

MarketMotiveTM

Internet Marketing Knowledge

Introduction To Analytics

John Marshall
CTO

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The 5 Elements of website analysis

About me

- Tech guy
- Stumbled into online marketing
- Founded ClickTracks
- Now analytics consultant and educator
 - Teach the self-paced and faculty-lead analytics courses at www.marketmotive.com

I feel your pain

- If only we had more reports
- If only the data was accurate
- If only IT could tag the pages
- If only I didn't need to tag the pages
- No one-size-fits-all

**Practical examples using GA
& other simple tools.**

5 Elements of effective ROI analysis

- Reports
- KPIs
- Segments
- Other sources of data
- Bringing it all together

Element #1

- Reports – the easy part
- Consider building custom reports....
 - but don't spend too much time on this

Element #2: KPIs

- Key Performance Indicator
- CEO should understand them
- 3-5 works best
- KPIs are metrics on steroids
- *Traffic??*

My favourite KPIs

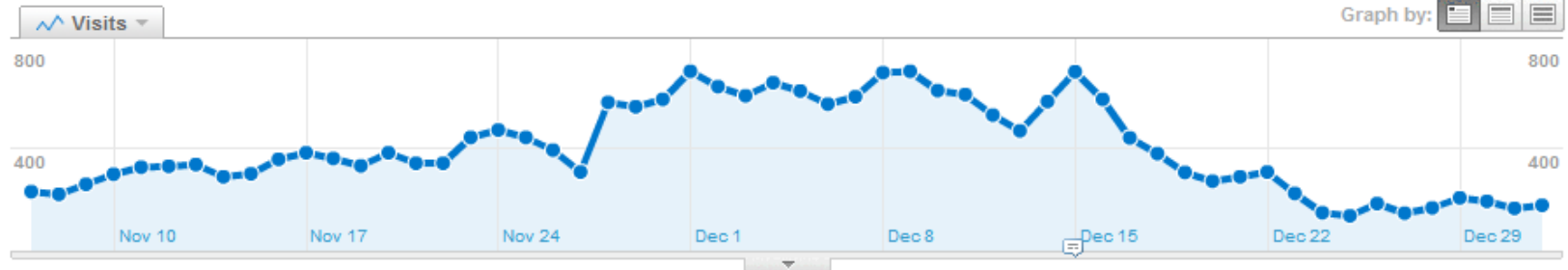
- Average order value (not conversion %)
 - Lead gen ?? Still OK
- Average time on site
- Bounce rate
- Task completion rate
- Share of search
- Profit per visitor

Export ▾ Email





Advanced Segments: All Visits ▾

Dashboard

Nov 7, 2008 - Jan 1, 2009 ▾



Site Usage

 22,522 Visits 101,152 Pageviews 4.49 Pages/Visit 54.71% Bounce Rate 00:02:29 Avg. Time on Site 90.56% % New Visits

Visitors Overview



20,579 Visitors

[view report](#)

Map Overlay

[view report](#)

Export Email Add to Dashboard

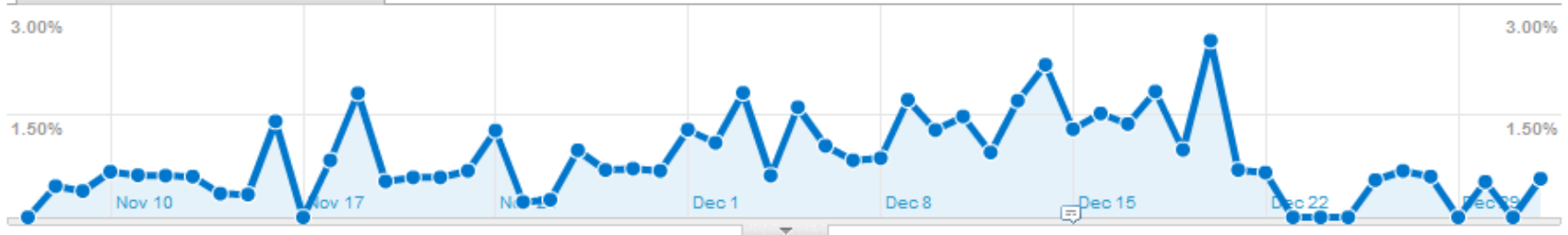
Advanced Segments: All Visits

Ecommerce Overview

Nov 7, 2008 - Jan 1, 2009

Ecommerce Conversion Rate

Graph by:



Sales of 201 products generated \$15,632.35



0.98% Conversion Rate



221 Transactions



\$70.73 Average Order Value



412 Purchased Products

Revenue Analysis



Visitors Profile: languages, network locations, user defined



Traffic Sources: keywords, paid keywords, non paid keywords, all traffic sources



Map Overlay

Geolocation visualization

Top Revenue Sources

Products	Items	Revenue
Marshmallow Shooter	17	\$304.30
Trainmech	8	\$215.60

Sources / Medium	Revenue	% Revenue
google (organic)	\$8,199.00	52.45%
yahoo (organic)	\$2,251.58	14.40%

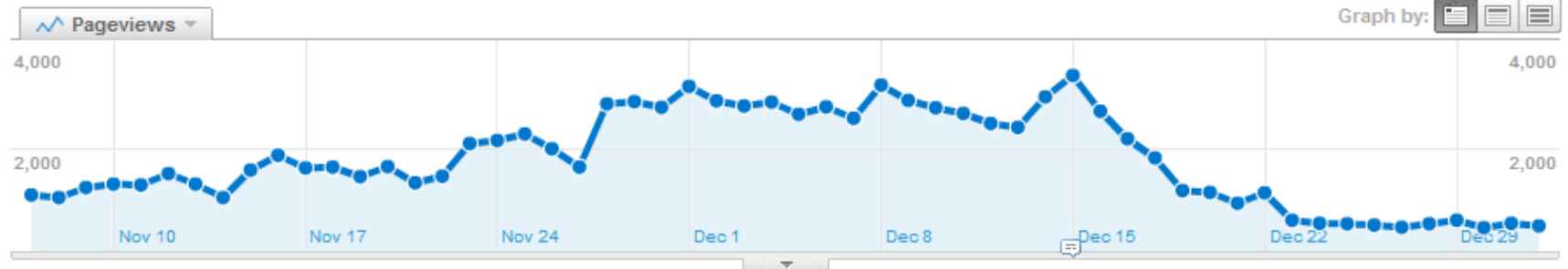
Export Email Add to Dashboard Visualize

Advanced Segments: All Visits

Overview »

Top Content

Nov 7, 2008 - Jan 1, 2009



5,328 pages were viewed a total of 101,152 times

Content Performance

Views:

Pageviews 101,152 % of Site Total: 100.00%	Unique Pageviews 74,711 % of Site Total: 100.00%	Avg. Time on Page 00:00:43 Site Avg: 00:00:43 (0.00%)	Bounce Rate 54.71% Site Avg: 54.71% (0.00%)	% Exit 22.27% Site Avg: 22.27% (0.00%)	\$ Index \$4.21 Site Avg: \$0.21 (1,912.05%)
--	--	---	---	--	--

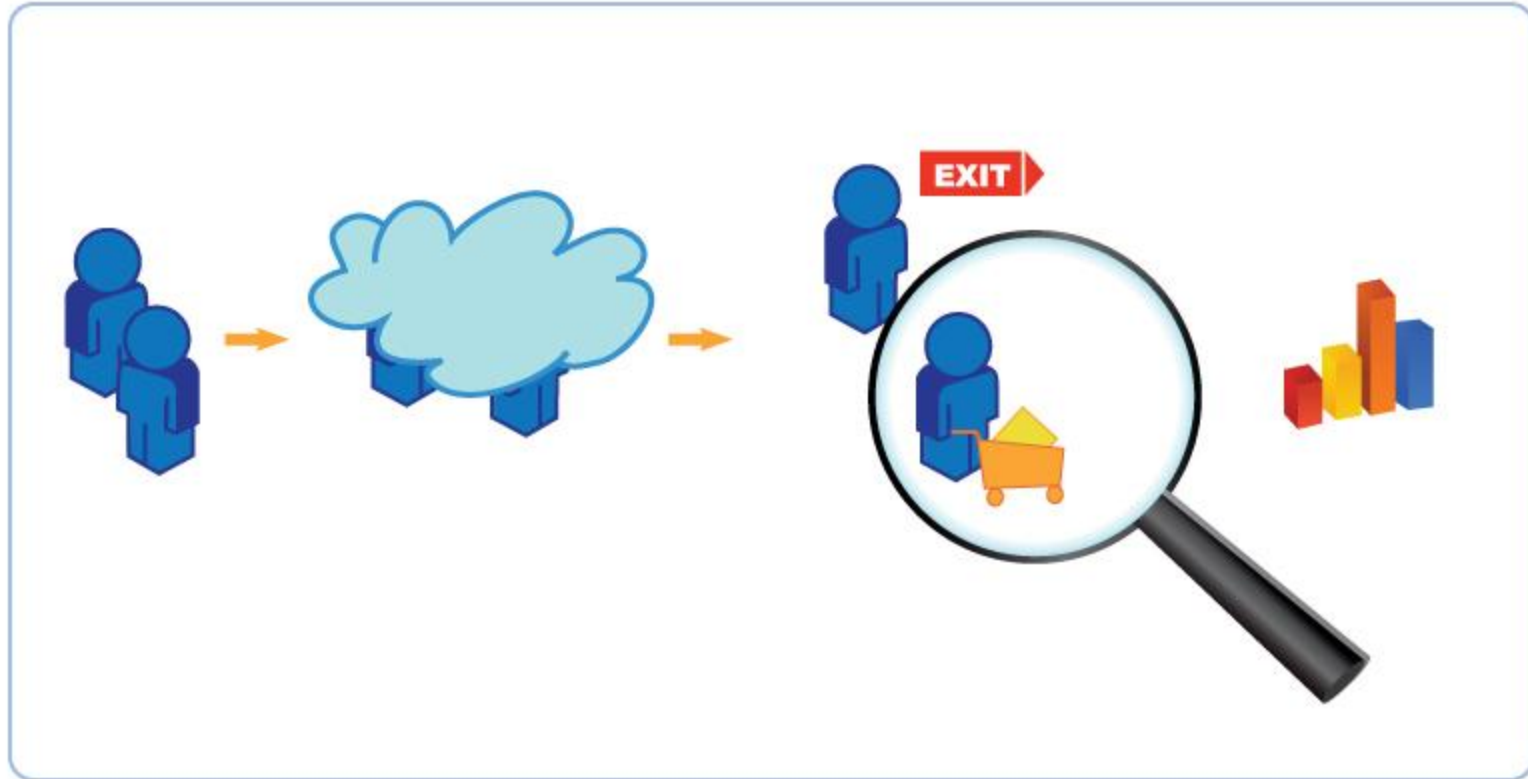
	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	9,582	6,752	00:00:53	27.58%	33.96%	\$1.11
2.	/shop-by-age-c-115.html	4,523	2,861	00:00:10	12.05%	2.83%	\$2.42
3.	/mechanical-toys-c-133.html	2,270	1,499	00:00:49	51.17%	29.87%	\$2.11
4.	/cart.php	2,035	852	00:00:29	15.56%	5.26%	\$17.93
5.	/science-toys-c-146.html	1,967	1,110	00:00:33	24.90%	11.34%	\$2.48
6.	/3-5-years-c-145.html	1,861	1,229	00:00:40	25.00%	10.75%	\$3.33

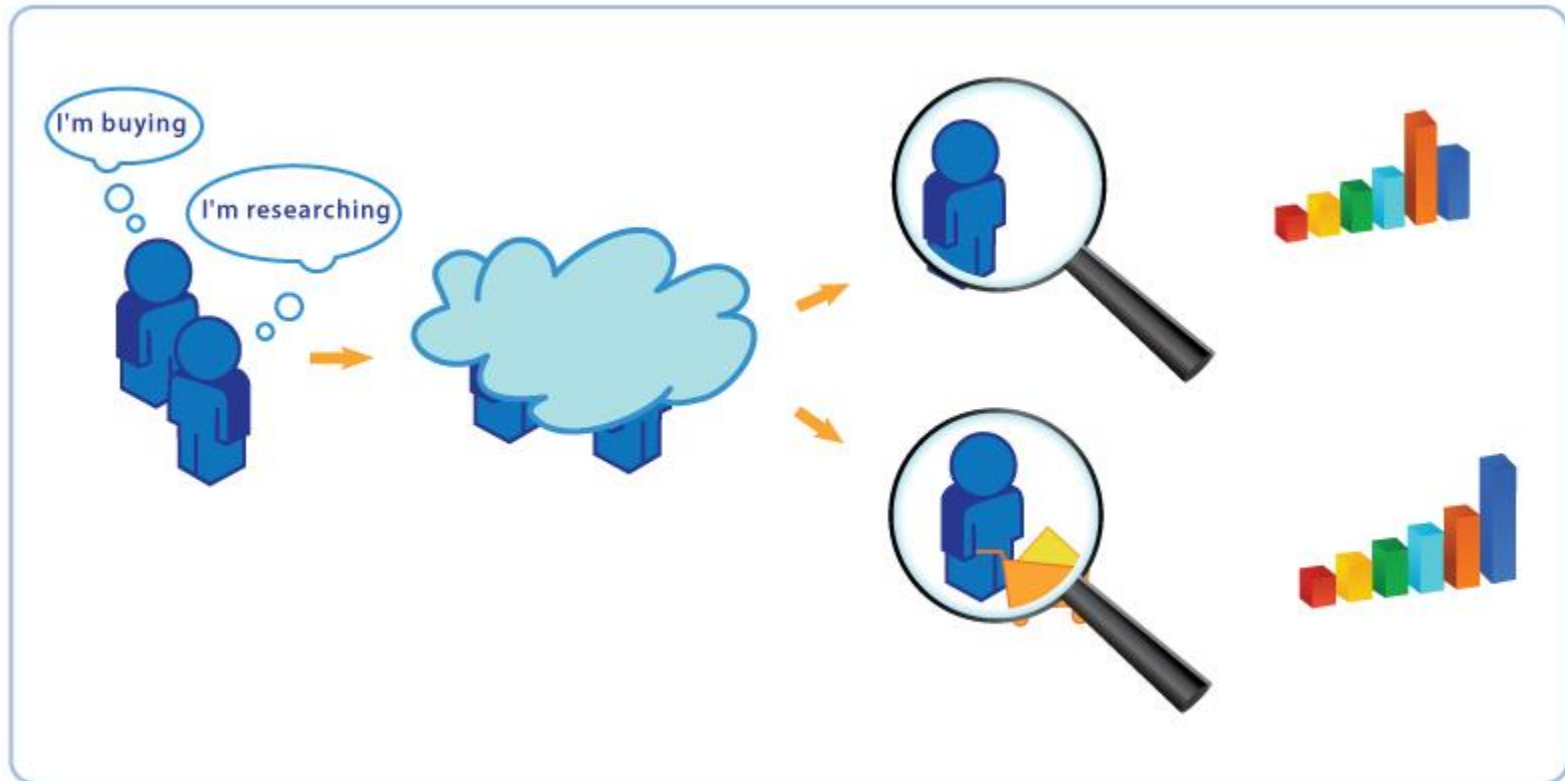
Conversion metrics caveats

- Comparison across tools
- Measuring the 2%, ignoring the 98%
- Based on VISITS
- Unsegmented = unclean
- Dependent on cookie longevity
- Gets worse with longer sales cycle (lead gen)
- Looks like accounting (=accurate?)
- But go ahead and use it

Element #3: Segmentation

- What it's not
- What it might be, depending how you look at things





Segmentation

Insights Insights Insights

From: [Redacted] Sent: 3/17/2010 12:30 PM

You replied on 3/17/2010 12:30 PM.

To: john marshall

Attachments:  Picture 2.png (339 KB)

Holy crap John!!!! Look at the opportunity in the screen attached. The core objective of any hotel is to book rooms, meetings, and wedding. LOOK AT WHAT SEGMENTATION HAS SHOWN US ALREADY

5% of visitors are demonstrating interest in their Weddings business

1.3% of Visitors are interested in Meetings

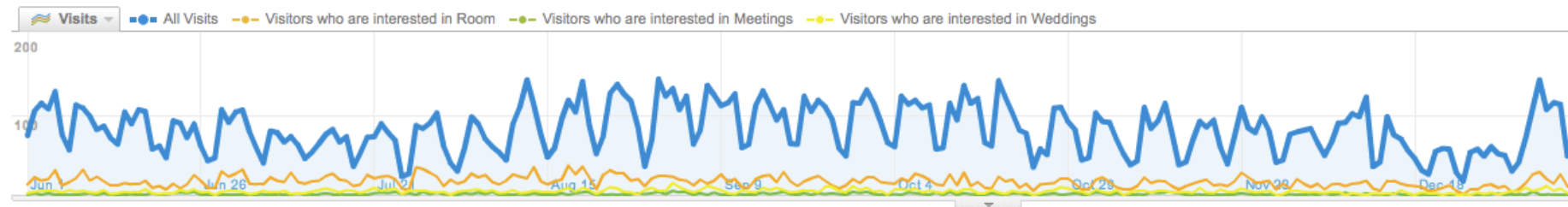
19.8% of visitors are showing interest in their rooms business.

This is unbelievable data to begin with and these INSIGHTS bring up so many questions. I think they will hire me to overhaul their entire site by the time I am finished with this report!!

Thank you John for spending so much time for hammering home the importance of segmentation and KPis.

Export ▾ Email

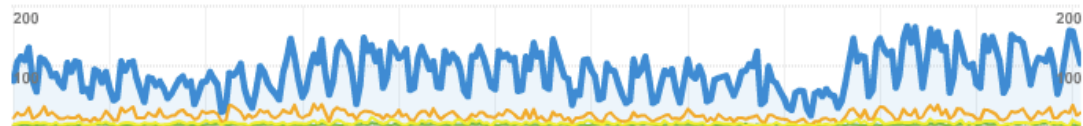
Dashboard



Site Usage

All Visits : **24,810 Visits**Visitors who are interested in Room : **4,915**Visitors who are interested in Meetings : **338**Visitors who are interested in Weddings : **1,266**All Visits : **62,224 Pageviews**Visitors who are interested in Room : **24,382**Visitors who are interested in Meetings : **2,430**Visitors who are interested in Weddings : **7,390**All Visits : **2.51 Pages/Visit**Visitors who are interested in Room : **4.96**Visitors who are interested in Meetings : **7.19**Visitors who are interested in Weddings : **5.84**All Visits : **45.58% Bounce Rate**Visitors who are interested in Room : **11.25%**Visitors who are interested in Meetings : **0.89%**Visitors who are interested in Weddings : **6.00%**All Visits : **00:02:07 Avg. Time on Site**Visitors who are interested in Room : **00:04:53**Visitors who are interested in Meetings : **00:06:37**Visitors who are interested in Weddings : **00:04:57**All Visits : **73.24% % New Visits**Visitors who are interested in Room : **79.90%**Visitors who are interested in Meetings : **73.08%**Visitors who are interested in Weddings : **74.41%**

Visitors Overview

**24,810 Visits**

Map Overlay



How To

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Goals

Ecommerce

Custom Reporting

My Customizations

Custom Reports

Advanced Segments

Intelligence Beta

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Conversion University

Common Questions

Export

Email

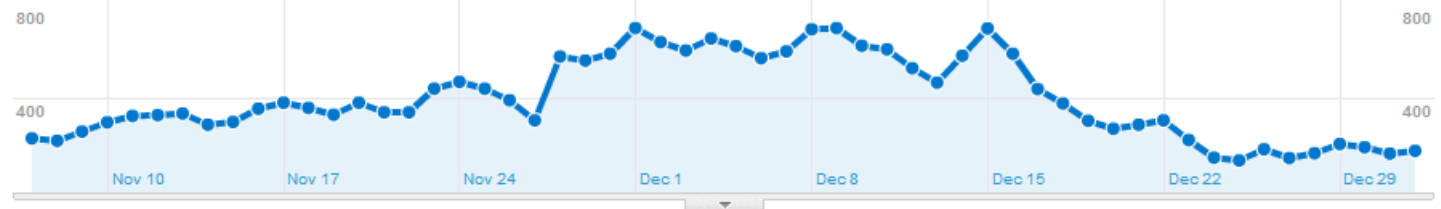
Advanced Segments: All Visits

Dashboard






Nov 7, 2008 - Jan 1, 2009

Visits

Graph by:



Site Usage

 22,522 Visits 101,152 Pageviews 4.49 Pages/Visit 54.71% Bounce Rate 00:02:29 Avg. Time on Site 90.56% % New Visits

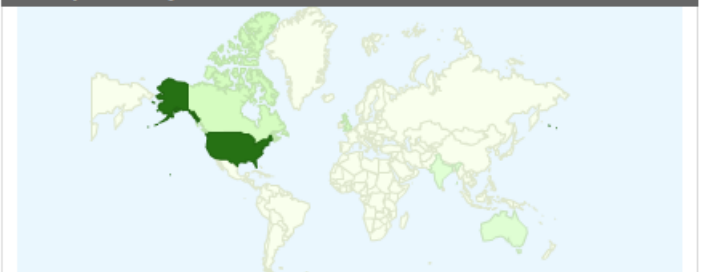
Visitors Overview



20,579 Visitors

[view report](#)

Map Overlay

[view report](#)

Dashboard

Intelligence Beta

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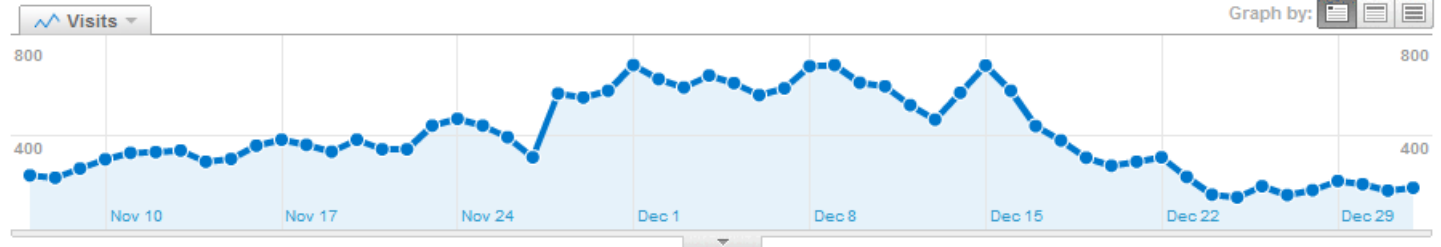
Export

Email





Advanced Segments: All Visits

Nov 7, 2008 - Jan 1, 2009

Dashboard



Site Usage

 22,522 Visits 101,152 Pageviews 4.49 Pages/Visit 54.71% Bounce Rate 00:02:29 Avg. Time on Site 90.56% % New Visits

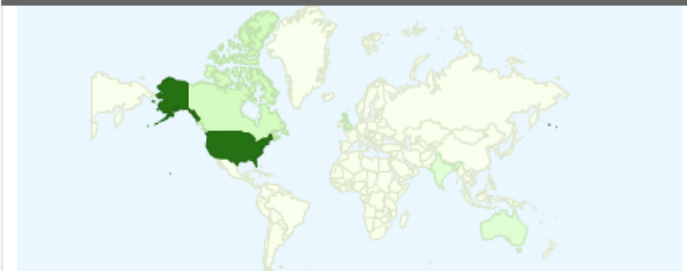
Visitors Overview



20,579 Visitors

[view report](#)

Map Overlay

[view report](#)

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Advanced Segments: All Visits

Advanced Segments

Select up to four segments by which to filter your report

[Create a new advanced segment](#)[Manage your advanced segments](#)

Default Segments

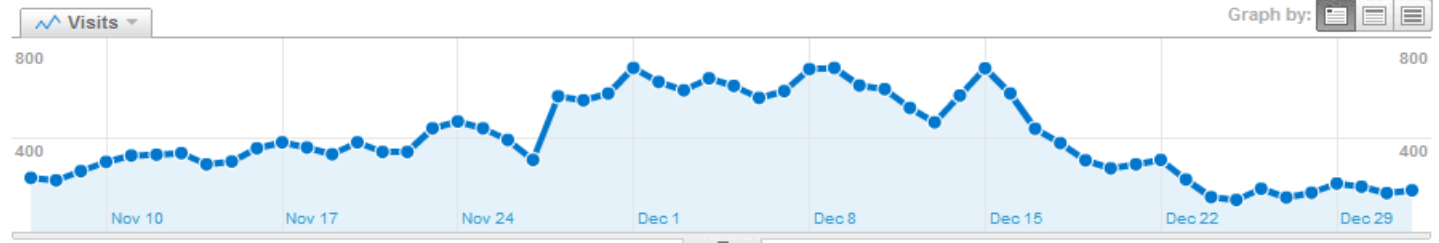
- ☒ All Visits
- ☐ New Visitors
- ☐ Returning Visitors
- ☐ Paid Search Traffic
- ☐ Non-paid Search Traffic
- ☐ Search Traffic
- ☐ Direct Traffic
- ☐ Referral Traffic

Custom Segments

[Apply](#) [cancel](#)

Dashboard

Nov 7, 2008 - Jan 1, 2009



Site Usage



22,522 Visits



101,152 Pageviews



4.49 Pages/Visit



54.71% Bounce Rate



00:02:29 Avg. Time on Site



90.56% % New Visits

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Advanced Segments: All Visits

Advanced Segments

Select up to four segments by which to filter your report

[Create a new advanced segment](#)[Manage your advanced segments](#)

Default Segments

- ☒ All Visits
- ☒ New Visitors
- ☒ Returning Visitors
- ☐ Paid Search Traffic
- ☐ Non-paid Search Traffic
- ☐ Search Traffic
- ☐ Direct Traffic
- ☐ Referral Traffic

Custom Segments

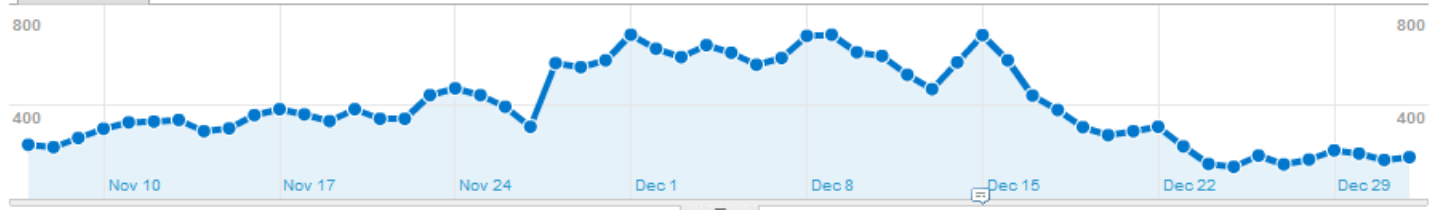
[Apply](#) [cancel](#)

Dashboard







Nov 7, 2008 - Jan 1, 2009

Visits

Graph by:



Site Usage

 22,522 Visits 101,152 Pageviews 4.49 Pages/Visit 54.71% Bounce Rate 00:02:29 Avg. Time on Site 90.56% % New Visits

Dashboard

Intelligence ^{Beta}

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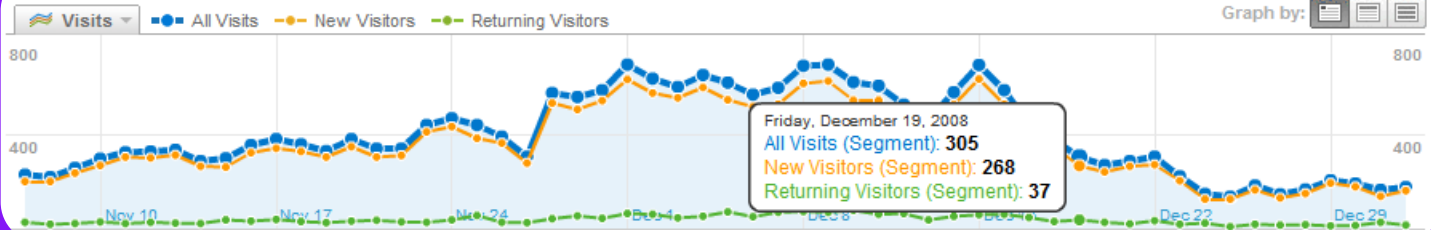
Export

Email

Advanced Segments: 3 segments

Dashboard

Nov 7, 2008 - Jan 1, 2009



Site Usage

All Visits : **22,522 Visits**
New Visitors : **20,409**
Returning Visitors : **2,113**

All Visits : **101,152 Pageviews**
New Visitors : **88,804**
Returning Visitors : **12,348**

All Visits : **4.49 Pages/Visit**
New Visitors : **4.35**
Returning Visitors : **5.84**

All Visits : **54.71% Bounce Rate**
New Visitors : **56.05%**
Returning Visitors : **41.79%**

All Visits : **00:02:29 Avg. Time on Site**
New Visitors : **00:02:17**
Returning Visitors : **00:04:27**

All Visits : **90.62% % New Visits**
New Visitors : **100.00%**
Returning Visitors : **0.00%**

Visitors Overview

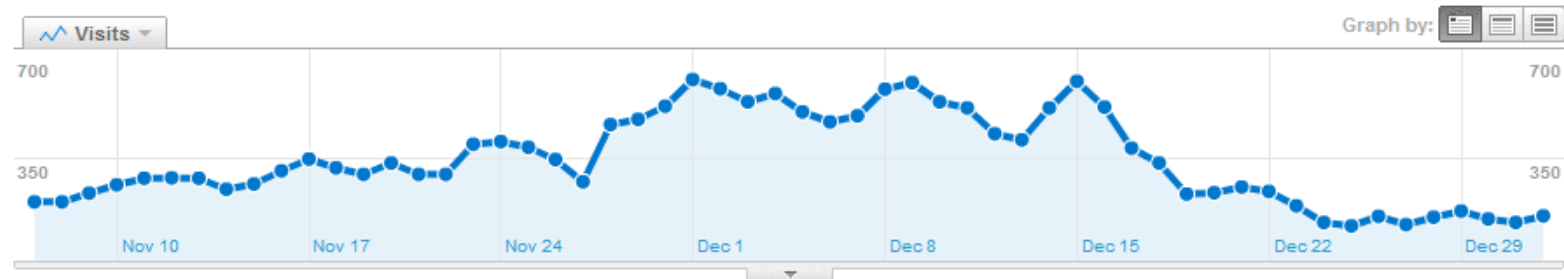


Map Overlay



Keywords

Nov 7, 2008 - Jan 1, 2009



Search sent 19,465 total visits via 8,902 keywords

Show: total | paid | non-paid

Site Usage Goal Set 1 Ecommerce Views:














Visits 19,465 % of Site Total: 86.43%	Pages/Visit 4.47 Site Avg: 4.49 (-0.47%)	Avg. Time on Site 00:02:27 Site Avg: 00:02:29 (-1.75%)	% New Visits 91.29% Site Avg: 90.56% (0.81%)	Bounce Rate 55.40% Site Avg: 54.71% (1.26%)
--	---	---	---	--

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. educational toys	2,966	7.81	00:04:20	87.36%	23.90%
2. intelligent toys	376	10.20	00:06:42	91.49%	20.21%
3. mechanical toys	359	4.69	00:02:41	94.71%	52.92%
4. brain toys	297	7.38	00:04:06	88.22%	28.96%
5. solar toys	220	4.24	00:01:46	90.45%	54.55%
6. bella sara magical adventure game	216	2.24	00:02:01	72.69%	60.19%
7. science toys	195	7.96	00:03:48	88.21%	26.15%
8. superstructs pinklets	156	2.89	00:01:35	83.97%	68.59%
9. bella sara magical adventure	129	2.18	00:02:32	64.34%	62.02%
10. superstructs fairy garden	120	2.02	00:01:22	92.50%	76.67%

Filter Keyword: containing Go Advanced Filter Go to: 1 Show rows: 10 1 - 10 of 8,902

Search sent 19,465 total visits via 8,902 keywords in the "All Visits" segment

Show: **total** | paid | non-paid

Site Usage		Goal Set 1	Ecommerce	Views:     			
Visits  All Visits: 19,465 New Visitors: 17,621 Returning Visitors: 1,680		Pages/Visit  All Visits: 4.47 New Visitors: 4.33 Returning Visitors: 5.99	Avg. Time on Site  All Visits: 00:02:27 New Visitors: 00:02:14 Returning Visitors: 00:04:41	% New Visits  All Visits: 91.29% New Visitors: 100.00% Returning Visitors: 0.00%	Bounce Rate  All Visits: 55.40% New Visitors: 56.81% Returning Visitors: 40.24%		
	Keyword 	None 	Visits 	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	educational toys						
	All Visits		2,966	7.81	00:04:20	87.36%	23.90%
	New Visitors		2,574	7.86	00:04:05	100.00%	22.77%
	Returning Visitors		371	7.59	00:06:12	0.00%	30.73%
2.	intelligent toys						
	All Visits		376	10.20	00:06:42	91.49%	20.21%
	New Visitors		342	9.96	00:06:18	100.00%	20.47%
	Returning Visitors		32	12.16	00:10:55	0.00%	18.75%
3.	mechanical toys						
	All Visits		359	4.69	00:02:41	94.71%	52.92%
	New Visitors		337	4.68	00:02:34	100.00%	54.30%
	Returning Visitors		19	5.11	00:04:14	0.00%	31.58%
4.	brain toys						
	All Visits		297	7.38	00:04:06	88.22%	28.96%
	New Visitors		258	7.77	00:04:03	100.00%	27.13%
	Returning Visitors		34	4.88	00:04:52	0.00%	41.18%
5.	solar toys						
	All Visits		220	4.24	00:01:46	90.45%	54.55%
	New Visitors		196	4.00	00:01:29	100.00%	58.67%

5 segmentation ideas

- **New vs returning (built-in)**
 - **Organic vs paid search (built-in)**
 - **Carted but didn't buy (custom)**
 - **Brand vs product (generic) keywords (custom)**
 - **Buyer vs Service (custom)**
-
- **Segmentation = intent**
 - **Segment where you spend money**

Export ▾ Email Add to Dashboard Visualize

Advanced Segments: All Visits ▾

Advanced Segments

Select up to four segments by which to filter your report

Create a new advanced segment
Manage your advanced segments

Default Segments

- ☒ All Visits
- ☐ New Visitors
- ☐ Returning Visitors
- ☐ Paid Search Traffic
- ☐ Non-paid Search Traffic
- ☐ Search Traffic
- ☐ Direct Traffic
- ☐ Referral Traffic

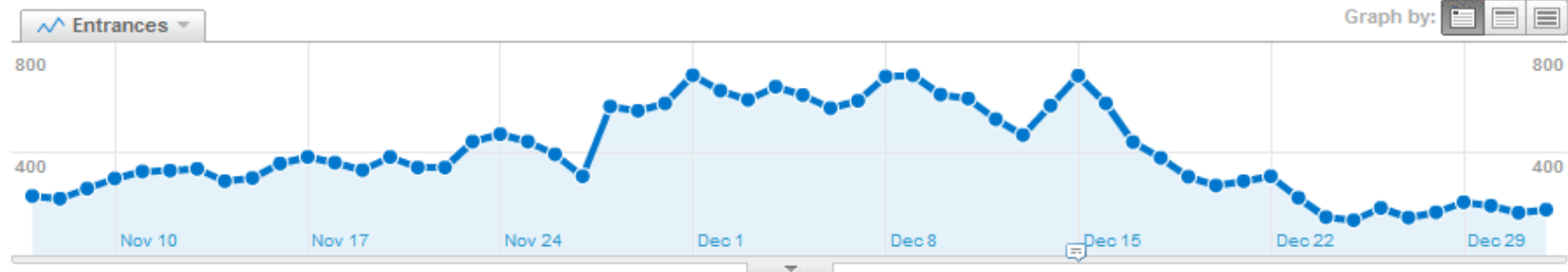
Custom Segments

Apply cancel

Overview »

Top Landing Pages

Nov 7, 2008 - Jan 1, 2009 ▾



22,522 visits entered the site through 1,158 pages

Landing Pages

Views: [Table] [Line] [Bar] [Pie] [List]

Entrances
22,522

Bounces
12,322

Bounce Rate
54.71%

type to filter

☐ list view

Dimensions

Traffic Sources

- ? Campaign
- ? Ad Group
- ? Keyword
- ? Ad Content
- ? Ad Slot
- ? Ad Slot Position
- ? Source
- ? Medium
- ? Referral Path

Metrics

- Site Usage
- E-Commerce
- Content
- Goals

Out of a total of ? visits...

Test Segment

dimension or metric

or

Add "or" statement

and

Add "and" statement

...this segment matches ? visits

Test Segment

Name segment:

Create Segment

Create and Apply to Report

Cancel

Visible in: Brainwaves Educational Toys and 0 other profiles. ▾

Manage Advanced Segments » Create Advanced Segment

☐ list view

Dimensions

Traffic Sources

- ? Campaign
- ? Ad Group
- ? Keyword
- ? Ad Content
- ? Ad Slot
- ? Ad Slot Position
- ? Source
- ? Medium
- ? Referral Path

Metrics

- Site Usage
- E-Commerce
- Content
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Out of a total of ? visits...

Test Segment

dimension or metric

or

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Add "or" statement

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Add "and" statement

...this segment matches ? visits

Test Segment

Name segment:

Create Segment

Create and Apply to Report

Cancel

Visible in: Brainwaves Educational Toys and 0 other profiles. ▾

type to filter

☐ list view

Dimensions

▼ Traffic Sources

- ? Campaign
- ? Ad Group
- ? Keyword
- ? Ad Content
- ? Ad Slot
- ? Ad Slot Position
- ? Source
- ? Medium
- ? Referral Path

Metrics

- Site Usage
- E-Commerce
- Content
- Goals

Out of a total of ? visits...

Test Segment

Keyword

Condition

Contains

Value

☐ case sensitive

Add "or" statement

and

Add "and" statement

...this segment matches ? visits

Test Segment

Name segment:

Create Segment

Create and Apply to Report

Cancel

Visible in: Brainwaves Educational Toys and 0 other profiles. ▼

Manage Advanced Segments » Create Advanced Segment

type to filter

☐ list view

Dimensions

▼ Traffic Sources

Campaign

Ad Group

Keyword

Ad Content

Ad Slot

Ad Slot Position

Source

Medium

Referral Path

Metrics

- Site Usage
- E-Commerce
- Content
- Goals

Out of a total of ? visits...

Test Segment

Keyword

Condition

Contains

☐ case sensitive

Value

brainwaves

or

Add "or" statement

and

Add "and" statement

...this segment matches ? visits

Test Segment

Name segment:

Create Segment

Create and Apply to Report

Cancel

Visible in: **Brainwaves Educational Toys** and 0 other profiles.

☐ list view

Dimensions

▼Traffic Sources

- ☐ Campaign
- ☐ Ad Group
- ☐ Keyword
- ☐ Ad Content
- ☐ Ad Slot
- ☐ Ad Slot Position
- ☐ Source
- ☐ Medium
- ☐ Referral Path

Metrics

- Site Usage
- E-Commerce
- Content
- Goals

Out of a total of 22,522 visits...

Test Segment

	Condition	Value
Keyword	Contains	brainwaves
<input type="checkbox"/> case sensitive		

or

Add "or" statement

and

Add "and" statement

...this segment matches ? visits

Test Segment

Name segment: branded searches

Create Segment

Create and Apply to Report

Cancel

Visible in: Brainwaves Educational Toys and 0 other profiles.

☐ list view

Dimensions

▼ Traffic Sources

- ☐ Campaign
- ☐ Ad Group
- ☐ Keyword
- ☐ Ad Content
- ☐ Ad Slot
- ☐ Ad Slot Position
- ☐ Source
- ☐ Medium
- ☐ Referral Path

Metrics

- Site Usage
- E-Commerce
- Content
- Goals

Out of a total of 22,522 visits...

Test Segment

	Condition	Value	
Keyword	Contains	brainwaves	→ 278 visits
<input type="checkbox"/> case sensitive			
Add "or" statement			
and			
Add "and" statement			

...this segment matches 278 visits

Test Segment

Name segment: Visible in: **Brainwaves Educational Toys** and 0 other profiles. ▼

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Overview

Top Content

Content by Title

Content Drilldown

Top Landing Pages

Top Exit Pages

Site Overlay

Site Search

Event Tracking

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Custom Reporting

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Custom Reports

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Export Email Add to Dashboard

Advanced Segments: branded searches

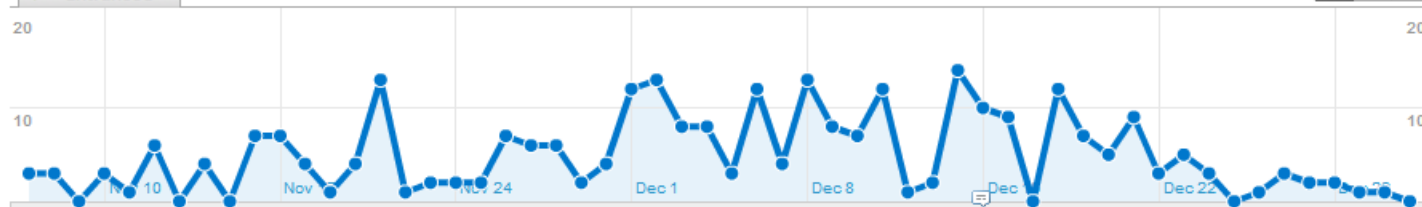
Overview »

Top Landing Pages

Nov 7, 2008 - Jan 1, 2009

Entrances

Graph by:



278 visits entered the site through 41 pages in the "branded searches" segment

Landing Pages

Views:

Entrances

November 7, 2008 - January 1, 2009: **278**

Bounces

November 7, 2008 - January 1, 2009: **70**

Bounce Rate

November 7, 2008 - January 1, 2009: **25.18%**

	Page	Entrances ↓	Bounces	Bounce Rate
1.	/	233	61	26.18%
2.	/shop-by-age-c-115.html	4	0	0.00%
3.	/cart.php	2	0	0.00%
4.	/superstructs-pinklets-fairy-garden-pr-16280.html	2	1	50.00%
5.	/3-5-years-c-145.html	1	0	0.00%
6.	/ant-works-habitat-with-original-blue-gel-food-pr-1077.html	1	0	0.00%
7.	/bella-sara-m-44.html	1	0	0.00%

Element #4: Additional Sources of Data

- Don't expect GA (or any web analytics tool) to tell you everything.

Task Completion Rate – 4Q



MarketMotive™

Hello!

Your opinion is important.
After your visit, would you be willing to answer 4 quick questions?

It's easy to participate:
Click the "Yes" button below to continue your visit as intended*. When done, retrieve the window remaining on your desktop and complete the brief questionnaire.

Thank you for your help!

* A second window will open on your desktop if you click "Yes".
Please make sure not to close that window if you wish to participate.

4Q is an [Avinash Kaushik](#) / [iPerceptions](#) Collaboration

- What is the purpose of your visit to our website?
- Were you able to complete your task?
- If you were not able to complete your task, why not?



Privacy Policy

Which of the following best describes the primary purpose of your visit?

- ☐ Learn about products
- ☐ Buy
- ☐ Check shipping costs
- ☐ Ask a question
- ☐ Take a tutorial
- ☐ Other Please Specify

Make a selection to continue



1. Overall Satisfaction



The graph above trends the overall satisfaction score for all visitors over a selected time frame. You have the option of looking at the data sliced by month, week, or day. In the table below, you can see trending for the overall satisfaction score, as well as the total respondent counts, over a selected time frame.

	Aug	Sep	Oct	Nov	Dec
Score	90	53	80	80	60
Respondents	1	6	6	7	7

2. Task Completion



This graph above trends the task completion rate for all visitors over a selected time frame. You have the option of looking at the data sliced by month, week, or day. In the table below, you can see trending for the task completion rate, as well as the total respondent counts, over a selected time frame.

	Aug	Sep	Oct	Nov	Dec
YES	100%	83%	66%	85%	71%
NO	0%	16%	33%	14%	28%
Respondents	1	6	6	7	7

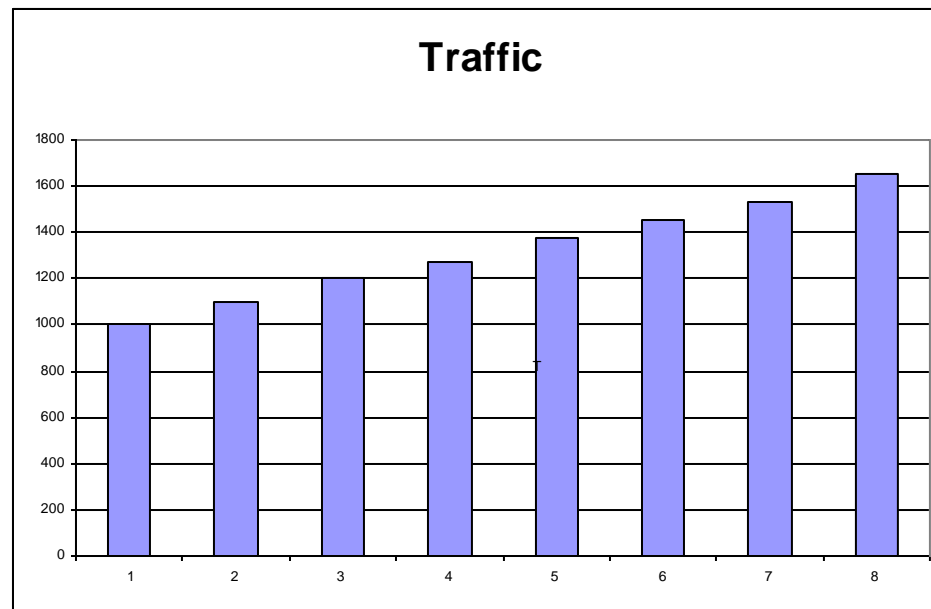
Surveys tell you why

- Web analytics tools only tell you what
- Give users the chance to enter open text
- It will amaze you. Guaranteed.

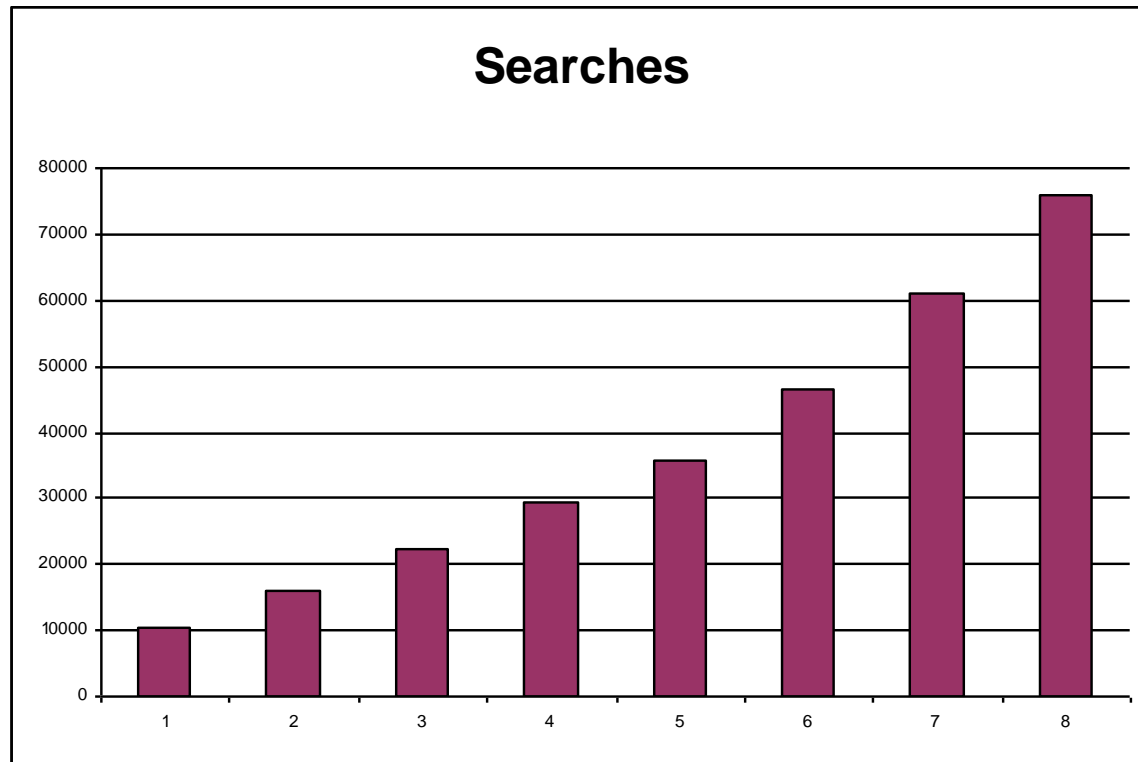
Share of search

- Don't measure traffic

Share of search



Share of search



Share of search



Share of search

[register](#) | [help](#) | [login](#)

Profiles

Analytics Tools

Client Solutions

Resources

myCompete

Site Profile

Tag Profile

Category Profile

Compare

Search: Site Profiles

for e.g. compete.com

GO



ge.com

vs

siemens.com

vs

philips.com

vs

login to enable

vs

login to enable

Compare



Load Portfolio

Login to load your portfolios



View Portfolio



Add to Portfolio

Unique Visitors

7D 30D 3M 6M 1Y 2Y



Save Graph Image



Export CSV



Embed Graph



Permalink

Unique Visitors



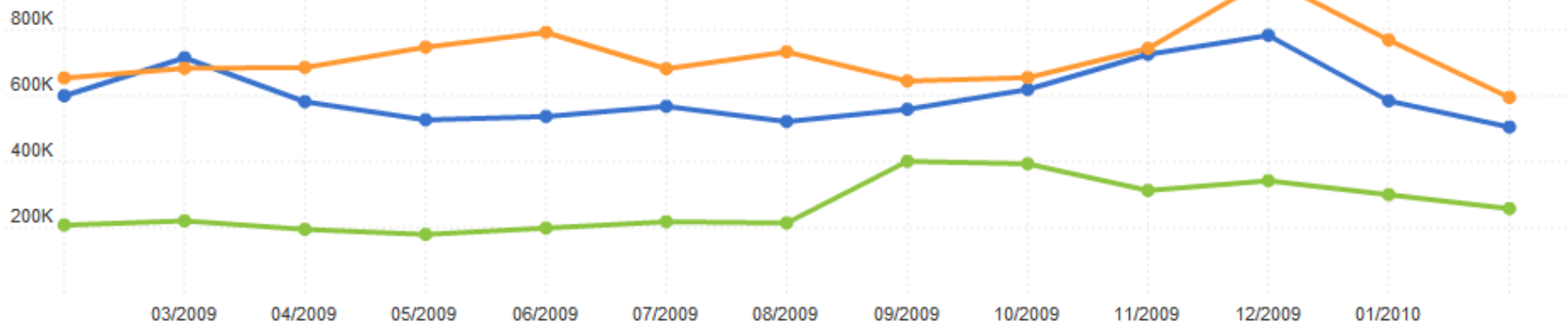
ge.com



siemens.com



philips.com



google.com/sktool (search based keyword tool)

Keywords
My draft keywords (0)

Website
www.submarino.com.br
Word or phrase
In keyword and page title
More filters
Find keywords
Or browse all 65,863 keywords

Categories for this search
All categories
Apparel (120)
Beauty & Personal Care (271)
Computers (6,570)
Consumer Electronics (5,655)
Finance (28)
Food (459)
Gifts & Occasions (93)
Health (170)
Hobbies & Leisure (14,435)
Home & Garden (123)
Media & Events (4,414)
Sports & Fitness (175)
Travel & Tourism (178)
Vehicles (97)

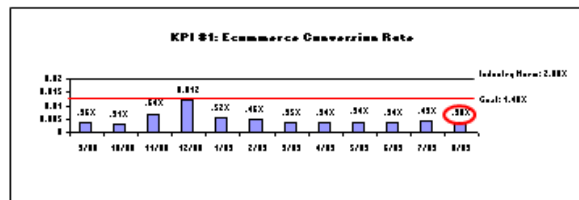
Brands
All keywords
Unbranded keywords (38,403)
sanyo (2,144)
microsoft (1,278)
ps2 (1,276)
nintendo (1,243)
hp (1,235)
samsung (1,061)
pdp (948)
intel (802)
nokia (690)
motorola (556)
ericsson (545)
playstation 2 (514)

Keyword ideas
About this data
1-20 of 65,863
Save to draft Export

Keyword	Monthly searches	Competition	Sugg. bid	Ad Search share	Extracted from webpage
New keywords related to submarino.com.br (65,863) Keywords not already in your account					
acrobat professional	18,000		USD 1.02	0% / 0%	Submarino.com.br Livros
beatles love	18,000		USD 1.15	0% / 0%	Submarino.com.br CDs:1
nintendo wi	18,000		USD 0.36	0% / 0%	Submarino.com.br Game
karaoke mp3	18,000		USD 0.47	2% / 0%	Submarino
hp update	18,000		USD 0.38	0% / 0%	Submarino.com.br Inform
ps3 40gb	18,000		USD 0.46	0% / 0%	Submarino.com.br Game
nintendo ds console	18,000		USD 0.46	0% / 0%	Submarino.com.br Game
linksys wireless router	18,000		USD 1.02	0% / 0%	Submarino.com.br Inform
ipod touch 32gb	18,000		USD 0.67	0% / 0%	Submarino.com.br Inform
samsung a160	18,000		USD 0.30	0% / 0%	Submarino.com.br
sims 2 deluxe	18,000		USD 0.28	0% / 0%	Submarino.com.br Game
xbox 360 hdmi	18,000		USD 0.45	0% / 0%	Submarino.com.br Game
mass effect pc	18,000		USD 0.39	0% / 0%	Submarino.com.br Game
logitech mouse	18,000		USD 0.68	0% / 0%	Submarino.com.br Inform
usb memory stick	18,000		USD 2.60	0% / 0%	Submarino.com.br Cine &
navi 200	18,000		USD 0.72	1% / 0%	Submarino.com.br Espar
mac notebook	18,000		USD 0.78	1% / 0%	Submarino.com.br Inform
wireless modem	18,000		USD 2.25	0% / 0%	Submarino.com.br Inform
guitar hero guitar	18,000		USD 0.41	0% / 0%	Submarino.com.br Game
buena vista hotels	18,000		USD 1.66	0% / 0%	Yahoo! Viagens - Hotéis r

Element #5: Bringing it all together

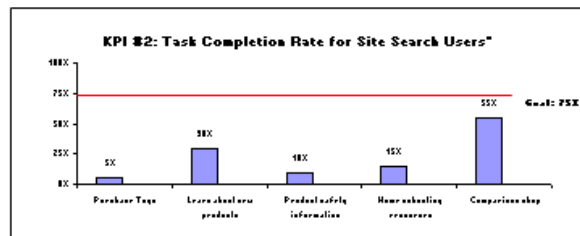
- Reports should be brief and insightful with facts and not opinions
- Scannable text that also contains details
- Data from multiple sources
- Stitched together into a single email
- Significant human effort required
- Lovingly hand tooled works best
- Very hard to automate



August Ecommerce Conversion Rate fell short of Goal by more than 1.00%. Holiday '09 Revenues in jeopardy if metrics do not improve in 30 days.

- Recommendation:** Leverage top-searched entrance keyword "Educational Toys" as cornerstone of Holiday 2009 Google AdWords campaign. Capitalize on current promotional lull to build site awareness with Sept. start date.
- Expected Outcomes:** Achieve goal Conversion Rate of 1.40% on campaign conversions and ROI of 25%. Drive continued acquisition of New Visitors to Brainwave Toys website.
- Recommendation:** Expand Email marketing program targeting Returning Visitors for Holiday '09 by utilizing database of registered site visitors and past-year purchasers.
- Expected Outcomes:** Achieve superior Conversion Rate of 3.7% and ROI in excess of 900%. Earn Average Order Value of \$97.11, nearly \$30 higher than site average.

[more info.](#)

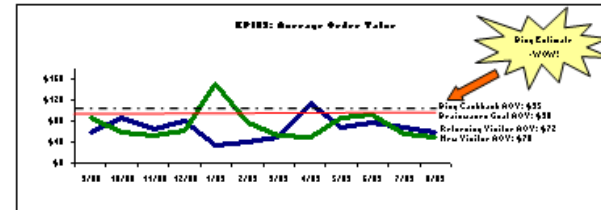


* % of original visitors able to complete task. Survey completed August, 2009.

Task Completion Rates continue to lag internal Goals by wide margin. Valuable Site Search User population particularly underserved by Brainwaves Toys site content.

- Recommendation:** Better align site content with stated primary purpose of Site Search Users (product research incl. "newly" items, product safety and recalls, and home schooling resources).
- Expected Outcomes:** Close gap between low 35% Satisfaction among Site Searchers and 59% average across all visitors. Build loyalty and future purchase intent for Brainwaves Toys by listening to Voice of Consumer.
- Recommendation:** Implement A/B testing plan to serve up landing pages optimized for "Brain," "Brainwaves," and "Science" entrance keywords used more frequently by Site Searchers. Leverage Internal Search Terms to refine product assortment for Holiday '09, particularly LEGO skus (add "City" series).
- Expected Outcomes:** Deliver optimized landing pages that improve ecommerce conversion. Reduce Search Exit rates and Search Term Refinements for specific product types.

[more info.](#)



Brainwaves Toys AOV has been declining over time; Holiday sales provide boost, but AOV remains well below Brainwaves Goal target.

- Recommendation:** Pilot Bing Cashback program during Holiday '09; If successful, consider expanding to additional "toy holidays" such as Easter, Halloween, Back to School, etc.
- Expected Outcomes:** Potential for AOV up to \$95.00 on campaign conversions and guaranteed ROI on each sale. Projections indicate successful launch could generate more than half of Brainwaves incremental volume target for Fiscal '09. Drive new customer acquisition through increasingly-popular shopping portal service and search engine.

[more info.](#)

KPI #4: Share of Search for "Educational Toys" (August, 2009)

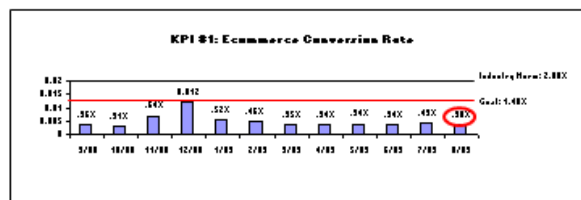
Volume Rank	Destination Website	% Total Keyword Volume	% of Site's Search Traffic
1	Toys R US.com	38.27%	6.76%
2	Walmart.com	5.58%	2.34%
3	educationtoysplanet.	4.48%	10.22%
4	BarnesandNoble.com	4.26%	0.34%

Brainwaves
Share of Search: 0.81%
Rank: #29/56

Brainwaves Toys does not have material Share of Search for its primary search entrance term "Educational Toys." New competitors both small and large are asserting category leadership.

- Recommendation:** Monitor actions of key competitors in order to develop truly unique positioning for Brainwaves Toys. Conduct SEO and PPC to enable Brainwaves to begin ranking on the major search engines.
- Expected Outcomes:** Stay in the game as major players, like Barnes & Noble and Borders, begin aggressive Holiday '09 promotions. Pending additional research, consider adding new product categories to mix on Brainwaves Toys based on search terms utilized (e.g., school supplies, educational DVDs, etc.)
- Recommendation:** Monitor declining interest in "Educational Toys" search terms and begin to diversify products and marketing activities into related categories growing in interest (educational video games, etc.).
- Expected Outcomes:** Align business growth trajectory with consumer demand; Enjoy early mover status in the increasingly competitive toys market.

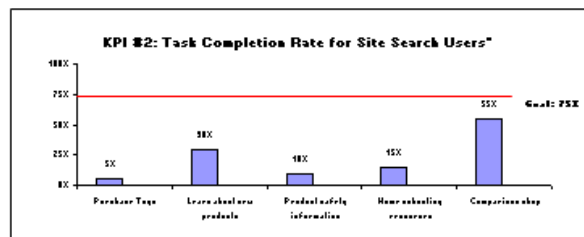
[more info.](#)



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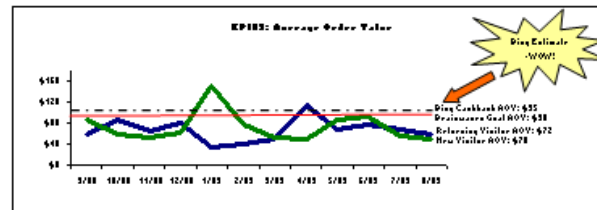
[more info.](#)



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[more info.](#)



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1	Toys R US.com	38.27%	6.76%
2	Walmart.com	5.58%	2.34%
3	educationaltovsplanet.	4.48%	10.22%
4	BarnesandNoble.com	4.26%	0.34%

Brainwaves
Share of Search: 0.8
Rank: \$29/56

Brainwaves Toys does not have material share of search for its primary search entrance term "Educational Toys." New competitors both small and large are asserting category leadership.

- Recommendation:** Monitor actions of key competitors in order to develop truly unique positioning for Brainwaves Toys. Conduct SEO and PPC to enable Brainwaves to begin ranking on the major search engines.
- Expected Outcomes:** Stay in the game as major players, like Barnes & Noble and Borders, begin aggressive Holiday '09 promotions. Pending additional research, consider adding new product categories to mix on Brainwaves Toys based on search terms utilized (e.g., school supplies, educational DVDs, etc.)
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[more info.](#)

Thank You Pages

Currently, when someone registers, or uses the contact form, there is no thank you page. Adding a thank you page to both of these could not only help in tracking, it could help people stay on the site.

Adding some links of top performing products, or anything else to a thank you page keeps people onsite longer. When someone registers, they could be sent to a thank you page that offers them a discount, or a discount to invite their friends to register.

Cookie for Cart

If a user puts something in their cart, then turns off their browser, the product is gone. Many people are buying after more than one visit.

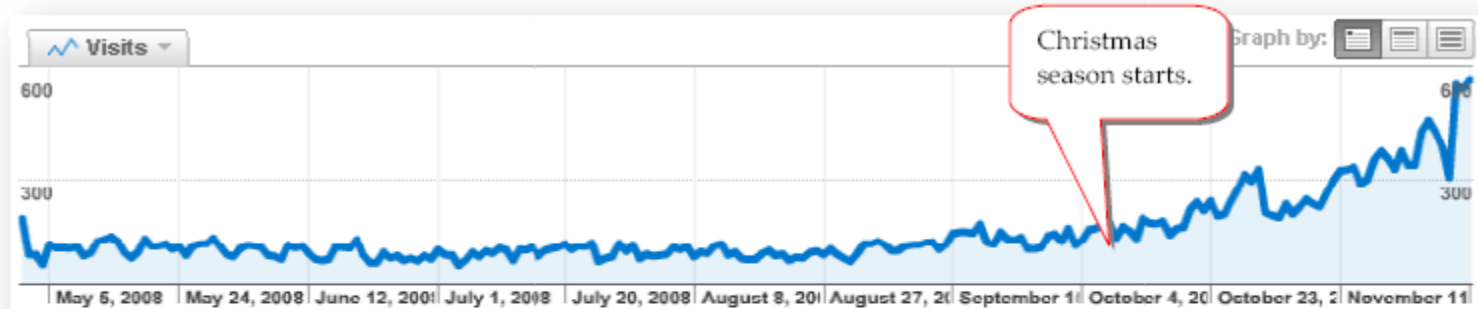
Most purchases occurred after: 1 visits

Visits to Purchase	Transactions	Percentage of all purchases
1 visits	118.00	81.38%
2 visits	13.00	8.97%
3 visits	12.00	8.20%
5 visits	1.00	0.62%
8 visits	1.00	0.69%

Many people also bought after visiting the day days after their first visit.

Most purchases occurred after: 0 days

Days to Purchase	Transactions	Percentage of all purchases
0 days	129.00	89.97%
1 days	4.00	2.70%
2 days	3.00	2.07%
3 days	2.00	1.30%



Summary

Segment	Visitors	Bounce Rate	Time on Site	Page Views	Product in Cart (Goal 1)	Sale (Goal 2)
Search Traffic	24,177	53.4%	2:18	4.15	563	121
Referrals	4,758	59.7%	1:45	3.2	92	8
Category Landing Page	6,914	50.2%	2:17	4.11	121	32
Product Landing Page	9,728	76.4%	1:10	2.3	222	48

KPI #4: Share of Search; Focus on Competitive Intelligence**Goal**

Brainwaves Toys achieves volume rank of 5% or greater for "educational toys" search term.

Segments

Key competitors, including Toys R Us, Wal*Mart, Barnes & Noble and Borders Books.

Recommendations & Analysis

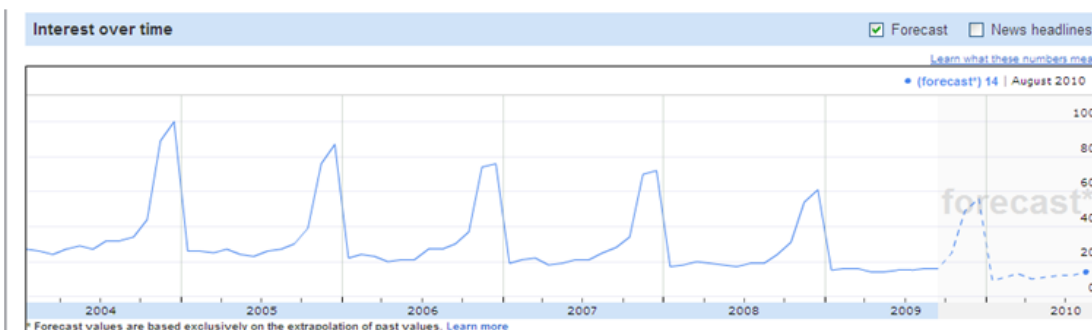
Proactive SEO and marketing to increase visibility, awareness, and search rank of Brainwaves Toys.

Report Overview			
Search term	educational toys		
Time frame	2009-08-01 to 2009-08-31		
Available results	56 domains		
Displaying	1 - 5 Access: all 56 domains		
Volume Rank	Destination Website	% Total Keyword Volume	% of Site's Search Traffic
1	Toys R US.com	38.27%	6.76%
2	WalMart.com	5.58%	2.34%
3	educationaltoysplanet.com	4.48%	10.22%
4	BarnesandNoble.com	4.26%	0.34%

Brainwaves Toys not ranking in top 10.¹⁴

Compete.com Share of Search data suggests that Brainwaves Toys is not meeting its objectives of 5% total keyword volume for the search term "Educational Toys." In addition, the data suggest that **small competitors, such as educationaltoysplanet.com, as well as new entrants such as Barnes and Noble, are making inroads in the educational toys category, perhaps due in part to their participation in the Bing Shopping portal.**

Analysis from Google Insights for Search also indicates that interest in the search term "Educational Toys" has been in gradual decline since 2004, though interest peaks seasonally during the annual holiday shopping season.




What happens to the reports?

- Big company
 - Use reports to explain economic impact of inaction
 - Be the squeaky wheel
- Small company
 - Measure what you can change
- No action?

- Reporting
 - Re-active:
“run reports” for mgmt
 - Backward-looking:
“how have we done?”
 - Quantitative focus:
“how many visitors?”
- Analysis
 - Pro-active:
find actionable data
 - Forward-looking:
“how can we improve?”
 - Qualitative focus:
“how well-targeted?”

Resources

- Books
 - Avinash Kaushik
- Training
 - Market Motive courses online
 - Many options for onsite/groups
- Yahoo Group
 - Webanalyticsassociation.org
- Web Analytics Wednesday
- #measure 

My top tips

More reports won't help you

Dedicated analyst works best

Analytics for entertainment vs decision making vs job justification

You need some help from IT

- Implementation debugging kills web analytics
- Firefox + WASP
- \$69 without site crawl

WASP Firefox Plugin

The screenshot displays the WASP Firefox plugin interface, which is a sidebar extension for the Firefox browser. The plugin is titled "WASP" and has a menu bar with "File", "Edit", "Advanced", and "Help". Below the menu bar are tabs for "Analytics", "Share", and "About". The "Analytics" tab is selected, showing "Google Analytics (GA)" data.

The data is presented in a table with two columns: "Name" and "Value". The data is organized into several categories:

- Tag**: `http://www.google-analytics.com/__utm.gif`
- Account**:
 - Version (utmrv): 1.3
 - Host id (utmhid): 1397931585
 - Account (utmac): UA-231537-1
- Content**:
 - Unique Request (utmn): 326525661
 - Title (utmdt): Backroads: Bike Tours, Family Tours, Walking and Hiking Vacat...
 - Referrer (utmr): -
 - Page URL (utmp): /
- Browser**:
 - Encoding (utmcsc): UTF-8
 - Screen Resolution (utmsr): 1920x1200
 - Color Depth (utmsc): 32-bit
 - Language (utmul): en-us
 - Java Enabled (utmje): 1
 - Flash version (utmff): 10.0 r2
- Network**:
 - Hostname (utmhn): backroads.com
- QueryString cookies (utmcc)**:
 - __utma**:
 - Domain hash: 67774082
 - Visitor token: 1720763384
 - 1st visit start: Wednesday, January 27, 2010 2:57:29 PM
 - Previous visit start: Tuesday, February 09, 2010 7:47:41 AM
 - Current visit start: Sunday, March 21, 2010 7:17:46 AM
 - Visit count: 8
 - __utmz**:
 - Domain hash: 67774082
 - Traffic source: 1265672502
 - # of responses: 6
 - utmccn: (referral)

At the bottom of the plugin window, there are fields for "Details", "Name:", and "Value:".

The background of the screenshot shows the "BACKROADS" website. The website has a blue header with the "BACKROADS" logo and the tagline "THE WORLD'S #1 ACTIVE TRAVEL COMPANY.". Below the header is a navigation bar with links: "FIND A TRIP", "WHY BACKROADS", "GUEST REVIEWS", and "TRIP P". The main content area is blue. Below the main content area is a green section titled "Backroads e-Newsletter Sign Up Today!". This section contains a form with fields for "First Name", "Last Name", and "e-mail address", and a "Re-enter e-mail" field. There are also links for "*Opt out any time" and "*e-Privacy", and a note: "*Make sure our e-mail gets to you here.". Below the newsletter sign-up section are two images: one showing a group of people on bicycles and another showing a person's feet on a bicycle.

Click around! You can't break anything

**Offline conversions? Use Average
Time on Site**

Other sessions

- “Meaningful SEO Metrics” – 2:45 Tuesday
- “Deep Dive into Analytics” – 4:00 Tuesday
- “Why Does Search Get All The Credit”– 1:00 Weds
- “Speaking Geek” 2:00 Thursday
- “Conversion Clinic” 3:30 Thursday

Q&A

- jmarshall@marketmotive.com