Web Marketing: Segmentation

With Daniel Egger

Duke UNIVERSITY

Identify common characteristics

High conversion to
revenue rates

High recurring revenue
and lifetime value

What kind of visitors become
our best customers

Focus on attracting more
like them

Engaging in a high-level
form of segmentation

Where Do Visitors Come From?

Sponsored search – clicked on ad placed on search engine

Organic search – clicked on unpaid link from search results

Clicked clicked link - placed in group email or tweet

Third-party Web Site – Linked to site from blog post or article

Direct – typed in URL themselves

Devices Used

Mobile – iOS or Android

Mac or Windows

Browser

Where in the World

Country and State - IP addresses
provide geographic location

Other Data

New or returning customer

What happened at the site – bounce
leave immediately

Duration of visit

How many pages visited

Discovery

Organic link – lower bounce rate

"Search engine optimization"
(SEO)

Basic SEO Steps:

Content is Current
Avoid "diluting" results

⬇

Get Third-Party Web Sites	
Authoritative reputation	Substantive opinions

⬇

Increase Social Signal	
Facebook	Twitter