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"A Review of Using Business Intelligence (BI) in Digital Marketing"

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Abstract

Producing a product or service that accomplishes a consumer requirement is necessary for a small business to reach a success, but a durable concept only is not sufficient to ensure profitability. Small businesses have to convince and influence the consumers to try a new product and find ways to supply those products to consumers to be successful. Computers are used as a powerful tool for supporting small companies in many aspects of marketing new products and services.Digital marketing one of the type of marketing used widely nowadays. In this type of marketing companies do marketing of their products or services by using digital technologies. This involved mostly the Internet, mobiles, display advertising or any other digital medium.

Business Intelligence (BI) can assist and support companies to increase and enrich their competitive edge with the use of data and turn data effectively into actionable insight. BI solutions make data accessible for official users and empower them to correlate with competitive intelligence from one secure, centrally managed data warehouse. This paper discussed about the advantages of using business intelligence in field of digital marketing.

Keywords: Business intelligence (BI), Digital marketing, Search Engine Optimization (SEO), Conversion rate optimization (CRO), pay-per-click (PPC), Artificial Intelligence (AI), Customer Relationship Management (CRM), Return of Investment (ROI), Decision Support Systems (DSS), Page Speed Insights (PSI)

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