

Analisis efektivitas digital marketing SIMAKARA melalui meta ads manager berdasarkan komparasi data dari google analytics = This study evaluates the effectiveness of a digital marketing campaign using Meta Ads Manager for SIMAKARA, an online tutoring platform specializing in university entrance exam preparation. A descriptive quantitative approach was employed, combining performance metric analysis from Meta Ads Manager and Google Analytics, along with interviews with management. The campaign focused on three main objectives: awareness, traffic, and conversion, each targeting different stages of the customer journey. The findings reveal significant discrepancies between the number of ad clicks reported by Meta Ads Manager and actual website visits recorded in Google Analytics, highlighting the limitations of single-platform attribution models. The spike in organic traffic following the campaign's conclusion indicates indirect branding effects, although external factors such as exam schedule announcements also played a role. This study underscores the importance of cross-platform data validation to ensure measurement accuracy and optimize digital marketing strategies.

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Abstrak

Penelitian ini mengevaluasi efektivitas kampanye pemasaran digital menggunakan Meta Ads Manager untuk SIMAKARA, sebuah bimbel online persiapan masuk perguruan tinggi negeri atau PTN. Pendekatan kuantitatif deskriptif diterapkan dengan menggabungkan analisis metrik performa dari Meta Ads Manager dan Google Analytics, serta wawancara dengan pihak manajemen. Kampanye mencakup tiga tujuan utama: awareness, traffic, dan conversion, yang masing-masing menyoroti tahap berbeda dalam perjalanan pelanggan. Hasil menunjukkan adanya perbedaan signifikan antara jumlah klik iklan yang dilaporkan Meta Ads Manager dan kunjungan website aktual yang tercatat di Google Analytics, mengungkapkan keterbatasan model atribusi satu platform. Lonjakan trafik organik setelah kampanye berakhir menunjukkan adanya efek tidak langsung dari branding, meskipun dipengaruhi juga oleh faktor eksternal seperti pengumuman jadwal ujian. Penelitian ini menekankan pentingnya validasi data lintas platform untuk memastikan akurasi pengukuran dan mengoptimalkan strategi pemasaran digital.

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