Report On

Effects of Digital Marketing Data Analytics and Traditional Marketing Data Analytics on A New Product Success: A study of SQUARE Toiletries Ltd.

Tahmim Salam

Student Id: 19204007

An internship report submitted to the BRAC Business School in partial fulfilment of the requirement for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
Submission Date: 22 January, 2024

Letter of Transmittal

Mrs.Tanzin Khan
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Report On the Effects of Digital Marketing Data Analytics and Traditional Marketing Data Analytics on A New Product Success: A study of SQUARE Toiletries Ltd.

Dear Mam,

The completion of my internship report brings me great satisfaction on The "Effects of Digital Marketing Data Analytics and Traditional Marketing Data Analytics on A New Product Success: A study of SQUARE Toiletries Ltd". I have put all of the information, abilities, and comprehension I gained from my internship at Mediacom Limited to use. The report could not have been completed without your appropriate direction and assistance.

I was hoping the report would give an accurate portrayal of my internship. Thank You for your time and consideration.

Sincerely yours,

_____

Tahmim Salam
ID: 19204007
BRAC Business School
BRAC University
Date:

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Tahmim Salam

19204007

Supervisor's Full Name & Signature:

_____

Tanzin Khan

Senior Lecturer, Brac Business School

Acknowledgement

Executive Summary

This internship report aims to investigate the effects of digital marketing data analytics and traditional marketing data analytics on a new product success : A study of SQUARE Toiletries Ltd. This report is divided into three different chapters. In the first chapter of the report contains the overview of the author's internship at Mediacom Limited which is member of SQUARE group. In addition, in the second chapter of. The report the author focus on the background information of Mediacom Limited. Like, history, goals and objectives, mission and vision. In chapter two the departments of the company is also mentioned. In addition, a SWOT analysis was done to determine the company's strength, weakness, opportunities, and threats in the advertising sector. Furthermore, An industry competitive research is also conducted using Porter's Five Forces model. A survey that evaluate the effects of digital marketing data analytics and traditional marketing data analytics on a new product success : A study of SQUARE Toiletries Ltd. Lastly, the study provides suggestions for future corporate performance enhancements based on the competition analysis and survey results.

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Chapter 1: Overview of Internship

1.1   Student Information

Name   : Tahmim Salam

ID   : 19204007

Program : Bachelor of Business Administration

Major   : Marketing

Minor   : E-Business

1.2.1 Internship Information

Period: 17th September 2023 to 31st December 2023 (3 months and 15 days)

Company Name: Mediacom Limited - Member of Square Group.

Department: Marketing Department.

Address: Samson Center, 43 South Avenue, 5A Rd 126, Dhaka 1212.

Working Hours: Sunday to Thursday, 9 AM- 6 PM

1.2.2 Company Supervisor's Information

Name: Kamrun Nahar Dana

Position: Manager, Partnership & Procurement, UGC

1.2.3 Job Scope

1.2.3.A Job Description

Mediacom Limited is one of the well known Advertising company which is a part of Square Group of Industry. Upon completing my three-months internship at Mediacom Limited, I gained extensive information about the media and advertising sector. Analyzing and reporting on User Generated Content (UGC) was a major responsibility of mine. With Toffee's material Management System (CMS), I monitored this to make ensuring that the platform contained interesting and excellent content that adhered to its requirements. Super-Office CRM, an essential tool for customer relations, was also used by me to answer client questions. This gave me the chance to show off my dedication to providing exceptional client care and my communication abilities. My

understanding of copyright concerns in the media sector has grown as a result of my internship. Having a content manager opened my eyes to legal issues and the value of upholding intellectual property rights, which is essential for jobs with material. Moreover, I regularly compile monthly reports for Mediacom Limited. One fun feature of my internship was that I got to participate in talks about media strategy. Through working with seasoned experts and sharing my thoughts, I am gaining a grasp of the strategic facets of media planning, from identifying target audiences to optimizing media channels. These encounters expanded my understanding and stoked my enthusiasm for this fascinating topic.

1.2.3.B. Job Responsibilities

I'm having a great time interning at Mediacom Ltd. - Bangladesh, a prominent Square Group advertising agency, and I'm able to contribute significantly to the firm's dynamic advertising environment. I participated in many facets of the agency's operations throughout my internship, greatly contributing to its success in the fast-paced world of advertising. I am responsible for handling complaints, content & Chanel screening, and monthly report preparation. I thoroughly describe here the particular duties assigned to me during the internship period.

- **Chanel Screening**

  For uploading any videos or anything, a creator of content has to have a Toffee account. Additionally, in order to create a Toffee account, a person must provide all required information, such as, a national identity card. Before a user may create a channel, they must be at least eighteen years old and in possession of a valid national identity card. Analyzing channels and matching data from those channels with information on national ID cards was one of my duties as a member of the UGC team. Banglalink partners with Porichoy to verify National Identity Cards (NIDs), since Porichoy is regarded as the most dependable real-time identity route in Bangladesh. Because National ID (NID) cards are needed for content providers, and because Banglalink uses Porichoy as an API to acquire the NID information from the content creators, we can compare the data submitted in the Toffee app with the data contained on the NID card. I would look through the server to see if there are any channels that are pending verification and approval. After that, I would look at each channel independently with the other UGC team members. Therefore, the task at hand

is to confirm that the creator's name and birthdate match the information on the National ID card. We authorize the channel if both requirements are fellfield. The videos that a channel uploads are available for our review once it has been authorized. Regarding the unapproved channels that appear on the dashboard, we don't edit the videos uploaded on such channels when they are rejected.

Figure 1: Channel screening on Toffee App

- **Content Screening**

  Being a content reviewer for Banglalink's Toffee platform, evaluating user-generated content is my primary duty. The primary goal is to ensure that the platform conforms with Toffee's Community Guidelines, which are designed to keep each client's environment safe and friendly to families. When adhering to these criteria, it is important to take into account many aspects, such as the exclusion of any information that may touch on politically contentious, nudity, religious, or other sensitive topics. Toffee keeps its material up to par so that users of all ages may benefit from it. The Mediacom user-generated content (UGC) team reviews the content of the toffee app using a three- layer approach. If we go into further detail, there are three levels involved in content approval. Content enters the second layer when it has been approved by a member of the Toffee team in the first layer. The material moves on to the third layer once it has been approved by a different team member who works on the second layer. After a member of our team approves the material in the third level, it is finally

posted to the Toffee app. The responsibility of managing the screening at all three layers belongs to the MCL UGC team. Banglalink's internet platform is called Toffee, and as far as we know, Banglalink is a well-known business in Bangladesh. Therefore, we must make sure that all content published to the site comply with all applicable laws, regulations, and copyright issues.
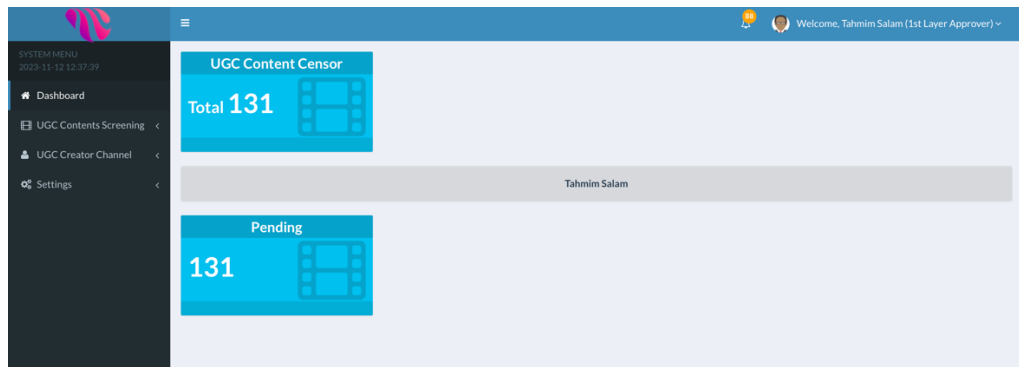
Figure 2: Dashboard of Content screening on Toffee App
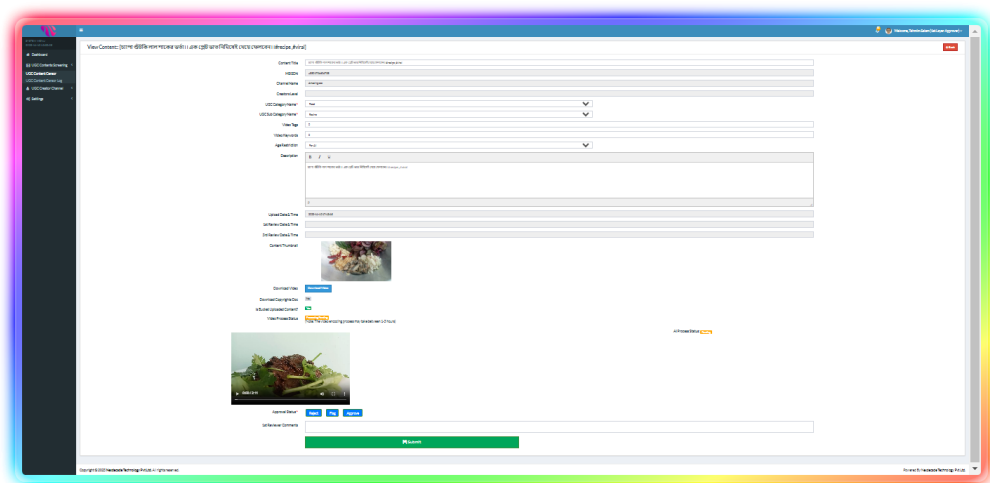
Figure 3: Content screening on Toffee App
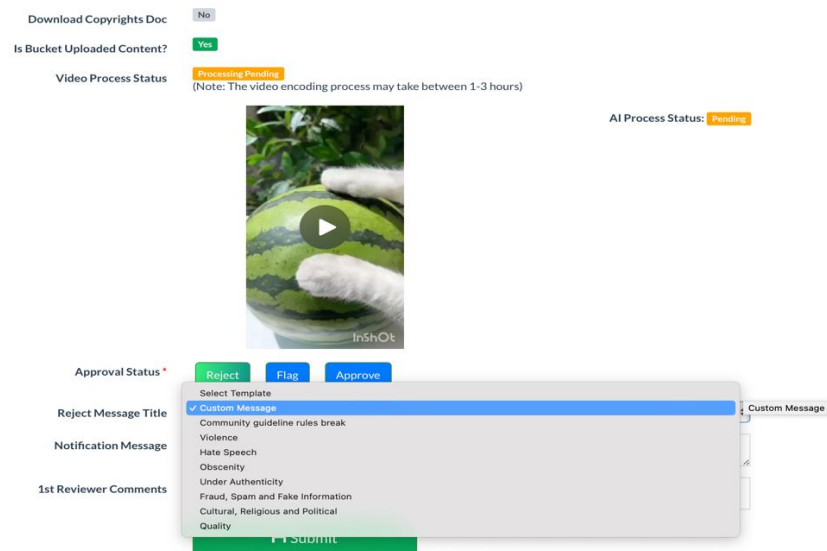
Figure 4: Content screening on Toffee App

- **Handling The Complains**

Managing the complaints from the creators and effectively responding to Clint's questions is another responsibility I have. I use Super-office CRM to achieve my goal. This CRM (Customer Relation Management) solution is user-friendly and adaptable. I can communicate with content creators and respond to their questions on the Toffee app with easily because of this Super-office CRM. Toffee App constantly aims to maintain a high level of organization and client satisfaction. I am able to carefully compile and organize client inquiries using Super-Office CRM, making sure that no grievances are overlooked or get unchecked for a long time. I may easily retrieve the creator data and previous histories by using the CRM. Customers' concerns regarding the approval of their videos and channels on the Toffee app vary. We visit their account and double-check the reasons behind the rejection of their channel and videos after seeing their complaint. We explain to them the reasons for the rejection of their videos and our community guidelines if there is a good cause not to approve their Chanel videos. Sometimes, creators are concerned about their videos not appearing on their channel after they have published them. after which they report this issue. We inspect those films and review those reports using Super-Office CRM. We assure them not to worry if such videos are pending on the third tier since they may view those films on their channel in few moments. Our

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group uses a cooperative approach to problem-solving, and we are better at providing consistent, comprehensive answers. This makes the client experience more satisfying. Furthermore, Super-Office CRM serves purposes beyond only providing prompt assistance to customers. It established the foundation for establishing enduring bonds with clients and involving them in commercial efforts . By means of recording and assessing past interactions, the Toffee team may identify opportunities for enhancement and tailor our offerings to meet the dynamic needs of every single cliet.
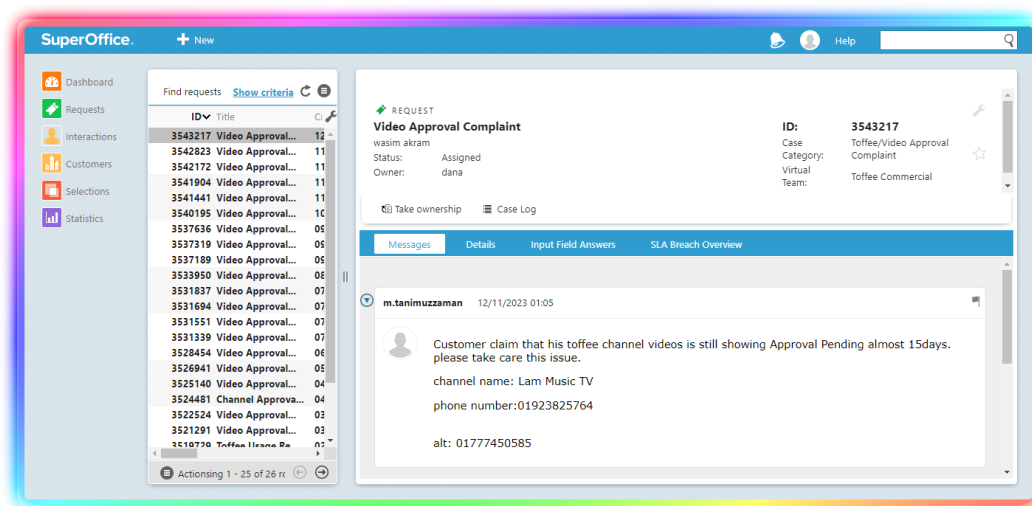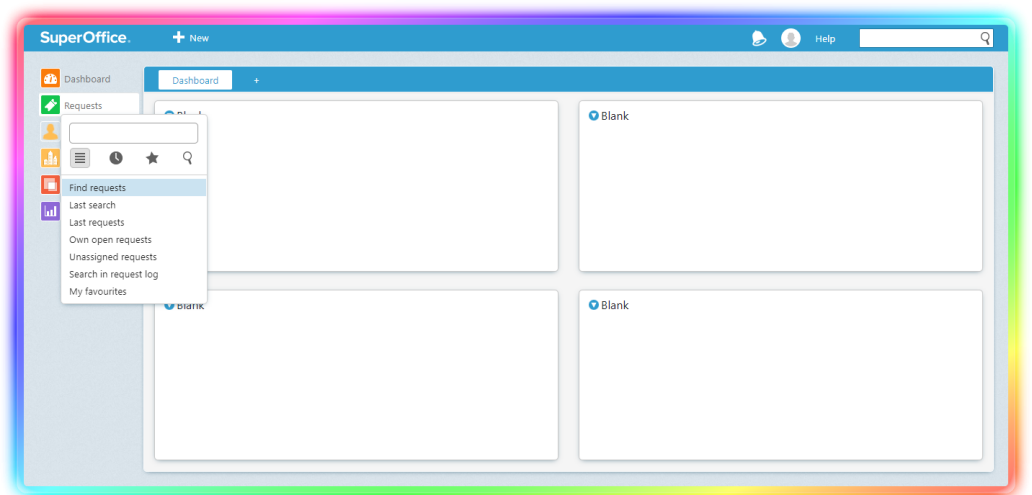
Figure 5 : Handling the complains by using super-office of Toffee App

- **Monthly Report**

  One of my responsibilities as a member of the UGC team is to provide the monthly total of new accounts opened. Additionally, I provide a daily record of the contents that are accepted or rejected during the screening process. Other details that I needed to obtain from the Toffee server were also included in the report, such as the videos which were posted and the channels that had been created on that particular day. There are 3723 users who have opened Toffee channels as of October 2023. Out of them, 1395 channels have been approved , while the remaining 2328 channels have been rejected due to inaccurate information. To get more views on the Toffee app, users frequently create fake channels and use the names of well-known YouTubers. We reject those fake channels . The proportion of channels that are approved is 37.47%, while the percentage of channels that are refused is 62.53%. In addition, as of October 27, 2023, there are 2073 pieces of content available on our dashboard when it comes to content approval and rejection. Of those, 1123 videos are rejected, leaving 950 videos approved. 54.17% of content is rejected, while 45.8% of content is approved. On their website, Toffee App always tries to include standard videos. They prioritize quality above quantity.

1.3   Internship Outcomes

1.3.1 Student's Contribution to The Company

My contributions as an intern at Mediacom Limited include a combination of education and practical knowledge in all facets of the advertising sector. Here are a few possible areas in which I have contributed. My main contribution is the channel and video content analysis, which is accepted or rejected by me based on the firm policy. Then, I am capable of handling the clients' complaints properly. Additionally, carrying out market research to learn more about rivals, target markets, and industry trends. Additionally, I contribute to the analysis of digital campaign performance and the formulation of optimization recommendations.

1.3.2 Benefit of The Students

I have a fantastic opportunity to pick up new skills and get used to working in a new atmosphere during the internship. I also learn about real-world marketing techniques and the advertising profession. These experiences are all really helpful to me. Let's talk some of those points

- **Real-World Experience**

  Students can gain real-world experience in a practical, hands-on setting through internships. This is a priceless experience that frequently extends above what can be taught in a classroom. I have to participate in the media purchasing and planning session occasionally. The workshop has given me a great knowledge about the marketing and advertising industry. There will be a chance to explore important topics during the seminar, such as market study, choosing media, allocation of funds, and target market demographic research.

- **Skill Development & Confidence Building**

  My experience working at an advertising firm has allowed me to improve and expand a variety of abilities, such as creativity, problem-solving, communication, teamwork, and time management. These abilities are necessary in the workplace. Moreover , During my internship, I have to keep in regular contact with my office supervisor and upper management. I've been able to effectively navigate the difficulties of a professional setting, which has increased my confidence.

- **Networking Opportunities**

  Through my internships, I'm able to expand my professional network in the advertising sector. establishing connections with experts, mentors, and other interns who may be able to help me find employment in the future and provide me with industry knowledge.

- **Portfolio Building**

  I have the chance to work on actual projects and campaigns throughout my internship, which helps me build a good portfolio. This portfolio turns into a useful tool while looking for a job in the industry later on. Furthermore, include an internship at a respectable advertising company on my CV can help me become much more employable.

- **Knowledge About The Industry**

  I believe that working as an intern at Mediacom Limited helped me to get a greater understanding of the advertising sector and the unique possibilities and difficulties it offers. As I continue to develop my profession and look for possibilities in the business, this knowledge and comprehension will probably be helpful.

1.3.4 Difficulties During Internship Period

Undoubtedly, I experienced some obstacles and problems during my internship in the marketing division of Mediacom Limited. Performance reviews are usually scheduled for full-time employees. These assessments are especially useful since they highlight an employee's areas of strength and areas where their job may be improved. As an intern, I occasionally feel unnoticed or even confused when it comes to performance assessments .

My introverted personality was one of my challenges. Especially when starting a new job, being an introvert might make it harder to interact with others and form relationships. Stepping outside of my comfort zone and doing new things is one way to accomplish this, though, as internships are frequently meant to provide students the chance to learn and develop. Though it was difficult at times, I think that by trying to engage with my coworkers and take part in team activities, I was able to develop experience and abilities that would be helpful in my future profession.

All things considered, internships can be tough and demanding, but they can also be excellent chances to develop professionally. I'm sure that by achieving these obstacles, I was able to earn important experience and abilities that I'll need for my future profession.

1.3.5 Recommendations

- **More Involvement in Marketing Field by The Intern**

  Mediacom Limited needs to assign their intern to more in-depth marketing-related tasks. As students majoring in marketing, we have the opportunity to significantly impact fields like package design, market analysis, and expanding marketing strategies. So ,they could involve the intern in depth in marketing sector .

- **Provide Rewards or working Opportunity After Finishing Internship**

  Monthly awards should be set up by Mediacom Limited to boost intern's motivation. Interns who effectively and effectively meet the requirements of the organization will get rewards. Furthermore, Mediacom Limited does not hire employees who are interns at this organization. Therefore, they should hire interns whose attitude and performance during the internship programme   are commendable.

Chapter 2: Overview of Mediacom Limited

2.1 Introduction

In this chapter, I will discuss the firm where I completed my internship. I'm going to be looking at this and making some decisions about how my organization is run. Furthermore, I will try discuss the organization's financial, marketing, and managerial procedures as much as possible.

Mediacom Ltd. has been creating compelling content, spearheading creative advertising, and execution of strategy for more than 20 years. It provides innovative video and digital material as well as comprehensive media services for TV, press, and events to a distinguished clientele of national and international businesses in Bangladesh. Similar to other members of the SQUARE Family, Mediacom Ltd. upholds strict standards to guarantee dependability and quality that consistently satisfy customers.

One of Mediacom Limited's clients, Banglalink, is known to have launched its online platform Toffee on November 6, 2019. With more than 125 channels, Toffee gives users the chance to submit their material for channel advertising and to get paid. My role as an intern at Mediacom Limited Toffee team allows me to closely examine how the firm operates and how Toffee is attempting to become Bangladesh's leading OOT and UGC platform.

2.2 Company Overview

2.2.1 Introduction to Mediacom Limited Member of SQUARE Group

When SQUARE was founded in 1958, its visionary leader Samson H. Chowdhury drove the company's quicker growth and stability. SQUARE Group exports to more than fifty nations worldwide, bringing in over a billion dollars in sales annually. The group, which started off with one company, has now grown to include several, including those in the fields of healthcare, textiles, food and drink, media, cosmetics and toiletries, and information technology. With a big and diversified trained workforce under employment, it is the nation's leading business house and the leading producer of new jobs. (SQUARE [APA], n.d.).

Mediacom Limited is a reputable component of the Square Group that works in the advertising agency industry. One of the agencies in Bangladesh with the greatest growth is Mediacom Limited, which was founded in 1997. SQUARE Toiletries is having difficulties getting ready

for advertising with a lot of its products. During that period, the overseas advertising agency backed and controlled the advertising sector. Bangladesh was in dire need of a capable local advertising firm at this time. under the supervision of Mediacom's Managing Director, Anjan Chowdhury, SQUARE forms Mediacom Limited. Samson H. Chowdhury, the company's founder, had long desired that "Square Group" be managed by Bangladeshis. SQUARE has remained true to its goal even after all these years. Mediacom is therefore a completely "Made in Bangladesh" agency. (ICE Business Times, July 4, 2022).

2.2.2 Clients and Successful Campaigns of Mediacom Limited

SQUARE Toiletries and SQUARE Food& Beverage are the regular clients of Mediacom. Additionally, Mediacom serves clients that are not affiliated with SQUARE. like Bata, Ispahani, SMC, Robi, Toffee, Sajeeb Group, Akij Bakers LTD, Lotto etc. (Mediacom Limited [APA], n.d.).

Some of the most well-known and successful campaigns, including "Ebar Hobe," "Jamdani," "Deshpremik," and "Eid e Notun Jama" for Robi in Above the Line (ATL), "Below the Line (BTL), and Digital Media, have been created and carried out by Mediacom. (ICE Business Times, July 4, 2022).

we also wrote a number of well-known dialogues for advertising or catchy payoff lines for multiple products , like , and "Packet e ki?," vitamin C, of Meril Petroleum Jelly , "Amar Naam Mofiz, Bhara Hoiche Tirish" of Magic Tooth Powder,   "Ebar Shobai Hashuk Pran Khule" of Meril Lip Care, "Fresh Mukhe Fresh Kotha" of Magic Tooth Powder. (ICE Business Times, July 4, 2022).

The organization employs experts who can use the complex fusion of art and science in advertising to solve business difficulties. Managers, companies, authors, artists, media and market analysts, researchers, and various other experts make up its workforce. Four teams that are proficient in media management, design, copywriting, strategic planning, and customer service usually handle the jobs.

Mediacom Limited is regarded as one of Bangladesh's leading and most reliable advertising firms, having over 20 years of expertise in the field. Their retention of success has been largely attributed to their approach of hiring seasoned personnel.

2.2.3 Mission & Vision Of Mediacom Limited

- **Mission**

  With carefully planned advertising campaigns, Mediacom Ltd. aims to maximize equity for its clients, satisfy customers as much as possible, and cultivate a stellar reputation for providing exceptional customer service. With its suppliers, customers, and any other potential sources of value, Mediacom aims to establish and maintain long-term connections. They also promise an inclusive, progressive, work environment. Their mission is to achieve higher efficiency to develop and deliver affordable products and services to society for good. (SQUARE [APA], n.d.).

- **Vision**

  Their vision is to create value and impact in society by way of improving quality of life and ensuring well-being of people. (SQUARE [APA], n.d.).

2.2.4 Our Values

Mediacom presents itself to its clientele as a trustworthy partner. The company wants to become known as a reliable partner to its clients.

- We are in society as a corporate citizen to strengthen the communities and neighborhoods by integrating them in the process of development. (SQUARE [APA], n.d.).
- We care about maintaining environmental sustainability and preserving mother-nature ecosystem for a healthier planet. (SQUARE [APA], n.d.).
- We are in business for economic success for advancing the world towards more viable solutions, products and services. (SQUARE [APA], n.d.)

2.3 Management Practice

2.3.1 Organizational Structure of Mediacom Limited

Mediacom is a private limited company which was founded In 1997,as the internally agency of the Square Group, which is possibly the most prestigious and well-known company in the country. The managing director of Mediacom, SQUARE Food & Beverage, and Square

Toiletries is Anjon Chowdhuri. Ajoy Kundu is the chief executive officer of Mediacom Limited. Mediacom's director is Rakibul Hasan. The total number of employees in Mediacom Limited is, 193.

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                        ┌──────────────────┐
                        │  Chairman of     │
                        │  Square Group    │
                        └──────────────────┘
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                        │  Managing        │
                        │  Ddirector       │
                        │  SQUARE          │
                        │  Group           │
                        └──────────────────┘
                        ┌──────────────────┐
                        │  CEO of          │
                        │  Mediacom        │
                        └──────────────────┘
                        ┌──────────────────┐
                        │  Director of     │
                        │  Mediacom        │
                        └──────────────────┘
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Chief of Digital	Chief of Content	Chief Creative Officer
Account Supervisor — Media Buying & Planning Manager		Director of Creative
Executives in customer service	Manager, UGC	Supervisor of Creative Department
	Content Team (Interns & Officers)	

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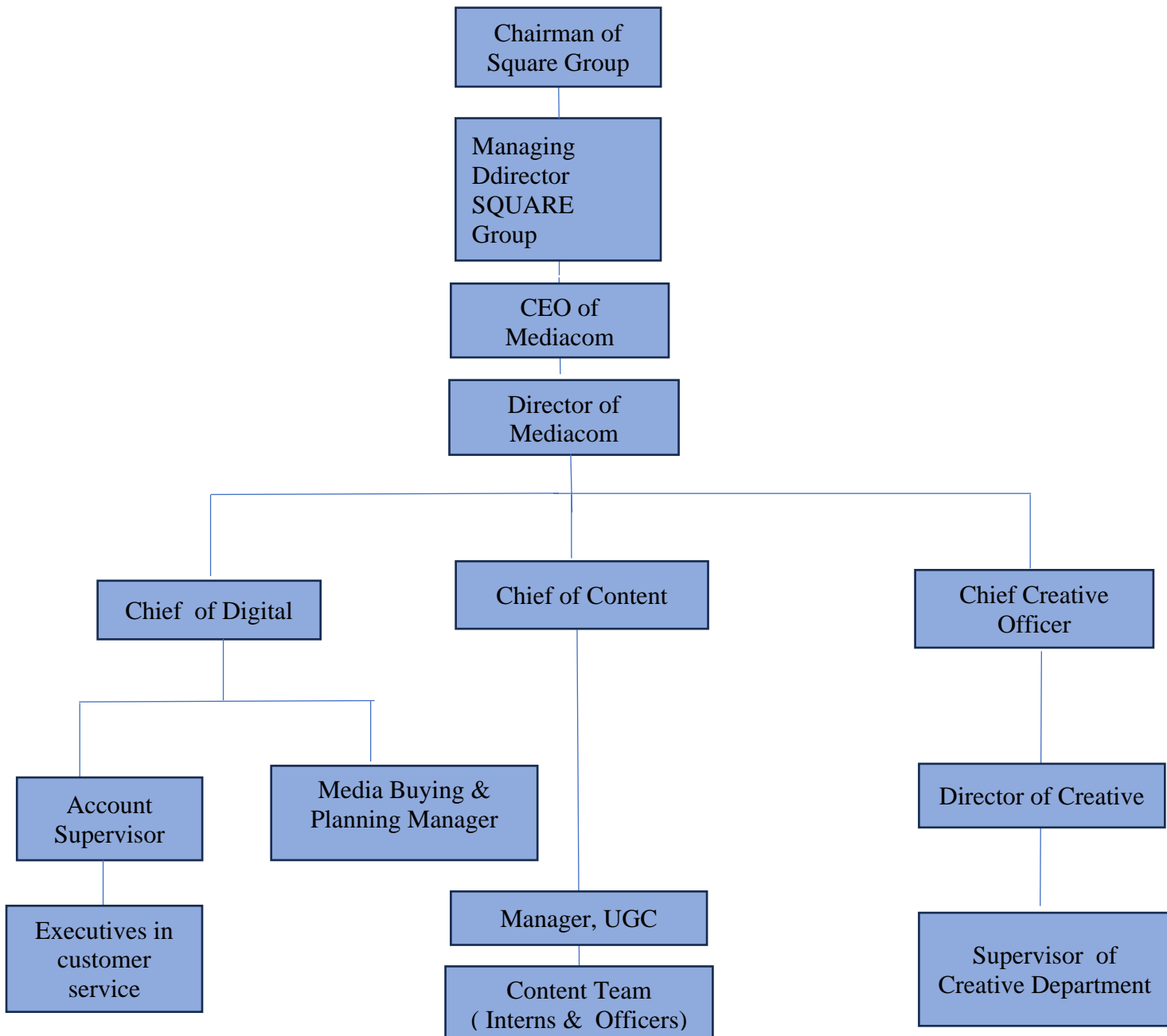
2.3.2 Organizational Division of Mediacom Limited

Top management makes all of the decisions with the support of a number of departments for Mediacom . The various departments support the upper management in managing the business. Examples include the departments of marketing, accounting and finance, creative, human resources, public relations, customer service, graphic design, and many more. After that, every department is split up into many teams, each managed by a manager or leader of the team. The teams are in charge of completing particular duties and tasks that are essential to the organization's performance as a whole. Those are the departments of Mediacom Limited.

- Accounts &Finance Department
- Marketing Department
- Human Resource Department
- Public Relation Department
- Customer service Department
- Creative & communication Department
- Media & content Department
- Graphic Design

2.3.3 Organizational Leadership Style

Mediacom Limited is led by a participative leadership approach. It is well known that in this leadership style , senior management and other firm personnel engage in decision-making processes. Additionally, under this leadership style, the organization's executives provide feedback to the workforce. Democratic leadership is another name for this type of leadership. Through participative leadership, leaders acquire about their team members' roles, which may be beneficial to the company. Professionals with strong communication skills and expertise in planning and decision-making are chosen by Mediacom's executive team. To define and accomplish the goals and objectives, they must collaborate. Developing an innovative and constantly improving culture is another top priority for Mediacom's executives, who also push staff members to think outside the box and take smart risks. (Akther, 2023). The participative leadership style followed in Mediacom Limited for several reasons. Some of those are,

- **Focusing on outcomes and performance:** Team members are required to fulfil predetermined targets and goals since Mediacom places a significant emphasis on performance and outcomes. By using this strategy, the business may make sure that it is consistently progressing and meeting its goals.

- **Interaction and evaluation:** The department head and Mediacom's upper management are in constant communication. Numerous formal and informal meetings are held in order to facilitate this communication. During those meetings, performance is often discussed, and feedback is then given to ensure that everyone is making the same effort to reach the organization's goals and objectives.

- **Hierarchy of Authority:** The organization's upper management receives reports from each department head and team leaders . Effective decision-making is made possible by this framework, which also facilitates efficient collaboration and communication between various teams and departments.

- **Focus on Continuous Improvement:** To increase the effectiveness of the business, Mediacom inspire their staff to think creatively and to develop fresh, original ideas. The business is continually trying to find methods to provide better trier service.

2.3.4 Human Resource Process

Organizations must organize their human resources carefully to make sure they have the appropriate people in the right places at the right times, with the correct abilities. Every business requires HR to take care of its employees. The department manages wages, policies, legislation, and human resources. Here are some HR process of Mediacom Limited.

- **Rules and Policies:** The working hours of Mediacom are adhered very scrupulously. The office hours are from 9 AM to 6 PM. Any employee who arrives at work late must provide the HR manager an explanation for their tardiness. According to Mediacom regulation, staff members are entitled to 12 sick days and 8 leaves for other reasons every year. The first week of the month is a busy time for the HR department, and they also have the duty of paying employees' salary during that period. They must ensure that the salaries list information for each employee is prepared and gathered correctly. The HR department also ensures a positive work environment and prevents harassment and discrimination in the workplace.

- **Recruitment and Interview selection process:** The task of hiring new employees falls to Farhan Abid, our department head Tahmina Yasmin, and the HR department. The department head of any Mediacom department notifies the HR department when that department needs any employees. After doing a job analysis, the HR department

orders the marketing department to publish advertisements about the new positions on various websites and social media platforms, based on the specifications that are needed. Many applicants then submit their whole resumes along with their job applications. After that, Kazi Anis, our HR assistant, allocate the resumes, creates a short list, and contacts the candidates for an interview. The interview method consists of two phases. Initially, candidates must participate in a group discussion. The HR directors justify candidates abilities, inventiveness, communication prowess, and capacity to generate new ideas throughout this group conversation. Those who make it through the group discussion are invited for an individual interview. The interview is conducted by department head Farhan Abid, Tahmina Yasmin and Rakibul Hasan the director of Mediacom. Among the interviewers who pass the group discussion and individual interview , new hires are chosen.

- **Training and Performance Allocation:** Following the hiring process, Mediacom's HR Department is responsible for onboarding and training new hires. For new hires, there are two or three training sessions depending on how well they do. If an employee's performance isn't up to par, they need to go to more training sessions. Employees learn about corporate policies and procedures as well as more effective and efficient ways to accomplish the organization's objectives during this training session. Workers receive performance-based feedback and are able to match their personal goals with those of the company.

2.3.5 Organizational Development and Employer Branding:

Mediacom, a prominent advertising firm in Bangladesh, is a standout company in the fast-paced and competitive advertising industry because it puts personnel development and well-being besides creating campaigns that customers find interesting. Mediacom creates an atmosphere that is conducive to company success by coordinating staff involvement programmes with employer branding strategies and organizational development activities. Employees are Mediacom's most important asset, and the company makes significant investments in their professional growth. The organization's attempts to train its workforce include a variety of programmes intended to improve worker competencies, encourage creativity, and facilitate career progression.

- **Cultural Emphasis:** Innovation, teamwork, and originality are valued highly at Mediacom. Employees at the agency are encouraged to think creatively, openly exchange ideas, and try for new strategies in a supportive atmosphere.

- **Possibilities for Learning and Development:** Mediacom offers thorough development initiatives to its staff that address both technical and interpersonal abilities. These courses give staff members the skills and information they need to flourish in their positions and add to the agency's overall success.

- **Employee Engagement**: Employee participation and ideas are valued by Mediacom. Open-door policies, team conferences, and regular feedback sessions promote active engagement and idea exchange throughout all organisational levels. Employees are awarded by the CEO (Ajay Kundu) based on annual performance . This inspire the employees to work hard for achieving the organization goals and objectives. Mediacom creates compelling employer branding initiatives by utilizing its own advertising expertise. These advertisements showcase the agency's creative environment and the inventive ways in which staff members contribute to client solutions.
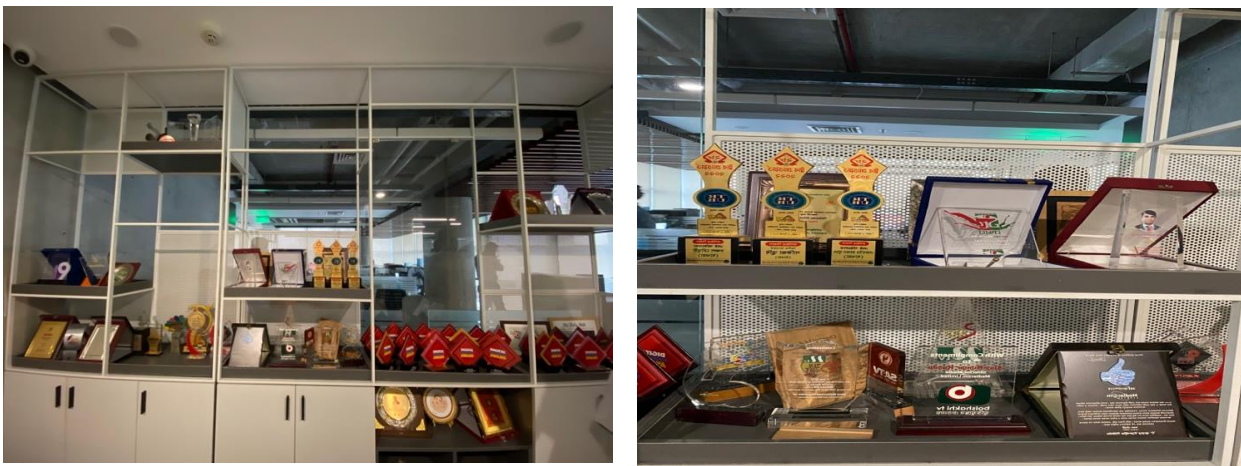
Figure 6:Awards Win by The Employees of Mediacom

- **Work-Life Balance:** Mediacom supports programmes that assist staff members in striking a healthy balance since it recognizes the value of this balance. Well-being initiatives, wellness plans, and employee engagement activities all help employees feel better about themselves and experience less burnout. Mediacom implemented stringent safety procedures in their workplaces, provided the required personal protective

equipment (PPE), and gave workers the opportunity to work remotely throughout the epidemic. In addition, they offered cash support to workers impacted by the crisis. Every year,

- Mediacom Limited organizes an annual excursion to invigorate their workforce.

Figure 7: Annual Tour of Mediacom ,10th November ,2023

2.4   Marketing Practice of Mediacom Limited

2.4.1 Marketing Strategy of Mediacom Limited

The core of Mediacom Limited's marketing approach is creating and implementing ground-breaking advertising campaigns that are customized to the unique requirements and goals of its customers. The organization supports high-quality service. The agency's strategy is based on a

thorough grasp of the regional market and top-notch execution skills. To help its customers reach their goals, Mediacom's team of seasoned experts uses a range of marketing methods and strategies. There are some marketing strategy of Mediacom

- **Data-driven insights**: Mediacom uses a wealth of data and analytics to obtain a thorough grasp of consumer behavior, media consumption trends, and effectiveness of campaigns. By optimizing campaigns for optimum effect, this data-driven strategy helps guide strategic choices.
- **Client-centric approach**: The basis of Mediacom's marketing strategy is its comprehension of and commitment to its clients' particular demands and goals. In order to provide customized solutions, the agency works closely with its clients and cultivates strong client relationships.
- **Technology-driven solutions:** To streamline operations, improve data analysis, and provide individualized marketing campaigns, Mediacom uses modern technology. This involves making use of internally products such as the digital marketing ,intelligence tool are Selected and the data activation platform Create.

2.4.2 Target market of Mediacom Limited

Mediacom operate a B2B market which means their business is business to business. They prepare advertisement for other multinational and national companies. The main target market for Mediacom is foreign and domestic companies that do trade in Bangladesh. The agency has a long history of success collaborating with a wide variety of customers in a number of different industries, such as consumer goods, pharmaceuticals, and telecommunications.

2.4.3 Targeting and Positioning Strategy of Mediacom Limited

Mediacom targets and positions the brands of its clients using a data-driven strategy. To determine the best methods for connecting with and engaging target market , the agency makes use of analytics, customer data, and research on the market. The purpose of Mediacom's positioning strategies is to help its clients' brands stand out in the marketplace.

2.4.4 Marketing Channels of Mediacom Limited

Mediacom uses a variety of marketing platforms to reach target demographics with the messages of its customers. The agency has experience in digital media, including search engine optimization, social networks, and online promotions platforms, in addition to conventional media like newspapers, radio stations, and TV. In addition, Mediacom provides events, press, and television with unique video and digital material.

2.4.5 Activities for Branding of Mediacom Limited

 Mediacom is aware of how crucial branding is to influencing customer attitudes and fostering corporate success. The firm creates and carries out all-encompassing branding strategies that include communication campaigns, message, and brand identification. Through its branding initiatives, Mediacom assists customers in building and enhancing their brands in the marketplace. Creative marketing and advertising methods that draw in viewers, pique their interest, and encourage desired behavior are created and implemented by Mediacom. The creative team of the firm creates images and messaging that effectively connect with the intended consumers. Marketing initiatives for its customers are guaranteed to reach the correct audience at the right moment and within the allocated funds because to Mediacom's competence in media planning and purchasing.

2.4.6 Digital marketing and social media

Mediacom is aware of how social media and digital marketing may change an organization. In order to accomplish customers' goals, the agency's committed staff of digital marketing professionals creates and implements plans that make use of social media, search engine optimization, and online promotions channels. The goals of Mediacom's digital marketing initiatives are to create leads, increase brand recognition, drive traffic, and interact with target audiences.

2.4.7 Marketing Mix of Mediacom Limited

- **Product / Service:** One of Bangladesh's top advertising agencies, Mediacom Limited, provides a broad spectrum of services to assist companies in connecting with their target market and achieving their marketing objectives. Among these services are, Public relations, digital marketing, creative advertising, media planning and buying, marketing communication, media strategy, etc.

- **Price:** The prestigious advertising firm Mediacom LIMITED uses a value-based pricing model that is focused on providing customers with quantifiable value. Acknowledging the variety of requirements of companies looking for effective advertising solutions, Mediacom bases their price on the special effects and outcomes that they offer. Mediacom guarantees a fair and transparent pricing approach by matching their cost to the observable advantages their clients receive, such as improved market placement, greater conversion rates, or more brand awareness. With this strategy, they can customize services to meet the goals of individual clients and build lasting relationships based on the real value created by their creative and successful advertising campaigns. By emphasizing the caliber and significance of their work, Mediacom positions themselves as a reliable partner dedicated to achieving success for their clients.

- **Promotions:** Mediacom uses a range of platforms for promoting their services, such as, Mediacom keeps up its extensive connections   with business associates and possible customers. To advertise its services, Mediacom employs a range of marketing communication earned it several industry prizes, which supports the company's brand.

- **Place:** Mediacom is well-established in Bangladesh, with offices in Dhaka. Additionally, the agency maintains a network all over Bangladesh that enable it to provide its customers and a fame in Bangladesh.

- **People:** One of Mediacom's most valuable resources is its group of skilled and seasoned experts. To keep its staff members abreast of the most recent advancements in technology as well as business trends, the organization makes significant investments in training and development.

2.5   Financial Performance and Accounting Practices

The department head Shahidul Alam in charge of Accounts and Finance department along with the senior executive   Binoy Biswas , and Arefin Faisal. They are in charge of managing the financial operations, which include financial reporting, budgeting, adjust the estimates and maximize the return on investment, planning, and analysis. (Akther, 2023). Since we don't have direct access, we can't talk about the accounts staff's obligations. My supervisor, Kamrun Nahar Dana who is the manager of Partnership & Procurement, UGC, gave me few details about a meeting that was scheduled for November 15, 2023.Finance and accounts department head collaborates closely with other top management to create and carry out financial plans that support the overarching aims and objectives of the business. The heads of other departments are consulted by the accounts and finance department in order to optimize resource allocation and create a successful yearly budget for advertising campaigns. They closely monitor expenditures, spot areas for savings, and provide advice on cost control. They also ensure that tax regulations are obeyed and conduct risk assessments to protect Mediacom Limited in a competitive market, in addition to handling payments for Banglalink's Toffee app content providers and generating comprehensive financial reports to track the company's financial status.

2.6   Operations Management and Information System Practices

Mediacom operates primarily as a B2B market. They work for different companies. Examples of such companies are Lotto, Akij Bakers LTD, Sajeeb Group, Toffee, Banglalink, SMC, Robi, and Bata. Mediacom offers its clients communication solutions. Such as planning, marketing solution, brand & media strategy, marketing & social communication, etc. Brands call Mediacom to find a solution when they are having trouble with strategy and planning, lack of marketing communication, and event management. Thus, one may wonder why individuals seek assistance from Mediacom for these issues. Sanaul Ahmed, the media manager of Mediacom, claims to have over 20 years of experience in this field. They therefore have a staff of experts and extensive industry experience. (Ahmed, media manager, 2023). Oracle is used by Mediacom for organizational operation management. Oracle provides a range of servers,

databases, apps, storage, and cloud services to support modern businesses. (Ahmed, media manager, 2023).

In order to create successful advertising campaigns for its clients, Mediacom's operations management team coordinates a number of different factors. The following describes a possible operational flow for Mediacom:

- **Media Planning and Buying:** To reach the target audience, the agency determines which media channels would work best. Analyzing media consumption habits, market trends, and demography are all part of this. Effective management of negotiations and the purchase of airtime or ad spots enhance the campaign's effects and reach while staying within the financial resources allotted.

- **Resource Allocation & management:** The operations team at Mediacom guarantees the best possible distribution of resources, including production know-how, media professionals, and creative talent. Maximizing efficiency and production, they carefully match expertise and skill sets to project needs.

- **Creative Development:** In response to customer needs, Mediacom's creative team generates thoughts, ideas, and designs. Advertising copywriting, graphic design, making videos, and other creative components catered to the campaign's goals are all part of this. The talented group of creative experts at MCL creates unique and successful advertising campaigns.

- **Public Relation:** Mediacom places a high priority on establishing and preserving solid client relationships. They begin by comprehending the demands, objectives, and target markets of their clients. A thorough grasp of project needs and customer satisfaction are ensured through the establishment of regular conferences, feedback sessions, and communication .

- **Assurance of Quality & Risk Management:** Mediacom upholds exacting standards of quality across the whole manufacturing process. This entails several iterations of evaluations and input to guarantee that the finished commercial is in line with the client's expectations and brand. Mediacom constantly detects and eliminates hazards that can have an bad impact on the outcome of a campaign. To guarantee client pleasure and business continuity, they have put in place risk management procedures and backup plans.

2.7   Industry and Competitive Analysis

Mediacom Limited is a prominent enterprise within the SQUARE group. They establish a strong presence in the advertising sector and are capable of managing market obstacles. Starting a media firm is a difficult endeavor for SQUARE organization.   To launch a media firm, they need to invest a lot of money, specialized expertise, solid relationships with clients, and a strong creative identity. Mediacom has been able to establish itself in the industry during the past 20 years. Using a SWOT analysis, I will now attempt to determine the strength, weakness, opportunity and threat of the Mediacom including the Porter's Five Factors.

2.7.1 Porter's Five Factors of Mediacom

Porter's five forces are the first thing we need to consider when analyzing a company's competitive advantage. Let's talk about whether Mediacom has any competitive advantages based on Porter's five forces.

Threat of New Entrants	Low
Bargaining Power of The Buyers	Low
Rivalry Among The Existing Firm	High
Substitute Products	High
Bargaining Power of Suppliers	Low

- **Threat of New Entrants is Low for Mediacom**

  One of Bangladesh's biggest industries is the SQUARE group. Numerous brands, including SQUARE Pharmaceuticals, textile, food and beverage, toiletries, and so on, are part of the SQUARE group. One of the SQUARE group's sub-brands is Mediacom. A new brand finds it extremely challenging to compete with an established business like Mediacom. It takes a long time, a large amount of money, specialized expertise, a marketing and operations staff, and other resources to sustain a brand, therefore it's difficult for a newcomer to the advertising sector to keep all these things. so the threat of new entrants is low for Mediacom Limited.

- **Bargaining Power of The Buyers Mediacom is Low**

In Bangladesh, Mediacom is a well-known advertising firm. The advertising industry was dominated by Mediacom for more than 18–20 years. As a result, they have a strong brand and can win over clients' trust. Furthermore, not many advertising agencies are as stable as Mediacom. Thus, they have less options for negotiating. As a result , the bargaining power of the buyers is low .

- **Bargaining Power of The Suppliers**

The bargaining power of the suppliers for Mediacom Limited is low.. We are aware that in order to create an advertising, an agency needs a production team as well as any supplies, services, or resources needed for daily operations, such media placements, advertising space, or technology.   Additionally, Mediacom has a production house and team of its own to create such advertisements. so that they are not dependent on other vendors. Consequently, The bargaining power of the suppliers for Mediacom Limited is low.

- **Rivalry Among The Existing Firm is High for Mediacom**

Similar to the extremely competitive digital marketing market, Mediacom Limited works in an atmosphere of intense competition. Numerous regional and international advertising agencies directly compete with Mediacom. Due to rivals such as Interspeed, Pink Creative Ltd., Grey Advertising Bangladesh Ltd., Mindshare Bangladesh, and others, Mediacom must constantly include design production facilities, internet marketing companies, and up-and-coming IT companies that are fighting for market supremacy.

- **Threat of Substitute Product is High**

For Mediacom, the threat of substitute products is high . These days, creating an advertising is really simple for a business. There are several platforms available for businesses to use to simply create advertisements. such as Twitter, Facebook, TikTok, YouTube, Instagram influencers, and Facebook marketing. Additionally, Mediacom can be replaced by other advertising strategies including internal digital marketing and relationships with digital influencers.

2.7.2 SWOT Analysis

A SWOT analysis is required when a corporation needs to determine its strengths, weaknesses, opportunities, and threats. I will attempt to identify Mediacom's strengths, weaknesses, opportunities, and threats by performing a SWOT analysis.

Strengths

- One of the valuable Strength of Mediacom Limited is , it is sub-brand of Square Group. We are aware that Square Group is a brand house. Within the SQUARE group, they have several brands. We are aware that the house of brand aids in the definition of distinct brands, which aids companies in entering certain markets and implementing specialized marketing plans. It also facilitates the entry of sub-brands into markets where the primary brand isn't as well-known or accepted.
- One of the well-established and well-known businesses in Bangladesh is SQUARE Group. As a result, they benefit from brand value. If they wish to start a new brand, they may do it with easily because people trust the Square Group, which is the parent company of that new brand. Thus, Mediacom Limited benefits from having SQUARE group as its parent company.
- After working as an advertising firm for over 20 years, Mediacom has accomplished success. They have established numerous connections with clients and various businesses, which is advantageous to them. Their customers have faith in them, and because of this, Mediacom is a reputable brand.
- Mediacom's profound comprehension of the local market, encompassing cultural nuances and buying pattern , enables them to produce advertisements that effectively

connect with the target population, resulting in increased involvement and loyalty towards the brand.

Weakness

- As I previously stated, Mediacom's primary advantage is that it is a SQUARE group subsidiary. However, now I also mention that having a parent firm like SQUARE group is one of Mediacom's weaknesses. One of the biggest companies in Bangladesh is SQUARE Group. They own several brands. Therefore, the SQUARE group makes the majority of the choices for those businesses. Mediacom must adhere to such guidelines as well. They lack the authority to accomplish anything they choose. Such as the industry in which they wish to invest, form a business partnership, etc.

- Due to its lack of engagement with overseas agencies, Mediacom may have lost sight of collaboration, global alliances, and potential customers looking for global marketing initiatives. The agency's goals and worldwide reach may be impacted by it.

- Given how quickly the media environment is changing, Mediacom Limited may run into problems with its limited ability and adaptability. Its inability to use AI or VR in the development of web domains may limit its potential to satisfy the needs of contemporary prospects who need clever digital strategies and compelling online personas.

Opportunity

- Mediacom Limited may benefit from the competitive advertising environment by boosting expenditure on media and drawing in customers looking for cost-effective marketing approaches, which will improve revenue and market share.

- Mediacom Limited have a fantastic opportunity to enter the internet marketing industry with the growing diversity of consumers via the internet, satisfying changing customer needs and growing its online audience.

- Mediacom Limited have the opportunity to lead and flourish in cutting-edge media tactics, differentiating itself in the market by bringing in new and inventive methods of marketing and advertising.

Threat

- Mediacom is threatened by international advertising behemoths like Interspeed, Pink Creative Ltd, Grey Advertising Bangladesh Ltd, Mindshare Bangladesh, which will likely increase rivalry and have an effect on revenue and acquiring customers in Bangladesh.

- Mediacom Limited may have worries owing of the unexpected rise of innovative tech firms that specialize in blockchain-enabled ad replies, augmented reality (AR), or AI-driven advertisements. These businesses have the ability to entice customers to fulfil the expectations of contemporary prospects who need clever digital strategies and powerful online personas.

- Mediacom Limited does not run any advertisements to advertise itself. Because they think that, as a well-established business, Clients will come looking for them. That may put them in risk. Limited by offering unique and affordable substitutes.

2.8   Summary and Conclusions

For more than 20 years, Mediacom Limited—a division of the well-known SQUARE Group—has made a name for itself as one of Bangladesh's top advertising agencies by continuously creating creative advertisements and interesting content. The agency specializes in creating and carrying out detailed advertising strategies, creating effective commercials, and making well-timed and targeted media buys. Numerous awards, including the esteemed Comm award 2022, have been bestowed upon Mediacom Limited in recognition of its creative vision and strategic strategy. The agency's dedication to creativity and quality has helped it rise to the top of Bangladesh's advertising industry, making it a reliable partner for companies looking to improve their brand recognition and meet their marketing objectives.

2.9   Recommendation

As I previously said, Mediacom Limited is one of Bangladesh's biggest advertising companies. Nonetheless, there are some areas that they ought to focus on.

- Mediacom is one of Bangladesh's leading advertising agencies. However, they do not have much promotional activities of their industry. As a result, not many people are

familiar with them. Therefore, I believe that they need to put in more effort in their promotion if they want to become more well-known.

- One of SQUARE group's sub brands is Mediacom Limited. One of Bangladesh's top industries is square. SQUARE group has several sub brands. For those companies, the SQUARE group makes most of the decisions. These rules must also be followed by Mediacom. Mediacom lacks the power to enter into agreements with businesses or make financial investments in projects. When the SQUARE group gives them permission, they carry out all of these actions. In my opinion, SQUARE group need to provide Mediacom more flexibility in making judgements.

Chapter 3: The Project Part

Effects of Digital Marketing Data Analytics and Traditional Marketing Data Analytics on A New Product Success : A study of SQUARE Toiletries Ltd.

3.1 Introduction

A part of Square Group, Square Toiletries Ltd. is one of Bangladesh's biggest retailers of fast-moving consumer products. Originally a part of Square Group, Square Toiletries Limited was established in 1988 and became a distinct private limited business in 1994. The business produces over 55 items and markets 20 brands in several markets, including fabric care, dental care, hair care, and health & hygiene. (Square Toiletries Limited, [APA], n.d.). The company's well-known brands include Meril Baby, Jui, Magic, Sepnil, Kool, Meril Protective Care, Supermom, etc. Square also exports its goods to thirteen nations, including the United Arab Emirates, Germany, the United Kingdom, Australia, and Malaysia. Within the quickly changing context of consumer behavior and market dynamics, the interaction between traditional and digital marketing data analytics is crucial in determining how new goods succeed. This research explores the significant influence that these analytical techniques had on the release of a new product at SQUARE Toiletries Ltd.

The way that businesses interact with their target market has changed dramatically in recent years due to the widespread adoption of digital platforms and technology. Data analytics for digital marketing leverages the abundance of information produced by social media interactions, website traffic, online conversations, and other digital touchpoints. Marketers may identify customer preferences, behaviors, and feelings in real time with this wealth of data, which makes customized plans and accurate targeting possible. On the other hand , Traditional sources including sales statistics, focus groups, surveys, and market research provide information that is gleaned from traditional marketing data analytics. While digital analytics prioritizes instantaneous input and flexibility in decision-making, conventional analytics frequently provide a thorough grasp image of the brand, and demographic information. The purpose of this study is to investigate how SQUARE Toiletries Ltd uses data analytics from digital marketing to spot new consumer trends, improve online advertising, and boost client interaction. It also looks at how traditional marketing data analytics can be used to measure the

success of offline promotional campaigns, assess customer behavior across a range of demographics, and identify market groups.

The study will try to show the effects of digital marketing data analytics and traditional marketing data analytics on a new product success , a study of SQUARE Toiletries Ltd.

3.1.1 Problem Statement :

Businesses that use promotional campaigns to boost sales, engagement, and brand awareness can benefit from marketing. While marketing is a useful tool for expanding companies, it's critical to treat marketing as a process and take full use of all its advantages in order to maintain competitiveness and optimize return on investment (ROI).(Indeed,2022).

In the conference room, a concept could seem fantastic, but it might not work as well when presented to others. An concept that you initially thought was brilliant might occasionally go horribly wrong for a variety of reasons. The outcome may be a convoluted mess that damages your brand.

Marketers are experimenting with new media and platforms these days. There is a lot of competition, and marketing blunders occur when you try to find that viral video or trending tweet. In actuality, they're made by even the biggest, most well-known brands. These errors can also be very expensive. Clayton Christensen, a Harvard Business School professor, estimates that there are about 30,000 new products produced per year, and 95% of them fail. one can produce highly targeted content with the help of marketing analytics, which provides you with specific client information. Analytics software uses user profiles, past purchases, and browsing patterns to forecast and identify client preferences, improving the overall customer experience. (Mason school of business,2023).

When Square Toiletries creates a television commercial using traditional marketing analytics, for a product like, kool, zero cal, sepnil etc product, they are unable to estimate or count the number of viewers. Conversely, Square Toiletries can find real-time results Tracking, how many People See This content ,get global reach, and so on of those products when they use digital marketing analytics.

3.1.2 Objectives

There are two possible interpretations of the report's purpose, a general objective and a specific objective.

General Objective : The primary objective   is to evaluate the effect of traditional marketing data analytics and digital marketing data analytics. At the same time to compare the effectiveness of these two techniques in the context of successful launch new product of square toiletries.

Specific Objectives

- TO evaluate the market performance metrics for a new product that SQUARE Toiletries Ltd. has launched.
- To understand the impact of both traditional and digital marketing data analytics on new product launch.
- To comprehend the effect of revenue of both traditional and digital marketing data analytics.
- To understand which approach provide better control on successful launch of new product.

3.1.3 Literature Review

Marketing has gone through different phases, traditionally from billboard, print-media to the digital age where it has become more diverse, data centric and complex (Infotech, 2006). Digital marketing analytics gives competitive edge to a new product launch by allowing us to tune business's strategy, campaign optimization and highly customized content with better decision making and better customer experience resulting in higher ROI (Infotech, 2006). Digital marketing data analytics provides different types of performance metrics like customer retention rate, conversion rate, social engagement, website traffic, cost per click, return on Advertising spending based on which we can set the new product launch project goal for a certain time period and measure and control the performance (Velocity, 2023). Utilizing outside knowledge into an organization's analytical methods has grown in importance in the past few years for developing of new products for enterprises (Chuang & Lin 2015; Lichtenthaler, 2016). Moreover, company can find the material that connects with your

audience the most fast by watching client behavior in real time (Hiller, 2023). Data analytics for digital marketing includes gathering and examining customer information from several online channels and sites. Digital marketing data analytics provide unmatched insights into customer behavior, preferences, and engagement patterns (Smith & Taylor , 2019). Marketers may increase the chance of new product adoption by optimizing campaigns, personalizing products, and refining tactics quickly with the capacity to track customer interactions in real-time (Khan, 2020). Furthermore, analytics in digital marketing allow businesses to predict customer demands and industry trends. This proactive strategy makes it easier to provide new items on time and in line with consumer needs, which increases the likelihood of success   (Li & Wang, 2018).For a new product to launch, a traditional marketing system would highly rely on managers, researchers, marketing analysts who highly depend on local information and intuition. (Frankwick & Ramirez, 2016). Traditional marketing refers to make use of information gathered from offline sources including sales statistics, interviews, focus group, surveys etc (Brown & Johnson, 2017). It was also found that, today's marketing is about customer relationship and traditional marketing like newspapers, local TV, billboards, commercials, marketing collateral plants the product in the heart of the community in a way that, materials are more sustainable that leaves a longer impression, sets credibility in the community with flow of material via TV and billboards that goes to diverse set of audience (Lucid Advertising [APA], n.d.). Traditionally, marketers do the strength, weakness, threat and opportunity analysis, life cycle analysis, product market strategic analysis, BCG matrix which are known for long term success of new product in the market that can not be undermined for short term gain in marketing (Chiquetti, 2023)

3.1.4 Significance of the issue

The study focused on an important topic and discovered that compared to traditional marketing analytics, digital marketing analytics is more advantageous in terms of cost effectiveness, real-time monitoring, measuring the return on investment, etc. Real-time data from digital marketing data analytics is frequently available, allowing for the rapid modification of marketing plans. In a market that moves quickly, this flexibility may be essential. The collection and analysis of traditional marketing data might take longer. By digital marketing data analytics , SQUARE Toiletries is able to determine unfulfilled requirements and desires of its customers by examining sales statistics, customer reviews, and market research. The

development of new items that fulfil these requirements and desires may subsequently be done using this knowledge. Moreover, SQUARE Toiletries can determine who is most likely to become a client by looking at email marketing statistics, social media interaction, and website traffic. Following that, marketing strategies may be tailored to these clients using the information provided. Furthermore, Data from digital marketing may be utilized to guide many marketing choices, such as product creation and campaign optimization. In addition, Data from digital marketing analytics may be utilized to guide many marketing choices, such as product creation and campaign optimization. However, Finding the most pertinent insights might be challenging due to the huge amount of data available in digital marketing data analytics. And It may be challenging to gather and utilize data for marketing objectives as consumers are becoming more and more worried about the privacy of their internet information.

On the other hand , traditional marketing data analytics techniques have been used for many years, there is an abundance of knowledge and resources at one's disposal. However, it can be more costly and time-consuming than digital marketing data analytics when it comes to cost efficiency. Long-term patterns may be found using traditional marketing data analytics , which is useful for long-term planning. Nevertheless, Targeting particular groups of consumers may be challenging with traditional marketing data as it is usually less detailed than digital marketing data. Moreover , It can be challenging to derive trustworthy inferences from traditional marketing data as it is sometimes inconsistent and challenging to validate. It's crucial to measure the return on investment for marketing initiatives. When compared to traditional marketing analytics, digital analytics frequently make it simpler to track the return on investment of different campaigns.

To sum up, in order to improve the success of new products, digital and traditional marketing data analytics work in tandem. Organizations may make educated judgements, maximize marketing tactics, and achieve sustainable growth by merging these two data sources to provide a comprehensive picture of the market, consumer behavior, and product performance. However digital marketing analytic is more beneficial than traditional marketing data analytics.

3.1.5 Hypothesis

- **Hypothesis 1:** Digital marketing analytics is more superior to evaluate the performance matrix to launch a new product.

- **Hypothesis 2:** Comparatively greater positive impact of digital marketing data analytics on the success of new product launch than traditional marketing data analytics.

- **Hypothesis 3:** Digital marketing data analytics have ability to generate more revenue than traditional marketing data analytics.

- **Hypothesis 4:** Digital marketing data analytics matrix provide better control and customization option in new product launch than traditional marketing data analytics.

3.2   Methodology

The research had been conducted to determine the effect of data analytics (Digital & Traditional) in marketing for a new product launching. The primary research used to compile the data for this study was carried out using a survey form. To ensure the quality of this study, secondary data were gathered from a variety of internet sources in addition to the main data, such as papers, statistics, articles, and journals. Furthermore, the main study findings were obtained by qualitative data collection to concentrate on the many aspects and the impact of digital & traditional data analytics in marketing for the introduction of a new product.

3.2.1 Research Design

The author of this paper refer to the entire steps of the investigation as the methodology. This paper employ a few strategies to obtain the data required to validate the report. In order to get precise outcomes and define objectives, the paper focus on Qualitative data analysis approach in methodology. Surveys, in-depth interviews, and self-observation were the methods used to gather data. The study focus on both primary and secondary data to achieve my study's objective.

3.2.2 Sampling Techniques

In this study, a nonprobability sampling strategy was employed for sampling. In addition, this paper focus on purposive sampling to obtain detailed data for my research. The author create few questions and use Google form to disseminate them to about 80 marketing experts. Of the 80 participants, seventy-three answered the survey. Of the 73 respondents, 20 are female and 53 are male, with the age range they represent being 18 to 45.

3.2.3 Proposed Target Market

The study specifically targeted Bangladeshi citizens with expertise in marketing for the research. Author collect their responses via an in-depth interview and a Google form response. It help to increase the decision making and to built the strategy. A total of 80 participants are selected for the survey, of whom 73 provide a response. The majority of respondents to this poll held corporate jobs, however a small number of newly graduated students majoring in marketing also participated. Some respondents work for marketing agencies.

3.2.4 Data collection Method

Both primary and secondary data were used in the design of the study. In order to support the objectives of my study, author decided to conduct interviews for primary data. In addition, this paper focus on the use of a Google Form to get feedback from marketing experts in order to determine whether kind of data analytics—traditional or digital—has a greater influence on the success of new products. Additionally, internal reports and other pertinent resources, such as papers, statistics, articles, and journals, were used in the compilation of this study in order to determine which of those is more efficient.

3.3 Findings and Analysis

The paper's findings and. Analysis aim to identify the most influential marketing analytics, whether digital or traditional, based on the data that has been gathered. It will also attempt to demonstrate how the outcome of the data collection relates to the objective of the study. Using a Google Form and in-depth interviews, the study's data were developed based on survey questions. Once the participant has provided the data, it is transformed into a visual representation utilizing graphical tools, such as pie charts, in order to do a perceptive analysis. Below, let's talk about the results.

There were seventy-three participants in the research. Out of the 73 participants, 27.4% were female and 72.6% were male. It was noteworthy that the majority of participants ranged in age from 18 to 22. approximately 30.1% of the participant. Moreover, 27.4% of the sample's age group, which falls between 23-27, Furthermore, 24.4% and 17.8% of the participants were in the 28–35 and 35–45 age groups, respectively. The survey was administered to individuals in corporate employment, freshly graduated in marketing majors, marketing agency employees, and a few other occupations. Of those surveyed, 42.7% had corporate jobs, while 29.2% were
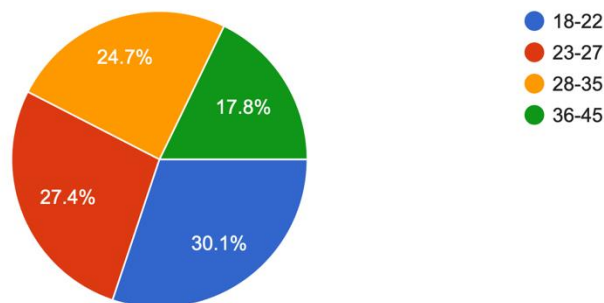
employed by advertising agencies. In addition, this research included 9.7% students and 13.9% people in other occupations.
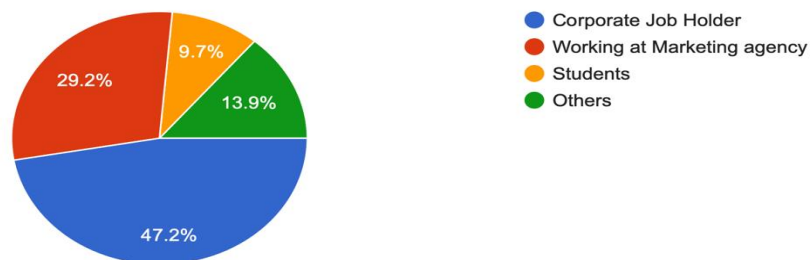
Gender ?
73 responses
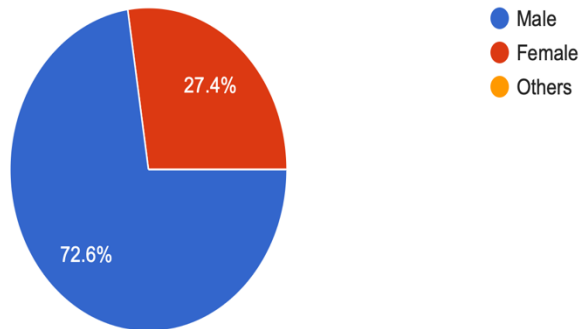
Survey Result Graph 1

Age group ?
73 responses

Survey Result Graph 2

Your Occupation?
72 responses

Survey Result Graph 3

3.3.1 Hypothesis 1

Digital marketing analytics is more superior to evaluate the performance matrix to launch a new product.

The process of analyzing data to assess the performance and efficacy of marketing initiatives is known as marketing analytics. Data from marketing analytics supports your company's decision-making on advertising expenditures, product upgrades, branding, and other areas. Digital marketing data analytics is an essential component for a marketing strategy. It is hard to make wise selections about how to enhance a company's marketing promotions , if they don't know how the company is working now. Various performance measures, such as customer retention rate, conversion rate, social engagement, website traffic, and cost per click, are provided by digital marketing data analytics. A key component of digital marketing is website traffic. Using Google Analytics or other software that falls under the category of digital marketing analytics, we may identify those who have visited or interacted with our website. Web traffic provides insight on the effectiveness of the business's marketing campaigns. A large number of visitors to your website indicates the effectiveness of our campaigns. However, it's an issue if individuals don't show interest. This could have to do with technological problems like broken links or an indication of poor quality content. So a marketer can quickly determine whether their marketing campaigns runs well or not (Hancock, 2022). Moreover, Learn more about the kinds of material that appeal to the audience. On the other hand, in traditional marketing analytics, marketers are not able to gather consumer information. It is difficult for the marketer to know how many individuals are seeing or interacting with their campaigns. According to the survey, 70% of respondents believe that that digital marketing analytics have the greatest spectrum. However, 25.7% of respondents believe that traditional marketing analytics have the greater spectrum . Furthermore, rest of the 4.3% participants do not trust any of them. Following that, 20.8% of respondents believe lift-late ads and billboards to be beneficial. Nonetheless, 30% of individuals think that advertisements in digital media are useful. Based on those data we can say that Digital marketing analytics is more superior to evaluate the performance matrix to launch a new product.
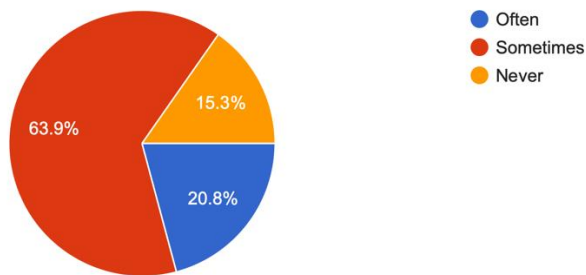
Which one has greater spectrum ?
70 responses

- ● Digital Marketing Data Analytics
- ● Traditional Marketing Data Analytics
- ● None of Them
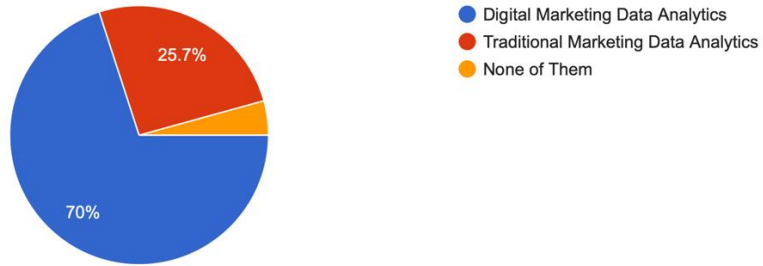
Survey Result Graph 4

Did you find any significance of any billboard or leaflet advertisement ?
72 responses

- ● Often
- ● Sometimes
- ● Never

Survey Result Graph 5

Do you find any significance of digital media advertisement ?
73 responses

- ● Often
- ● Sometimes
- ● Never
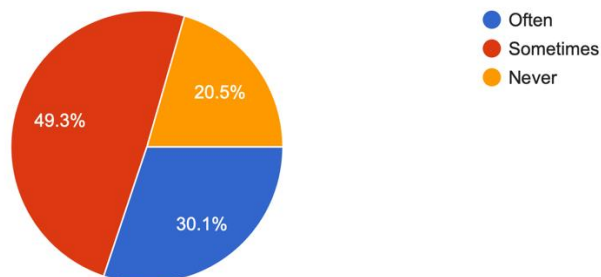
Survey Result Graph 6

3.3.2 Hypothesis 2

Comparatively greater positive impact of digital marketing data analytics on the success of new product launch than traditional marketing data analytics.

Integrating and gathering data from many sources, such as social media platforms, websites, and CRM systems, is known as digital marketing analytics. These data contribute in a company's development of a solid understanding of its target market, client behavior, and buying habits. In order to provide a single perspective of consumer data that can be utilized to guide marketing strategies and promote company growth, data gathering and integration are essential. Digital marketing data analytics have the immediate impact. Through studying of data such as email open rates, social media interaction, and website traffic, companies may learn more about their target audience, including their interests and preferred methods of interacting with brands on the internet. Afterwards, using this data, marketing programmes that are more individualized and focused and connect with consumers more deeply may be developed. Additionally, one of the benefits of digital marketing analytics is that it allows companies to monitor the effectiveness of their efforts in real-time. It implies that they are able to rapidly identify what is working and is not working and modify as necessary. For instance, a company can increase the efficacy of a certain advertising campaign by making changes to the targeting or messaging if they observe that it is not yielding the expected results. On the other hand, Another significant issue with traditional analytics methods is that it is frequently disregarded. Traditional marketing analytics are not able to give the real time data. A historical perspective is provided by a static data method, which is helpful for examining patterns and performances across time. However, in order to make real-time adjustments to the consumer experience, marketers nowadays must be aware of projected client behavior. From our survey we found that, 78.1% believe that digital marketing data analytics have immediate impact and only 16.4% participants stay with traditional marketing analytics. Further more, Most of the participant believe that digital marketing data analytics can show the real time data which is 84.9% and rest of the 12.3% participants think that traditional marketing provide real time data.
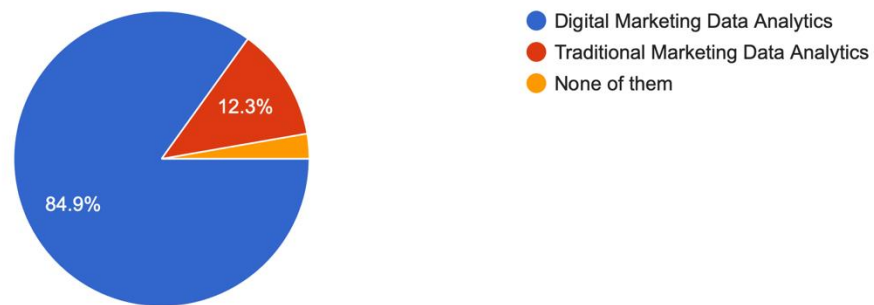
Which one have immediate impact ?
73 responses
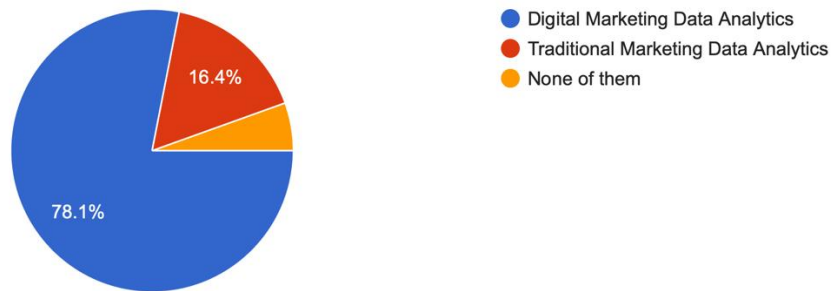
Survey Result Graph 7

Which one can shows real time data more specifically ?
73 responses
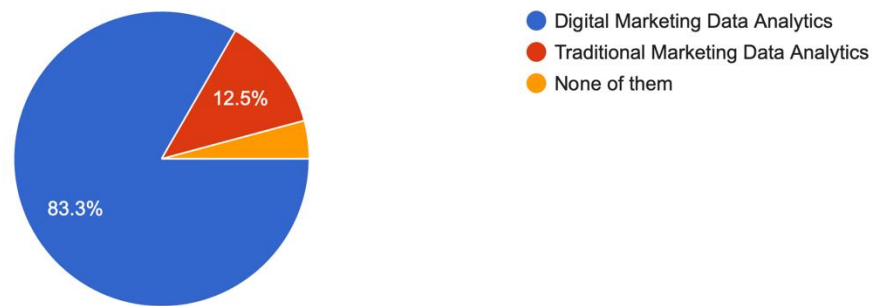

Survey Result Graph 8

3.3.3 Hypothesis 3

Digital marketing data analytics have ability to generate more revenue than traditional marketing data analytics.

Revenue is the most important element it the business. From our in-dept interview with Md Sabbir Hossain who is manager of media at SQUARE Toiletries stated that, A Businesses may improve their understanding of their consumers and market by employing digital data analytics techniques. This can result in more successful digital marketing strategies, more individualized interactions with clients, more customer happiness, increased efficiency, and increased revenues and this process will reduce the cost of the campaigns. On the other hand, in

traditional marketing data analytics is costly than the digital marketing analytics. However, There remains scope for traditional marketing, though. Digital marketing strategies may not be as effective or as distinctive as traditional marketing strategies when trying to attract a local or elderly audience. These techniques may appear "old," yet they are effective. Further more from our research er found that 83.3% participant believe that digital marketing analytics is more cost effective. And rest of 12.5% believe in traditional marketing data analytics. When it comes to expenses and return on investment, digital marketing frequently offers more advantages than traditional marketing channels such as, print or television.

Which one is more cost effective ?
72 responses

● Digital Marketing Data Analytics
● Traditional Marketing Data Analytics
● None of them

Survey Result Graph 9

3.3.4 Hypothesis 4

Digital marketing data analytics matrix provide better control and customization option in new product launch than traditional marketing data analytics.

By using digital marketing analytics marketer can find out easily whether campaigns are running well or not for a new product. If the Marketer   notice that the customer are not interested with their campaigns , they can modify or recreate the campaigns again. In contrast, in traditional marketing, it is more complex to change any campaigns. For instance, a marketer may decide to use billboard advertising as a traditional marketing channel. It is difficult for a

firm to update this billboard poster. It will be expensive for anyone to fix this, though. According to the results of our survey, 73.6% of respondents think that digital marketing analytics offer greater customization options. 13.9% of respondents believe that traditional marketing analytics offers greater options for customization. And 12% of respondents select none of them.

Which one has more customisation facility ?
72 responses

- Digital Marketing Data Analytics
- Traditional Marketing Data Analytics
- None of them

13.9%
12.5%
73.6%
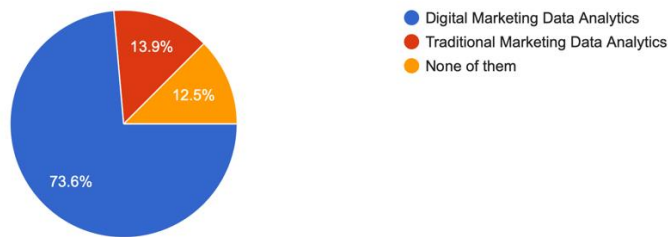
Survey Result Graph 10

Which one is more flexible to use ?
72 responses

- Digital Marketing Data Analytics
- Traditional Marketing Data Analytics
- None of them

13.9%
79.2%
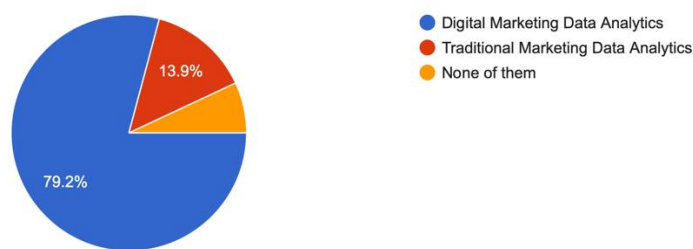
Survey Result Graph 11

3.4 Conclusion

The process of analyzing data to assess the performance and efficacy of marketing initiatives is known as marketing analytics. With the use of marketing analytics, a business may obtain more insightful information about its target audience, maximize its marketing budget, and increase return on investment. Consumers and marketers alike benefit more from marketing analytics. Square toiletries use the marketing analytics for launching a new product. In this research paper we mention about two type of data analytics. One is digital and another is traditional marketing analytics.

As we stated earlier digital marketing analytics refers to collecting consumer data and information through different digital channel. By using the digital marketing analytics SQUARE toiletries can find the traffic of their website, most relevant audience, real time data tracking, global reach and cost efficacy. First of all digital marketing analytics help to find the actual target market by using the customers purchasing behavior, demographic data. This help the marketer to find the most relevant consumer. After that, compare to the traditional marketing ,digital marketing is most cost efficient. Moreover, It provide the real time data on the marketing campaigns.

On the other hand, traditional marketing spreads through regional publications, radio, or newspapers, you may connect with potential clients in a particular area and demographic. It's main goal is enhancing key metrics for greater understanding regarding pricing, product lifecycle, advertising, new product launch, and managing client relationships. However, there are some lacking in traditional marketing analytics Like, real time marketing tools, Doesn't Record Multiple channels, difficult and time consuming. Real time data are unavailable in the traditional marketing analytics. Furthermore, Traditional marketing analytics systems fail to record complicated, multiple channels experiences; instead, they operate separately on data inside a single channel.

SQUARE Toiletries limited run their advertising campaigns with digital and traditional marketing analytics to launch a new product .However, it will be more beneficial if they focus in digital marketing analytics more. In collusion, we come up with that decision that digital marketing data analytics is more impactful than the Traditional Marketing Data Analytics on A New Product Success for SQUARE Toiletries Ltd.

3.5   Recommendation & Limitations

In this report the author try to find out the positive and negative site of Digital marketing data analytics and traditional marketing analytics . Moreover, In this report author focus on the effect of the effects of digital marketing data analytics and traditional marketing data analytics on a new product success : A study of SQUARE Toiletries Ltd.

3.5.1 Limitations

There are some limitations of the report. Such as, Limited scope, Lack of proper data, Failure to Take Into Account External Factors. The research perhaps directed with a small sample size in a specific geographic location, or in a constrained amount of time. These limitations may make it difficult to extend the findings to a larger population or to other contexts. Moreover, Ignorance of how the external environment affects customer behavior and the effectiveness of the organization.

3.5.2 Recommendations

There are some recommendations for the research paper . that could help another researcher in future. This research is conduct with a small size of data with a specific demography in a short period of time. However, for the betterment of the research ,a researcher can choose large sample size. And the data can be collected from marketing expert, higher level officers of different renowned company. Moreover, the researcher can invest more time on it to get more specific result.

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