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Stradia merge v2

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Thu, Aug 17, 2017 at 5:32 PM

Methodology

We analysed the evolution of visits, gross listings, ad page views and replies (answers+show phone) over the period '2017-04-02' to '2017-08-05' (18 weeks). The change in the code was implemented between 2-3 July 2017.

For now we performed the analysis only for Stradia India (note there is no ad moderation, hence we didn't analyse net listings).

Main findings

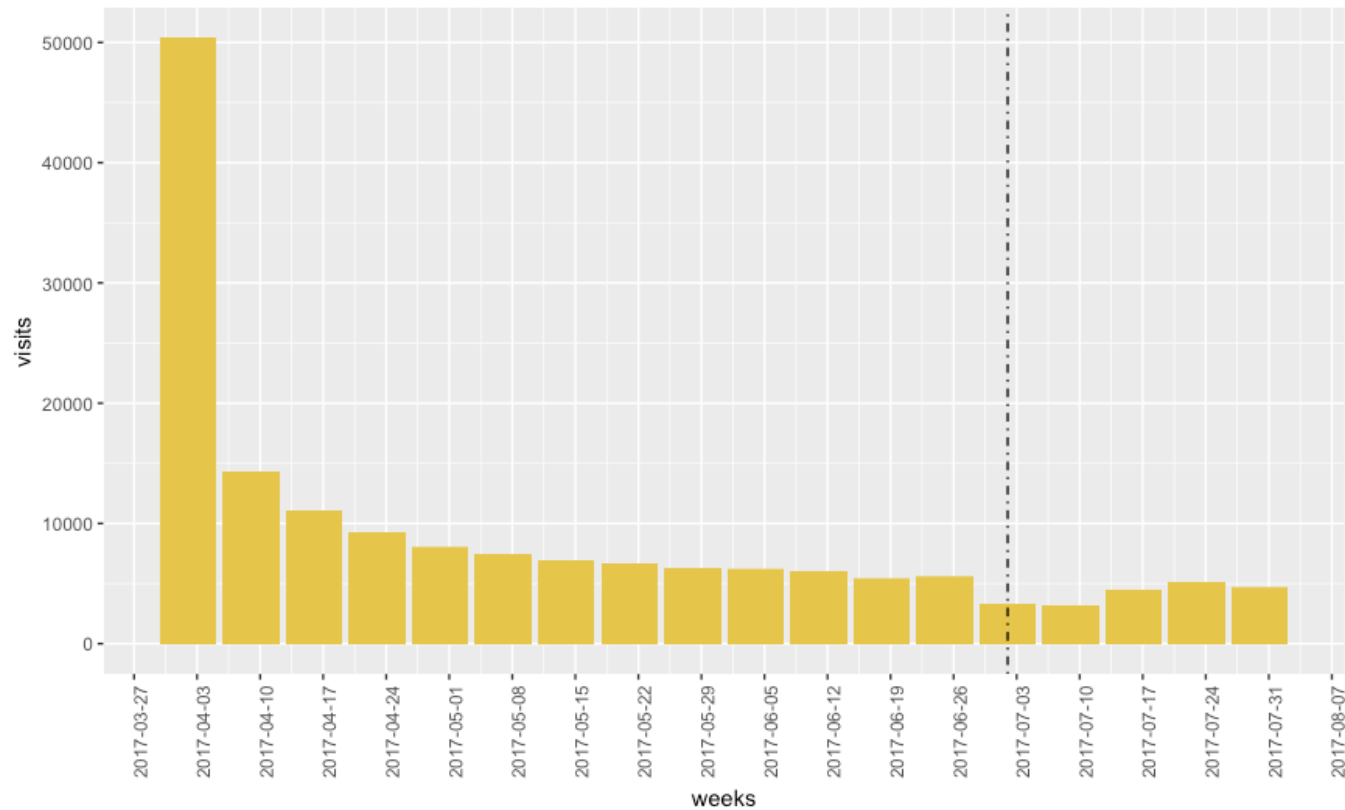
- Traffic to the site kept decreasing overall, though mobile traffic showed an increase since the change. In the 4 weeks that followed the merge:
 - the average weekly visits decreased by 24%. The drop came mainly from desktop (-58%), while responsive traffic grew by 30% and ios was +50%. Note that traffic for all devices was decreasing since the beginning of the year.
 - We don't see traffic (and adpage views) tracked in Android since the change. That's because Mixpanel is still not implemented for Android.
- We didn't notice less listings from advertisers:
 - the average gross listings per week since the merge increased by 2% compared to the 4 weeks prior to the merge.
 - there was a drop in listings at the beginning of June, immediately followed by a peak. We should check if this was because of tests performed prior to the change and listings manually imported right after (see specific days on the chart).
- Ad page views per visit increased significantly for responsive and desktop users.
 - the overall avg. adpage views per week increased by 16% vs the 4 weeks prior to the merge. If we don't consider android traffic (which is not tracked since the change), the overall increase was 87%. In particular adpage views from responsive raised by over 250% and desktop +50%.
 - the raise in ad page views for responsive and desktop was not simply driven by the increase of traffic. We can see this clearly by looking at the Ad Page Views per Visit metric: after the merge it almost doubled.
- Replies raised significantly since the merge:
 - avg. weekly answers passed from 19 to 57 over the 4 weeks that followed the merge (+192%). Biggest increase was from responsive (6 to 31; +400%) and android/ios both +95%. Desktop avg. weekly replies also raised by 64%.
 - again, this increase looks much higher than the correspondent change in traffic.
 - avg. weekly show phone events also had an increase of over 250% both in desktop and responsive (please note that we can't measure this event for apps).

Possible hypothesis to test

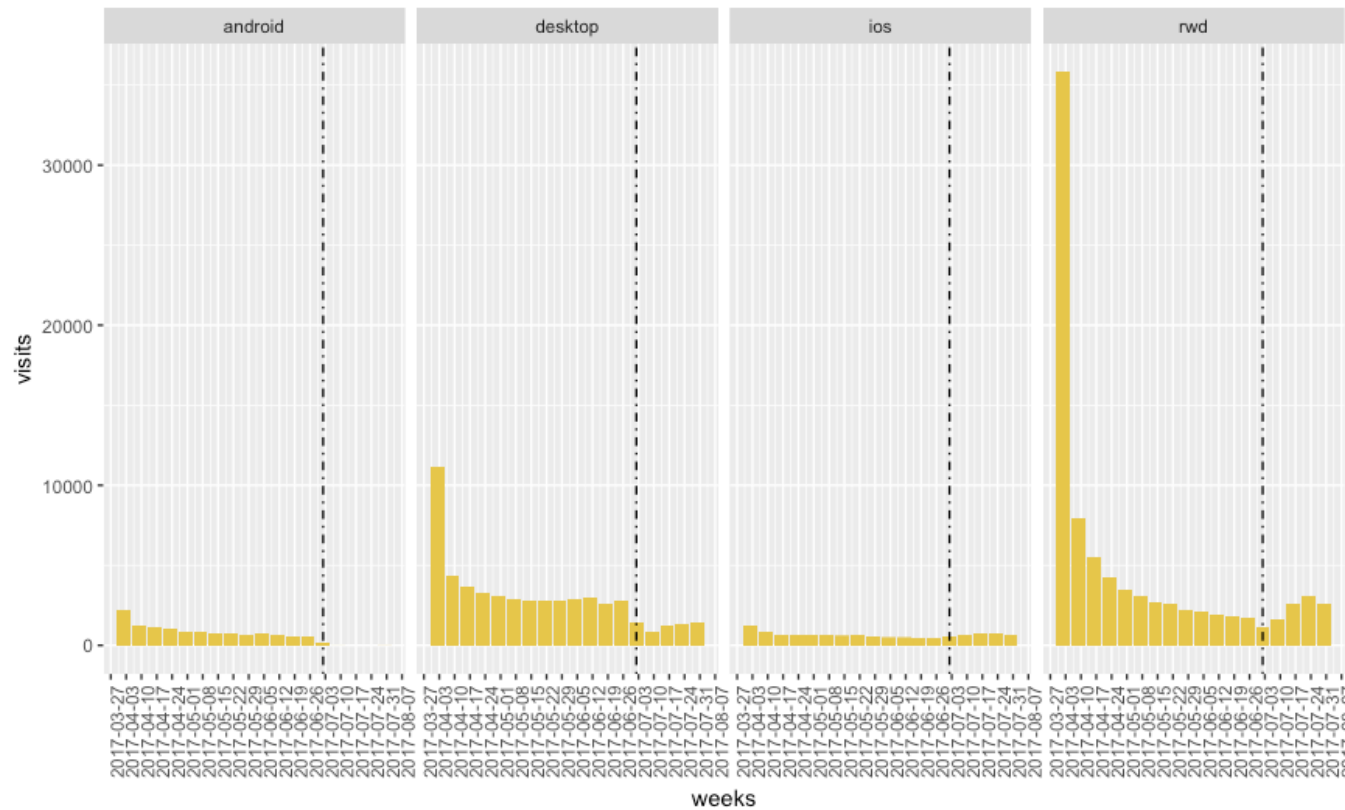
- Understand if the increase in user interactions, after the merge is driven by the better performance of the site, especially for mobile users (mainly features phone/slow connection in India). Monitor metrics over a longer period might help understand if the increase is stable.
- The increase in ad page views and show phone events might also be driven - in part - by the migration to Mixpanel which is meant to be more accurate to fire the tracker (we consulted this with Jeremy).

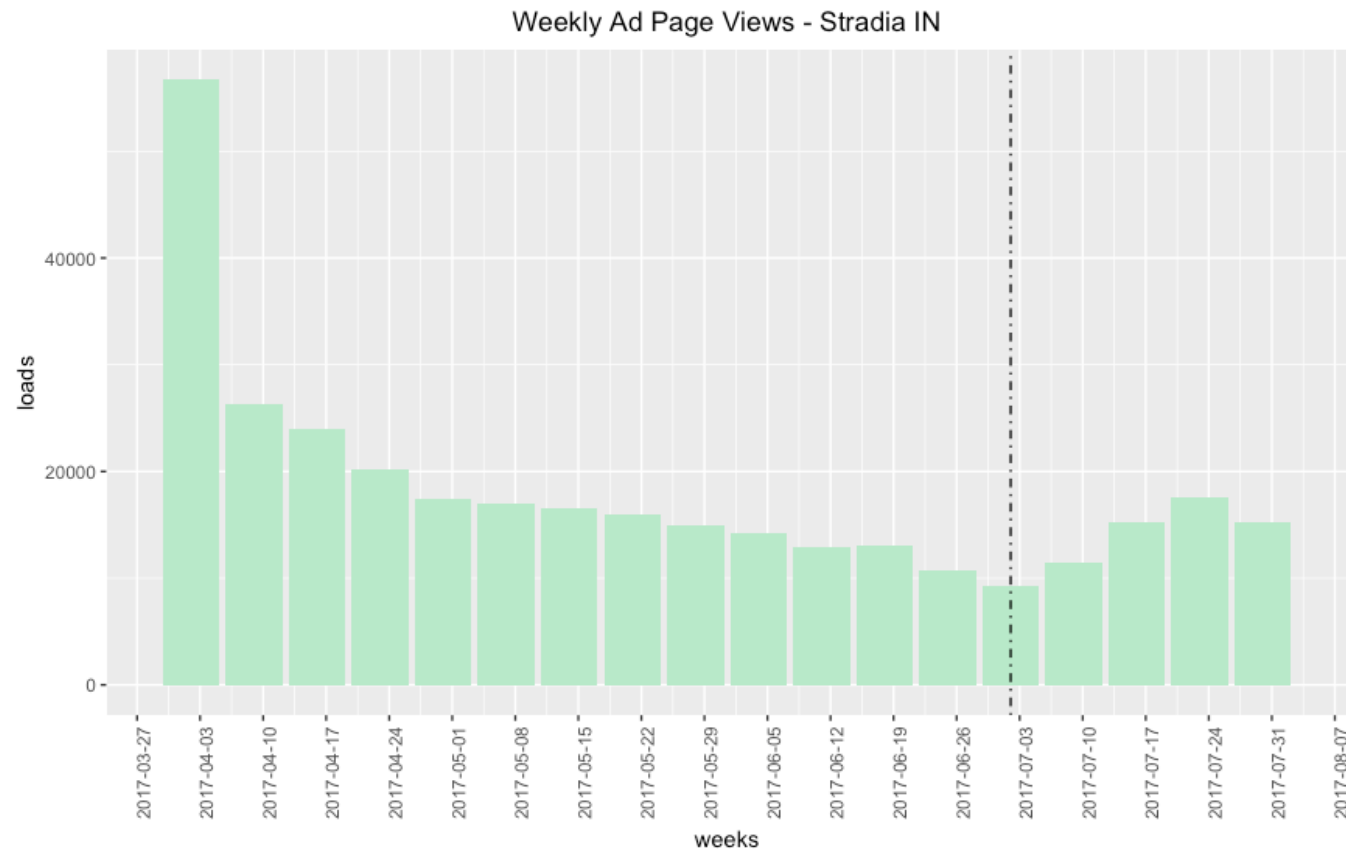
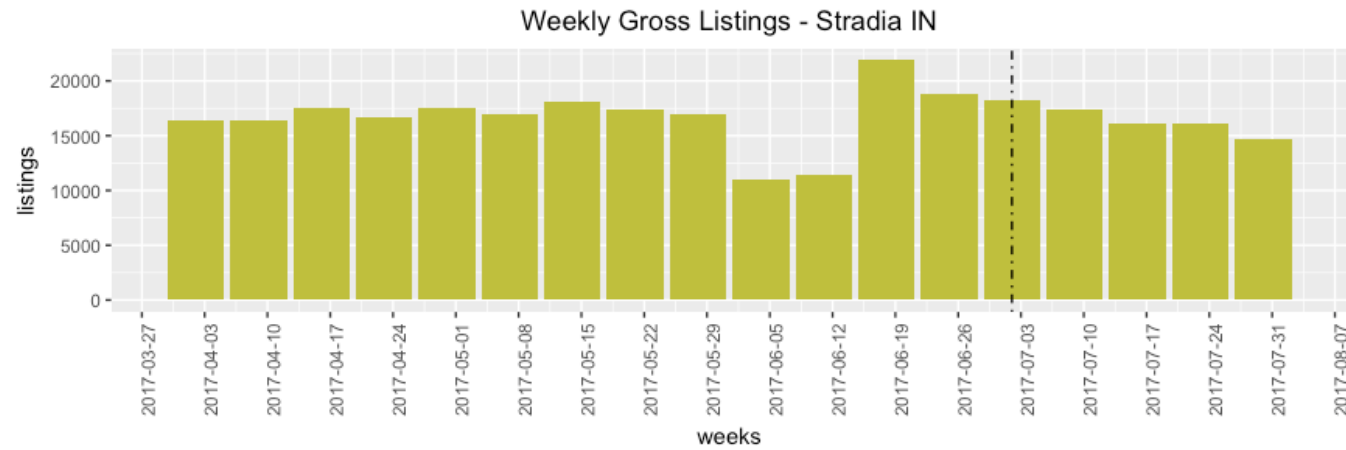
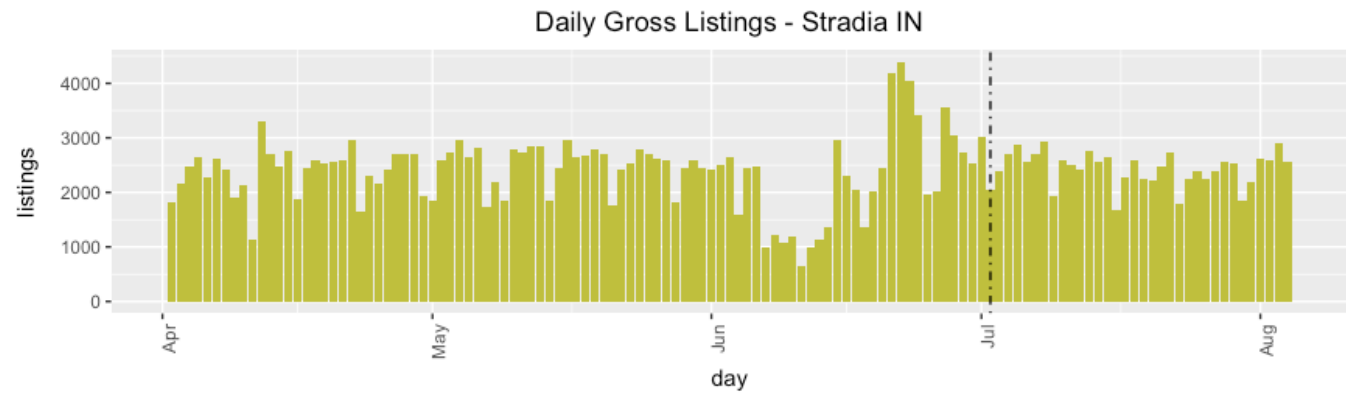
Figures

Weekly Visits - Stradia IN

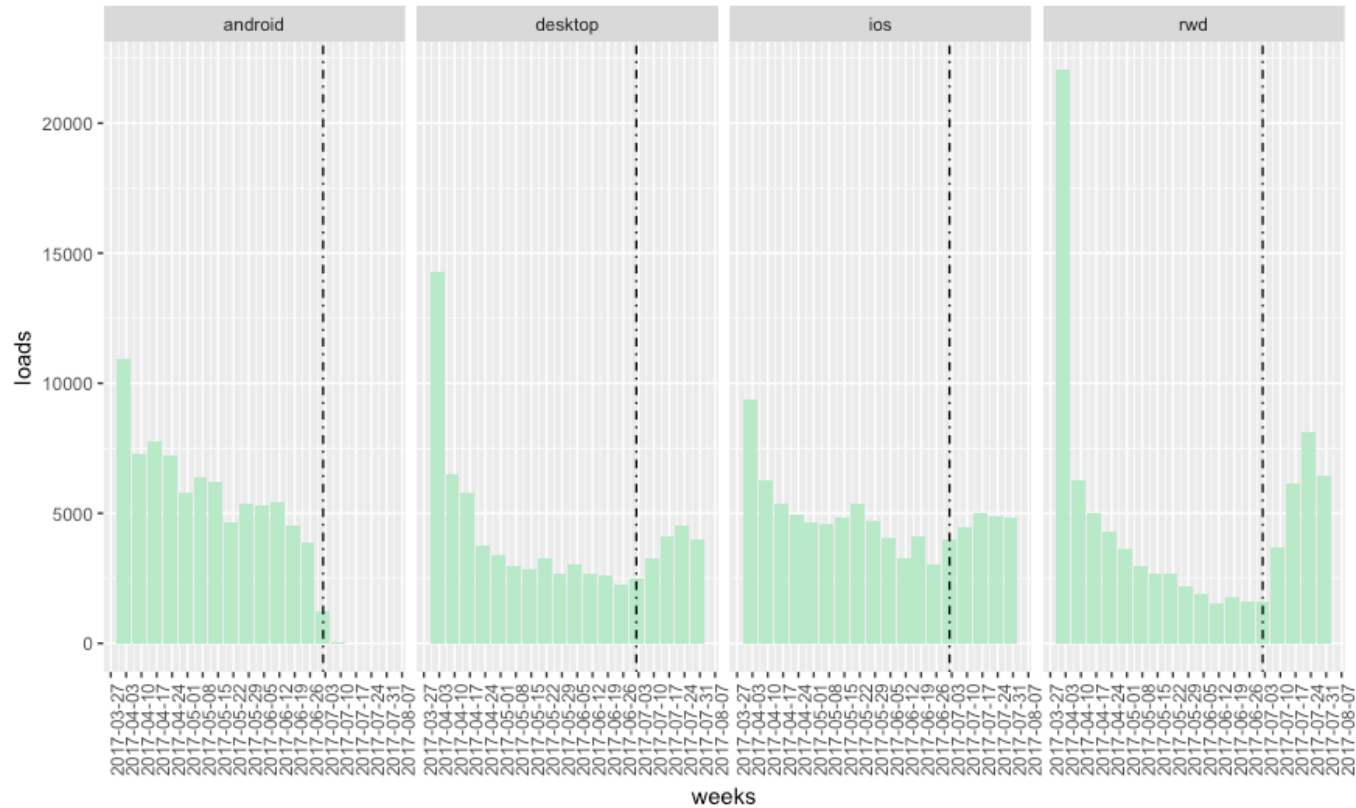


Weekly Visits by Device - Stradia IN

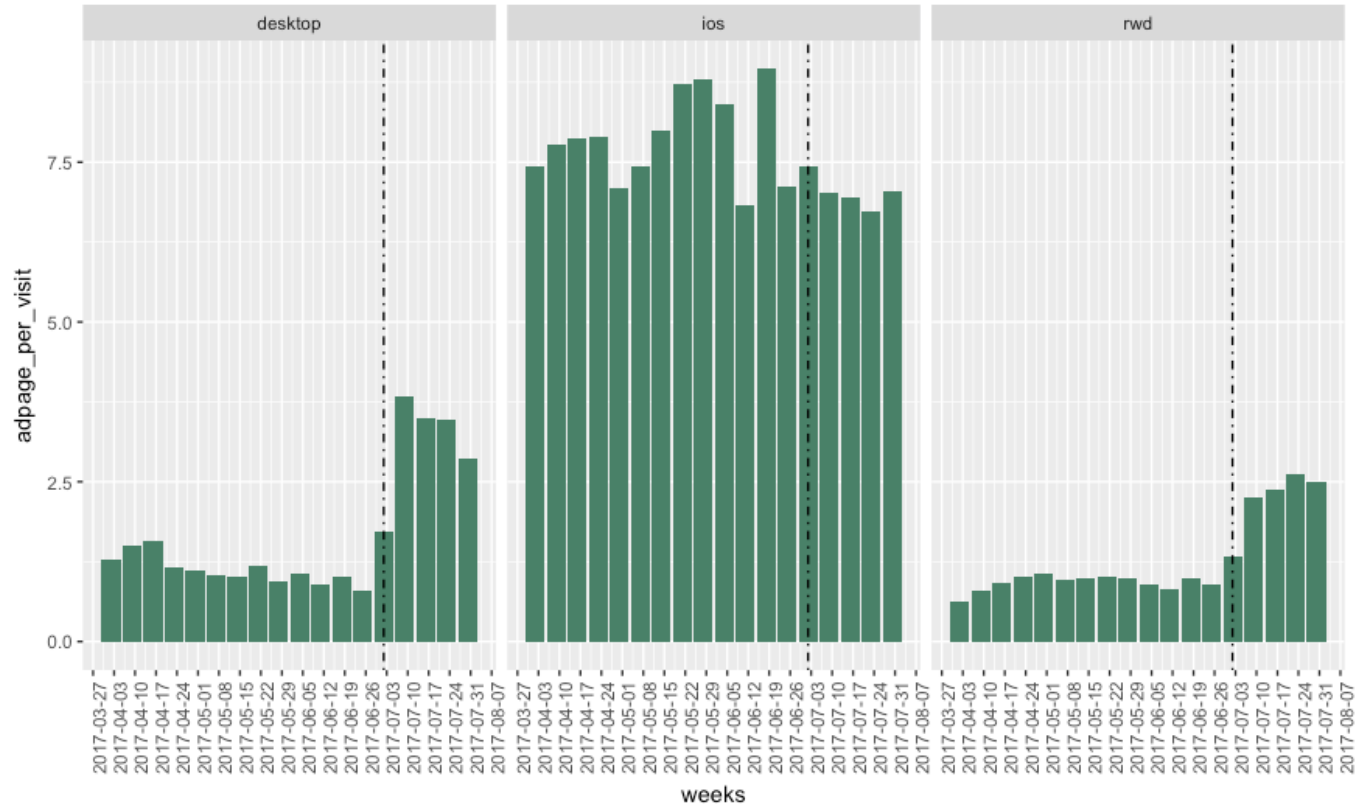




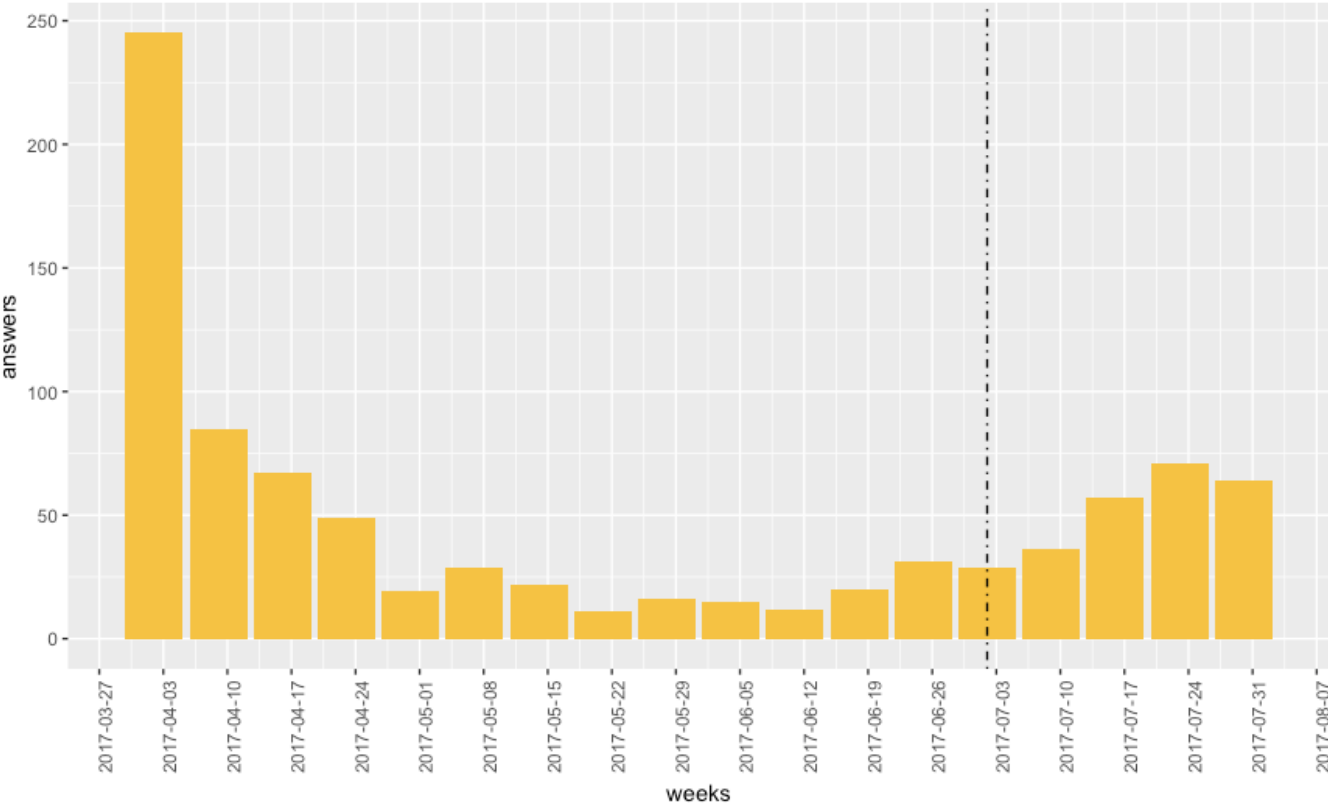
Weekly Ad Page Views by Device - Stradia IN



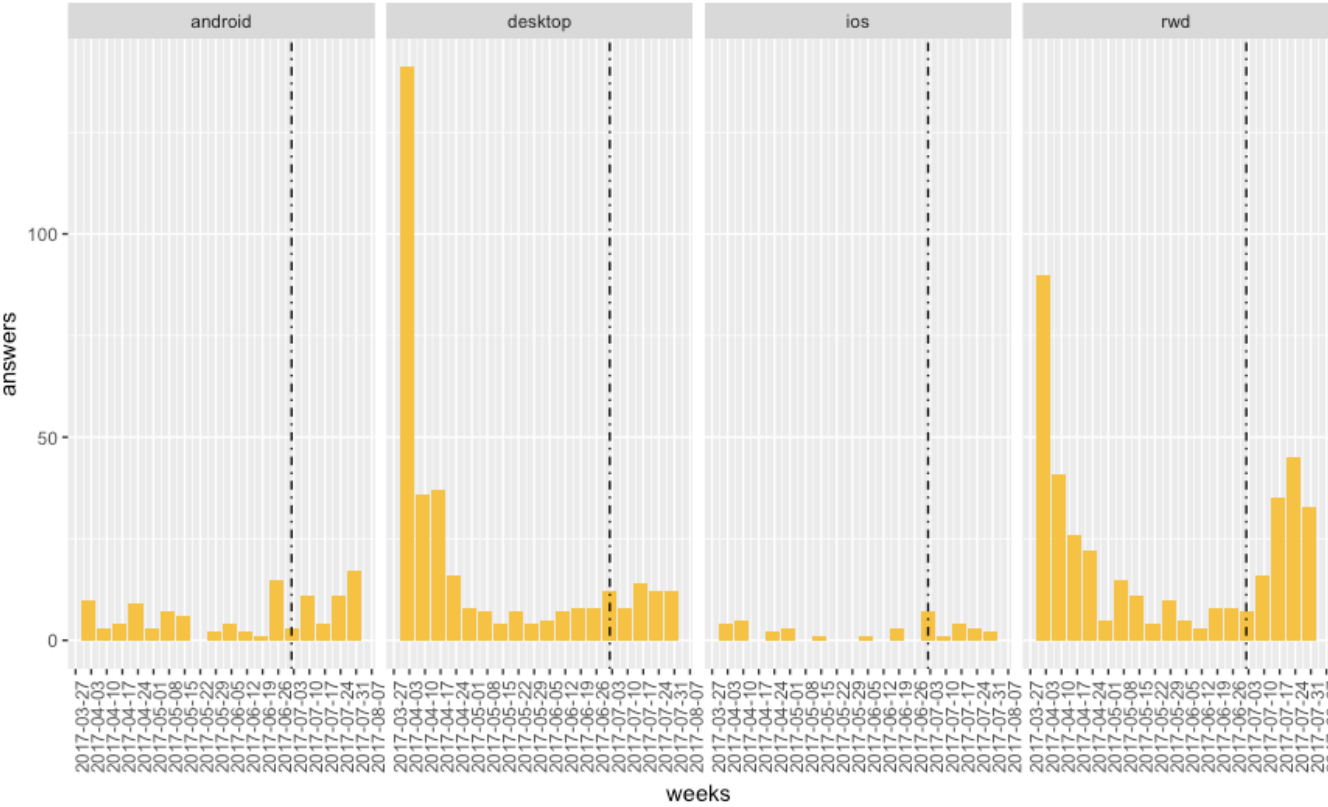
Weekly Ad Page Views per Visit by Device - Stradia IN

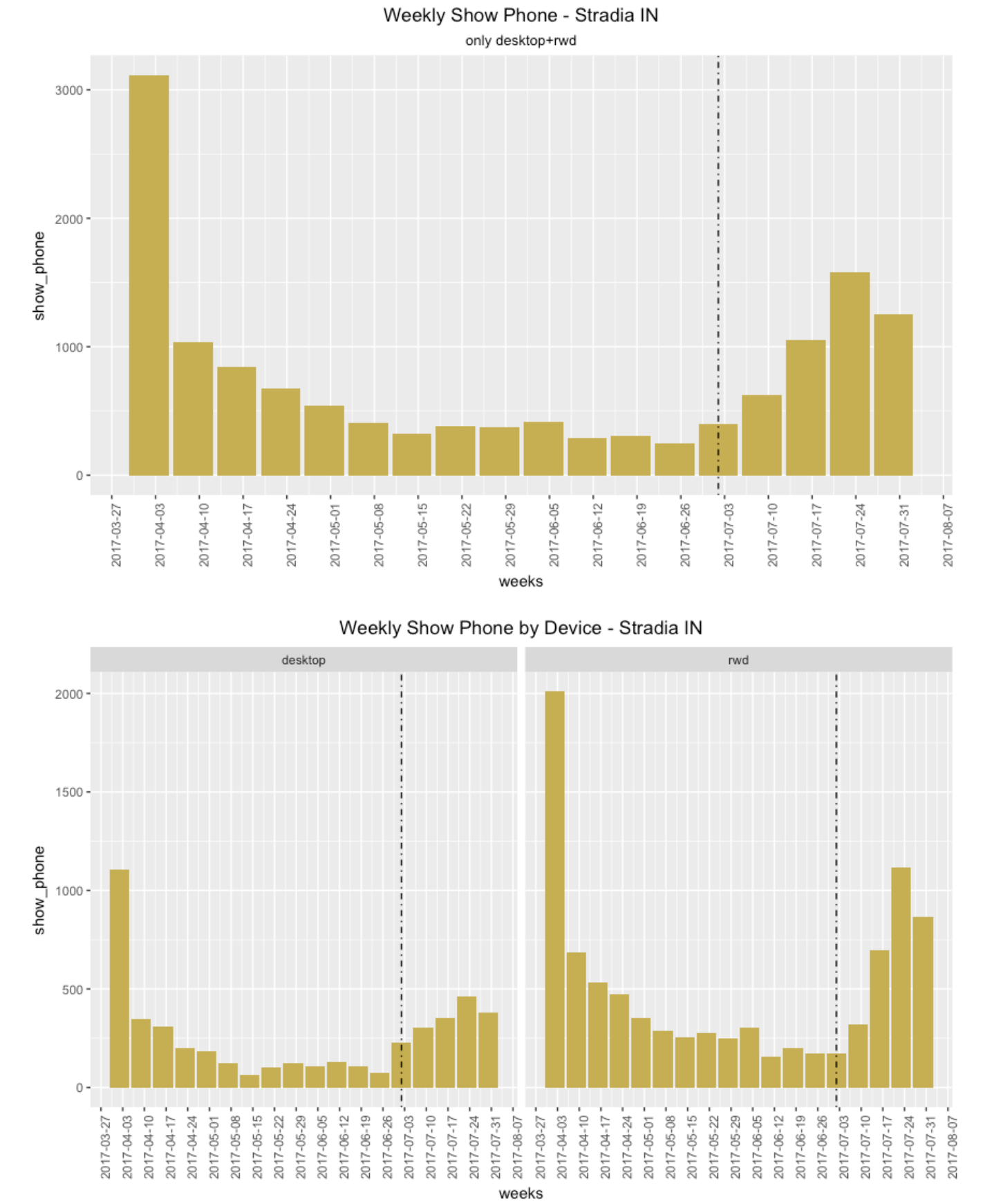


Weekly Answers - Stradia IN



Weekly Answers by Device - Stradia IN





Cheers,