KPR Institute of Engineering and Technology

Learn Beyond **(Autonomous, NAAC "A")**

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CS048

NBA Accredited
(CSE, ECE, EEE, MECH, CIVIL)

IMPACT OF GOOGLE ANALYTICS AND GOOGLE TAG MANAGER IN DIGITAL MARKETING

Event No	CS048
Organizing Department	Computer Science and Engineering
Date	11/03/2023
Time	11:00 AM to 12:00 PM
Event Type	Seminar
Event Level	Dept. Level
Venue	Galaxy Hall
Total Participants	41
Industry Personnel	1
Faculty - Internal	2
Students - Internal	38

Related SDG

4 QUALITY EDUCATION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Resource Persons

SI	Type	Name	Designation	Company	Email	Phone
1	Resource Person	Viknesh B S	Senior Systems Engineer	Infosys	vikneshbs@gmail.com	xxxxxxxxxx

Involved Staffs

SI	Name	Role
1	Yuvaraj N	Convenor
2	Jenifa G	Coordinator
3	Aswathy R H	Coordinator

Outcome

Introduction to web analytics, Google analytics, Google tag manager
Importance of Google analytics, Google tag manager in digital marketing
Working of Google Analytics tools

Event Summary

The resource person Mr. Viknesh B. S visited our campus by 10.45 am. He was introduced by Dr. Aswathy R.H and the session started exactly by 11.00 AM.

Marketing of Products and Services through the use of digital technologies, mainly through the internet, including smartphones and other digital medium falls under the umbrella of Digital Marketing. Web Analytics is the measurement, collection, analysis, and reporting of web data to understand and optimize web usage. Web Analytics is a part of Digital Marketing.

The points discussed with students are:

1. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.
2. Collects data from your websites and apps to create reports that provide insights into your business.
3. Provides statistics and basic analytical tools for Search Engine Optimization (SEO) and Marketing Purposes
4. Google Analytics has Standard (Free) and GA4 360 (Premium)
5. Latest Google Analytics version is 4 (GA4) which replaces Universal Analytics (UA) aka GA3
6. Structure of Google Analytics 4
7. Report generation with GA4

Google Tag Manager: It gives the ability to add and update tags for conversion tracking, site analytics, remarketing.
1. Benefits of Tag Manager

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• Less Code changes
• Fast Testing and deployment of tracking codes
• All tags are controlled in one place
• Built-in tag templates (Example: Google Analytics, Google Ads)
• 3rd party tag (Example: Facebook, Twitter, LinkedIn)
• Simple event tracking
The session ended by 12 pm and there was an interaction session with students till 12.15 pm.

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