



The Role of Web Analytics in Supporting the Effectiveness of Electronic Customer Relationship Management at the Jumia Store in Algeria.

Ferhoul Miloud and Boukedroun Youcef

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دور تحليلات الويب في تفعيل إدارة العلاقة مع العملاء الإلكترونية بمتجر 'جوميا' الجزائر.

Dr. Ferhoul Miloud^{1*}, Dr. Boukedroun Youcef²,

¹Djilali Bounaama University, khemis miliana, miloud.ferhoul@univ-dbkm.dz

² Djilali Bounaama University, khemis miliana, y.boukedroune@univ-dbkm.dz

Abstract:

The study aims to shed light on web analytics as one of the most important challenges facing organizations and its role in improving the level of customer relationship management, especially in light of the recent shifts in the business environment, the market openness to each other and the continuing developments in the field of information and communication technology are all factors that may It is difficult for the organization to define the marketing philosophy towards the customer, which has become one of the most profitable assets for institutions that are good and valuable in managing the relationship with him, especially its ability to reach the largest possible amount of his preferences and consumer needs, and thus techniques have evolved to manage the relationship with the customer, especially with the use of web analytics, which facilitates The organization must manage the customer relationship electronically, E-CRM. Through this study, we tried to involve a very important case study embodied in the experience of the "Jumia" store in Algeria.

The study reached a conclusion that confirms that there is a close relationship and a positive direct impact of web analytics on E-CRM. This is what made the "Jumia" store today gain the loyalty of its current customers and aims to buy it very broadly in the Algerian market.

Key words: web analytics, CRM, E-CRM.

المخلص:

تهدف الدراسة إلى تسليط الضوء على تحليلات الويب كأحد أهم التحديات التي تواجه المؤسسات ودورها في تحسين مستوى إدارة العلاقة مع العميل، خاصة في ظل التحولات التي شاهدها بيئة الأعمال في الأونة الأخيرة، فانفتاح الأسواق على بعضها البعض واستمرار التطورات في مجال تكنولوجيا المعلومات والاتصال كلها عوامل قد تصعب على المؤسسة تحديد الفلسفة التسويقية اتجاه العميل والذي أضحت من بين أهم الأصول المربحة للمؤسسات التي تجيد وتنتمن إدارة العلاقة معه لاسيما قدرتها في التوصل إلى أكبر قدر ممكن من ميولاته واحتياجاته الاستهلاكية، وبهذا فقد تطورت تقنيات إدارة العلاقة مع العميل خاصة مع استخدام تحليلات الويب والتي تسهل على المؤسسة من إدارة علاقة العميل الإلكتروني E-CRM، هذا وقد حاولنا من خلال هذه الدراسة إلى إشراك دراسة حالة جد مهمة تجسدت في تجربة متجر "جوميا" في الجزائر.

توصلت الدراسة إلى نتيجة تؤكد بأن هناك علاقة وطيدة وأثر مباشر إيجابي لتحليلات الويب على إدارة علاقة العميل إلكترونياً، وهو ما جعل متجر "جوميا" اليوم يكسب ولاء عملائه الحاليين ويستهدف شرائه جد واسعة على مستوى السوق الجزائرية.

الكلمات المفتاحية: تحليلات الويب، إدارة العلاقة مع العميل، إدارة علاقة العميل إلكترونياً.

Introduction:

The developments that the world witnessed with the end of the last century and the beginning of the third millennium contributed to the complexity of the business environment of institutions, regardless of their size or nature of activity, especially those factors related to the technological aspect, as we started talking about the digital economy, wiki economics, e-marketing, e-government, and so on. It is necessary for any institution to adapt to these situations, and more than that, it is required to be vigilant in electronic terms by paying attention to what science has reached in the technological field, especially regarding the use of web analytics and other processing and research tools, since this may open a wide field for it. To maximize the benefits of its clients on the one hand and to achieve its strategic objectives on the other hand.

Most of the traditional institutions are interested in hearing the voice of machines and the workforce only, while they completely exclude hearing the voice of their customers, which makes them unable to guarantee a competitive performance that can reach the level of effectiveness, but on the other hand most of the advanced institutions that have a marketing philosophy and a strategic outlook in management seek to improve the level of its relationships with clients, especially in the long run within the framework of achieving satisfaction and loyalty, and managing this relationship is called Customer Relationship Management, which is often referred to as CRM, which is an acronym for the words Customer Relationship Management, which is one of the most important techniques for making correct decisions in institutions. The tremendous developments in information technology and with the emergence of modern web technologies, customer relationship management has evolved from its traditional form and took a modern form known as E-CRM, which requires a high level of technological and digital intelligence, as web analytics is among the most important tools that contribute to improving the level of the relationship between the institution and the customer electronically, as it opens avenues to ensure an effective level of marketing to customers and processes of product preference and interaction processes. With the website of the institution.

There are many institutions that are interested in the field of e-commerce, especially at the international level, and the "Jumia" store in Algeria is among the most important of them. This online store has always expressed its intentions to improve the level of managing its relationship with customers electronically through the application of specialized processing tools, among the most important of which is web analytics. Of all kinds, and this is out of its keenness to gain the loyalty of its existing customers and to attract the largest possible number of potential clients internationally.

So, through the previous proposition, the following main question can be asked:

• How does web analytics support the effectiveness of electronic relationship management with customers in the "Jumia" store in Algeria?

From this main question stems from a set of sub-questions as follows:

- What is web analytics?
- What is the goal of managing the customer relationship electronically within institutions?
- What is the role of using web analytics for organizations in managing the customer relationship, electronically or traditionally?

Importance of the study: The importance of the study is summarized as follows:

- Highlighting what web analytics is, as it is one of the modern topics that an institution must take care of if it intends to support its continuity and its survival within the field of competition.
- The issue of managing the customer relationship electronically is also a thorny topic, which illustrates the importance of using digital applications and web analytics to ensure the proper functioning of its relationship with current and potential clients.

1- Theoretical background of web analytics:

Web analytics is considered one of the most important branches of economics, especially when it comes to the arts of management and administration, as with the spread of the manifestations of technological globalization today, it has become necessary for business organizations to use the Internet and its applications to support their job performance. The organization understands the meaning of web analytics, its role and most important processes.

1-1-What is web analytics?

The research did not unite to provide a unified definition for web analytics. Rather, the definitions differed in the different fields of use of this application tool, which depends on media and communication technology. It can be said that Web analytics is a technology and method for the collection, measurement, analysis and reporting of websites and web applications usage data (Zheng & Peltsverger, 2015, p. 13). Web analytics has been growing ever since the development of the World Wide Web. It has grown from a simple function of HTTP (Hypertext Transfer Protocol) traffic logging to a more comprehensive suite of usage data tracking, analysis, and reporting. The web analytics industry and market are also booming with a plethora of tools, platforms, jobs, and businesses.

1-2- The Historical Background of Web Analytics:

The emergence of web analytics goes back to the end of the last century, specifically during the last decade of it, when the development of technology and its applications has increased in various circles, but most studies that are concerned with web analytics confirm that the emergence of the first browser in the World Wide Web in 1989 had a direct impact on the emergence of the narrow concept, For web analytics.

One of the pioneers of web log analysis was Web Trends, a Portland, Oregon based company, which conducted website analytics using data collected from web server logs. In the same year, Web Trends created the first commercial website analytics software. In 1995, Dr. Stephen Turner created Analog, the first free log file analysis software. In 1996, Web Side Story offered hit counter as a service for websites that would display a banner. Web server logs have some limits in types of data collected. For example, they could not provide

information about visitors' screen sizes, user interactions with page elements, mouse events such as clicking and hovering, etc. The new technique of page tagging is able to overcome the limitation and gets more popular recently.

Accordingly, web analyzes are still the subject of recent research that keeps pace with developments in the technological environment, as there has been a lot of talk about modern research work, especially regarding what is published by the International Internet Society ISOC.

1-3- The importance of web analytics to an organization:

The fundamental basis of web analytics is collection and analysis of website usage data. Today, web analytics is used in many industries for different purposes, including traffic monitoring, e-commerce optimization, marketing/advertising, web development, information architecture, website performance improvement, web-based campaigns/programs, etc. Some of the major web analytics usages are:

- Optimizing **E-CRM** on customer orientation, acquisition and retention (Cresss & Veysel, 2000, p. 374). More and more companies analyze website usage data in order to understand customers' needs to increase traffic and ultimately increase their revenue.
- Diagnose problems and improving performance of enterprise web applications. The study performed by Tag Man shows a significant correlation between page-load time and the likelihood of a user to convert (Tag, 2012).
- Web Analytics allows tracking and measuring success of actions and programs such as commercial campaigns. To bring value, web analytics must differentiate between a wide variety of traffic sources, marketing channels, and visitor types.

1-4- Uses of enterprise web analytics:

- Web analytics helps you find out how many people visit your site through various search engines.
- With web analytics (Google Analytics), you can find out which keywords people are using to find your business.
- Web analytics can show how well your content works and what its impact is. It will also show you whether your keywords are helping more visitors to your site.
- Web analytics will help you figure out which keywords are best for you to bid for, how to customize your ads to make them more effective, and how to determine the amount of bids for the topics that are most cost-effective for you.
- The good thing about web analytics is that you will continue to track what happens after you make the changes, and this means that you will be able to know if your fixes and modifications are raising your conversion rate from say 1% to something better.
- Web analytics can help you understand how much you should allocate to ads to make sure you get a good return.
- With analytics, you will know where you are performing the best, and this means that you will benefit from your investment more than your competitors.

1-5- Web Analytics Process:

Organizations use web analytics mainly to improve their communication with the outside world, and they may also aim to improve their website in order to provide better user experience. Below we will try to show you the most important processes of web analytics.

- Determine the objectives of the analysis process since the business problem was posed.
- Set key performance indicators (KPIs), in order to achieve the desired goal of analyzing data available through the web (WAISBERG & KAUSHIK, 2009, p. 02).
- Collect data from the surrounding environment in a continuous and correct manner, taking into account the time, effort and cost component.
- Analyzing and arranging data, then sorting and storing it within information bases, and then publishing useful information for the decision-maker.
- After obtaining the exact information we try to define the reading and its precise meaning in order to test the alternatives (Bekavac & Praničević, 2015, p. 376).
- Based on either data analysis or website testing, Implement insights.

Figure 01: The Web Analytics Process.



Source: Prepared by researchers based on the following reference: Guangzhi Zheng, Svetlana Peltserger, (2015), Web Analytics Overview, Southern Polytechnic State University USA.

We note through the figure that the web analytics process is periodic and continuous, and it also shows the importance of this for the organization that wants to understand its continuous environment constantly, to avoid threats and seize opportunities, especially in the field of its website management and to achieve customer satisfaction and loyalty.

1-6- Web Analytics Tools:

'Avinash Kaushik', author of Web Analytics 2.0 and Web Analytics: An Hour A Day asserts that looking for a single tool to answer all the questions the organization is asking will ensure that your business ends up in a trench, meaning that searching for multiple web analytics tools

is essential in light of the changes surrounding organizations, Especially customer behavior and consumer preferences.

1-6-1- Google Analytics: Is a completely free service that generates detailed statistics about visitors to the enterprise's website, and is the simplest and most powerful web analytics tool. It is currently used by more than 50% of the top 20,000 sites in the world, according to the site's usage statistics. This enables the organization to also know where visitors come from, and what they do while they are on the site monitored by the organization and how often they return, among many other things.

After analyzing all this data from the site, the organization can receive more detailed reports, as a result of using Google Analytics.

1-6-2- Yahoo Web Analytics: Once you master Google Analytics, a similar Yahoo view gives you more depth into an enterprise environment survey. It provides better access control options and a simpler approach to multi-site analyzes, timely data collection, and ensures all visitor behavior data, demographic reports and custom options are available as well. Google Analytics is a small step up from Yahoo Analytics in terms of profiling, filtering, and customization, so for those looking to dig a little deeper, it's a great and free option.

1-6-3- Crazy Egg: In short, Crazy Egg allows you to build heat maps and track your visitors every click based on where exactly they click within the organization's website and it's a long way to say that you're exploring website usability. The Crazy Egg service also allows you to see and click on the parts users of the Foundation's website find more interesting. It can also help improve website design and convert the substance. However, this service is not free and the institution usually pays for its use.

There are other tools that fall within the web analytics toolkit and are more effective on the organization's activity, whether on a real level or even within the digital world, which mainly depends on your ability to facilitate and monitor the website of the organization, among the most important of which we find: **adobe-analytics, web site optimizer, optimizely.com, qualaroo, Face book Insights**. Most of them are not free.

2- The theoretical background of electronic customer relationship management E-CRM:

Any institution seeks to achieve its strategic vision, especially in light of the intensity of competition imposed by the forces of the market economy, as it is imperative that any path within the institution to understand well the environmental conditions surrounding it, especially in relation to customers who are the cornerstone of the activity of the institution and its continuation, clearly the customers are The main driver for the success of organizations and supporting their job performance.

Organizations of all kinds, large or small, or whatever the type of industry they serve, seek to form very strong relationships with their current customers and search for good new relationships with potential clients. Relationships lead to the success or failure of organizations and those who work in them. Positive relationships with clients are the basic

unit of any An organization, in which organizations strive to fulfill customer demands and expectations in order to achieve profits and competitive advantage. Successful companies are those that provide the best value to their customers, retain them, attract more of them, and consolidate their relationships with them. In the past, organizations have used a range of traditional methods of interaction and communication with their customers such as direct mail, public relations, exhibition spaces, press releases, the spoken word, personal selling, and with development Technology in the knowledge society, organizations have moved towards reliable customer service on the Internet in order to reduce costs, and provide services efficiently, effectively and in record time, which allows to enhance customer satisfaction and loyalty.

The emergence of the Internet and its applications allowed for a significant change in customer behavior, and the excessive use of smart phones among consumer circles contributed to affecting consumer tendencies, which forced organizations to keep pace with development in order to facilitate the process of communication and build relationships with their current and potential customers, and it provided opportunities To shift from customer relationship management to electronic customer relationship management.

2-1- Conceptual foundation of CRM & E-CRM:

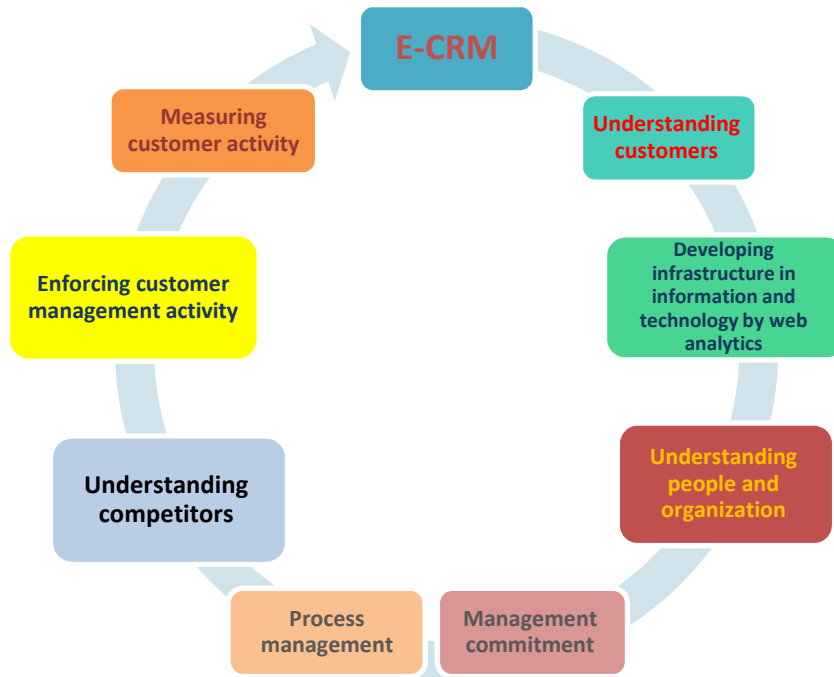
In true sense, CRM allows an organization to deliver its products and services according to the customer's preferences. 'Croteau' and 'Li' (2003) have told that CRM is a customer focused business strategy that aims to increase customer satisfaction and customer loyalty to offering a more responsive and customized service to each customer (Croteau & Li.P, 2003, p. 23). With the advent of internet, CRM has enhanced an organization's capability by providing access to its customers and suppliers via the web. This web experience and communication through the wireless web is called E-CRM. The internet is advancing E-CRM and it has features that are attractive to customers and business organizations. The differences between CRM and E-CRM are underlying technology and its interfaces with users and other systems. In ECRM, the customer with a self service browser based window can place orders, check order status, review purchase history, request additional information about products, send emails and engage in a host of other activities. These capabilities provide customers freedom in terms of place and time.

2-2- Stages of establishing electronic customer relationship management:

E-CRM is particularly a modern business Weapon and a set of strategic tools that provide companies with a clear picture of what they have achieved so far in customer management; how they compare/stand with others, and how they can improve what they are doing. Web-based CRM or E-CRM offers the customer more flexibility and convenience and gives companies the opportunity to optimize cost. There are several issues and challenges in implementing enterprise-wide ECRM strategy. The major steps in implementing enterprise-wide E-CRM are: (1) Understanding customers, (2) Developing infrastructure in information and technology by web analytics, (3) Understanding people and organization, (4) Management commitment, (5) Process management, (6) Understanding competitors, (7) Enforcing customer management activity, and, (8) Measuring customer activity (Kennedy,

2006, p. 61). If implemented, then the organizations will perform better and will be able to retain the customers in the long run.

Figure 02: Stages of establishing E-CRM.



Source: Prepared by researchers based on the following reference: Suman Kumar Dawn, Rajdeep Chowdhury, (2011), Electronic Customer Relationship Management (E-CRM): Conceptual Framework and Developing a Model, Centre for Management Studies, JIS College of Engineering (Under West Bengal University of Technology).

2-3-The importance of adopting an electronic customer relationship management system

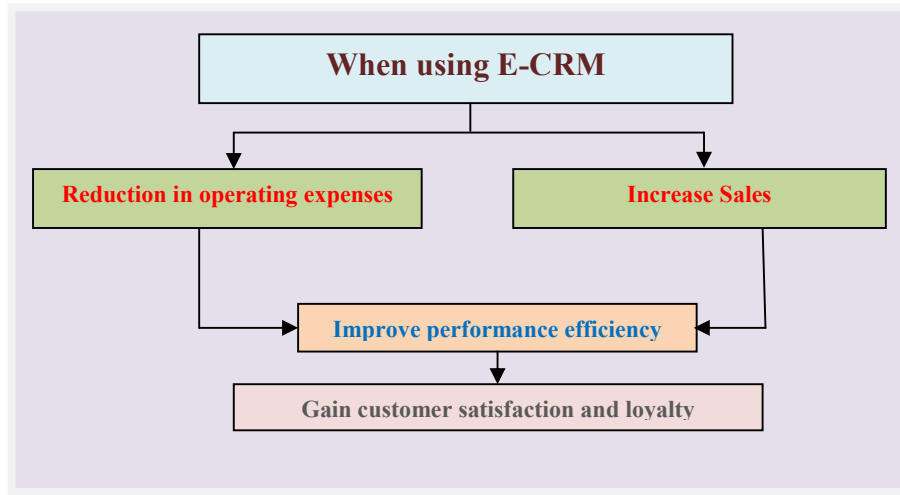
The integration of new technology, especially the use of web analytics, has improved the level of marketing within the organization, as he established the basis for building an electronic customer relationship management (E-CRM) system (Usman, Jalal, & Musa, 2012, p. 501). It is clear that most companies with adequate implementation of E-CRM deal with more positive than negative impacts, and they also ensure a very high level of competition within the strategic business environment.

The optimal use of various web analytics opens up for the organization the ability to make the level of communication very flexible, and allows for implicit increase in customer loyalty. It will also provide opportunities to understand the level of customer expectations regarding quality, price, and time (the mainstays of competition).

Technological intelligence is a very vital factor for any organization, especially in light of the transformations in the business environment, as it is imperative for any path within the organizational structure to understand and realize the technological level of customers, suppliers and competitors in order to identify strengths to exploit available opportunities, and diagnose weaknesses to avoid threats, Perhaps the most important point of strength that any

organization can have is its meticulous use of web analytics in order to accurately study and understand its customers and the ability to effectively activate the elements of its marketing mix.

Figure 03: The importance of E-CRM in an organization



Source: Prepared by researchers with access to: - Aileen Kennedy, (2006), Electronic Customer Relationship Management E-CRM Opportunities and Challenges in a Digital World, Technological University Dublin, Ireland.

2-4- The Impact of Web Analytics on Electronic Customer Relationship Management:

Organizations strive to apply web analytics in order to facilitate electronic customer relationship management, and below we will try to list the most important benefits.

2-4-1- Web Analytics, E-CRM and Profitability of the organization:

The use of web analytics opens for organizations to activate the electronic customer relationship management system because it may enable the internal managers of the organization to have good control over consumer segments, as well as maximizing their profits and rationalizing their expenditures. A study by the McKinsey consultant office confirmed that a 10% gain in repeat customers can add about 10% to the company's profits. On the other hand, a 10% reduction in the total marketing expenditures needed to attract new visitors adds only .7% to the bottom line. In essence, keeping existing customers happy is more profitable than going after greater numbers of new customers, even when a company is able to pare down the cost of attracting those new potential customers. The best way to keep these existing customers happy is to deliver value to them on their own terms.

In a recent study (Scullin, Allora, Lloyd, & Fjermestad, 2010, p. 04), Anderson Consulting found that a typical 1 \$ outlay of equipping management with web analytics systems can earn up to 13 \$ in profit by improving their ability to manage customer relationships. Anderson Consulting also found that as much as 64% of the difference in return on sales between average and high performing companies is attributable to E-CRM performance. Such evidence indicates that the well planned implementation of an ECRM system produces a winning situation for customers and companies alike. Improvements in the overall customer

experience lead to greater customer satisfaction, which in turn has a positive effect on the company's profitability.

2-4-2- Web analytics and E-CRM the basis for increasing customer loyalty:

An effective ECRM system lets a company communicate with its customers using a single and consistent voice, regardless of the communication channel. This is because, with Web analytics software, everyone in an organization has access to the same transaction history and information about the customer. Information captured by an ECRM system helps a company to identify the actual costs of winning and retaining individual customers. Having this data allows the firm to focus its time and resources on its most profitable customers (Nenad, Jukić, & A, 2003, p. 22). Classifying one's "best" customers in this way allows an organization to manage them more efficiently as a premium group, with the understanding that it is neither necessary nor advisable to treat every customer in the exact same way .

One tool that a company can implement in pursuit of customer loyalty is personalization (Waltner, 2001). Personalization software tools generate real-time profiles for each customer using data from many sources including customer databases, click stream data and transaction systems. The tool selects the best offer each time a particular customer shops the company's web site based on what it "knows" about that customer. As an individual accepts or declines an offer, the personalization engine builds this knowledge of the customer into his/her profile, making it available for better informed future offers (Greenberg & Paul, 2001, p. 68).

Personalization is equally effective on business-to-business sites. Many consider its greatest value as a navigational aide within sites that offer wide arrays of products, services and content. The personalization concept is a timesaving mechanism that drives the advertising and content displayed on a web site based on customer interest.

2-4-3- Web analytics as a factor for improving customer service:

The web analytics system provides a single repository of customer information. This enables a company to serve customer needs quickly and efficiently at all potential contact points, eliminating the customer's frustrating and time-consuming "hunt" for help (epiphany.com, 2001a).web analytics include search engines, live help, e-mail management, news feeds/content management and multi-language support. All of these tools form the basis of electronic customer relationship management.

3- The contribution of web analytics to activating the E-CRM system at the 'Jumia' store in Algeria.

3-1- Who is the Jumia store?

It is an African e-shopping company for electronic products of all kinds, founded by each of 'Jeremy Hodara' and 'Sasha', former consultants at 'McKinsey', in 2012 in Lagos, Nigeria, dealing with more than 5 million customers per year, spread rapidly to five countries African countries are Egypt, Morocco, Ivory Coast, Kenya and South Africa. In 2014, Jumia established its offices in Uganda, Tanzania, Ghana, Cameroon, Algeria, and Tunisia, to spread to 14 African countries in 2018.

Jumia has many platforms, such as Jumia Travel, an online hotel reservation platform, Jumia Food to order and deliver food, both of which were established in June 2013 in addition to Jumia Deals, which was established in April 2015, and in 2017 Jumia launched the Jumia One app to facilitate Paying bills and other payment services such as the airtime app, and in the same year, Jumia launched Jumia Pay as a secure platform to shop and pay across all Jumia services, in addition to the borrowing system established by Jumia that allows sellers to obtain loans easily. Jumia also partnered with Amadeus technology to establish Platform for booking airline tickets.

Jumia's growth in 2015 is estimated at 265% compared to 2014, with revenues of up to 234 million \$. In 2016, Jumia became the number one unicorn company in Africa with a value of more than 1 billion \$, and in late November 2018 it partnered with the crypto currency company **Telco** in to facilitate Payment services across operating regions, and in the same month Jumia and **Carrefour** signed a partnership agreement to sell their products electronically at the **African level**.

3-2- The Jumia store in Algeria:

Is one of the first online shopping centers, it started its activities more than six years ago, it has a philosophy and a mission in this field, and it has a human resource, a very active component in the field of management in its modern concept, as it employs more than 290 workers distributed between the three organizational levels Through all its national branches, they ensure the provision of sales and delivery services to the places of demand specified by customers at the national level and even some orders for foreign countries. It establishes all the dimensions of Total Quality Management through its monitoring of the quality and after-sales services of the products marketed by it at the level of all its branches in the country, which are considered as points of delivery and promotion.

Those entrusted with the level of strategic planning within the organizational structure of the Jumia store state that this online shopping center is always keen to improve the level of managing relationships with current and potential customers in order to gain their satisfaction and loyalty, as it tries in various ways to arrive at an analysis of the preferences and tastes of the consumers targeted by it, especially on The level of digital media in front of excessive use of it, as it is a market that penetrates most of the virtual mediums that are used by almost Algerian citizens, Face book, Instagram, Twitter, search engines, and others, in addition to that it prohibits all prosperous places for shopping, which include major malls, shopping areas, galleries and others.

3-3- Benefits of web analytics on E-CRM at Jumia Algeria.

The continuous increase in the use of the Internet in Algeria, which exceeded 15 million users by the end of the year 2019, according to an annual report of the Ministry of Post, Media Technology and Communication in Algeria, as well as the ideal spread of the use of smart phones that depend on web applications, the Jumia store concluded that the Algerian market is a popular market In the electronic market, where its growth increased from 32.4% in 2017 to 49.2% in 2019, and this is after the high prevalence of smart phones within the

Algerian community, which exceeded the number of 17 million devices for more than 15 million users and thus ranks 37th internationally according to 'Mobile Market Report' and 'Newzoo Global', As 61% of Jumia customers in Algeria use phones to access the basic system for shopping, and the rest may be distributed on laptops and even orders via simple phones via direct wireless communication.

3-3-1- Uses of web analytics for market research by Jumia Algeria:

The Jumia Algeria store relies on web analytics, especially Google Analytics and Thermal Analysis Analytics, for customers to study the market and understand customers well, thanks to web analytics, Jumia deals with more than 1.7 million visits per month, including 34% of young people between the ages of 18 and 24. Years old, 16% for the age groups between 35 and 44 years old, 13% for those between 45 and 54 years old, and 9% for those over 54 years old. The items most in demand through the Jumia website represent furniture and electrical household items, smart phones and digital products, toys, games, luxury products, home maintenance, clothes and other services in other specialties of the Jumia store when we talk about Jumia Travel or Jumia Food.

Table 01: The relationship of web analytics to a E-CRM.

the year	Web Analytics rate spending	The rate of spending directed at training employees in sales and communication techniques	The growth rate of the market share in Algeria
2014	5.61 %	10.42 %	43.11 %
2015	7.02 %	9.96 %	49.32 %
2016	10.21 %	9.30 %	51.34 %
2017	13.83 %	8.77 %	51.21 %
2018	15.78 %	8.24 %	49.27 %
2019	18.21 %	7.03 %	57.91 %

Source: Prepared by researchers based on the annual report between 2014-2019 issued by Jumia Technologies AG.

Through the table, we note that the Jumia store was interested in allocating an important part of its annual expenditures to train employees in the field of web analytics and to equip its tools, but we also note that it has undertaken a process of substitution in the spending directed to training employees in the field of sales and communication techniques over the years shown in the table. Jumia has a 5.61% share of its annual expenditures on preparing and using web analytics, while the rate of spending directed to training employees in sales and communication techniques increased by 4.81% to record 10.42% in 2014, but its market share did not exceed 43.11% in the same year. In the face of intense competition for some other active online markets in Algeria, such as Amazon store, OuedKniss, Batolis.com foorshop.dz, Dzshop, Dzboom, and others, dealing with web analytics opened the way for the organization to reduce its annual costs related to communicating with its customers, which are related to employee training in this field, in the year 2019, the company reduced the volume of its spending directed to training employees in sales and communication techniques by a percentage of 3.39 % to reach a percentage of 7.03% in 2019 and in front of a very significant

market share of 57.91% confirms the leadership of this site for That year within the competitive middle of him.

3-3-2- Web Analytics and Shopping Carts:

Through web analytics, the Jumia store was able to create more deals and opportunities, develop the concept of e-marketing, work to find innovative solutions for electronic payment systems, and take advantage of the applications and technologies of smart phones, in addition to providing convenient and accessible ways such as **shopping carts**, and the organizers are keen to run The website is designed to determine the best motivating factors to take full advantage of these sites and present them to customers in a distinctive way, and this is one of the aspects of the electronic management of the relationship with customers. His purchasing decisions are based on what he adds from the products within the shopping carts, so that the web analytics later enables the organization to include a wide list of products that belong to the same basket in order to give him offers later that may tempt him in terms of quality, price, or even the way he obtained the product, Which works to maintain their loyalty and the continuity of their use of the site.

3-3-3- "Tag icon" and "crazy egg" services contribute a lot to studying purchasing decisions:

In this context, some web analytics tools work to ensure the improvement of electronic marketing channels and help customers complete the purchase process without any obstacles. Among the advice derived from Web Analytics is that electronic shopping carts allow the addition of a **Tag icon** to analyze the progress of the purchase process from the time the customer chooses the goods to be purchased until he completes the receipt process. Verifying the performance of the shopper and the progress of the purchase process is one of the important factors in the success of the site and increasing the loyalty of the user, for example Example We may notice that some shoppers did not complete the purchase due to technical problems on the site, then they should be noted. The main search engines and social networks can also be used to highlight the site's products page and facilitate access to it. The site's pages include the titles of the relevant keywords and indicate the products to be marketed. Among the things that must be noted is to work on discovering the desires and preferences of the site's visitors in general, all this by measuring the temperature distributions of the site's visitors through the services of **crazy eggs** or even the services of **AdSense**, as the site visitors may have different orientations and aspirations from the goals and plans that have been adopted. It is also possible to monitor visits to the site that take place through mobile devices to provide specific offers based on the geographical location of the device used, by taking advantage of some services available on some devices, such as the **location based services**. In addition to the aforementioned, reaching the customer quickly without any complications from the factors that must be taken into account, for example, separate ads can be placed on the main products page to complete the purchase with one click, in order to avoid early exit of customers from the site without Take advantage and reach what they want quickly.

Conclusion:

Making use of analytical software for e-commerce sites will help in gathering basic data on the behavior and patterns of buying of customers, the way they move within the site and the most important factors motivating the purchase. In our belief, making use of the applications used in web analysis in general and in electronic customer relationship management in particular can give the business sector a great opportunity to expand its customer base, not only that, but it can be considered a necessity that must be taken care of to stay and compete in the world of online shopping. The data we get through this web analytics is not just numbers, it means customers and consumers who should be taken care of and preserved. The use of E-CRM can help small electronic marketing businesses to compete with big names in e-commerce, such as **Jumia** and **Amazon**, which specializes in information security and electronic transactions.

The study reached several results, the most important of which can be summarized as follows:

- The use of current technology and associated with web sites aims to improve customer satisfaction and reduce costs, which are important keys to developing electronic customer relationship management.
- The web analytics used in managing the website of any organization gives it the ability to provide personalized and permanent services and offers to its customers, this personalization in the relationship and the speed of response makes the level of customer satisfaction rises and appears in his actions, who becomes an ambassador for the organization with the rest of the potential clients.
- Web analytics provides a great opportunity for enterprises, so that they have the freedom to exploit the capabilities of data exchange in the network, and to build and maintain relationships with customers, especially the personalization process, in the sense of providing products or services that suit each customer and are consistent with his character and temperament.

Suggestions:

- Directing organizations to use web analytics to support electronic customer relationship management systems, as this has positive implications for the direction of maximizing customer value and benefit, and achieving their satisfaction and loyalty, within its strategic vision.
- Establishing an independent department for managing electronic relationships with customers, due to the tremendous expansion in the use of technology and its applications by individuals on the planet.
- Train employees on how to use web analytics to facilitate efficient electronic customer relationship management.

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