24th International Scientific Symposium
Strategic Management and Decision Support Systems in Strategic Management

17th May, 2019, Subotica, Republic of Serbia

Violeta Gligorovski
Faculty of Economics –Prilep
Prilep, Republic of North Macedonia

Gjorgji Mancheski
Faculty of Economics –Prilep
Prilep, Republic of North Macedonia

Agim Mamuti
Mother Teresa University, Skopje
Skopje, Republic of North Macedonia

THE IMPORTANCE OF THE ACQUISITION OVERVIEW REPORT USING GOOGLE ANALYTICS TO MEASURE THE PERFORMANCE OF VARIOUS TRAFFIC SOURCES IN A DIGITAL ECONOMY

Abstract: A new, digital economy would be introduced and a short comparative analysis would be made between the old and the new digital economy as we are approaching new cyber era ahead, where material capital would have no meaning. Also, the aim of this paper is to show the importance of the acquisition overview report and how it allows us to measure the performance of various traffic sources (channels) through behaviour and conversion analysis or how visitors arrive to your web site (on line business). Analyses shown in this paper were made for a 4-month period of time. Using Google analytics will help us explain the meaning of the referral, social, direct, organic search and display users. Also, we can see how businesses are moving forward from material to digital space.

Keywords: acquisition, traffic, digital economy, behavior, conversion, material economy

1. INTRODUCTION

The most radical change that has been manifested in the last two decades in the economy is the rise of information, new or digital economy, and thus the virtual space in which the information is produced, distributed and consumed. Unlike the real, the virtual space implies the dematerialization of the world, that is, the logical projection of the evolutionary mind. Virtual space is an extract, i.e. an essential product of the communication act. With the acquisition of communication sovereignty, today users benefit from the benefits of multidimensional virtual space, whereby information becomes an undeniable resource for increasing the economic power of society in general. The new economic paradigm is based on the achievements in the information-communication technology, so that the Internet, as a distribution channel, becomes an endless cosmos to the monitor, and today, with the emergence of the smart-mobile phone, the real space is completely redefined, that is, within its framework the virtuality is applied, whose benefits are intensively projected in the economic sphere. In this context, Baudrillard J. (1988) emphasizes that "if the industrial age is characterized by an explosion of goods, science and technology, then this semicircular society is characterized by implosion between the boundaries of the real and the hyperreal." Mychilo Cline stated that„We will see the emergence of the virtual economy and the virtual economy will become intertwined with real world economies(2009)“. Namely, today's network markets are open to all companies, but only some of them use the benefits of e-commerce. In particular, those companies that use EDI (indicator of customer and supplier concentration) are more easily involved in business-to-business electronic commerce (and such are mostly automotive companies, computer equipment industries, etc.), so their benefits are projected through: reduction of administrative,

transactional and operational costs (using just-in-time deliveries, on-line sales, TQM, know-how, etc.), achieving diversification of products and / or services, reducing production cycles and creating a space for innovation (through partnerships and collaboration in defining ideas, using intellectual capital and adopting new knowledge), increasing transparency in the formation of prices, etc.

2. MATERIAL VERSUS DIGITAL ECONOMY

Virtualization of the economic real space is a kind of implication of information and telecommunication development and it arises as a consequence of the newly emerging conditions in which the companies persist. A precondition for it to be the space of an entirely new economy is social virtualization, which means that every segment of human existence gets a new status in this space, just as it does with human activity itself. Hence, the new economy is a consequence of functioning according to new rules and principles. The old industrial economy operates in a real economic space, in a definite time and space, according to certain principles and rules, with the main role of physical capital. In such an economy dominates the physical, versus the virtual existence, which now becomes the main engine and motivator of the new economy. As the expert group from the European Commission stated „The digital economy is the result of the transformational effects of new General-Purpose Technologies (GPT) in the fields of information and communication. It has impacted all the sectors of the economy and social activities, for instance: retail, transports, financial services, manufacturing, education, healthcare, media and so on. It has implications much beyond the Information and Communication Technology (ICT) sector".

The digital economy was promoted spontaneously, quietly and intensively, in a space that until quite a certain period was completely unknown to users, as well as for the powerful companies in the world. In a race for profit and position on the global market, companies have adopted a different concept of action, which is the basic difference between the virtual and the real economic space. This new concept of action implied full reconceptualization of companies, mainly in their organizational structure, human resource management and in general the overall market-oriented strategy of business entities. The rigorous hierarchical organizational structure in the old economy is now replaced by a democratic organizational structure, with human resource management being crucial to the success of companies. However, as the Lehdonvirta & Ernkvist stated „The "digital economy" of online services and abundant digital contents that developed in the late 1990s has given rise to new kinds of entrepreneurship and earning opportunities. So, exploiting these opportunities has required advanced skills and technologies that place them outside the reach of developing countries and poor and uneducated people(2011).„

What pretended to be a key mechanism in the old organizational structure was the hierarchical position of the manager of the company and the remaining managerial team. Such a mechanism required that attitudes and strategies be accepted without notice, exclusively because they were imposed by the management function, so that it represented a closed system for which there is no place in the virtual economy, because knowledge and intellectual capital are the main driving force of modern companies. Linear thinking, as an essential characteristic in the structure of companies today is replaced by dynamic cyclical thinking, and the main goal is to achieve a higher creativity that will certainly contribute to greater economic growth, development and success. The new strategy of companies operating in the virtual space raises new attitudes not only inside the company, but also outside to consumers, customers and stakeholders.

The information "bomb" does not mean the complete destruction of the physical, but the destruction of the old communication structures and the creation of a different virtual reality.

According to Vilem Flluser (1993) the question arises: "what does the term" information society "mean? Information society is, in fact, the one that is increasingly important to produce clean information, and less important production of informed items. "So, the virtual economy today becomes an indispensable segment of every company, that is, it is a catalyst for its economic development. The virtual economy is characterized by several major segments that, in fact, present the key differences between it and the old economic paradigm.

Namely, the very complexity of the economy implies a situation in which changes occur slowly and continuously, i.e. along with new technological and communication invasions. Thus, in the eighties of the 20th century there is a new theory of economic growth developed by P.Romer and many other economists,(1990) according to which "technological progress is the central indicator of economic development".

This new theory interprets technological changes as processes that directly depend on the action of each individual company, and the action, in turn, is stimulated by the technological changes themselves. The basic segments in which the virtual economy penetrates the real old economy are the following:

- Material production requires fewer employees, which means that the approach to human resources is completely reorganized,
- Development of a global communication infrastructure,
- Globalization versus spatial restriction,

- Non-material capital and knowledge are emphasized;
- Access to information is imminent, and so on.

The virtual economy is based on software and communication. This new economic paradigm is also generally referred to as a "weightless economy", because it is based on knowledge. As Andre Grimaud sad „the case where intermediate goods are replaced by knowledge goods in which ideas are embodied(2008)".

With the advent of the Internet, there is an Internet economy, which is directly implied by the Internet infrastructure, that is, all those companies that profit from the components that make up this particular infrastructure. The virtual space has changed the way companies in the world operate, not only at the local level, but also in the global market, where international connections are created at the global level, the way of communication changes, the business of companies is more efficient, because the transmission time of the information is reduced to seconds, and so on. In this way, operating costs are drastically reduced, and that is the main goal of any company that seeks to be competitive on the global market. According to OECD, „Digital economy is an umbrella term used to describe market that focus on digital technologies. These typically involve the trade of information goods and services through electronic commerce (2012) ".

Virtualization of business processes offers innumerable possibilities, and the presence of companies on the Internet, in one form or another, certainly positively affects their profitability. This is a particularly important strategic position that every company should possess. The changes that have taken place in recent years in the field of information technology and the impact they have on the economy are not reversible processes, which means that business entities, consumers and society as a whole become bearers or designers of the changed concept of action. So, all the businesses are moving forward, from material to digital. According to Gligorovski, „The pixel in the virtual world has enormous economic power, especially when it comes to its financial value in the sphere of advertising (advertising activities). How much the pixel value can reach, or how much you can earn from it, depends mainly on the strategy used or simply on the idea of how to achieve it(2018)".

Here we have made an analysis of an actual page, so we can see how the businesses are digitalized. All businesses are performing in the virtual space, so we are using Google Analytics to measure the performances of the page. Web page is the final digital form of a business. (Here we are analysing the www.vegansproducts.com, page that doesn't sell any products (just an idea of vegan lifestyle), yet, but is using Google ads for financial benefit.)

3. ANALYSES OF AN ACTUAL PAGE

Google analytics can help us find out how an actual web site is performing. This powerful platform provides you with the tools you need to measure site traffic, conversion, behavior and ad performance, and will help us understand how people use your website, or how they are approaching to your web oriented business. Google Analytics helps you view these referrals, which then add to your understanding of how customers find your website and what they do once they get there. Referral traffic can be a strong indicator of which external sources are most valuable in helping your business achieve its goals. The originating site is called a "referrer" because it refers traffic from one place to the next. ***Referral traffic*** is traffic that occurs when a user finds you through a site other than a major search engine.

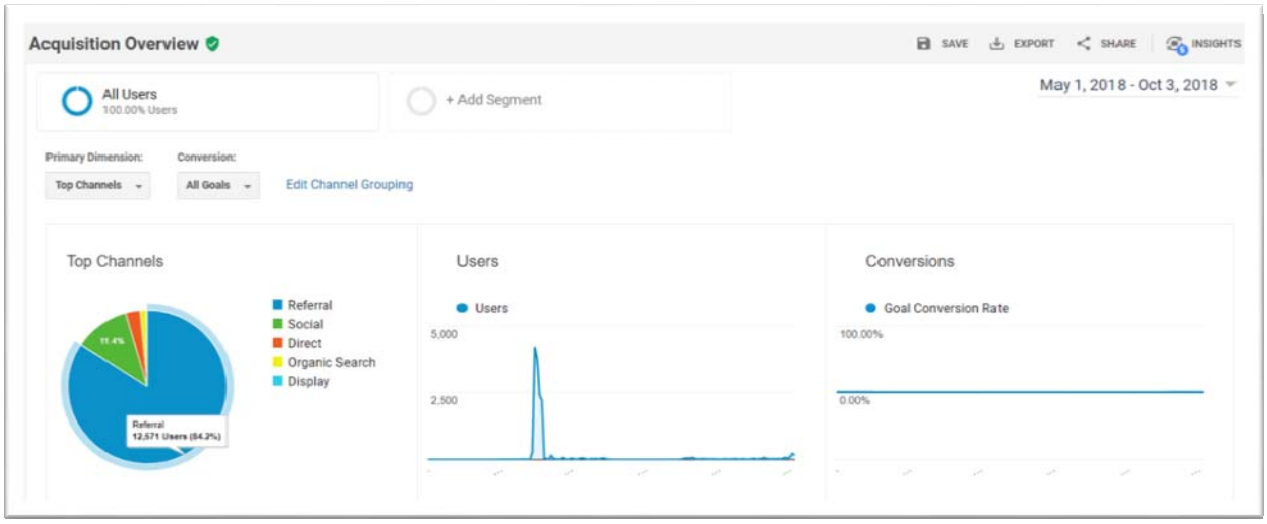

Image 1: Acquisition Overview
Source: www.vegansproducts.com

Social traffic refers to traffic coming from social networks and social media platforms, such as Facebook, LinkedIn, Twitter, or Instagram. ***Direct traffic*** can include visits that result from typing the URL directly into a browser, as the simple definition suggests or any traffic where the referrer or source is unknown. Analytics separates traffic that arrives at your site through a search engine result from traffic that arrives through other referring channels, like paid advertisement or another site that links to yours. In your reports, this traffic segment is called organic search traffic.

Organic is Traffic from search engine results that is earned, not paid. ***Paid search***: Traffic from search engine results that is the result of paid advertising via Google AdWords or another paid search platform***. Email:*** Traffic from email marketing that has been properly tagged with an email parameter. Other If traffic does not fit into another source or has been tagged as "Other" via a URL parameter, it will be bucketed into "Other" traffic.

Image 2: Acquisition, Behavior, Conversion
Source: www.vegansproducts.com

	Default Channel Grouping	Acquisition			Behavior			Conversions		
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		14,847 % of Total: 100.00% (14,847)	15,040 % of Total: 100.01% (15,039)	15,750 % of Total: 100.00% (15,750)	75.66% Avg for View: 75.66% (0.00%)	1.39 Avg for View: 1.39 (0.00%)	00:00:18 Avg for View: 00:00:18 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1.	Referral	12,571 (84.23%)	12,712 (84.52%)	12,894 (81.87%)	74.42%	1.35	00:00:08	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	Social	1,700 (11.39%)	1,673 (11.12%)	1,970 (12.51%)	82.13%	1.48	00:00:46	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	Direct	446 (2.99%)	447 (2.97%)	617 (3.92%)	78.93%	1.87	00:01:30	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	Organic Search	179 (1.20%)	179 (1.19%)	236 (1.50%)	78.39%	1.61	00:02:22	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	Display	29 (0.19%)	29 (0.19%)	33 (0.21%)	93.94%	1.09	00:00:33	0.00%	0 (0.00%)	$0.00 (0.00%)

Image 3: Channels
Source: www.veganspproducts.com

As we can see from the image above, the sample page that we analyse www.veganspproducts.com has 15.039 users, of which, 12.571 users come to the page from referral search, 1700 of the users come to the page from social search, such as Facebook, Instagram etc. Then, from direct search from browsers we have 446 users, 179 visitors are from organic search and 29 from display.

For a long time, digital marketers summed up the properties of direct and organic traffic pretty similarly and simply. To most, organic traffic consists of visits from search engines, while direct traffic is made up of visits from people entering your company URL into their browser. This explanation, however, is too simplified and leaves most digital marketers short-handed when it comes to completely understanding and gaining insights from web traffic, especially organic and direct sources. Beyond organic and direct traffic, you must understand the difference between all of your traffic sources and how traffic is classified. Most web analytics platforms, like Google Analytics, utilize an algorithm and flow chart based on the referring website or parameters set within the URL that determines the source of traffic.

	Source / Medium	Acquisition			Behavior			Conversions		
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		14,847 % of Total: 100.00% (14,847)	15,040 % of Total: 100.01% (15,039)	15,750 % of Total: 100.00% (15,750)	75.66% Avg for View: 75.66% (0.00%)	1.39 Avg for View: 1.39 (0.00%)	00:00:18 Avg for View: 00:00:18 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1.	trackvisitsnow2.com / referral	12,439 (83.15%)	12,590 (83.71%)	12,730 (80.83%)	74.30%	1.35	00:00:08	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	m.facebook.com / referral	1,329 (8.88%)	1,311 (8.72%)	1,455 (9.24%)	86.80%	1.24	00:00:23	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	(direct) / (none)	446 (2.98%)	447 (2.97%)	617 (3.92%)	78.93%	1.87	00:01:30	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	facebook.com / referral	245 (1.64%)	243 (1.62%)	263 (1.67%)	76.43%	1.46	00:01:04	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	google / organic	173 (1.16%)	173 (1.15%)	230 (1.46%)	78.70%	1.60	00:02:26	0.00%	0 (0.00%)	$0.00 (0.00%)
6.	trackvisitsnow.com / referral	89 (0.59%)	67 (0.45%)	91 (0.58%)	85.71%	1.16	00:00:04	0.00%	0 (0.00%)	$0.00 (0.00%)
7.	l.facebook.com / referral	86 (0.57%)	79 (0.53%)	103 (0.65%)	69.90%	2.46	00:01:40	0.00%	0 (0.00%)	$0.00 (0.00%)
8.	trackvisitsnow3.com / referral	46 (0.31%)	30 (0.20%)	46 (0.29%)	97.83%	1.02	<00:00:01	0.00%	0 (0.00%)	$0.00 (0.00%)
9.	lm.facebook.com / referral	38 (0.25%)	32 (0.21%)	140 (0.89%)	53.57%	3.24	00:03:35	0.00%	0 (0.00%)	$0.00 (0.00%)
10.	google / cpc	29 (0.19%)	29 (0.19%)	33 (0.21%)	93.94%	1.09	00:00:33	0.00%	0 (0.00%)	$0.00 (0.00%)

Image 5: Source

Source: www.veganspproducts.com

From this image we can see the medium/source which the visits come from are from referral sources, and some organic sources. Also we can see segments as the Acquisition, Behavior, and Conversion. As we can see from the Figure 1, there are 14.847 **users** on this page and 15.040 **new users**. The main difference between users and new users is that the Google analytics does not count the returning users, so new users are some that return to the page.

There are total of 15.750 **sessions,** which means that there are groups of interactions that take place in your application within a given time frame. A single session can contain multiple screen or page views, social interactions, and events. In Google Analytics, a **page view** is a single viewing of a Web page. This means that any time the page is loaded by the user's browser, the number of page views is incremented. If a user visits the same page multiple times within a single session, each viewing of the page will add to its page view count. Also, if the user refreshes the page in their browser, this counts as a new page view. For this reason, page views are sometimes seen as being of limited significance. For example, if the same user views the same page five times as part of a single session, this is different from five users viewing that page independently. As we can see there are 1.39 Pages per session which means **Pages**

per Session: the average number of pages viewed during a session on your website. More pages per session means that users are more engaged and exploring more of your site. Average **Session Duration**: the average length of visitors' sessions. Again, longer sessions indicate that users are more engaged. For this page is 00.0018 sec. And the **Bounce rate** is 75.56% which is not good because Bounce Rate: the percent of visits that are single-page only (i.e. people who visit one page and leave). Usually, a high bounce rate is a sign that people are leaving your site (or a certain page) because they aren't finding what they are looking for.

4. GOOGLE AD IN FORM OF LANDING PAGE

When you are creating an ad on a web page, using Google analytics we can measure how the ad is performing. Here is the ad in a form of a landing page, and landing page is referring to a free e-book about veganism. We can see that we spend 13 dollars on this ad, then we gain 62 clicks. Cost per click is 0.22 dollars, and there are just 2 users (people who downloaded the book) in 3 sessions.

	Google Ads: Ad Group	Acquisition					Behavior		Conversions		
		Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Completions	Goal Value
		62 % of Total: 39.74% (156)	$13.85 % of Total: 32.51% ($42.60)	$0.22 Avg for View: $0.27 (-18.20%)	2 % of Total: 0.01% (14,847)	3 % of Total: 0.02% (15,750)	100.00% Avg for View: 75.66% (32.16%)	1.00 Avg for View: 1.39 (-28.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1.	Vegan Products	62 (100.00%)	$13.85 (100.00%)	$0.22	2 (100.00%)	3 (100.00%)	100.00%	1.00	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

This report was generated on 10/5/18 at 11:02:15 AM - Refresh Report

Image 6: Google ad
Source: www.vegansproducts.com

	Landing Page	Acquisition					Behavior		Conversions		
		Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value	Goal Conversion Rate
		4,388 % of Total: 100.00% (4,388)	205 % of Total: 100.00% (205)	4.67% Avg for View: 4.67% (0.00%)	20 Avg for View: 20 (0.00%)	230 % of Total: 1.46% (15,750)	78.70% Avg for View: 75.66% (4.01%)	1.60 Avg for View: 1.39 (15.51%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)	0.00% Avg for View: 0.00% (0.00%)
1.	/peta-friend-matrix-movie-star-keanu-reeves-and-alex-winter-are-filming-bill-and-ted-3-movie/	2,126 (48.45%)	166 (80.98%)	7.81%	7.3	158 (68.70%)	92.41%	1.08	0 (0.00%)	$0.00 (0.00%)	0.00%
2.	/drummer-travis-barker-and-daughter-alabama-will-support-march-of-silence-for-animal-rights/	215 (4.90%)	2 (0.98%)	0.93%	14	2 (0.87%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%
3.	/	187 (4.26%)	22 (10.73%)	11.76%	41	45 (19.57%)	46.67%	2.96	0 (0.00%)	$0.00 (0.00%)	0.00%
4.	/costco-sells-1-million-organic-vegan-burgers-in-60-days/	110 (2.51%)	0 (0.00%)	0.00%	54	1 (0.43%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%
5.	/category/products-vegan/vegan-toiletries/	104 (2.37%)	0 (0.00%)	0.00%	72	0 (0.00%)	0.00%	0.00	0 (0.00%)	$0.00 (0.00%)	0.00%
6.	/kim-basinger-and-priscilla-presley-protesting-koreas-dog-meat-trade/	98 (2.23%)	0 (0.00%)	0.00%	76	0 (0.00%)	0.00%	0.00	0 (0.00%)	$0.00 (0.00%)	0.00%
7.	/category/vegan-news/	81 (1.85%)	2 (0.98%)	2.47%	39	1 (0.43%)	0.00%	2.00	0 (0.00%)	$0.00 (0.00%)	0.00%
8.	/joaquin-phoenix/	78 (1.78%)	1 (0.49%)	1.28%	51	1 (0.43%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%
9.	/interview-with-international-procurement-specialist-isabelle-menard-founder-owner-of-silibak/	68 (1.55%)	1 (0.49%)	1.47%	6.3	0 (0.00%)	0.00%	0.00	0 (0.00%)	$0.00 (0.00%)	0.00%
10.	/contact/	67 (1.53%)	1 (0.49%)	1.49%	24	0 (0.00%)	0.00%	0.00	0 (0.00%)	$0.00 (0.00%)	0.00%

Image 7: Lending page
Source: www.vegansproducts.com

In this image we can see which of your content of your landing page has most engagement to your audience. As we can observe we can see the post 1. has the most engagement and as we can see it has 2.126 impressions, So, by using Google trends you can also know which of the information on the internet is new and has the ability to write a post that would be attractive to people. Also, if you are planning to have an ad you can observe the trends and know what attracts people the most.

Country	Acquisition					Behavior		Conversions		
	Impressions ↓	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value	Goal Conversion Rate
	4,388 % of Total: 100.00% (4,388)	205 % of Total: 100.00% (205)	4.67% Avg for View: 4.67% (0.00%)	20 Avg for View: 20 (0.00%)	230 % of Total: 1.46% (15,750)	78.70% Avg for View: 75.66% (4.01%)	1.60 Avg for View: 1.39 (15.51%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)	0.00% Avg for View: 0.00% (0.00%)
1. United States	1,512 (34.46%)	86 (41.95%)	5.69%	14	87 (37.83%)	94.25%	1.06	0 (0.00%)	$0.00 (0.00%)	0.00%
2. Macedonia (FYROM)	748 (17.05%)	24 (11.71%)	3.21%	7.5	55 (23.91%)	41.82%	3.16	0 (0.00%)	$0.00 (0.00%)	0.00%
3. United Kingdom	343 (7.82%)	31 (15.12%)	9.04%	12	28 (12.17%)	82.14%	1.29	0 (0.00%)	$0.00 (0.00%)	0.00%
4. India	251 (5.72%)	0 (0.00%)	0.00%	47	1 (0.43%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%
5. Canada	160 (3.65%)	7 (3.41%)	4.38%	12	5 (2.17%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%
6. Australia	128 (2.92%)	12 (5.85%)	9.38%	11	10 (4.35%)	80.00%	1.20	0 (0.00%)	$0.00 (0.00%)	0.00%
7. Brazil	75 (1.71%)	1 (0.49%)	1.33%	43	1 (0.43%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%
8. Russia	75 (1.71%)	1 (0.49%)	1.33%	36	1 (0.43%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%
9. Germany	61 (1.39%)	0 (0.00%)	0.00%	13	2 (0.87%)	50.00%	1.50	0 (0.00%)	$0.00 (0.00%)	0.00%
10. Italy	53 (1.21%)	3 (1.46%)	5.66%	16	2 (0.87%)	50.00%	1.50	0 (0.00%)	$0.00 (0.00%)	0.00%

Image 8: Country
Source: www.vegansproducts.com

In this image we can analyse the audince location. As we can see the most audience that this web page has is from Unated States, then Macedonia, United Kingdom, India ect. You can target your audince whan you are using \google ads and you can make a custom audince.

Device Category	Acquisition					Behavior		Conversions		
	Impressions ↓	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value	Goal Conversion Rate
	4,388 % of Total: 100.00% (4,388)	205 % of Total: 100.00% (205)	4.67% Avg for View: 4.67% (0.00%)	20 Avg for View: 20 (0.00%)	230 % of Total: 1.46% (15,750)	78.70% Avg for View: 75.66% (4.01%)	1.60 Avg for View: 1.39 (15.51%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)	0.00% Avg for View: 0.00% (0.00%)
1. desktop	2,485 (56.63%)	50 (24.39%)	2.01%	28	84 (36.52%)	64.29%	2.27	0 (0.00%)	$0.00 (0.00%)	0.00%
2. mobile	1,825 (41.59%)	147 (71.71%)	8.05%	9.5	137 (59.57%)	86.13%	1.23	0 (0.00%)	$0.00 (0.00%)	0.00%
3. tablet	78 (1.78%)	8 (3.90%)	10.26%	7.9	9 (3.91%)	100.00%	1.00	0 (0.00%)	$0.00 (0.00%)	0.00%

Image 9: Device category
Source: www.vegansproducts.com

As we can see in this image, the audience is mostly reaching your web page from a desktop. So 2.485 users have seen your page through PC and had 50 clicks on the content on the page, 1825 users have seen your page through mobile phone, and 78 through tablet. Interesting fact here is that the audience that was reaching your page through mobile phone has more clicks on your content, 147 clicks. So we can say that the page is well optimized for mobile phones, which is very important thing.

Image 10: Social network
Source: www.vegansproducts.com

From this image we can see activity from Social Network. As we can see, Facebook is the social network that is the most used network for users on this page, followed by Instagram, Blogs, Pinterest and Twitter. There is a starting page for every user and then there is one interaction, second, third interaction etc. Interactions mean that users from starting page go to another link from the page. As we can see we have more users on the first interaction, than on the second interaction. It means that users go to the page and don't check other links on the web page, or don't stay on the page long enough. You can use social interaction analytics to measure the number of times users click on social buttons embedded in webpages. For example, you might measure a Facebook "Like" or a Twitter "Tweet".

CONCLUSION

The material era is far behind us. We live in a virtual era. Our life is connected to the digitalization of the things we need and use. There is a huge difference between material and virtual era, so businesses are moving forward to the digital world, where other rules are applied. In this paper by using comparative analyses we have shown the main differences between material and digital economy. Digital businesses are very complex, but we can use many tools to perform some analyses that will help the business to grow. As we can see digital era has moving forward to a new complex technology based business, where we use different tools to make an assumptions about the future of the actual business. We have shown in this paper that we can have complete overview report of how customers are approaching our web page or digital business that we have. Google analytics can help as to measure how the ad that we create with Ad Words is performing, so we can improve the ad, custom the audience, select their preferences, gender etc. We live in a virtual world where other rules are applied and businesses can be more controlled by different tools such as Google Analytics, Stat Counter etc.

REFERENCES

Baudrillard, J. (1984). Simulacres et Simulation. University of Muchigen, Paris,Gallile.

Cline, M.(2009)Virtual Reality: a Catalyst for Social and Economic Change. University Vilage Press, California.

Flluser, V. (1993,str,69-78.)Die Informationsgesellsellschaft als Regenswurm, Frankfurt/New York.

Romer, P. M. (1990) *Endogenous technological change,* Journal of Political Economy.

The Digital economy, (2012)Two hearings,OECD.

Lehdonvirta., V., & Ernkvist,.M.(2011)Converting the Virtual Economy into Development Potential, The International Bank for Reconstruction and Development/The World Bank.

Expert group of taxation of the digital economy, (2014) Digital economy: Fact & Figures.

Gligorovski, V., Mancheski, Gj., Angeleski, M.,(2018) Increasing The Engagement Of Audience In Seo Of An Actual Web Page Using Google Ads, , Balkan and Near Eastern Journal of Social Sciences.

Grimaud,A.,(2008)Weightless economy, Knowledge Goods and Schumpeterian Growth, University of Touluse.

Brake, T., Where in the world is my team: Making a success of your virtual global workplace, John Wiley & Sons Ltd, England,

Qvortrup, L.,(2002) Virtual space: spatialty in virtual inhabited 3D worlds, University of Southern Denmark,Denmark.

Chernaik, L.,(2005)Social and virtual space: Science fiction, transnacionalism and American New Right, Rosemont Publishing& Printing Corp.,Massachussec.

Harbhajan, Kehal., & Singh, VP., Digital economy:impacts, influences, and challenges,Idea Group Inc.,

Fong, M W.L.,(2005) E-collaborations and virtual organizations,IRM Press,USA.

Cline, M S.,(2005), Power, madness, and immortalit:the future of virtual reality, Mychilo Stephanson Cline.

Kehal, H.,&Varinder P. Singh, (2005) Digital Economy: impacts, influences and challenges,Idea Group Publishing, USA.

Richard Bashara, What Is Referral Traffic in Google Analytics?/ https://smallbusiness.chron.com/referral-traffic-google-analytics-53168.html.

The Complete Guide to Direct Traffic in Google Analytics/ Tom Bennet /https://moz.com/blog/guide-to-direct-traffic-google-analytics

The Difference Between Direct and Organic Search Traffic Sources/ Amber Kemmis /https://www.smartbugmedia.com/blog/what-is-the-difference-between-direct-and-organic-search-traffic-sources

Social Interactions/https://developers.google.com/analytics/devguides/collection/analyticsjs/social-interactions