Analysis of online marketing data of e-commerce enterprises

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Abstract: The rapid development of e-commerce has profoundly changed social production and people. The total retail sales of e-commerce, which account for the retail sales of social consumer goods, is increasing. E-commerce enterprises are easily accessible vital data statistical indicators which use these data indicators to improve extraction .It is the efficiency of website operation. With the rapid development of e-commerce, the current e-commerce enterprises are the lack of marketing data in the small commodity industry. Analysis and collation, which is lack of effectiveness, means methods to excavate. Meanwhile, the enterprise data is out of the question when the statistical caliber among enterprises inconsistency. The statistical contents are also quite different. Small Commodity E-commerce enterprises do exist. Marketing is an important part of enterprise to manage. The development of enterprises is of great significance. It is mainly based on what you are in charge of grasp the market situation. It takes a series of measures to promote product sales. There are market fields to develop activities because of many enterprises which is neglect in marketing decision when making the use of some business data. The marketing analysis is still staying in the data ,which is simple summary, can not be used for market and production. In-depth and detailed analysis of products, marketing and competition, which is a simple place to rely on so-called experience in marketing decision-making that leads to marketing and market disconnection. It can not reach the purpose of marketing. I think that we must pay attention to the data in the marketing process. Decisions must be based on data analysis of adequate and scientific that which can enhance the pertinence and effectiveness of marketing decision-making.

China's e-commerce began since it has gone through 18 years. At present, there are more than 40,000 e-commerce networks in China. Station, trading volume is also rising. Domestic e-commerce has also developed from the initial competition of several big websites such as Alibaba Group .At present, "hundred schools of thought contend" state. However, e-commerce is like a double-edged sword, which brings opportunities as well as opportunities to everyone. Countless challenges have come. The vigorous development of e-commerce has accelerated the extension of market economy in the field of information network resources. When entering the prosperity of market economy, the marketing concept has been developed in the era of e-commerce. Marketing characteristics whose information dissemination in e-commerce era is simple and fast. The tools of social media builds overlapping virtual social networks. In an instant, information can be spread to thousands of audiences which covers more audiences at relatively low cost. The incorruptible scope of

dissemination goes across geographical constraints. The vigorous development of e-commerce has attracted more and more traditional enterprises to enter the blue sea of e-commerce. Through the establishment of their own network sales platform, traditional enterprises cooperate with other platforms in order to develop their own e-commerce business. Customer groups are different from the traditional ones. Product details have been expanded which increases the marketing ability as well as the profitability of the enterprise's product business. At the same time, it points that business exhibition becomes service experience area which can realize the new marketing mode of online marketing and offline experience. Compared with the traditional marketing mode, the E-commerce era tends to take customers as the main body .It takes customers as the main consideration. In modern society, information is changing rapidly. Among many kinds of information, marketing information should attract users 'attention. The analysis of potential consumer keeps motivation of user groups in order to guide customers to pay attention to products or services whose interests to e-commerce era of communication

1. Establishment of Marketing Data Indicators

In order to solve the problems, enterprises have increased .The number of visitors is independent websites enterprises which invests a certain amount of money into the canal in terms of sales and other indicators every year. The advertisements whose popularity of well-known websites, such as Google and Yahoo, is particularly prominent. Online battle of Multi-form with input takes as the main part. The two-dimensional codes and forums are the supplement where enterprises can not understand the actual effect of online marketing. The current problem is how to deal with some of the pre-transaction whose trade is still active. After the data acquisition and mining, our market can be improved under the data of various e-commerce which enhances the efficiency of online operation of the website whose rate of return is prevalent to investment.

2. The organizational and technical framework of Marketing Analysis

The analysis of organizational and technical framework of marketing is marketing data which is on the basis and premise of research. Enterprises have to establish scientific marketing analysis that can make full use of this data in order to be smooth. To facilitate data analysis, it is better that to understand the data analysis is looking as the core component of organizational framework and technical framework. Specifically, enterprise marketing should know the energy from the existing information. It obtains for enterprise management. What is the significance of marketing decisions? At the same time, we should find the current marketing decision-making. Deficiencies in data analysis and specific techniques are based on existing problems. Therefore, it is necessary to construct index data which can give each quantitative index marked to measure the marketing effect. It is targeted to set establishment of actual traffic index of 11 websites and traffic indicators that are mainly used to describe the number of visitors to a website. Quality is the basis elements of E-commerce data analysis. The part of the main indicators includes the number of visitors returned and visited. The depth of visits has number of inbound visits, number of jumps, rate of jumps, residence time, etc.

3. Establishment of 12 Indicators of Advertising Effect Conversion

Indicators who in this area are mainly used to describe the interaction between visitors and websites .They are used to help websites determine whether they have met the expectations of website construction objective. Conversion is a generalized concept in which visitors visit websites. In the process, all valuable actions can be recorded as transformations. E-commerce is common

transformation goals, including registration, collection, entry and purchase etc. Not long ago, the All-China supply and marketing cooperative has issues on accelerating the development of e-commerce. It is understood that system of supply and marketing is cooperative to establish a national electronic commerce. Business platform, which is to be in B2B mode, is massive commodity which exchanges easy-based on agricultural products .Rural E-Commerce services are mainly characterized by various types of operation within the supply and marketing cooperative system whose subject is as the object of service in order to build a supply-marketing partnership in an all-round way. General Manager of China Supply and Marketing Electronic Commerce Co., Ltd. Liu Guosheng said that marketing cooperative system research on the Current Situation of E-commerce Development according to the previous period for the entire supply. It is the need of system development of E-commerce.

4. Establishment of specific indicators for enterprise advertising promotion

Specific indicators of corporative advertising are mainly used to describe the promotion of websites. The overall effect of the promotion is taken by the online marketing effect. In most e-commerce enterprises, advertising promotion mainly reflect the paid advertising companies.

Publicity is on Internet media in the form of Wechat whose platform promotes cost to the main e-commerce enterprise website. It is the cost of promoting content. The length of time advertised refers to the promotion content. The time that has span of the presentation is used to describe the payment priced for the duration of the presentation of advertising fee. The number of advertisement content is displayed reasonable action of commercial. In order to solve PVs for this content, thousands of showcases are competitve including 1000 showcases of advertising content. The fee, which is paid for the second time, is usually used to describe the payment priced by the amount of exhibition. Data planning and collection are undoubtedly at the core of this process. Without data planning and collecting data analysis, the market becomes air pavilion which the resulting marketing decisions are likely to deviate from the development of market economy requirements. It is only in the grasp of certain data collection whose ideas and methods are vital.

In order to collect enough objective data for the implementation of marketing, the analysis lays a solid foundation for data. In this respect, marketers should not be difficult to grasp the scope of the data that is collected as long as it is clear. Marketing-related data is all within their scope, such as product sales data, price data, competitor data, promotional data, product classification data, and so on. After clarifying the scope of data collection, marketers should be correctly used into practice. There are actually many ways to grasp data sources in order to collect data as sample front-line sales staff. It should be noted that no matter which way it is used, path of collecting data must be screened accordingly to make it useful. There is a certain core issue which is representative and objective. The data should be filled in the planned and designed data sheet for operation. Sales personnel use it uniformly. In this process, some common ones can be used .Data collection and statistical means financial statements which are sales statistics that reduce the marketing staff data analysis work, such as site statistics. Advertising Link Click-through refers to the links and other content that are put in the advertisement for customers.

5. Conclusion

The investment of online marketing is vital and indispensable for e-commerce enterprises. In this paper, it is the current situation of daily visits of customers to websites which are discussed. There is question analysis that the collection of online marketing raw data has established index models at all levels. Finally, the value evaluation system of online marketing whose specific system design is carried out. The application of the system will enable enterprises to optimize advertising conversion

effectively. The causes of performance are fluctuation as well as controlling industry and performance. It focus on commodity operation.

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