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The Impact of Business Intelligence on Digital Marketing

Biradar S. Chandra,

Research & Development Establishment (Engineers), D.R.D.O., Pune, Maharashtra, India

Email: chandra1999@yahoo.com

Ashish B. Ray

Research & Development Establishment (Engineers), D.R.D.O., Pune, Maharashtra, India

Email: r.ashish@gmail.com

Abstract

The recent research suggests that many companies are failing to utilize core web analytics best practices and are therefore not getting the potential return from web analytics that they could. This document reflects upon Digital marketing, the need for using Business Intelligence in Digital Marketing, the framework for Business Intelligence practices and Business Intelligence from Web Analytics. It talks about the essence of Digital marketing and the various roles of a Digital marketing executive. It then reasons about incorporating Business Intelligence tools and methodologies in regular digital marketing practices which is essential to enhance productivity and maximize gains for any marketing campaign. It then suggests a framework to model Business Intelligence from the point of Data accumulation and provides a brief understanding of the decision-making process. Lastly, web analytics and its suitable usage in analyzing data sets is also talked about in this paper. The primary focus of this research is to highlight how useful and indispensable Business Intelligence is to Digital marketing. Also, it was described techniques that can be used to set up a digital marketing optimization programme.

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Keywords: Digital Marketing, Business Intelligence, Business Intelligence Framework, Web Analytics, and Conversion Rate Optimization.

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