EXECUTIVE SUMMARY

Digital marketing become a topic of huge interest in recent years. In the face of ever mounting competition, companies feel it is significant to push the sale of the product in the market. Significant revenue and profit gain can be made from thriving online promotion activities that develop market efficiency and help serve customer superior.

The whole project intends to study "Analysis of digital marketing with reference to UCAM Pvt Ltd through Digital Analytics", Bengaluru. Online marketing strategies have been adopted by UCAM Pvt Ltd for online promotion to grab more customers and reach.

For this study purpose, Digital analytics data of UCAM Pvt Ltd for about 2 yrs. is collected and analysed to understand the status of digital marketing activities at UCAM along with solution to research problem. Digital marketing department of UCAM also feel that there is an increase in online performance of UCAM Pvt Ltd website due to online marketing strategies adopted by company. So, we have collected the information about applied digital marketing strategies to the company to know the changes in performance on timely base.

The large increase in user number and the positive engagement behaviour on website showed the positive impact of systematic online marketing approach and this research cleared about required method of digital analysis to observe the performance of digital marketing activities of UCAM Pvt Ltd for better future decision of online marketing.

This complete digital analysis took place on the data base of Google analytics and Google search console of UCAM Pvt Ltd also with data collected from digital marketing coordinator of UCAM through interview on digital marketing strategies which are applied by them to find change in performance