

Module Name: Integrating project Report

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Assignment Title: “How Digital Analytics Empowering Business Growth”

Abstract

Digital Analytics plays a vital role for digital marketing to business growth and development through its ability to offers in-depth analyses of web traffic, user experience and the effectiveness of marketing efforts. Through the analysis of several metrics like consumer behaviour, customer interest, page views, bounce rate, demographic information, and conversion rates, businesses gain the insights necessary to make well-informed decisions and improve their online footprint. This digital data-centric approach facilitates the implementation of targeted marketing strategies, illustrates user experience, and provides a resources to measure the efficacy of different advertisement campaigns with lower cost and increased revenue on investment (ROI). In this report we would like to analyse how google analytics and Facebook meta works for business growth and how business can use this filtered data to implement on Google and Meta platform. [1][2]

Keywords: Digital Analytics, Google Analytics, Facebook Meta, Digital Marketing, Business Growth.

Table of Contents

Abstract	2
Chapter 1: Introduction	4
Aims & Objectives	4
Project Management Life Cycle	5
Chapter 2: Literature Review	6
Chapter 3: Design and Implementation	14
Chapter 4: Findings and result	20
Chapter 5: Challegnes and Future Recommendations	27
Chapter 6: Conclusion	27
Bibliography.....	28
References	29

Chapter 1: Introduction

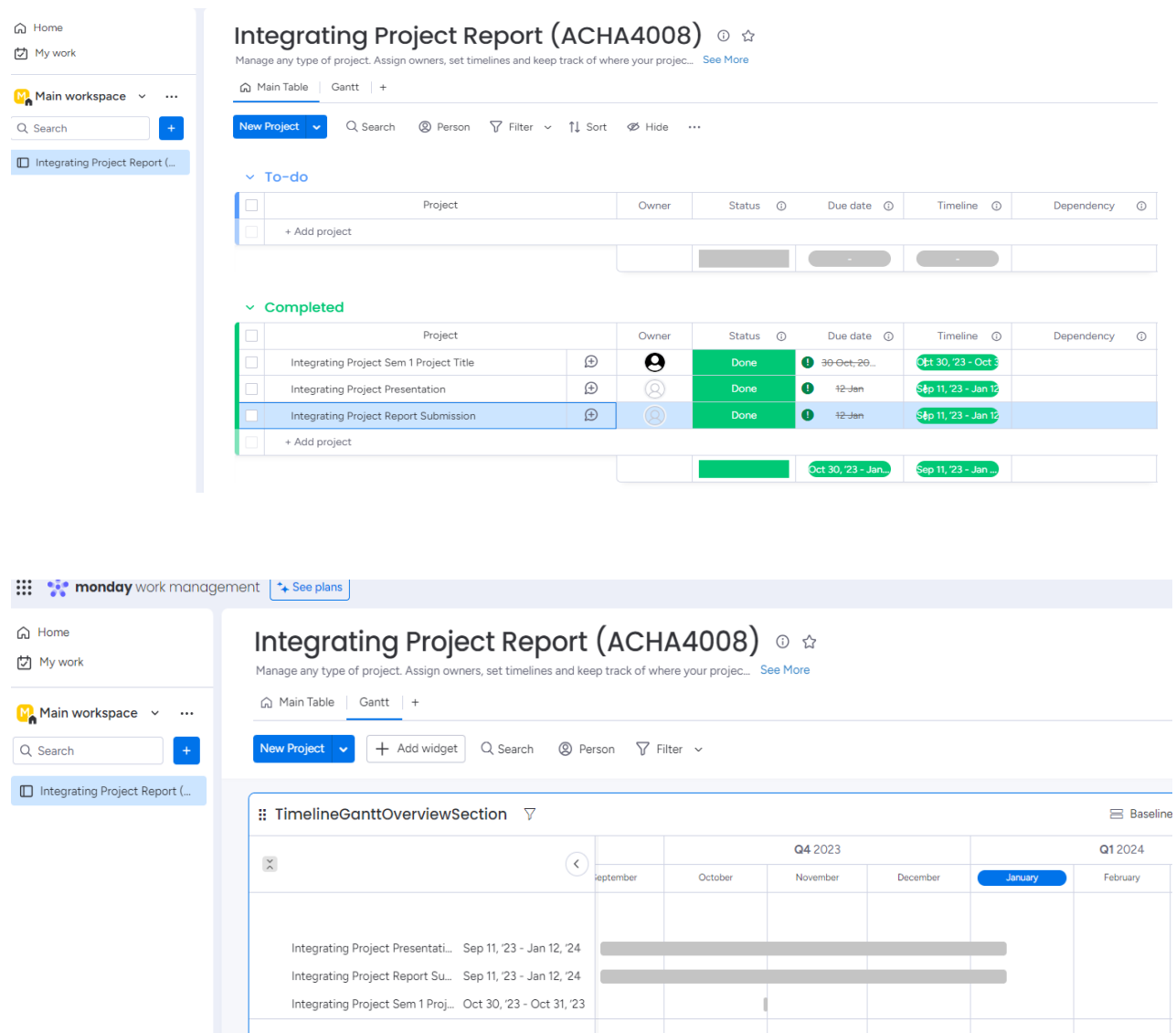
Implementing Digital marketing strategies, marketers need to make smart selections by understanding how people behave online. The rapid changes in online habits, mostly because many people use smartphones and tablet to shop, mean that marketers have to come up with thoughtful and thoughtful strategies to meet consumers need. [3]

Google Analytics, a web analytics software as service, provides businesses with an inclusive suite of tools to analyse and interpret website traffic as well as consumer behaviour and demographic information. This platform allows business to gain profound insights into user behaviour, traffic sources, engagement metrics. On the other hand, Facebook Meta extends its influence beyond social connections. With an array of analytics tools, businesses can extract valuable information about their target market and as well as their sustainable business growth. GI & Meta can use their analytical data such as Target audience's preferences, Interactions, and Demographics data to run their advertisement campaign to expand their business and increased the revenue with cost effective way. [1][2]

Aims and Objectives

- To explore the impact of Digital Analytics (Google analytics & Facebook Meta) on Business Growth.
- To Evaluate the effectiveness of Data analytics (Google Analytics & Facebook Meta) for Business Development.

Project Management Life Cycle: [10]



Picture: Gantt Chart of Integrating Project report Life Cycle [10]

Chapter 2: Literature Review

Google analytics: Definitions and Features

Google Analytics is a free software tool from Google (GA), designed for analyse the performance of websites and applications. It works seamlessly with other Google platforms for digital marketing and advertising. [4] For instance,

- Google Ads,
- Search Console and
- Data Studio etc.

Google Analytics 4 (GA4) is the newest version of GA. Universal Analytics (UA) has been discontinued and no longer collects or analyses data. [4]

Google analytics and meta collect the data from online consumer interactions, habits, choice, devices when people make a purchase through online channel. According to digital marketing, we use the idea of different buying process, which consist different steps, illustrates how consumer interact. A simple buying process contain three different stages: [1][2]

Step1: Getting attention from consumer (Acquisition)

→ **Step2:** Consumer engagement with business (Behaviour)

→ **Step 3:** Consumer become customer and finish the transection (Conversion).



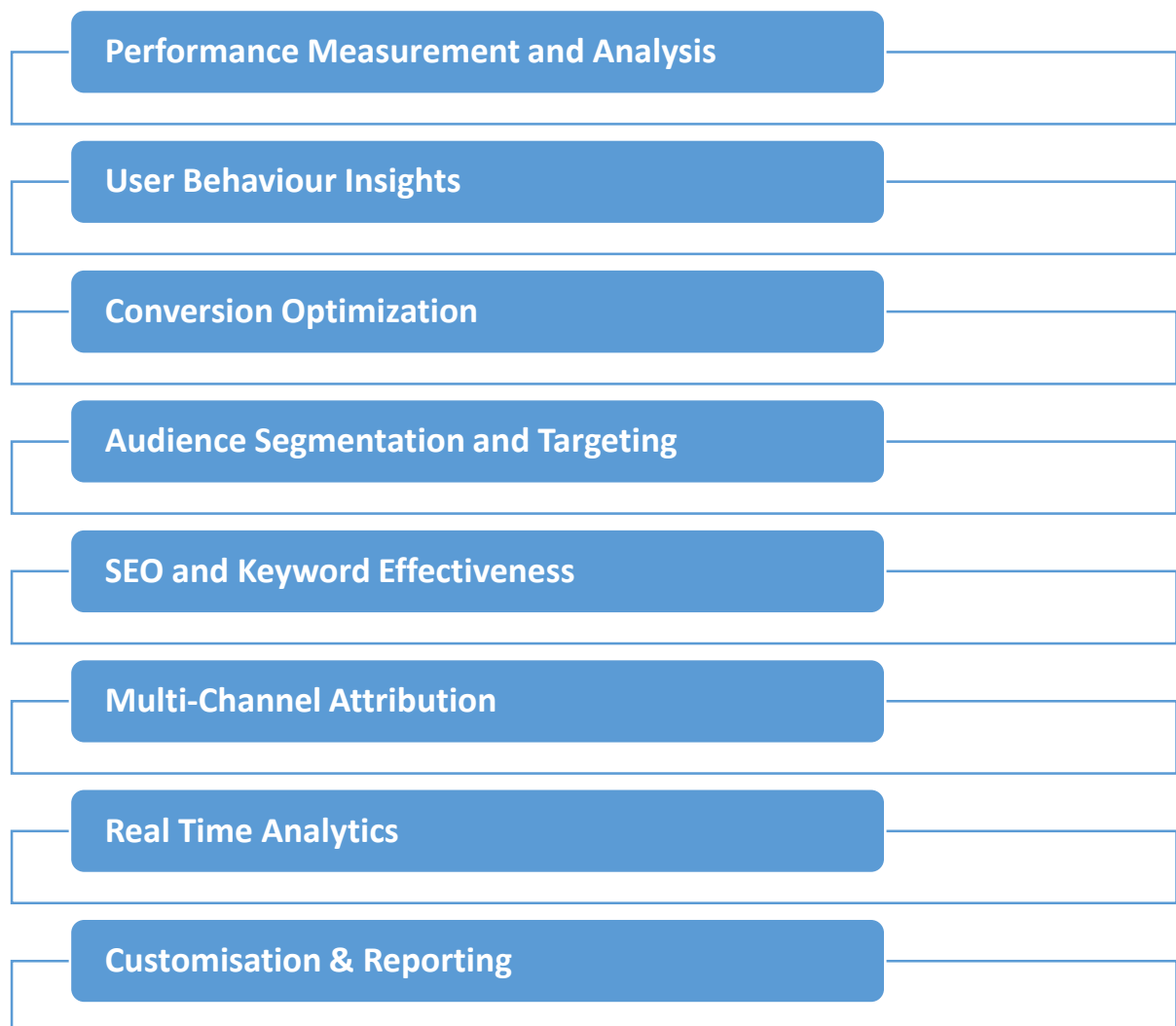
Picture: Different stage of an online buying process funnel

We understand that offline buying process is hard to track, However, in online world we can measure with digital analytics and track the consumer's behaviour to let them make purchases, use those data to reach new & repeated customer.

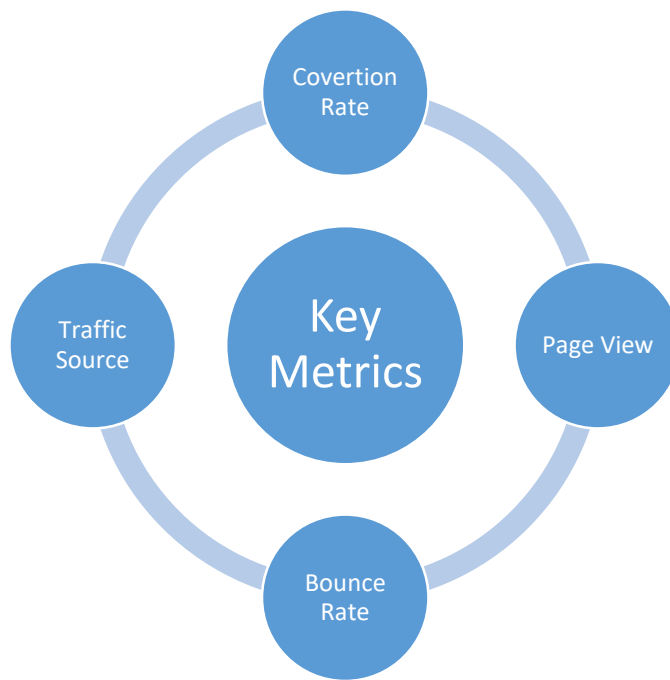
According to reviewed literature and articles we found the various features for Google analytics, enables data driven business decision to develop their strategies enhance the business growth. We can discuss how businesses use google analytics to track key performance indicators (KPIs):

- website traffic
- conversion rates
- user engagement.

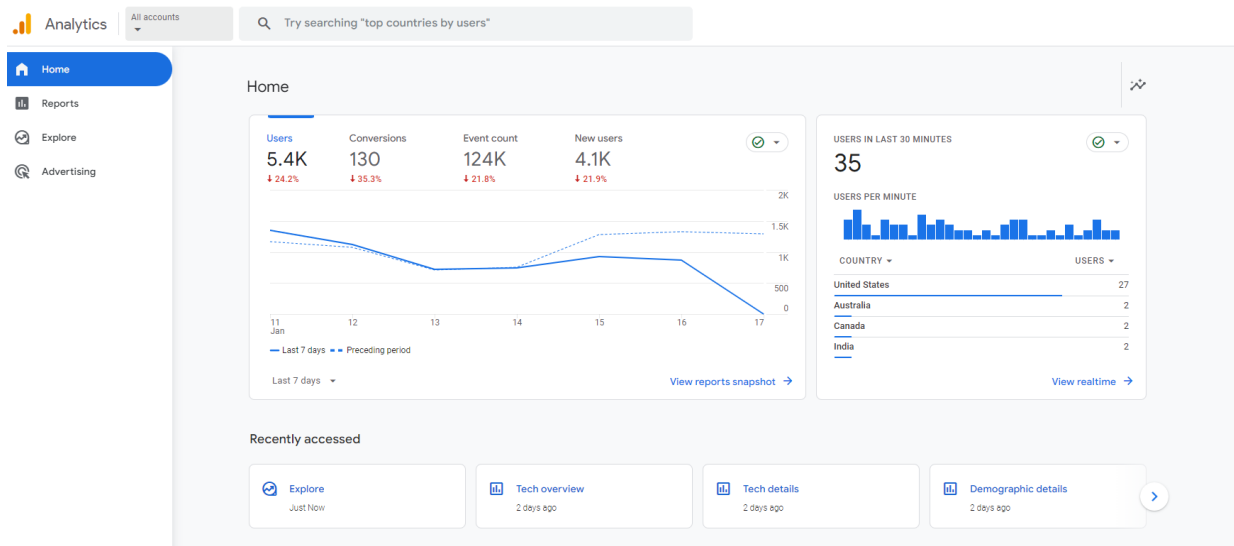
Features of google analytics: [4]



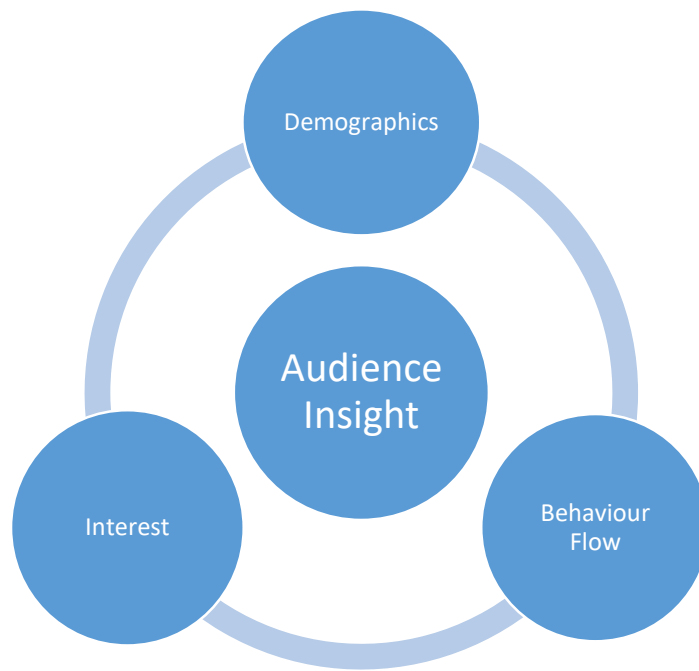
Picture: Diagram of Google Analytics Features [4]



Picture: Diagram of Google analytics Key metrics [4]



Picture: Illustration of Google Analytics Home Dashboard Reflecting the Metrics [5]



Picture: Diagram of Audience Insight [4]



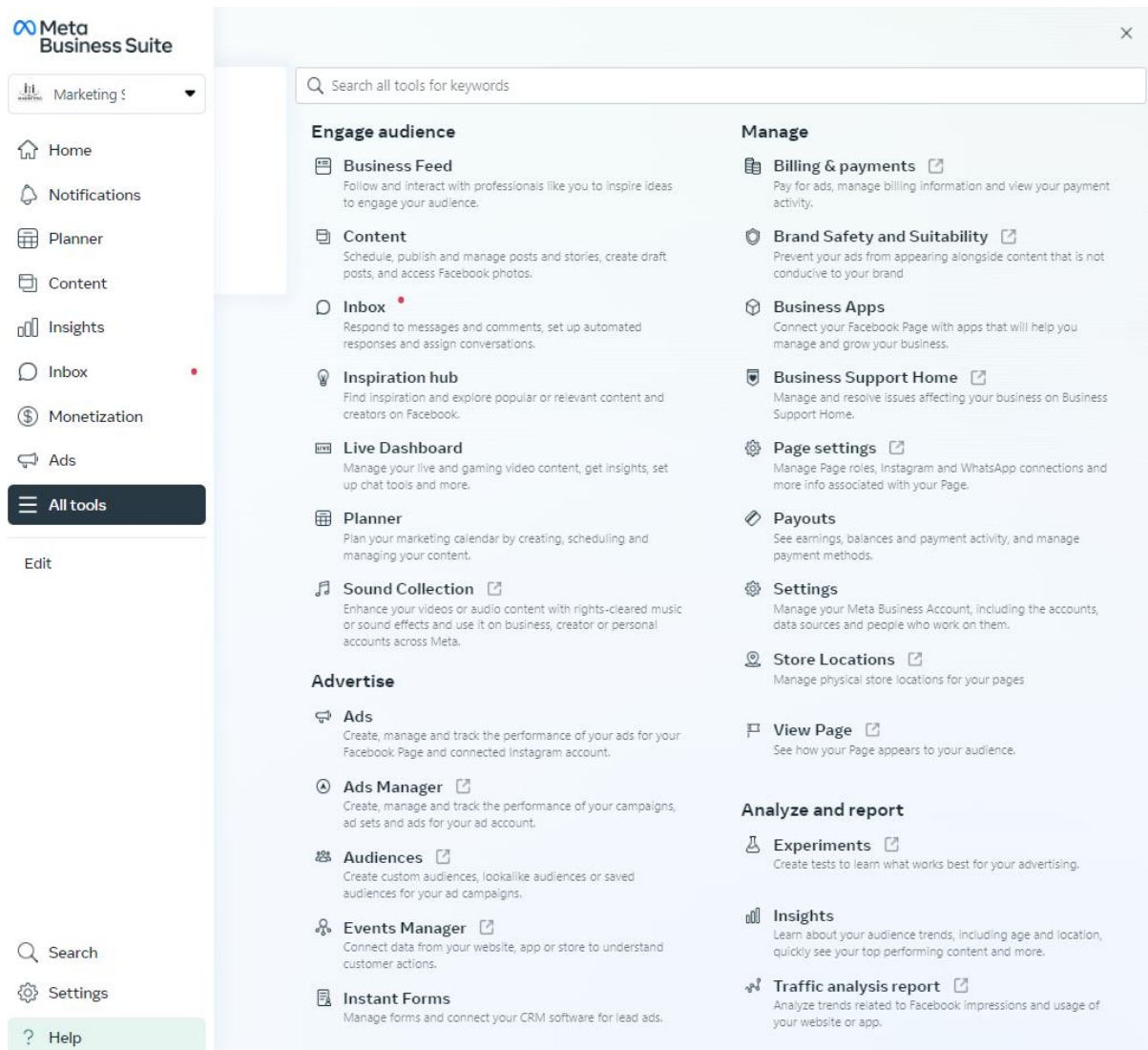
Picture: Diagram of Monitoring E-commerce Metrics [4]

Facebook Meta Business suite

Facebook Meta Business Analytics use wide range of tools and features to assist to data driven decision for business and content creators. Meta enabling a centralised platform for business to manage their social media page, (i.e.; Facebook page, Instagram pages, WhatsApp business account), advertisement account and various business asset. Meta allowing collaborations among the team members and digital marketing agencies to manage their clients' accounts. [6][7].

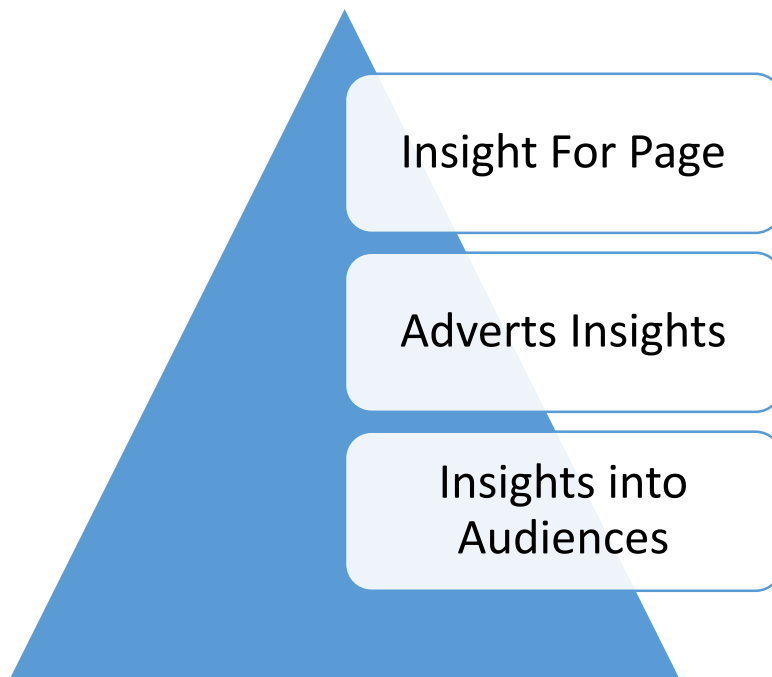


Picture: Facebook Meta Business Suite Home Page



Picture: Facebook Meta Business Suite all tools illustrate the Meta Features

Meta Analytics typically covers the range of tools and features offered by Meta Platforms to support businesses and content creators. These analytics tools are created to support users in monitoring and evaluating the effectiveness of their content, pages, and promotional activities across Meta's platforms, such as Facebook and Instagram. [6][7] Ads manager enabling the cost benefit analysis for business.



Picture: Diagram of Key elements of Meta Analytics

How Business Can benefited from Digital Analytics

Digital analytics helps to grow business by implementing data driven decision and customer centric strategies. Filtered and concise data analytics maximise the revenue with minimum cost. We can give some example for different business how they benefited from digital analytics: [1][8]

Publishers	Ecommerce Business	Lead Generations Site
• They can promote to Dedicated and highly engage audience. • Adverts on site with consumer interests	• Analytics are invaluable for ecommerce business as they understand online purchasing behaviour • Refine data enable effective product promotions and services	• Gather user information • Supporting the sales team to generate potential leads.

Digital Capability					
	ONE. Initial	TWO. Managed	THREE. Defined	FOUR. Quantified	FIVE. Optimised
A. Strategic Approach	No strategy	Outline plan with prioritised marketing activities	Defined vision and strategy for Digital Transformation	Business-aligned strategy and roadmap	Agile strategic approach
B. Performance Improvement Process	No KPIs	Volume-based KPIs No dashboards	Quality-based KPIs 'Last click' attribution Business dashboards	Value-based KPIs Weighted attribution Ad hoc tests / CRO	Lifetime-value KPIs Structured experiment programme
C. Management Buy-in	Limited	Verbal support, but inadequate resourcing	Sponsorship and increased investment for Digital Transformation	Active championing and appropriate investment	Digital is an integral part of strategy development
D. Resourcing and Structure	No specific digital skills	Core skills centralised or agencies	Centralised hub and spoke Dedicated resources	Decentralisation and reskilling	Balanced blend of marketing skills
E. Data, Martech and Infrastructure	No or limited customer database	Separate marketing technology, limited data integration	Partial integrated Martech stack and data quality controls	Integrated systems and 360° view data sources in Martech stack	Latest innovations, e.g. AI and Machine Learning can be integrated
F. Integrated Customer Communications	Not integrated	Core push activities synchronised	Integrated inbound approach. Last-click evaluation.	Integrated, Personalised, Paid-Owned-Earned media attribution	Media optimised for ROI and to maximise CLV
G. Integrated Customer Experience	Static brochureware website	Desktop and mobile support, not personalized. Landing pages in place.	Partially personalized desktop and mobile experience	Integrated, Personalized web, mobile, email and social media	Full contextual personalized experiences and recommendations
	"Laggard"	"Developing capability"	"Competent average capability"	"Above-sector average capability"	"Market leading capability"

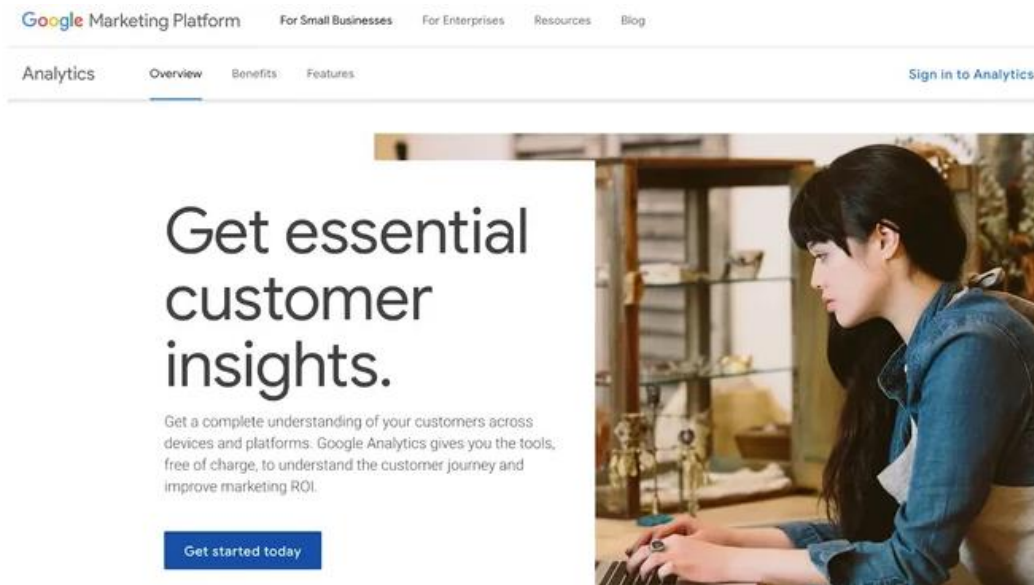
Picture: How digital analytics drive digital marketing excellence [8]

Chapter 3: Design and Implementation

Step by step guide to Setup Google analytics Account and explore the reports [9]

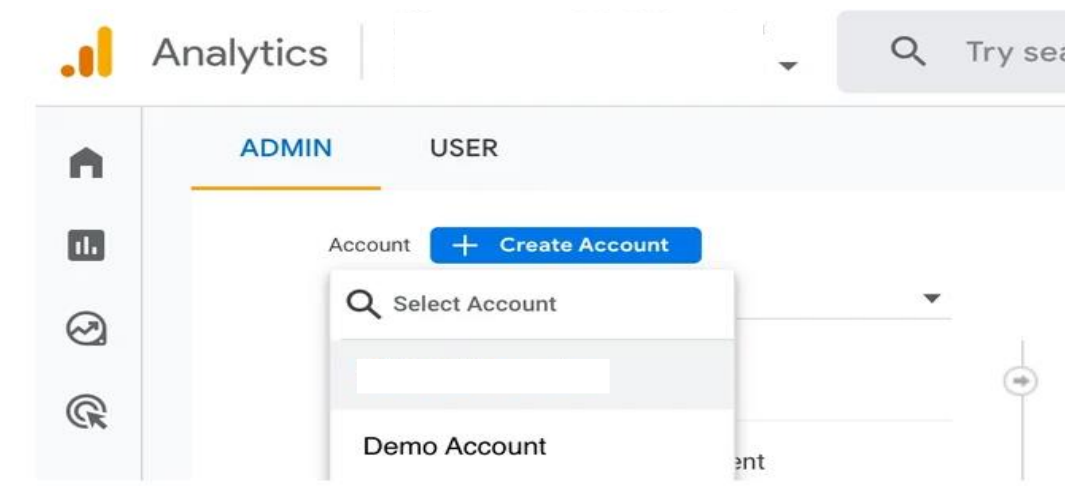
Step 1: Sign Up for Google Analytics:

- Visit the Google Analytics website: <https://analytics.google.com/>
- Click on "Start for free" or "Sign in" with a Google account.



Step 2: Create a New Google Analytics Account

- Click on "Start for free" or "Sign up"
- Insert Account details and click on "Next"
- Setup the Property and need to choose website URL or apps name
- Select Time Zone and Category
- Accept terms and conditions
- **Click on create button.**



Step 3: Configure Tracking

- Choose whether to share data with Google and click on "Next."
- Get your tracking code: Google Analytics will provide with a tracking code.
- This code needs to be added to every page of website to collect data.

Step 4: Install the Tracking Code

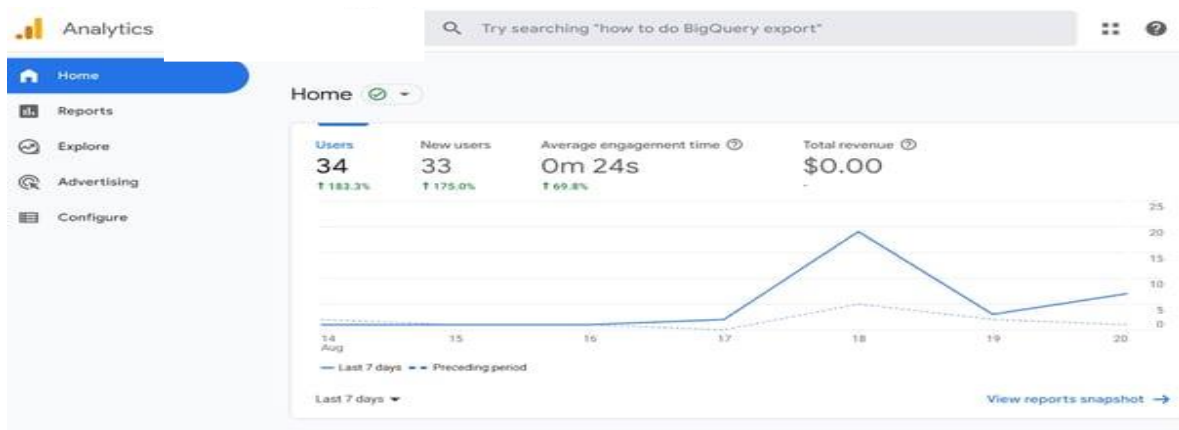
- Install the tracking code on website
- We need to copy the code and Paste it into the HTML of every page of website, just before the closing `</head>` tag.

Step 5: Verify Setup

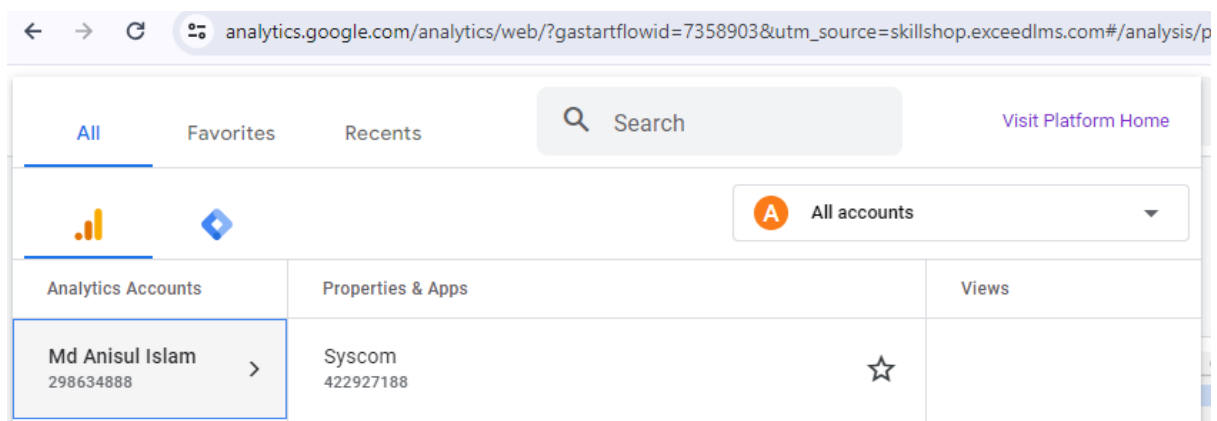
- After adding the tracking code, we have to go back to Google Analytics account and
- Need to Check the tracking status.
- Normally It take a few hours for data to start showing up.

Step 6: Explore Google Analytics

- Once data starts populating, explore the various reports and features in Google Analytics
- To gather insights into website's performance.



Picture: Google analytics Home page

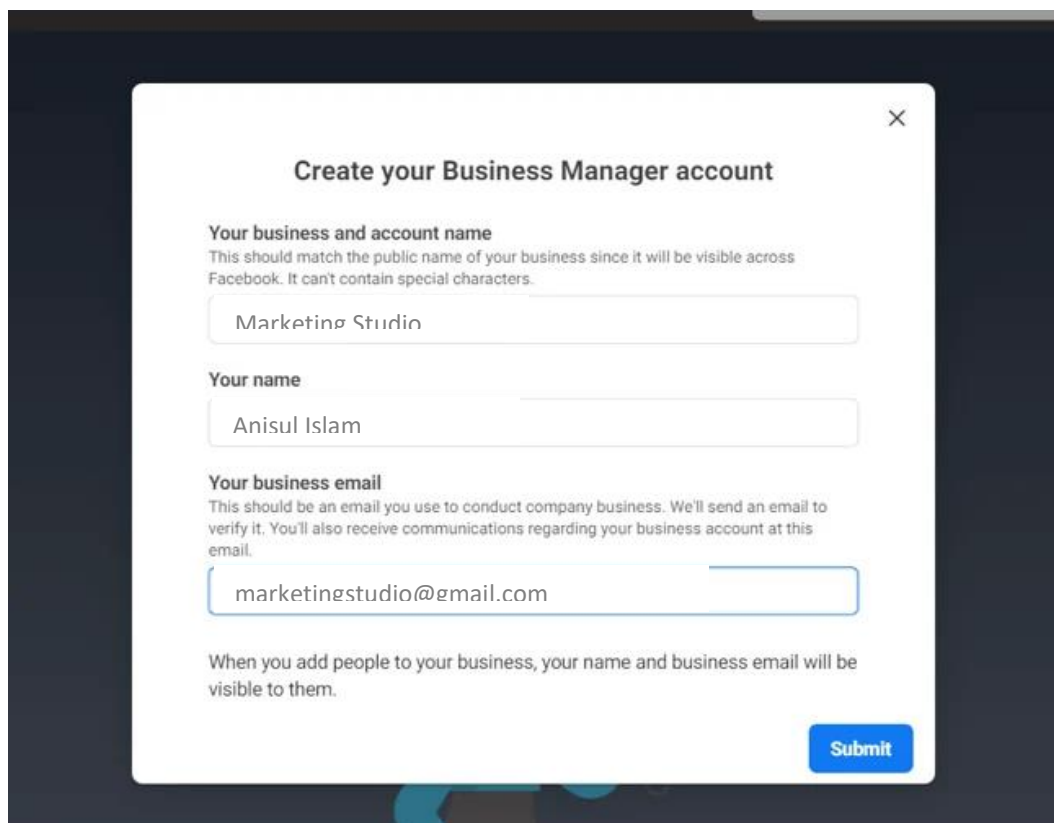
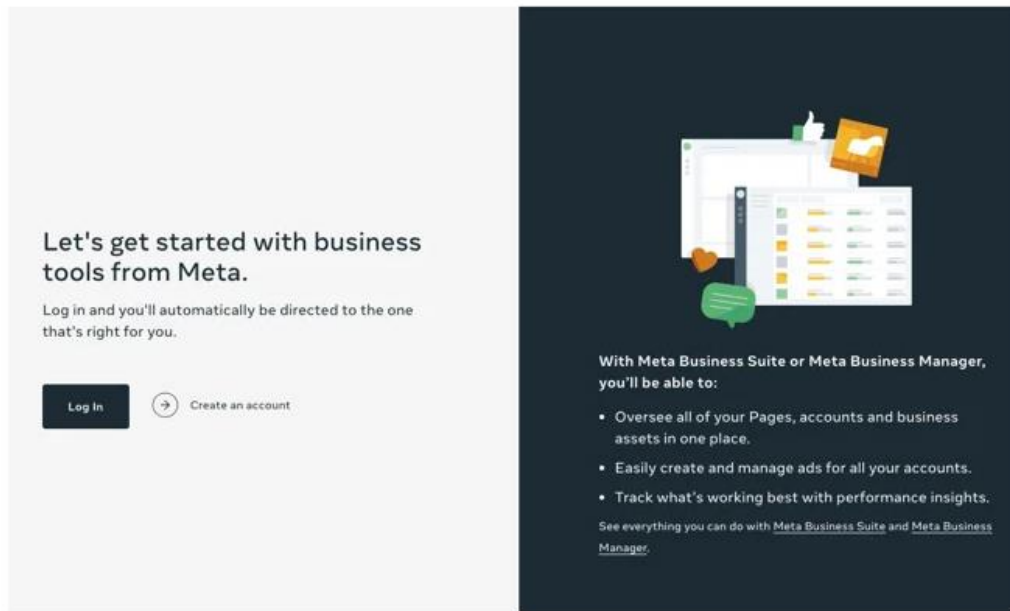


Step by step guide to setup Facebook Meta Business Suite

Step 1: Log into Facebook

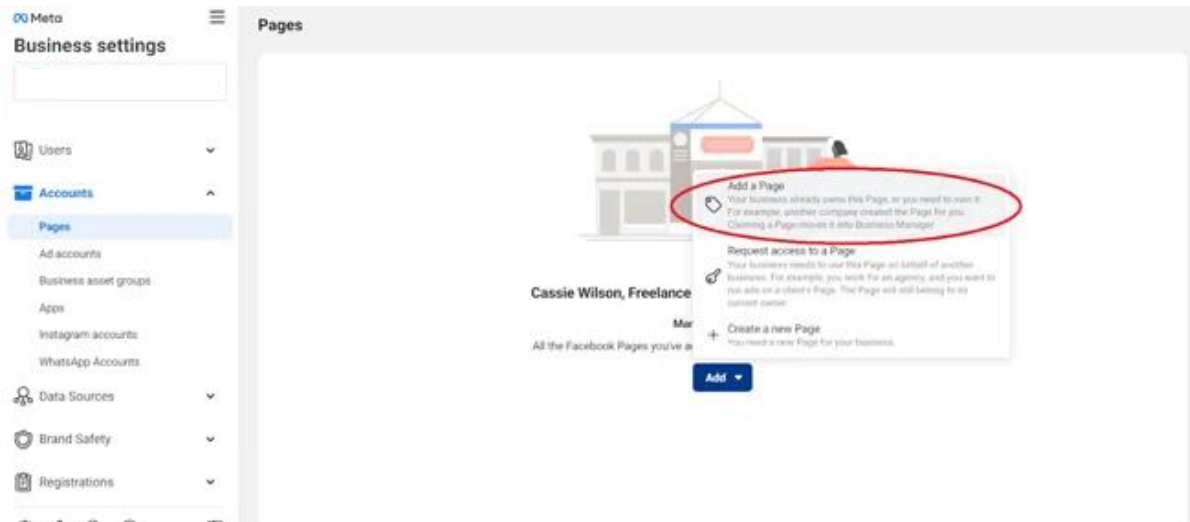
- Go to Facebook Meta Business Suite.
- Log in with Facebook credentials to log into business account.

 Meta

The image shows a "Create your Business Manager account" form. The form has a title bar with a close button (X). It contains three sections: "Your business and account name" with a text input field containing "Marketing Studio"; "Your name" with a text input field containing "Anisul Islam"; and "Your business email" with a text input field containing "marketingstudio@email.com". Below the email field, there is a note: "When you add people to your business, your name and business email will be visible to them." At the bottom right of the form is a blue "Submit" button.

Step 2: Connect Your Facebook Business Page

- Add Facebook business page with platform, click on "Add Page."
- Select clients or own business page from the list or we have to create a new one.

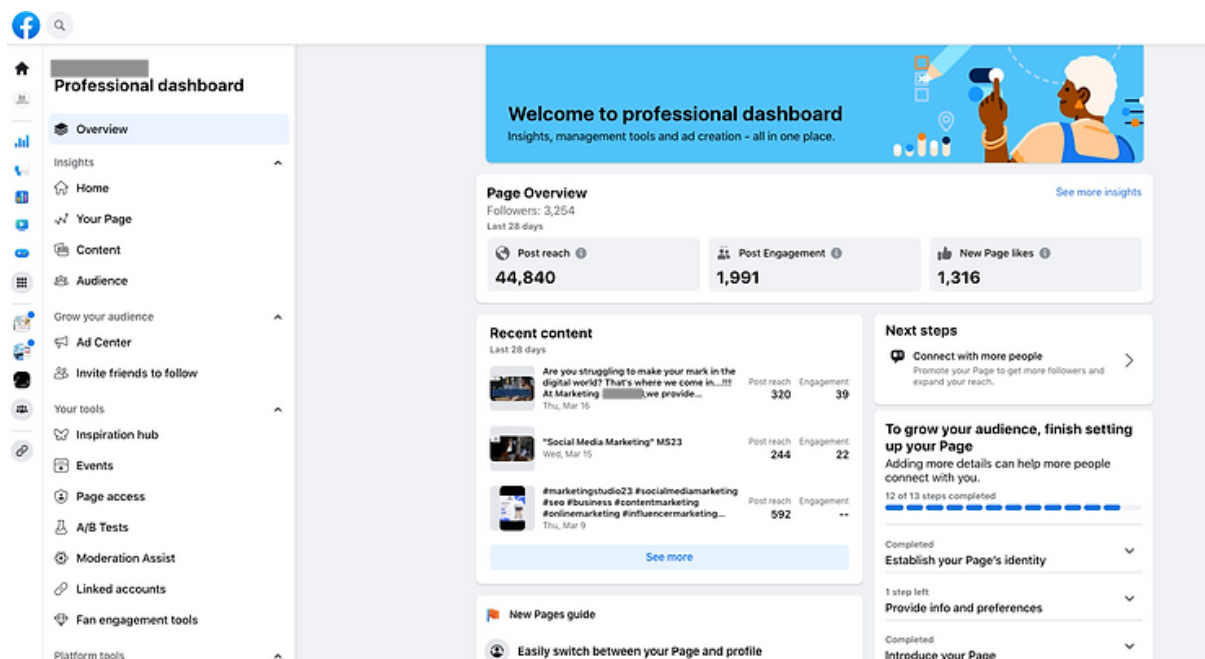


Step 3: Connect Your Instagram Account

- Add Instagram Account by clicking “Add Instagram”
- Connect Instagram account with Facebook Business Suite.

Step 4: Explore the Dashboard

- Explore Business Suite Dashboard to manage posts, insights, and other features for both Facebook and Instagram.



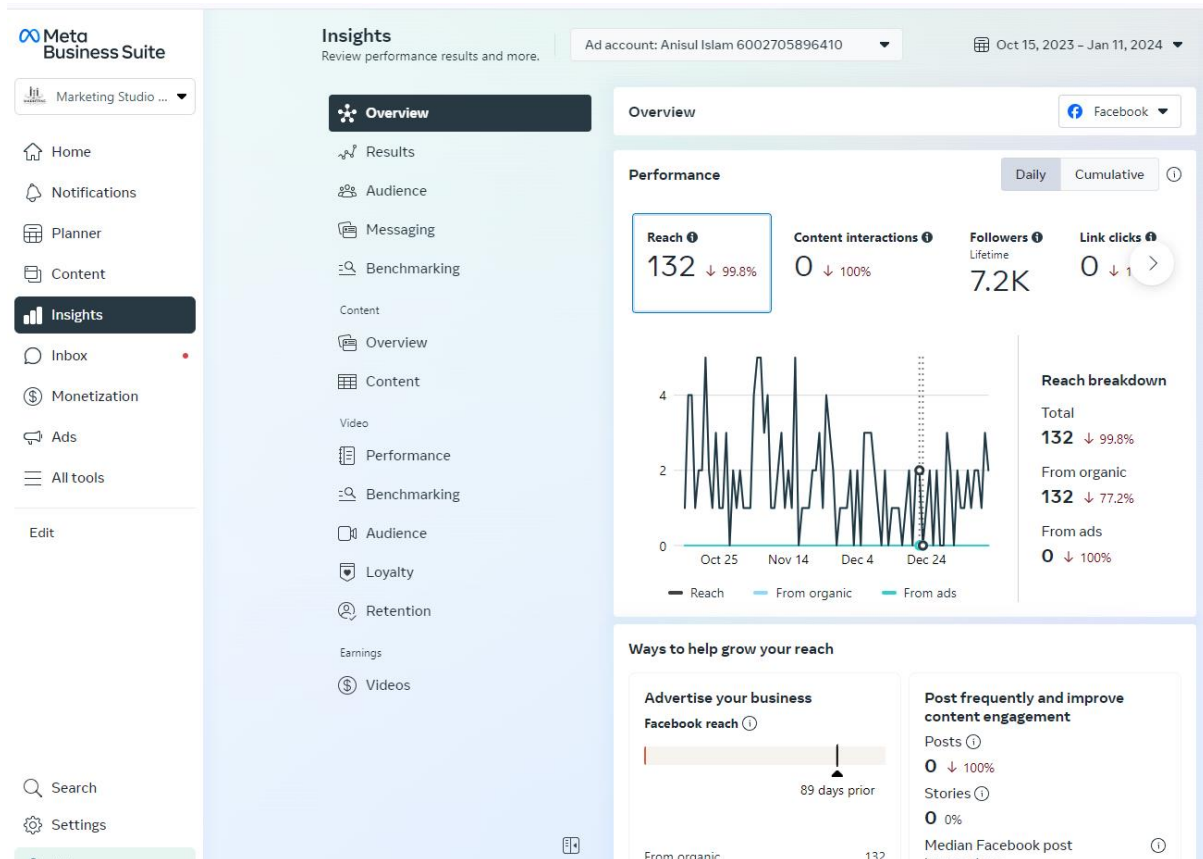
Picture: Facebook Meta Business Suite Professional Dashboard

Step 5: Schedule and Publish Content

- Use the Business Suite to create and schedule posts for both Facebook and Instagram.

Step 6: Access Insights and Analytics

- Explore the insights and analytics section to understand the performance of posts and overall engagement.



Step 7: Respond to Messages and Comments

- Use the Business Suite to respond to messages and comments on both Facebook and Instagram.

Step 8: Set Up Notifications

- Set up notifications to stay informed about important activities, such as new messages or comment.

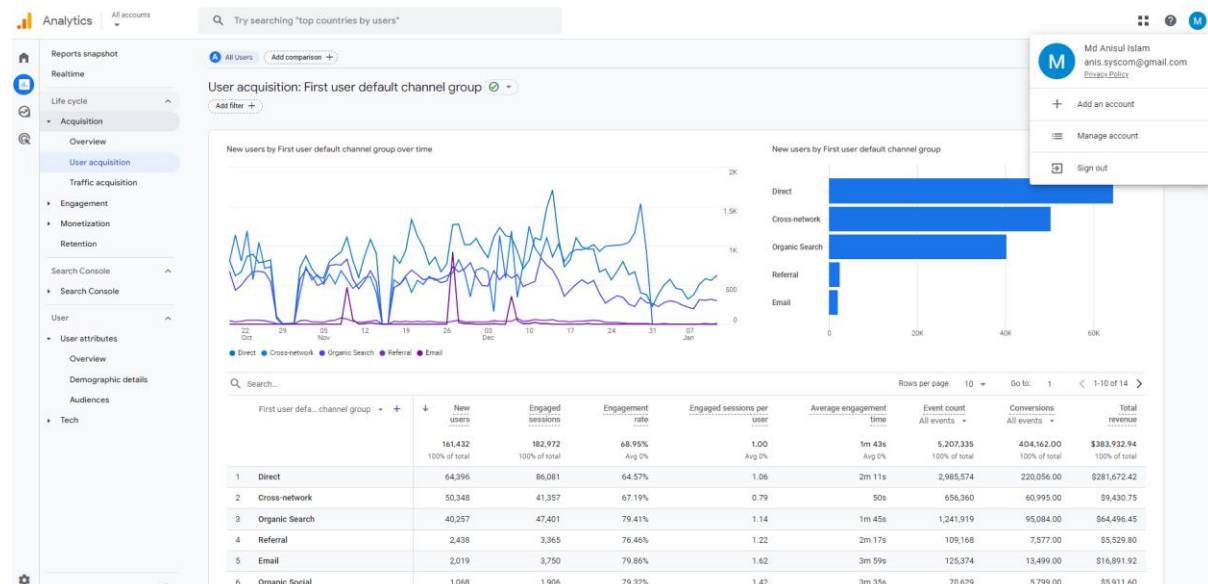
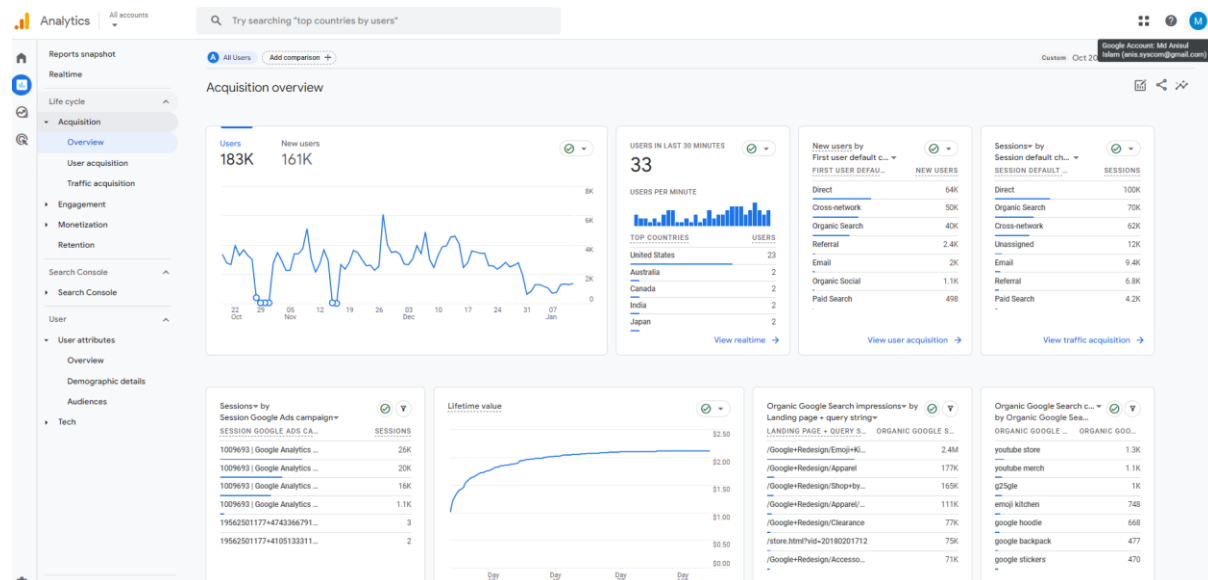
Step 9: Explore Additional Features

- Explore Additional Features to update and changes

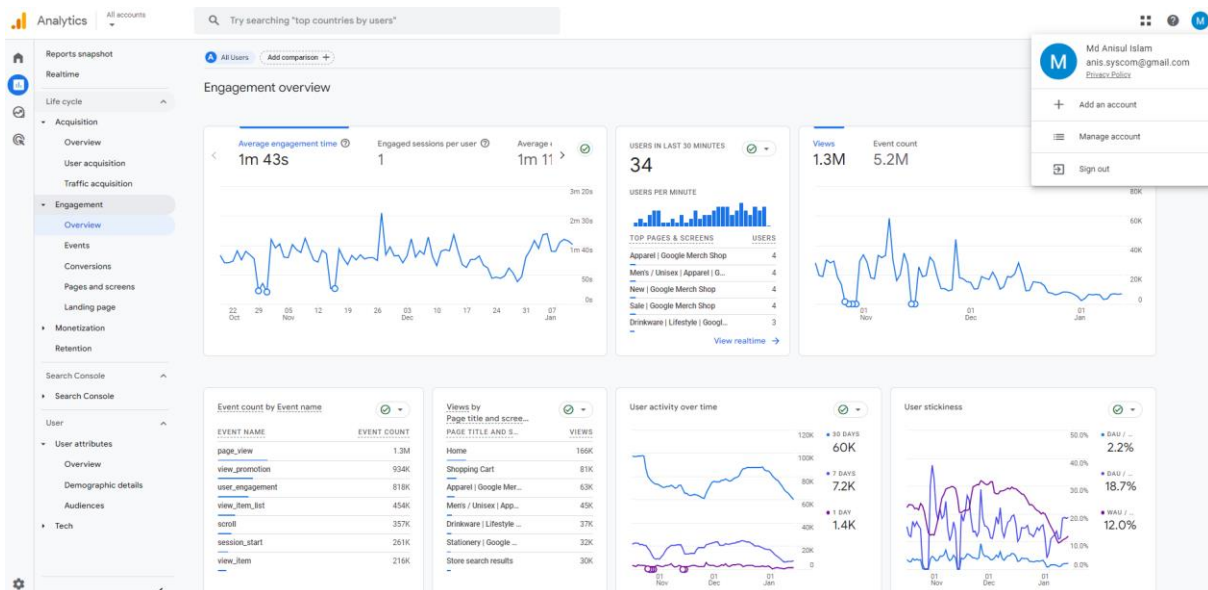
Chapter 4: Findings and result

Google Analytics:

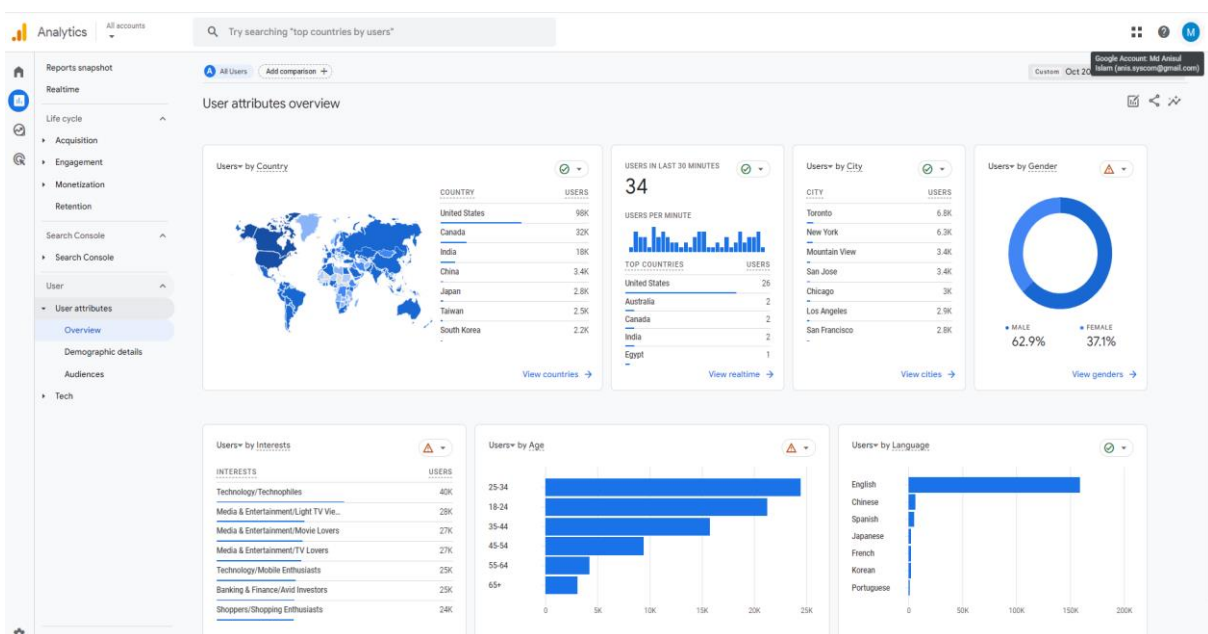
This snapshot illustrates the Google Analytics Acquisitions overview displaying users and new users trend. This picture reveals that a significant portion of website traffic came in from organic search indicate the SEO efficacy.



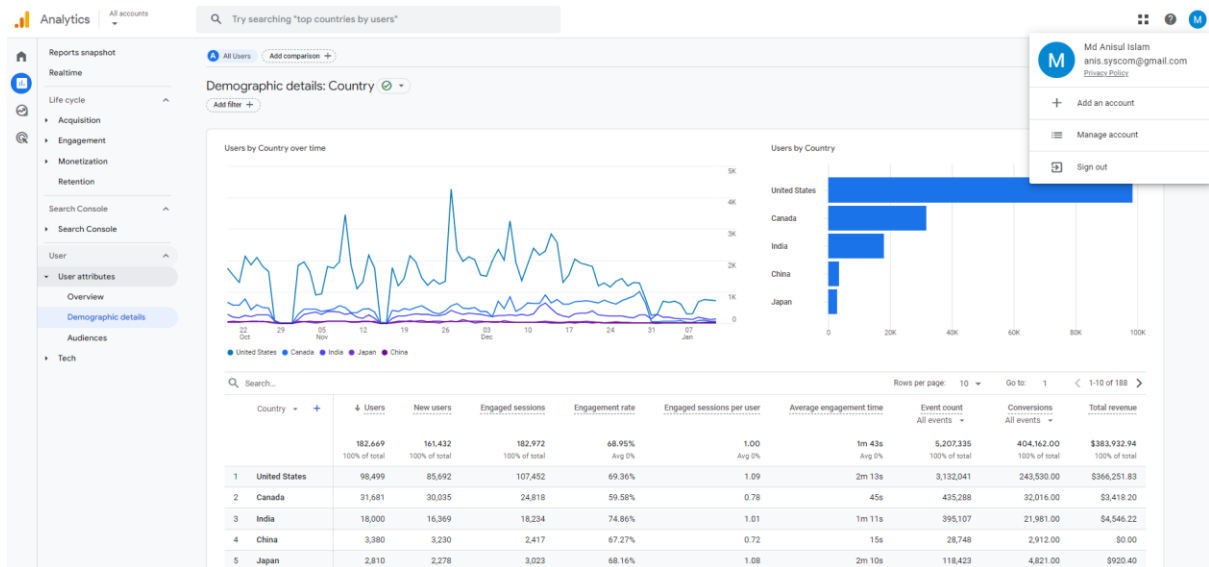
User acquisition showing the channel group over time, such as Direct, Cross network, Organic search, referral etc. Organic search plays a significant percentage (79.41%) of engagement.



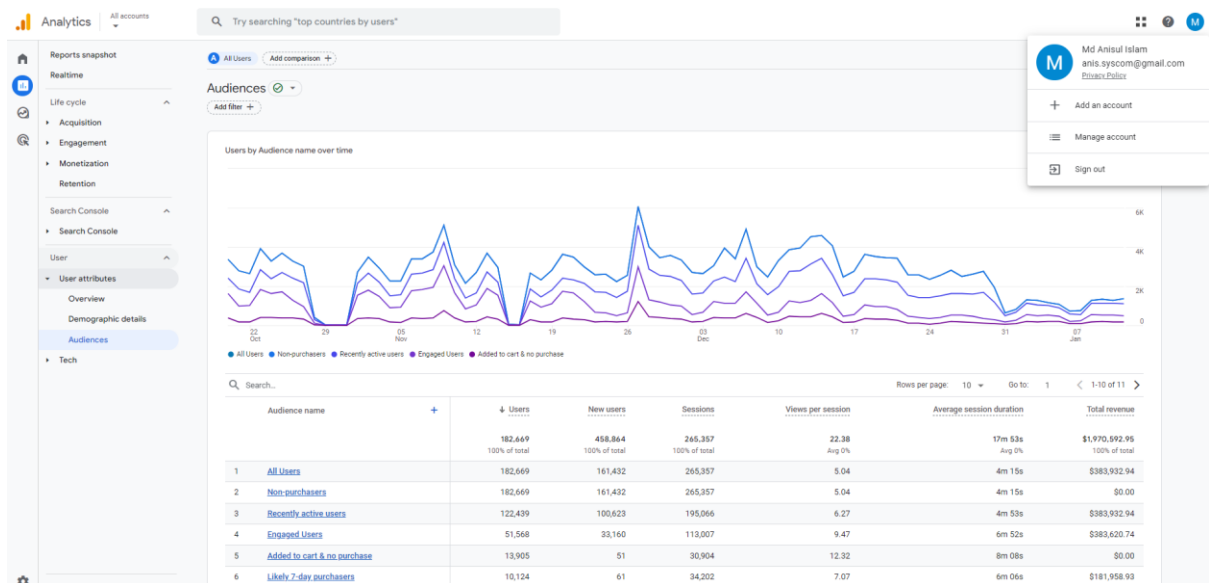
The engagement overview in Google Analytics demonstrates a high average session duration and low bounce rate, indicating that visitors are actively engaging with the content and e-commerce site, which suggests a positive effective user experience. Shopping cart user representing a big number which is 63K.



This picture is showing the user attributes overview for google analytics, displayed the significant number of users are visiting from USA, showing interest for technology and most of the users are young by age (18-34y). Another pin point from this snapshot is males are more attracted for technology, media and entertaining product, which is over 62%.

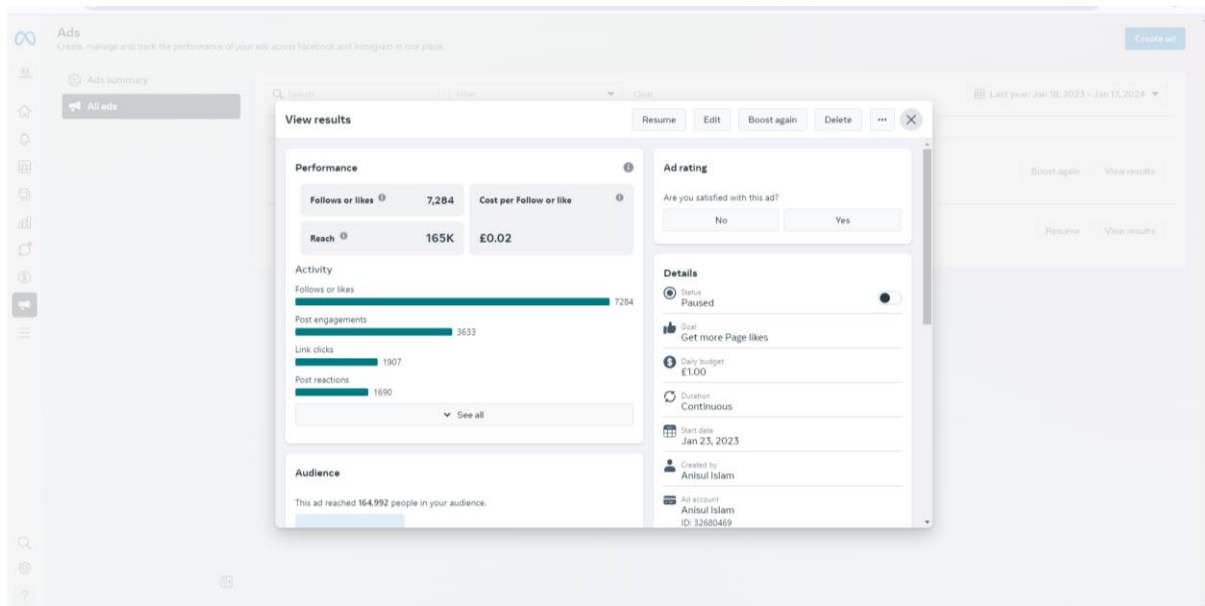


In this picture we can see demographic data illustration, revealing a balanced diversity across different segments from all over the world. The representation provides a clear snapshot of our audience demographics, allowing us to modify strategies for different geo location.

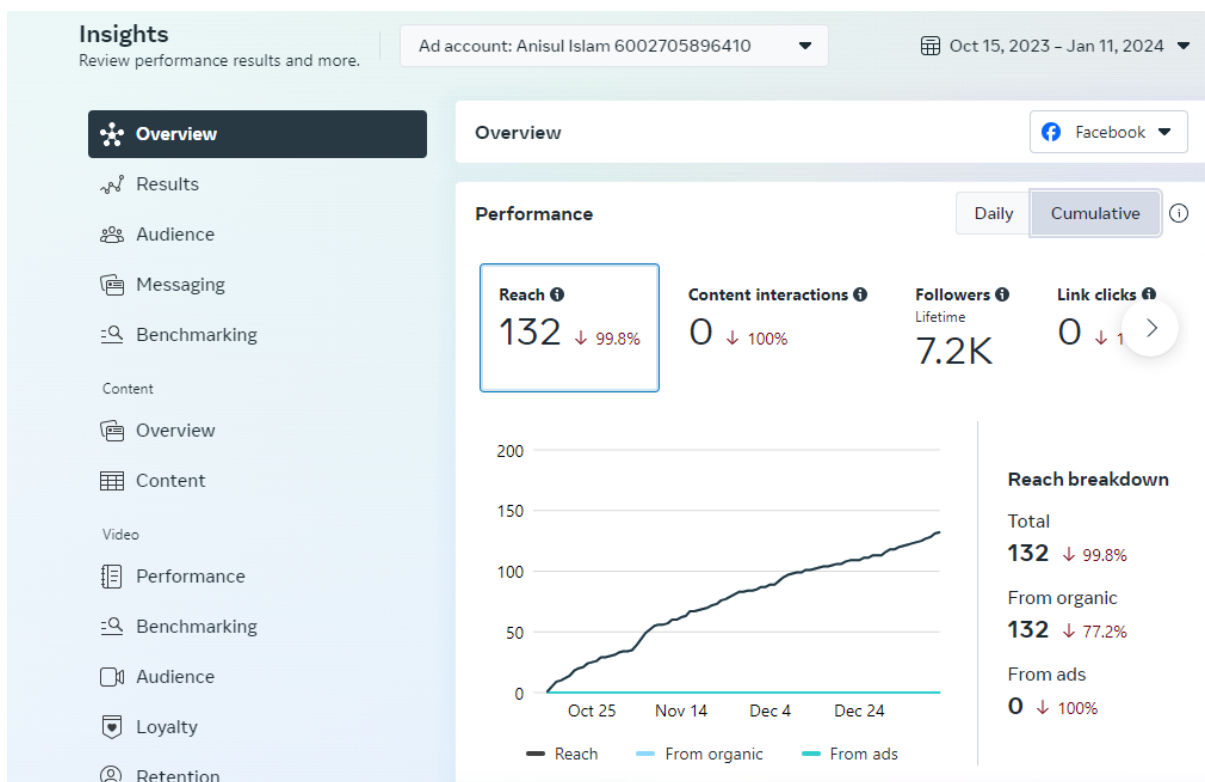


This picture illustrated the user, non-purchaser, active and engaged users generate a total revenue, approximately 2 million.

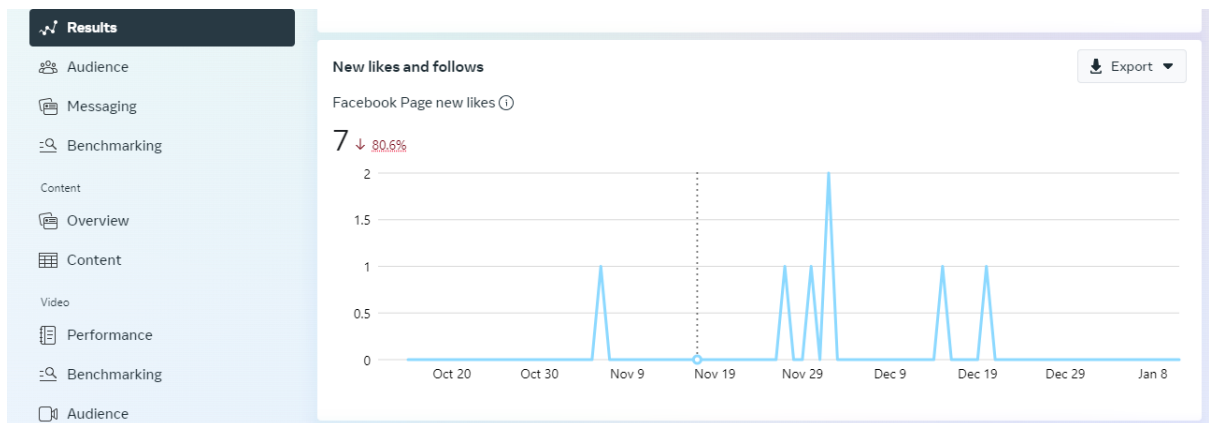
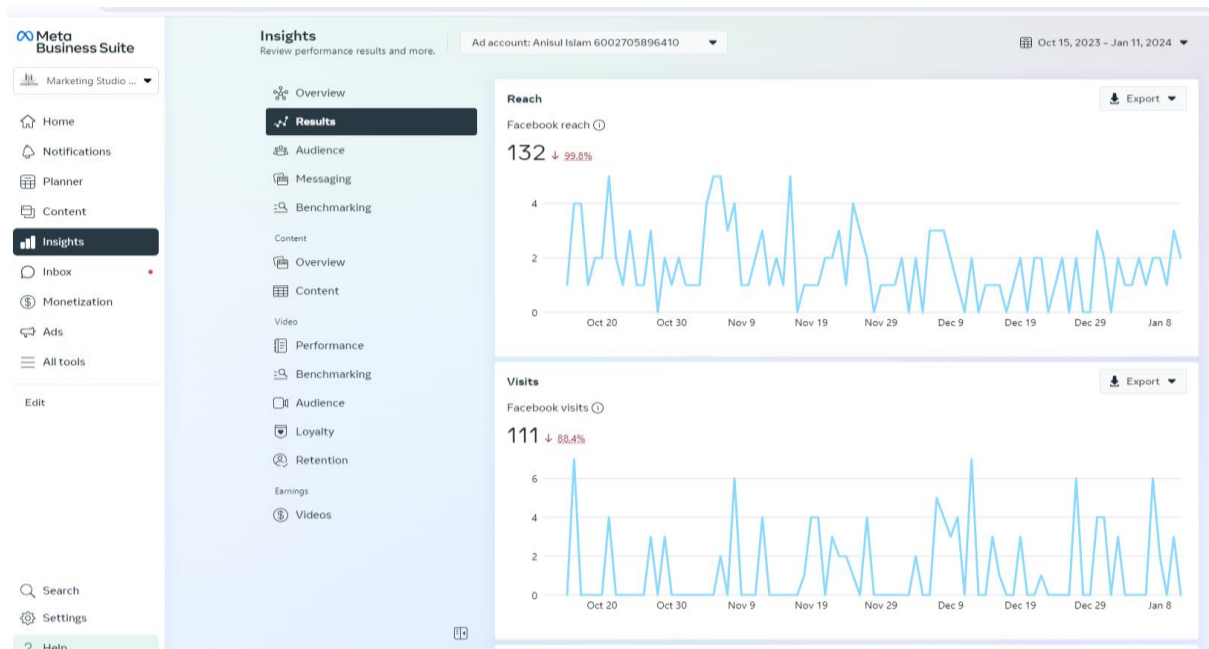
Facebook Meta Business Suite:



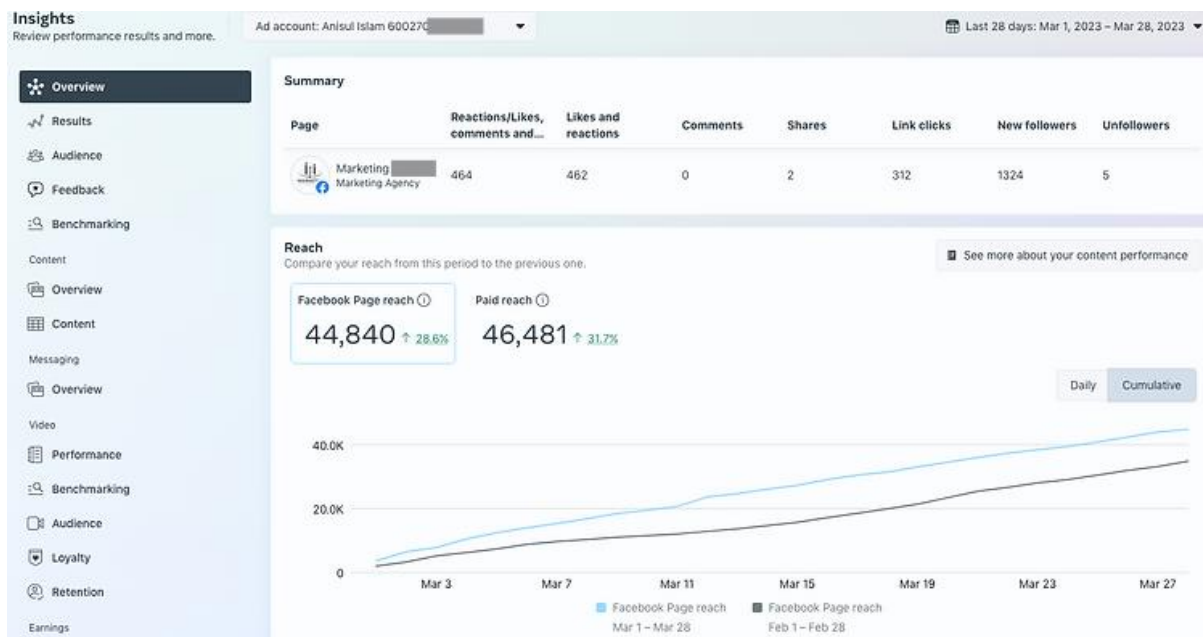
This snapshot illustrated that paid advertisement overall performances and result. It is also displayed the impression, follower or likes, Reach and cost (ROI) per like. The bar chart showing the post engagement, link click and reactions from audiences.



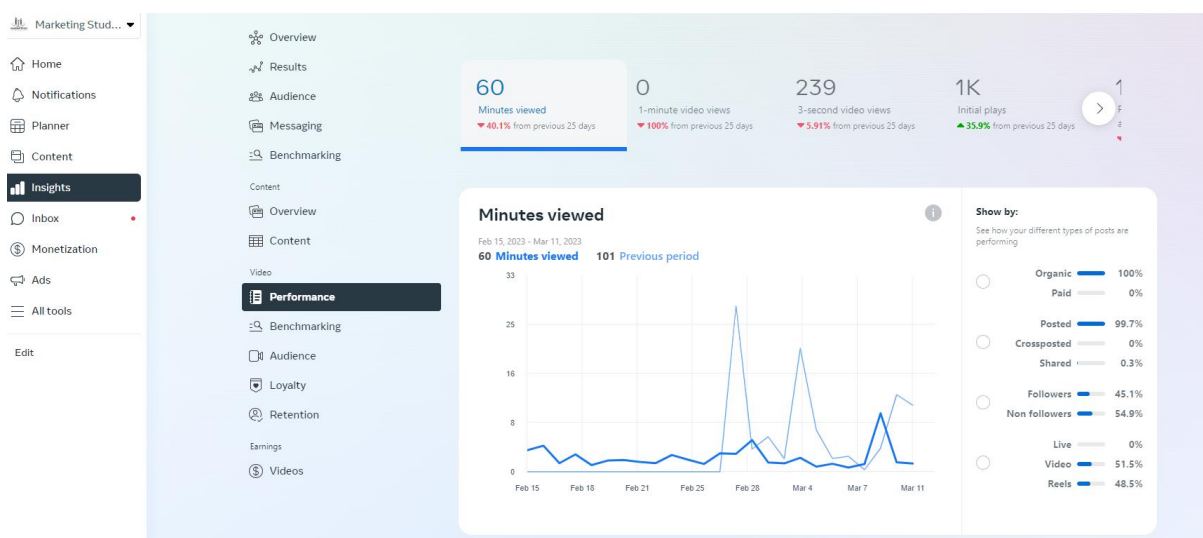
This picture demonstrated the overall performance for last 90 days. According to graph it is clearly showing the number reach increase gradually from October 2023 to December 2023. Another important key points are total reach is declined as there was no paid advertisement as it was clearly illustrated £0. Therefore, we only reach through organic way.



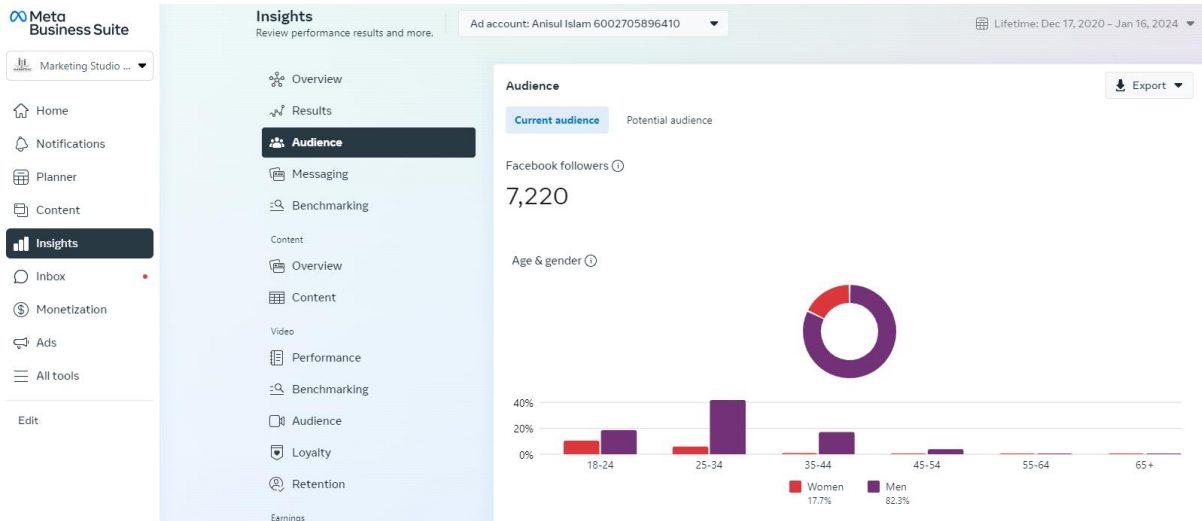
During last 90 days there was no paid advertisement Campaign, therefore we did not receive higher rate of page visit and reach, However, we have got 7 organic page like, which is a sharp declined compare with paid Campaign periods.



This above picture is overall performance for page life time. Where we have Champaign via paid advertisement. Therefore, it is clearly displayed the greater result and give a page reach up to 44k.



This picture displayed the result of Vedio contents performance. We can see here, Vedio contents reach organically towards follower and even though non follower. The data showing the overall viewed time duration, which is 60 minutes.



Audience ⓘ

Lifetime ▼

Post engagement ⓘ

4.6K

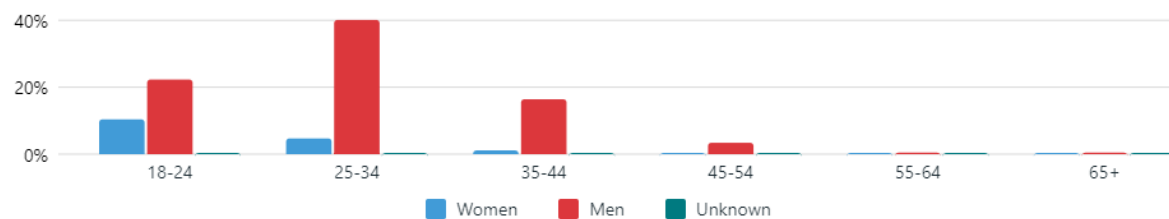
Post engagement by category

Age and gender

Placements

Locations

Meta apps



Audience ⓘ

Lifetime ▼

Post engagement ⓘ

4.6K

Post engagement by category

Age and gender

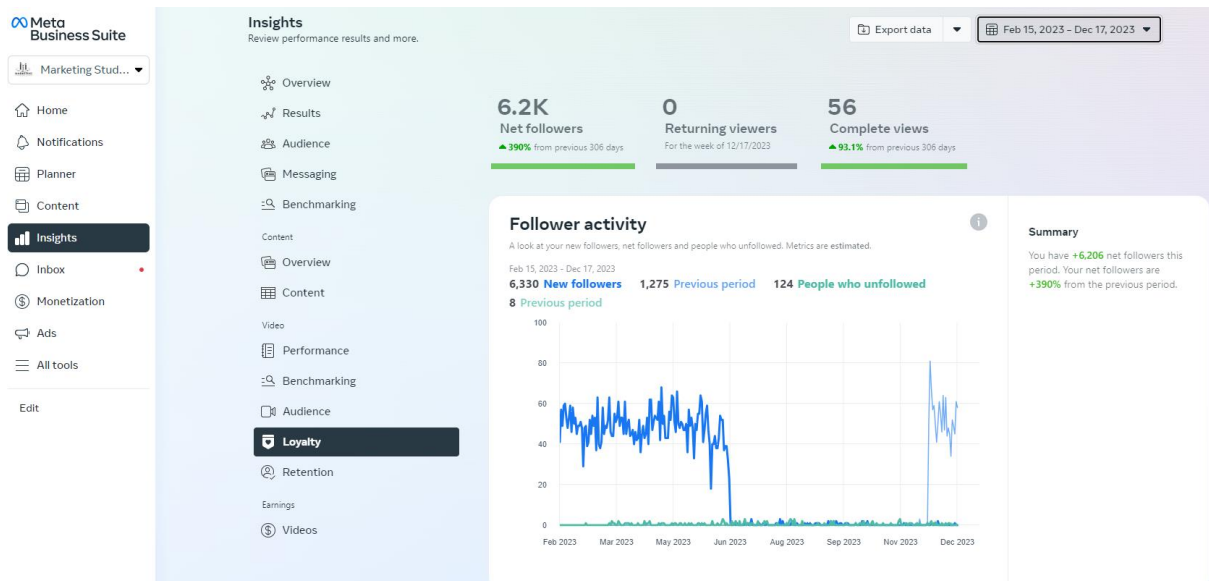
Placements

Locations

Meta apps



This above snapshot illustrated the Audience performances report throughout lifetime of the page, in respect of followers and post engagement. The key finding from this two picture is that most of audience who are following the page and contents, they are young age at about 25-34y and most of them are Men. There are 84.6% audience use mobile app to engaged with post, whereas very few (1.1% only) use desktop computer to use for social media in a whole.



This picture displayed the result of follower activity and their loyalty. It is showing a rapid increase of net follower due to paid Champaign, which is 390% increased from previous periods. After June to November 2023, there activity declined dramatically as there was no paid campaign during that period of time.

Ad Champaign summery

Campaigns												
Anisul Islam (32680469)												
Updated just now												
Search and filter												
Mar 1, 2023 - Dec 31, 2023												
+ Create												
Ad sets												
Ads												
View Setup												
Columns: Performance												
Breakdown												
Reports												
Export												
Off / On	Campaign	Delivery	Actions	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount	
☐	[25/05/2023] Promoting UK2BD	Off	—	Highest volume	£1.00 Daily	7-day click or 1...	724 Follows or likes	9,203	17,192	£0.02 Per Follow or like	—	
☐	[02/16/2023] Promoting Jutta Biyani.com	Off	—	Highest volume	£1.00 Daily	7-day click or 1...	— Follow or like	—	—	— Per Follow or like	—	
☐	[01/23/2023] Promoting Marketing Studio 23	Off	—	Highest volume	£1.00 Daily	7-day click or 1...	5,389 Follows or likes	152,746	445,952	£0.02 Per Follow or like	—	
☐	[16/05/2022] Promoting Local Business PC He...	Off	—	Highest volume	£2.00 Daily	7-day click or 1...	— Reach	—	—	— Per 1,000 People Resc...	—	
☐	Post: "Phones & Tablet repair in Dunstable. Our...	Off	—	Highest volume	£10.00 Lifetime	7-day click or 1...	— Link Click	—	—	— Per Link Click	—	
☐	Post: 🌟 Ready to kickstart your freelance car...	Completed	—	Highest volume	£28.00 Lifetime	7-day click or 1...	934 Link clicks	63,558	97,593	£0.03 Per Link Click	—	
☐	[07/03/2023] Promoting TECH Outlet	Completed	—	Highest volume	£2.00 Daily	7-day click or 1...	21 Follows or likes	483	704	£0.47 Per Follow or like	—	
Results from 7 campaigns						7-day click or ...	— Multiple conversions	224,105 Accounts Center acco...	561,441 Total	— Multiple conversions		

This is advertisement summery report throughout the period of time. In lifetime of this page we have reach through 200k and made a huge number of impression, approximately up to 560k. ROI was outstanding as it is showing £0.02.

Chapter 5: Challenges and Further Recommendation [8][9]

Challenges towards digital Analytics:

- Although Digital analytics have a lot of benefits, business faces some challenges during utilization process of analytics tools.
- Data privacy and regulations are the main concern for digital analytics
- Another ongoing challenge is to respecting user privacy
- Business face challenges to find the necessary skills, there is always a potential gap.
- Integrating digital analytics tools other business can be complex.

Future Recommendations:

- Invest in Research and development as well as education and training.
- Prioritise Data Ethics and Due diligence, ensure compliances
- Integrated solutions for business systems
- Exploring advanced analytics i.e., machine learning and predictive analytics, can provide deeper insights and improve decision-making capabilities.

Chapter 6: Conclusion

In conclusion, we can say, digital analytics tools such as Google Analytics and Meta Business Suite plays a vital role to helping business growth. Analytics provide important information about what customers like and how they behave online. Even though these analytics tools are very much helpful, businesses may face some challenges like keeping customer information private and making everything work together smoothly. To make these tools work well, it is important for businesses to teach their teams, respect customer privacy, and make sure all the tools connect easily. Looking forward, staying up-to-date on new ways to use analytics will keep businesses on the right track for success. In the end, using digital analytics is an ongoing journey that helps businesses get better and keep growing with time.

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GA4	Google Analytics 4
UA	Universal Analytics
Meta	Facebook Meta Business Suite
KPI	Key performance indicators
Ad	Advertisement

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[Last Accessed on: 12th January 2024]
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<https://monday.com/helpcenter/academy/category/get-started-with-monday-work-management>[Last Accessed on: 12th January 2024]