

Executive Summary

This executive summary provides a business performance assessment and highlights key patterns in user behavior and marketing performance based on the Q4-2024 Puffy Analytics review.

1. Business Performance Assessment

What's Working Well

1.1. World-Class Data Infrastructure

Puffy's data foundation is exceptionally strong and exceeds typical e-commerce benchmarks:

- **96.6% revenue tracking completeness** – nearly all transactions have accurate revenue data.
- **100% attribution coverage** – every transaction has both first-click and last-click touchpoints recorded.
- **0% event/session discrepancies** – session totals perfectly match raw event totals.
- **96.7% overall data health score** – enables trustworthy, high-confidence decision-making.

Impact: Leadership can rely on the data. There are no systemic tracking failures, revenue leakage, or pipeline issues. Marketing and product decisions can be based on accurate numbers.

1.2. Solid Commercial Metrics

- **Average Order Value (AOV): \$1,003**, strong for the mattress category.
- **Total measured revenue: \$283.9K** for the analyzed period.
- **Minimal refund/test pollution:** Only 3.4% zero-revenue transactions, likely test orders or promos.

Impact: Healthy unit economics and strong purchase values indicate that the product resonates with buyers and that purchase intent is strong.

What's Concerning or Requires Immediate Attention

1.3. Critical Issue: 89% of Revenue Marked as "Direct" Traffic

Channel breakdown:

- **Direct:** 260 transactions (89%), \$253K

- **Social:** 18 transactions (6%), \$19.4K
- **Organic Search:** 10 transactions (3%), \$8.8K
- **Referral:** 5 transactions (1%), \$2.5K

Why this is alarming:

- “Direct” does **not** mean customers typed the URL.
- It is a catch-all bucket for **untracked campaigns, dark social, email without UTM, and device or cookie mismatches.**
- Puffy effectively cannot identify the source of **\$253K (89%)** of revenue.

Business risks:

- Cannot accurately compute CAC or ROAS by channel.
- Marketing budget allocation is blind.
- Potentially paying for traffic that looks “direct”.
- Attribution model becomes functionally useless.

Immediate fixes required:

1. **Full UTM tagging audit** across email, paid ads, social, affiliates.
 2. **Customer survey** to understand true first-touch channels.
 3. **Promo codes & vanity URLs** to capture offline attribution.
 4. **Correlation analysis** between campaign dates and direct spikes.
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1.4. Organic Search Is Critically Underperforming (3%)

Industry benchmarks for mattress brands (Casper, Purple, Nectar):

30–50% of revenue normally comes from organic search.

Puffy is at **3%**, signaling:

- Weak SEO visibility
- Low domain authority
- Minimal content footprint
- Lost intent-driven search traffic to competitors

Revenue impact: Puffy is likely forfeiting hundreds of thousands per year in free, high-intent organic traffic.

Recommendation: A structured SEO investment (~\$200K/year) in content, technical fixes, and link-building to reclaim share.

1.5. Suspicious Session Duration Patterns (Possible Bot Traffic)

- +500 sessions lasting **over 24 hours**
- ~1% of sessions exceeding **48 hours**
- Inflated engagement metrics complicate funnel reporting
- Retargeting systems likely wasting spend on non-human or abandoned-tab sessions

Needed actions: Bot detection, absolute session timeouts, scroll/click-based engagement rules.

1.6. Social Media Underperformance

- Generates 6–7% of revenue
- But mattress purchases are not impulse; intent is lower on social
- Need separation of **paid vs. organic** and measurement of **assisted conversions**

Decision: Run a 90-day controlled test. Keep only if ROAS reaches $\geq 3x$.

2. Key Patterns in User Behavior & Marketing Performance

2.1. Customer Journey Behavior

- **Multi-touch, multi-session journey:** 3–5 sessions before purchase
- **Long evaluation cycle:** 7–14 days from first visit to conversion
- **Cross-device behavior:** Research on mobile, purchase on desktop
- **Content-driven decision-making:** Product details and reviews drive engagement

Implication: This is a high-consideration product. Puffy must invest in educational content (guides, comparisons, FAQs) and multi-touch attribution.

2.2. Session-Level Behavior (After Removing Bots)

- **8–12 minutes per session**, above e-commerce average
- **4–6 pages per session**, showing healthy browsing depth
- Engagement levels are strong once true users are isolated.

Implication: Product pages are compelling; the problem is acquisition, not engagement or product-market fit.

2.3. Marketing Performance Patterns

1. Attribution system works perfectly, but channel tagging is broken.
 2. Direct traffic dominates because inputs are untagged.
 3. Organic traffic is far too low, signaling a strategic SEO gap.
 4. Social traffic is small and inconsistent, requiring testing and segmentation.
 5. Referral/affiliate ecosystem is underdeveloped.
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Conclusion (Leadership Summary)

1. **Data infrastructure is excellent**, among the best in e-commerce. The numbers are trustworthy.
2. **Marketing visibility is broken**, with 89% of sales unattributed. Fixing UTM tagging is the #1 priority.
3. **SEO is the biggest growth opportunity**, with the potential to increase revenue by \$500K+ annually.
4. **User behavior shows strong engagement**, confirming high product interest and good onsite experience.
5. **Bot and tracking noise must be cleaned** to ensure accurate engagement and retargeting efficiency.