



# Analyzing Digital Marketing Data for the Purpose of Developing and Monitoring Campaign Strategies

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## Abstract

The study's overarching goal is to lay out a data analytics model for digital marketing that can use measures like website traffic, social media engagement, email open rates, customer information for targeted personalisation, and customer journey analysis to draw conclusions about campaign success and guide future strategy. Criteria for a successful campaign plan are defined by this model. The research data was analysed using a statistical analysis method. A survey was used to collect data. Using the structural equation model (SEM), this research descriptively analyses demographic factors. Subjects from 115 online stores and 125 digital media outlets filled out the extensive questionnaires. A total of 240 individuals were recruited for the study. Informed methods, customer journey research, social media data, and effective advertising are closely associated, according to the results. The assessment of website performance falls short of the success of the marketing strategy, as compared to the prior research. Any business that has an online presence and regularly interacts with customers may benefit from the model's output.

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## 1. Introduction

"Digital marketing" is any kind of advertising that is conducted only via digital platforms or devices. Search engines, social media, email, and company websites are some of the online channels that businesses utilise to reach out to consumers (Kajale & Joshi, 2011). As its name implies, web marketing, often known as Internet marketing (K. & Kumar, 2011), is all about reaching customers where they spend the majority of their time online using digital methods and platforms. A wide variety of online promotional tools are included into what is

often referred to as "digital marketing," with the overarching goal of elevating a company's profile in the digital sphere. In today's digital media world, advertisers may choose from a variety of strategies and platforms. Display advertising, data-driven marketing, social media marketing, search engine optimisation, campaign marketing, direct email marketing, and search engine marketing are some examples of digital media tactics that are growing in popularity as technology advances (Varadarajan et al., 2012). The study's overarching goal is to provide a data analytics



model for digital marketing that can be used to monitor campaign efficacy and guide strategy. It will do this by analysing the customer journey, social media metrics, email marketing performance, website performance, and metrics for social media and targeted marketing. This model's goal is to help guide strategy by highlighting which aspects are most critical to campaign success. Since the approach is applicable to any company that engages in online interactions with present and future consumers, as well as final customers who may make fresh orders, the outcomes are generalisable to other firms.

Digital marketing data analytics is important for two reasons: first, it helps to monitor the success of campaigns, and second, it guides strategy. Businesses can attain valuable insights into their audience's behaviour, preferences, and engagement levels through measuring website performance, analysing social media metrics, tracking the performance of email marketing, analysing customer data for targeting and personalisation, and analysing the customer journey. With this data, we can enhance our return on investment and plan for future initiatives more effectively. Marketers can improve their strategy and reach their target audience more effectively with the aid of data analytics, which enables them to make data-driven choices and assess the effect of their efforts.

## 2. Literature Review

Calculating how well a webpage performs

The proliferation and diversity of online activities has increased the need of reliable metrics for measuring the efficacy of websites (website analytics) (Anwyl-Irvine et al., 2011). Using Web Metrics, a quantitative assessment of such things, organisations may learn how a website is doing in relation to a given process or characteristic. The effectiveness of a website or the ways in which people search for information online may be studied and improved via the use of measurements (Fayyaz et al., 2010). Web

analytics often use measures such as page views, average session durations, and page transitions (Fu et al., 2011). Critical signs are difficult to extract from the deluge of data and information. A website's performance may be seen by monitoring the number of visits it consistently gets, which provides insight into the effectiveness of a company's marketing (Papagiannis, 2010). This is crucial for the success of the marketing initiatives, regardless of whether the healthy ranges differ. This indicator is vital for gauging the overall health of the site and the firm. According to Ramezani Nia and Shokouhyar (2000), a visit to a website is pointless if visitors do not purchase anything. The "bounce rate" measures how many people visit a website but only stay for one page before leaving. According to Tasanen (2011), the likelihood that a visitor will remain on a website and explore it further increases as the proportion of visitors who leave the site quickly after arriving decreases. An improved bounce rate is preferable in most cases, but notably for commercial and e-commerce websites. If a website is intended to provide users with all the information they need on a single page, then a high bounce rate may be fair. A company's online content and presentation quality may be revealed by the values of the "dropout rate," which is the proportion of visitors who depart a website without completing a purchase.

One way to describe the desertion rate is as a percentage. An instance of a single-page exit occurs when a user navigates away from a website without engaging with the content or visiting any more pages. Nguyen (2012) said that Rocket Fuel discovered an average website abandonment rate ranging from 26–70%. The studies show that an average bounce rate is at around 60%. If the bounce rate is more than 60%, it is considered high. To evaluate the efficacy of the marketing content freshness indicator within established limitations, it is necessary to calculate the frequency of Internet content updates (Nguyen, 2012).

A great metric for user engagement is average time spent on site, which is similar to bounce



rate. The average session duration for most sites is 2 to 3 minutes, according to data box (Zaric, 2022). Websites with stunning design and engaging content won't entice users to spend much time on them if they aren't useful or entertaining. But depending on the business, being on a site for too long could be a sign of user experience problems. If site owners are concerned about efficiently leading consumers through a method, they should investigate any bottlenecks. Google Analytics allows you to set conversions to monitor more than just purchases. According to Huidobro et al. (2022), the most typical types of user interaction that result in a conversion are forms, email subscriptions, and click-to-chat features. It is critical for any business to establish the conversions that significantly affect the bottom line, as every company is different. Conversions are important points in the customer journey, even if they don't always lead to more money. According to recent research, many companies could get a full return on their web analytics investment by adhering to basic best practices (Saura, 2011).

#### Analysis of social media metrics

According to Aljukhadar et al. (2000), marketers have historically relied on social media platforms exclusively for reaching their target consumers, even if these platforms provide a plethora of information. This perspective has to take into consideration the abundance of data that can be retrieved from social media, even while its usage as an advertising tool is vital. Data collected from social media platforms may provide light on consumer networks and individual consumers. Marketing efforts may benefit greatly from the wealth of consumer insights provided by social media data (Palalic et al., 2001). The term "social media analytics" describes the process of gathering and analysing information from various social media platforms with the purpose of improving the efficacy of both paid and organic advertising. Firms may employ social media analytics to assess the performance of their advertising

approach, as noted by Overgoor et al. (2016). Everything boils down to what every marketer is aware of: improving outcomes in the long run is impossible without tracking and analysing content performance (Wibowo et al., 2002). If social media marketers want to succeed, they need a data-driven strategy to guide them. Social media data differs from traditional market research methodologies in that it is freely given by users, enabling firms to instantly hear the "voice of the consumer" (Khan et al., 2001; Ramšak, 2002). In charge people individuals in the modern day often want a framework in order to comprehend the overwhelming amount of social media info. With more brands vying for consumers' attention, businesses are rethinking how they reach out to them in an effort to build stronger relationships with them and raise the value of their brands (Fatma & Khan, 2023; Teshager, 2001). According to Klein and Todesco (2016), social media has shown to be a more adaptable instrument for enhancing customer-business dialogue across all sectors. Social media differs significantly from more conventional forms of online media due to its democratic character and social network structure. A one-of-a-kind measuring system that takes these differences into consideration is essential for precise analysis and efficient administration. In order to handle the many aspects of social media, accurate metrics must be developed within a holistic framework that integrates marketing, psychology, and sociology (Li et al., 2007). Building a reliable social media dashboard is a challenging but necessary task. Tarsakoo and Charoensukmongkol (2010) state that social media metrics show how successful the company campaigns have been. Social media metrics that show how well a company's plan is doing include things like sentiment, shares, videos, customers, and awareness (Gkikas et al., 2002). From the volume of visitors to a company's content to the revenue it makes from social media, metrics provide the groundwork for ongoing improvement and growth. Data collected from social media platforms such as Twitter and Facebook is used



to guide business choices via social media analytics (SMA). Compared to basic analysis of retweets or frequent monitoring, this method reveals more about the social consumer (Mirzaalian & Hal-penney, 2014). Using user-generated data for analysis has enormous potential benefits for both businesses and educational institutions. Insightful feedback from customers about their experiences and ideas for new or improved goods may be found in these figures, which can help guide strategy and evaluate the efficacy of advertising campaigns.

Tracking how well email marketing initiatives are doing

Digital marketing has become increasingly important for businesses across all industries. As a result, many companies are using data mining and big data tools to improve their classification systems and to tailor marketing offers to members according to their unique needs, all while taking advantage of members' online browsing habits (Ajah & Nweke, 2013; Shahzad et al., 2007). Personalisation in email marketing allows for the timely delivery of relevant offers based on consumer profiles (Goic et al., 2006). For personalised email marketing to be effective, it is necessary to identify each customer's needs before informing them of their possibilities. For an effective channel like email marketing, marketers need and want more information. By monitoring the performance of each marketing campaign, businesses may continuously adjust their tactics. By monitoring and analysing results, companies may discover more about their target demographic, build upon successful strategies, eliminate ineffective ones, and fine-tune their email marketing tactics. A campaign should have procedures for measuring, assessing, and analysing (Das, 2022). Furthermore, scalability need to be a constant consideration for marketers. Successful marketers know how to choose which metrics to use as KPIs, how to interpret measurement

data, and how to evaluate ongoing campaign success (Ghahremani-Nahr & Nozari, 2001).

The email's key performance indicators are metrics that businesses use to gauge the efficacy of marketing campaigns. Using a marketing platform, a firm may track the number of individuals who have opened, clicked, and interacted with their emails. According to Păvăloaia et al. (2000), reports compile this data to show the emails' effectiveness over time in comparison to each other and industry standards for email marketing. Executives need a thorough understanding of each KPI for them to make well-informed judgements. Divide the sum of all emails sent by the sum of all emails opened to get the open rate. By doing so, businesses may better understand what factors influence email click-through rates (Chung, 2012). The tool may also help businesses determine how engaged their employees are. Click rate is a measure of the proportion of the campaign's total audience that interacted with the link tracking data. Additional useful metrics to track are the number of clicks on each link, the number of unique opens, the contacts that clicked on each link, the total number of clicks, and the link with the most clicks (Lorente-Páramo et al., 2015). Bounces occur when email servers reject an email. This data is useful for keeping track of letter delivery and keeping readers organised. A company's credibility as an email sender may be enhanced by maintaining a low bounce rate. According to López García et al. (2015), a high proportion of undelivered or unread material might harm the sender's reputation. Marketers may get valuable insights into their audience and their email engagement by analysing device data. In order to optimise content for the most probable devices, designers must take into account the range of devices that will be viewing it (Óskarsdóttir et al., 2016). On a scale from 0 to 100, the frequency with which the company's contacts mark their emails as spam is computed. Customers are less inclined to open a company's email if their spam score is high. Finding practical insights in the data is the



true litmus test for assessing skill (Ma & Sun, 2020).

Using customer data analysis for targeting and personalisation

Research on how digital and technical advancements affect businesses' ability to understand and fulfil consumer needs has been expanding at a rapid speed as of late (Crittenden et al., 2008; Kumar et al., 2009). According to Johnson et al. (2009), "data-driven marketing" occurs when the marketing department bases its strategy on thorough data analysis. This research will provide light on the many elements, such as consumer preferences and more substantial trends, that impact the effectiveness of a marketing effort. The rise of specialised media and changing consumer expectations in the last few years have made data analysis a crucial component of modern marketing strategies (Du (2001) and others. Due to the plethora of data available, companies may now reap the benefits of a media planning approach that is data-driven. Using attribution modelling, marketing teams may track customers from their first encounter with the brand through each touchpoint by collecting data from apps and websites. Marketers will have a clearer picture of which creative assets drove interactions and which channels yielded the highest ROI once they've collected and analysed this data. With this information, companies may improve their tactics to maximise marketing return on investment and client satisfaction (Saura et al., 2001).

Customers nowadays are in need of assistance with brand messaging and marketing. As a result, recipients are pickier than ever before about which communications to engage with. Using a data-driven strategy may greatly help marketing teams increase the chances that their target audience will execute the desired action (e.g., click on an ad, sign up for a webinar, read a blog post) (Yerimpasheva&Balgabayeva, 2000). Businesses may enhance their brand's image and better satisfy consumers'

requirements by concentrating on data. The capacity of data-driven marketing to provide personalised messages that are both relevant and engaging to each customer also contributes to higher conversion rates. According to Rasool et al. (2012), analysing customer data improves market forecasts and boosts cross-channel consumer engagement.

Using data to inform marketing choices is preferred over relying on gut feelings, according to most marketers (Nell et al., 2011). With the use of data analysis, marketers can make judgements based on real-world experience instead of guesswork. The importance of customers' emotions in the purchasing decision is still taken into account by data-driven marketing. Decisions in marketing must be grounded in both logic and emotion, and teams must use a particular framework to analyse data.

Studying the path of the client

According to Kuehnl et al. (2011), "customer journey analytics" include examining customer behaviour across different channels and time periods to determine its impact on company results. As more and more companies see the value of customer journeys in understanding their customers' perspectives and areas for improvement, they are embracing this strategy with open arms. "Customer journey analytics" is what Gartner terms "the practice of recording and evaluating how customers use combinations of channels to connect with a business" (Zaki & Neely, 2009). To provide a full view of the customer, data from many sources is merged. It is an ongoing process to analyse the customer's journey. The analytics platform captures and analyses all aspects of client behaviour in real-time, including the who, what, where, and when (Bhatt, 2001). Customer journey analytics relies on accurate data, which is one of its key advantages. It takes user input and merges data from multiple sources. Customers' interactions with the many channels and touchpoints of the business are the source



of the data collected. This study shows how different actions affect consumers' final judgements and how they are related, making it useful for campaign monitoring and informed decision-making (Terho et al., 2012).

An in-depth analysis of the customer's path might provide a journey map, a graphical depiction of the many touchpoints between a business and its clients. Getting people to notice something is the starting point for a chain reaction that includes consideration, curiosity, purchase, service, and loyalty (Berman, 2010). Customer journey mapping is a great tool for improving user experience since it shows possible weak spots, pain areas, and bottlenecks while also giving a bird's-eye view of consumer behaviour. The marketing team is able to delve deeply into the habits, preferences, and attitudes of consumers because to the various touchpoints at each intersection in the map.

Businesses may improve the targeting of their marketing efforts by analysing the customer journey, which begins with product exposure and ends with post-purchase satisfaction (Ajah & Nweke, 2010). By developing user profiles that mirror the interests, expectations, job titles, and anticipated budgets of each customer category, businesses may divide their consumer base into several groups. Companies may be quite specific by targeting their ads to specific individuals (Even, 2011). The malleability of digital advertising has allowed firms to do this. Giving customers a wide range of ad and content suggestions is a breeze for businesses. The best way for businesses to learn what information to provide their consumers is to study their journeys. An organisation may enhance its client engagement using consumer journey analysis, a data-driven method (Micheaux & Bosio, 2018). Additionally, by monitoring customer actions across all touchpoints, it facilitates the creation of marketing strategies and the thorough evaluation of their effectiveness.

### 3. Working theory Approaches

Hypothesis 1: Businesses can learn a lot about their website's performance from metrics like page views, bounce rate, and time on site. These metrics help them make informed choices, track the success of campaigns, and make any required improvements.

Hypothesis II: Looking closely at social media indicators helps with campaign performance tracking and plan development.

Hypothesis III: A few metrics that organisations may measure using data offered by email marketing systems are the open rate, click-through rate, and conversion rate. The success of email marketing campaigns, comprehension of subscribers, and customisation of content may all be enhanced via data analysis.

Hypothesis IV: To better target advertisements and give a more personalised experience, companies may use information like as customers' demographics, locations, and purchase histories.

Hypothesis 5: By tracking the client's journey from first exposure to purchase, businesses can boost conversion rates and improve the customer experience. Businesses may get valuable insight into their consumers' wants and needs throughout their interactions with the brand by creating a customer journey map. Companies may use it to create customer journeys that are more likely to result in a desired action.

### 4. Research Methodologies

In order to evaluate the efficacy of digital marketing campaigns and guide their future endeavours, this study aimed to provide a framework for evaluating the many data analytics components. Therefore, in order to facilitate comprehensive discussions throughout the model creation process, a number of methods were used to guarantee that all pertinent data was supplied at each stage. The study examined the metrics used to evaluate the performance of continuing digital



initiatives by reviewing research papers in the field of digital marketing. The quantitative data was collected using an online survey. Not only did 200 randomly selected email addresses get it, but so did 200 online merchants and managers in advertising, public relations, digital media, and marketing. In order to help them develop effective marketing campaigns and strategies, the survey asked participants to choose from five primary data analysis components in digital marketing. Each question matched a specific stage or scenario, such as attracting customers, keeping customers, or building relationships with customers. The experts' judgement and evaluation, based on a mix of direct observation and polling, were critical to the model's success. One hundred twenty-five people took the survey, with eleventy-five of those people being representatives of online retailers; the survey focused on advertising, public relations, digital media, and management decision-making. The sample size was 240 individuals in total.

#### Method for sampling

When doing research using statistical methods, data analysis is crucial. Data mining seeking patterns and trends to inform decisions is the essence of statistical analysis. Methods typically used in between-subjects research were used in the compilation of the Sample. The sample was collected using a non-probabilistic approach known as purposeful sampling. Because of this, we were able to choose a representative sample from the population.

#### People involved

From a pool of 240 participants, 125 were selected from various fields such as public relations, digital media, sales management, advertising, and marketing. Online retail marketing is linked to the other 115. Inclusion in the research was contingent upon the willingness of any subjects who met the aforementioned requirements.

#### Formatting the survey

To track campaign performance and direct strategy, this study set out to provide a framework for evaluating data analytics in digital marketing. The major tool for gathering information was a series of questions given to the participants. This poll looked at how businesses utilise analytics to track campaign performance and inform decision-making. A variety of statistics were examined, including those related to websites, social media, email marketing, consumer data, and journeys. Ensuring the survey findings are as accurate as feasible, an assessment was conducted using a variety of situations and situational questions that used the five choice variables. The purpose of this evaluation was to determine the frequency of usage and value of each analytics in the foundation of campaigns. A total of 240 participants were divided into two equal groups for the research. Some of the poll questions made use of a five-point Likert scale, with the extremes being "strongly disagree" and "strongly agree" respectively. One way to break down the overall replies into numerical components is by using the Likert scale idea. Here, 1 means strongly disagree and 5 means strongly agree.

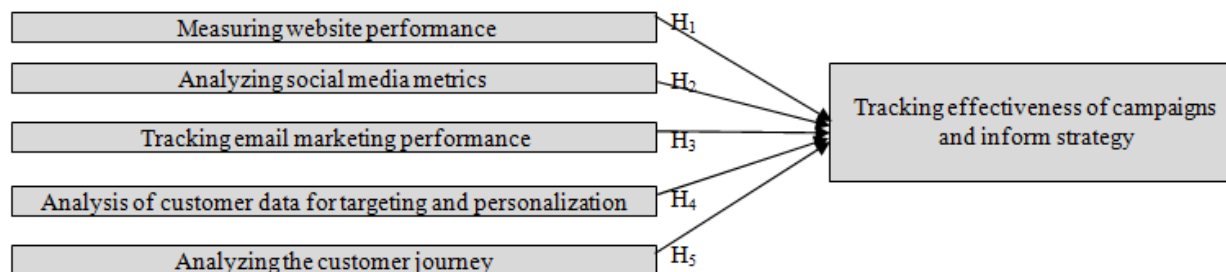
#### 5. Research, Results and Conversation

Businesses may make informed choices based on the statistical evaluation of independent factors that effect campaign tracking. In order to determine the dependent variable (the effectiveness of campaigns and their impact on strategy), the study takes into account five independent variables: website performance measurement, social media metric analysis, email marketing performance tracking, customer data utilisation for targeting and personalisation, and customer journey analysis. In addition to gathering views on the matter, this research aims to determine if the aforementioned characteristics have any effect on campaign monitoring and strategy. In this research, the questionnaire is the main tool. Both online and offline marketers were



interviewed by the researchers. A total of 240 individuals were chosen for the study after the

researchers determined which answers would be useful.



**Fig 1. Working Model**

**5.1 Analysis**

Using first-order approaches such as percentage, correlation, and structural equation modelling (SEM), this part conducts a comprehensive analysis of the study data. The demographic information of the respondents is shown in Table 1. Only 240 out of 400 surveys were really useful. According to their profiles, 87% of the respondents were men and 13% were women. Approximately 1 in 5 people in the sample were above the age of 40, with another 24% falling somewhere in the 30–35 age bracket, 36% in the 36–39 age bracket, and

12% in the 24-29 age bracket. People who worked in marketing made up over 52% of the group, although only around 48% of them shopped online. The marketing professionals in the sample were further classified into the following categories based on their expertise and departmental affiliation: marketers (40%), advertisers (25%), public relations (PR) experts (9%), digital media professionals (21%), and managers (5%). Included in the sample were professionals with varying levels of experience: 7% had less than two years under their belts, 15% three to seven years, 25% eleven to fifteen years, and 32% more than fifteen years.

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Table 1: Detailed information on the demographic

Demographic Indicia	Characteristics	Frequency	Percentage
Sex classification	Male	209	0.87
	Female	31	0.13
Age	24 to 29 years old	29	0.12
	30 to 35 years old	58	0.24
	36 to 39 years old	46	0.19
	≥ 40 years old	108	0.45
Category	Marketing professionals	125	0.52
	Online store owners	115	0.48
Department	Marketing	96	0.4
	Advertisement	60	0.25
	PR	22	0.09
	Digital media	50	0.21
	Managers	12	0.05
Experience	1-2 years of experience	17	0.07
	Expertise Level: 3-7 Years	36	0.15
	Expertise Level:7-11	50	0.21
	Expertise Level:11-15	60	0.25
	Expertise Level: Above 15 years	77	0.32

**5.2 The dependability of composites and their relationships**

Table 2 displays Cronbach's Alpha. Monitor the success of email marketing: 0.852; analyse consumer data for targeted and personalised

marketing: 0.841; measure the success of a website: 0.883; evaluate the metrics produced by social media: 0.781. With 0.821 in customer journey analysis, to top it all off. Measurement of website performance (0.894), analysis of social media metrics (0.873), analysis of the





customer journey (0.868), and monitoring of email marketing performance (0.893) make up the values of the Composite Reliability. It may be concluded that all variables used are reliable based on the available information. The outer loading values in Table 2 indicate that this indicator has high accuracy. A minimum of 0.708 in external loadings is required for indicators to be considered reliable. The table displays loading values ranging from 0.740 to 0.865 for email performance monitoring, 0.725 to 0.840 for customer data analysis, 0.744 to 0.905 for website performance monitoring, 0.773 to 0.876 for social media performance monitoring, and 0.771 to 0.860 for customer journeys monitoring. The results of the measuring model are shown in Table 2. According to Hair et al. (2017), the results may be ascribed to convergent validity since they are validated by AVE, item reliability, and construct reliability (CR). There was an increase from 0.708 to 0.894 in the CR, which is a measure of how well built indicators represent the

underlying construct. This structure need to be used due to the fact that the AVE was more than 0.50. The AVE varied ranges from 0.613-0.985. Convergent validity of the constructs is attained when the AVE is greater than 0.5. The results corroborate the notion that the measurement model has strong convergent validity.

When assessing the structural model, the estimated route loadings and the values from Table 2 are employed (R2). The strength of the links between the independent and dependent variables is shown by the path loadings, and the structural models' ability to track the independent variables is measured by the R2 value. The coefficient of determination (R2) in a multiple regression study shows how much of the total variation can be attributed to the independent variables. The high level of correlation between the constructs (above the square roots of their AVE) suggests that they may benefit from improved distinguishability.

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Table 2:Analysed Model for Measurement

Variable	Item	Path Loadings	Avg. Variance Extracted	Composite Reliability	Reliability
Measuring website performance	E1	0.798	0.681	0.894	0.883
	E2	0.80			
	E3	0.744			
	E4	0.905			
	E5	0.843			
Analyzing social media metrics	E6	0.773	0.697	0.873	0.781
	E7	0.876			
	E8	0.852			
	E9	0.775			
Tracking email marketing performance	E10	0.865	0.625	0.893	0.852
	E11	0.774			
	E12	0.795			
	E13	0.74			
Analysis of customer data for targeting and personalization	E14	0.755	0.613	0.888	0.841
	E15	0.76			
	E16	0.725			
	E17	0.84			
	E18	0.829			
Analyzing the customer journey	E19	0.86	0.669	0.868	0.821
	E20	0.771			
	E21	0.843			



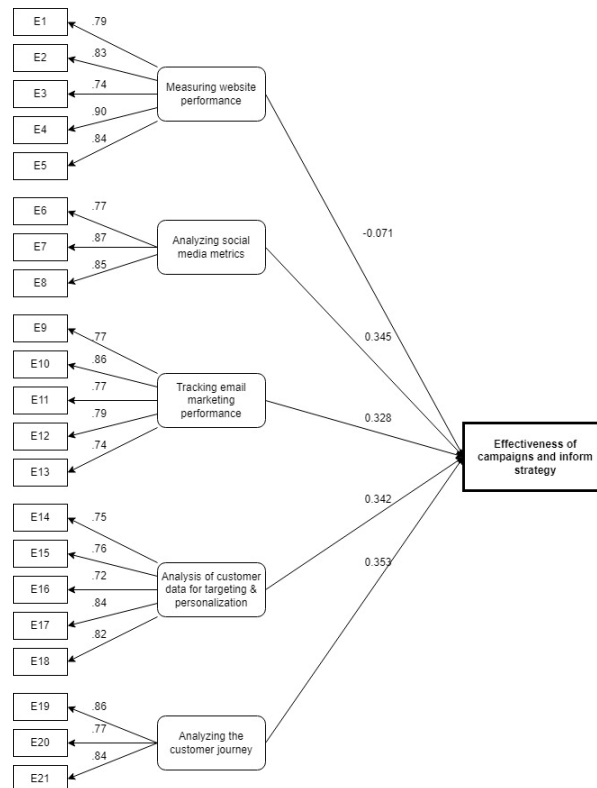


Fig 2. Representations of Data and SEM Variables

### 5.3 Analysis and Findings

The findings of this research contradict the hypothesis that there is a connection between measuring the performance of websites, tracking the effectiveness of campaigns, and influencing strategy (T value=0.92,  $\beta=0.071$ ,  $p>0.05$ ). Huidobro et al. (2002) and Papagiannis (2000) found no association between measuring website performance and the effectiveness of campaign monitoring efforts, which goes against previous studies. According to studies conducted by Papagiannis (2005), determining the total traffic to a website is the first stage in determining the overall performance of a business's campaign. However, according to Saura's (2007) research, companies are missing out on web analytics' full potential since they aren't adhering to the field's fundamental principles and evaluating website performance has little bearing on social media analytics.

With a T value of 4.080,  $\beta=0.350$ , and  $p\leq 0.05$ , these numbers provide support for Hypothesis 2, which examines social media measures that

substantially impacted campaign monitoring and planned development. These findings corroborate those of Aljukhadar et al. (2003), who found that closely watching social media indicators may help with campaign success monitoring and plan development. Overgoor et al. (2009) and Palalic et al. (2005) state that social media data evaluation may be utilised to track campaign performance and influence future choices.

The results point to the validity of H3, since the effectiveness of campaigns and strategies are influenced by monitoring the success of email marketing (T value=2.82,  $\beta=0.3$ ,  $p\leq 0.05$ ). Tracking email marketing performance is valuable for increasing campaign effectiveness and informing strategic choices. The findings confirm past research on the issue as per Păvăloaia et al. (2000) and Chung (2009).

The results showed that using consumer data for targeting and personalisation improved marketing effectiveness and informed strategy



(T value=2.95,  $\beta=0.342$ ,  $p\leq 0.05$ ), supporting Hypothesis 4. Previous studies corroborate these findings. Based on their research, concluded that personalised and targeted marketing strategies made better use of consumer data.

In conclusion, the fifth hypothesis states that

the company's marketing and strategy will be more effective if it examines the customer journey. Results from the research corroborate this (T Value=2.98,  $b=0.353$ ,  $p= 0.001$ ). This study's findings are related suggests that by studying customer journeys, companies may get insight into the "hows," "whats," "whys," and "whens" of consumer behavior.

Table : Summary of Results

Path	T statistics	Original sample (p)	Sample mean	Standard deviation	p - Value	Hypothesis
Measuring website performance	0.918	0.071	-0.058	0.076	0.359	Not significant
Analyzing social media metrics	4.08	0.345	0.350	0.085	$\leq 0.001$	Accepted
Tracking email marketing performance	2.818	0.3[13]	0.319	0.116	0.005	Accepted
Analysis of customer data for targeting & personalization	2.947	0.342	0.345	0.116	0.003	Accepted
Analyzing the customer journey	2.977	0.353	0.276	0.077	$\leq 0.001$	Accepted

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## 6. Consequences

Prospective marketers may benefit from this study's conclusions. The main purpose of the research is to learn more about the effects of AI-powered data analytics on digital marketing strategies. Artificial intelligence will be easier for marketers to use after reading this report. The authors are sharing their results in the hopes that other marketing professionals would also take an interest in learning more about the dynamic field of digital advertising. Lastly, the writers will be able to take a deeper dive into data analytics, digital marketing, and the most recent advancements in the field thanks to the research and thesis writing they do. This will help them advance in their jobs.

Marketing managers should make it a top priority to use analytical tools to correlate data and use the insights gained to campaign and strategy development, according to the findings. By carefully monitoring and executing this, their company's marketing, conversion rates, and client loyalty would be greatly enhanced. Campaign management and strategy construction based on gut feelings alone, without fully analysing the abundant data available, would be tough and wasteful. The data analytics needed to track the success of advertising campaigns have been defined thanks to this study. A thorough familiarity with AI's inner workings and the proper use of the data generated by these machines is also essential for marketers. In order to make full advantage of artificial intelligence's capabilities—including its many domains and possibilities for analysing massive amounts of data—marketers need technical expertise to analyse and evaluate this data. This means they'll have to be able to tap into technological expertise.

Because it is their duty to think of new methods, goods, and ways to advertise them, marketers also need to be creative. The creative part of being a marketing expert will be important even as companies become more

important as a result of AI in marketing. It will be crucial for marketing professionals to strike a balance between visualisation and data. When artificial intelligence (AI) learns more about the creative process, the necessity for humans to be creative will diminish. The results also need to be consistent with other research that has looked at website analysis. According to prior research, website analytics provide crucial details about the campaign's performance. The need for marketers to understand AI and its inner workings is the root problem once again. Website analytics are complex, and gaining valuable insights from them requires solid expertise. The disparity between this research and others will, therefore, close as marketers' AI expertise grows. Therefore, present marketers will be able to use the study to identify areas for development, and future marketing professionals will be able to use the data to channel their marketing expertise and AI understanding.

## 7. Conclusion and future work

The description of the study's principal aim, according to several academics and company owners, is keeping tabs on campaign performance to guide future steps. The varied strategic, financial, and consumer relevance of monitoring effective campaigns and making informed choices has led to the emergence of several definitions. "The actual expertise with evaluation is pulling insights from the metrics and applying them in beneficial ways," state Ma and Sun (2020), who provide the most thorough and applicable description to this point. Despite the abundance of theoretical and practical definitions and models for effective campaigns and strategy development, more quantitative research based on credible empirical data are required to fully understand its components. Measurement of website performance, analysis of social media metrics, tracking of email marketing performance, analysis of customer data for targeting and personalisation, analysis of the customer journey on successful campaigns, and strategic education were all

intended outcomes of this study. In order to determine the efficacy of campaigns and guide future strategy, it is crucial to analyse social media data. In a similar vein, this study backs up the idea that analysing consumer data for targeting and personalisation is crucial to creating effective ads and strategies. Social media metric analysis, customer journey analysis, successful advertising, and informed approaches all showed a favourable correlation in the outcomes. In contrast to the previous research, the results show that there is no favourable association between measuring website performance and effective marketing or making informed planning.

This study looks at data analytics and how they help with digital marketing in the present day by analysing primary and secondary sources. Still, we don't know enough about AI, its role in data analytics, or the success of marketing initiatives to draw any firm conclusions. This research paves the way for more investigation. Data from different regions, states, nations, or levels of an organisation might broaden the scope of a study. The breadth of this inquiry may be enhanced by the results of more participants. Customers' perceptions of marketing automation and AI technologies may also be gathered via digital marketing experience surveys. You will walk away from this course with an in-depth knowledge of how the marketing business has evolved in response to the advent of new technology.

One typical issue in scientific investigation is the under-representation of non-responders. Invalid or worthless replies are the result of respondents who do not react. The second one is outright data fabrication. People may intentionally provide false information or misunderstand the queries in order to cover up their mistakes. Limiting the freedom of the respondents to answer questions makes it more difficult to ignore these limitations.

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