

**A** *pyme*  
*comercio*

# The importance of data in the digitalisation process – **to sell better**



VICEPRESIDENCIA  
PRIMERA DEL GOBIERNO  
MINISTERIO  
DE ASUNTOS ECONÓMICOS  
Y TRANSFORMACIÓN DIGITAL  
SECRETARÍA DE ESTADO  
DE DIGITALIZACIÓN  
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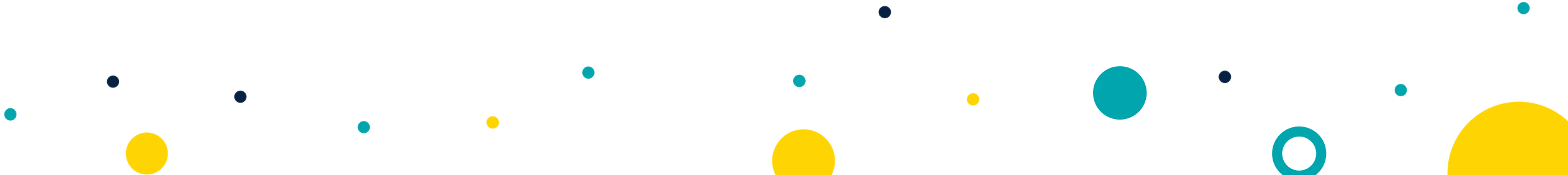
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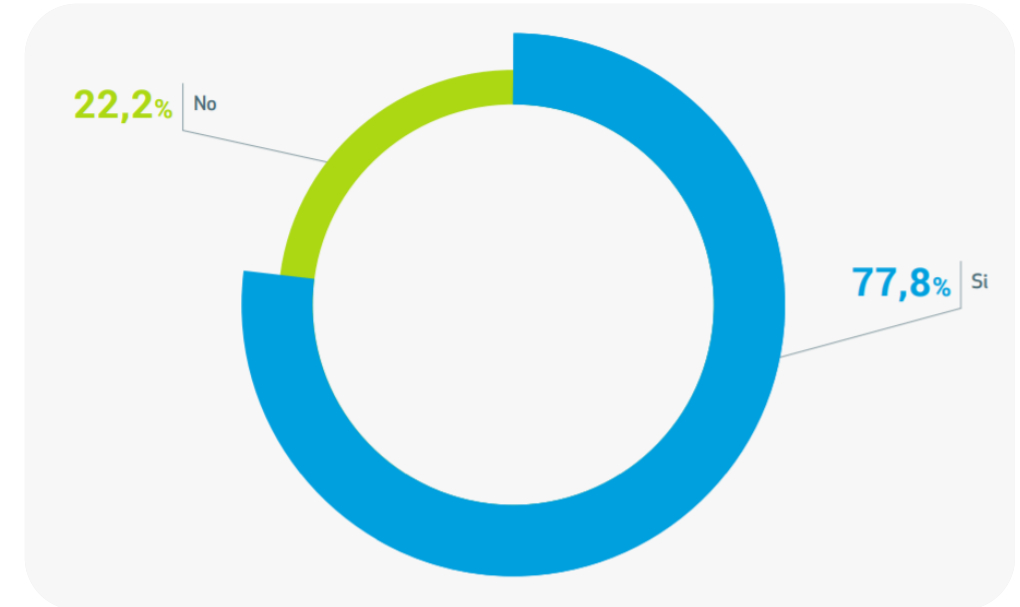


# Introduction

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In today's context where customers are looking for products or services that perfectly meet their requirements and satisfy their needs, data is very valuable:

- 77,8% of companies surveyed by Incipy claim to have **increased their use of data in the wake of the pandemic.**
- The **marketing** and **business areas** are the companies that manage and use data the most (34%).



Empresas que han aumentado el uso de datos a raíz de la pandemia.  
Source: Incipy.

# ¿What is digital analytics?

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› Digital analytics applied to digital marketing are all those **processes that make it easier for SMEs to evaluate**, based on the data extracted, **how effective the marketing campaign** or initiative they have developed has been.

This process is based on three fundamental aspects:



The data



The interpretation of the data



The actions

# ¿What is digital analytics?

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› Digital Analytics can support in **obtaining information** on the following areas of digital marketing:



**Media**



**Campaigns**



**Contents**

# ¿What is digital analytics?

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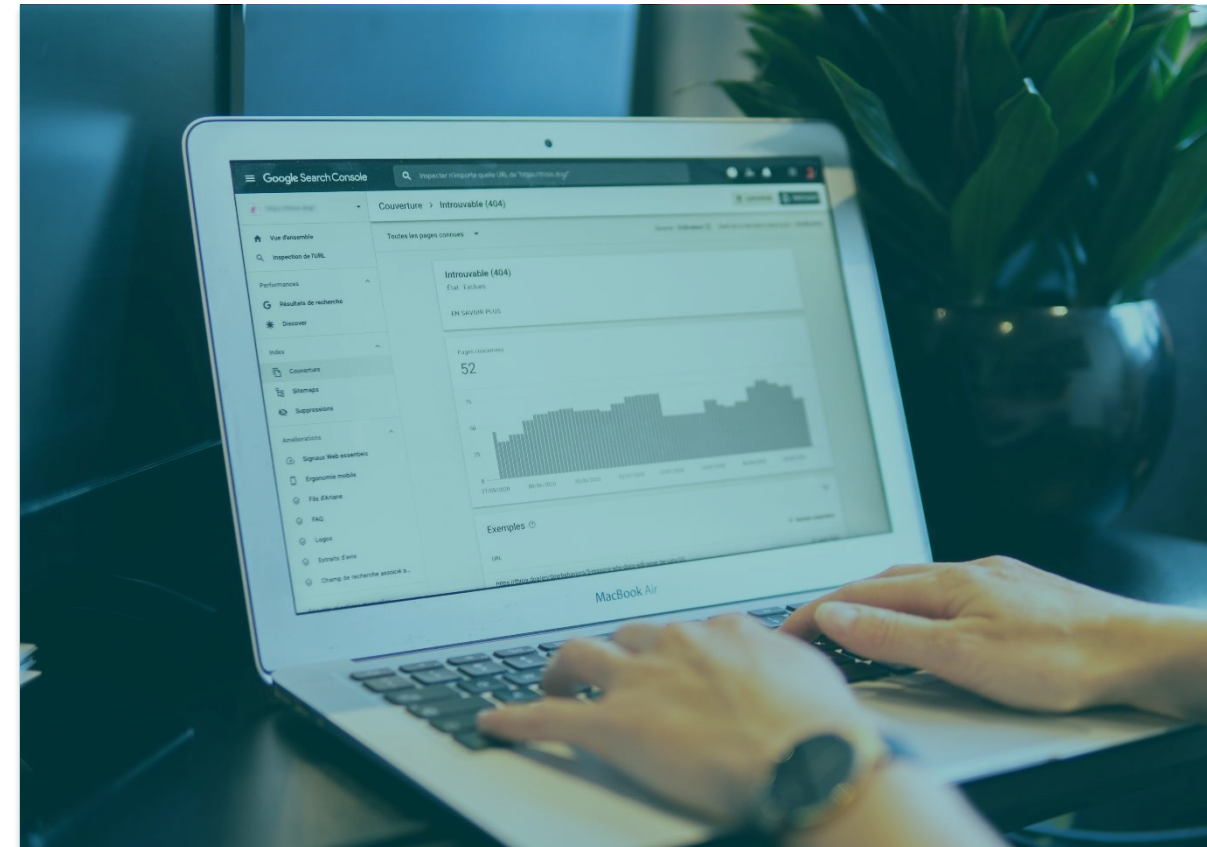
› Digital Analytics brings with it a number of great **BENEFITS**, which should be considered:

1. Cost reduction.
2. Anticipate consumer trends.
3. Personalise content for potential customers.
4. Customer loyalty.
5. Better segmentation.
6. Improving online reputation.
7. Improving customer service.

# ¿How to use data analytics in digital marketing?

➤ For the correct development of a data analytics strategy applied to digital marketing, a **series of key steps** must be followed, which will allow SMEs to obtain measurable results in a shorter period of time:

1. Definition of the objectives to be achieved.
2. Definition of the digital analytics model to be carried out.
3. Establishment of KPIs.
4. Select a digital analytics tool and link it to the advertising platforms to be used.
5. Obtaining analysis reports of the KPIs and data we want to know in depth.



# Tools for data analytics

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› There are several providers of data analytics tools, both free and paid:

**Free**

**Google Analytics**

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**Matomo**

**Paid service**

**Adobe Analytics**

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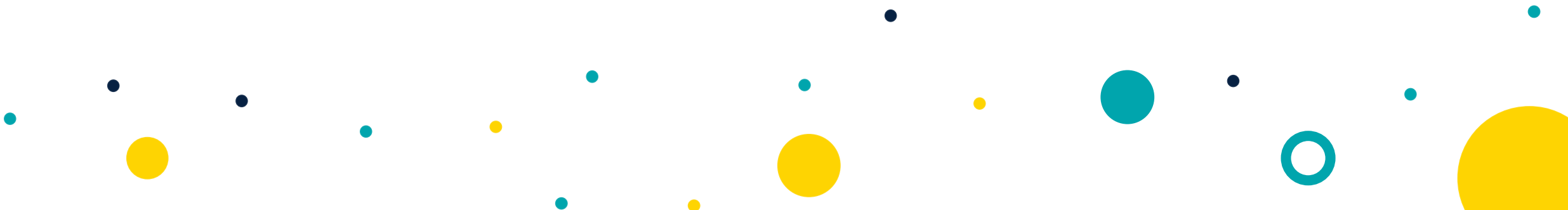
**Tealium**



# Conclusions

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- The **use and analysis of data is crucial to develop marketing campaigns that attract, convert and retain customers for businesses.**
- It is increasingly necessary **to support decision making in order to reach a target audience, personalise the messages that will be conveyed to them and achieve a successful number of sales.**
- A proper strategy starts by **defining the objectives** your business wants to achieve when starting to analyse and exploit the data it generates. Additionally, you must **establish the aspects you want to measure, define monitoring indicators and choose the right tool** to achieve these objectives.





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