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MARKETING ANALYTICS AND ITS TOOLS МАРКЕТИНГОВАЯ АНАЛИТИКА И ЕЁ ИНСТРУМЕНТЫ

Zaytseva E.N. , Kasayeva T.V.*

Vitebsk State Technological University, Belarus

*e-mail: eugenia.zaitceva01@gmail.com**

Зайцева Е.Н. , Касаева Т.В.*

*Витебский государственный технологический университет,
Республика Беларусь*

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Abstract. Today, one of the most important parts of Internet marketing is marketing analytics. At the same time, in science and practice, there is no unity of points of view regarding the category of "marketing analytics" itself. It allows you to collect and study information about the current advertising campaign, determine its effectiveness and, based on this, modernize the old one or propose a new strategy. Every day there are more and more marketing analytics tools to improve the efficiency of this process, each of them has its advantages and disadvantages. This report attempts to summarize opinions on the essence of marketing analytics and provides a brief description of those of its tools that will suit most firms wishing to track their advertising campaign.

Аннотация. На сегодняшний день одной из важнейших частей интернет-маркетинга является маркетинговая аналитика. Вместе с тем в науке и практике не сформировалось единство точек зрения относительно самой категории «маркетинговая аналитика». Она позволяет собрать и изучить информацию о нынешней рекламной кампании, определить её эффективность и на основании этого модернизировать старую или же предложить новую стратегию. С каждым днем появляется все больше инструментов маркетинговой аналитики, позволяющих повысить эффективность этого процесса, каждый из них имеет свои преимущества и недостатки. В данном докладе предпринята попытка обобщения мнений относительно сущности маркетинговой аналитики и приведена краткая характеристика тех ее инструментов, которые подойдут большинству фирм, желающих отслеживать свою рекламную кампанию.

The concept of "marketing analytics" appeared relatively recently, however, currently almost no company can do without it. Marketing analytics is interpreted differently in different sources.

Table – Analysis of marketing analytics definitions

Definition	Keyword
Marketing analytics is a process that helps to analyze the actions of the marketing department and find patterns in the data for decision – making.	the process of analyzing actions
In a nutshell , marketing analytics can be described as follows: - tracks which channels brought sales and their volume - shows how to allocate budget and resources more efficiently - shows how working channels can be improved - allows you to think through and adjust the promotion strategy.	tracking and adjustment tool
Marketing analytics is a science based on mathematics, looking for patterns in marketing data in order to transform them into actions and improve marketing results. This is the art of drawing conclusions from statistics, forecasting and machine learning.	the science
Marketing analytics is the process of measuring the effect of running activities and developing a plan to strengthen them.	the process of measuring the effect
Marketing analytics is the practice of using data to evaluate the effectiveness and success of marketing activities.	the practice of evaluating effectiveness
Marketing analytics is the study of data to evaluate the effectiveness of marketing activities.	data research
Marketing analytics is a mechanism for tracking the effect of starting activities and optimizing them.	effect tracking mechanism
Marketing analytics is the analysis of a marketing campaign in order to increase its effectiveness.	analysis

Compiled by the author according to [1–10].

Based on the data in the table, we can conclude that there is no exact definition of marketing analytics, in some sources it is treated as a science, in others as a tool, in others as a process, etc.

The study of a number of definitions and their generalization allows us to offer the following author's opinion on the essence of marketing analytics:

Marketing analytics is the process of searching, as well as processing data about a product, company, market in order to evaluate the effectiveness of marketing activities and find ways to optimize it.

To facilitate the collection and systematization of this information, there are a huge number of marketing analytics tools. With their help, the company can determine which channels bring more customers and, accordingly, profits, and which do not justify the investments invested in them. The choice of tools depends on many factors, such as: the size of the advertising budget of the organization, the location of advertising, the target audience, etc.

Let's look at the main ones using the example of a beauty salon that has its own website and social media accounts:

1. Google analytics. A basic, and most importantly, a free website analysis tool that helps to find out the number of site visits, where the transitions to the site were from, the time spent on the site, etc. For a more detailed analysis, Google suggests combining Google Analytics with its other tools, such as Google AdWords and Google Data Studio [11–15]. This tool will allow the salon to find out how often their site is visited, from where they find out about it, which tabs are visited most often.

2. Yandex. Metrica. Also a free tool popular with Russian marketers. With it, you can see a wide range of data about the actions of visitors, and with the help of the built-in webvisor, it is possible to track all the actions of visitors on the site and determine what the visitor uses most often, and what causes him difficulties [13, 14]. The capabilities of this tool are almost the same as those of Google Analytics, however, the built-in webvisor will show marketers in which part of each tab the visitor's attention was concentrated.

3. Improvado. The marketing analytics platform, which simplifies the collection of data from a large number of sources, analyzes the collected data, and the field visualizes them for further processing [15, 16]. The platform will allow the salon to collect data on the site and on social networks. networks and each report will be presented as a separate graph or diagram.

4. Semrush. A marketing analytics tool that helps to track not only their actions, but also the actions of competitors, which will allow them to anticipate their further actions [11, 12, 16]. Thanks to this tool, marketers will be able to track which beauty salons are nearby, which marketing tools they use and which tactics they adhere to in their marketing campaign.

5. Fivetran. A platform that allows not only to collect data, but also to combine everything in one place, which greatly simplifies further analysis [15, 16]. With

the help of this platform, the marketing department will be able to analyze all its general activities on the Internet.

6. MixPanel. A tool that allows you to track in real time the actions of customers on the website and in the mobile application, as well as collect information about individual users [11, 12, 15, 17]. This tool will show how many people are currently viewing the salon's website/account, as well as provide brief information about these users.

In place of the salon, there could be any business conducting any activity on the Internet.

To get more accurate information, it is best for companies to use not one, but two or three marketing analytics tools. Despite the fact that all the tools greatly simplify the work of marketers, there are problems associated with their use. The main ones are the cost (since most of the tools are either paid or free only within certain limits), long data collection and the complexity of tracking data in real time.

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FEATURES OF THE MARKETING MIX IN RETAIL

ОСОБЕННОСТИ КОМПЛЕКСА МАРКЕТИНГА В РОЗНИЧНОЙ ТОРГОВЛЕ

Zhuchkevich O.

Vitebsk State Technological University, Belarus

Жучкевич О.Н.

*Витебский государственный технологический университет,
Республика Беларусь*

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