

Google Analytics

Organisation: Google

Geographical scope: International

Target users: Businesses, producer organisations, retailers, project managers and website administrators.

Overview

Google Analytics is a web analytics platform that enables organisations to measure website traffic, understand user behaviour and evaluate the effectiveness of digital marketing activities. It provides detailed insights into how visitors interact with online content and helps organisations optimise their communication and marketing strategies.

Main functionalities

- Website traffic monitoring;
- Visitor demographics and acquisition channels;
- User behaviour analysis;
- Conversion tracking;
- Campaign performance measurement;
- Custom dashboards and reports;
- Integration with Google marketing services.

Contribution to biodiversity-based food marketing

Google Analytics enables organisations promoting biodiversity-based food to assess the effectiveness of their online communication, identify the most successful promotional channels and better understand consumer interests. These insights support evidence-based marketing decisions and continuous improvement of digital outreach.

Strengths

- Comprehensive analytics;
- Widely adopted;
- Free standard version;
- Extensive reporting capabilities.

Limitations

Requires correct implementation and compliance with data protection regulations.
Interpretation of results may require analytical skills.

Website

<https://analytics.google.com/>

Userguide

<https://support.google.com/analytics/?hl=en#topic=14090456>

Languages : 20+ languages available