

Deep Dive Analytics: Missing Pieces

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How Are You Being Measured?



What is Outside of Your Control?



Leads Generated

≠

Leads Closed



Primary Keyword

Average Conversion Rate = 2.2%

Homepage #3

- 2,682 search visitors
- **22%** Bounce Rate
- **1.8%** conversion rate
- 48 Conversions

Category Page #12

- 1,007 search visitors
- **13%** Bounce Rate
- **4.3%** Conversion Rate
- 43 Conversions

Tracking Analytics + CRM





Follow-up: After the Conversion

- Did you remember?
- Until our salesperson calls...
- Here are examples...
- In order to provide better service,...
- White Papers
- Downloads
- Friend Us



Profit Analysis



More Sales
≠
More Profits





Reports:

- Page Views
- Hits
- Top 10 Pages
- Monthly Visitors
- Time on Site

Site Usage

Goal Set 1

Goal Set 2

Goal Set 3

Visits
74,338
% of Site Total:
50.28%

Goal1: New Profile Registration
2.58%
Site Avg: 2.59% (-0.58%)

Goal1: New Profile Registration Conversions
1,918
% of Site Total: 50.09%

Goal2: UPS Selector Solutions Page
0.77%
Site Avg: 0.83% (-6.59%)

Goal2: UPS Selector Solutions Page Conversions
572
% of Site Total: 46.65%

Goal3: Reseller Searches
7.83%
Site Avg: 7.66% (2.16%)

Goal3: Reseller Searches Conversions
5,821
% of Site Total: 51.40%

Goal4: Software Downloads Registration
2.90%
Site Avg: 2.85% (1.76%)

Goal4: Software Downloads Registration Conversions
2,156
% of Site Total: 51.16%

Goal Conversion Rate
22.86%
Site Avg: 22.70% (0.72%)

Goal Conversions
16,994
% of Site Total: 50.63%

Per Visit Goal Value
\$4.73
Site Avg: \$4.71 (0.53%)

Revenue
\$351,618.74
% of Site Total: 50.49%

Pivot by: Source

Showing: Goal Conversion Rate and Per Visit Goal Value

1 - 5 of 22

			Total		1. google	2. bing	3. yahoo	4. yandex	5. seznam					
	Keyword	Landing Page	Goal Conversion Rate	Per Visit Goal Value	Goal Conversion Rate	Per Visit Goal Value	Goal Conversion Rate	Per Visit Goal Value	Goal Conversion Rate	Per Visit Goal Value	Goal Conversion Rate	Per Visit Goal Value	Goal Conversion Rate	Per Visit Goal Value
1.	eaton ups	/default.asp	29.49% (0)	\$7.16	30.12% (0)	\$7.35	17.91% (0)	\$3.28	11.11% (0)	\$3.33	0.00% (0)	\$0.00	0.00% (0)	\$0.00
2.	eaton powerware	/default.asp	37.80% (0)	\$8.22	37.12% (0)	\$8.10	58.00% (0)	\$12.00	41.67% (0)	\$10.83	17.86% (0)	\$4.29	0.00% (0)	\$0.00
3.	powerware	/default.asp	33.71% (0)	\$7.19	34.68% (0)	\$6.97	27.27% (0)	\$6.18	23.68% (0)	\$5.00	31.93% (0)	\$8.82	0.00% (0)	\$0.00
4.	taa compliant	/usa/taa/compliance.asp	1.41% (0)	\$0.16	1.27% (0)	\$0.17	3.70% (0)	\$0.00	0.00% (0)	\$0.00	0.00% (0)	\$0.00	0.00% (0)	\$0.00
5.	eaton	/deutschland/default.asp	7.86% (0)	\$1.39	7.62% (0)	\$1.26	13.79% (0)	\$4.14	0.00% (0)	\$0.00	0.00% (0)	\$0.00	0.00% (0)	\$0.00
6.	powerware	/usa/default.asp	35.49% (0)	\$6.99	35.82% (0)	\$7.11	39.29% (0)	\$6.79	8.33% (0)	\$2.50	0.00% (0)	\$0.00	0.00% (0)	\$0.00
7.	eaton	/france/default.asp	11.33% (0)	\$2.99	10.82% (0)	\$2.84	14.29% (0)	\$3.81	40.00% (0)	\$12.00	0.00% (0)	\$0.00	0.00% (0)	\$0.00
8.	powerware ups	/default.asp	34.62% (0)	\$7.62	33.24% (0)	\$7.41	33.33% (0)	\$6.67	76.92% (0)	\$15.38	0.00% (0)	\$0.00	0.00% (0)	\$0.00
9.	eaton 9130	/products-services/backup-power-ups	14.24% (1300)	\$2.88	14.33% (1308)	\$3.05	8.33% (761)	\$0.00	0.00% (0)	\$0.00	20.00% (1826)	\$0.00	0.00% (0)	\$0.00
10.	eaton	/polska/default.asp	16.07% (0)	\$3.10	15.66% (0)	\$3.13	0.00% (0)	\$0.00	0.00% (0)	\$0.00	0.00% (0)	\$0.00	0.00% (0)	\$0.00

More data points = Better Comparison

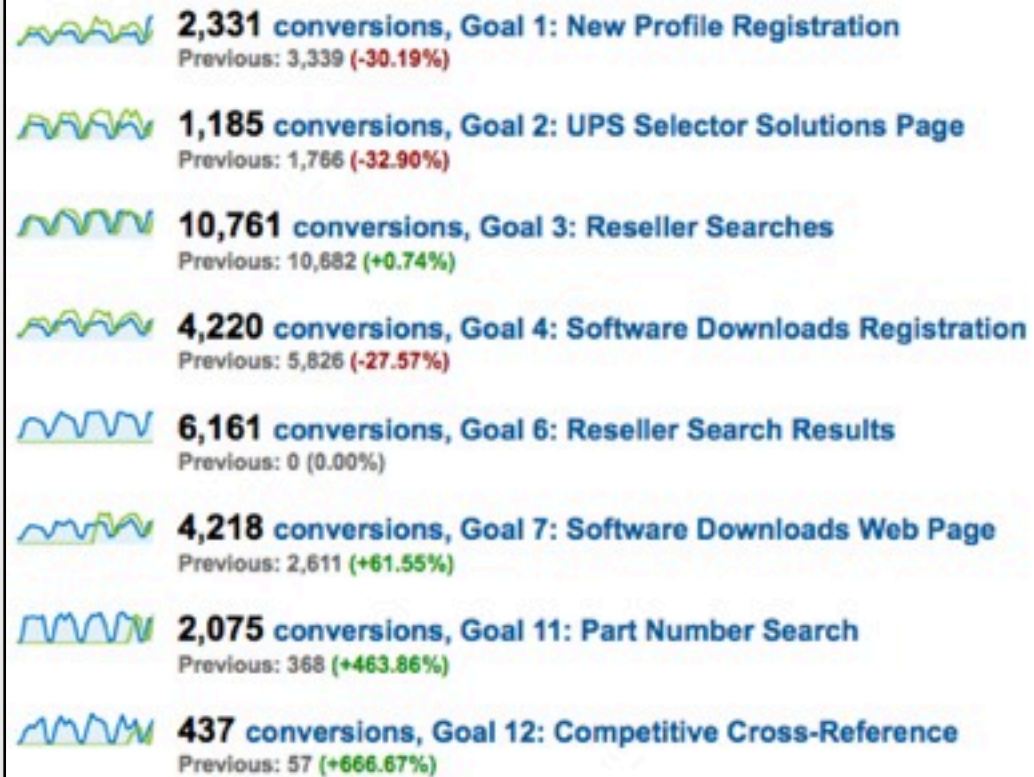
Goals Overview

Jan 1, 2011 - Feb 1, 2011

Comparing to: Jan 1, 2010 - Feb 1, 2010



Visitors completed 31,388 goal conversions



Goal Performance

Goal Conversion Rate



21.46% Goal Conversion Rate

[view full report](#)

Total Goal Value



\$625,450.00 Total Goal Value

[view full report](#)

Outside Influences

- Customer CRM
- Email Promotions
- Brand Promotions
- Catalogues
- Content Feeds
- Customer Service
- Packaging
- Segment Targeting
- Call Center
- “Shiny Objects”

Follow the Money



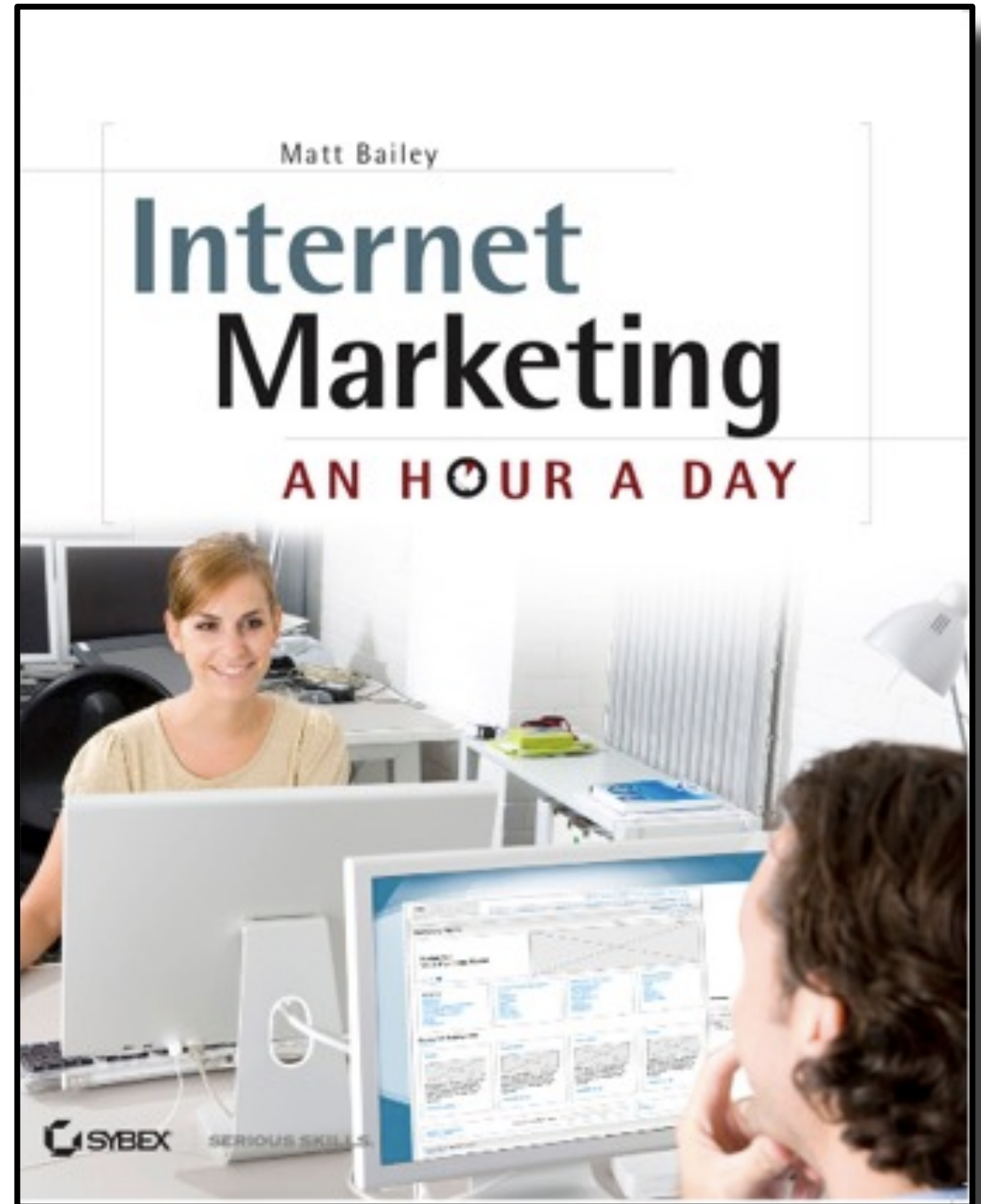
Define Success & Measurement Expectations



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Wiley/Sybex

Register at
www.SiteLogic.com



Deep Dive Analytics: Missing Pieces

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