

## 21.S: Data Analytics(Summary)

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The ability to track user behaviour on the Internet allows you to analyse almost every level of a digital campaign, which should lead to improved results over time. The foundation of successful web analytics is to determine campaign and business objectives upfront and to use these to choose goals and KPIs grounded in solid targets.

Web analytic packages come in two flavours – server-based and cookie-based tracking – although some packages combine both methods.

Data can be analysed to discover how users behave, whether outcomes have been achieved, and how appealing the user experience is. Testing to optimise user experience can demonstrate ways in which to influence user behaviour so that more successful outcomes can be achieved. segmenting the audience allows specific groups of users to be analysed.

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