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Abstract

This study investigates the impact of digital tools, including web analytics, social media, and cognitive models, on the marketing potential of agricultural businesses. Using fuzzy cognitive maps and various web analytics methods, we analyzed the websites of Slovak companies. The findings show that social and search traffic significantly influences metrics such as time on site, bounce rates, and page views per visit. Social media traffic increases user engagement, while search traffic reduces bounce rates, enhancing the overall user experience. The analysis also highlights the importance of reducing bounce rates to improve conversions. The study concludes that integrating digital tools can optimize marketing strategies, leading to increased engagement and competitiveness in the global market. However, challenges such as infrastructure limitations and high initial costs must be considered when implementing these strategies. Future research should focus on expanding the model to include external factors and competitive analysis.

Key words: digital tools, marketing potential, agribusiness, digital marketing, marketing strategies