

AI IMPACT ON DIGITAL MARKETING

JUNE 2023 | EDITION



Did you know that more than 50% of marketers believe that AI plays a crucial role in their marketing success?

Welcome to our latest newsletter edition! This month, we explore the exciting world of AI marketing. Discover how AI revolutionises customer connections, enhances campaigns, and delivers unprecedented results. Get ready to unlock the potential of AI and elevate your marketing efforts. Let's dive in!

INTRODUCTION TO AI MARKETING



What is AI Marketing?

Over 80% of businesses incorporate AI into their digital marketing strategies today. So what exactly is AI Marketing? Read on to find out!

[Read More](#)

VIDEO



Has AI already Replaced Marketing?

37% of digital marketers expressed concerns about the adoption of AI technology. Are you one of them? Watch our video to find out why we think AI has not completely replaced human marketers today!

[Watch Now](#)

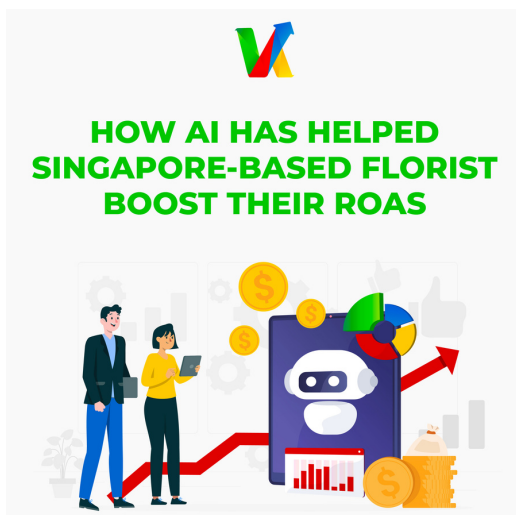
ADDITIONAL INSIGHTS



How AI Marketing expands Business Horizons

54% of businesses report cost savings and efficiency by adopting AI. Read on to find out AI marketing can help your business!

[Read More](#)



Case Study: How AI helped Far East Flora Boost their ROAS

In just 3 weeks, Far East Flora's ROAS increased by 22% with the help of AI. Read on to find out how Far East Flora managed to achieve such strong results!

[Read More](#)

ABOUT GA4 MIGRATION

As we approach July 1, 2023, many businesses have already migrated their Google accounts from the existing mode of tracking, Universal Analytics (UA) to Google Analytics 4 (GA4), to continue receiving valuable insights and uninterrupted data tracking. However, even after completing the migration, it is crucial for businesses to **test and verify the effectiveness of their conversion tracking**. This ensures data accuracy and optimises reporting for key metrics.

How can we help you?

VKT can assist you in this process - tapping on our expertise in Google Analytics, we are providing the following services:

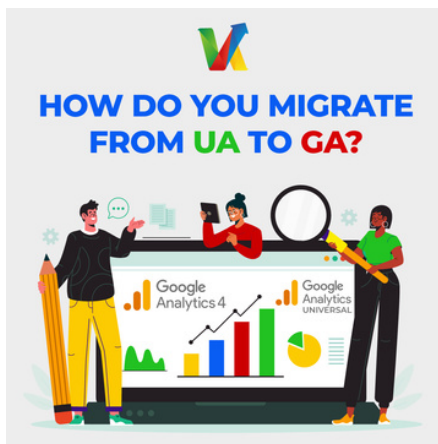
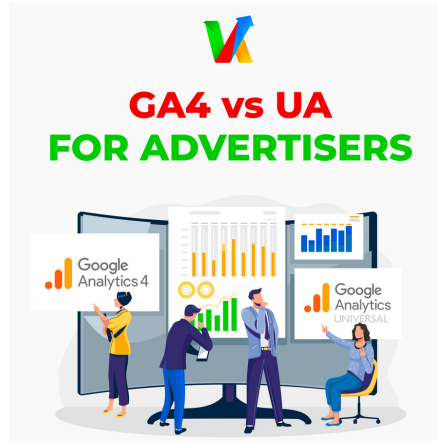
- **Testing and Verification:** We will thoroughly test and verify the functionality of your conversion tracking in GA4 to ensure it is accurately capturing the desired metrics. This step is crucial to confirm that your tracking code is properly implemented and that data is being collected accurately.
- **Data Accuracy Check:** We will perform comprehensive checks to ensure that the data collected in GA4 aligns with your expectations and provides reliable insights. Any discrepancies or anomalies will be promptly identified and addressed to ensure the accuracy of your reporting.
- **Customisation and Optimisation:** We can help customise GA4 settings and goals to align with your specific reporting requirements. This includes tailoring the tracking code and configurations to track the key metrics that are most important to your business.

Our testing and verification process takes into account the complexity of your website and the resources available. We aim to provide a seamless experience during this crucial phase of transitioning from UA to GA4. If you have any questions or need further clarification, please don't hesitate to reach out to us!

Thank you for your attention, and we look forward to working with you to optimise your conversion tracking and maximise the benefits of GA4.

[**Talk to our Google Certified Consultants now**](#)

ADDITIONAL INSIGHTS ON GA4 MIGRATION



READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

