

DILAN'S TRAVEL GUIDE



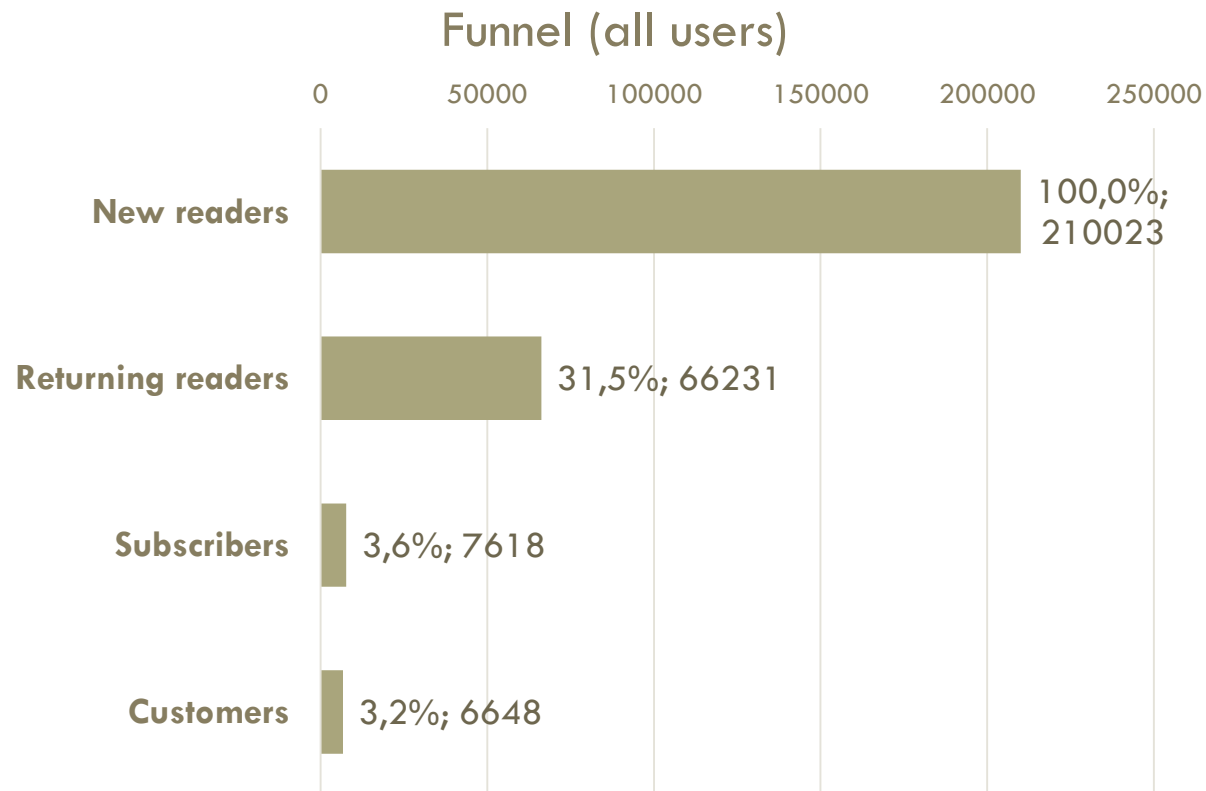
DILAN'S TRAVEL GUIDE

User data analysis

DILAN'S TRAVEL GUIDE - USER DATA ANALYSIS

1. Analysis of user behaviour by location
2. Analysis of the investment payoff
3. Additional observations

1. ANALYSIS OF USER BEHAVIOUR BY LOCATION

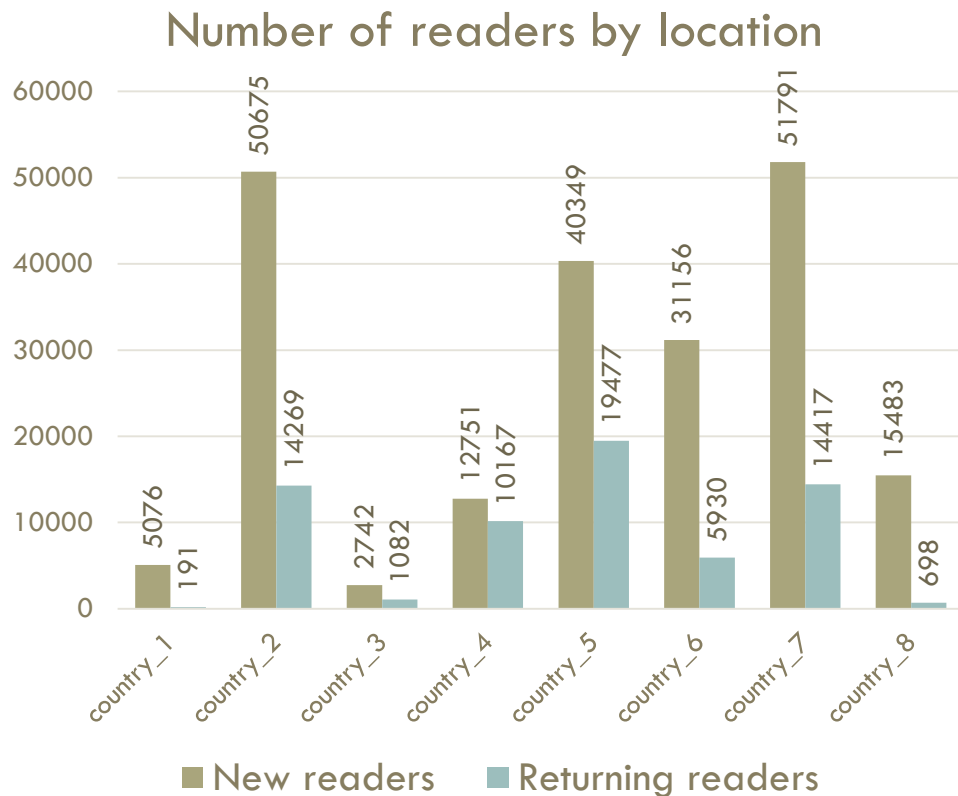


Overall, almost one third of the readers become a returning reader based on the 3 month of collected data.

3,6% of all new readers subscribed to the Dilan's Travel Guide newsletter.

3,2% of all new readers purchased at least one product.

1. ANALYSIS OF USER BEHAVIOR BY LOCATION



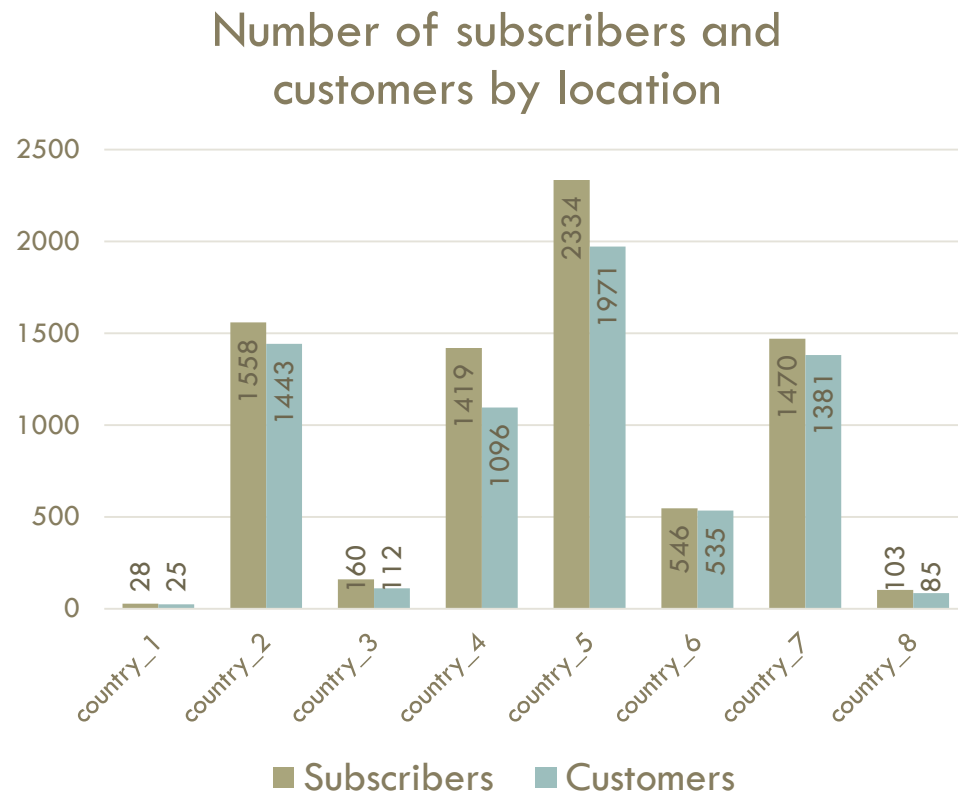
In Country #1 and Country #3 the blog has really low number of visitors.

In Country #1 and Country #8 the conversion to returning readers is the lowest.

Most of the blog's returning readers are coming from Country #2, #4, #5, #6 and #7.

Country #5 has the highest number of returning users, while in Country #4 a very large portion of the readers return.

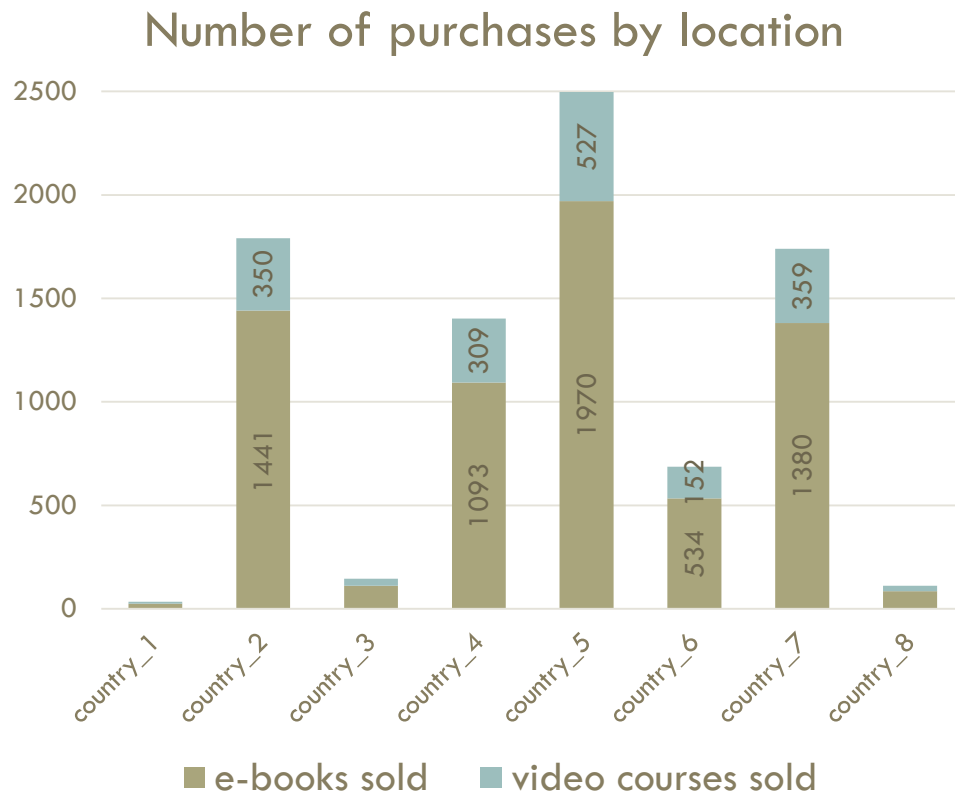
1. ANALYSIS OF USER BEHAVIOR BY LOCATION



Number of subscribers and customers are showing a strong correlation with previously shown number of returning readers.

The conversion rate from returning readers into subscribers or into customers are really similar in all locations.

1. ANALYSIS OF USER BEHAVIOR BY LOCATION

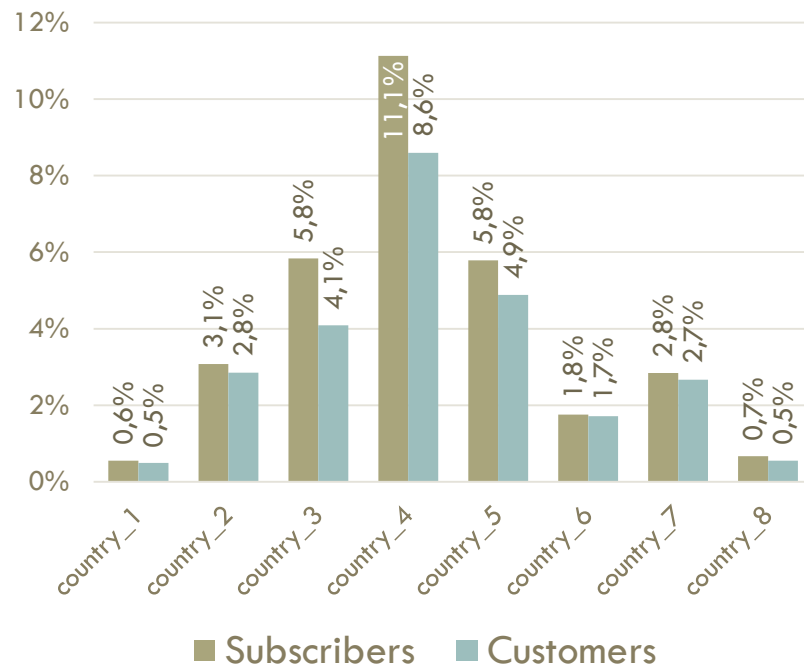


Number of e-book and video course purchases again show a similar picture like the numbers of returning readers, subscribers and customers did.

The ratio between the number of returning users and e-books or video courses sold are not showing large variance by different locations.

1. ANALYSIS OF USER BEHAVIOR BY LOCATION

Percentage of subscribers and customers by location



As the previous slides proved, most of the blog's visitors (68,5%) will not become returning readers, nor customers.

Between the first two steps (new and returning readers) of the funnel, there are quite large variance by different locations.

The further steps of the funnel (subscriptions, purchases) develop similarly by locations.

Although not too many users coming from **Country #4**, here an outstanding percentage of new users subscribe or become customers. I recommend to focus on this country within the next marketing campaign.

2. ANALYSIS OF THE INVESTMENT PAYOFF

In the last 3 months Dilan spent \$3000 on marketing in total, \$1000 each month.

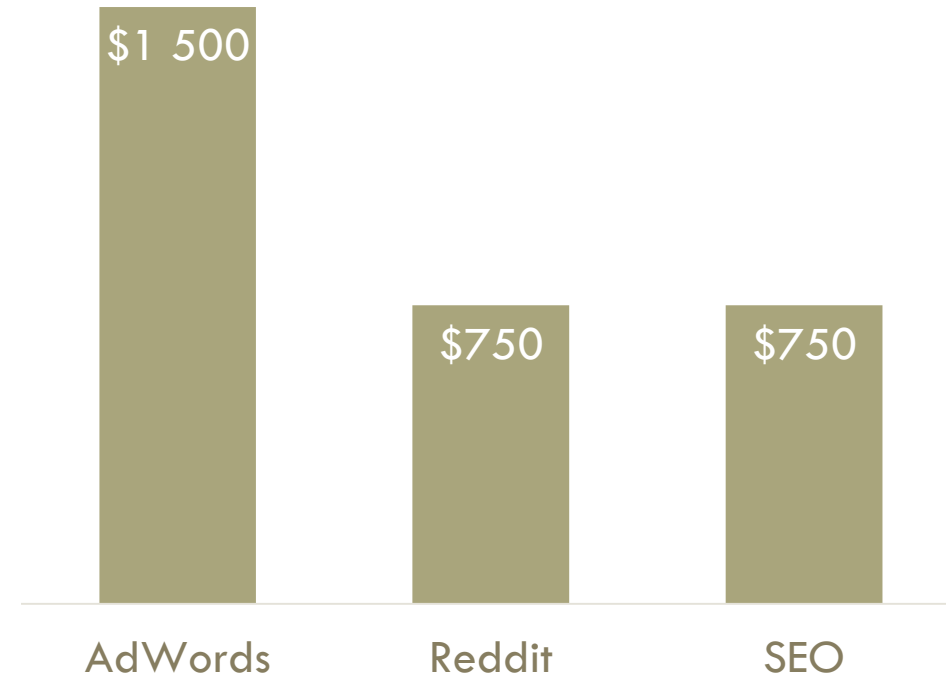
Half of the investment was spent on AdWords advertisements every month.

25% of the budget was spent on Reddit content creation.

And the rest 25% was spent on search engine optimization.

In the following slides I review the payoff of his investments.

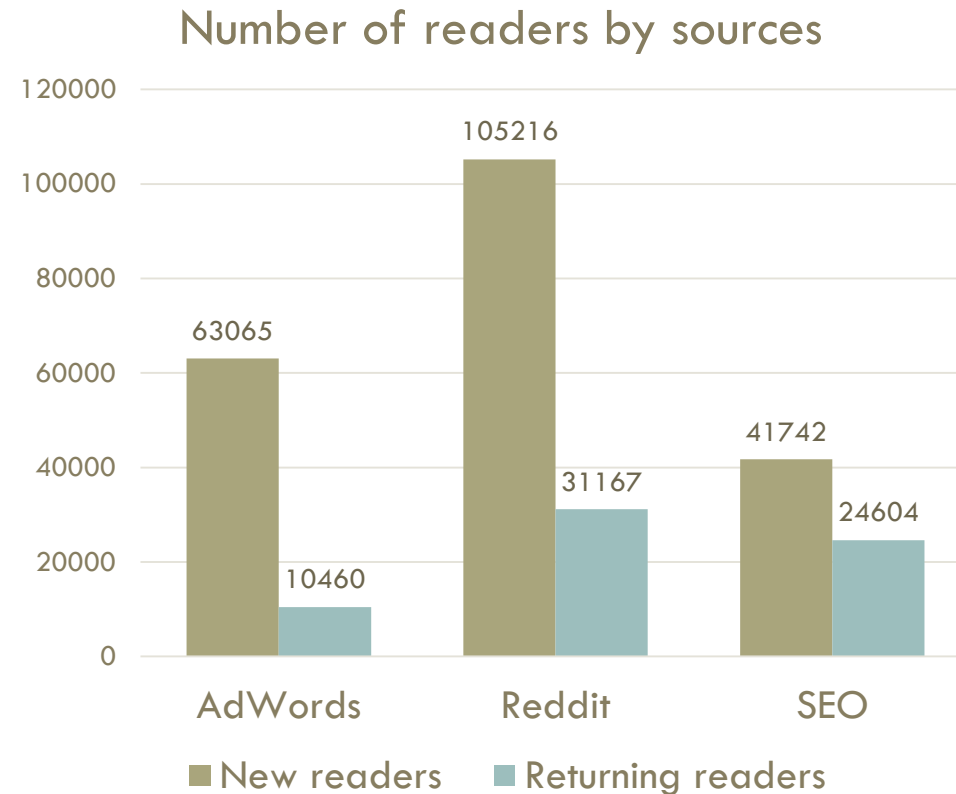
Investment by sources



2. ANALYSIS OF THE INVESTMENT PAYOFF

The most, more than half of the new readers are coming from Reddit. Roughly 30% of the new readers are visiting the blog via AdWords advertisements. SEO generates 20% of new readers.

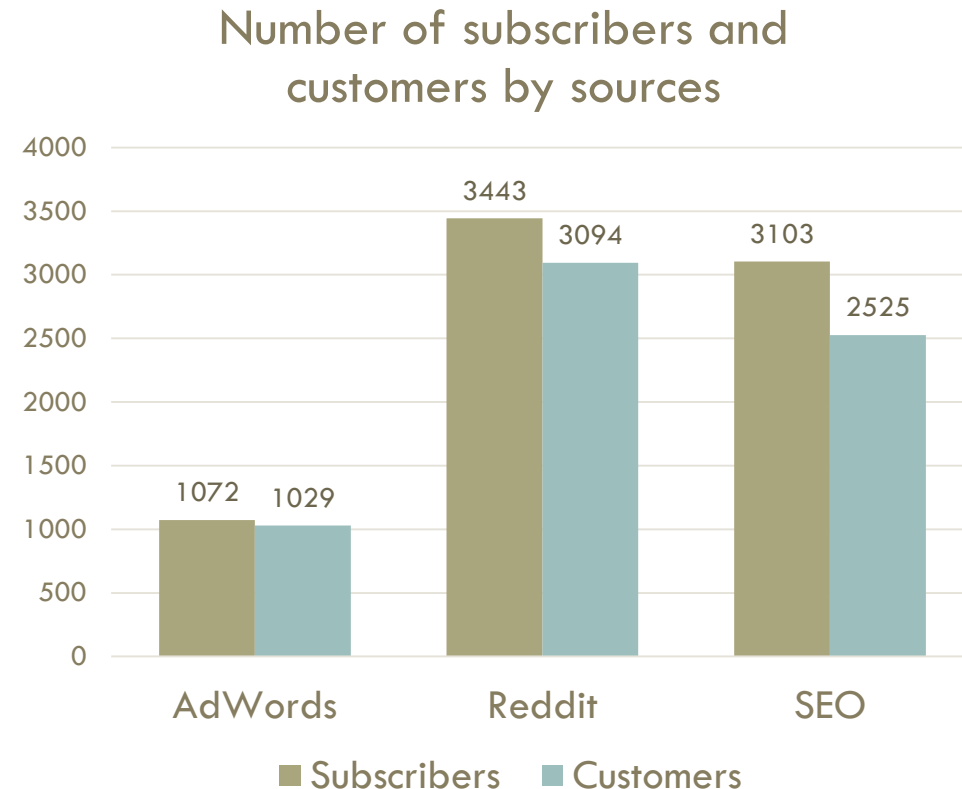
One third of the Reddit users become returning readers. While Adwords visitors are less likely to return, the percentage of the returning readers is the highest in case of SEO visitors (~60%).



2. ANALYSIS OF THE INVESTMENT PAYOFF

Similarly to the breakdown by countries, the numbers of subscribers and customers correlate to the returning readers (shown in the previous slide).

Reddit and SEO obviously perform much better than AdWords advertisements.

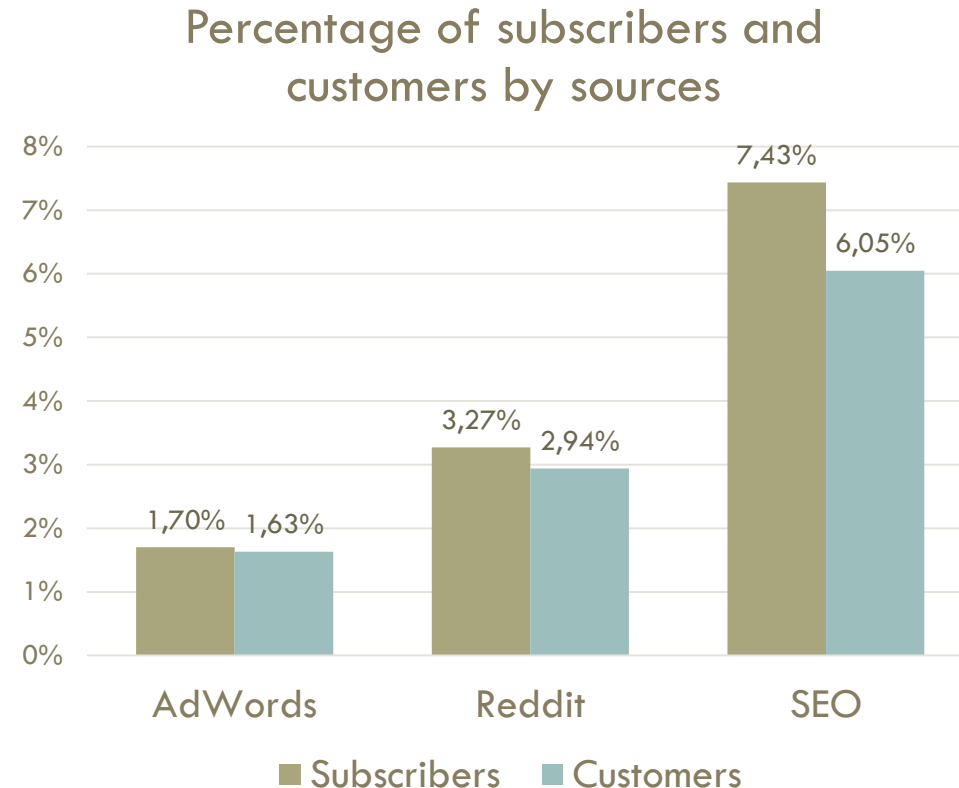


2. ANALYSIS OF THE INVESTMENT PAYOFF

The percentages of new readers becoming subscribers or customers are showing that Dilan can target the most relevant people with SEO. Users from this source are the most likely to subscribe or purchase at his blog.

While a high number of users can be addressed via Reddit and the most customers are coming from this source, quite low percentage of these users become customers actually.

The least likely to reach potential customers via AdWords.



2. ANALYSIS OF THE INVESTMENT PAYOFF

While the most of the marketing budget is spent on AdWords, this results in a significantly less revenue. Even so, this investment returns more than 18 times.

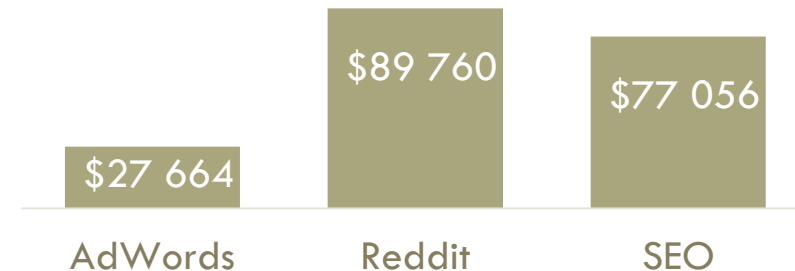
Reddit ads result in the highest revenue, but SEO performs really close to Reddit. Despite the less active users via SEO, these users spend more one-by-one than Reddit users.

Budget spent on Reddit returns almost 120 times, while SEO budget returns 102 times.

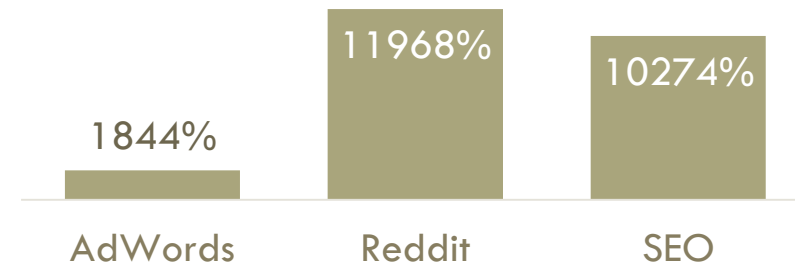
Recommendation:

Significantly reduce spends on AdWords ads (or drop it completely). Spend the most of the budget on Reddit contents and SEO keeping the equal proportion on these two sources. Then review the effect of the new marketing strategy in a few weeks.

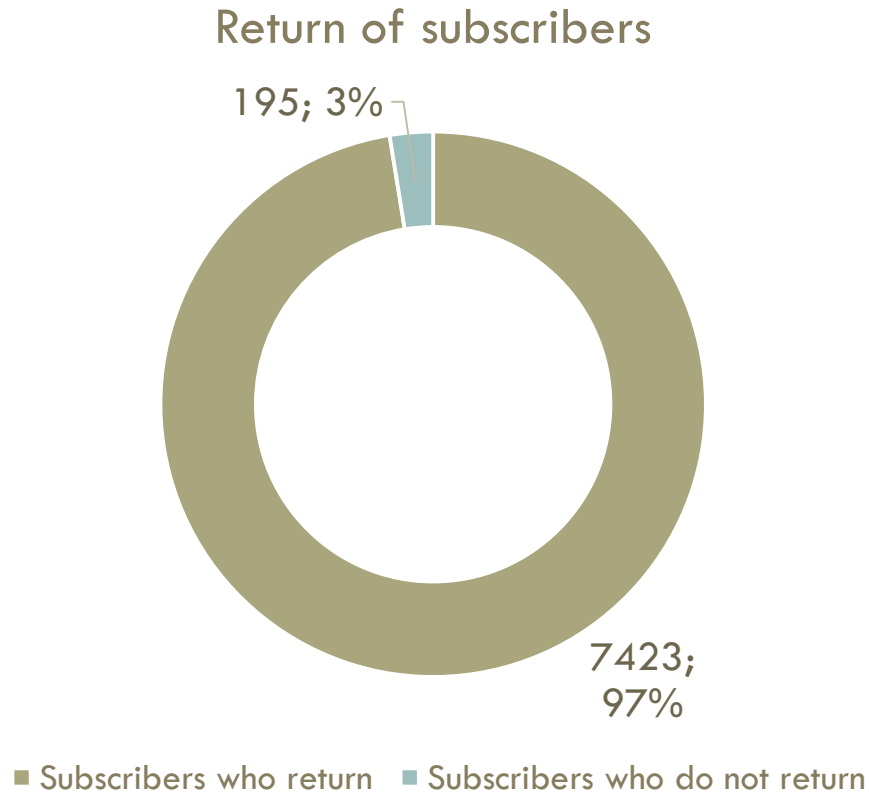
Revenue by sources



Return on investment by sources



3. ADDITIONAL OBSERVATIONS



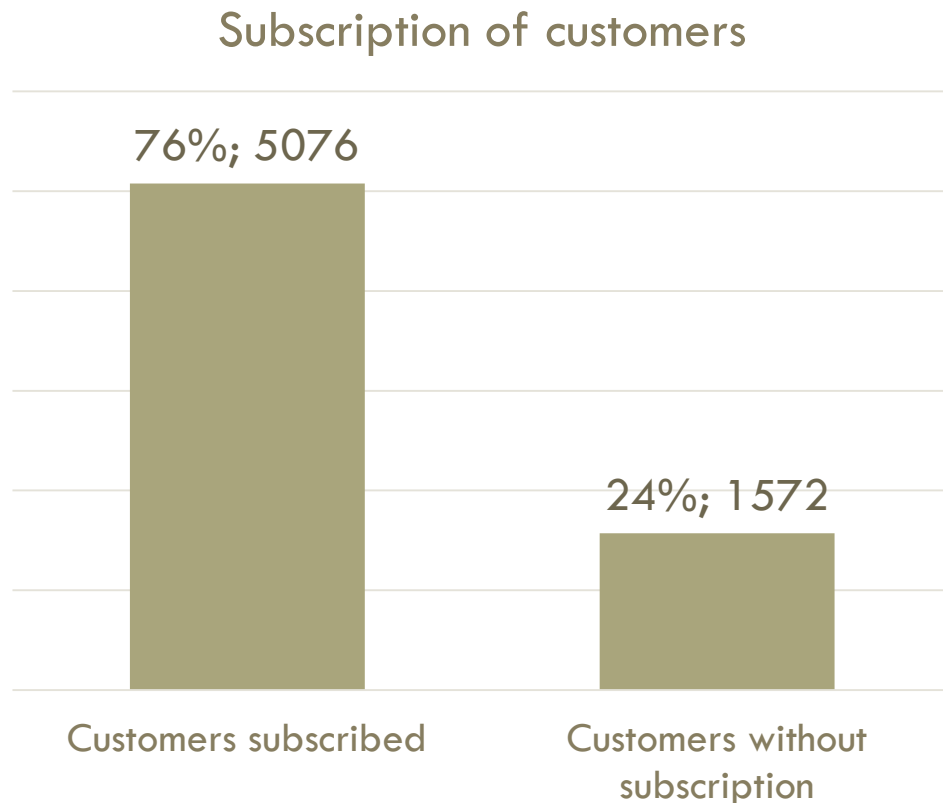
Do all subscribers become a frequent reader of Dilan's blog?

'Only' 97% of the subscribers return to the blog and read more than one article.

The rest 3% of them subscribe during their first visit, but never return.

It might worth it to address this little group of people within the newsletter, to convert them into returning readers of the blog and maybe into customers.

3. ADDITIONAL OBSERVATIONS



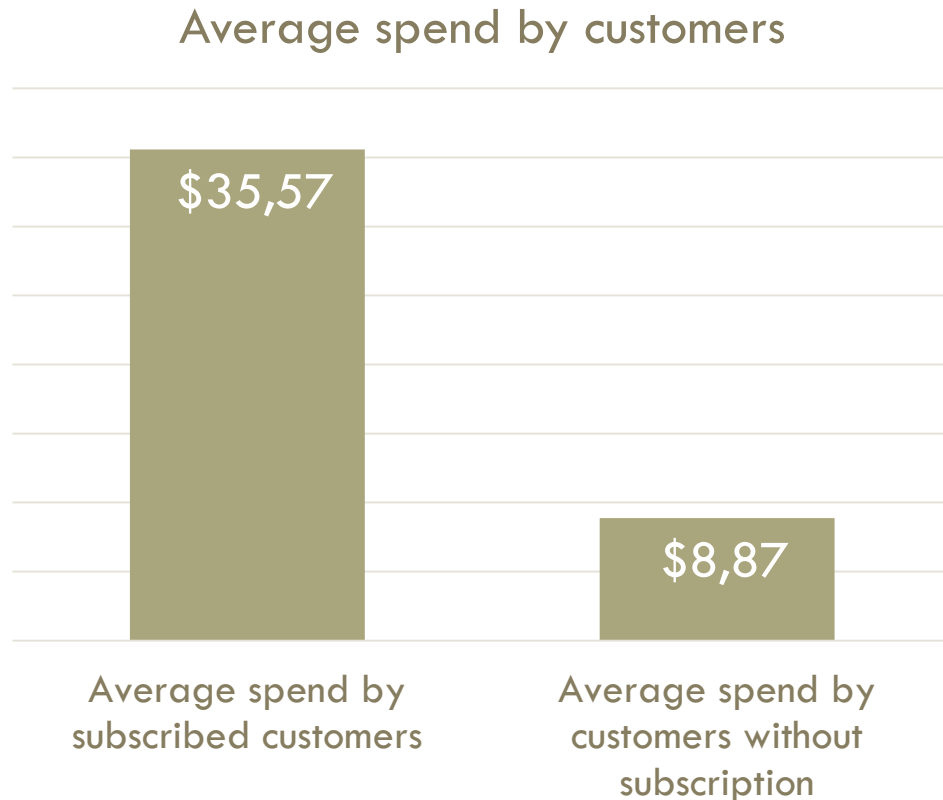
Are all of Dilan's customers subscribed to the mailing list of his blog?

Unfortunately this is not the case.

24% of the customers are not subscribed readers of the blog!

Did you expect this high portion of customers without subscription?

3. ADDITIONAL OBSERVATIONS



Does it really matter if a customer is also a subscriber or not?

Perhaps it is surprising, but it matters!

Subscribed customers spend 4 times more money at Dilan' business, than customers without subscription!

Subscribed customers are much more likely to purchase Dilan's video course.

It would be beneficial to encourage customers to subscribe if they have not already done so.

THANK YOU FOR YOUR ATTENTION!

