

# Digital Analytics

**HomeBuddy.**

FOR HOMEOWNERS

[www.HomeBuddy.com](http://www.HomeBuddy.com)

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**Digital Analytics 2023/2024**

**HomeBuddy** is an online home improvement platform connecting homeowners with local, verified contractors which welcomes 1,000,000+ visitors a month.

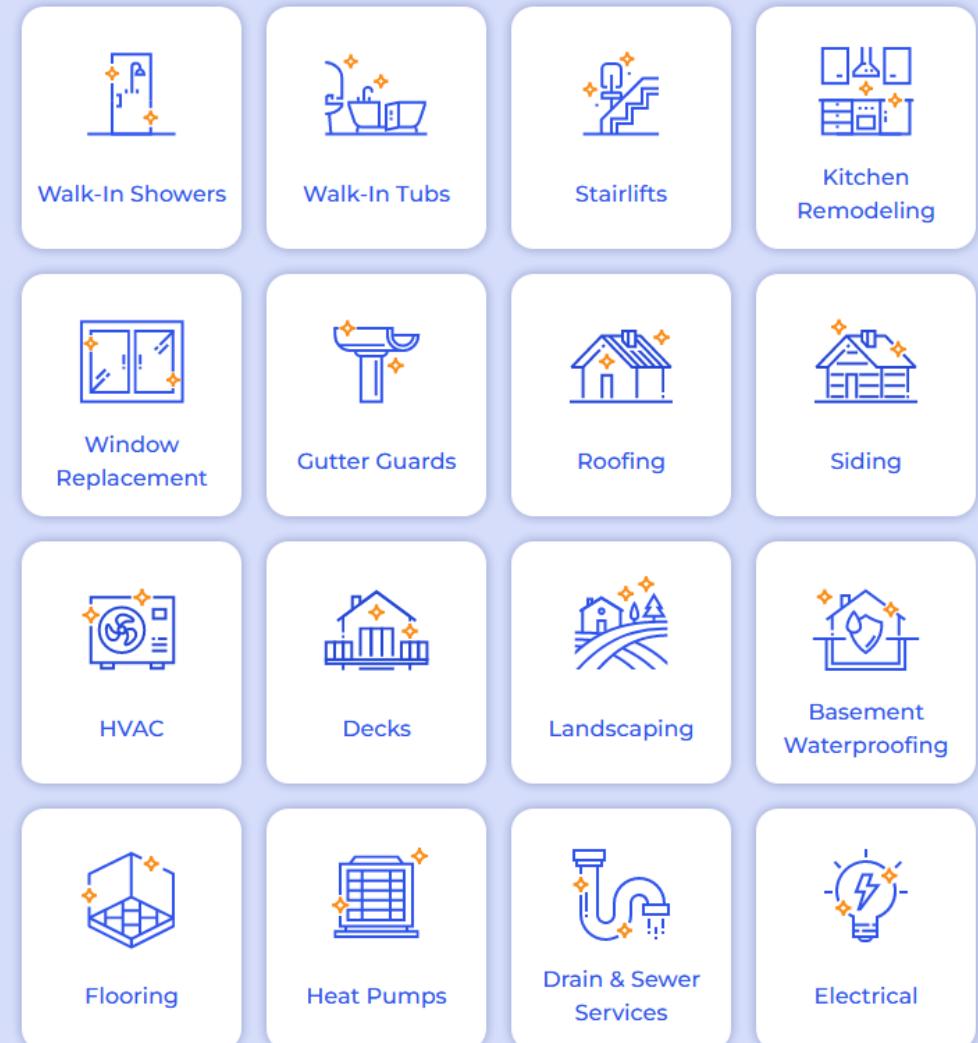
When homeowners use **HomeBuddy** and request a home improvement service, they are matched directly with local contractors. Main goal of the company is to make it simple for homeowners and contractors to connect.

- The main sales channel is the website of the company  
<https://www.homebuddy.com/>
- The main channels for lead generation are Google Ads and Facebook Ads.
- Main segments of the company's target audience: B2C homeowners and B2B contractors.

In current project we plan to review the overall website data and analyze the B2C user funnel. We want to explore how the funnel is built, how customers are geographically allocated and do a cohort analysis. Also we want to find out what home improvement projects are most popular and how they impact the company's key metrics - Revenue and CR to order.

This will allow us to make recommendations on how to optimize marketing promo and communications for different types of B2C traffic depending on services and user behavior.

**HomeBuddy** currently offers 16 variants of home improvement projects:



**Business model** - homeowners leave their personal information to be matched with a contractor who accomplishes the work. The matching algorithm selects a contractor for them, basing on the aims and geographical location. The lead gets forwarded to the contractor, **HomeBuddy** receives the payment.

**Model of operation** – lead generation.

Important terminology to know for analytics:

- **Wizard step 1** – is the beginning of the funnel, where the homeowner leaving a request for repair work to be done.
- **Thank you page** – the last page when the homeowner submitted the application.

Since there are many different verticals, they have different numbers of funnel stages. For example, in Walk-In Showers there are 8 stages, in Decking there are 13 stages. Therefore, intermediate funnel stages are tracked in the BI system.

In our work, we will track the first and last step of the funnel within the data in GA4.

The screenshot shows a landing page for "How Much Does It Cost To Install A Walk-In Shower In Houston, Texas?". It features a search bar asking "What Is Your ZIP Code?" with a placeholder "Enter ZIP Code" and a button "Get estimate". Below the search bar is the text "Free, no-obligation estimates." To the right is a cartoon illustration of a bearded man in a blue cap and overalls holding a wrench and a clipboard.

The screenshot shows a section titled "Shower Remodeling & Tub-To-Shower Conversion". It includes the text "You will be surprised how affordable it can be:" followed by a list of six benefits with green checkmarks:

- Available in most States
- Lifetime of independent living
- Multiple grab bar options
- Competitive local pricing
- Shower seated or standing
- Superior style and comfort

A photograph of a woman in a black dress standing in a modern walk-in shower with white subway tiles and a glass door is shown below the text.

We identified the main goals of the project and digitized them. Based on the results of further analysis, we plan to focus on the metrics described in this table and plan the company's strategy in relation to them for the next year.

Business Goal	Increase revenue by attracting new users and turning them into leads		
Strategic Goal	Increase number of leads without adding more paid channels		
KPI	New leads	CR1 (in the application)	CAC
Target Value	+20%	Up to 22%	-15%
Segment	B2C users from USA		



Since the company collects a lot of data due to the large number of visitors, for the analysis we chose the period **from May 1st to October 31st, 2023** to keep the calculations in Google Analytics unsampled.

During this period the website had a total of 12.9 MM sessions and 10.5 MM users. The total number of engaged sessions is 4.4 MM (engagement rate 34.67%) with average engagement time 16s. There are 2.1 MM sessions and 1.8 MM users, with 1 MM engaged sessions (engagement rate 36.8%) per month in average.

	Users	New users	Engaged sessions	Sessions	Engagement rate
	<b>10,586,265</b> vs. 5,441,269 <span style="color: green;">↑ 94.56%</span>	<b>10,630,911</b> vs. 5,383,957 <span style="color: green;">↑ 97.46%</span>	<b>4,471,477</b> vs. 2,032,765 <span style="color: green;">↑ 119.97%</span>	<b>12,899,064</b> vs. 6,266,502 <span style="color: green;">↑ 105.84%</span>	<b>34.67%</b> vs. 32.44% <span style="color: green;">↑ 6.86%</span>
May 1 - Oct 31, 2023	10,586,265	10,630,911	4,471,477	12,899,064	34.67%
May 1 - Oct 31, 2022	5,441,269	5,383,957	2,032,765	6,266,502	32.44%

	Engaged sessions per user	Average engagement time	Event count	Conversions	User conversion rate
	<b>0.42</b> vs. 0.37 <span style="color: green;">↑ 13.06%</span>	<b>16s</b> vs. 19.54 <span style="color: red;">↓ -14.74%</span>	<b>57,108,939</b> vs. 22,329,083 <span style="color: green;">↑ 155.76%</span>	<b>3,231,107.00</b> vs. 0.00	<b>16.1%</b> vs. 0% <span style="color: green;">↑ 16.1%</span>
May 1 - Oct 31, 2023	0.42	16s	57,108,939	3,231,107.00	16.1%
May 1 - Oct 31, 2022	0.37	19s	22,329,083	0.00	0%

## Compared to 2022:

- A 97.5% increase in the new users and a 120% increase in engaged sessions;
- A 14.7% decrease in average engagement time and on the other side 155.7% increase in the number of events count.

This growth is explained by the fact that the number of the company's services has expanded from 6 to 16 (more than 2.5 times). Therefore, we observe a proportional doubling of traffic.

It should be noted that due to the characteristics of the company's services, we do not focus on the Retention metric. For repair and construction services it is not a key factor, because according to statistics people order such services very rarely (once in 6-10 years (32%) or once in 15 years (30%). That is why we will focus on New users, their Engagement rate and Acquisition.

# B2C users analysis

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## Geographical distribution: all users

The overwhelming majority of users originate from the **United States**, constituting **98.92%** of the total user base. While there are users from other countries such as Ireland, Sweden, and Canada, their numbers are comparatively small, reflecting residual values.

Having this said, our main target for this project are the **United States citizens**.

Geographical distribution: all users										
País		↓ Usuários	Novos usuários	Sessões engajadas	Taxa de engajamento	Sessões engajadas por usuário	Tempo médio de engajamento	Contagem de eventos	Conversões	Receita total
		10.586.265 100% do total	10.629.783 100% do total	4.469.863 100% do total	34,65% Média de 0%	0,42 Média de 0%	16s Média de 0%	57.103.140 100% do total	3.230.933,00 100% do total	\$ 0,00
1	United States	10.435.527	10.460.774	4.372.181	34,7%	0,42	16s	55.903.175	3.137.578,00	\$ 0,00
2	Ireland	27.704	26.227	22.061	79,2%	0,80	5s	113.047	191,00	\$ 0,00
3	Sweden	27.434	25.377	21.951	77,68%	0,80	5s	109.702	127,00	\$ 0,00
4	(not set)	20.667	20.130	209	0,99%	0,01	0s	98.536	8.900,00	\$ 0,00
5	Canada	10.180	9.635	4.845	36,09%	0,48	28s	68.799	6.272,00	\$ 0,00
6	Indonesia	7.434	6.682	3.015	35,28%	0,41	17s	37.280	2.521,00	\$ 0,00
7	Germany	7.269	5.539	2.298	28,17%	0,32	18s	30.852	1.771,00	\$ 0,00
8	Mexico	5.020	4.906	1.483	25,05%	0,30	13s	24.140	801,00	\$ 0,00
9	Puerto Rico	4.298	4.147	1.708	29,37%	0,40	14s	23.639	1.377,00	\$ 0,00
10	France	4.206	4.041	1.605	33,26%	0,38	16s	21.120	1.271,00	\$ 0,00

## Geographical distribution: United States

When examining user distribution across states within the United States, we observe a generally balanced representation. However, states such as Texas, Florida, California, Georgia, Illinois, Ohio, and North Carolina contribute more than 5% to the user base each. In total, users from these states account for more than 42% of all users. Among these, **Texas** emerges as our leading customer base, representing 8.2%.

Due to the fact that most services of **HomeBuddy** are designed for private homes, the top states are those where it is much more common to live in a private home than in an apartment.

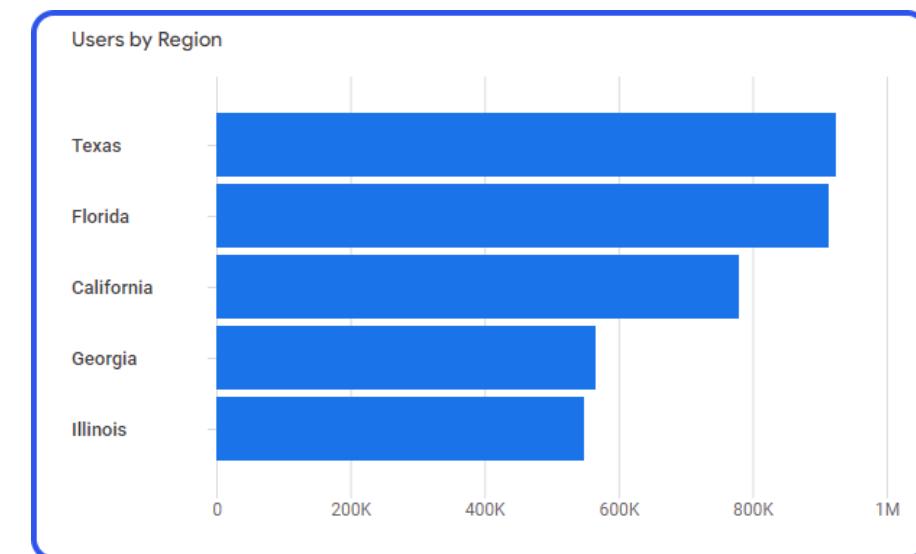
Region	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events
		10,577,372 100% of total	10,623,109 100% of total	4,468,251 100% of total	34.67% Avg 0%	0.42 Avg 0%	16s Avg 0%	57,053,459 100% of total	3,228,731.00 100% of total
1	Texas	924,585	894,982	397,563	36.12%	0.43	16s	4,860,783	270,761.00
2	Florida	913,824	867,453	388,311	35.93%	0.42	16s	4,827,522	305,025.00
3	California	779,582	754,325	291,838	32.5%	0.37	14s	4,018,135	246,277.00
4	Georgia	564,867	529,594	220,487	33.3%	0.39	14s	2,835,888	164,268.00
5	Illinois	549,214	522,483	219,066	33.92%	0.40	15s	2,780,227	149,266.00
6	Ohio	543,830	516,835	220,325	35.4%	0.41	17s	2,789,997	156,202.00
7	North Carolina	536,929	503,815	239,203	38.16%	0.45	16s	2,691,134	145,696.00
8	Virginia	501,765	461,683	182,433	31.51%	0.36	12s	2,367,447	104,597.00
9	Michigan	484,548	454,719	196,472	34.63%	0.41	16s	2,466,686	138,872.00
10	New York	455,186	427,247	163,320	32.13%	0.36	13s	2,172,186	133,107.00

## Geographical distribution: paying users, USA

Regarding paying users, we monitor this metric by utilizing the "gtm\_thank\_you\_page" filter in conversions. This filter reflects users who successfully reach the final page in the service request process. Upon analysis, we observe a well-distributed percentage across states.

Search... Rows per page: 10 Go to: 1 < 1-10 of 407 >

Region	Average engagement time	Event count	Conversions	Total revenue
		All events	gtm_thank_you_page	
	16s	57,053,459	331,904.00	\$0.00
	Avg 0%	100% of total	10.28% of total	
1 Texas	16s	4,860,783	30,902.00	\$0.00
2 Florida	16s	4,827,522	28,892.00	\$0.00
3 California	14s	4,018,135	20,735.00	\$0.00
4 Georgia	14s	2,835,888	15,627.00	\$0.00
5 Illinois	15s	2,780,227	15,839.00	\$0.00
6 Ohio	17s	2,789,997	17,824.00	\$0.00
7 North Carolina	16s	2,691,134	16,050.00	\$0.00
8 Virginia	12s	2,367,447	10,544.00	\$0.00
9 Michigan	16s	2,466,686	15,342.00	\$0.00
10 New York	13s	2,172,186	10,273.00	\$0.00



Notably, **Texas leads with 9.7%**, followed by **Florida at 9.1%**.

Additionally, three more states — California, Ohio and North Carolina —surpass the 5% mark, registering percentages of 6.48%, 5.57%, and 5.02%, respectively.

Although 87.21% of our customer base does not provide gender information, the known gender distribution remains remarkably even. Men make up 50.15% of our entire community, while women account for the remaining 49.85%.

Gênero	+	↓ Usuários	Novos usuários	Sessões engajadas	Taxa de engajamento	Sessões engajadas por usuário	Tempo médio de engajamento	Contagem de eventos	Conversões
								Todos os eventos	Todos os eventos
		10.435.527 98,58% do total	10.460.774 98,4% do total	4.372.181 97,78% do total	34,7% Média superior a 0,1%	0,42 Média inferior a 0,81%	16s Média inferior a 1,06%	55.903.175 97,89% do total	3.137.578,00 97,11% do total
1	unknown	9.101.224	9.054.060	3.635.879	34,24%	0,40	14s	47.193.707	2.498.883,00
2	male	738.127	697.378	352.491	36,88%	0,48	23s	4.353.270	286.081,00
3	female	733.694	709.336	371.357	37,81%	0,51	25s	4.356.198	352.614,00

Idade	+	↓ Usuários	Novos usuários	Sessões engajadas	Taxa de engajamento	Sessões engajadas por usuário	Tempo médio de engajamento
		10.435.527 98,58% do total	10.460.774 98,4% do total	4.372.181 97,78% do total	34,7% Média superior a 0,1%	0,42 Média inferior a 0,81%	16s Média inferior a 1,06%
1	unknown	9.191.688	9.148.290	3.676.771	34,19%	0,40	15s
2	55-64	343.733	319.737	163.644	37,86%	0,48	24s
3	45-54	302.181	284.090	139.641	38,21%	0,46	22s
4	65+	274.230	255.137	143.226	40,34%	0,52	31s
5	35-44	244.491	228.672	108.185	36,45%	0,44	20s
6	25-34	171.985	157.165	76.926	33,46%	0,45	20s
7	18-24	73.513	67.683	34.789	37,65%	0,47	24s

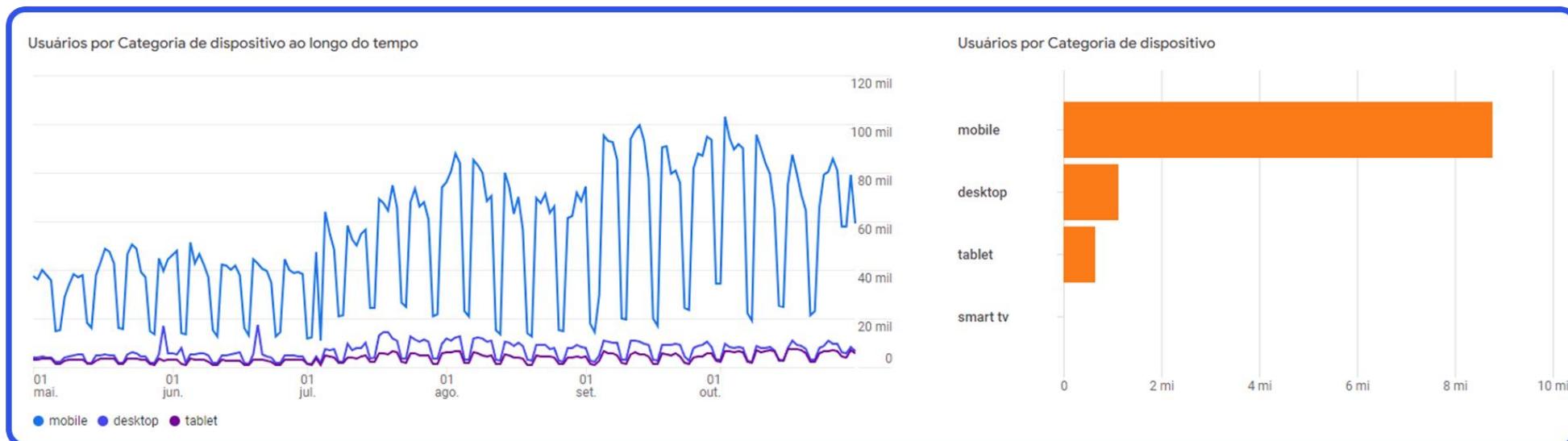
Turning our attention to age demographics, 88.08% of users choose not to disclose their age. Nevertheless, distinctive patterns emerge among those who do share this information.

The **age group 55-64** stands out prominently, representing **24.38%** of the total known age demographic. Following closely is the **45-54 age group**, constituting **21.43%**. Beyond these, we find the 65+ age group.

## Customer profile: what gadgets people use to visit the site

When considering the technology preferences of our USA customers for visiting our site, it's evident that **83.97%** opt for mobile devices, with desktop usage following at 10.76%, and tablets at 6.19%. This indicates that our website is well-optimized for mobile access, offering a user-friendly experience.

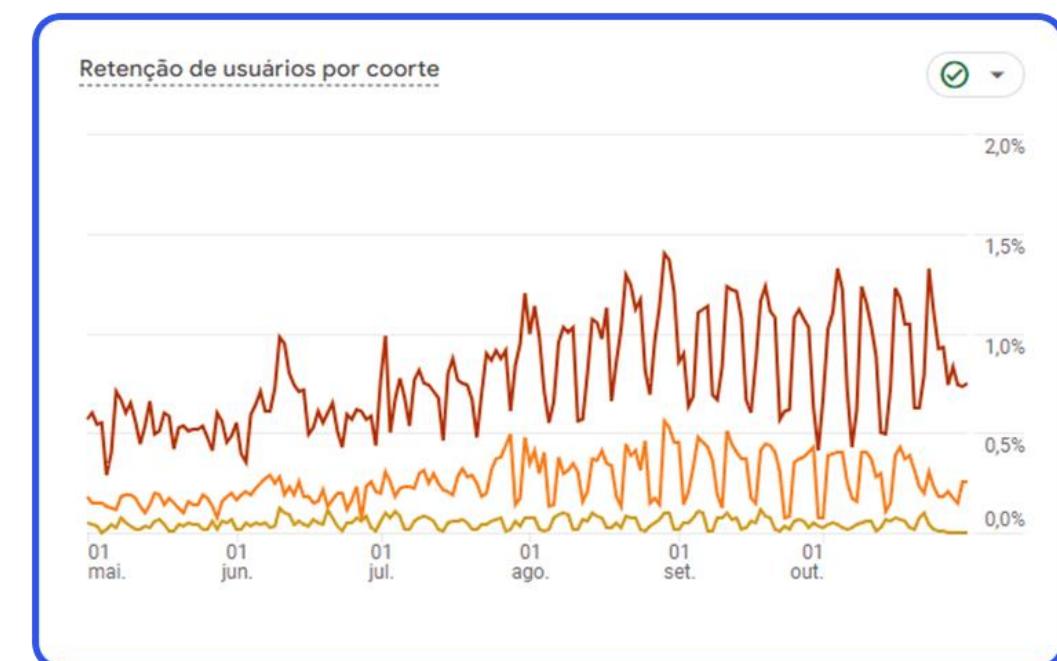
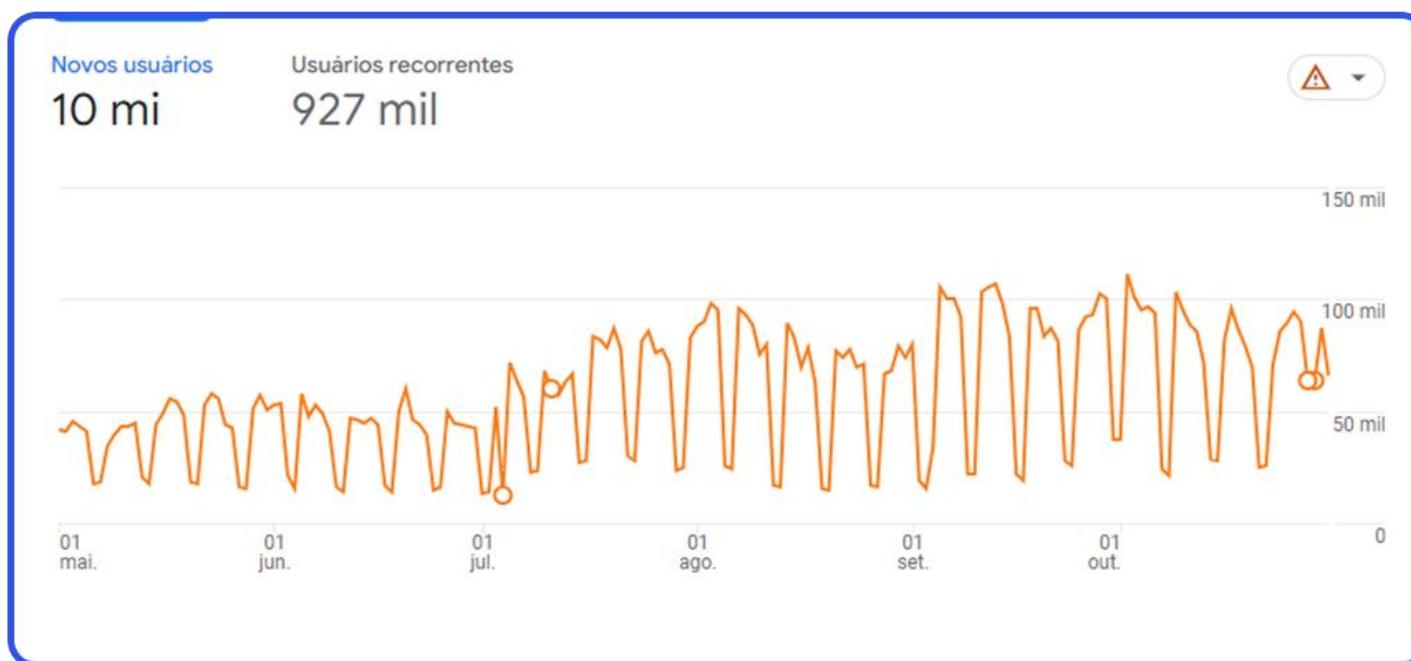
Categoria de dispositivo	↓ Usuários	Novos usuários	Sessões engajadas	Taxa de engajamento	Sessões engajadas por usuário	Tempo médio de engajamento	Contagem de eventos
	10.435.527 98,58% do total	10.460.774 98,4% do total	4.372.181 97,78% do total	34,7% Média superior a 0,1%	0,42 Média inferior a 0,81%	16s Média inferior a 1,06%	55.903.175 97,89% do total
1 mobile	8.763.109	8.791.249	3.573.650	33,45%	0,41	14s	46.776.889
2 desktop	1.122.954	1.037.631	535.883	40,8%	0,48	29s	5.808.921
3 tablet	645.722	631.521	290.446	38,57%	0,45	16s	3.315.865
4 smart tv	380	373	230	58,97%	0,61	14s	1.500



As we said, returning users for repair and construction services is not a key metric.

But we do have to keep track new users — there are about 10 MM of them in six months.

We've noticed, there is still a small percentage of returning users — 9,27% (0.9 MM).



# Traffic analysis

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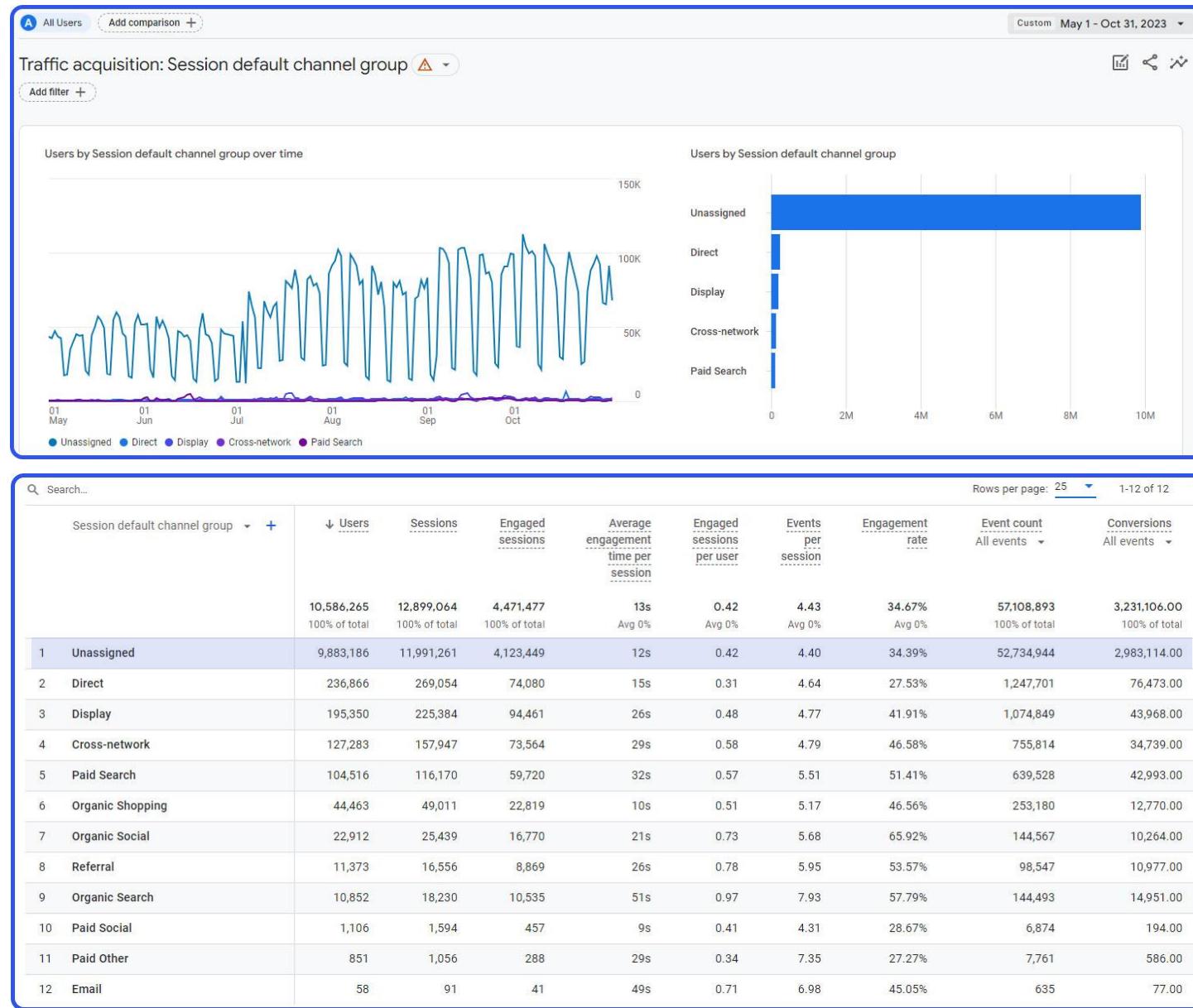


In the section of traffic sources, we see a very large share of traffic without markup (Unassigned). In the current project, this is paid traffic, which is marked separately via UTM-tags.

Paid traffic makes up about 92.8% of all users for the period. Right now in HomeBuddy, it's the main channel for user acquisition. At the same time, organic traffic takes a small share, about 1%.

The Email channel also has a very small share. Within our project, where we do not grow retention of users due to the specifics of the business, this channel could be used for another promotional format, for example, a referral program.

But the most important thing to pay attention to is **traffic markup correction**. In this case, the Unassigned tag can be misleading to colleagues who are not familiar with the internal documentation of the analytics department



As can be seen by analyzing the main sources of traffic, the company practically does not work with **organic traffic** and SEO optimization. Now the company sees growth for itself in paid traffic. Nevertheless, let's take a look at how the organic source is performing right now.

**Branded queries** (queries with the name of the company) lead the search, and only on the 14th place appears the query in combination with the name of the service.

In the top visited pages from organic traffic, the homepage comes first, this is due to branded search queries. In second place is the service page, the request for which is right on the 14th place in the ranking. For the other queries, the number of clicks for half a year is less than 400, so we do not focus on them.

	Organic Google Search query	+	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position
			7,305 100% of total	397,368 100% of total	1.84% Avg 0%	60.35 100% of total
1	homebuddy		3,816	18,779	20.32%	2.37
2	home buddy		1,809	13,220	13.68%	2.19
3	homebuddy.com		300	812	36.95%	1.00
4	homebuddy shower reviews		247	2,184	11.31%	1.31
5	home buddy.com		178	678	26.25%	1.01
6	home buddy showers		141	615	22.93%	1.01
7	homebuddy careers		123	167	73.65%	1.02
8	homebuddy shower		97	368	26.36%	1.01
9	homebuddy reviews		52	2,838	1.83%	8.76
10	homebuddy walk-in shower		52	402	12.94%	1.03
11	home buddy .com		47	161	29.19%	1.00
12	homebuddy company		44	229	19.21%	2.64
13	homebuddy.com reviews		44	1,164	3.78%	4.60
14	homebuddy walk in showers		38	169	22.49%	1.00

	Landing page + query string	+	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Users	Engaged sessions	Engagement rate	Average engagement time
			9,005 100% of total	595,899 100% of total	1.51% Avg 0%	41.25 100% of total	9,058 100% of total	8,467 100% of total	57.77% Avg 0%	1m 25s Avg 0%
1	/		5,776	234,793	2.46%	66.64	4,983	5,610	75.05%	1m 44s
2	/walk-in-showers		1,972	158,895	1.24%	32.42	1,473	688	40.86%	33s
3	/walk-in-tubs		200	57,610	0.35%	38.22	250	115	41.82%	38s
4	/contractor		300	44,921	0.67%	15.17	958	188	18.76%	10s
5	/stairlifts		42	25,950	0.16%	22.76	74	45	51.14%	1m 15s
6	/contact-us		122	23,230	0.53%	1.45	104	83	75.45%	42s
7	/careers		425	14,010	3.03%	5.15	433	588	76.86%	1m 33s
8	/window-replacement		60	11,566	0.52%	6.29	118	60	44.12%	1m 03s
9	/kitchen-remodeling		17	9,673	0.18%	2.81	77	36	36.36%	42s
10	/roofing		22	7,812	0.28%	4.60	156	84	48.84%	24s
11	/hvac		34	5,358	0.63%	5.35	45	84	79.25%	6m 42s
12	/siding		10	1,533	0.65%	14.48	48	64	76.19%	2m 15s
13	/careers/vacancy?id=651		21	485	4.33%	28.30	45	38	49.35%	2m 13s

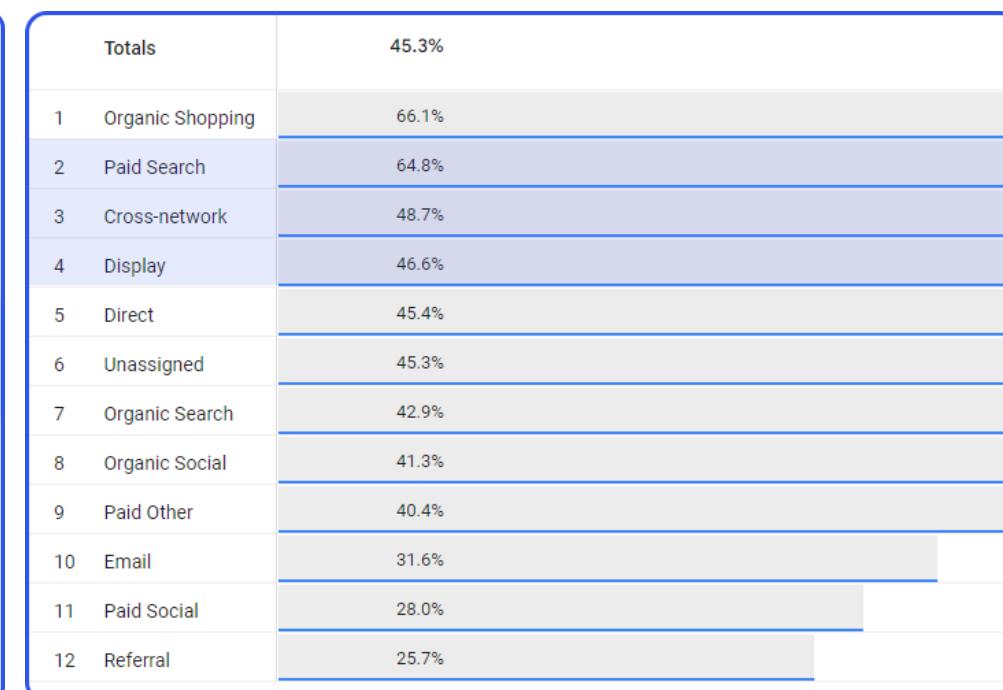
Due to the fact that there were issues with the markup of campaigns and errors in data migration, only three types of campaigns are now being tracked: **Display, Paid Search, Cross network**.

**Paid Search** has the lowest cost per conversion **\$15.87**, and also have rather high Engagement Rate at **64.8%**, we can consider it to be the most effective channel of the ones presented.

**Display** is now the most expensive channel with a cost of **\$55** per conversion. It also has the lowest Engagement Rate among the three presented channels – **46.6%**. In terms of cost and Engagement Rate, **Cross network** is between the other two.

Analyzing other channels, it is worth paying attention to the **Organic Shopping**. Now it does not get a very large number of users (only 12.5k), as it is not being worked with, but it has highest Engagement Rate at **66,1%**.

Rows per page: 25 ▾ 1-13 of 13					
	Default channel group ▾	↓ Conversions	Ads cost	Cost per conversion	Total revenue
		3,231,107.00 100% of total	\$4,580,422.04 100% of total	\$1.42 Avg 0%	\$0.00 0.00
1	Unassigned	2,784,701.08	\$0.00	\$0.00	\$0.00 0.00
2	Referral	218,731.88	\$0.00	\$0.00	\$0.00 0.00
3	Direct	67,846.00	\$0.00	\$0.00	\$0.00 0.00
4	Display	43,566.10	\$2,399,431.52	\$55.08	\$0.00 0.00
5	Paid Search	42,089.26	\$667,921.33	\$15.87	\$0.00 0.00
6	Cross-network	33,352.07	\$1,513,069.19	\$45.37	\$0.00 0.00
7	Organic Search	16,985.92	\$0.00	\$0.00	\$0.00 0.00
8	Organic Shopping	12,584.74	\$0.00	\$0.00	\$0.00 0.00
9	Organic Social	10,422.10	\$0.00	\$0.00	\$0.00 0.00
10	Paid Other	568.34	\$0.00	\$0.00	\$0.00 0.00
11	Paid Social	191.77	\$0.00	\$0.00	\$0.00 0.00
12	Email	64.97	\$0.00	\$0.00	\$0.00 0.00
13	Organic Video	2.75	\$0.00	\$0.00	\$0.00 0.00





Since the company migrated from Universal Analytics to GA4 rather late, we only have access to data from July 13th, 2023 when creating custom reports. In case of custom reports we will consider the period **from July 13th to October 31st, 2023**

To analyze paid traffic sources, we built a custom report with appropriate UTM-tags, which are described in the documentation.

Ph	Social	Facebook
ivff	Social	Facebook
door	Social	NextDoor
Tok	Social	TikTok
rd	Social	Reddit
Bird	Social	Twitter
Yoshi	Native	Yahoo Gemini
Brian	Native	Outbrain
UB	Native	Outbrain
Bul	Native	Taboola
RC	Native	RevContent
Form	Native	Perform media
Man	Native	Zemanta
mg	Native	Mgid

The screenshot shows the 'Variables' panel of a Google Data Studio exploration. It includes fields for 'EXPLORATION NAME' (Untitled exploration), 'SEGMENTS' (Custom Jul 13 - Oct 31, 2023), 'DIMENSIONS' (Source), 'METRICS' (Engaged sessions, Sessions, Total users, Engagement rate, Conversions), 'VALUES' (Total users, Sessions, Engaged sessions, Engagement rate), 'CELL TYPE' (Bar chart), and 'FILTERS' (Drop or select dimension or metric).

- Paid Facebook Ads drive more than 60% of traffic to the site.
- Taboola Native Ads have the highest Engagement Rate at 70.6%.
- NewsBreak (nbk tag) brings in quite a lot of users (99k), but has low Engagement Rate at 36.4%. If we work on this metric, we can improve the effectiveness of this advertising channel.
- Google Ads Engagement Rate ranks third among all channels and stands at 51.3%, but it only brings in 77k users. By increasing the budget in this channel, it is possible to achieve greater target audience attraction

Source	Total users	Sessions	Engaged sessions	Engagement rate
Totals	1,212,280	1,300,010	589,219	45.3%
1 Ph	730,362	779,427	334,061	42.9%
2 Bul	150,053	156,072	110,160	70.6%
3 nbk	99,337	108,467	39,503	36.4%
4 google	71,764	78,189	40,075	51.3%
5 door	54,430	57,611	17,219	29.9%
6 mnbasd77.com	49,477	51,936	9,013	17.4%
7 pin	26,656	28,095	15,701	55.9%
8 oiufhwh89.com	20,729	22,121	9,208	41.6%
9 ph	19,528	21,116	15,806	74.9%
10 sns	17,751	18,867	7,654	40.6%

Consider the main events for conversion analysis:

- The first step in the conversion funnel is considered to be an event **step\_1\_zip\_submitted**.
- Event **sorry\_zip\_out\_of\_area** indicates that the user did not reach the end of the funnel and could not leave a request.
- Event **gtm\_thank\_you\_page** indicates successful completion of the funnel

Event name	+	↓ Conversions	Total users
		3,231,105.00 100% of total	1,711,049 100% of total
1 <a href="#">step_1_zip_submitted</a>		2,128,862.00	1,665,363
2 <a href="#">sorry_zip_out_of_area</a>		443,320.00	187,510
3 <a href="#">gtm_thank_you_page</a>		332,104.00	306,464
4 <a href="#">generate_lead</a>		259,308.00	254,025
5 <a href="#">content_click</a>		46,233.00	44,607
6 <a href="#">partner_get_in_touch</a>		10,953.00	7,330
7 <a href="#">appointment</a>		8,513.00	8,566
8 <a href="#">Partner_Submit</a>		1,444.00	1,035
9 <a href="#">phone_call</a>		368.00	343

Event name	+ ↓ Event count	Total users	Event count per user
	953,518 1.67% of total	307,394 2.89% of total	3.10 Avg -42.45%
1 <a href="#">gtm_thank_you_page</a>	332,104	306,464	1.08
2 <a href="#">thank_you_page</a>	331,853	306,190	1.08
3 <a href="#">thank_you_test</a>	289,561	265,345	1.09

Due to markup issues, there are currently three identical events being tracked in analytics, denoting the last step of the funnel, or **Thank you page**.

In our analysis, we will track the **gtm\_thank\_you\_page** event, as it is identical to the other **Thank you page** events, but is labeled in all other reports.

We can see here that the highest number of conversions in total come from Facebook Ads, but conversion rate from first to the last step is only 9.3% with 20% bounce rate. The same conversion rate has traffic from Google Ads (10%) with bounce rate 22.7%. As we reviewed earlier, this is a less expensive acquisition channel (cost per conversion \$15.87) that has a high Engagement Rate at 64.8%. It's worth taking it into focus and working on a promotion strategy in this channel.

**step\_1\_zip\_submitted**

Source	Conversions
step_1_zip_submitted	2,128,862.00 100% of total
1 Ph	1,228,937.71
2 Bul	242,540.07
3 nbk	180,645.40
4 google	92,580.53
5 door	71,894.29
6 sns	58,830.07
7 Roll	45,209.85
8 (direct)	33,284.00
9 pin	25,741.68
10 jen	25,460.02

**sorry\_zip\_out\_of\_area**

Source	Conversions
sorry_zip_out_of_area	443,320.00 100% of total
1 Ph	253,482.51
2 nbk	44,702.08
3 Bul	39,330.13
4 google	21,028.97
5 door	17,215.66
6 sns	13,538.94
7 ph	8,852.25
8 (direct)	8,443.00
9 pin	7,828.56
10 jen	6,504.59

**gtm\_thank\_you\_page**

Source	Conversions
gtm_thank_you_page	332,104.00 100% of total
1 Ph	114,530.74
2 mnbasd77.com	86,968.42
3 oiufhwh89.com	34,312.24
4 nbk	21,266.94
5 Bul	20,134.16
6 door	11,468.29
7 (direct)	11,146.00
8 google	9,185.88
9 sns	6,019.85
10 jen	2,399.77

# Website content analysis

**HomeBuddy.**

FOR HOMEOWNERS

[www.HomeBuddy.com](http://www.HomeBuddy.com)

In analyzing website traffic, we see that users mainly visit the pages with the company's services. This is explained by the fact that all paid traffic is directed to each individual page of the repair project.

Visits to the homepage are in 6th place because it is not added to ad campaigns. It has a low CR, users need to take more steps to go to the application form. In addition to views of pages with projects, there are also pages of funnel steps (e.g. Thank you page) and service pages like Contact Us, Careers, Privacy Policy, etc.

Page title and screen name	+	↓ Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue	Bounce rate	Average session duration
		15,807,452 100% of total	10,586,265 100% of total	1.49 Avg 0%	16s Avg 0%	57,098,646 100% of total	3,230,534.00 100% of total	\$0.00	65.33% Avg 0%	57s Avg 0%
1 Walk-In Showers - HomeBuddy		8,569,737	6,213,954	1.38	16s	32,237,919	1,602,986.00	\$0.00	63.37%	57s
2 Walk-In Tubs - HomeBuddy		2,332,179	1,342,250	1.74	11s	7,903,901	192,832.00	\$0.00	64.14%	1m 10s
3 Roofing - HomeBuddy		1,047,096	882,503	1.19	16s	3,627,237	250,759.00	\$0.00	68.46%	36s
4 Window Replacement - HomeBuddy		873,850	616,443	1.42	12s	2,812,147	126,519.00	\$0.00	70.39%	56s
5 Gutter Guards - HomeBuddy		827,817	652,465	1.27	16s	2,519,635	43,913.00	\$0.00	78.57%	39s
6 HomeBuddy - Your Home Improvement Helper		421,443	246,779	1.71	10s	962,159	98.00	\$0.00	75.25%	1m 00s
7 HVAC - HomeBuddy		358,075	306,792	1.17	12s	1,309,086	149,532.00	\$0.00	65.12%	25s
8 Siding - HomeBuddy		334,384	286,732	1.17	11s	1,182,487	109,980.00	\$0.00	66%	28s
9 Thank you - HomeBuddy		330,467	306,175	1.08	8s	2,002,345	588,604.00	\$0.00	66.97%	40s
10 Walk-In Shower		181,178	159,924	1.13	13s	682,701	44,354.00	\$0.00	44.01%	1m 00s
11 HomeBuddy - The Easy Way To Grow Your Business		94,046	51,509	1.83	37s	300,450	11,224.00	\$0.00	58.22%	1m 39s
12 Basement Waterproofing - HomeBuddy		92,280	80,798	1.14	9s	308,852	22,261.00	\$0.00	74.17%	27s
13 Kitchen Remodeling - HomeBuddy		67,460	50,635	1.33	16s	265,211	26,450.00	\$0.00	61.84%	44s
14 Walk-In Showers		60,990	57,103	1.07	3s	246,074	1,167.00	\$0.00	21.51%	16s
15 Decks - HomeBuddy		47,432	40,073	1.18	13s	163,490	16,143.00	\$0.00	70.52%	26s
16 Stairlifts - HomeBuddy		46,574	36,314	1.28	17s	183,641	17,571.00	\$0.00	68.4%	45s
17 (not set)		28,141	13,988	2.01	12s	98,528	8,881.00	\$0.00	79.09%	2m 17s
18 Heat Pumps - HomeBuddy		15,851	12,766	1.24	13s	52,785	4,203.00	\$0.00	66.28%	36s
19 Contact Us - HomeBuddy		15,849	10,733	1.48	23s	47,129	3,228.00	\$0.00	62.16%	1m 08s
20 Careers - HomeBuddy		11,481	5,444	2.11	54s	29,125	0.00	\$0.00	53.5%	2m 35s

The key pages for **HomeBuddy** - home improvement projects pages. These are landing pages for all advertising traffic. As we mentioned before, there are 16 verticals in the company now.

If we analyze these pages by the first conversational event in the funnel **step\_1\_zip\_submitted**, we get the following ranking:

↓ Page title and screen name	+ ↴	Views	Users	Views per user	Average engagement time	Event count All events	↓	Conversions	Total revenue	Bounce rate	Average session duration
							↓	step_1_zip_submitted			
		15,807,452 100% of total	10,586,265 100% of total	1.49 Avg 0%	16s Avg 0%	57,098,646 100% of total		2,128,395.00 65.88% of total	\$0.00	65.33% Avg 0%	57s Avg <0.01%
1	Walk-In Showers - HomeBuddy	8,569,737	6,213,954	1.38	16s	32,237,919		1,314,345.00	\$0.00	63.37%	57s
2	Roofing - HomeBuddy	1,047,096	882,503	1.19	16s	3,627,237		200,900.00	\$0.00	68.46%	36s
3	Walk-In Tubs - HomeBuddy	2,332,179	1,342,250	1.74	11s	7,903,901		188,350.00	\$0.00	64.14%	1m 10s
4	HVAC - HomeBuddy	358,075	306,792	1.17	12s	1,309,086		118,226.00	\$0.00	65.12%	25s
5	Window Replacement - HomeBuddy	873,850	616,443	1.42	12s	2,812,147		104,927.00	\$0.00	70.39%	56s
6	Siding - HomeBuddy	334,384	286,732	1.17	11s	1,182,487		90,186.00	\$0.00	66%	28s
7	Gutter Guards - HomeBuddy	827,817	652,465	1.27	16s	2,519,635		40,785.00	\$0.00	78.57%	39s
8	Kitchen Remodeling - HomeBuddy	67,460	50,635	1.33	16s	265,211		20,377.00	\$0.00	61.84%	44s
9	Stairlifts - HomeBuddy	46,574	36,314	1.28	17s	183,641		14,465.00	\$0.00	68.4%	45s
10	Basement Waterproofing - HomeBuddy	92,280	80,798	1.14	9s	308,852		14,339.00	\$0.00	74.17%	27s
11	Decks - HomeBuddy	47,432	40,073	1.18	13s	163,490		12,557.00	\$0.00	70.52%	26s
12	Heat Pumps - HomeBuddy	15,851	12,766	1.24	13s	52,785		2,997.00	\$0.00	66.28%	36s
13	Flooring - HomeBuddy	8,159	6,350	1.28	24s	28,011		2,485.00	\$0.00	63.89%	50s
14	Landscaping - HomeBuddy	2,325	1,301	1.79	53s	8,087		1,436.00	\$0.00	70.3%	2m 02s
15	Drain & Sewer Services - HomeBuddy	3,615	2,847	1.27	16s	12,168		810.00	\$0.00	59.73%	54s
16	Electrical - HomeBuddy	456	141	3.23	1m 45s	1,460		295.00	\$0.00	10.95%	5m 47s

According to the number of views, users and conversions in the funnel, the most popular verticals are:  
**Walk-In Showers, Roofing, Walk-In Tubs.**

The screenshot shows a data exploration interface with the following sections:

- Variables:** Exploration name: Untitled exploration, Custom date range: Jul 13 - Oct 31, 2023.
- Segments:** Walk-In Shower, Walk-In Tubs, Roofing.
- Dimensions:** Event name.
- Metrics:** Engagement rate, Engaged sessions, Sessions, Total users, Average engagement time per session.
- Settings:** Technique: Free form, Visualization icons (bar chart, pie chart, line chart, scatter plot), Segment Comparisons (Walk-In Shower, Walk-In Tubs, Roofing), Pivot: Last row, Rows: + Drop or select dimension, Start Row: 1, Show Rows: 10.

To analyze the Top 3 verticals, we created a customized report with the major metrics we were interested in. Segments containing the main URL for each of the verticals were generated.

As we can see from this report, Walk-In Shower is leading in all main metrics. It not only has the largest number of sessions and total users, but also a rather high Engagement Rate at 39,7%.

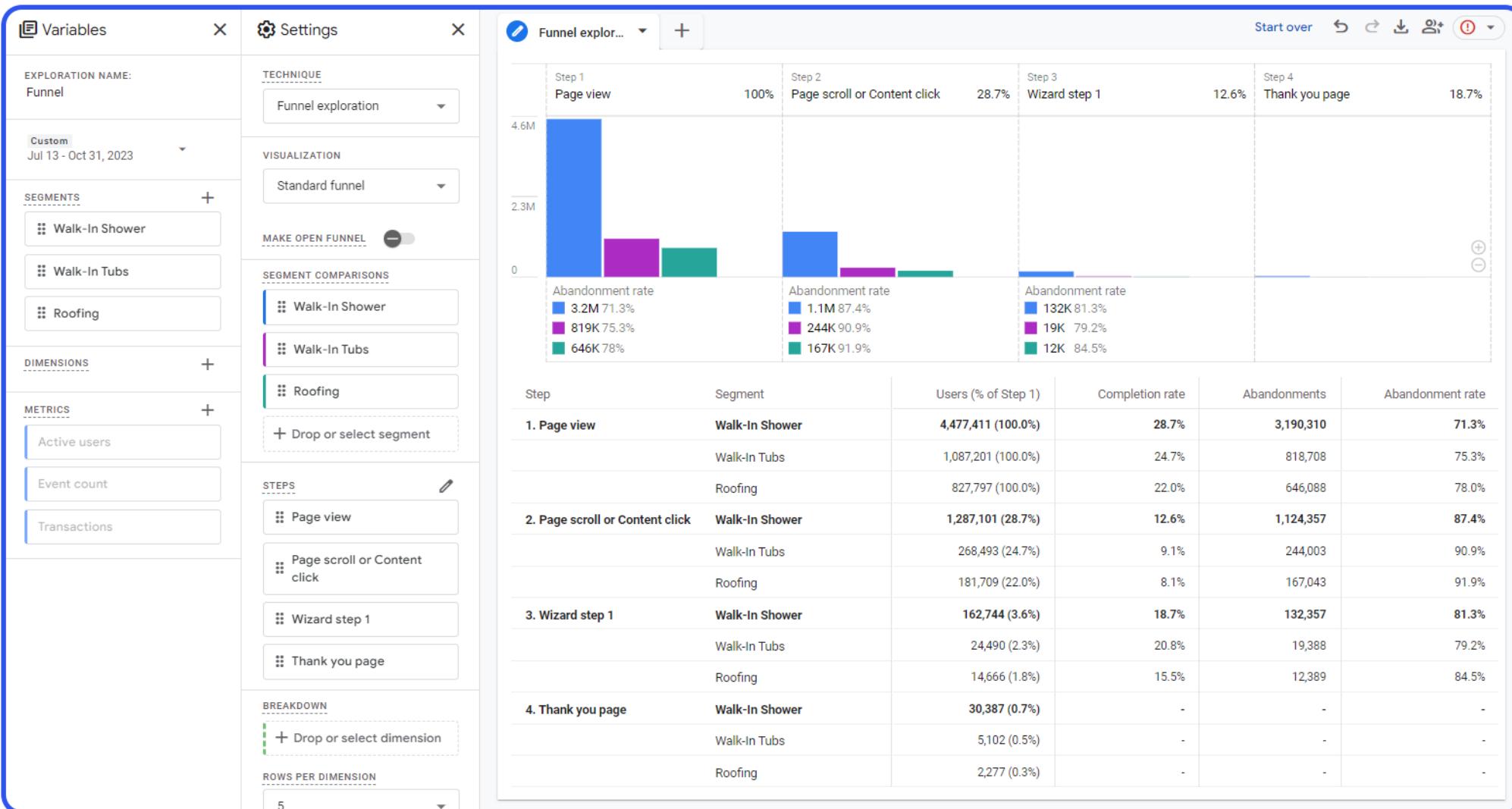
This is not only due to the company's promotional strategy. This service was one of the first to appear in HomeBuddy, so it has the largest geographical area of presence and, consequently, the largest number of service providers.

Segment	Sessions	Total users	Engaged sessions	Engagement rate	Average engagement time per session
1 Walk-In Shower	5,109,729	4,550,744	2,029,500	39.7%	14s
2 Walk-In Tubs	1,532,338	1,132,322	577,268	37.7%	8s
3 Roofing	915,422	844,854	295,503	32.3%	15s

Walk-In Tubs is second most popular service, which also appeared at the beginning when business started.

Roofing is a rather new service, but its popularity can be reasoned by consumer behavioral factors. While the installation of a new tub or shower is done once in a long period of time, roof repairs need to be done more frequently.

Analyzing the funnel across the three key verticals, we see that on the last step, the conversion rate of all of them is not high enough relative to the first step. However, the final conversion rate of **0.7%** is the highest at the **Walk-In Showers**.



# Funnel and Cohort analysis

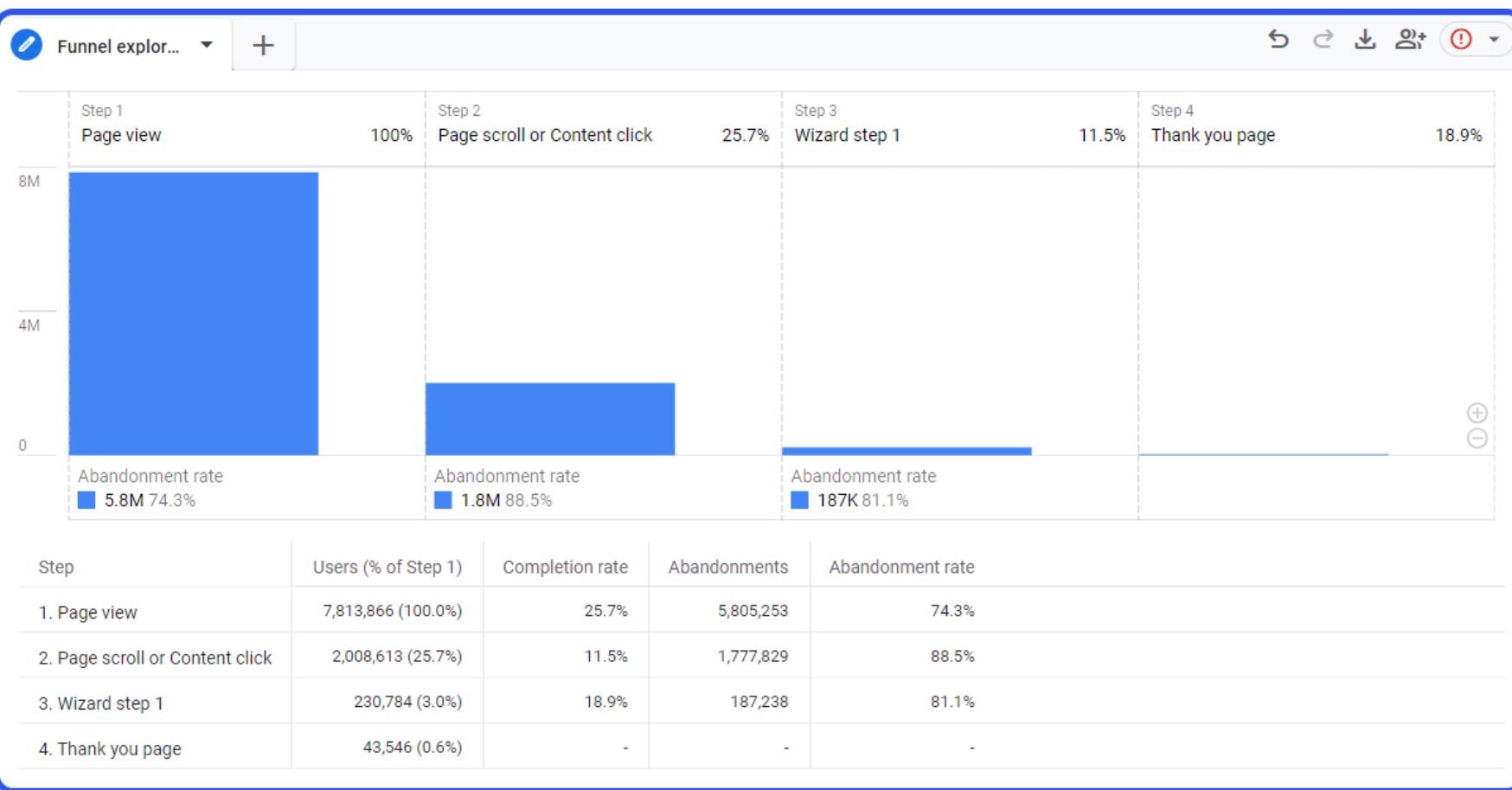
**HomeBuddy.**

FOR HOMEOWNERS

[www.HomeBuddy.com](http://www.HomeBuddy.com)

To analyze the overall user funnel, we chose 4 main steps: **Page View**, **Page scroll or Content click**, **Wizard step 1 (step\_1\_zip\_submitted event)**, **Thank you page (gtm\_thank\_you\_page event)**.

We see the highest bounce rate in step three (**88.5%**), this is the transition from interacting with the page to filling out a form. Also quite a large number of users leave on the fourth step, it is **81.1%**. This can be due to many factors, such as system errors, unclear content for the user, insufficiently designed CJM.

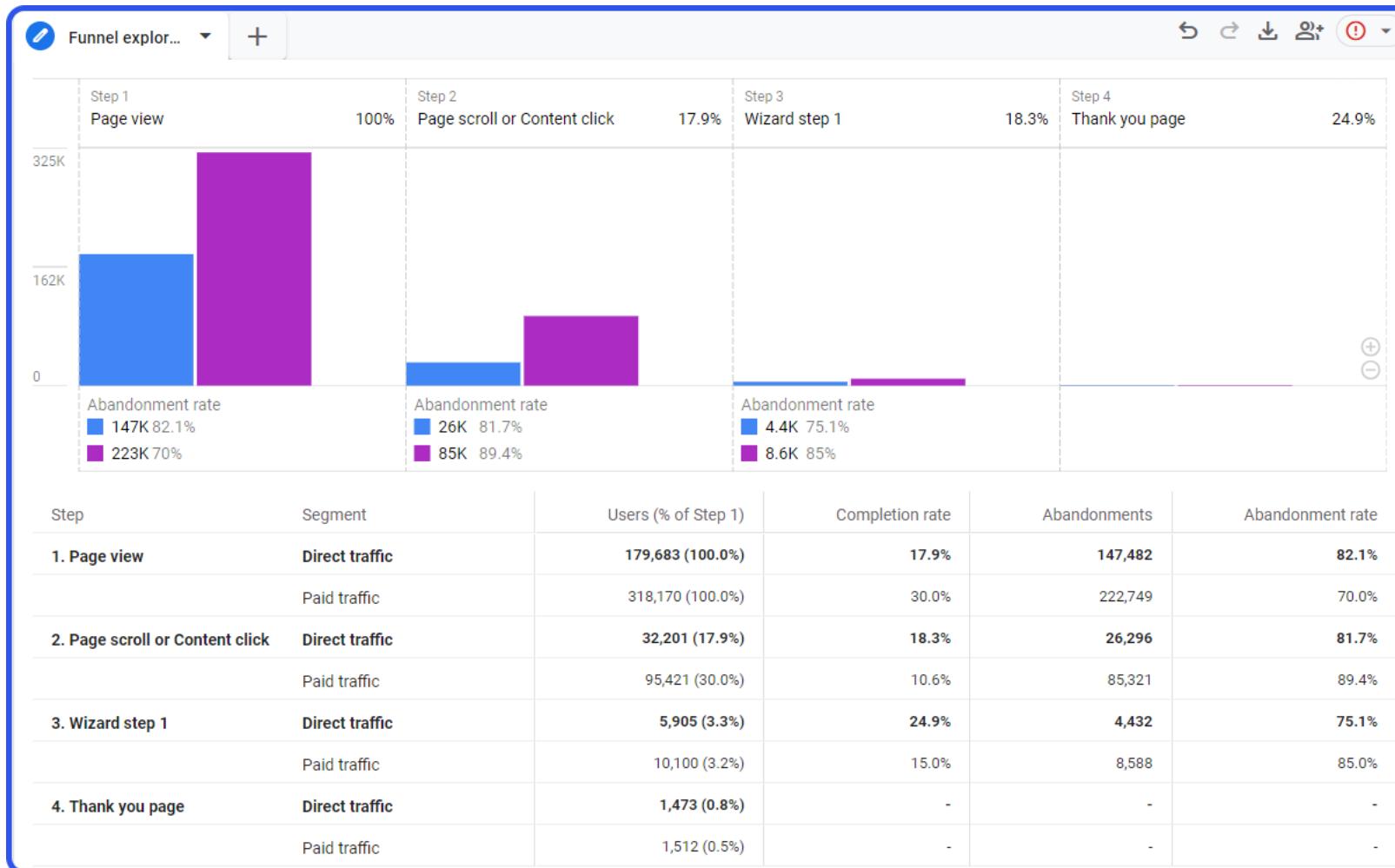


We see the lowest bounce rate in the first step of the funnel, at **74.3%**. Since this is the first step of the funnel, the high bounce rate may be due to incoming traffic.

In our project the main source of traffic is advertising. So this can be both untargeted leads and incorrect ad setup or an inappropriate offer in the ad itself.

Comparing **Direct traffic** and **Paid traffic** we can notice, that on the last two steps both of them have particularly the same conversion rate: 3.3% and 3.2% on the third step and 0.8% and 0.5% on the fourth step.

This tells us that traffic sources do not influence the last steps in the funnel. Therefore, to improve them, it is necessary to analyze other things that influence it: ease of navigation, UX design, accessibility and understandability of the offer.



The conversion rate on the first step is much higher for paid traffic - **30%**, while direct traffic is only **17.9%**

This tells us that in the first step, paid traffic attracts a more targeted audience that is more willing to interact with the page (click or scroll) and more interested in offering services on the page.

Cohort explor... +

Each cell is the sum of Active users for users who had Any event, in that month after First touch (acquisition date)

	MONTH 0	MONTH 1	MONTH 2	MONTH 3
<b>Paid traffic</b>	339,260	10,728	1,730	416
Active users				
Jul 13 - Jul 31, 2023 58,638 users	58,638	2,417	411	153
Aug 1 - Aug 31, 2023 71,660 users	71,660	2,417	469	106
Sep 1 - Sep 30, 2023 131,061 users	131,061	3,701	610	158
Oct 1 - Oct 31, 2023 77,050 users	77,050	2,194	240	
<b>Direct traffic</b>	170,753	1,654	270	100
Active users				
Jul 13 - Jul 31, 2023 24,055 users	24,055	317	59	23
Aug 1 - Aug 31, 2023 45,722 users	45,722	370	59	47
Sep 1 - Sep 30, 2023 47,224 users	47,224	522	106	29
Oct 1 - Oct 31, 2023 53,301 users	53,301	446	47	
<b>Organic</b>	6,716	205	59	29
Active users				
Jul 13 - Jul 31, 2023 1,202 users	1,202	41	6	6
Aug 1 - Aug 31, 2023 2,006 users	2,006	59	23	12
Sep 1 - Sep 30, 2023 1,666 users	1,666	47	18	12
Oct 1 - Oct 31, 2023 1,842 users	1,842	59	12	

Here we can again observe the peculiarities of the company's work described earlier - **HomeBuddy** works with inbound traffic, the Retention metric is not a key metric for it due to its particular qualities.

So in the cohort analysis we don't see a return of audience in the following months. This can be seen both in the overall analysis and in section of traffic sources. For the current business model, unfortunately, cohort analysis will not bring insights that can impact key metrics.

Cohort explor... +

Each cell is the sum of Active users for users who had Any event, in that month after First touch (acquisition date)

	MONTH 0	MONTH 1	MONTH 2	MONTH 3
<b>All Users</b>	7,738,797	134,433	31,862	10,664
Active users				
Jul 13 - Jul 31, 2023 1,208,664 users	1,208,664	25,433	6,130	3,654
Aug 1 - Aug 31, 2023 2,045,349 users	2,045,349	37,528	13,033	5,414
Sep 1 - Sep 30, 2023 2,235,500 users	2,235,500	41,857	9,731	1,595
Oct 1 - Oct 31, 2023 2,289,933 users	2,289,933	30,132	2,974	

# Recommendations

**HomeBuddy.**

FOR HOMEOWNERS

[www.HomeBuddy.com](http://www.HomeBuddy.com)

As we defined at the beginning, our key metrics are: **New leads, CR, CAC**

Based on the results of our work, these current metrics are:

Metric	Current value
New leads	12.5k per month
CR1	18.9%
CAC	\$38.8

According to the objectives we have described, we want to achieve the following result:

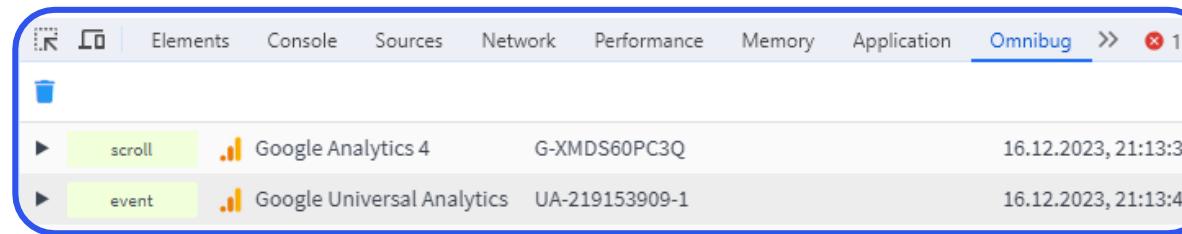
Metric	Value change	Target Value
New leads	+20%	15k per month
CR1	+3.1%	22%
CAC	-15%	\$33

To accomplish these goals, we need to identify current problems and make recommendations to improve website, analytics and strategy in business and marketing.

The main problems we encountered in the process of analysis:

## 1. Issues caused by migration from UA to GA4

- **Event Tracking.** HomeBuddy is a marketplace, so tracking events through the conversion funnel is key for us. Because the migration did not occur in an organized manner, existing codes and data structures for tracking are partially lost, and some events continue to be sent twice.



- **Historical Data.** GA4 and UA have fundamental differences in the way data are collected and processed. After switching to GA4, historical data collected under UA was not directly translated into the new model. This made it difficult to compare historical trends and make decisions based on past performance data, such as in our case when trying to build customized reports.

## 2. User and session definition.

HomeBuddy needs to rethink how users and sessions are defined. We encountered a large amount of data in all sections that were labeled as Unassigned. This makes it very difficult to make correct conclusions.

## 3. Funnels and advertising channel tagging.

- **Funnels.** Since there are multiple verticals in the company and the funnels in them have different numbers of steps, it is required to do markup for each product. Now this markup is displayed only in the BI system, which complicates the work of employees who do not have access to it and use only to GA4.
- **Advertising channels.** We also faced the fact that we cannot track all advertising channels, analyze their effectiveness and estimate their cost. This can then negatively impact the scaling of the promotion since we won't understand which channel works best.

## ★ We recommend the following things to grow our conversion rate:

- **Possibility to leave a request for several projects**

In this case, a user who is planning renovation works in the whole house could send several requests at once, instead of switching from one to another.

Hypothesis - in this case, when switching between multiple applications, the user may leave the funnel for one of them, causing the conversion rate to decrease.

- **Ability to select from multiple contractors**

When a user leaves a request for a repair project, a contractor is assigned to it automatically.

Hypothesis - if we give the possibility to choose a contractor from several of the most relevant ones, the user will be more willing to reach the end of the funnel and convert to a lead.

- **Possibility of switching from the Thank you page**

Currently, when a user goes to this page, they have no opportunity to interact with the site further, for example, if they want to send a second request. It also increases the bounce rate of this page.

Hypothesis - if we give the user the opportunity to move from the final page to other pages of the site, it will help reduce the number of errors in tracking the final stage of the funnel.

- **Increase the number of funnel steps for more complex projects**

Based on the results of A/B tests, it was found that on more complex remodeling projects users abandon the application form due to lack of information.

Hypothesis - if we increase the number of funnel steps for the projects selected based on A/B test results, it will help us to increase the conversion of users into leads and reduce churns.





To improve analytics and marketing strategy, we recommend:

- **Invest in getting organic traffic**

Based on the results of the analysis, we found out that paid traffic makes up about 92.8% of all users and organic traffic takes about 1%. Organic traffic for HomeBuddy is a promising growth point. It works well with cost optimization in general, ensuring the site's growth in the search engine rankings. It is recommended to gather a semantic core and optimize articles that already exist on the site.

- **Development of renewable traffic channels**

The Email channel has a very small share of traffic sources right now, but its Engagement rate is about 45%. Within our project we do not grow retention of users due to the specifics of the business, but we can use this channel for referral program promotion. If we want to attract new customers, recommendations statistically delivers more converting leads. It will help in growing one of our key metrics – New Leads.

- **Improve the funnel markup of all product verticals**

Funnels on each service have a different number of steps, now it is necessary to make markup for each product and transfer it to GA4. We also recommend use GTM, so in the case of A/B tests we can correctly track all steps and remove or add new tags and events as needed.

- **Fix tracking of all paid channels of traffic acquisition**

This will allow us to see more transparently the company's costs of promotion and respond quickly to any changes.

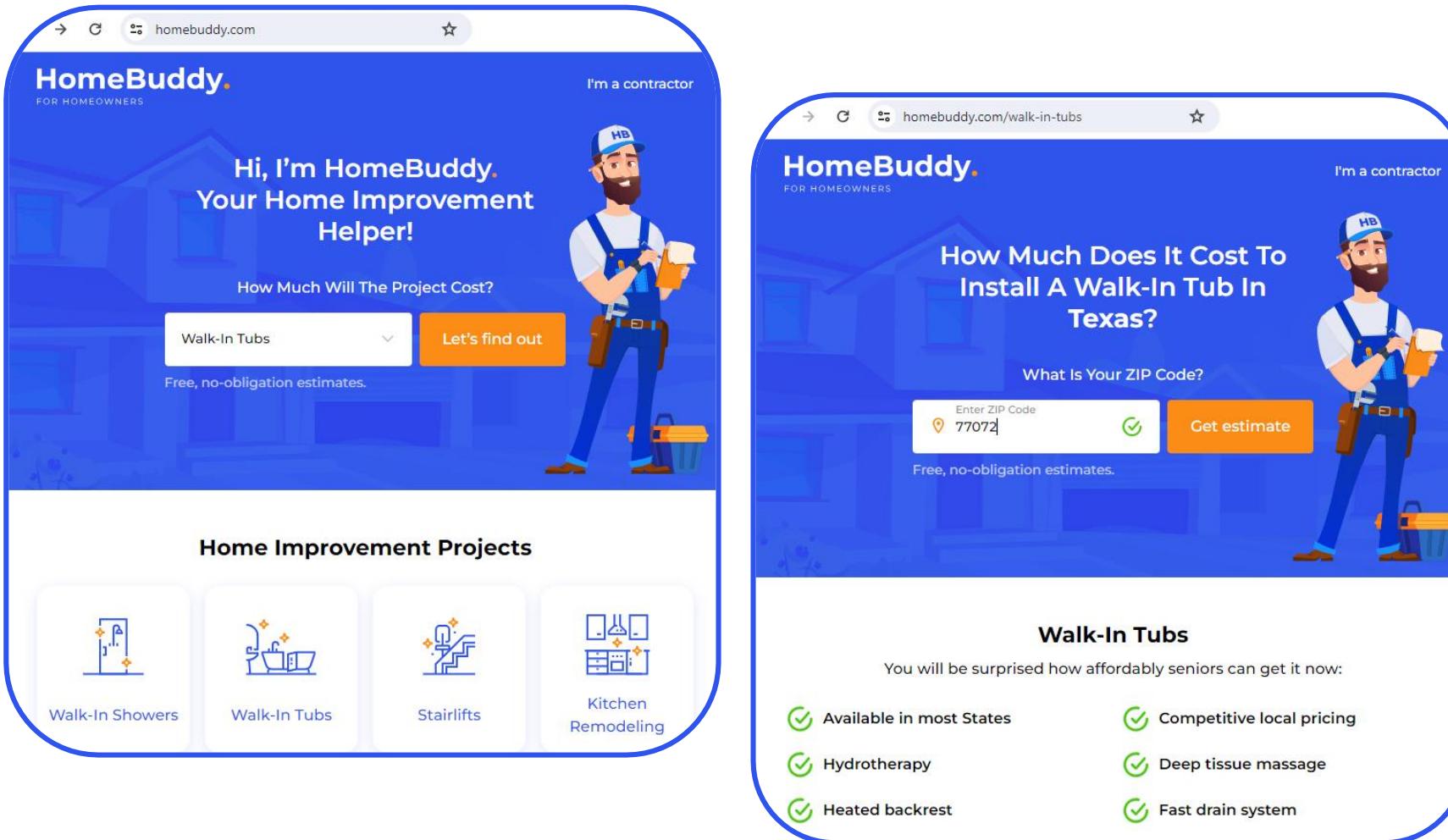
- **Fix user tracking**

While performing data analysis, we had difficulty in constructing a user portrait. We need to audit the current tracking of users by geography, gender and age so that we can better understand our target audience.

- **Build a dashboard system**

Such system allows all employees of the company to be in one information field and make decisions based on data. With a dashboard each team member will be able to assess their area of responsibility and impact on the company's goals.

As we have identified in the analysis process, not all funnel stages for different verticals are marked up in GA4. One of our recommendations to improve analytics and marketing strategy was about using GTM for this task. Let's take the «Walk-In Tubs» service as an example.



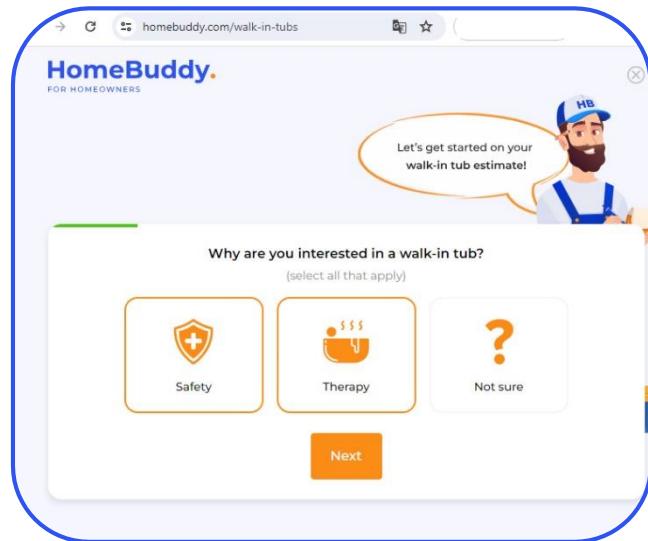
Right now, the first step of the process looks like this: the user selects a service and enters a zip code.

This part of the path through the funnel already has markup, we mentioned it during our analysis, it is an event **step\_1\_zip\_submitted**.

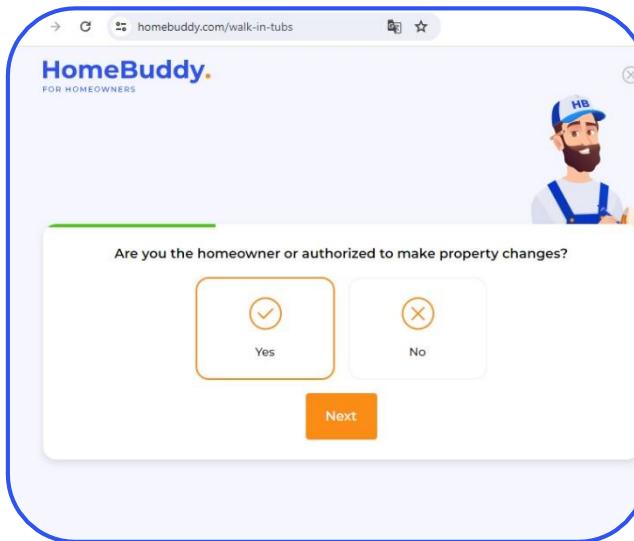
This service has 7 more unmarked steps to the end of the funnel, where the event **gtm\_thank\_you\_page** indicates successful completion of the funnel

Plus one additional step when the user decides to cancel the service but can return to it.

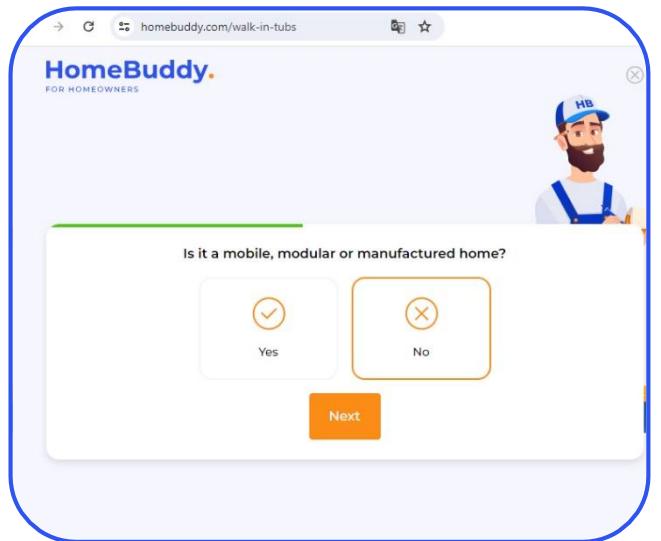
Step 2: selecting features



Step 3: property changes authorization



Step 4: house type



X Walk-In Showers Step 2 Save ⋮

Added in this workspace Abandon changes

Tag Configuration

Tag Type

- Google Analytics: GA4 Event Google Analytics

Measurement ID G-XMDS60PC3Q Google tag found in this container

Event Name WIS-step-2

Triggering

Firing Triggers

- Button - Next All Elements
- Step 2 - Element Visibility Element Visibility
- WIS - url funnel Page View

X Walk-In Showers Step 3 Save ⋮

Added in this workspace Abandon changes

Tag Configuration

Tag Type

- Google Analytics: GA4 Event Google Analytics

Measurement ID G-XMDS60PC3Q Google tag found in this container

Event Name WIS-step-3

Triggering

Firing Triggers

- Button - Next All Elements
- Step 3 Header - Element Visibility Element Visibility
- Window Y or N - Element Visibility Element Visibility
- WIS - url funnel Page View

X Walk-In Showers Step 4 Save ⋮

Added in this workspace Abandon changes

Tag Configuration

Tag Type

- Google Analytics: GA4 Event Google Analytics

Measurement ID G-XMDS60PC3Q Google tag found in this container

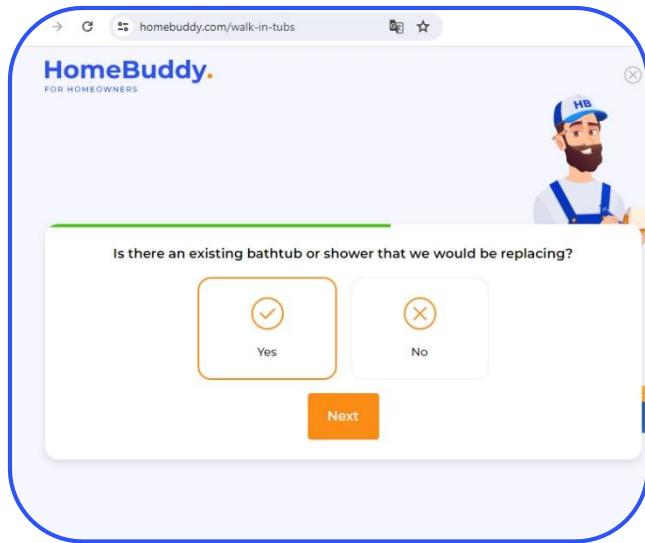
Event Name WIS-step-4

Triggering

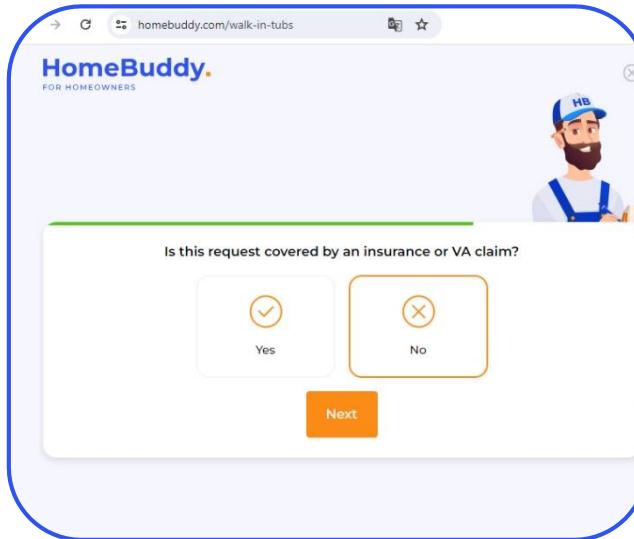
Firing Triggers

- Button - Next All Elements
- Step 4 Header - Element Visibility Element Visibility
- Window Y or N - Element Visibility Element Visibility
- WIS - url funnel Page View

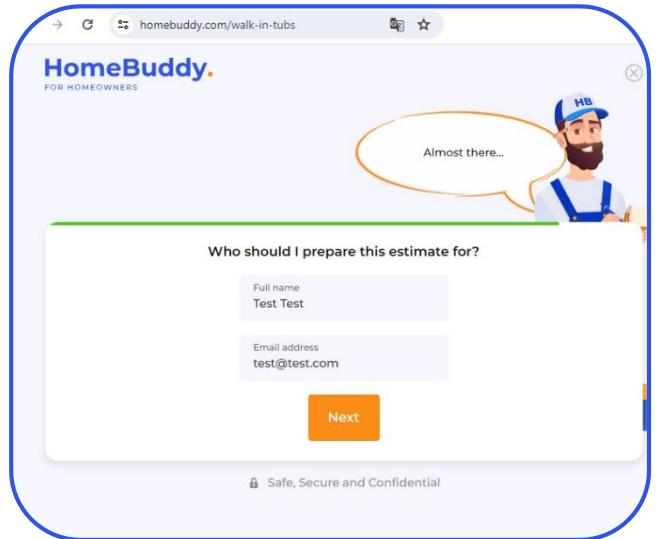
Step 5: current bath features



Step 6: insurance information



Step 7: contacts



**Walk-In Showers Step 5**

Added in this workspace      Abandon changes

**Tag Configuration**

Tag Type: Google Analytics: GA4 Event  
Google Analytics

Measurement ID: G-XMDS60PC3Q      Google tag found in this container

Event Name: WIS-step-5

**Triggering**

Firing Triggers:

- Button - Next All Elements
- Step 5 Header - Element Visibility Element Visibility
- Window Y or N - Element Visibility Element Visibility
- WIS - url funnel Page View

**Walk-In Showers Step 6**

Added in this workspace      Abandon changes

**Tag Configuration**

Tag Type: Google Analytics: GA4 Event  
Google Analytics

Measurement ID: G-XMDS60PC3Q      Google tag found in this container

Event Name: WIS-step-6

**Triggering**

Firing Triggers:

- Button - Next All Elements
- Step 6 Header - Element Visibility Element Visibility
- Window Y or N - Element Visibility Element Visibility
- WIS - url funnel Page View

**Walk-In Showers Step 7**

Added in this workspace      Abandon changes

**Tag Configuration**

Tag Type: Google Analytics: GA4 Event  
Google Analytics

Measurement ID: G-XMDS60PC3Q      Google tag found in this container

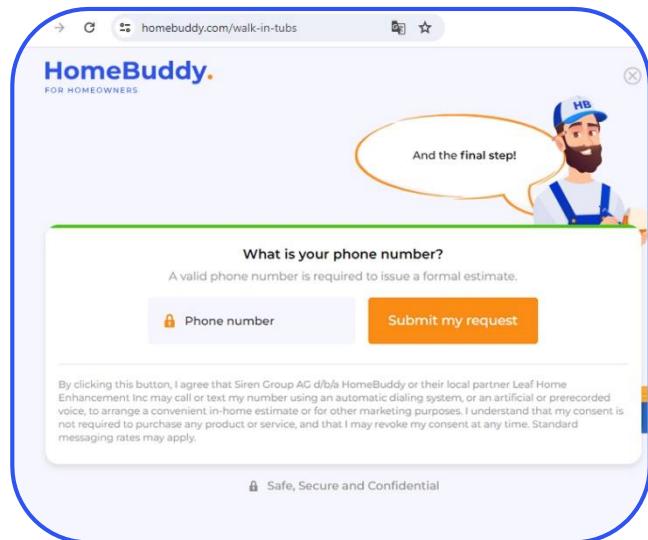
Event Name: WIS-step-7

**Triggering**

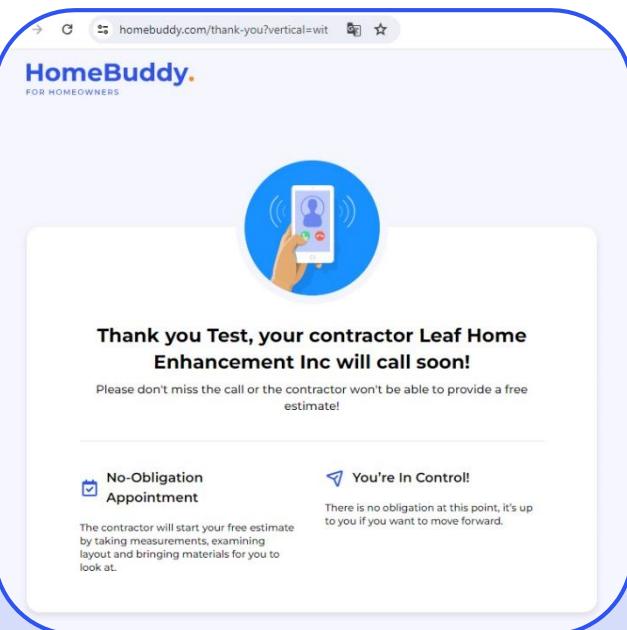
Firing Triggers:

- Button - Next All Elements
- Step 7 - Element Visibility Element Visibility
- WIS - url funnel Page View

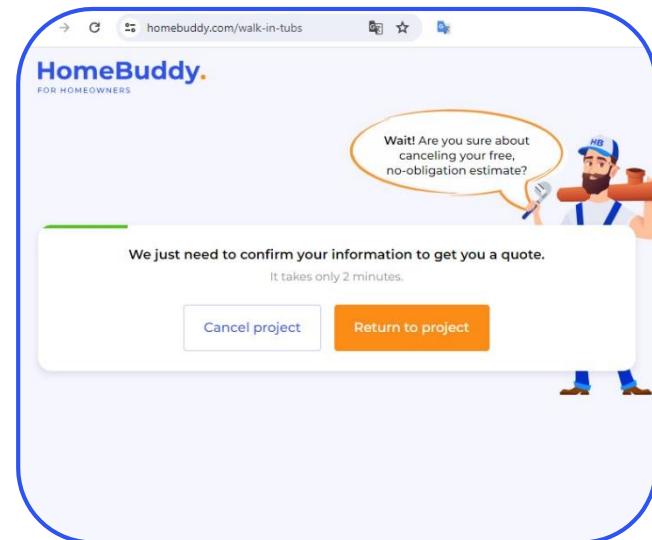
Step 8: phone



Step: thank you page



Additional step: return to project



Walk-In Showers Step 8

Added in this workspace

Tag Configuration

Tag Type: Google Analytics: GA4 Event

Measurement ID: G-XMD60PC3Q

Event Name: WIS-step-8

Triggering

Firing Triggers:

- Button - Submit All Elements
- Step 8 - Element Visibility Element Visibility
- WIS - url funnel Page View

This part of the path through the funnel already has markup, we mentioned it during our analysis, it is an event **gtm\_thank\_you\_page**.

Walk-In Showers Additional Step

Added in this workspace

Tag Configuration

Tag Type: Google Analytics: GA4 Event

Measurement ID: G-XMD60PC3Q

Event Name: WIS-step-return

Triggering

Firing Triggers:

- Button - Return All Elements
- Step Return - Element Visibility Element Visibility
- WIS - url funnel Page View

## List of tags

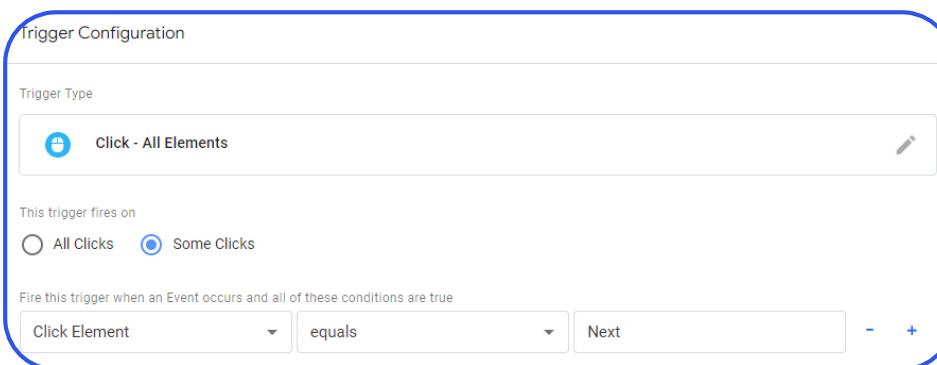
Tags		
Name ↑	Type	Firing Triggers
<input type="checkbox"/> Funnel Tag	Google Tag	 Initialization - All Pages
<input type="checkbox"/> Walk-In Showers Additional Step	Google Analytics: GA4 Event	 Button - Return  Step Return - Element Visibility  WIS - url funnel
<input type="checkbox"/> Walk-In Showers Step 2	Google Analytics: GA4 Event	 Button - Next  Step 2 - Element Visibility  WIS - url funnel
<input type="checkbox"/> Walk-In Showers Step 3	Google Analytics: GA4 Event	 Button - Next  Step 3 Header - Element Visibility  Window Y or N - Element Visibility  WIS - url funnel
<input type="checkbox"/> Walk-In Showers Step 4	Google Analytics: GA4 Event	 Button - Next  Step 4 Header - Element Visibility  Window Y or N - Element Visibility  WIS - url funnel
<input type="checkbox"/> Walk-In Showers Step 5	Google Analytics: GA4 Event	 Button - Next  Step 5 Header - Element Visibility  Window Y or N - Element Visibility  WIS - url funnel
<input type="checkbox"/> Walk-In Showers Step 6	Google Analytics: GA4 Event	 Button - Next  Step 6 Header - Element Visibility  Window Y or N - Element Visibility  WIS - url funnel
<input type="checkbox"/> Walk-In Showers Step 7	Google Analytics: GA4 Event	 Button - Next  Step 7 - Element Visibility  WIS - url funnel
<input type="checkbox"/> Walk-In Showers Step 8	Google Analytics: GA4 Event	 Button - Submit  Step 8 - Element Visibility  WIS - url funnel

## List of triggers

Triggers				
	Event Type	Filter	Tags	
<input type="checkbox"/> Name ↑				
<input type="checkbox"/> Button - Next	All Elements	Click Element equals Next	6	
<input type="checkbox"/> Button - Return	All Elements	Click Element contains Return	1	
<input type="checkbox"/> Button - Submit	All Elements	Click Element contains Submit	1	
<input type="checkbox"/> Step 2 - Element Visibility	Element Visibility		1	
<input type="checkbox"/> Step 3 Header - Element Visibility	Element Visibility	Form Text equals Are you the homeowner ...	1	
<input type="checkbox"/> Step 4 Header - Element Visibility	Element Visibility	Form Text equals Is it a mobile, modular o...	1	
<input type="checkbox"/> Step 5 Header - Element Visibility	Element Visibility	Form Text equals Is there an existing bath...	1	
<input type="checkbox"/> Step 6 Header - Element Visibility	Element Visibility	Form Text equals Is this request covered ...	1	
<input type="checkbox"/> Step 7 - Element Visibility	Element Visibility		1	
<input type="checkbox"/> Step 8 - Element Visibility	Element Visibility		1	
<input type="checkbox"/> Step Return - Element Visibility	Element Visibility		1	
<input type="checkbox"/> Window Y or N - Element Visibility	Element Visibility		4	
<input type="checkbox"/> WIS - url funnel	Page View	Page URL contains homebuddy.com/walk...	8	

## Examples of triggers

### Button



Trigger Configuration

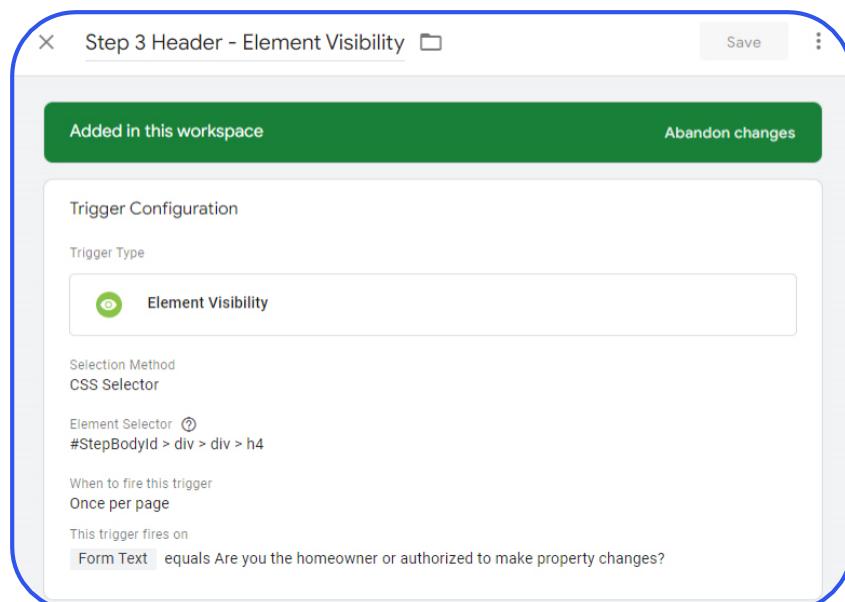
Trigger Type: Click - All Elements

This trigger fires on: Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true:

- Click Element equals Next

### Header



Step 3 Header - Element Visibility

Added in this workspace

Trigger Configuration

Trigger Type: Element Visibility

Selection Method: CSS Selector

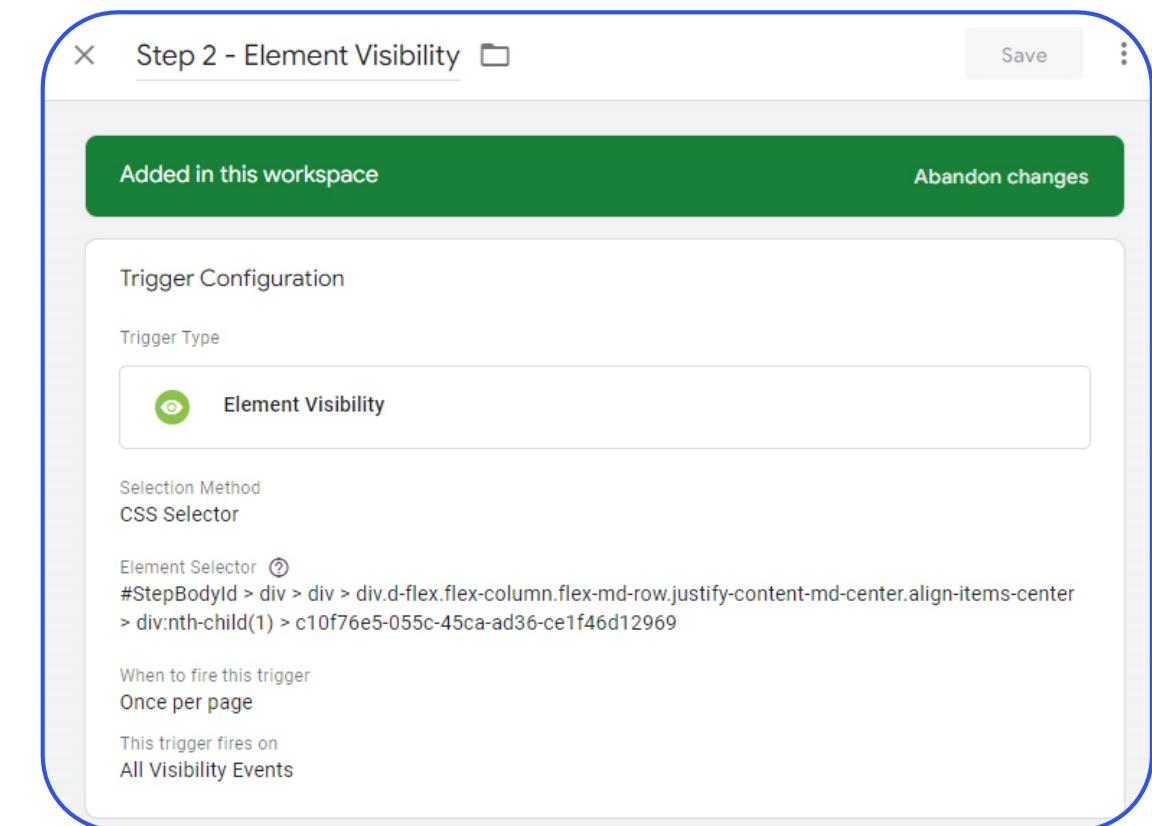
Element Selector: #StepBodyId > div > div > div.d-flex.flex-column.flex-md-row.justify-content-md-center.align-items-center > div:nth-child(1) > c10f76e5-055c-45ca-ad36-ce1f46d12969

When to fire this trigger: Once per page

This trigger fires on: All Visibility Events

Form Text: equals Are you the homeowner or authorized to make property changes?

### CSS-selector path



Step 2 - Element Visibility

Added in this workspace

Trigger Configuration

Trigger Type: Element Visibility

Selection Method: CSS Selector

Element Selector: #StepBodyId > div > div > div.d-flex.flex-column.flex-md-row.justify-content-md-center.align-items-center > div:nth-child(1) > c10f76e5-055c-45ca-ad36-ce1f46d12969

When to fire this trigger: Once per page

This trigger fires on: All Visibility Events

# Thank you!

