



Introduction to Marketing Analytics

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WHAT IS MARKETING ANALYTICS?

Let's understand the definition &
Applications of marketing analytics



MARKETING ANALYTICS METHODS

Marketing mix modeling

01

Demand forecasting

02

Competitor analytics

03

Unmet needs analytics

04

Trend analytics

05

Different Data Sources in Marketing





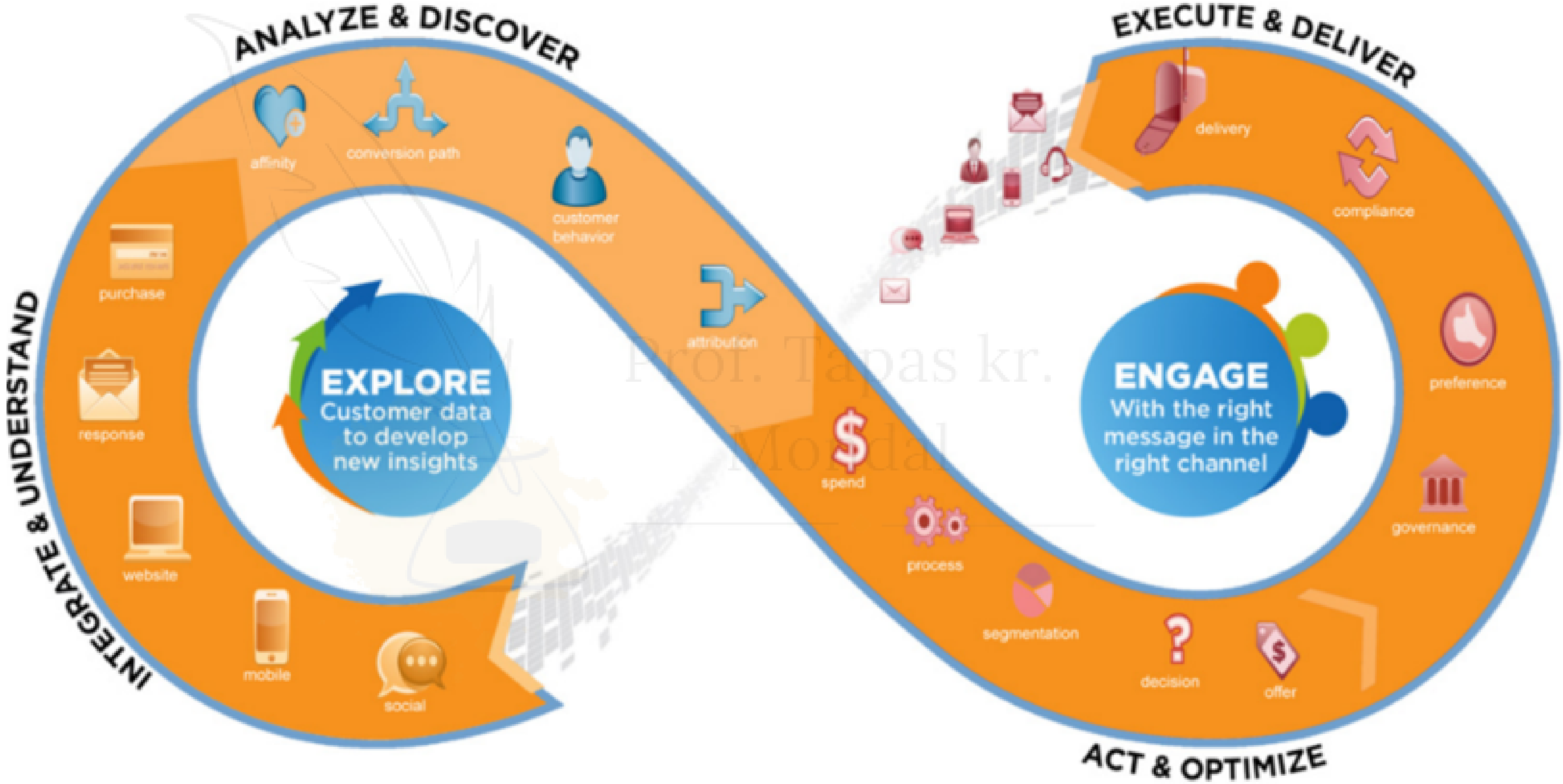
Customer Marketing Analytics

Descriptive Analytics

Diagnostic Analytics

Predictive Analytics

Prescriptive Analytics



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Decisions based on marketing analytics results

The following slide showcases some common decisions associated with analytics to optimize marketing performance and resource allocation. It includes elements such as including keywords, repeating successful campaigns, tapping new market, boosting CRM etc.



Include Keywords

- Keyword analytics assists to incorporate particular words and phrases
- Boosts organic traffic
- Add text here



Repeat Successful Campaigns

- Assists to includes same type of content
- Increases website traffic
- Add text here



Tap New Market

- Offers opportunity to engage with new market segment
- Forecasts needs based on their preferences
- Add text here



Boost CRM

- Monitors customer lifecycle
- Evaluates customer funnel and churn rate
- Add text here



Modify Product

- Reviews customer purchase history
- Monitors consumers' website journey
- Add text here

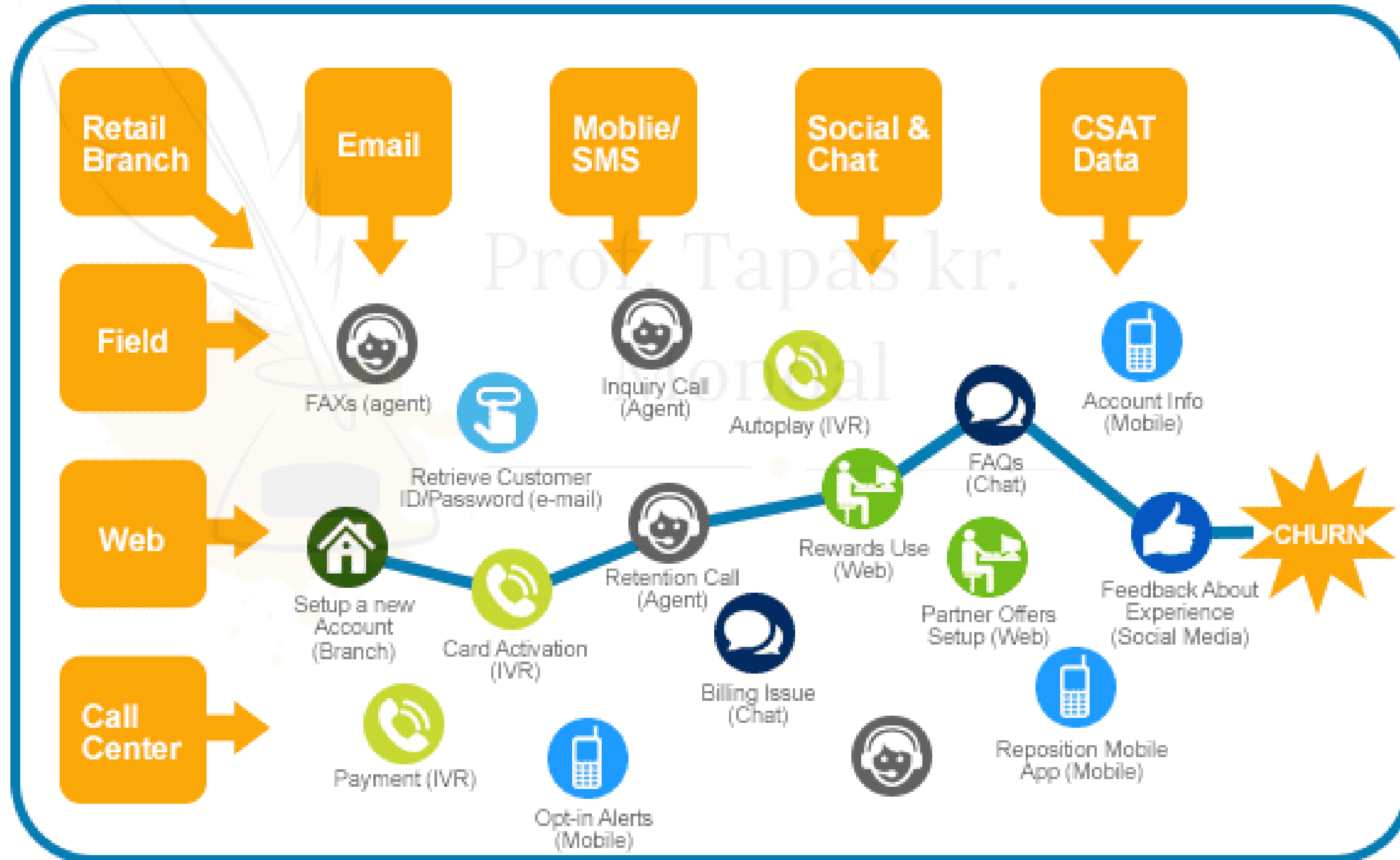
Example of Conversion Funnel



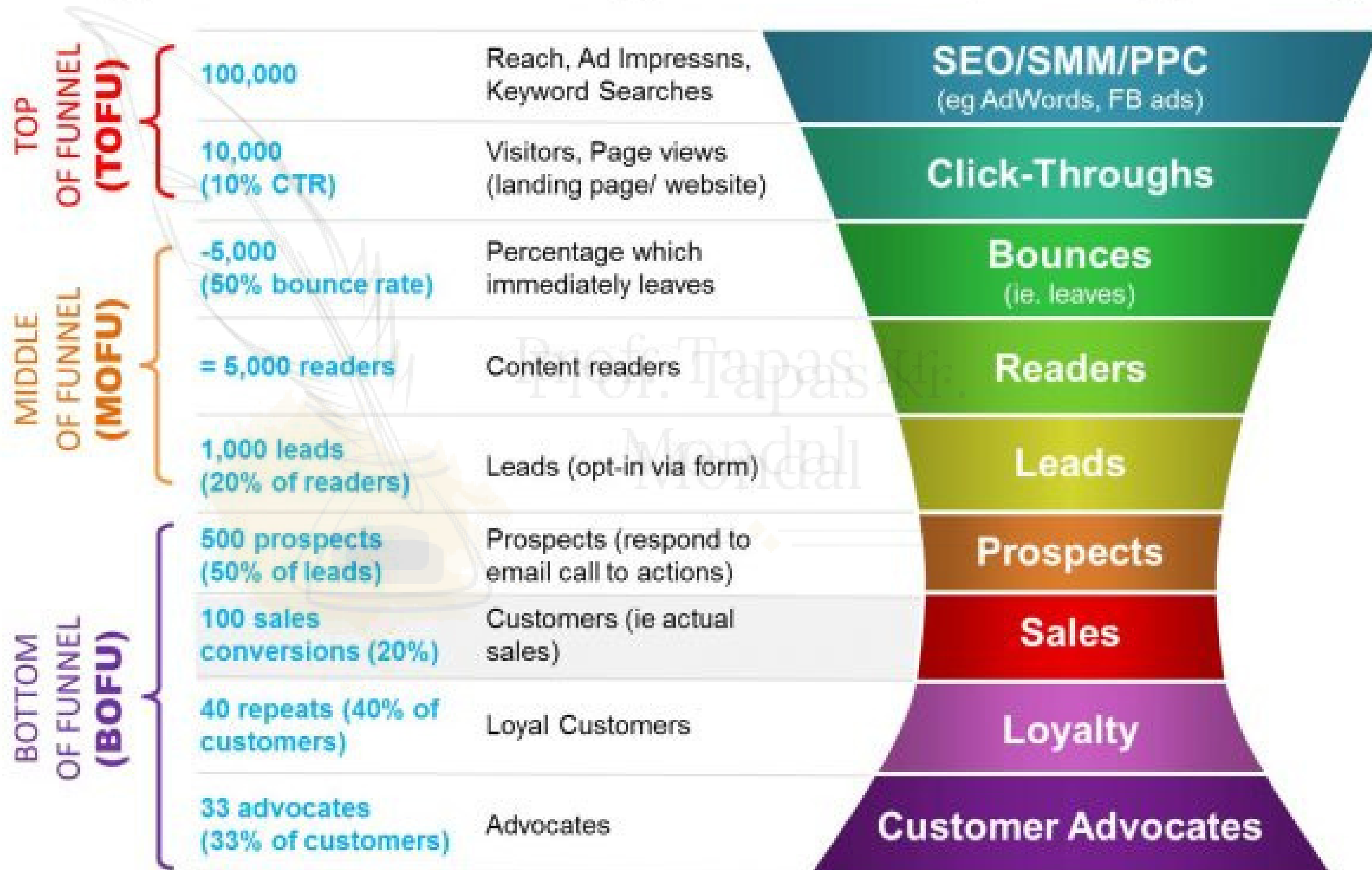
Touchpoint



Journey



Digital Marketing Funnel (Analytics)



Thank You



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