ISSN: 2754-6683

Journal of Marketing & Supply Chain Management

SCIENTIFIC Research and Community

Review Article

Open Access

Understanding user Journeys in EdTech Startups: The Role of Analytics Integration

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ABSTRACT

In the competitive landscape of startups, a culture of continuous innovation is pivotal for success. While adept at launching feature-rich products, many startups overlook the strategic integration of analytics, missing opportunities to comprehend and cater to user needs. This paper underscores the significance of analytics in the entrepreneurial journey, emphasizing the need for startups to define metrics and gather user insights. Shifting the focus to EdTech startups, the exploration of data sources across the user journey encompasses acquisition, conversion, and feedback phases. This comprehensive analytical strategy is deemed crucial for startups to refine strategies, enhance user experiences, and iteratively improve offerings in the dynamic landscape of entrepreneurship.

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Received: March 03, 2022; **Accepted:** March 07, 2022; **Published:** March 18, 2022

Keywords: Startup, Analytics, Edtech, Growth, Conversion, User Acquisition, User Feedback

Introduction

Startups thrive on a culture of continuous innovation, a vital component in their quest for competitiveness. Startups are committed to delivering innovative solutions that address consumer needs. While software startups are adept at launching products with new features, there's a tendency to overlook the strategic integration of analytics solutions. Without harnessing the power of analytics to gather user engagement and feedback, these startups may miss the opportunity to truly understand and cater to user needs.

As emphasized in, it is important for startups to define and establish metrics that serve as benchmarks for measuring progress toward their goals [1]. This approach to metric definition not only facilitates the measurement of success but also unveils valuable insights into user trends and areas that require improvement. In the fast-paced and multifaceted decision-making landscape of startups, analytics becomes a guiding force, enabling more informed and effective decision-making. In essence, beyond the relentless pursuit of innovation, startups need to recognize the pivotal role of analytics in their journey. By defining metrics, gathering user insights, and leveraging analytics for decision-making, startups can not only measure success but also navigate the intricate pathways of their entrepreneurial expedition with a discerning and data-driven approach.

The need for Establishing Analytics Solutions in Digital Startups

Gaining insight into consumer behavior is paramount for startups, enabling them to discern the effectiveness of their product features, identify well-received aspects, pinpoint areas for enhancement to boost customer satisfaction, and ultimately ensure the business's resilience in a fiercely competitive market. A consumer's decision-making process is a multi-step journey, encompassing stages ranging from problem identification and information search to evaluation and post-purchase feedback/evaluation. Gathering data at each of these stages can empower businesses to gain deeper insights into their consumers.

Data Collected to Measure user Engagement in an Edtech Startup

Various data sources and channels through which consumer data can be collected, can be bucketed into different phases of a customer journey- user acquisition, user conversion, and post-conversion engagement.

The user Acquisition Phase

The fundamental objective behind implementing analytics is to measure user behavior and engagement. User engagement data is pivotal for marketers as it enables a comprehensive understanding of visitor behavior patterns, empowering them to refine marketing campaigns and optimize advertising strategies [2]. In leveraging data from web analytics tools like Google Analytics and Adobe Analytics, marketers gain a versatile means to segment audiences based on source channels, ad campaigns, email outreach, geographical location, and demographics. This segmentation is facilitated through the use of advanced segments in Google Analytics [1].

Additionally, the establishment of goal flows and funnels serves as a valuable approach to assess visitor drop-off rates, offering insights into the efficacy of different elements. By setting up diverse funnels and goal flows, distinct behaviors of both teachers and student audiences can be measured, providing an understanding of responses to ad or email campaigns. Furthermore, harnessing tag management systems like Google Tag Manager enhances the capability to establish precise event tracking. This

advanced tracking method offers nuanced insights, including measuring content engagement through scroll depth tracking, generating heatmaps to depict the percentage of web page viewed, and assessing clicks on specific call-to-action buttons, signup form completions, and more. This comprehensive information not only facilitates tracking of visitors who did not finalize sign-up forms but also empowers a deeper exploration into the root causes behind visitor drop-offs.

In this phase, a pivotal insight lies in the utilization of both referral and demographic information. EdTech startups, often equipped with specialized content creation teams, curate compelling content to spotlight new product releases across various social media platforms. It becomes crucial for marketers and content creators to discern the educational content that resonates most, effectively driving organic traffic through social media channels. Understanding the intersection of engaging content and its influence on organic traffic is crucial for refining marketing strategies and optimizing content creation efforts. Additionally, conducting A/B tests on different marketing strategies or landing page variations provides data on what resonates better with the target audience.

In the context of the EdTech startup, the collaboration between marketing and UX research teams is instrumental. By crafting distinct teacher personas, these teams can tailor landing pages to align with each persona's preferences. Subsequent A/B tests can then be executed to evaluate which persona resonates most effectively with the audience, ultimately driving increased traction to the website.

The Conversion Phase

Once a visitor is converted to a user, data can be collected to measure the efficiency of the user onboarding process, tracking completion rates, and identifying any drop-off points. This data can help optimize the onboarding experience for both teachers and students. It is also crucial to implement advanced analytics techniques to stitch user interactions back to their initial visitor journey. This comprehensive view can help in understanding the complete user lifecycle, from the first interaction to the conversion phase. Implementing multi-touch attribution models can help in identifying the touchpoints and channels that contribute most significantly to conversions.

If a product offers a trial version, data can be collected to analyze user engagement during trial periods, measuring the usage of learning resources, assessments, and interactive features. This data informs decisions on refining content offerings and features. Understanding teacher personas to track the conversion rates from free trials or basic subscriptions to premium plans can help with understanding this conversion process is vital for revenue growth and business sustainability. Apart from this, it is crucial that the data on usage of interactive features within the platform, such as quizzes, collaborative tools, or discussion forums is correctly tracked. This data can guide improvements and adjustments to enhance user interaction.

The user Feedback Phase

Data sources for the user feedback phase may include conducting surveys to gather feedback on overall user satisfaction. Collecting this data can cover the effectiveness of learning resources, platform usability, and the perceived value of the educational content. Additionally, collecting data for NPS surveys to gauge users' likelihood to recommend the platform. Additional valuable data sources during the user feedback phase encompass teacher and student reviews, thorough analysis of customer support tickets, insights garnered from social media interactions, including sentiment analysis, input from post-interaction surveys, and data collected through dedicated teacher feedback forums.

Leveraging Data Sources to Generate Growth in an Edtech Startup

In this section, we explore how the growth efforts are tied to a nuanced understanding of user engagement across pivotal phases—user acquisition, conversion, and user feedback. Startups must focus not only on acquiring users but on delivering an educational experience that resonates with diverse learner profiles. This section delves into the strategic leveraging of the data sources within each phase as discussed above, offering tailored insights for an EdTech startup. Analyzing data generated from each of these touchpoints, the ongoing cycle of user feedback that informs iterative educational enhancements, the pathway to growth unfolds through a thorough analysis of data at every turn. This exploration is anchored in the understanding that sustainable growth in EdTech is not merely about acquiring users but, more profoundly, about crafting an educational ecosystem that evolves in response to the dynamic needs of learners and educators alike.

The user Acquisition Phase

EdTech startups can harness the power of web analytics data as a valuable source for optimizing their educational content. By discerning patterns in high-performing content on the platform, these startups can strategically tailor and refine their educational resources to maximize effectiveness. This data-driven approach ensures that the educational content resonates with users, offering a more personalized and impactful learning experience. Analyzing social media metrics to understand engagement with specific educational topics will allow guiding content creation and social media strategies. It is also crucial for EdTech startups to leverage social media to build a community around educational content, fostering engagement and word-of-mouth growth within the education sector. Additionally, utilizing demographic data generated through web analytics tools can help with targeting specific demographics with tailored educational campaigns, ensuring that the content resonates with diverse learner profiles. Leveraging referral and demographic data to tailor content based on geographical relevance can help in addressing region-specific educational needs.

The Conversion Phase

In the user conversion phase, EdTech startups can utilize onboarding metrics to create personalized learning paths, ensuring new users are introduced to content aligned with their educational objectives. Startups may also analyze trial engagement metrics for specific learning resources, optimizing content offerings to meet user preferences. It is also crucial for startups to optimize the trial-to-subscription conversion path of target teacher and student audience segments to ensure a seamless transition and highlight the value of premium educational plans. Data collected during the user conversion phase could be leveraged to identify and optimize conversion funnels based on user interaction with educational content, reducing friction points and increasing conversion rates. Based on the learner profiles identified by the marketing team, analysis of conversion rates based on user segments, marketing strategies can be tailored for different learner profiles.

Customizing content is a pivotal strategy for elevating user engagement. Examining existing literature on personalization within Massive Open Online Courses (MOOCs), the authors in outline the critical factors and parameters steering the

personalization process [3]. These encompass a spectrum of parameters such as students' learning styles, skills, test results, the personalized approach adopted by teachers, learner behavior, among others. Using data on personalized learning paths to enhance adaptive learning features can ensure content dynamically adjusts to each user's educational progress and preferences. Startups can also leverage user authentication data to offer tailored educational experiences, from personalized recommendations to adaptive assessments. Utilizing user authentication data to allow educators and students to customize their curriculum can allow them to tailor the educational experience to individual needs. Apart from this, analyzing customer support ticket data related to educational content issues allows to ensure swift resolutions and maintaining the integrity of the learning experience.

The user Feedback Phase

External sources dominate the origin of user feedback, primarily harnessed for requirements verification. This prompts a critical observation – the sparse consideration of user feedback context, exploration over time, and its amalgamation into the development process [4]. Aligning with the edtech context, where user feedback is crucial, this study resonates with the imperative of user feedback utilization in the user feedback phase. The five derived recommendations advocate for a holistic approach, urging the incorporation of internal sources, enhanced tool support, reference points, and increased interaction in continuous user feedback utilization. As edtech practitioners navigate the landscape of user engagement, these recommendations provide valuable insights for optimizing the integration of user feedback in a continuous and iterative educational framework.

User surveys can be utilized to gather insights into the effectiveness of the curriculum, identifying areas for improvement and highlighting successful educational strategies. As highlighted in a study, developers do consider user feedback and reviews to a certain extent when updating their apps [5]. This underscores the importance of EdTech startups in capturing feedback on their educational content and tools within their applications. By actively listening to their users and incorporating their insights, EdTech startups can continually refine and enhance their offerings, ensuring that they address the specific needs and preferences of their user base. EdTech startups can also benefit from prioritizing feature development based on educational feature requests, aligning platform development with the evolving needs of educators and learners.

Conclusion

This paper discusses that startups, particularly in the EdTech sector, must go beyond product launches and integrate analytics strategically to understand, engage, and cater to user needs comprehensively. The user journey, dissected into acquisition, conversion, and feedback phases, emphasizes the critical importance of metrics, cross-device tracking, and personalized learning paths. Insights from user feedback, including surveys, NPS evaluations, and various feedback channels, are deemed essential for refining strategies and enhancing user experiences. This analytical approach, as suggested by, not only measures success but also empowers startups to navigate the complexities of decision-making in their dynamic expedition [1]. As startups embrace a discerning, data-driven culture alongside their relentless pursuit of innovation, the integration of analytics emerges as a guiding force for informed and effective decision-making, ultimately contributing to their sustained growth and competitiveness in the startup ecosystem.

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