

### [Evolving role of data analytics in digital marketing](#)

Digital marketing analytics help brands make more informed decision on what they should be doing to make it work for them...

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*Digital marketing analytics with the super power that data holds, can help in gaining access to who (will buy), what (will it serve) and where (will it sell) of your potential market. (Representative Image)*

**By Vikram Jeet Bhayana**

Data has played a crucial role in emergence and evolution of digital marketing. I feel its fuel on which the engine of digital marketing works. However, the quality of data you have and what you infer out of it, determines the success of your digital marketing efforts. As per the recent report of IMAI, there are over 500 million active internet users in India. This leads to humungous amount of digital footprint, enabling the marketers to put their best foot forward by analysing the customer

behaviour.

Understanding customer behaviour, introducing relevant offerings and targeting them has always been the crux of marketing. However, data has brought in much needed precision to be present at the right place at the right time and that too for the right person. Earlier, a lot of marketing efforts used to ride on guesswork as there was no ready-to-consume analytics, like, did the sentiments work? Was the content engaging enough? Was the customer segmentation apt? What was the most used and engagement driven journey undertaken by the end user to be happy and give us business?



*Vikram Jeet Bhayana*

Gone are those days when you would make a product and then look for buyers. Digital marketing analytics with the super power that data holds, can help in gaining access to who (will buy), what (will it serve) and where (will it sell) of your potential market. These three critical inputs can help you in designing a product that will already have a market. Thus, avoiding shooting in the dark and leading to further risk mitigation.

Organisations today are looking to connect with their customers and gain their loyalty to strengthen their presence. Although their products and services do play a crucial role here, but it also depends on how you make your customers feel valued and showcase that you have solutions to their problems. Personalised communication hence becomes critical, where a brand can showcase that they know their customers and what they are looking for. Today, if I pitch add-on covers which are a must have for a high-end car to a 2 wheeler owner, there are high chances that I will lose that customer. Data has enabled us to segment customers, build user personas who will be apt for a particular product and then target them on their desired touch point. Thus, building a long lasting bond.

While you have built that connect and targeted the right people through your campaigns, it is equally important to gauge ROI based on the performance of your campaign. Digital marketing analytics not only allows you to measure all those efforts that have worked for you, but also those that did not (this by the way is a bigger learning as you know what NOT to do in the times to come). It's possible to track user journey, organic and campaign level efforts. Using real time insights, we can take actions on campaigns to improve conversions and also monitor the overall health of the website. Thus, helping with budget optimisation.

Digital marketing analytics help brands make more informed decision on what they should be doing to make it work for them. What it cannot do, is to make decisions on their behalf. The analysis will tell it is going to rain, it won't carry the umbrella for you. It will tell what can happen and then the ball is in your court to make sense of what is showcased to you. I believe this is the area that needs a lot of work i.e. determining accuracy and quality of the data that is being used to make a strategy and how to make sense out of the huge data lake in front of you. I feel there is a need to increasingly work with data scientists and this is the need across sectors, to have someone who can extract the relevant data and make sense out of it. This approach can help you devise an appropriate marketing strategy, rather than picking up irrelevant data, investing your marketing efforts and then being disappointed upon not getting the desired result.

Apart from just being a robust means of controlling spend budgets and maintain campaign ROIs, data analytics is now allowing organisations to make use of large data sets to create predictive models for digital marketing activities. This coupled with the rise of Machine learning and Artificial Intelligence in data analytics, the future will only bring in more competences to better deduce data to gain rich actionable insights which can benefit digital marketing in achieving enhanced outcomes.

***-The author is head – digital marketing, Bajaj Allianz General Insurance. Views expressed are personal.***