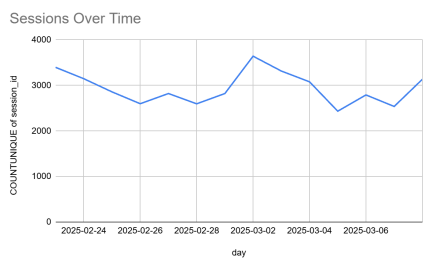
Executive Summary – Business Performance Snapshot

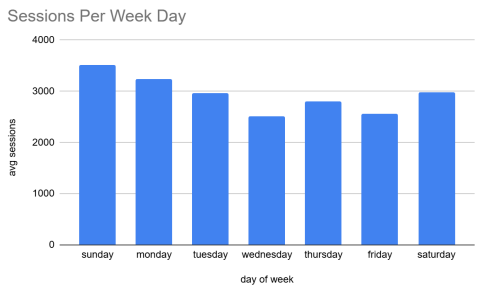
Objective

This analysis assesses two weeks of behavioral, conversion, and attribution data to identify the primary constraints on performance and the most credible levers for improvement. The focus is on isolating what materially impacts growth, rather than exhaustively reporting metrics.

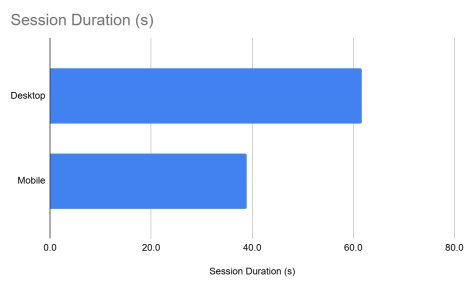
Performance Overview

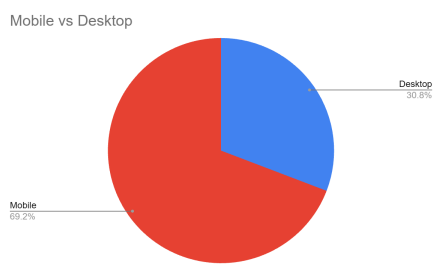
Demand over the period is **stable**, with predictable weekly patterns. Sundays represent the highest traffic day, followed by Monday as the strongest weekday, with gradual tapering across the remainder of the week. There are no immediate signs of volatility or demand erosion, suggesting the business has a reliable acquisition baseline.





Traffic is **predominantly mobile** (69% of sessions), with desktop accounting for the remaining 31%. Session durations are short across both devices—approximately 39 seconds on mobile and 62 seconds on desktop—indicating a very narrow window to capture attention and drive action.





Funnel Dynamics and User Behavior

The conversion funnel highlights a clear structural pattern:

- The largest drop-off occurs between page view and add-to-cart
- Once a product is added to cart, progression through checkout is comparatively strong

Event	# of Users	% From Total	% From Prev.
Page View	33,866	100.0%	
Product Added to Cart	1,961	5.8%	5.8%
Checkout Started	719	2.1%	36.7%
Checkout Completed	285	0.8%	39.6%

This suggests the business is **not primarily constrained by checkout friction**, but by **early-stage engagement and relevance**. While this drop-off is typical for e-commerce, it also identifies the area with the highest potential return.

Improvements are likely to come from a combination of **better traffic targeting and more relevant landing experiences**, rather than incremental checkout optimization.

Given the short session durations and mobile dominance, early funnel performance is particularly sensitive to landing page speed, clarity, and alignment with user intent.

Customer Value and Retention

Across the two-week period:

- 272 users completed a purchase
- Only 7 users made a repeat purchase within the observed window
- Median revenue per user was $886.50, with an average of $1,058

This indicates strong monetization per transaction but limited short-term repeat behavior. While the analysis window constrains long-term retention conclusions, the lack of near-term repeat purchasing suggests that **lifecycle engagement is underdeveloped** and represents a meaningful opportunity to increase customer lifetime value through post-purchase communication and retention initiatives.

Marketing Attribution and Conversion Journeys

Approximately 62% of revenue and orders are attributed to Direct traffic. This may reflect strong brand-driven demand, but could also indicate incomplete attribution coverage across certain channels. This distinction should be validated before making budgetary decisions.

Outside of Direct traffic, first-click and last-click attribution models yield nearly identical results. Further analysis shows that most conversions occur within a single session, with an average of **1.2 identifiable marketing sessions** prior to conversion. This indicates short decision cycles and minimal cross-channel journeys.

As a result, attribution model complexity is **not a limiting factor** in current decision-making. A last-click model is sufficient for now, and optimization effort is better spent improving traffic quality and early engagement.

Landing Page Performance: Immediate Test Opportunity

A comparison of landing pages reveals a meaningful divergence between:

- Pages that attract high traffic but convert poorly
- Pages with lower traffic but significantly higher conversion rates

High Traffic Low Conversions			
Landing Page	Sessions	Converting Sessions	Conversion %
https://puffy.com/	1,814.00	14.00	0.8%
https://puffy.com/cart	1,627.00	19.00	1.2%
https://puffy.com/products/puffy-mattress	1,095.00	5.00	0.5%

https://puffy.com/products/puffy-lux-mattress	520.00	2.00	0.4%
https://puffy.com/pages/puffy-mattress-and-puffy-lux	492.00	3.00	0.6%
https://puffy.com/products/puffy-monarch-mattress	303.00	1.00	0.3%
https://puffy.com/products/puffy-royal-mattress	301.00	1.00	0.3%
https://puffy.com/products/puffy-royal-mattress?resultQuiz=C4CA42	209.00	0.00	0.0%
https://puffy.com/products/puffy-lux-mattress?size=719EF2	196.00	1.00	0.5%

Low Traffic High Conversions			
Landing Page	Sessions	Converting Sessions	Conversion %
https://puffy.com/products/puffy-sheets?size=719EF2	14.00	2.00	14.3%
https://puffy.com/products/puffy-mattress?kind=E37643	10.00	1.00	10.0%
https://puffy.com/products/puffy-topper?size=719EF2&feel=682160	10.00	1.00	10.0%
https://puffy.com/products/puffy-royal-mattress?kind=C971FF	11.00	1.00	9.1%
https://puffy.com/products/puffy-lux-mattress?step=C81E72&mattress=6E8A40&size=2C2D2C&scrollTop=C4CA42	13.00	1.00	7.7%
https://puffy.com/pages/puffy-mattress-and-puffy-lux?size=BBD471	15.00	1.00	6.7%

This presents a clear experimentation opportunity. Redirecting or reallocating traffic toward high-converting landing pages—through paid campaigns, internal navigation, or segmentation—would allow the business to test whether conversion efficiency holds at scale. Even if performance regresses, the experiment would clarify whether conversion strength is driven by audience quality or page experience.

Key Priorities

1. **Improve early-funnel engagement** by aligning traffic quality and landing page relevance
2. **Treat mobile optimization as critical**, given traffic mix and attention constraints
3. **Shift focus toward retention and lifecycle value**, not just acquisition efficiency
4. **Maintain simple attribution models**, as journey complexity does not currently justify more advanced approaches
5. **Test traffic reallocation to high-conversion landing pages** as a low-risk, high-signal experiment

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Final Assessment

The data suggests a business with solid fundamentals and healthy conversion once intent is established, but with growth constrained by early engagement, mobile experience, and repeat purchasing. Addressing these areas offers significantly more upside than optimizing attribution or checkout mechanics at this stage.