

21.1: Introduction

Picture the scene: You've opened up a new fashion retail outlet in the trendiest shopping centre in town. You've spent a small fortune on advertising and branding. You've gone to great lengths to ensure that you're stocking all of the prestigious brands. Come opening day, your store is inundated with visitors and potential customers.

And yet, you are hardly making any sales. Could it be because you have one cashier for every hundred customers? Or possibly it's the fact that the smell of your freshly painted walls chases customers away before they complete a purchase? While it can be difficult to isolate and track the factors affecting your revenue in this fictional store, move it online and you have a wealth of resources available to assist you with tracking, analysing and optimising your performance.

Note

Remember, analytics data can be found in many places, not just your website. Consider data from email, social media, mobile devices, and more. Refer back to the Data driven decision making chapter for more on this.

To a marketer, the Internet offers more than just new avenues of creativity. By its very nature, the Internet allows you to track each click to your site and through your site. It takes the guesswork out of pinpointing the successful elements of a campaign, and can show you very quickly what's not working. It all comes down to knowing where to look, what to look for, and what to do with the information you find.

At the beginning of this book, you learned how important it is for a business to be datadriven and client-focused. You also learned about a few of the forms and sources of data. Each chapter mentioned some elements you should track to measure the success of a particular area of digital marketing. Now you're going to learn more specifics about data analytics and how to analyse the data you've gathered.

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