

Video touchpoints, conversions, and revenue

In the table below, to record the video touchpoints, conversions, and revenue you observe. If a conversion path had multiple touchpoints, specify the order in which the video touchpoint occurred. For example, if a search touchpoint occurred after a video touchpoint, the order of the video touchpoint would be 1/2. If there were two video touchpoints, the order would be x2.

Row number	Video touchpoint order or number of multiple video touchpoints <i>For example: 2/3 or x2</i>	Number of conversions	Purchase revenue (dollars)	Days to conversion	Touchpoints to conversion
<i>Example</i>	1	16,329	\$248.70	0.58	1
6	1	16,329	\$248.70	0.58	1
50	x2	62	\$168.00	0.05	2
67	x3	34	\$170.50	0.50	3
88	x4	25	\$15.40	0	4
114	x6	15	\$4.00	0	6
201	x5	7	\$0	0	5
205	4/4	7	\$27.00	0	4
381	4/11	4	\$192.00	0	11
395	x7/8	3	\$0	0	8
413	1 (and 2)/4	3	\$6.00	0	4
525	1/2	2	\$0	0	2
527	3 (and 4)/4	2	\$0	0	4
562	12/14	2	\$0	28	14
586	6 (and 7)/7	2	\$23.00	0	7
609	6 (and 7)/8	2	\$33.00	0	8
610	6 (and 7)/17	2	\$33.50	1	17
744	2/2	1	\$0	0	2
746	1 (and 2)/3	1	\$0	0	3

768	1 (and 2, 3)/7	1	\$0	0	7
769	x7	1	\$0	0	7
779	x9	1	\$0	0	9
784	x7/10	1	\$0	0	10
788	x7/11	1	\$0	0	11
795	x13	1	\$0	0	13
824	1/3	1	\$0	1	3
828	9/9	1	\$0	1	9
833	4/9		\$0	3	9
Totals	—	16,511	\$921.10	—	—
Averages	—	—	—	1.3	6.8

What did you learn about touchpoints from this activity?

Touchpoints lets us view and see how customers behave before making a purchase. We can see what users do in the store, i.e. what did they interact or engage with before a purchase. We can know what are the most common actions taken before a customer makes a purchase.

Returning to the scenario given for this activity, is it possible to recommend a budget spend for Google Merchandise Store ads based solely on conversion paths?

No, conversion paths only give you an idea of future customer behavior, but since it's a cross-channel model it's not specific enough to give accurate budgeting data. Using data on revenue from different attribution models would be a more accurate and comprehensive approach. One model can reveal insights not seen in another.

Reviewing the data in the above table, what did you learn from Organic Video touchpoints?

Many conversions happened when users had a single touchpoint with organic video. But some users may watch a video many times without converting. The organic video is not associated with a promotion or action that encourages users to respond, which means organic video conversions may be inconsistent or unpredictable.