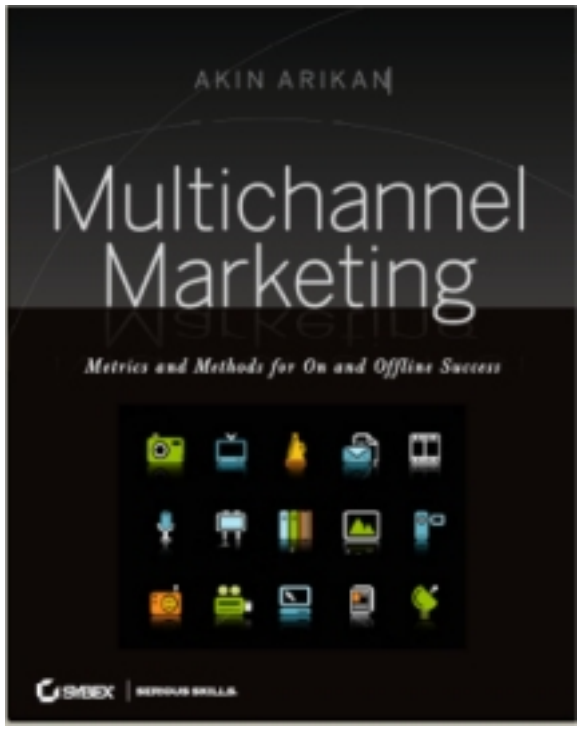
Web Analytics with Unica's Affinium NetInsight

Web Analytics,

Internet & Enterprise Marketing

Akin Arikan

Search Engine STRATEGIES CONFERENCE & EXPO



Coming in April

Blog: MultiChannelMetrics.com

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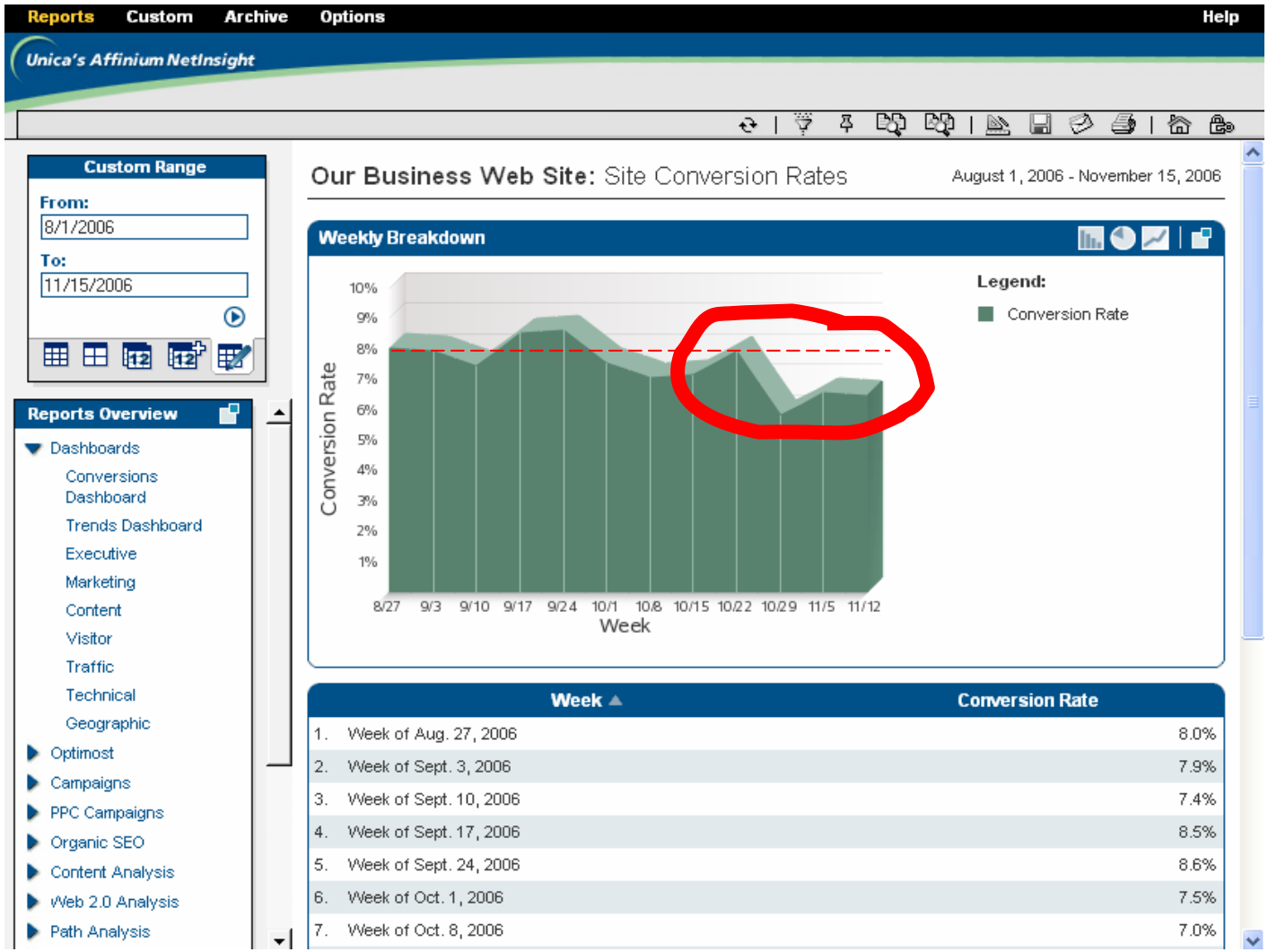
Question I + III

- **“Visitors to Site and Where they are From?”**

  “Getting People to Take Action?”

Alert! The Conversion Rate is Down! What Changed?



Did we make bad changes to the site that caused this?

Fire the web master!

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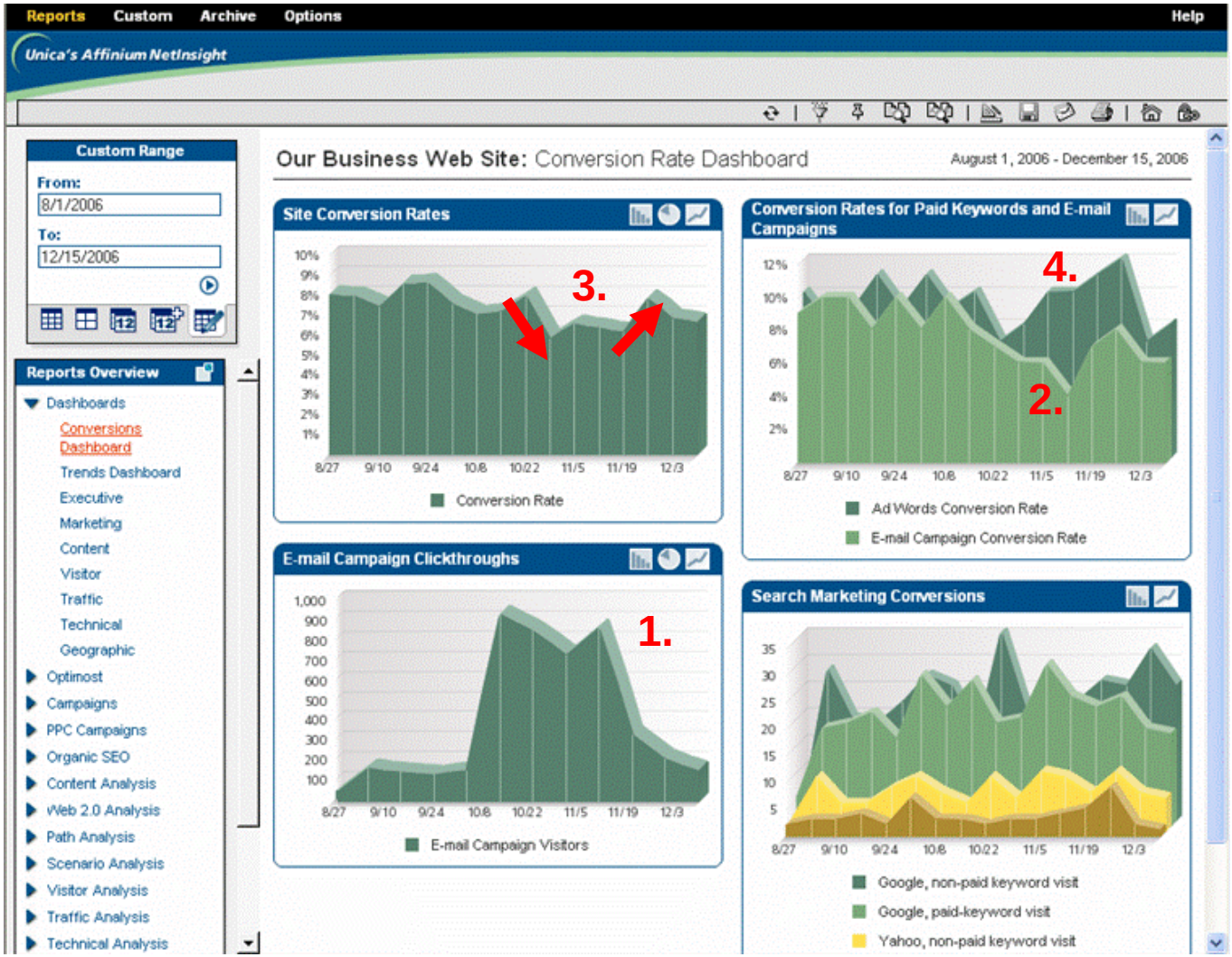
Only After Segmentation Can We See What Is Going On



1. Mass E-mail campaign was dropped
2. Its conversion rates were low
3. Site Conversion rate was down for a period
4. Paid Keyword conversion rate is actually up!

(Keep the web guy!)

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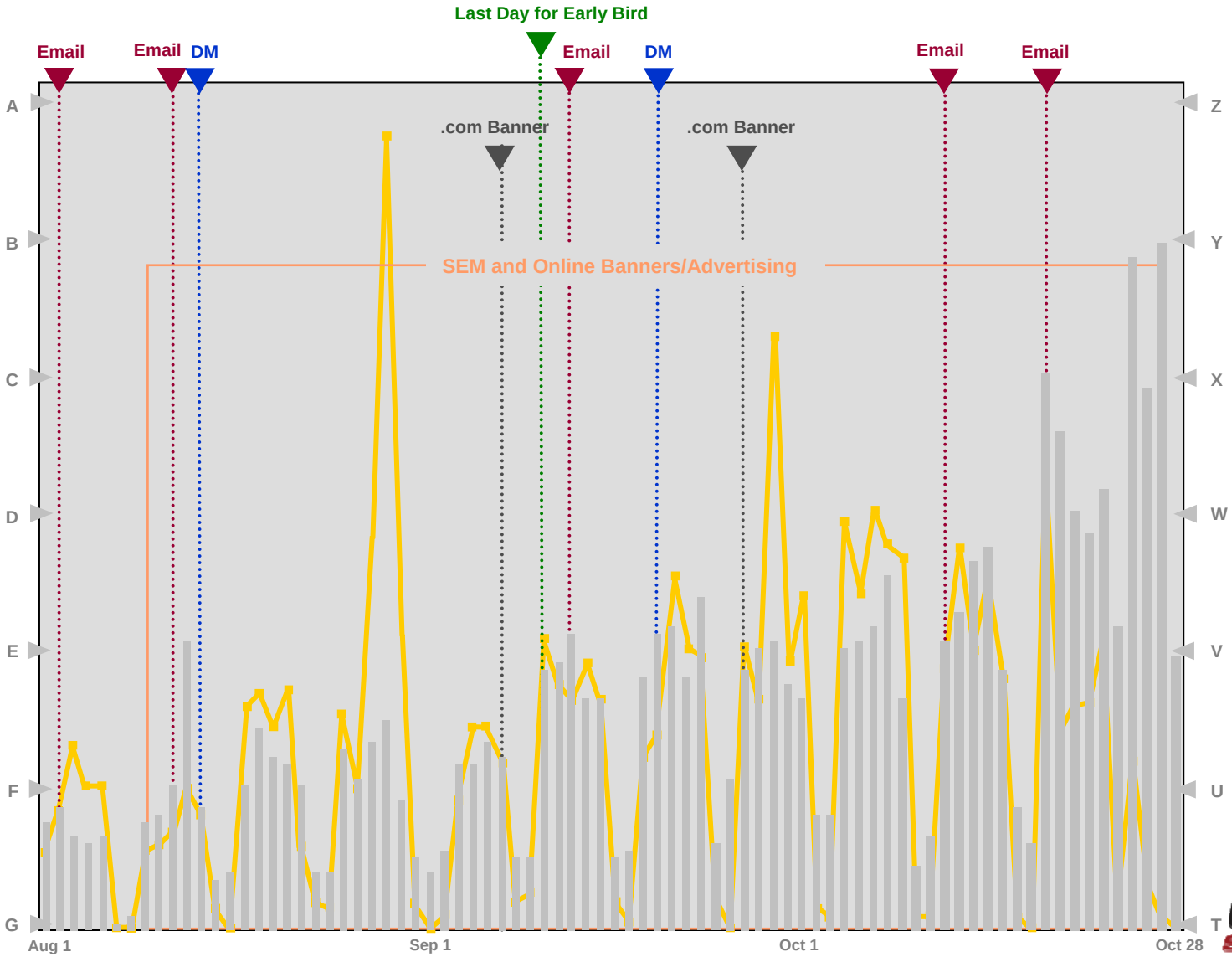
Ask about Cost Per Acquisition



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Beware of ROAS vs. ROI

	PPC Outlet	Paid Keywords	Impressions	Unique Visitors	Costs	Revenues	ROAS %	ROI %
1.	Google AdWords		14,292	7,242	$49,383.48	$1,417,601.17	2,770.6%	20.5%
		flat tvs	2,610	1,345	$11,571.00	$220,489.91	1,805.5%	24.1%
		plasma tv	4,248	2,263	$8,382.72	$251,582.50	2,901.2%	-9.8%
		about plasma tvs	3,702	939	$6,566.04	$129,093.95	1,866.1%	23.1%
		recruiting monitors	1,828	545	$6,386.64	$187,031.96	2,828.5%	21.7%
		your company	1,450	424	$3,102.00	$25,808.98	732.0%	40.0%

$$ROAS = \frac{\text{Revenue}}{\text{Marketing Investment}}$$

$$ROI = \frac{\text{Return}}{\text{Investment}} = \frac{\text{Gross Margin - Marketing Investment}}{\text{Marketing Investment}}$$

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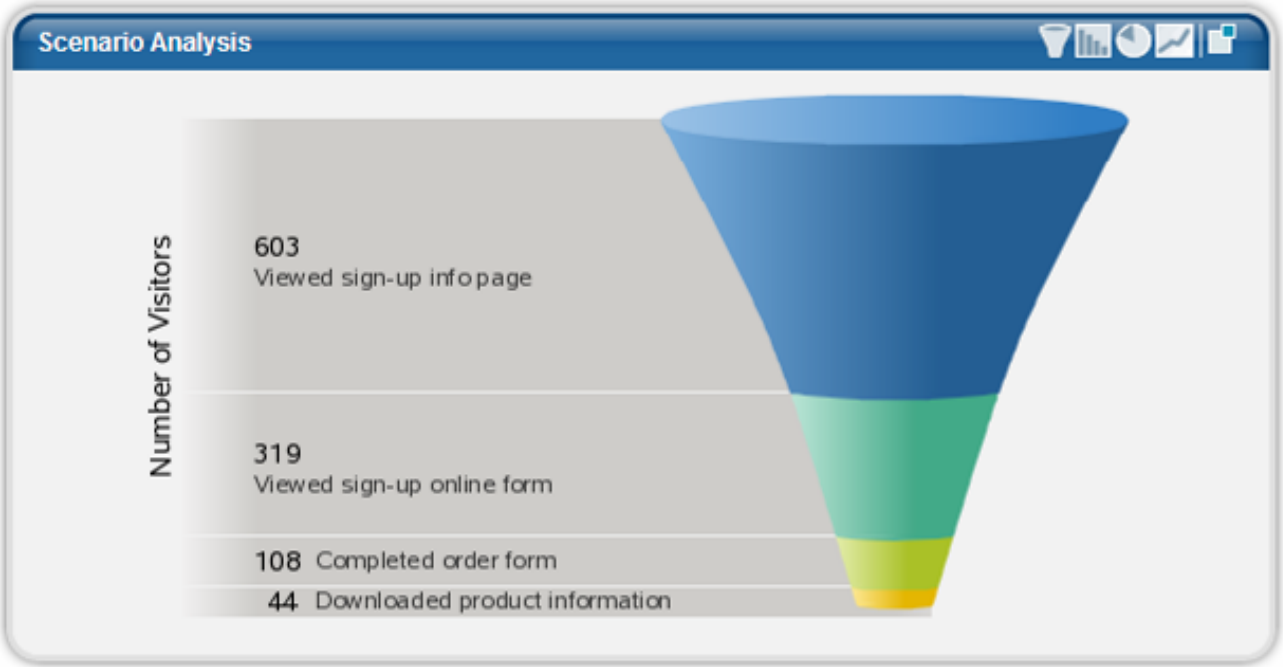
Question II

“Improve Experience To Reduce Drop-Offs”

Funnel Reporting for Process Optimization

Superco: Scenario: Sign-up funnel ☆ December 2006



Scenario Step	Visits	Visitors	Visitor Drop-off	Conversion Rate
Viewed sign-up info page	628 (10.7%)	603 (13.5%)	-	-
Viewed sign-up online form	329 (5.6%)	319 (7.2%)	284 (47.1%)	52.9%
Completed order form	128 (2.2%)	108 (2.4%)	211 (35.0%)	17.9%
Downloaded product information	51 (0.9%)	44 (1.0%)	64 (10.6%)	7.3%

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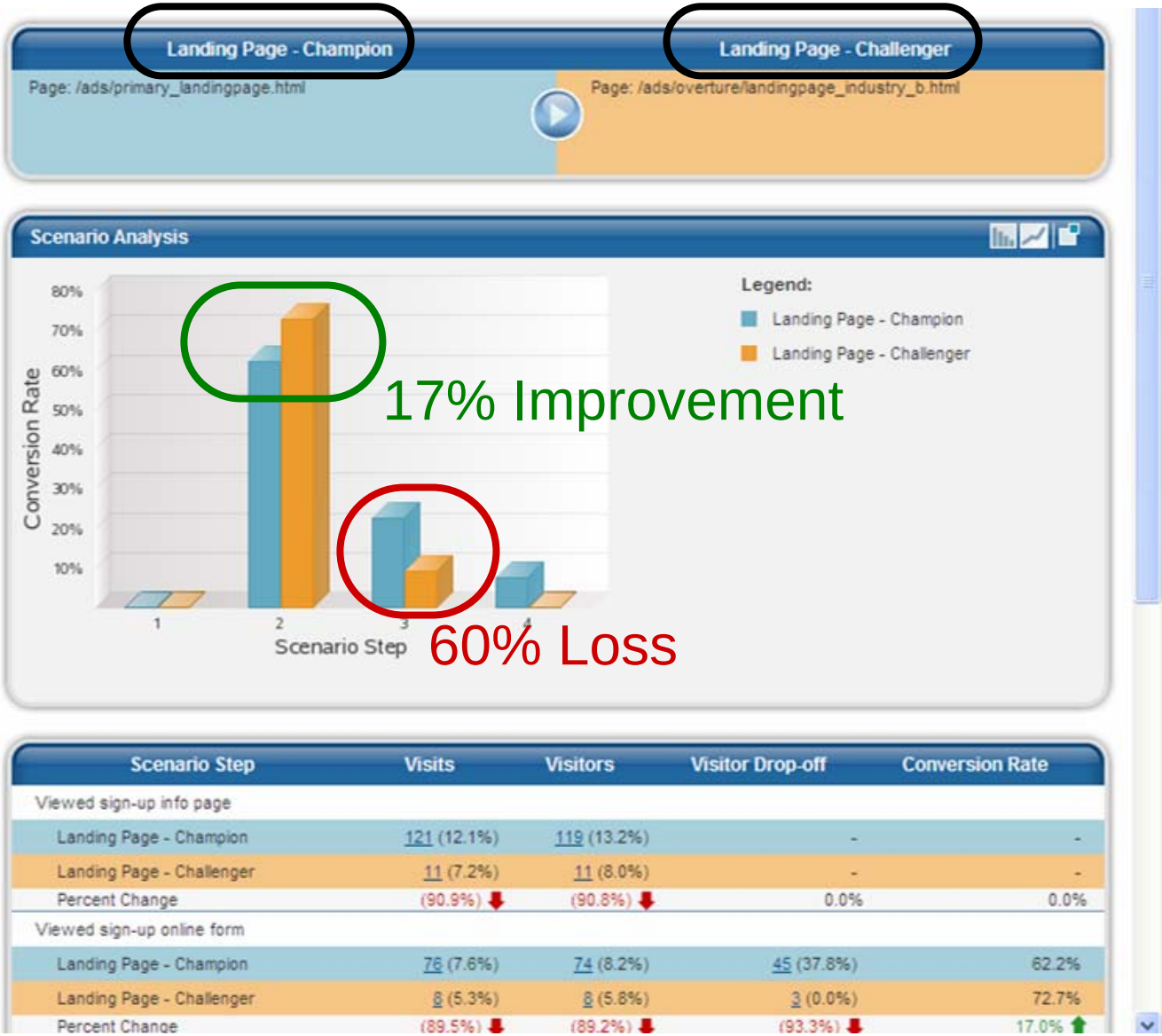
A/B Analysis



Scenario Step	Visits	Visitors	Visitor Drop-off	Conversion Rate
Viewed sign-up info page				
Landing Page - Champion	121 (12.1%)	119 (13.2%)	-	-
Landing Page - Challenger	11 (7.2%)	11 (8.0%)	-	-
Percent Change	(90.9%) ↓	(90.8%) ↓	0.0%	0.0%
Viewed sign-up online form				
Landing Page - Champion	76 (7.6%)	74 (8.2%)	45 (37.8%)	62.2%
Landing Page - Challenger	8 (5.3%)	8 (5.8%)	3 (0.0%)	72.7%
Percent Change	(89.5%) ↓	(89.2%) ↓	(93.3%) ↓	17.0% ↑

Example A/B Testing

Control:

Store Ratings and Offer Details for the Canon SD750

Store Rating	Store Name	Price	Visit Store
637 Store Reviews	circuit city Circuit City	$299.99	Go!
2378 Store Reviews	CRUTCHFIELD Crutchfield	$299.99	Go!

Test:

Store Ratings and Offer Details for the Canon SD750

Store Rating	Store Name	Price	Visit Store
637 Store Reviews	circuit city Circuit City	$299.99	Go!
2378 Store Reviews	CRUTCHFIELD Crutchfield	$299.99	Go!

Result: Test converted better by 2.2%

Unica's Recommendations

1. If It's Not Segmented It's …
2. No Single Metric Does it All
3. Don't Be Fooled by ROAS
4. Test, Test, Test

Unica

www.UnicaWebAnalytics.com

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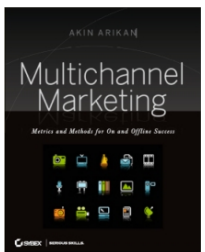
Blog: MultiChannelMetrics.com