## Video touchpoints, conversions, and revenue

In the table below, record the video touchpoints, conversions, and revenue you observe. If a conversion path had multiple touchpoints, specify the order in which the video touchpoint occurred. For example, if a search touchpoint occurred after a video touchpoint, the order of the video touchpoint would be 1/2. If there were two video touchpoints, the order would be x2.

***Note:*** *The user experience in the demo account is subject to change. If the video touchpoints (and row numbers) you observe in the demo account are different from those in the table, consider the information in the table as an example of the data format rather than the actual data. The data you entered will have the same format.*

| **Row number** | **Video touchpoint order or  number of multiple  video touchpoints** *For example: 2/3 or x2* | **Number of conversions** | **Purchase revenue (dollars)** | **Days to conversion** | **Touchpoints  to conversion** |
| --- | --- | --- | --- | --- | --- |
| *Example* | *1* | *16,329* | *$248.70* | *0.58* | *1* |
| 6 | 1 | 16,329 | $248.70 | 0.58 | 1 |
| 50 | x2 | 62 | $168.00 | 0.05 | 2 |
| 67 | x3 | 34 | $170.50 | 0.50 | 3 |
| 88 | x4 | 25 | $15.40 | 0 | 4 |
| 114 | x6 | 15 | $4.00 | 0 | 6 |
| 201 | x5 | 7 | $0 | 0 | 5 |
| 205 | 4/4 | 7 | $27.00 | 0 | 4 |
| 381 | 4/11 | 4 | $192.00 | 0 | 11 |
| 395 | x7/8 | 3 | $0 | 0 | 8 |
| 413 | 1 (and 2)/4 | 3 | $6.00 | 0 | 4 |
| 525 | 1/2 | 2 | $0 | 0 | 2 |
| 527 | 3 (and 4)/4 | 2 | $0 | 0 | 4 |
| 562 | 12/14 | 2 | $0 | 28 | 14 |
| 586 | 6 (and 7)/7 | 2 | $23.00 | 0 | 7 |
| 609 | 6 (and 7)/8 | 2 | $33.00 | 0 | 8 |
| 610 | 6 (and 7)/17 | 2 | $33.50 | 1 | 17 |
| 744 | 2/2 | 1 | $0 | 0 | 2 |
| 746 | 1 (and 2)/3 | 1 | $0 | 0 | 3 |
| 768 | 1 (and 2, 3)/7 | 1 | $0 | 0 | 7 |
| 769 | x7 | 1 | $0 | 0 | 7 |
| 779 | x9 | 1 | $0 | 0 | 9 |
| 784 | x7/10 | 1 | $0 | 0 | 10 |
| 788 | x7/11 | 1 | $0 | 0 | 11 |
| 795 | x13 | 1 | $0 | 0 | 13 |
| 824 | 1/3 | 1 | $0 | 1 | 3 |
| 828 | 9/9 | 1 | $0 | 1 | 9 |
| 833 | 4/9 |  | $0 | 3 | 9 |
| **Totals** | — | 16,511 | $921.10 | — | — |
| **Averages** | — | — | — | 1.3 | 6.8 |

What did you learn about touchpoints from this activity?

| Touchpoints in conversion paths are helpful to understand what occurs most often in user sessions. When there are multiple touchpoints, the order of the touchpoints provides an idea of how a customer entered a store and engaged with its content before making a purchase. |
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Returning to the scenario given for this activity, is it possible to recommend a budget spend for Google Merchandise Store ads based solely on conversion paths?

| Returning to the scenario, if your manager asked for your opinion on how to spend incremental budget on ads for the Google Merchandise Store, you wouldn’t want to make a recommendation based on the conversion paths alone. Conversion paths based on a cross-channel data-driven model give you an idea of future customer behavior. However, comparing the revenue from different attribution models before making a decision about investing more or less budget in a particular channel is a more comprehensive approach. One model can reveal an insight not seen in another. |
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Reviewing the data in the above table, what did you learn from Organic Video touchpoints?

| Reviewing the data in the table, you can conclude that many conversions happened after users had a single touchpoint with organic video. However, in some cases, users watched a video 7, 9, and even 13 times without converting. Because organic video isn’t directly associated with a promotion that encourages users to respond or take an action, conversions from organic video may be inconsistent or unpredictable. |
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