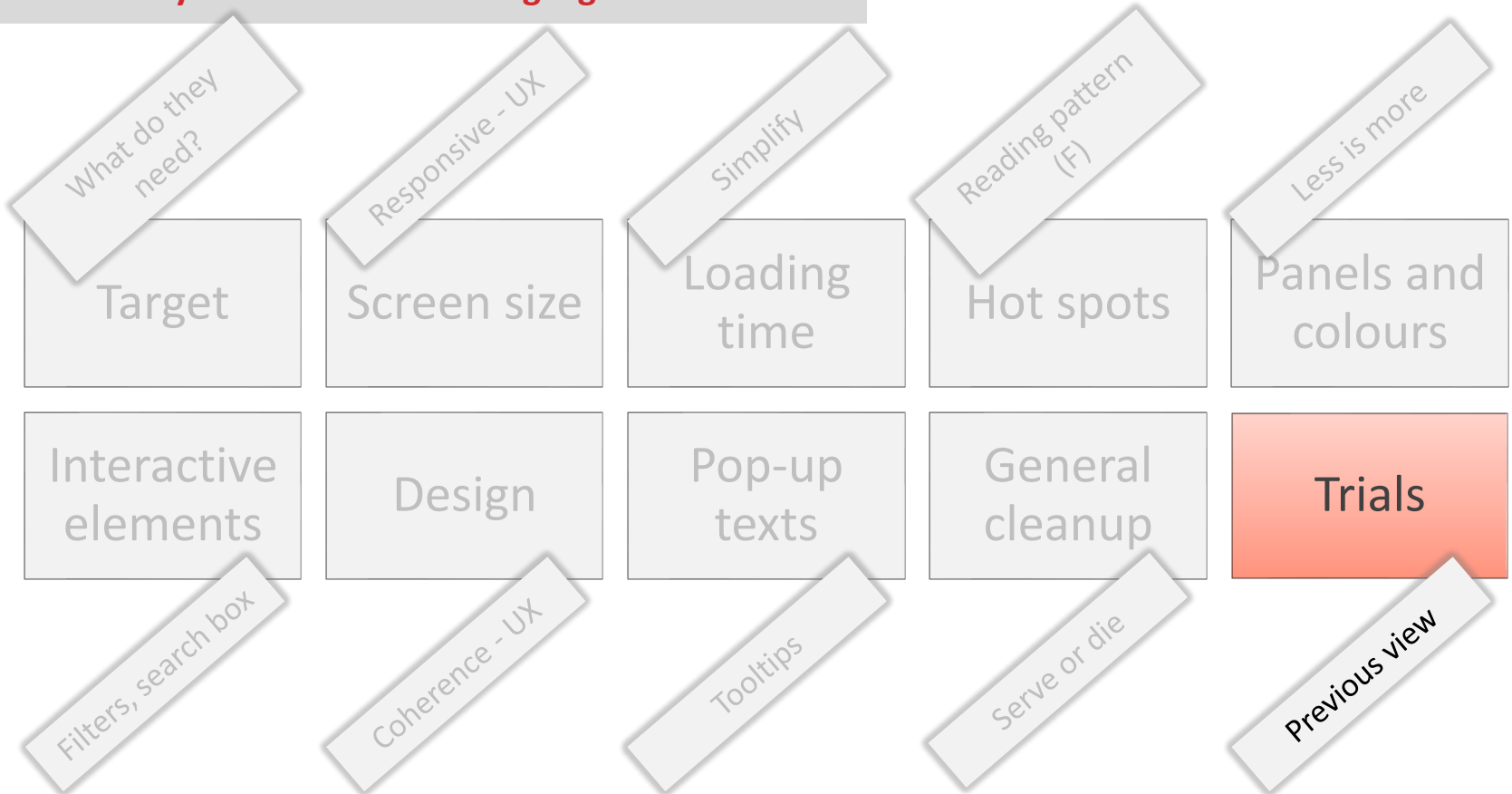
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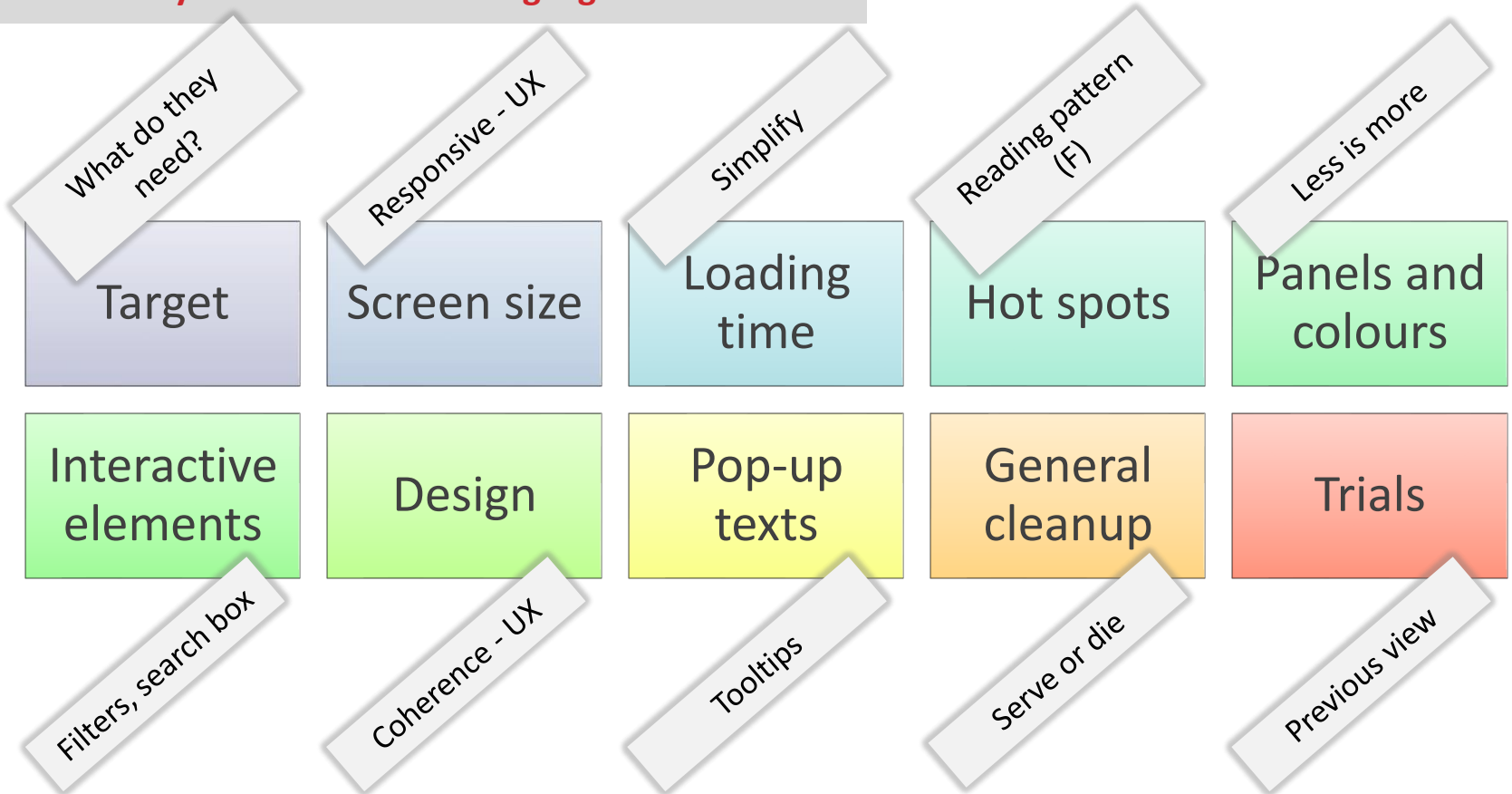
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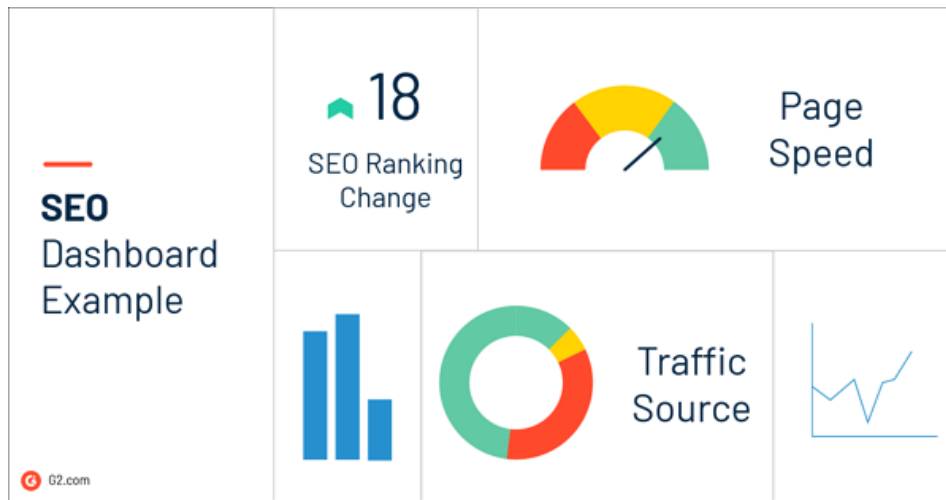


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8.1. Visualization of KPI's according to the objectives



SEO



Positioning changes → Position of your site on the Google results page (keywords)

Traffic types → Optimization of campaigns (origin of clients)

Page loading speed → Bounce rate

Cyberclick (2020)

Image source: upklyak/freepik

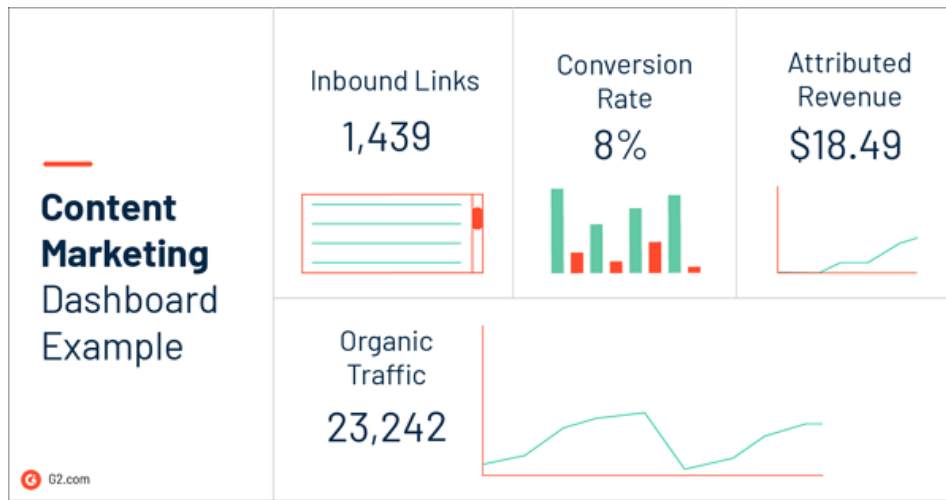


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8.1. Visualization of KPI's according to the objectives



Inbound Marketing



Incoming links → Reputation + search engines

Organic traffic → Origin (by contents)

Conversion rate → Atraction + leads

Cyberclick (2020)

Image source: freepik

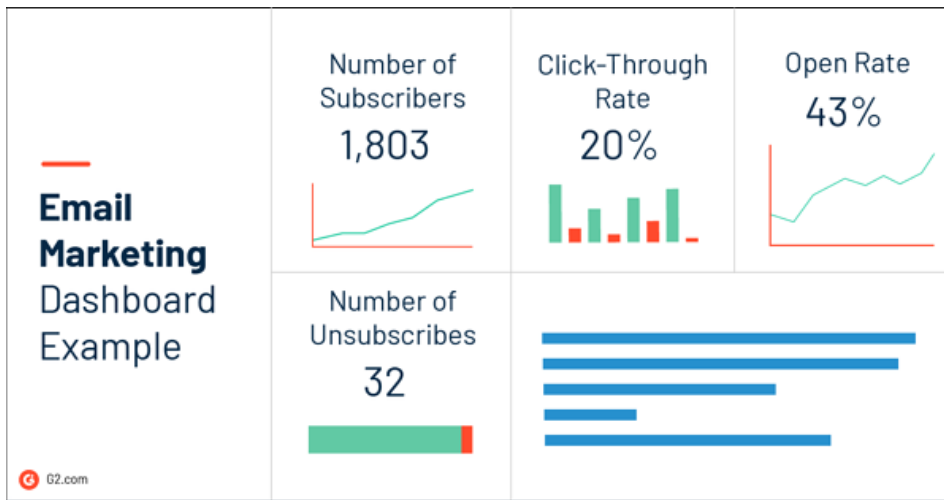


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8.1. Visualization of KPI's according to the objectives



e-mail marketing



Subscriptions → Monitoring (amount, quality...)

Unsubscriptions → monitoring (strategy)

Opening rate → Optimization (message's subject)

Click rate → Value (for the client)

Cyberclick (2020)

Image source: stories/freepik



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8.1. Visualization of KPI's according to the objectives



Social Media



Impressions → Scope (allows calculation of CTR)

Clicks → Effectiveness (content)

Comments → Involvement and interaction (community)

Cyberclick (2020)

Image source: freepik

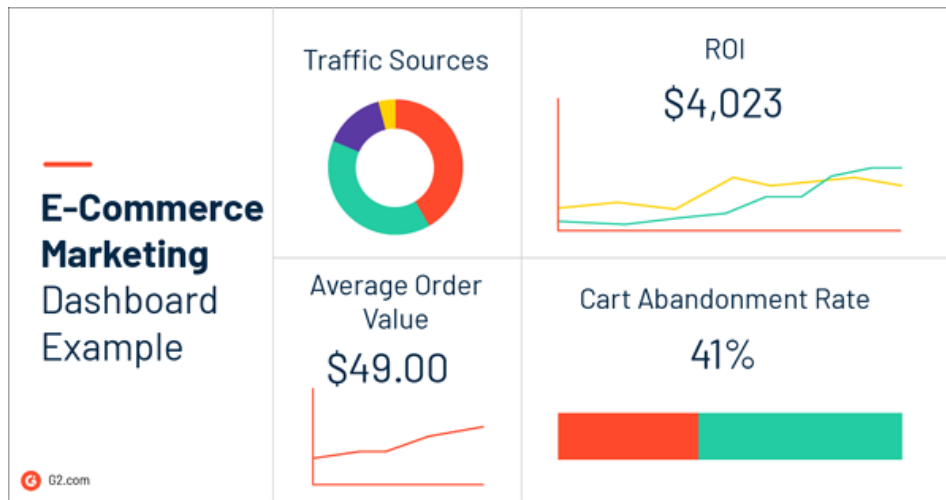


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8.1. Visualization of KPI's according to the objectives



e-commerce



Traffic sources → Origin (visits)

Average order amount → Strategy (value conversions)

Abandoned carts → Improvement of results

ROI → Objectives

Cyberclick (2020)

Image source: fullvector/freepik



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8.2. Segmentation of decisions according to the phase of the funnel

Funnel

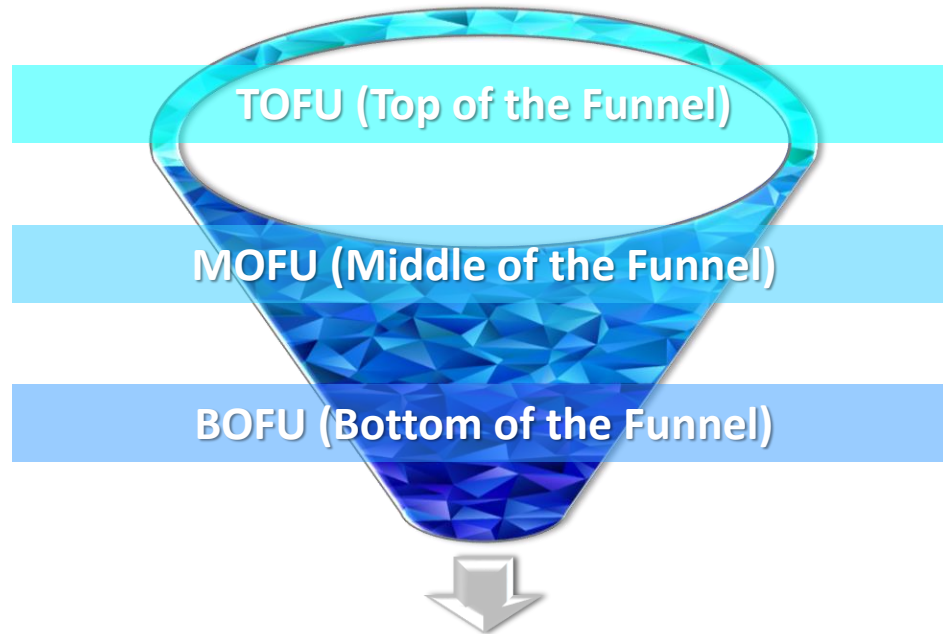


Image source: Davidzydd/freepik



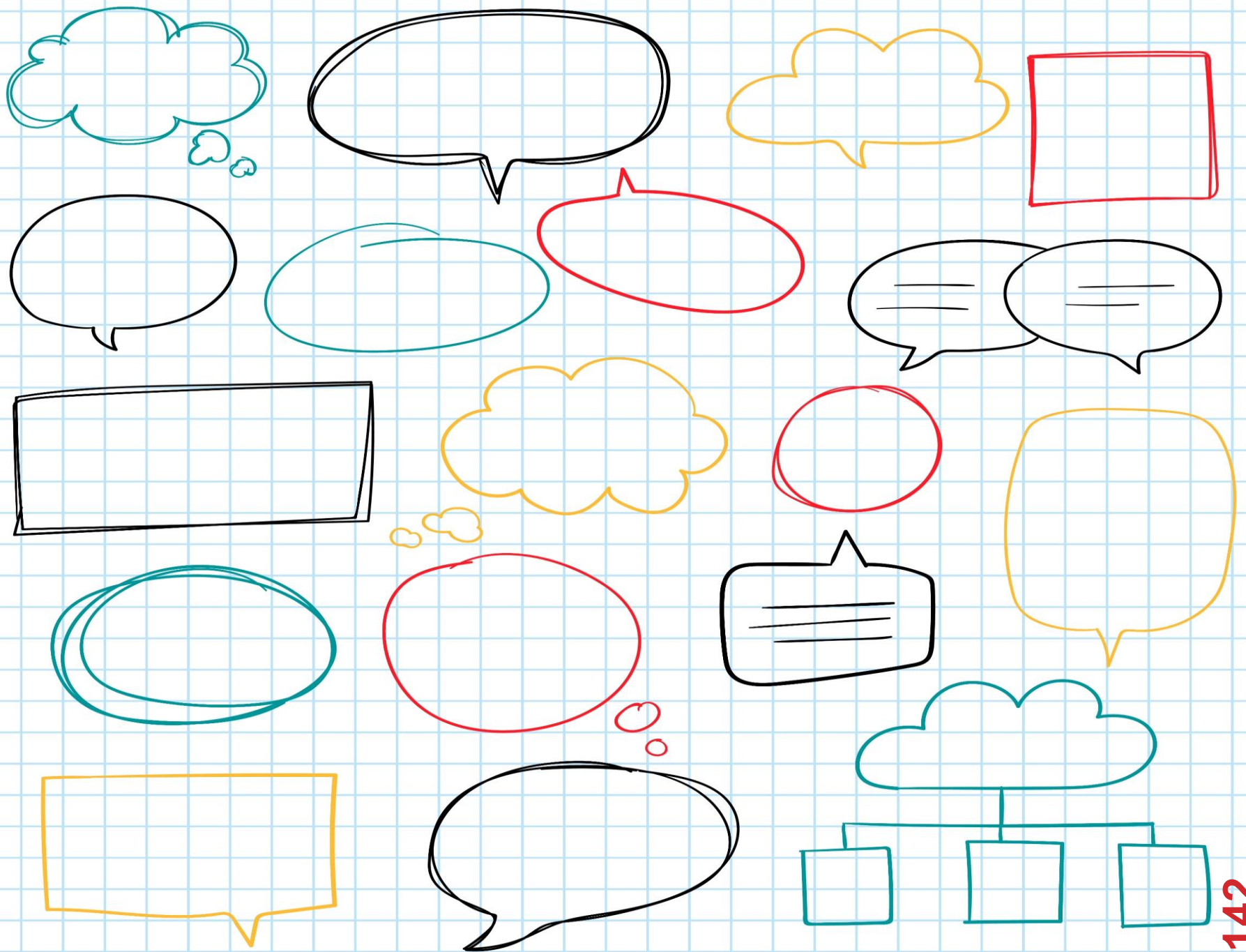
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8.2. Segmentation of decisions according to the phase of the funnel

Sociotecnographic Segmentation



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Topic 8 - END

Digital Dashboard

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