

# 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.

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## 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.

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#### 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.

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### 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.

## 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.

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### 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  $\geq 3x$ .

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## 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.

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### 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.

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### 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.