

[As a Digital Marketer](#) or website owner, you have a lot to do when it comes to determining whether you are going to succeed or not. In order for you to succeed, you need to keep an eye on your data.

You have to continue to analyze your data and compare the past with the present in order to predict what is likely to happen in the future. That is where web intelligence comes in.

In this article, I want to talk about some of the facts that you need to know about web intelligence in Digital Marketing. Follow me as we are going to look at that together in this article.

Web intelligence can be seen as a combination of analytics and web intelligence. It has to do with the process of analyzing data from different channels that you have.



These are otherwise known as your touchpoints. After you might have done your analysis, you will now need to use that to draw conclusions about your websites.

This will allow you to determine what are the factors that are driving traffics to your website. What products are your target audience interested in as well as other factors and indices that can allow [you to raise exit barriers for your customers?](#)

So when you are comparing web analytics in order to make decisions on how you can move your website forwards, it is known as web intelligence.

Also, web analytics as a concept defines how visitors interact with your website. It allows you may not have otherwise observed your website. Once you have proper analytics set up for your website.

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It will gather all the data that you need about the website and help you to analyze the traffic and draw up conclusions about what is actually happening on your website.

This will allow you to make reasonable decisions based on what you have discovered.

Business intelligence can be seen as the process of using data related to customer purchasing patterns, demographics, and the latest trends to make effective business strategic decisions.

Also, for organizations expanding their businesses in the global marketplace, it is essential to analyse how customers view the company's website and learn about their products and services and further take buying decisions in order to gain access and survival in the marketplace.

You should know that if there is a disconnect between you and your customers, the conversion rate will be very low, but when you carefully understand your prospects and customers, you can raise the exit barrier for them.

Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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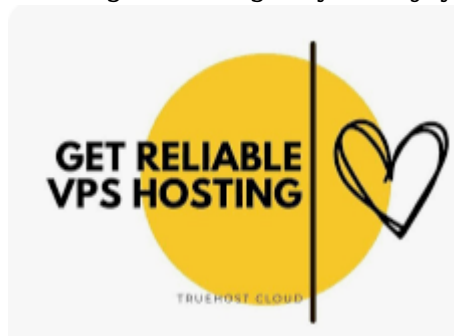
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