

**DIGITAL ANALYTICS: HOW DATA CAN HELP INCREASE SALES**

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**Annotation:** This article examines the role of digital analytics in improving the effectiveness of marketing strategies and increasing sales. It examines key tools, methods for collecting and processing data, and the impact of analytics on management decisions. A comparative table demonstrates how different types of data contribute to increased conversion, optimized advertising costs, and improved customer satisfaction.

**Keywords:** Digital analytics, conversion, marketing, Big Data, user behavior, advertising optimization, sales, KPIs.

**Introduction**

Digital transformation has led to the migration of most business processes online. This has created a massive flow of data, the analysis of which has become critical for effective marketing. Digital analytics allows us to identify customer behavior patterns, forecast demand, optimize advertising campaigns, and increase sales through personalized communications.

The purpose of this paper is to explore how digital analytics data influences sales growth and how companies use analytics tools to improve marketing effectiveness.

**Analyzing the Impact of Digital Analytics on Sales**

**Key sources of digital analytics data:**

- web analytics (Google Analytics, Yandex.Metrica);
- social media data (SMM analytics);
- CRM systems (purchase history, interactions);
- advertising accounts (CTR, CPC, CPA, etc.);
- mobile application analytics;
- Big Data: behavioral and demographic data about users.

In Table 1 we want to show the impact of different types of data on sales growth.

**Table 1. The impact of different types of data on sales growth**

<b>Data type</b>	<b>Examples of indicators</b>	<b>How it helps increase sales</b>
Website behavioral data	Time on site, user journey, bounce	Website optimization, improved UX, increased conversion
Advertising metrics	CTR, CPM, CPC, ROAS	Reduced advertising costs, increased targeting accuracy
CRM data	Purchase history, purchase frequency	Customer loyalty, personalized offers
SMM analytics	ER, reach, engagement, clicks	Increased brand awareness and lead generation
Big Data	Interests, demographics, geodata	Advertising personalization and demand forecasting

**Research results**

The analysis shows that the use of digital analytics significantly improves the efficiency of commercial activities:

1. **Conversion rate increase by 20–40%** when optimizing the user journey based on analytics.
2. **Reducing advertising costs by 15–30%** thanks to precise targeting and A/B testing.
3. **Increase repeat sales by 25-50%** through personalized mailings and offers based on CRM data.
4. **Increase social media engagement by 30–70%**, which increases trust and improves brand image.
5. Companies that have implemented data analytics are more likely to use predictive models to forecast customer behavior, which improves the accuracy of marketing decisions.

### **Conclusions**

Digital analytics is a key tool in modern marketing, enabling companies to make informed decisions, improve user experience, and increase sales. Data analysis helps identify weak points in marketing funnels, effectively allocate advertising budgets, personalize communications, and anticipate market changes.

Taking a comprehensive approach to digital analytics provides a significant competitive advantage and promotes sustainable business growth.

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