

EMERGING ANALYTICS

You need to leverage data to drive insights in order to learn customers' behavior on your website. There is nothing new in it. What alters the game is emerging analytics trends in Social Media, E-commerce, and Mobile, as these are new game changers in digital world.

Social Media Analytics

Social Media Analytics comprise of gathering data from social media platforms and analyzing it to derive information to make business decisions. It provides powerful customer insight to uncover sentiments across online sources. You tend to take control of Social Media Analytics in order to predict customers' behavior, discover patterns and trends, and make quick decisions to improve online reputation. Social Media Analytics also let you identify primary influencers within specific network channels. Some of the popular social media analytics tools are discussed below.

Google Social Analytics

It is a free tool that lets you add social media results to your analysis report. You get to know what is in air about your business. How many people interacted with your website through social media and how many liked and shared your content.

SumAll

It combines Twitter, Facebook, and Google Plus into one dashboard to give you an overall view of what people are talking about you on social media.

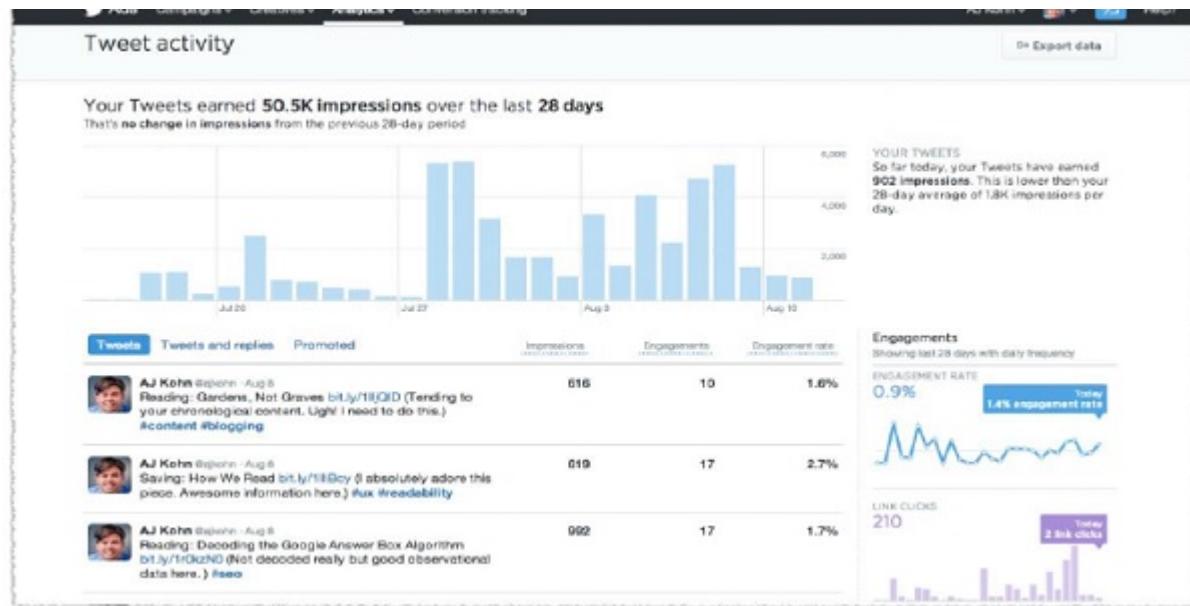
Facebook Insights

Facebook plays a major role in your marketing campaign. You need to familiarize yourself with Facebook data to mark a flag. You need to set up a page for your business to get the insights. It gives you information about who visited your page, saw your post, liked your page, and shared it as shown in the following image.



Twitter Analytics

Twitter Analytics show how many impressions each tweet received, what is your engagement status, and when were you on peak *see the image given below*.



E-commerce Analytics

Business owners need to survive and thrive among tough competition. They have to become big decision makers in order to survive in the market. This is where Web Analytics play a critical role.



E-commerce Analytics let you figure out customers' acquisition, users' behavior, and conversion. In Google Analytics, you can get relevant information about your volume of sales, product with revenue, and sources of conversion occurred. You need to keep all this information to find out where your business stands and to boost e-commerce sales, generate leads, and enhance brand awareness.

Mobile Analytics

Mobiles have emerged as one of the most significant tools in the past two decades. It changes the way people communicate and innovate. This has led to marketing driven by mobile apps.

Mobile

Today, knowledge starts at the end of your fingertips – literally – and getting answers in the moment is here. Embracing mobile apps will have a profound impact on

Analytics

your organization – helping you streamline operations and serve your customers better.

Is your enterprise going mobile?



By 2015, the world's mobile worker population will reach **1.3 billion** representing **37.2%** of the total workforce

Are your retail associates able to provide a better customer experience when equipped with mobile technology?



75% Retail associates report providing a better in-store shopper experience



67% Shoppers cited a better experience in-store with associates and managers using the latest mobile technologies

Are you accurately targeting your customer at the point of sale?



>3/4
Retailers have seen customers become more responsive to offers

1,000,000
Businesses began using mobile point of sale (MPOS)

75%
Retailers reported a rise in demand for a more personalized service



Are your bank employees and customers empowered to use mobile technology?



490 million
People will use their phone to make mobile payments by the end of 2014



40.8%
iPad business deployment activations were in financial services

Mobile apps have proved easy to access and engaging. Webmasters and online business makers need to take support of mobile apps to make their way perfect. Once you are done with making a mobile app, you'll need to acquire new users, engage with them, and earn revenue. For this, you need mobile analytics. It helps marketers to measure their apps better. For example –

- How many people are using your app
- How to optimize user experience
- How to prioritize
- What operating system to focus on
- How to visualize navigation path, etc.

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