

Cross Channel Analysis using Digital Transformation and Digital Ecosystem

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Abstract: For organizations, the rise of digital channels and the networked nature of the digital ecosystem have brought up both new opportunities and difficulties. An overview of the importance and advantages of cross-channel analysis in relation to digital transformation and the digital ecosystem is given in this abstract. Digital transformation is the process of integrating digital technologies into every facet of a business, radically altering how it functions and provides value to its clients. Analysis of cross-channel interactions is essential to the digital transformation process. In order to obtain a comprehensive understanding of client interactions and behaviour, it entails the collecting, integration, and analysis of data from several digital contact points. The network of digital platforms, gadgets, and technologies that are interconnected and allow for the movement of data and interactions.

Keywords: *Digital marketing, digital transformation, keyword research, search engine optimization, social media marketing.*

I. INTRODUCTION

Matching the algorithms of various digital media (such as Google, Yahoo, etc.) with our website algorithm is known as cross-channel analysis, and it is made possible with the aid of digital transformation. Digital marketing is the area of marketing that promotes goods and services via the use of the Internet and web-based digital technology, including PCs, mobile devices, search engines, and various other digital media.

This technique involves preserving the digital ecosystem without resorting to white-, black-, or grey-hat hacking by employing ethical and natural techniques like SEO. The process of making a website or its content more visible and highly ranked on search engine results pages is known as search engine optimization, or SEO. The notion of employing the keyword research process to locate pertinent terms and phrases that prospective visitors could use to find you content.

II. METHODOLOGIES

1. Data Collection: Determine which sources of information you'll need to use for your study. This could include data from social media, website analytics, customer reviews, sales statistics, and more. Make sure you have access to the data sources and the required permissions.

2. Data Integration: Combine information from several digital channels into a data warehouse or central repository. To clean, transform, and integrate the data, use technologies and techniques like ETL (Extract, Transform, Load) procedures.

3. Data Analysis: To comprehend the properties of your data, do exploratory data analysis (EDA). Make excellent

use of data visualization approaches while presenting your findings.

4. Digital Ecosystem Analysis: Examine the partnerships, platforms, and technologies that make up your company's digital ecosystem. Examine the interactions between the many components of the digital ecosystem and impact on each other.

5. Project Documentation and Presentation: Make sure you record all of your data sources, analysis methods, methodology, and conclusions. To effectively explain your findings and recommendations, prepare a succinct and easy-to-understand presentation of your research.

6. Implementation strategy: Create an implementation strategy, if necessary, for the suggested enhancements and modifications to the digital ecosystem and initiatives related to digital transformation.

III. LITERATURE SURVEY

1. P.K. Kannan: Since tracking started in 1999, the ratio of online sales to total retail spending in the United States in 2015 was 7.4%, the highest amount ever (Phillips, 2015). Businesses now stress the value of developing a "digital relationship" with clients (Phillips, 2015). This essay aims to comprehend the ways that advancements in digital technology are changing the marketing process and strategy, as well as the consequences of this change for future study in the wide field known as "digital marketing."

2. Pedro R. Palos-Sanchez, Jose Ramon Saura, and Marisol B. Correia: The application of digital marketing (DM) and social media marketing strategies to maximize return on investment (ROI) in electronic commerce (EC) has been one of the most significant changes in the business

environment, according to various research conducted in the last ten years. This fact has prompted many authors to discuss and investigate the emerging digital industry.

3. Mr. Deepak Verma and Dr. Madhu Bala: "Achieving marketing objectives through applying digital technologies" is the simplest way to characterize internet marketing (Chaffey et al., 2009). Digital marketing refers to the application of technology to support marketing initiatives with the goal of better understanding customers by aligning demands (Chaffey, 2013). Businesses in the industrialized world have come to understand the value of digital marketing.

IV. WORKING

1. Establish Your Objectives: Indicate how you want to drive conversions such as leads, sales, and income with a given return on investment.
2. Determine Your Target Audience: This aids in the development of a practical digital marketing plan for more effective advertising.
3. Set a Budget for Each Digital Channel: To ensure smooth organic customer traffic and financial returns, clearly define each digital channel after deciding on your digital marketing approach.
4. Create an Effective Digital Marketing Strategy to Find New Prospective Buyers for a Small Investment by Finding a Balance Between Paid and Free Digital Strategies. It also offers long-term, sustainable success with its base in social networking, SEO, and rich content.
5. Produce Captivating Content: Once you've worked out a budget with potential clients, you can market captivating content across a range of platforms to drive sales, increase brand awareness, and improve lead generation.
6. Make Your Digital Assets Mobile-Friendly: The success of any digital marketing effort depends on mobile marketing. By turning web pages into user-friendly applications, you can reach a wider audience and encourage them to interact with and purchase the things your business sells.
7. Perform Keyword Research: Reaching the intended audience with your marketing material revolves around keywords. Consequently, in order to optimize your website and content for SEO and make sure that people can find your business through search engines and social media channels, you must do keyword research or social media keyword research.
8. Iterate Depending on the Analytics You Measure: This tactic aids in maintaining a successful campaign over time. To ensure consistent visitor traffic, use analytics to track and regularly update your website's pages.

V. DISCUSSION

Our objective in doing this study was to rank our e-commerce website using social media marketing and search engine optimization. With the aid of the digital ecosystem and digital transformation, we launched our women's fashion and necessity e-commerce website on Google. We researched Google's search engine and infrastructure to make sure our website would reach the intended audience. To ensure that visitors are utilizing the right keywords to reach our website, digital marketing also entails keyword research and search engine optimization. We use email chimp, blogging, and social media marketing as our primary digital marketing platforms. Our e-commerce website's front end was built with HTML, CSS, and JavaScript, while the back end was built with Java and XML. Our main motive of digital marketing is to rank our website on google search engine to reach maximum number of people around the selected region.

VI. CONCLUSION

Finally, it is concluded that The Credit card is an intrinsically secure device. Credit cards have proven to be useful for media Eventually replacing all of the things we carry around in our wallets, including credit cards. The credit card can be an element of solution to a security problem in the modern world. Future research could focus on identifying new features or combinations of features that could provide deeper insights into transaction patterns. Advanced feature engineering techniques like feature selection algorithms and domain-specific feature creation could be explored.

VII. REFERENCES

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