

# Web analytics tools and benefits for entrepreneurs

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## ABSTRACT

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Online marketing nowadays is not an unfamiliar phenomenon anymore but entrepreneurs may not utilize it to bring out the best in their business. All business companies have their own website but most of them only use it as an advertisement tools or a news tools. However, web analytics tools are designed to change that and help entrepreneurs gathering useful data from their websites.

The purpose of the thesis is to provide understanding about what web analytics tools are and they can use them to enhance their business strategy. The thesis will focus on deductive approach and make a conclusion through qualitative research. Google analytics tools and Woopra analytics tools will be used as a demonstration to how to use web analytics tools and how the analysis process can help making proper adjustment to the business.

Keywords: Online marketing, data analysis, web analytics, web analytics tools, Google Analytics, Woopra

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## ABBREVIATIONS AND TERMS

IT	Information technology
E-business	Electronic business
SEM	Search engine marketing
SEO	Search engine optimization
URL	Uniform resource locator
ROI	Return on investment
WA	Web analytic
KPI	Key performance indicator
HTML	Hypertext Markup Language
E-commerce	Electronic commerce
E-mail	Electronic mail
LLC	Limited Liability Company
UTM	Urchin tracking module
PPC	Pay per click
CRM	Customer relationship management

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## 1 INTRODUCTION

Today, with nearly half of the world's population on the Internet, increasing connectivity has created global change in strategic thinking and positioning, breaking many industries and creating multiple new divisions and approaches. As the days go by, some new technological tools show how revolutionizing our lives deepen our dependence on the world network. Moreover, everything becomes online, the way people shop change as well, and the way sales change. Website becomes the online headquarters of companies and should be optimized daily (Forbes, 2017).

Starting and managing a business can be difficult due to a variety of reasons. One of them includes the lack of knowledge and experience that often appears in the development process. Although the acquisition of experience is only a matter of time, it can be solved through the use of information technology, especially for businesses that are using websites and similar means of communication with customers, to sell. Businesses like this must know, Web Analytics. Web Analytics is the analysis of both quantitative and quantitative statistics from the website. Afterward, this data is used to promote the continuous progress of the online customer experience. It also translates into consistent results both online and offline. Businesses need to choose the best web analytics tool they need. Understanding how to use web analytics tools is essential for every entrepreneur in the present.

Regardless of the size of the company, Web Analytics has proven to be a useful tool for tracking and monitoring the effectiveness of online campaigns and achieving excellent results in marketing efforts. Web Analytics helps entrepreneurs statistically count the number of visitors on their site, and additional information about featured features, such as location. There are many reasons for entrepreneurs to invest in Web Analytics because data-driven business trends are proving very effective. The right people need access to the data, they need to understand it properly and they need to have knowledge of how to use the data when

making important decisions. Thus, Web Analytics takes full advantage of its capabilities and growth cycles and maturity in the organization. Without investing in Analytics, the team will never be able to achieve full maturity and work the same and repeatedly. Reports will always describe the same thing. And accordingly, it will produce similar results.

Web analysis is very important and essential for any business whose main purpose is to create a powerful online adaptation. Web Analytics helps business people develop effective plans and avoid spending resources and money on ineffective strategies (Customerthink, 2017).

Web analytics is especially important for a company's business strategy, especially those that focus on online marketing to promote their products and sales.

## 1.1 Thesis structure

The thesis consists of six sections: introduction, research methods, web analytics tools, Google analytics tools and Woopra analytics tools comparison, conclusions and discussions.

The first chapter serve as an introduction to the thesis. The introduction will explain briefly why online marketing and web analytics tools is important. The chapter will focus on describing the objective of the thesis and how the thesis is structured.

The second chapter will give readers a brief look at how the research is approached and conducted to help building up the thesis and answer the research questions which address in this paper.

The third chapter will offer basic insight and information on web analytics tools as well as why web analytics tools is a crucial part in online marketing and web user experiences. This chapter will provide theoretical background about web analytics tools and the analysis process using

those tools. Basic information about Google Analytics Tools and Woopra Analytics tools will also be discuss in this chapter.

The fourth chapter is the most significant part of the thesis as it will explain what is Google Analytics Tools and Woopra Analytics Tools. In addition, a comparison between the two tools will help readers figure out what benefit they will get and how to choose the correct tools for the right business platform.

The fifth chapter will be the conclusion of the topic. It will summarize what the thesis has covered and offer some advices on how to determine and apply the proper web analytics tools.

Finally, the last chapter will deliver the scope and limitations of the thesis. Furthermore, the chapter will attend to the reliability, validity and provide suggestions for further research.

## 2 RESEARCH METHODS

This section of the thesis will show what type of research methods have been adopted to finish this research as well as how the authors' objectives and how the research is approached.

### 2.1 Objectives

The main objective of this paper is to give valuable information about web analytics tools and how entrepreneurs can utilize it beneficially. This objective will be achieved through understandable knowledge of what web analytics tools is as well as a comparison between two examples of web analytics tools that is Google Analytics Tools and Woopra Analytics Tools. Therefore, this paper can also help entrepreneurs recognizing basic traits of web analytics tools along with what they are looking for in a web analytics tools to choose a suitable tool for their websites.

### 2.2 Research approach

This thesis will use the deductive method to approach the topic of online marketing with web analytics tools. The research will try to answer the main research question:

What benefits web analytics tools contribute to online marketing?

The thesis will experiment with the web analytics tools to help clarify the benefit of web analytics tools and its meaningful effect on online marketing. This can help entrepreneurs adjust their business strategy not only by online adjustment to their websites but also offline adjustment to their products.

In addition, to help reaching the answer for the main research question, the research will concentrate in exploring Google Analytics Tools and Woopra Web Analytics Tools. Furthermore, a comparison between two

tools will be conducted to define the advantage of each tools in their own areas and expertise.

### 2.3 Research methodology

This thesis focuses on the implementation of webs analytics tools so a qualitative research method will be utilized to finish the job.

Qualitative research is any type of research that produces results that do not use statistical procedures or other quantitative methods. Qualitative methods allow researchers to study the cultural and social fields of interest. The motivation for doing qualitative research rather than just doing quantitative research is based on the opportunity that it gives the researcher to conduct in-depth interviews with respondents to gain an in-depth understanding more about Web Analytics.

Not only in the academic world, among online marketers see the need to apply qualitative methods in their most basic sense, to gain rational understanding, to develop theories and make a valuable decision. The essence of qualitative research is not necessarily sequential, but it can be repeated. Topics are discussed when the need arises, whenever and wherever involved. Qualitative data may be presented in the form of words, phrases, text or symbols depicting or representing human beings, actions and events in social life (Sibongiseni, 2011).

Many qualitative studies work in the inference mode, beginning with a theory, and systematically collecting and examining data to see whether the theory is supported or rejected or modified. Typically, this measure is appropriate in the context that entrepreneurs need to constantly change the content of the website to meet customer needs.

Basic concepts of online marketing and web analytics tools will be studied and presented here. This will help constructing the connection bridge between business and how web analytics can help improve business. Subsequently, all the features and technical requirement of Google

Analytics Tools and Woopra Analytics Tools will be examined. As a result, a comparison of those two tools will help enhance the knowledge about web analytics tools.

The deduction approach begins with the general and ends at a specific level. Experimental or observational arguments are expressed in an inductive way, while arguing based on the most widely accepted law, rule or principle. This method is also called "top-down" work, from theory to hypothesis, and then retrieves data to support or contradict theory.

In general, studies that use deductive methods include deducting hypotheses, deducting propositions of relationships between two specific variables, hypothetical experiment with the application of the relevant method(s), check the results of the test, and thus validate or reject the theory and finally, modify the theory in cases when the hypothesis is not confirmed (Research Methodology, 2017).

#### 2.4 Research framework

This research will be divided into three phases.

The first phase is the theoretical part. This will help clarify the key concepts surrounding the phenomenon. This part will first go through the concept of web analytics tools, explaining what web analytics tools are. Next, this part will illustrate the importance of using web analytics tools and how to use it properly. This will ensure the understanding of how web analytics tools connect to the website and business before moving on to the next phase.

The second phase is the implement part. This part inspects the possibilities of web analytics tools namely Google Analytics Tools and Woopra Analytics Tools. Correspondingly, there are two small parts each dedicated to each relative tool.

The final phase is the comparison part. This part compares Google Analytics Tools with Woopra Analytics Tools and produce a conclusion on what occasion is suitable to use which tools.

### 3 WEB ANALYTICS TOOLS

This chapter will discuss the basic concepts surrounds the phenomenal. This chapter also include basic introduction to Google Analytics Tools and Woopra.

#### 3.1 Basic concepts

##### 3.1.1 Business strategy

Business strategy is a set of guiding principles that when communicated and adopted in the organization create a decision model. Therefore, the strategy helps everyone in the organization make decisions and allocate resources to accomplish key goals. A good strategy provides a clear roadmap, including a set of guidelines or guiding principles that define the actions that everyone in the business needs to prioritize to achieve their desired goals (Harvard Business Review, 2007). A business strategy can include the company's market, technology, products, capabilities, resources and feedback on environmental change. The right strategy for a company helps make the most of the company's strengths or resources to achieve the economic goals and requirements of the stakeholders (Amran et al., 2015).

In the context of online operations, attention should be paid to the E-Business strategy. This strategy is not just for Internet businesses. A business strategy is needed for any business organization over the Internet because it identifies both short-term and long-term e-business goals and requires careful and skilled planning. E-business strategy is part of the business strategy and business plan of the business, it also connects with other plans including marketing plan, organization and IT plans (Cobcertified, 2017). Another term online businesses need to pay attention to is internet strategy. This is the process by which a business adopts a web-based approach to marketing and attracting customers through a website, including web-based applications to increase

competitive advantage, improve interaction between customers and employees, and increase marketing effectiveness (BusinessDictionary, 2017).

### 3.1.2 Online marketing

Online marketing is a set of methods and tools used to promote products and services through the internet. Online marketing has many broader marketing elements than traditional business marketing due to the additional channels and marketing mechanisms available on the internet. Online marketing can bring potential growth benefits, reduce costs, bring about better controls, improve customer service, and create more competitive advantage for the business. Online marketing is also known as internet marketing, web marketing or digital marketing and search engine marketing (SEM) (Techopedia, 2017).

The concept of online marketing is a very fashionable concept at the moment, although similar concepts in the field are still not well defined and limited, including digital marketing, power marketing via the Internet, web marketing, etc.). Online marketing is also a new concept that has emerged in recent studies. However, the fact that online marketing is not intended to change the intrinsic nature of the classic marketing concept. This definition can be expressed in the form of processes that create, communicate and deliver value to customers and manage relationships with customers in ways that benefit both the organization and the stakeholder groups. Consequently, online marketing extends and enriches the traditional marketing concept.

To better understand concepts, we need to start by analyzing them in detail. First, online is a term that describes how computers are connected to the Internet. Accordingly, online marketing and internet marketing concepts require the use of electronic devices that have led to the concept of electronic marketing and it is a broader concept than the concept of internet marketing (Popa, 2015).

### 3.1.3 Data analysis

The volume of data collected for business analytics (relating website) is enormous, even when the data is segmented before processing. Therefore, in the case of quantitative analysis, it will take time for data processing to arrive at conclusions. Due to the time difference, when applying those changes to the website, it may not be suitable and suitable for customers, products and services provided by the company. With the "top-down" and qualitative approaches, entrepreneurs make theories based on common knowledge and obtained from customer interviews, this method will save a lot of time to make decisions. Improve website in line with business strategy. Because only a small amount of data is used to justify the hypothesis, entrepreneurs are able to adapt quickly to online marketing campaigns, save on deployment costs, and need less workforce.

For software-based data collection studies, it is important to carefully select the source and organization of the raw and refined data in a structured way so that appropriate data can be found to serve the analysis process. Organizing raw data not only makes it easier to refine the data and then analyzes it, but it also helps the researcher to ensure the quality of the study by ensuring that the data is not missing (Runeson et al., 2012).

This study uses data collection methods through interviews to collect user experience. Data collection through interviews is one of the most used and most important data sources in case studies involving software data collection. Almost all case studies are related to a number of interviews, either for primary data collection or for asserting other types of data under various forms of interviewing (Runeson et al., 2012).

Data analytics is extremely important for a variety of reasons.

Entrepreneurs can understand the behaviour of visitors and can use that data to optimize their website more effectively. The reasons why data analytics is important for businesses include:

- It can track traffic sources, links and more.
- Data analytics provides data based on the changes made to the site, helping to evaluate the effect of change.
- Data analytics improves online marketing strategies and thus creates more opportunities for customers to lead to the site.
- Data analytics helps to find the most appropriate marketing techniques for business.
- Data analytics also help to plan the marketing strategy, optimize the SEO campaign and design the website (eduCBA, 2017).

Data analytics helps businesses optimize their marketing campaigns. For example, Google offers a tool for generating custom tracking code (URL) for any link to a website, which helps marketers measure the performance of their campaign and which campaigns drive the best counter. Data-driven marketers are analyzed to streamline their resources in the right campaign or channel, resulting in higher ROI (return on investment). As a result, entrepreneurs gain insight into what works and can invest time in optimizing the right strategies, and leaving ineffective strategies.

Data analytics also helps businesses identify the target market by analyzing data. Marketers will have the opportunity to understand their customers and address the needs of different clients in different ways to optimize conversions. Current market demand and market demand vary by geographical location indicated in the discovery of analytical services. Marketing can tailor their services when it is known what visitors are from a particular search position. Using a data analytics process, marketer can monitor visitor traffic and performance of business activities related to visitor interest and demographic data.

With data analytics process, entrepreneurs can understand the demographics of their audience and can create the content and images the audience wants. Demographic details include age, gender, and

interests of visitors to the site. Data analytics can even determine how long visitors spend more time on the site. Such data will help businesses identify their target market. This allows entrepreneurs to create relevant website experiences for their audience to keep them coming back. By using, analyzing, and focusing on the different parts of data analytics, entrepreneurs will have an in-depth understanding of what audiences are, how they find the company and what they want (Anon, 2017).

Data Analytics helps businesses identify their target audience and improve bounce rates and increase ROI by organizing resources for the right channel / campaign and more. Using different reports generated by Data Analytics, even if marketing budgets are low, can still earn huge profits. Analytics helps not only view daily data, but also trends over time (Kejriwal, 2016).

Website analysis provides direct insight into how internet users interact with a business website. With Data analytics, businesses can determine how well a site is performing in history and find ways to improve user engagement. However, it would not be effective to just look at the surface analysis data, need to dive deeper into the data to get the correct understanding of the customer. From this data, businesses can assume when and why users perform certain actions with the site. Then continue to analyze the actual data to verify that assumption:

- When do users visit the site?
- Why do users visit the site?
- When do users make or why not make a purchase on the site?
- Why are they or why they do not buy on the website?

Basically, Web Analytics provides the tools that businesses and marketers need to determine if a site is successful (TheeDesign, 2017).

According to data analysis, the website may not receive a large number of visitors, but when the visitor will lead to conversion, that is, the website sells goods, and this is the goal that Data analytics should aim to. Data analysis may show a comparison of the percentage of customers who left without any action (hereinafter referred to as the percentage of responses) and visits considered complete. The goal was set before. Data analytics should focus on the "hot spots" of web pages to realize potential and likely to attract customers. This is the only way to ensure user loyalty. In addition, entrepreneurs must program their Data analytics tools according to their goals, right there with free tools like Google Analytics. Entrepreneurs must avoid spending 90% of the time gathering data and only 10% analyzing them, the time to analyze the data must be much and detailed. This is how entrepreneurs recognize strategies that are working well otherwise they are failing over their goals (Centrodeinnovacionbbva, 2015).

Data analytics can help small and local businesses in many areas of business and most essential for any business. Thanks to Data analytics, businesses can accurately identify their target audience with tools that can help them focus on this audience while building their brand and therefore it will be more effective. By tapping into the potential of Data Analytics, even with low marketing budgets in hand, small and local businesses can put their company on the pinnacle of success (Brand24 Blog, 2017). It can be said that Data analytics is the business lever in online marketing.

Some types of analysis are described as following:

- Analyze descriptors showing baselines, such as pageviews, button clicks, or video views.
- Diagnostic analysis can use the same data as descriptive analysis, but helps to understand what has happened and why.
- Analyzing principles refers to data that informs someone about what they should do next.

- Finally, predictive analysis tells us what can happen in a given scenario (Uxbooth, 2017).

## 3.2 Web analytics tools

### 3.2.1 Web analytics

Web analytic is the study of user behaviour on web pages (Straus & Frost 2009, 36). In other words, Web analytics are techniques that assess quantitative data such as web traffic, surveys, sales transactions and others to improve the performance of marketing activities (Chaffey et al., 2009).

Web Analytics is the measurement, collection, analysis and reporting of web data for the purpose of understanding and optimizing web use. Not just a process to measure web traffic, web analytics are also used to study business and market and improve the efficiency of a website. This is done by measuring data related to the Internet site, including visitor behaviour, traffic volume, conversion rate, web server performance, user experience, and other information to understand and demonstrate the results and continuously improve the efficiency of a website (Web Analytics Terms, 2017). Web analytics applications can also help companies gauge the results of campaigns by estimating traffic to a website that changes after launching an advertising campaign. In addition, Web Analytics provides information on the number of visitors to the site and page views. It helps assess popular access trends that are very useful for market research (Web analytics, 2017).

### 3.2.2 Web analytics methods

The use of web analytics tools to gather data in order to optimize the website as well as offline marketing strategy is extremely popular. In many cases website optimization becomes the main marketing strategy of many companies. Web analytics is the job of finding the points to improve in

order to better serve the customer, to understand the customer better through the operation and interaction of the customer with the website. The research context is broad but on a platform of methods and tools that are relatively similar and specific to a particular company and used by certain entrepreneur.

Initially, the study identified Web Analytics (WA) as an evaluation technique rooted in and promoted by the business world as required by it to gain greater understanding of how to use website and strategies in it. Intensive Web Analytics is considered to be a test and report on site usage so that projects can better understand the complex interactions between the actions of website visitors and what the site does to optimize the Website to enhance visitor loyalty and sales support. The other document defines Web Analytics as a scientific and artistic improvement of websites to increase their profitability by enhancing the customer site experience. It can be said that Web analytics, predictive, is a group of tools used together to gather information, analyze that information and predict the results (Sibongiseni, 2011).

When collecting information, researchers used both qualitative and quantitative methods. Qualitative data is collected through user research: observe users to understand why they do certain things. Quantitative data collected through analytics: determines what actions a user performs when they reach the page and how many users perform those actions.

In short, business over the internet has become an integral part of entrepreneurial entrepreneurship. In order to do business online, businesses need a website optimized for the needs of their customers, in line with the products they offer and a professional online marketing strategy. Optimizing the website and building an online marketing strategy is the job of analyzing the web with the right tools. In fact, there are many free tools like Google Analytics but also very effective if used properly and with the right approach. In this article, the writer uses a quantitative approach to address these issues.

### 3.2.3 Web analytics process

It is important that entrepreneurs implement the plan, collect, report and analyze the data, is the correct rate prediction. Data collection and reporting are fundamental and must be implemented effectively. These tasks need to be automated as much as possible by using great tools. Entrepreneurs need to analyze the data, express the meaning of the business and train the co-workers through the implementation. What is the meaning of the data and what the marketing team can do with it is the priorities. The analysis is tighter, and the team focus more on the performance indicators associated with the end result, the more successful it will be. The resulting data must perform actions that generate conversions and revenue (Forbes, 2014).

There are two ways for web analytics packages to collect data with their own strengths and weaknesses. The first approach is called the "log file" method. This process refers to the tracking files that are stored regularly on the server of the web server. These files automatically record visitor behaviour (such as time on site, visited pages, exit pages, and more). Hosting companies and webmasters use these files to manage storage and bandwidth issues. Log files can also be parsed and analyzed by software and data produced by that software can help webmasters improve their business.

The second approach is the "JavaScript method". This method does not require a log file that relies on the JavaScript code stored in each web page. JavaScript sends visitor activity to a computer hosted by a web analytics provider. The site owner then uses the client viewer or web browser to view the analysis processed for the site. Both JavaScript methods and log file methods provide valuable analytical data and businesses must decide which car suits their needs (Murdock, 2006).

To be successful, businesses especially small businesses need to understand their customers, products and services, and the market in general. Competition is fierce, and running without conducting research

can give competitor an edge on the market. Qualitative methods help businesses develop and refine quantitative research methods. This method can help business owners identify problems and often use interviewing methods to understand the opinions, values, and beliefs of customers. With qualitative research, the sample size is usually quite small (Pyle, 2010).

Web Analytics provides data about the website as well as the visitors. The web analytics program will provide businesses with information about the audience, audience behaviour, and campaign-related data.

Information related to the site's audience may include:

- Number of visitors to the site
- How many new people and how many people turn around?
- They come from which part of the country
- What web browser do they use?

Site behaviour can include:

- What did they see when they visited the site?
- How did they get to the site?
- What content is more attractive and popular?
- How much time they spend on the site?

Information about campaign data on the site may include:

- Which marketing campaign is more effective?
- Which campaign brings more visitors to the site?
- Keywords searched by visitors can find the site

Therefore, web analytics plays an important role in measuring the site as it measures every detail of the site. All data is available, but businesses need to find out which of those data are useful in the current situation. The most important thing is that it is not easy to find out the data that matters. Businesses can only come to the conclusion only when spending too much time on web analytics. Hence the input data is very important and sometimes the better way to do this is to use many web analytics tools.

The goal of entrepreneurs for their website is to understand the customer. First, they had a prior operation, so they basically had the data to be able to make assumptions about what their customers wanted, what they wanted, and their actual behaviour when being experience the website. However, customers always change the needs and / or date of the products and services of entrepreneurs introduced / offered on the website is constantly changing.

The more entrepreneurs know about their users, the more intelligent the site will be for the user. Basically, Web Analytics helps entrepreneurs capture and understand user behaviour across the web and mobile apps. With minimal media, Web Analytics provides several pieces of information to help entrepreneurs understand user behaviour as they interact with the site or app. With additional equipment, entrepreneurs can gain deeper insights into how people interact with their individual application screens or pages on the web. Entrepreneurs can also add tools to capture more detailed interactions as needed by using event tracking for detailed interactions such as with video players, downloads, form submissions, and so on. Entrepreneurs can also measure the number of critical business actions completed by a user.

Every business needs to create a measurement plan from which to deploy their analysis. The plan helps businesses focus on data related to the needs of a business measurement, while collecting all user interactions can create data sets that are too large and cannot be analyzed.

The measurement plan should identify: overall business objectives, strategies and tactics supporting overall business objectives, key performance indicators (KPIs). This will help measuring the success of corporate strategies and tactics, segments to better understand what drives the success (segmentation of marketing activities and the most valuable users). To gather this information, entrepreneurs need to spend time discussing business goals with data users in the organization. This may include marketers, product designers and others who decide to trade. This can be done by editing the answer and creating a simple measurement plan (Support Google, 2017).

#### 3.2.3.1 Set the goal

The goal of measuring the effectiveness of application or website is to support business goals. Targeting is a fundamental component of any analytical measurement plan. Having accurately configured goals allows Web Analytics to provide important information to better understand if users have completed the actions and want them to accomplish. It is not possible to evaluate the effectiveness of online business businesses without this information (Support Google, 2017).

For entrepreneurs in general, the goals of owning a website is to sell products, show third-party ads to earn revenue or develop good relationship with customers. So, no matter what the goals are, the entrepreneurs must be clear about that goal before they start collecting any analytical data. Site goals and policies must be clearly defined by entrepreneurs, which must be handled, measured, and understood. All steps to achieve the goal should be done properly on a regular basis (Rawsoft, 2017).

### 3.2.3.2 Select KPIs (Key Performance Indicators)

Entrepreneurs must choose the right KPIs. KPIs may vary depending on specific business goals and objectives. Therefore, entrepreneurs must determine what types of KPIs are most important to the business and begin to measure.

Each KPI plays a role in measuring the success of business objectives. Even the most basic metrics like time on site, visits, and page views can be very important in a variety of contexts.

### 3.2.3.3 Set benchmarking

Benchmarking (or goal) is a required parameter to help a business achieve its goal. To choose a target or benchmark, entrepreneurs need to analyze some of the company's historical data or benchmark data related to the industry.

### 3.2.3.4 Meet with the colleagues and users

For qualitative methods, interviewing the stakeholders is critical to gather important information for constructing hypotheses. If the business steps well this time, the time to fine-tune the website to achieve the goal will be much shorter.

The first few weeks are for interviewing many people, including marketers, product owners, web developers, lead groups, etc. They will have many useful insights. Some of them have also interacted with users / clients. Entrepreneurs can rely on their deep insights combined with data-driven knowledge with analytical tools. In addition, the two types of entrepreneurial entrepreneurs who need to meet are those who are currently active - those who are using the product of a regular business and potential users - who have not used the product or have not heard of the company's products. At this level, just follow some basic rules (open

question, thought protocol, etc.) to gather the necessary information (ART & marketing, 2016).

#### 3.2.3.5 Decision segmentation and reporting

Deciding on segmentation and reporting is the most important step of measuring web analytics. When the web analytics tool begins collecting rational analytical data, it may be that the business will initially have to handle a huge amount of data and waste time. Data Segments can help reduce the amount of data to be analyzed and generate easy-to-understand reports with the analysis tools later. Data Segments deepen the insights of business and take appropriate action. For example, with segments of lead generation, it's best to segment by traffic source, ad group, and email subject (Rawsoft, 2017). Entrepreneurs can segment in a homogeneous and not too small way. They can segment by their location, by type of equipment and subdivision by country, by activity, according to marketing channels or by demographic (age / sex). A good tactic here is to choose 2 segments, just differ in one direction and compare them together (ART & marketing, 2016).

#### 3.2.3.6 Data analysis, refining and adjustment

The data generated by the web analytics tool is accurate enough, it will help the business to make better decisions and increase sales. Site weaknesses will be pointed out and help entrepreneurs fine-tune it to work better. The goal of web analytics measurement is to create a data control system that measures the user's interaction with the site and allows for an analysis of the return on investment of the company's marketing campaigns. It optimizes the website for increased revenue and sustainable growth (Rawsoft, 2017).

It should be noted that the results of the data are already assumed by the business. On the basis of measuring data and matching the goals of the site, entrepreneurs will evaluate their assumptions as true or false.

Assumptions are true when a business reaches a goal with its website, where the assumption is false, the business also has sufficient data and bases to adjust and continue to measure to progress toward the goal. .

### 3.2.3.7 Other important thing

Collecting information from web analytics software only requires less than 10 percent of the work, with 90 percent of the time spent searching for detailed information that the organization can use to drive change and revenue.

First of all, it is necessary to compare trends, not just differences. Web analytics software makes it easier to compare adjacent data ranges, such as last month or year over previous years. With other comparisons like average working days, current day vs. same day last week and other options is much harder to configure. This can be done by exporting the data to Excel and crunching these numbers manually or by using the pivot table. Then company can add additional analysis layers such as averaging, variation, and standard deviation for longer analysis.

Secondly, it is important to analyze the meaning of the data before making conclusions. Calculating standard deviation is an easy way to determine whether a change that the analyst sees in absolute numbers is statistically significant, if the data is outside the two standard deviations of the mean.

The next step is to dig deeper with the data segment. By dividing its analytical data, analysts can quickly find common shared behavioural characteristics that affect changes in observed trends. In addition, the analyst should be able to report the business impact. It is simple to try to set reasonable assumptions about revenue generation, cost savings, or visitor satisfaction with observed trends (Przyklenk et al., 2012). The analyst must always segment the site's data based on meaningful parameters. In the case of a single-segment control analytics such as the control-optimized optimization experiment, try and pass random traffic or use a stratified segment. In cases where an analyst is only observing

AdWords or Analytics statistics, make sure to segment the data properly before making a decision (Georgiev, 2014).

Finally, the analyst needs to make the insights into action with an additional optimization program. Although there are many places to start optimizing, the goal for web analytics report is to include detailed information that can actually be completed in a short period of time and have a significant impact (Przyklenk et al., 2012).

However, entrepreneurs doing web analytics is not enough, entrepreneurs need to see a bigger picture including:

- Channel analytics: Provides data on customer flows through billing pages, subscriptions, and other media.
- Interactive analysis on the site: understand what customers are doing on the site. Where are they clicking? Where are they? What are they looking for and having difficulty?
- Customer Analysis: Learn about unmet consumer needs and identify marketing and sales issues.
- Some other types of analysis (Writer, 2013).

#### 3.2.4 Web analytics tools

Web analytics tools are used by online businesses and market researchers to collect and measure the amount of web traffic data intended to understand and improve the effectiveness of a web site. The most commonly used metrics in web analytics reports are: unique visitors, visits, time on site, bounce rate, geographic location of visitors, bounce rate and conversion rate (Popular web, 2017).

Web analytics tools collect raw data (from server-based log files) of the actions that visitors take when they visit a website and convert data into useful reports for a business. Many web analytics tools have been

developed in which the most commonly used analytics tool is Google Analytics: A free web analytics tool collects and reports visitor activity data on a website (Introduction to Digital Analytics, 2017). Although Google Analytics is a free service, it is packed with many features. Google Analytics will perform well in the most basic cases. In addition, Piwik is also a great web analytics tool, although it may not have as many features as Google Analytics but private, the main advantage being that it is open source and free. Another tool, Heap, monitors all events on the site. The user can determine which events are interesting and Heap will tell how many times they happened in the past. The heap also comes with a nice editor - to define an event, no need to add the custom code to the HTML manually (Deploystack.io, 2017).

To track user activity on the website, most web analytics tools use page tagging, where a "tag" is placed in the web page code, usually in JavaScript. Tags allow analytics tools to detect when someone visits a page, clicks on a link, or watches a video, as well as other information such as IP address, browser type, and screen size. Web analytics services typically use cookies or small pieces of data associated with each browser's web browser to track a person's entire session and any hits from the same browser. This helps identify new visitors versus returning visitors and allows analysts to better understand user behaviour over time.

General metrics provided by web analytics tools include the number of people using the site (visits, visitors, page views), who they are (geolocation, type of browser new or returning, registered or not), where they came from (referral source, search keywords) and what they are doing meanwhile (time on site, conversion, bounce rate). This information is usually presented through a standard or custom dashboard that can segment data by user, time and other attributes. Although no analytical tool can provide 100 percent accuracy and different tools will often produce slightly different results for the same metrics, web analytics can provide value insights of customer demand and online behaviour. Web Analytics Features and Capabilities included as below table (Table 1).

**Table 1 Web analytics Features and Capabilities (TrustRadius, 2017)**

Individual-level tracking	On-the-fly segmentation	In-page analytics (Session recording, click tracking, mouse tracking, heatmaps)
Real-time analytics	E-commerce tracking	Goal conversion tracking
A/B testing	Funnel analysis	Event tracking
Mobile analytics	Cohort analysis	Privacy compliance
Attribution modeling	Cross-device tracking	On-premise option
Benchmarking		

### 3.2.5 Google analytics tools

Google Analytics, a free service provided by digital giants - Google, is one of the most popular analytics tools available on the web, able to track visitors from search engines, social networking, direct access, and referring sites. Google Analytics. Also integrated with the largest paid search platform on the Internet is Google Adwords (Big Data Made Simple, 2017). Google Analytics is the most basic form of site traffic tracking and reporting that provides information that helps make smart decisions about how to grow the business that is essential in today's online world. It gives the business owner a complete picture of the audience and their needs (Business, 2017).

Google Analytics analyzes site traffic, provides real-time statistics, and analyzes user interactions with websites. Google Analytics allows website owners to analyze visitors in order to communicate and optimize site performance. Google Analytics can track all forms of digital media, banner advertising and contextual advertising, e-mail, and integrates with other

Google premium products. The data provided by Google analytics is specifically designed for marketing and webmasters as well as the quality of the traffic the website receives and the effectiveness of the user's marketing campaigns. Also, by tracking visitors from all referring sites and the number of visitors converted into customers or members from each page, Google Analytics can provide feedback for subsequent marketing campaigns (Techopedia, 2017). In short, Google Analytics helps to understand the customer journey as they interact with the content of the website.

Currently, Google analytics works by using a snippet of Javascript code on the site to be tracked. This principle does not require any hardware or software to install that this application is entirely cloud based (Techopedia, 2017).

A simple Google Analytics tracking code must be placed on every page of the website that users want to track. When the site is loaded, this code is activated and sends a long list of visitor information to the user's Google Analytics account: browser type, language setting, visit time, country, city, computer operating system and other information (Data Habits, 2017). In a more specific way, the code bits then "call back" to the Google Analytics servers each time the page loads or the link is clicked and records the user information. This approach has the advantage that log file analysis is able to capture the technical and demographic information of the user. The log file analysis does not find this information in the log files. The downside of this approach is that if Google's request is denied for some reason, such as a connection to the Internet or a Google server that has a problem, the page may "hang" when it's loaded. This can be remedied based on Google recommendations. With more than 80 reports available through Google Analytics, ecommerce websites use most when evaluating performance. About 60 reports are available for sites that do not enable ecommerce tracking (Turner, 2010).

As such, users can only track pages that have their code properly installed: if any page is missing a code or has an error in the code, the user will be unable to receive information about visits to those pages. Google Analytics records a lot of very detailed information about page visitors, but it does so by anonymity, meaning it does not record any personally identifiable information about visitors. The Google Analytics Terms of Service prohibit modifying Google Analytics to track this personal information. In addition, Google Analytics allows users to log in online to access the same data as with Gmail and Facebook from anywhere in the world (Data Habits, 2017).

Activating a Google Analytics user account is free and available to users who already have a Gmail or Google Docs account. With a fairly simple process of setting up basic information about the Analytic site, users can add Javascript Analytics code to every page they want to measure and record user behaviour. Within 24 hours, Google will begin receiving data from the site and notify the user if there is a problem. Google Analytic help documentation will guide the user through how to resolve the issue (Turner, 2010).

With advanced options, Google Analytics is especially useful for online marketers, providing detailed statistics logs for site visitors. This service is the most used statistical service for online businesses and is highly regarded in the online market for tracking consumer concerns and online behaviour, with nearly 60% the top web site on the internet.

### 3.2.6 Woopra analytics tools

Google Analytics' important competitor is Woopra, a product of iFusion Labs, LLC, which provides live web analytics. Woopra gives businesses the ability to track how individual customers interact with the site in real time on the basis of that analysis. Woopra provides a dashboard summarizing the activities of each customer on a website. Woopra automatically builds a profile of each visitor with information that includes

the specific location of the city, the operating system and browser they use, and other demographics (Mantell, 2012). Users can even track the geographic location of visitors on a world map, zoom in on the area, and check out places around the world describing the location of users along with their IP address details of the host and which page the user views.

Woopra also offers a broader range of tools: online tracking and web stats with 40 additional options, rich user interface with fast response time, real-time notification functionality with audio / visual signals, and virtual bridges between webmasters and visitors (Brynko, 2008).

## 4 COMPARING GOOGLE ANALYTICS TOOLS AND WOOPRA ANALYTICS TOOLS

This chapter will discuss the advantage and disadvantage of each tools and then comparing those two tools to give insight in when the company should use the tools.

### 4.1 Google analytics tools features

There are five main features that makes Google analytics tools a remarkable useful tool: Goals, Tracking statistics, AdWords integration, Campaigns management via URL builder and E-commerce tracking.

#### 4.1.1 Basic setup

Firstly, a Google account is needed. Sign up for a google account is free and the process is fast and easy. When finish, user can use the google account to log into google analytics in the web browser. User can go to google.com and search for google analytics. After logging in, user need to add new analytics account and then add new property to start using google analytics tools. This is demonstrated in the below screenshot (Figure1).

data for this code, you will probably want to create a second reporting view, and you will need to create and apply one or more view filters to this data.

What would you like to track?

Website Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your property

Website Name

Goldenring

Website URL

http:// goldenring1.com

Industry Category ?

Food and Drink

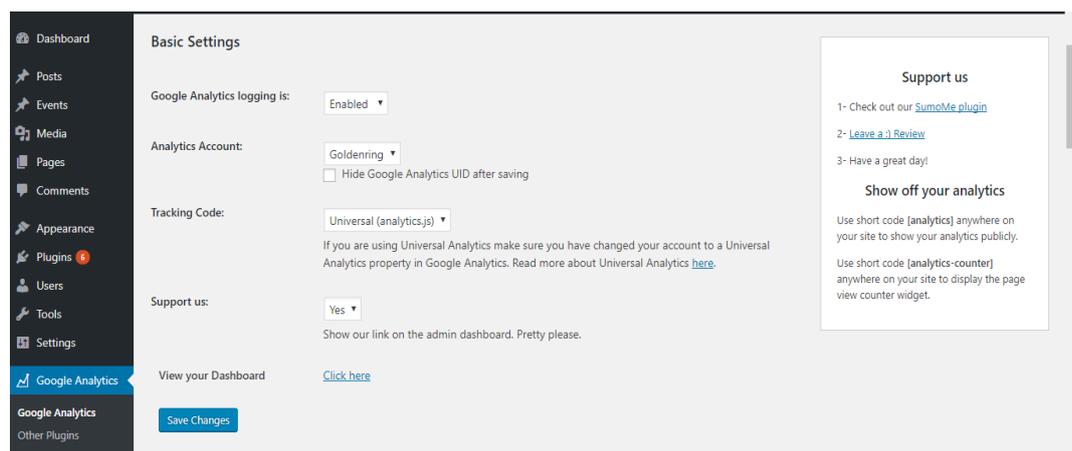
Reporting Time Zone

United States (GMT-08:00) Pacific Time

**Figure 1 Adding property for tracking**

Entering the appropriate field with the information of the user website name, website URL, industry category and reporting time zone to continue the process of setting up Google Analytics Tools. Next, user will receive a tracking ID and tracking script which they can use to apply for their own website. This is the first part of setting up Google Analytics Tools.

The second part is enable tracking on the website. This research will show an example how to do it with plugins. Search for Google Analyticator in Plugins on user own website and install it. Activate it and sign in to the google account the user use above to register for Google Analytics Tools. Finally, enable Google Analytics Tools and select the right Analytics account in the plugins section. This is demonstrated in the below screenshot (Figure 2).



**Figure 2 Plugins activation**

To finalize the process, click save changes and Google Analytics Tools is good to go.

#### 4.1.2 Goals feature

Google Analytics Tools offer a powerful tools calls goals. It let user determine their own goals for the website efficiency and how they achieve it. These goals is very diverse and base entirely on the needs of the website owner. There are four main categories of goals that user can set

up: revenue, acquisition, inquiry and engagement. In addition, user can also setup their own custom goals that suite their demands.

Revenue focus on how the website is working base on the revenue or number of profitable action that web users have completed. These actions can be check out after shopping on the website if the website is a shopping website or making an appointment with the website if the website is a business appointment portal.

Acquisition focus on the number of new user or content acquire during a period of times. These numbers can be the number of newly created accounts or contents user have submitted to the website if the website is a publishing platform.

Inquiry focus on the number of inquiry the users have made during a period of times. This means that everytime the users inquire an information from the website, it will be counts as one inquiry. For example, everytime the user view information about an items or products, this will count as one inquiry. Everytime the user view contact information or location information about the company, this is also count as inquiries. This is also apply to viewing events or calendar.

Engagement focus on the number of actions the user makes during the usage time of the website. This include the number of items view or add to cart if the website is a shopping site or it can simply be a share or connect action via various buttons available on the website. This can be illustrated in the below screenshot (Figure 3).

1 Goal setup

Template

Select a template to start with a pre-filled configuration

**REVENUE**

- Checkout complete Completed a purchase
- Make an appointment Scheduled a visit or meeting

**ACQUISITION**

- Create an account Successful sign up, account, or view created
- Submit content Submitted or uploaded a file

**INQUIRY**

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Find a location Viewed location or dealer information
- Upcoming events Viewed calendar or list or events

**ENGAGEMENT**

- Add to favorites Saved product or information to a list
- Share / social connect Shared to a social network or emailed
- Add to cart Saved product to shopping cart

Smart Goal Smart Goal not available.  
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

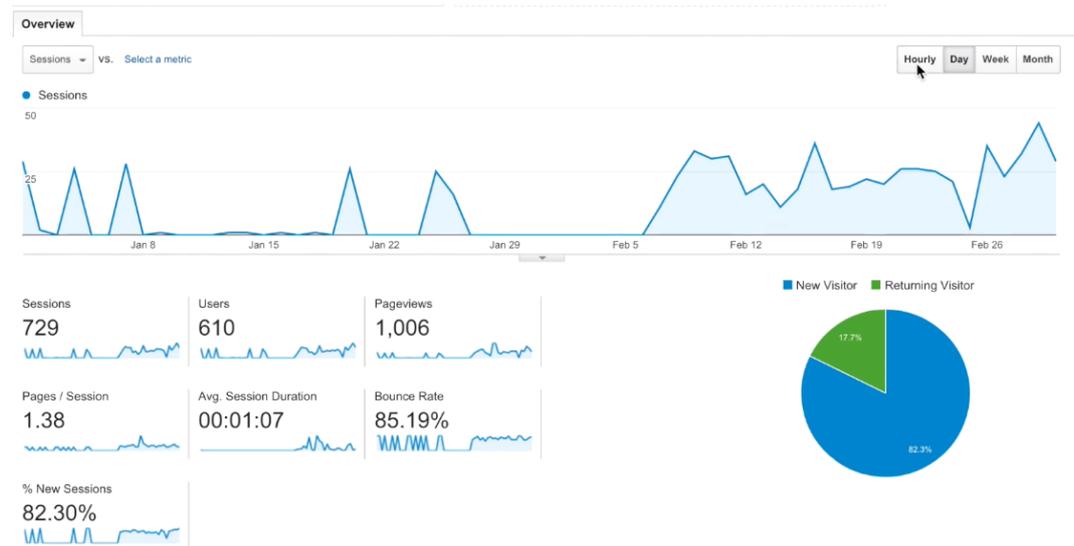
Custom

**.Figure 3 Goal setup**

This goals feature will help user track user behaviour on the website and ensure the success of building a user-friendly website. After setting the goals, user will get report on when the goals are achieved or how the goals flow process. Company can use these goals to appropriately apply their own marketing strategy and supervise the working process of the website. Furthermore, with the variety of goals user can set, they can adjust their business strategy or marketing strategy accordingly to the goals achievement process. If the goal has been completed too fast, user can look into it and determine the cause and therefore boosting their products sale on that criteria. If the goal has been completed too slowly, user can investigate it and change their website structure or marketing strategy to relieve the slow business flow in that area. In addition, user can set short term goals to see which period of times or what types of media their products are truly profitable in the market.

### 4.1.3 Statistics tracking features

With the new updates, Google Analytics tools can now tracking various statistics on the user's website in real time. Just like other web analytics tools, Google Analytics tools track core number about user traffic through the website. This will be showed in an example screenshot (Figure 4).



**Figure 4 User traffic tracking overview**

Google Analytics gives user the option to track the data hourly, daily, weekly or monthly. In addition, user can select a date range that suitable their requirements. Google Analytics will track the number of unique users access the website. This is also including number of total sessions made by user and number of times the website has been view in the Pageviews area. This will help user evaluate the situation quickly to determine whether they are gaining new visitors, or their visitors are just returning costumers.

Google Analytics also track the average number of pages have been views during a session and the average duration of a session. This statistic support the user in finding out whether their website is attractive enough or the visitors just taking a glance at the website. User should be exceptionally careful when using these statistics as it can be understood in

a completely different way. User should consider using the activity rates of the web visitors alongside these statistics to come up with a good overview of the website.

For instance, if the session duration is low, this doesn't necessarily mean that the user's website is not attractive or engaging enough. If the numbers of meaningful activity like check out or booking appointment is high while the session duration is low, this can also be a positive site because the website serves its functions successfully in a swift and neat manner. On the other hand, if the duration of a session is long and not so many revenue actions have been completed, this may not happen because the visitors are interested in the websites but they may be lost in the websites without finding the correct information. In this case, web owner should consider investigating and adjusting the website layout or how the crucial information is displayed to help customers access and connect with the companies more consistently.

Additionally, bounce rate is also a good statistic to keep an eye on for the user.

*"Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server."*

*(Analytics Help, 2017)*

To put it simply, bounce rate is the rate at which a visitor only accesses one landing page then leaves the website without browsing any other pages. If the bounce rate is too high, this could indicate that the entrance points of the website are irrelevant to what customers are looking for. It is impossible to keep a bounce rate under twenty percents while above fifty percents is also an alarming sight (Sharma, 2017). However, if the website is a news portal or publishing portal where the visitors only come to watch one news or article, this rate should be adjusted accordingly to exclude inappropriate circumstances.

Moreover, Google Analytics also feature a regional tracking system. This system is very useful for medium to large business companies. User can track where the visitors mainly coming from and what type of languages they used. Company can use this information to tailor their business strategy toward their main audiences and even invest more in building accessible website by adding relevant language options to the website (Figure 5).

Another important factor is what type of platforms visitor use to access the website. This statistic show what type of browser or operating system visitor use to access the website. This information is absolutely important to how website owner design the website accessible as different web browser and operating will cause the website to display falsely and blocking the visitor obtaining their needed information. Mobile operating system is also affect how the mobile website layout displayed. Google analytics even provide statistics on service provider in case company realize that there are a lot accesses from mobile phone and the quality of service provider. Company should consider reducing or adjusting the amount of multimedia available on mobile platform to suite the data acquiring speed of the service provider.

Demographics	Language	Sessions	% Sessions
Language	1. en-us	372	51.03%
Country	2. (not set)	148	20.30%
City	3. en-gb	48	6.58%
System	4. de	34	4.66%
Browser	5. es	20	2.74%
Operating System	6. ru	11	1.51%
Service Provider	7. fr	9	1.23%
Mobile	8. de-de	8	1.10%
Operating System	9. nl	7	0.96%
Service Provider	10. sv-se	6	0.82%
Screen Resolution			

[view full report](#)

**Figure 5 Language, system and mobile tracking (Kohler, 2017)**

One of the more eye-catching features that Google Analytics Tools possessed is external source tracking. This will give user a report about

where the visitors come from which referring website. The tool will also track the profitability of each referring website. It will sort out which partner website provide the best quality visitors that complete the most beneficial actions on the website. Using this insight, companies can invest more time and effort in building a better relationship with their most profitable partner. It will help develop both end of the business relationship.

Inside Google Analytics Tools, it is equipped with a very practical extension which helps interpret the leverage external sources especially social media brings to the table. This feature is Track Social Media Buttons. Nowadays, social medias leave a huge impact on how consumers behaviour and how companies react to it. Just like websites, almost all the successful companies in the world have a social media portal to connect with their costumers. No matter what platform they choose, whether it is Twitter, Facebook, Youtube or other platforms, the way company handles their social media and specifically how the company respond to customer feedback via social media will have a large impact on the company branding marketing. Word of mouth marketing is very powerful as social media user will quickly spread the quality of the company services in their own social cycles. Subsequently, each relevant person inside that cycle will also have their own social cycles. This is the reason why marketers should pay careful attention to details on social media to improve their digital marketing strategy.

The advantage of social media is the speed which they deliver the opinions of customers to the companies and other customers. However, this is also a disadvantage because if the social media does not keep in check and get out of control, the damage it will cause will be immense. Thankfully, Google Analytics Tools offer real time tracking of these social media traffic which associate with the company website.

This feature will require a little more knowledge about scripting and using API to track contents from external social media. User can track even the number of shares or reactions from their Facebook posts or retweets and

shares from their Twitter tweets. Nonetheless, User can track the outbound of the website also. In this case each individual button to share on different social media platform will be reported by Google Analytics Tools.

Relying on the social media statistics, companies can direct their digital marketing toward promoting the most dynamic social media platforms. Companies can increase the posting and responds rate on basic communication platforms like Facebook or Twitter. Furthermore, if the website receives an increasing rate of traffic from multimedia platform like Youtube, companies can dedicate in making good advertisement or interactive videos that boost customers' traffic.

#### 4.1.4 Adwords integration

Google Adwords is a paid online marketing service develop by Google. Advertisers will pay Google Adwords to promote their advertisement within Google advertisement network. Inside the Google advertisement network, Google make uses of the keywords and cookies system and generate, redirecting the advertisement suitable to the consumers' needs. Everytime a customer click the advertisement and get redirect to the Adwords user website, advertiser will pay money for that successful advertisement. The original advertisement platform or the partner websites will also receive part of the payment from Google.

Google Adwords works primarily based on the keywords user bidding for. The main advantage is that user only pay when the advertisements are working. This encourage user to try out different keywords and find the most profitable one for their companies.

It is important to keep in mind that companies need to create the advertisements relevant to their respective keywords or it will automatically backfire by two ways. The first one is the inaccurate advertisement will be misdirecting to the wrong target consumers.

The second one is give more serious consequences. If web visitors saw the advertisements that they do not like, or the advertisement reach the wrong types of audiences, they may report it and it will affect the success of the advertisements. Therefore, Google Adwords comes with a feature that requires user to pay close attention to their advertisement and it is called advertisement quality score. This score is based on how attractive the advertisements general display, how relevant to the keywords the user is bidding for and how effective the destination after the advertisement (In this case is the website landing page). In addition, even when the user pays more for the advertisement, if the quality score is too low, their advertisements will rank lower than other advertisement and appear less in the advertisements network.

There are two main types of bidding when using Google Adwords: cost per clicks and cost per impression. In the cost per click pricing option, user pay for each click on the respective advertisements. User can choose the amount of money they are willing to pay for each click or present an amount of budget and Google Adwords will automatically maximize the benefit for that advertisement. On the other hand, the cost per impression will be more suitable for less noticeable advertisements. User will pay for everyone thousand times the advertisements appear on the Google Adwords network. Needlessly, different business marketing strategy will apply different payment methods in this case.

The main advantage of Google Adwords is how specific the target audience user can concentrate on. There are four types of display user can choose to present their advertisements: Display Ads, Video Ads, Search Ads, App Ads. Display Ads is the method in which user's advertisements will display under text or banner form. This method focusses mainly on Google Gmail or other website across the Google Adwords network. Video Ads is the method in which user's advertisements will display under videos form. It helps bringing user's business to the new customers on Youtube platform, the biggest videos sharing platform owned by Google. Search Ads focus on Google search engine. The

advertisements will appear next to the original search from Google search engine. Finally, App Ads prioritizes in exposing user advertisements through Google applications collection (Google Adwords Support, 2017).

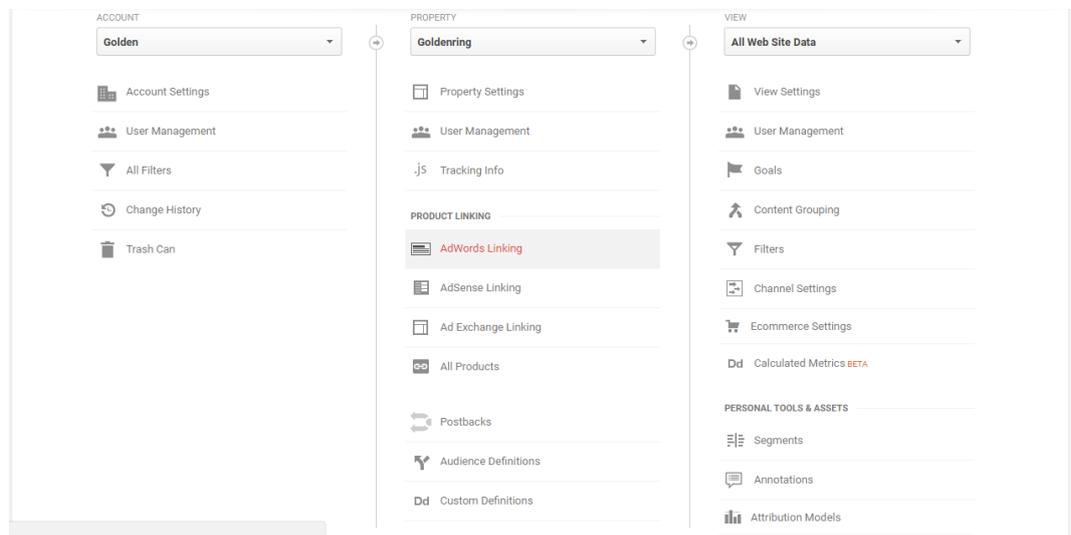
Furthermore, Google Adwords propose an intriguing function to help user stay on track even more with their target audience. User can stay local or global based on their location settings. This function helps companies to build their marketing strategy economically. All the statistics about Google Adwords will be reported and this is where Google Analytics Tools can come in and show its strength in managing and control user online marketing structure. Adwords statistics can be linked with Google Analytics Tools via simple actions. Users can now track how their advertisements are working and how it affects the website traffic flow and separating them from other external sources.

Linking Google Adwords with Google Analytics Tools is very important. This is because user have to pay for their advertisements on Google Adwords, so company needs a way to observe how Google Adwords beneficial revenue. Just like Google Adwords, all the statistics when linking Google Adwords will be sorted out into different category. This will save a lot of time for marketers to evaluate how each different advertisement campaign are working. Different advertisements from Google Adwords will be reported separately and correspondingly with Google Analytics revenue statistics. User can calculate with ease the margin of advertisements cost and profits.

As a result, user can adjust their marketing strategy, reduce non-working advertisements and improving the quality of working ones. On the other hand, user can inspect the successful conversion rate after the advertisements have accomplished their goals. User can modify the landing page after advertisements to suite the advertisements more or improve the conversion rate of new visitors. Focusing on improving other attraction at the landing page is also a good strategy to keep in mind. User can inspect the bounce rate as well as page view per session statistics to

help further reinforce the marketing strategy and how to link up different products within a browsing session.

The process of linking Google Adwords and Google Analytics Tools is very simple because they both use the same Google account. First, login to Google Adwords and Google Analytics Tools. Go to “Admin” tab inside Google Analytics Tools. Select “Adwords Linking” under “Property” column. These steps can be easily followed with the below screenshot (Figure 6). After that, user can select the appropriate Adwords campaign and link it up.



**Figure 6 Google Adwords link up**

In conclusion, customer behaviour is extremely important in building a well-around marketing strategy. Afterward, connecting Google Adwords with Google Analytics Tools grants user a competitive edge on the complex online market.

#### 4.1.5 Campaigns management via URL builder

After discussing mainly about the power of statistics tracking of Google Analytics Tools, this section will introduce another impressive Google Analytics component that is focusing more on planning and supervising user marketing campaigns.

In the end, the goal of using Google Analytics Tools is to optimize the user's marketing strategy. A transparent way to execute a marketing plan successfully is through ROI (Return on investment) rate of the campaigns. Costing is the top priority in building a marketing plan. User needs to know if the money investment is worth it. Google Analytics Tools let user track ROI rate between different platforms ranging from emails, normal advertisements redirect to social media platforms like Facebook, Twitter and so on.

First and foremost, before discussing campaigns tracking, a very influential concept should be reviewed. This concept is UTM (Urchin Tracking Module) parameters. UTM stands for Urchin Tracking Module. UTM parameters are basic tags that helps user tracking a campaign on an URL. These tags are added to the URL so when this URL is clicked, it will send data to Google Analytics Tools for traffic report. These small tags will help Google determine how people connect to the website (Grimsaw, 2016). By getting these tags sticking to the hyperlink, user can obtain information about where they came from, what they have clicked and what is the content planning for them originally.

There are five parameters that Google Analytics offer: Campaign source, Campaign medium, Campaign name, Campaign term and Campaign content. Each of these parameters has its own tag to add to the URL.

Campaign source (`utm_source`) is a parameter use to track where visitors come from. This source can be an email segment, a website or a social media network.

Campaign medium (`utm_medium`) is also a parameter use to track the origin of the visitors. The difference between Campaign source and Campaign medium is leaning toward which means of access was used by the visitors. These medium can be email, PPC (pay per click campaign), banner ads or direct. In case of direct connect, the website that visitors coming from will be report for tracking. This works very well with Google

Adwords because of all the advertisement type user pay for including PPC and banner ads.

Campaign name (utm\_campaigns) is a personalization parameter that works according to user goals and products. Comparative to the campaign tag, this parameter is usually the name of the object or campaigns user want to track. This area can be filled with a product name, a marketing campaign name or a specific sale. This can also be set as an action name on social media such as Facebook like or Twitter retweet. This field is very open-ended and depend entirely on user personalization. This is also an ideal method to analyze and picking keywords for Google Adwords.

Campaign term (utm\_term) is a parameter that interrelated to Google Adwords keyword system. User can indicate which Google Adwords keyword can be tracked in the URL by using this parameter. This is particularly useful when user has many paid keywords in Google Adwords.

Campaign content (utm\_content) target primarily in testing different advertisement area. This parameter help user focusing more on the content of the advertisements. This is help to differentiate the advertisements or links that point to the same URL. User can detect which approach or design is more productive. User can then adapt to the situation and modify the advertisement to be more profitable (Lazazzera, 2014).

First thing first, to set up Campaigns tracking for URL, user should consider setting goals and Google Adwords first before using this function. Goals and Google Adwords have been discussed thoroughly in previous sections. Moving on to set up a custom URL tracking in Google Analytics is very straightforward. User can go to Google and search for Google Analytics URL builder. User then fill out all the requirement fields and what they want to track, and it will automatically generate the new URL. These fields can be easily followed in the below screenshot (Figure 7).

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL   
The full website URL (e.g. `https://www.example.com`)

\* Campaign Source   
The referrer: (e.g. `google`, `newsletter`)

Campaign Medium   
Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name   
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term   
Identify the paid keywords

Campaign Content   
Use to differentiate ads

 Fill out all the required fields above and a URL will be automatically generated for you here.

### Figure 7 Campaign URL builder

Website URL required users to fill in the URL they want to track.

Campaign Source is used to identify the search engine, newsletter name or other sources.

Campaign Medium is used to identify what medium visitor access with.

Campaign Name is used to identify a specific product or promotional campaign.

Campaign Term is used to identify keywords from Google Adwords advertisements.

Campaign Content is used for A/B testing and differentiate advertisements or links that point to the same URL (Campaign URL builder, 2017).

A/B testing is a testing method use to figure out which set up is best on the user website. Eventhough it is a time-consuming process, the benefit it offers is immensely powerful. A thorough A/B testing plan will help user determine which factors have the most effective impact on the website.

User can then improvise and change the website that reflect the result of testing.

A/B testing core concept is very simple. User can compare version A of the website with version B of the website, which one give better conversion rate is the more successful one. Every business website has its own target. Commerce websites will want visitors to buy their products just like how news and publishing websites want visitors to read the articles and subscribe. Different website serves different purposes, but all of the final successful action of the visitors can be that website's conversion rate.

Eventhough user can test almost all of the thing on the website in A/B testing, there is no point in doing that. Instead, user should focus on the most impactful factors on the website. This includes headline or subheadline, a call to action, images or videos in advertisements and products' sales and descriptions (Birkett, 2017). Especially, this is particularly helpful when using to test different marketing offer strategy to see which one has the highest ROI rate.

There are six main steps in A/B testing: gather data, choosing main factors, deduct a hypothesis, create variations for testing, execute experiment and finally analyze result.

In the first step, user can gather basic data and information from Google Analytics Tools mainly conversion rate. After this, user can choose any weak-performing sections and start A/B testing planning on it. For example, user can examine the bounce rate of the website. If any page has a particular high bounce rate, this section can be selected for A/B testing.

In second step, user should try to pick out one of the factors affecting that weak-performing sections. As mention above, this factor can be headlines, call to action or other media.

In third step, with the factor in mind, user can try to come up with a hypothesis about why this factor affects the conversion rate of the visitors. For example, changing the advertisements image is a good hypothesis to test out the effectiveness of the source page. In case of landing page, changing the content or products at the landing page is also an adequate hypothesis.

In fourth step, user can try to build variations base on the hypothesis and starting to test these variations. This is when user can use the `utm_content` tag to track data change in these variations.

In fifth step, user should dedicate a set period of times to testing these changes out. Visitors will be redirect randomly to each variation that have been set up. Their interaction will be recorded and reported in Google Analytics. This step is mainly about patiently waiting and observe the testing process.

In final step, with all the data gather from testing process, user can select the most reasonable variation and apply it to the website. Keep in mind that the most conversion rate variation may not be the most feasible one. User should also consider other factors like ROI and other statistics base on the initial goal of the testing process.

Creating trackable URL is no doubt a pragmatic and convenient way to manage marketing campaigns. In spite of that, user should notice and beware of several details when building trackable URL.

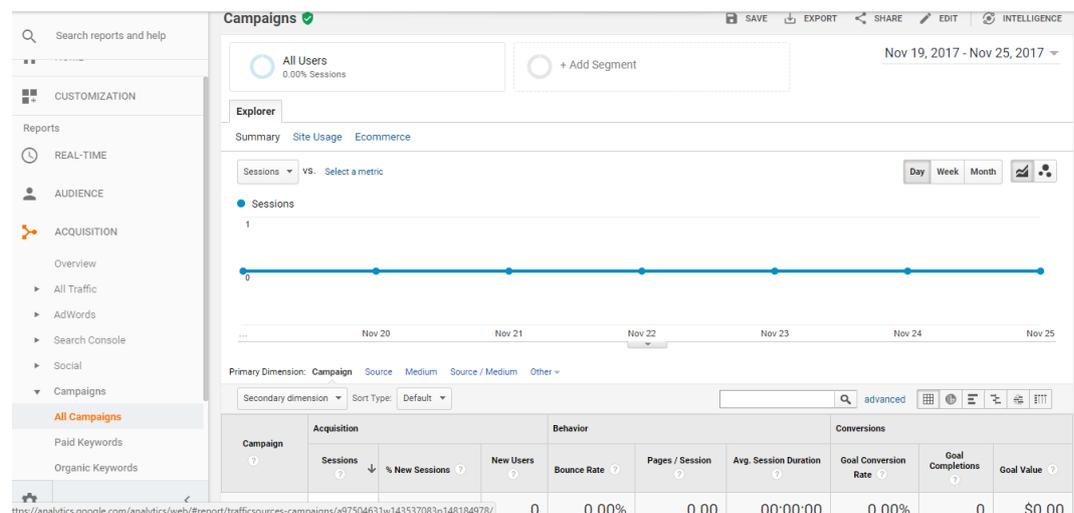
Firstly, when naming URL tag, user should create a clear and up-front name. This will help tracking and analyze process more transparent, avoiding confusion and mistakes. One minor detail that user should take advantage of is consider naming all the parameter letters in lower cases. This will help with basic sorting and tracking regarding campaigns name or product name. User can quickly search through and find exact items fast and easy.

Secondly, the name of the parameter should be appropriate. Customers can notice what is in the URL, so user should name the parameter to avoid writing anything that user would not want customer to see.

Thirdly, this is a very important side note that user should pay attention to. User should only use parameter as well as category that really necessary for the managing plan. This is extremely meaningful in A/B testing as too much parameters tracking will make it hard to decide which factors should be altered and improved.

Finally, to avoid troubles and make it easy on the eye, user can use shorten URL services or website. This is more about the aesthetic and impression as well as security of the website. This is also helpful for sharing and expanding process (Lazazerra, 2014).

After setting up campaigns tracking URL, user can find report about the campaigns under “Acquisition” tabs as show in the screenshot below (Figure 8). User can view all the important metrics like sessions, bounce rate and other traffic related statistics. It is very applicable to use alongside another main feature that will be discuss next and that is Ecommerce tracking. If Ecommerce feature is enabled, sales and revenue will also be reported and displayed on the campaign table. User can then verify which elements is most effective for the campaign.



**Figure 8 Campaigns report**

#### 4.1.6 E-commerce tracking

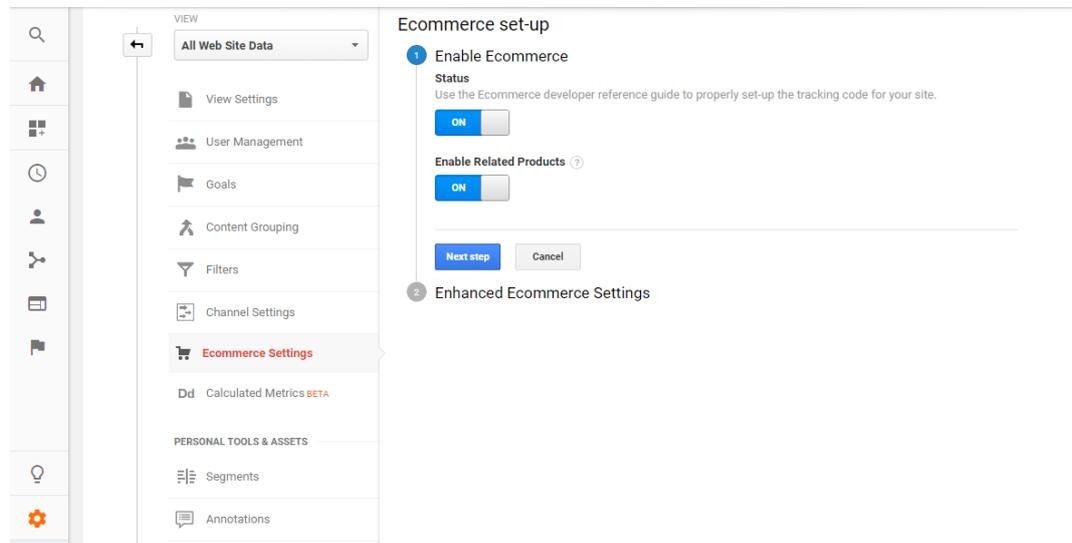
This final feature of Google Analytics Tools is solely for any commerce website. No matter if user own a physical store or only online store. E-commerce tracking is helpful for company to keep track of sales and revenue. Google Analytics can also help user observe customers' behaviours and adapt their own marketing plan.

As mention above, commerce statistics has many applications in other features. The cooperation of E-commerce tracking and other features will boost the effectiveness of Google Analytics Tools and help users have a better view at their websites. Google Analytics Tools equipped with real-time statistics tracking module as stated previously. User will be able to witness the effect of a promotion on product sales or the incoming traffic increasing by an email newsletter or social media activities.

Ecommerce tracking will track what type of products customers purchase as well as the quantity and revenue. This information can be translated into useful action like offering discount on certain product for certain customer bases. Prioritizing in a group of customers is one of the best way to maximize the profit. All of the transactions are also tracked by Google Analytics. User can utilize this information to improve customer experience by improving payment process or adding new payment methods. On a side note, the time of purchases is also useful information to manipulate. Throwing a marketing campaign or promotion campaign at the right time will yield quite a lot of revenue.

Setting up Google Analytics Tools Ecommerce tracking is one of the first thing users should activate if they are building an ecommerce website. First, go to "Admin" tab and select "Ecommerce Settings". Then click "Enable" to activate Ecommerce tracking as showed in below screenshot (Figure 9). To finish the process, user need to connect items and products with Ecommerce tracking via coding in shopping cart page. Alternatively, user can choose to use external services or programs such as Shopify to simplify the process. User only need to give the property ID or tracking ID

of the website in Google Analytics when setting up Shopify and it will automatically tracking all the selling statistics on the website.



**Figure 9 Ecommerce tracking**

In addition, User can activate site search features under “Settings” menu. This is a minor but exceptionally useful to track what visitors search on the website. This is key to finding out what is missing from the website pages and user can transform this information into meaningful changes. As a result, this tool will assist user in reducing bounce rate and figuring out customer trends.

In conclusion, Google Analytics Tools is a great tool to collect and manage user website data. Eventhough there will be a lot of data, tables and graphs, understanding those metrics and adapt with customers and market will play a key role in a successful business.

## 4.2 Woopra Analytics Tools features

There are four main features: customer profiles, real-time analytics, automations and AppConnect.

### 4.2.1 Customer Profiles

Individual levels detail is the main selling point of Woopra Analytics Tools. This is why user can believe that customer profiles are one of the most advance and detailed on the market. User can collect several behaviour data from customers and take action based on the insight. These data can be from name, email address to behaviour history and other data.

Woopra will divide customers into two separate groups: anonymous and identified visitors. Identified customers are customer who provide their basic information or email address. These customers have already give basic information and can be tracked by email address. On the other hand, Anonymous customers' behaviour will be tracked by browser cookies. User can automatically enable customers' email address tracking by integrating Custom Visitor Data. There are two types of Custom Data: action and visitor data. Action data is about customer interaction with the website like view an item or play a video. This data can be track automatically by AppConnect, a feature will be discussed later in this thesis. Visitor data simply means customer basic information like name, title, company that user gather by any means.

Tracking action data in Woopra will require a little knowledge about coding just like other web analytics tools. User need to place a Javascript tracking code on the website to track custom actions. These tracking action data will act as a foundation for other relevant features within Woopra. For example, these actions will be the filtering options when sorting data and segmentation. Woopra will also generate automatic reports with the data. Furthermore, it can be used as goals and achievements, so user can set up a marketing campaign properly.

To further enhance the quality of report and analysing process, user can send property information related to these actions data. The setup is the same as tracking action data, but the property information will clarify the environment surrounds that action. For example, a payment action will have greater value if user can know the actual amounts of money or the types of product customer has purchased. In addition, Woopra will create a default Schema for actions data. Schema is basically the skeleton of a campaign project. It will tell Woopra what types of data the action is, how it can be displayed and how it can be aggregated. Just like data types, there are two types of Schema visitor data schema and action data schema. To access Schema, user can click on “Settings” and the select Schema icon.

If the website is a commerce website, user will want to track action data like product views, cart updates or payments. While on an SAAS (Software as a Service) website, user will want to track signups, submissions and other events. Woopra Schema will automatically tune the display of customer profiles base on the actions data tracked as illustrated in below screenshot (Figure 10).

The screenshot displays the 'Action Data Schema' configuration page in Woopra. The interface includes a top navigation bar with icons for Setup, Agents, Groups, Exclude, Time Zone, Schema, and Package. Below this, there are tabs for 'Visitor Data Schema' and 'Action Data Schema'. The main content area is divided into three sections: 'Event Info', 'Event Properties', and 'Event Template'.

**Event Info:** This section contains three input fields: 'Event Name' (set to 'signup'), 'Display Name' (set to 'Signup'), and 'Description' (set to 'Visitor signed up').

**Event Properties:** This section features a table with columns for 'Key', 'Type', and 'Aggregate'. It lists three properties:

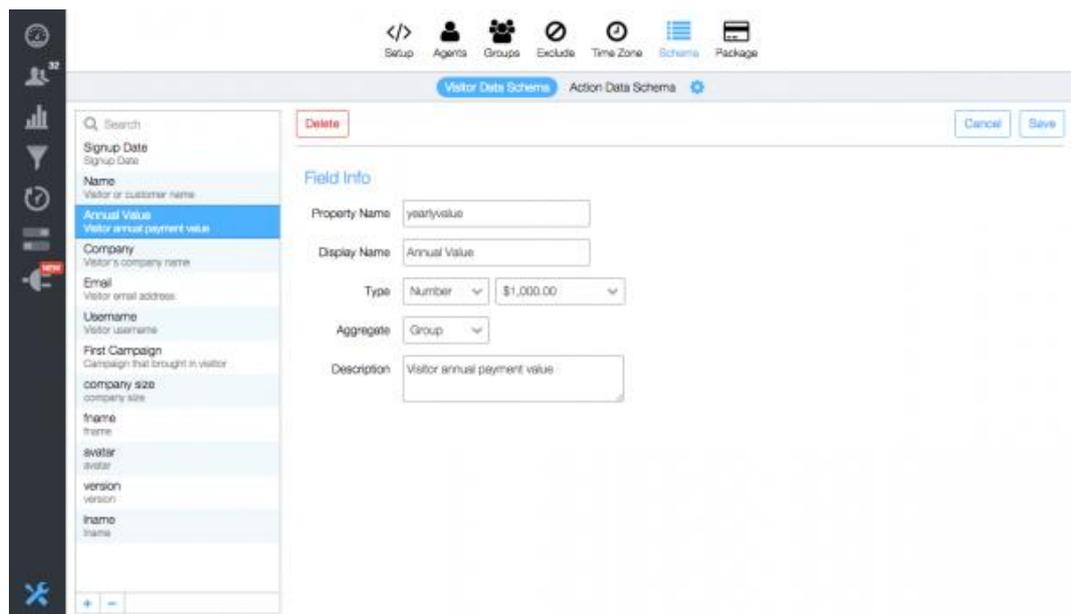
Property	Key	Type	Aggregate
account_type	Text	Group	
amount	Number	Amount	\$1,000.00
account_id	Text	Unique	

Below the table is an '+ Add Property' button.

**Event Template:** This section shows a 'Template' field with the value '\$[visitor.name] signed up for \${action.account\_type}!' and a 'Tags' dropdown menu.

**Figure 10 Action data Schema**

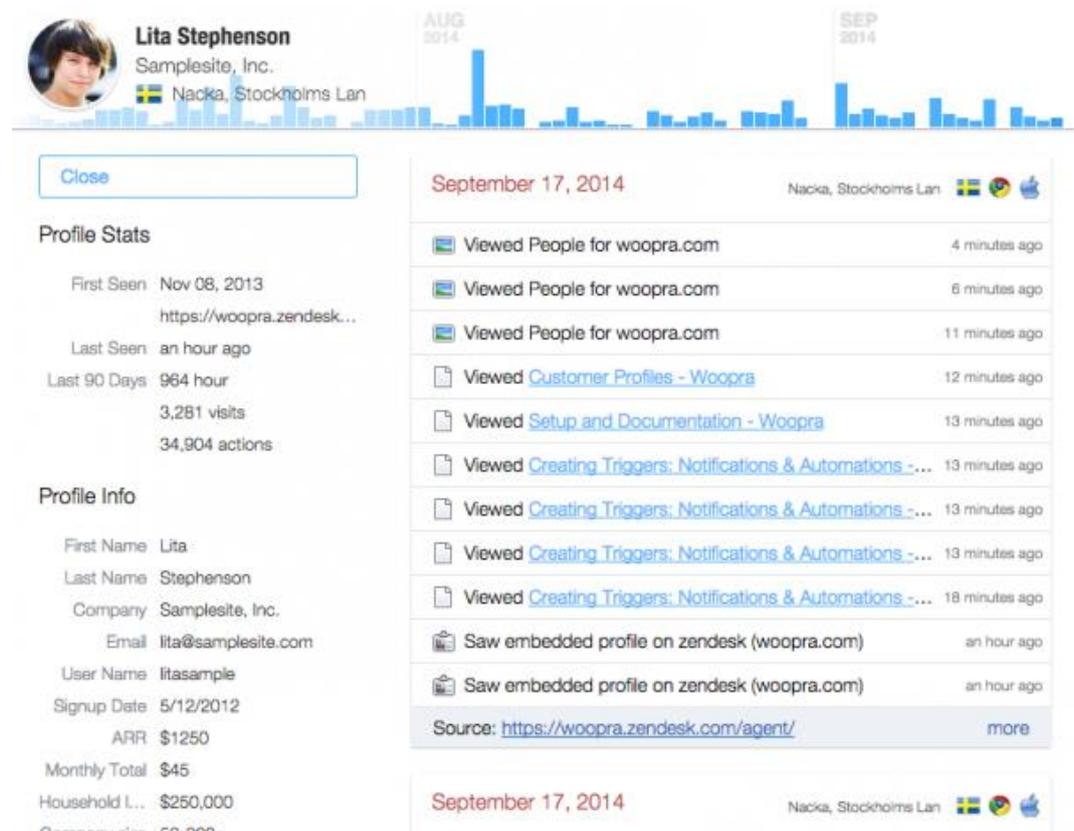
In case of visitor data, any personal information of customers is important. However, the most crucial visitor data in Woopra is email address. This fall back to the reason of how Woopra operate on user website. Visitors' email addresses will be a marking factor that Woopra can reflect and decide to track that visitor as identified visitors. This is a lot more precise and detailed tracking than anonymous visitors. User needs to set up visitor data tracking by Javascript on website just like action data. After providing enough data, visitor data will automatically get aggregate into small group base on default Schema. By default, visitor data Schema will have added name, email and company name to customer profile. User can choose to send additional information to improve visitor data Schema as showed in the screenshot below (Figure 11). These information will help out the aggregation and grouping process.



**Figure 11 Visitor data Schema**

After data tracking system has been set up on user website, Woopra will start showing its strength in display and manage customer profile. It features a behaviour timeline that is extremely detailed and convenient. The parallel display of visitor data and action data let users focus on their customers on an individual level efficiently. The detailed level of the

customer profile can be illustrated through an example screenshot below (Figure 12).



**Figure 12 Customer profile (Woopra, 2017)**

#### 4.2.2 Real-time analytics

Just like any other web analytics tools, Woopra has several built in real-time data collection tools. Woopra has many advantages in customization and segmentation. It creates a flexible yet simple environment for user to work on.

One of the real-time analytics tools Woopra offer is Funnel Analytics. This tool help user figures out what is the weakest point in conversion process. User can also compare different conversion rate of different channel on the website. Funnel structure can be set up by choosing beginning point and checkpoints to create a funnel path. Starting point will be the time when customer first visit the website. Checkpoint will be goals determine

by user. These goals can be various conversion action like signing up or adding item to shopping cart. It is a great tool to observe which funnel path will give better conversion rate and user can then modify the website accordingly.

Furthermore, the flexibility of Woopra is well demonstrated in Funnel analytics. User can set as many goals to be checkpoints as they want as long as they fit the Funnel paths. Moreover, user can set different timeframe for different funnel. All the core checkpoints or goals can be completed and recorded from different sessions and timeframes. This will help create report according to different steps completed. In addition, users can utilize funnel reports flexibility to measure customer retention level. User can adjust the offering and promotional campaigns to keep the retention level steady.

Another way data reports display proves to be really customizable is the live dashboard feature. It will give user a personal overview of what is really important and what is desired by the user as in the example screenshot (Figure 13).



**Figure 13 Live dashboard (Woopra, 2017)**

In conclusion, Woopra will offer simple and flexible data reports under the form of funnel reports. Woopra really try the best to improve personal

experience. This is not only on the side of individual customer but also on the user side with all the personalized features. All of this feature is real-time nature and will give user a competitive edge on the business market.

#### 4.2.3 Automations

Record data and analyze them is a very daunting task. However, with the existence of marketing automations, these time-consuming tasks will be completed in no time and fully automatic.

Marketing automations are software platforms that help user with repetitive marketing tasks and generate more leads to the website. Automations help user optimize the funnels' paths discussing in previous section. Marketing automations centralize in inputs and visitors' leads. These leads are mainly email marketing campaigns and other individual customer events. This works really well with Woopra because of the individual orientation nature of marketing automations.

If marketers are looking for a way to support customers' journey with the company, using marketing automations will increase efficiency and reduce human errors. Marketing automations cover a lot of marketing processes that are crucial in today business. There are five main types of marketing automations on the market right now: customer relationship management software, email marketing software, marketing automation software, social media marketing software and marketing analytics software (Rivard 2017).

CRM (customer relationship management) software is an effective type of software to retrieve and store customer data for management. These data can be personal information such as customer name, title, company and email address. E-commerce information is also collected by CRM software. It covers all information about purchasing and payment details. Apparently, Woopra is a CRM software and it performs splendidly in collecting and manage personal data.

Email marketing software allow user to work better through email marketing distribution. Woopra also handling email marketing smoothly. User can designate whether the email will be send by trigger-based (trigger by customer behaviour) or email blast (user proactively send it). Woopra let user fully customize the content of the email and the timing when the email will be send. User should always pay attention to the content of the email and especially the call to action attach to the email. It may act like the first welcoming letter to new visitors.

Marketing automations software in general let user manage day to day marketing task on the website. Woopra can help user setting up marketing campaigns and analyze incoming data to increase ROI rate. All the basic marketing tool that is needed to tailor customer individual experience is included inside Woopra. However, if user need an advance or innovate tools, they can consider other automations software. They can be integrated into Woopra so that will not be a big issue. The only draw back is that these Software are usually quite expensive, so user should consider thoroughly before purchasing one.

Social media marketing software is quite self-explanatory. Woopra let user track customer social media activities as well as advertisement on those platforms. Social media nowadays is one of the best way to connect with customers so gathering information about customer social media activities and the effect of companies' social media handling is no doubt invaluable. There are a lot of tools that help users evaluate the social media performance and adjusting their marketing strategy.

Finally, marketing analytics is the core concept of Woopra. User can analyze all the statistics relating to website traffic and other ecommerce activities with a clear and easy to understand layout. Analyzing and maximizing ROI with Woopra will be a fantastic and efficient experience.

Customers will perform hundreds of different activities from sign up, purchase an item to reading an email or reacting to a social media post. All of this will be centralized by Woopra and display as customer profiles. The

process will be automated by Woopra and resulting in a central repository. There are also a lot of marketing activities surrounding the websites. This ranges from online, email marketing to on-site promotion and landing pages. All of these marketing pieces will be brought together by Woopra and let user automate simple action like sending a promotional email to a customer but with a complex description such as “Only send emails to customers who have connected through live chat support”.

Lastly, automations in Woopra will assist user in performing marketing measurement and analysis. It will automatically calculate ROI and conversion rate on different funnel and report it back. This will reduce manual workload tremendously, so user can concentrate more on making marketing decision.

Woopra automations provide an excellent advantage in management and making marketing plans. With the coordination of other marketing automations software and services, Woopra is a powerful tool for marketers who want to organize their marketing plan effectively. However, if user utilize a lot of external automations resources, there will be trouble integrate all the different tools. Thankfully, Woopra provide a tool that deals with this problem smoothly. This tool is AppConnect and it will be discussed in the next section.

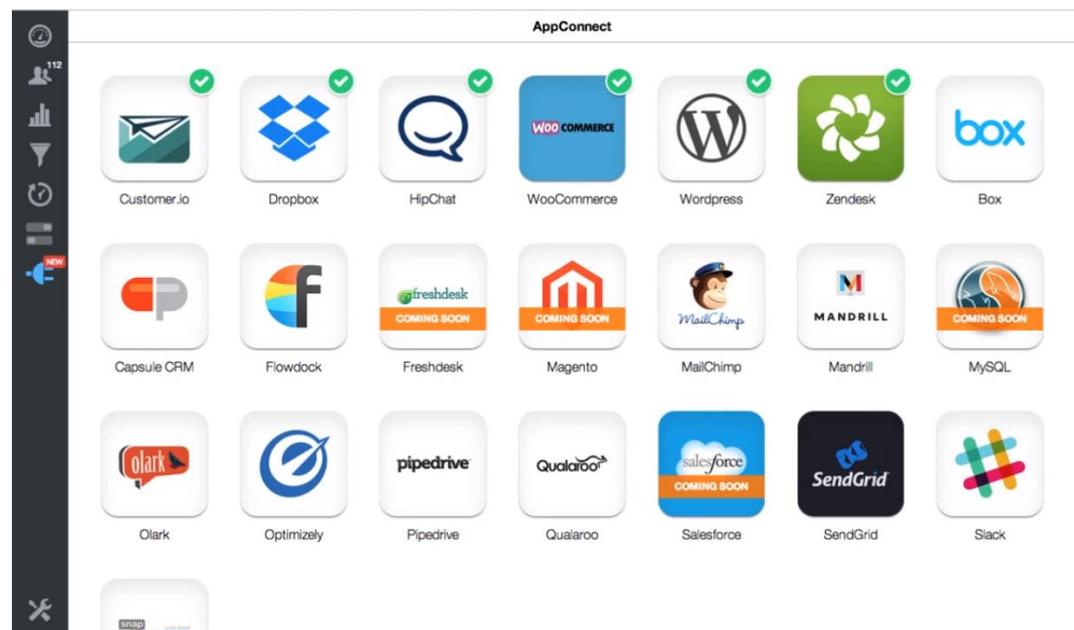
#### 4.2.4 AppConnect

Customers usually engage with the company in different methods. This includes accesses through desktop website and mobile app. Not to mention, customer can also connect with company through other touch points such as email, chat and help desk. User can use AppConnect to sync all these tools and customer data with Woopra. Besides, AppConnect is suitable for users who does not have any expertise in coding. All the integration through AppConnect is seamlessly with just a few single clicks.

Woopra supports over thirty-five external software with the normal account and over forty-five external software with the premium accounts. These

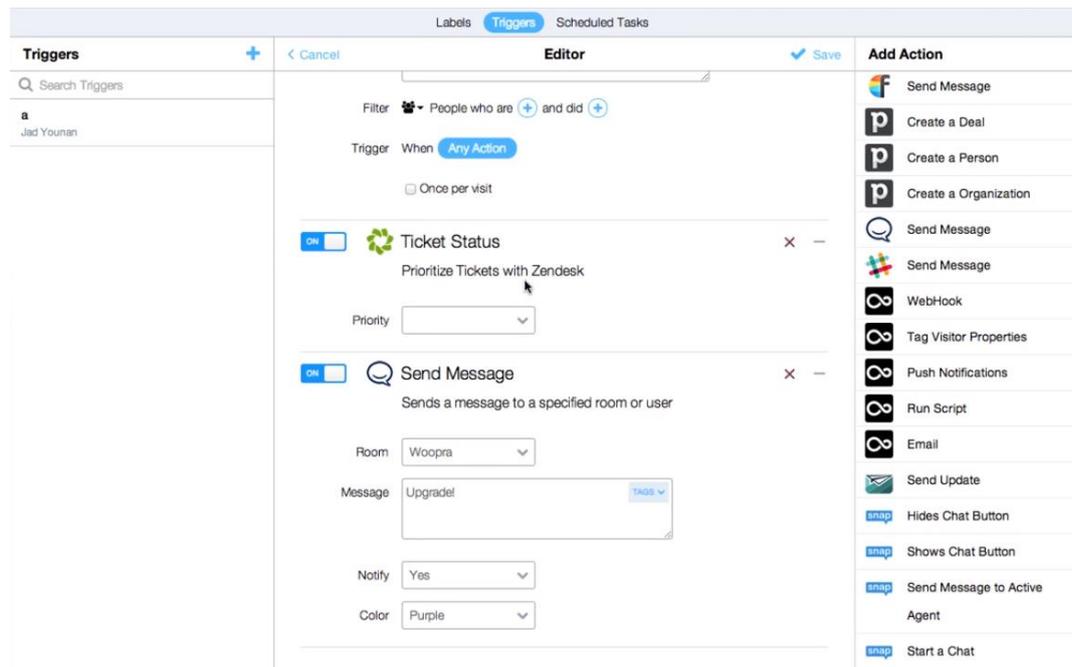
massive amounts of automations will definitely help user cover all the important aspects surrounding online marketing planning and management. From email automation, CRM automation to live chat and other customer interaction support platforms, there are a lot of way to engage with users actively. AppConnect helps Woopra preserving the focal point of centralizing data. After installing and giving permission for AppConnect, user can immediately use all the associated actions in all of Woopra sections such as customer profile or funnel report.

AppConnect is unique in the ability to bring all the external agency together in a single hub. Firstly, user can select AppConnect icon on the sidebar to access AppConnect. User can then select which applications user want to integrate in to Woopra and select install. After installation, user need to authorize certain actions from the applications. All installed apps will be marked with a green tick and authorized actions will automatically added to different setting pages. In the example screenshot below, user has installed Cutomer.io, Dropbox, HipChat, WooCommerce, Wordpress and Zendesk (Figure 14).



**Figure 14 AppConnect window**

To set up a custom trigger action, user can select “Trigger” tab and configure the condition for the action. User can then select the appropriate custom action from external sources and click “Add action”. Finishing the process by saving the setup. All the step is illustrated in the below screenshot (Figure 15).



**Figure 15 Trigger setup**

There are a lot of different marketing actions can be automated. Woopra suggest using a lot of external marketing software to automate these actions and raise efficiency (Table 2).

**Table 2 Suggestive applications for marketing automations (Woopra, 2017)**

Marketing actions	Applications
Email and Marketing automations	Marketo, Customer.io, HubSpot, MailChimp
CRM automations	Salesforce, Pipedrive, Capsule CRM

E-commerce automations	Magento, WooCommerce
Helpdesk	Zendesk, Freshdesk
Chat	LiveChat, Olark, SnapEngage
Personalization	Optimizely
Survey	Qualaroo
Payment	Stripe

In conclusion, Woopra with all the automations tool and AppConnect integration will enhance user ability to build a customized experience for their customers. Unlike other web analytics tools, Woopra focus on building a centralized data hub on an individual level. This move user closer to the position of the customer and view their businesses the way customer approach them.

### 4.3 Comparison

After examination about both Google Analytics Tools and Woopra Analytics Tools, this chapter will compare both tools and provide a brief description about the advantages and disadvantages of web analytics tools as well as their target users.

#### 4.3.1 Features

Both Google Analytics Tools and Woopra serve as a website visitor tracking tools. All of the basic website information is covered like page views, session duration times and especially bounce rate. This is also including user retention and engagement with the website. Both tools also perform well in tracking data from different platform including mobile

platform. All of these tracking processes happen in real time and great segmentation reports suitable for user needs.

While both excellent at tracking data, there are some difference that makes each tool exceptional. Both tools can track email effectively but Woopra with the help of external marketing automations can edge out on Google Analytics. The ability to respond to customers with automated email and connect with customer with live chat is invaluable. This open up the possibilities for user to react to the statistics not just purely observing it. The options for marketers are limitless with nearly fifty automations on the market. Regarding ecommerce statistics tracking, while Google Analytics has its own ecommerce tracking system, Woopra make up for it with several integrations like Magento and WooCommerce.

Another problem with Google Analytics tracking system is the ability to track unique customers. If the same customer connects to the website through different platform like desktop and mobile, it will be counted as two different access and this will be misleading to certain marketers. Woopra handle this problem perfectly with their customer profiles features. Because Woopra track data in an individual level, not only the information is more detailed, Woopra can differentiate and group customer visit based on their basic information. This eliminate duplicated entries regarding new visitors.

In addition, eventhough setting up goals is one of the main features of Google Analytics, Woopra allows user setting up funnel paths with multiple goals along the way is more comprehensive and practical for deep marketing analysis. User can customize the funnel paths to pinpoint more exact where the problem is and why conversion rate is so low in those categories.

Moving on to integration and third-party cooperation, Google Analytics goes neck to neck with Woopra in this area. Woopra has far more integrations as well as quality choices for third party software. They even

include integrations from Google sources like Adwords with premium account.

Another advantage of Woopra over Google Analytics is the accessibility to user. With AppConnect, Woopra allow user with little knowledge of coding or programming using integrations and automations with ease. User only need a few click to set up an integration compares to Google Analytics coding methods. Furthermore, AppConnect let user create new segmentation options for custom reports and tracking. It also supplies user with new custom actions to use in different triggers and schedules. Technically, user can raise the effectiveness of Google Analytics integration ability with heavy coding, the required efforts and times may discourage a lot of casual users.

Despite having a small amount of integrations, the way Google Analytics connect with those integrations feels more comfortable and natural. The main reason for this is because most of these integrations are Google's own products such as Adwords, AdSense or Google search engine. Google based integrations also provide simple set up and the way Google Analytics utilize these integrations is remarkable. One of the best features of Google Analytics is the ability to utilize Google search engine to increase the effectiveness of advertisements and leads to the website. Trackable URL builder let Google Analytics track several crucial data when customer click on the link. In parallel with the powerful funnel paths builder by Woopra, the trackable URL builder let user do A/B testing just as effective not to mention even more powerful because of the extra information on trending keywords. With these keywords information, user can in turn apply it into bidding keywords in Adwords and further tailored their advertisements.

In addition, alongside mobile tracking, Google Analytics let user track their apps performance on Android devices through Google Play, one of the biggest app store alongside iTunes from Apple.

In conclusion, there are no clear winner in term of features in this case. Woopra will provide a thorough experience with all the fancy integrations as well as detailed information on the dashboard. All the custom actions and add-ons have proved to be impressive and convenient for marketing analysis as well as enhancing customers experience and connection with the companies. On the other hand, Google Analytics Tools still provide enough features to compete with Woopra, but its true strength lies in their own assets. The sear size of Google search engine data as well as Adwords network potential fully unlocked is enough to attract users to keep coming back to Google Analytics.

#### 4.3.2 Pricing

Google Analytics Standard edition is free for everyone. It offers tracking of single website per property. Google offer a premium version of Google Analytics Tools called Google Analytics 360. This version costs one hundred fifty thousand dollars a year with subscription base. User can also purchase additional consulting services regarding analyst, marketing or conversion. The price is on quote basis (Google Analytics, 2017). The table below will show the core difference between two versions (Table 3).

**Table 3 Google Analytics Tools version comparison**

Category	Standard	360
<b>Implementation support</b>	None	Available
<b>Expert training</b>	None	Available
<b>Consultant Services</b>	None	Available
<b>Data volume capacity</b>	Up to 10 million hit per month	Up to 20 billion hit per month (0.5 billion for first tier price)

<b>Max data rows</b>	50 000 rows	3 000 000 rows per export
<b>Additional integrations (Google drive)</b>	None	Available
<b>Custom variables</b>	5 slots	50 slots
<b>Custom dimensions and metrics</b>	20 of each	200 of each
<b>Views per web property</b>	Max 200	Max 400

Woopra offer a free small business version for casual user with a limit of thirty thousand actions per month (Woopra pricing, 2017). The increase in subscription pricing will increase the work load and number of actions per month (Table 4). They also offer an enterprise edition to big companies with improve features (Table 5).

**Table 4 Woopra standard version pricing**

<b>Pricing</b>	<b>Monthly</b>	<b>Yearly</b>
Up to 30 000 actions/ month	Free	Free
Up to 400 000 actions/ month	79,95 \$	799,50 \$
Up to 1 250 000 actions/ month	199,95 \$	1999,50 \$

Up to 2 500 000 actions/ month	399,95 \$	3999,50 \$
Up to 4 000 000 actions/ month	599,95 \$	5999,50 \$
Over 4 000 000 actions/ month	Contact sales	Contact sales

**Table 5 Woopra version comparison**

Features	Standard	Enterprise
<b>Seats (number of editing account)</b>	50 seats	Unlimited
<b>Premium integrations (Marketo, Adwords, MySQL, etc...)</b>	None	Available
<b>Custom reports</b>	None	Available
<b>Cross-domain tracking</b>	None	Available
<b>Sandbox accounts</b>	None	Available
<b>Woopra Enterprise Cloud</b>	None	Available
<b>Premium Support</b>	None	Available

In conclusion, both Google Analytics Tools and Woopra offer various pricing options for different customers. While Woopra focus more on the

workload, Google pricing plan provide different advantages with paid version. However, the fixed price tag of one hundred fifty thousand dollars left people much to be desired when Woopra offer both monthly and yearly pricing plan. The flexibility in Woopra pricing plan is a huge plus in this case.

#### 4.3.3 Target customers

Firstly, Google Analytics Tools with the back up of Google technology expert is promised to deliver consultant and support services to all kind of customers. However, Google main strength is in Information Technology, Internet, Telecommunications and Media Entertainments. With the presented features, their best target customers should be within those categories to receive the best benefit and support from Google.

Secondly, the free entry level of Google Analytics with the accompanied advance pricing plan opens up the availability to a lot of different customers. Freelancer and small businesses will interest in the free version of Google Analytics while the 360 version will satisfy medium and large businesses.

In contrary, Woopra has spent many years working in Automotive, Banking Finance and SaaS market. They have a lot of successful business partners such as Volkswagen and Hyundai proving that their main focus is in car industry. Companies working in these industries should consider using Woopra.

Eventhough the free version of Woopra offer quite a handful of features and integrations, its amount of workload is too little and the main features of Woopra is not attractive enough for freelancer and small businesses let alone big companies or enterprise. People usually choose Woopra because of the quantity and quality integrations Woopra can bring together. Therefore, the bonus workload of the paid standard edition or enterprise edition is perfect for medium and large businesses. The

flexibility in pricing helps Woopra approach different extent of customers easily.

#### 4.3.4 Comparison overview

Both Google Analytics Tools and Woopra has their own strengths and weaknesses. However, both tools are viable for different target customers from freelancer to big enterprises. The table below will sum up the comparison between the tools (Table 6).

**Table 6 Overview comparison**

Category	Google Analytics	Woopra
<b>Features</b>		
<b>Website statistics tracking</b>	Available	Available (More accurate visitors statistics)
<b>Ecommerce tracking</b>	Available	Available through integrations
<b>Goals set up and tracking</b>	Basic goals tracking	Advance goals tracking with custom actions
<b>Funnel paths builder</b>	None	Available alongside goals system
<b>Multiple platforms tracking</b>	Available	Available
<b>Keyword tracking</b>	Available	None

<b>Marketing automations</b>	Very limited	Wild variety of automations actions enable by AppConnect Integrations
<b>External integrations</b>	Only 7 integrations (Mainly Google product)	35 integrations with free version Up to 47 integrations with premium version
<b>Customer individual profile</b>	None	Available
<b>Pricing</b>		
<b>Free version</b>	Available	Available
<b>Advance version</b>	150 000 \$ for technology. Additional cost for add-ons is on quote basis	Standard version is from 79,95 \$ to 599,95 \$ monthly and 799,50 \$ to 5999,59 \$ yearly
		Enterprise version price in on quote basis
<b>Target customer</b>		
<b>Industry</b>	Information Technology, Internet, Telecommunications and Media Entertainments	Automotive, SaaS, Banking and Finance

<b>Business Size</b>	Freelancer, small businesses, medium businesses, large enterprises	Medium businesses, larger enterprises
<b>Prominent customer</b>	Panasonic, Lenovo, U.S. Cellular, Google inc.	Volkswagen, Hewlett Packard enterprise, Redhat, Paychex

## 5 CONCLUSION

Every business must always measure and optimize their website and product in the current digital era. Web analytics data helps businesses achieve those goals with real-time customer-focused data by analyzing customer data. Web analysis plays an important role in the success of online businesses as the impression becomes more important than the real person (eduCBA, 2017).

This paper has presented a decent amount of background knowledge to let readers understand more about Web Analytics Tools and how the analysis process work in chapter 3.

The authors have also discussed thoroughly Google Analytics Tools and Woopra Analytics Tools features in chapter 4 as well as a precise comparison. Readers can understand the core capabilities of each tools correspond with the pricing plan to figure out each tool vision and purposes. This paper also provides a brief suggestion about the options entrepreneurs can choose to enrich their businesses.

In summary, the benefits that web analytics tools bring to business especially online businesses are undisputed. However, the application of web analytics is not easy and requires the correct methodology for each specific enterprise. Broadly speaking, entrepreneurs cannot just use web analytics alone but must also incorporate a variety of other analyzes, especially in the current trend of smart phone shopping.

## 6 DISCUSSION

### 6.1 Scope and limitations

The scope of this study focuses on the common approach to supporting business strategies and online marketing in businesses: web analytics. Research does not select a specific web analytics tool to apply to any business that chooses the two most popular tools to be introduced are Google Analytics and Woopra.

The limitation of this study is only a brief introduction to the role of web analytics in the business context of enterprises that has not yet explored the specific circumstances and issues of an enterprise operating on the internet. It does not incorporate web analytics with other analytical measures to optimize online business performance.

Another limitation of this study is that both Google Analytics and Woopra have very expensive premium features and integrations, so the authors cannot get fully accessed to those exclusive features hands on.

Furthermore, web analytics tools work best with an actual companies and customer base. The author lacks the ability to access both of these condition therefore limiting the exploration on web analytics tools.

### 6.2 Reliability and validity

This study selects qualitative methods with limited data and relies on practical experience so that reliability may be less than quantitative. However, this method is appropriate for building and adjusting online business and marketing strategies - tasks that require short analysis time with acceptable reliability.

### 6.3 Suggestions for further research

Based on the studies in this article, the author suggests further research into the application of web analytics in typical enterprises to provide a standardized and effective process that can be applied. In other businesses, especially start-ups, the investment cost for online business is modest. With expandable funds, research on advance features of web analytics tools can also be a good for business application.

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