

Increasing Customer Conversions at Quality Alloys, Inc.

Agenda

Alloy Market

Visits

Website Traffic

Google Trends

Conversions

Inquiries

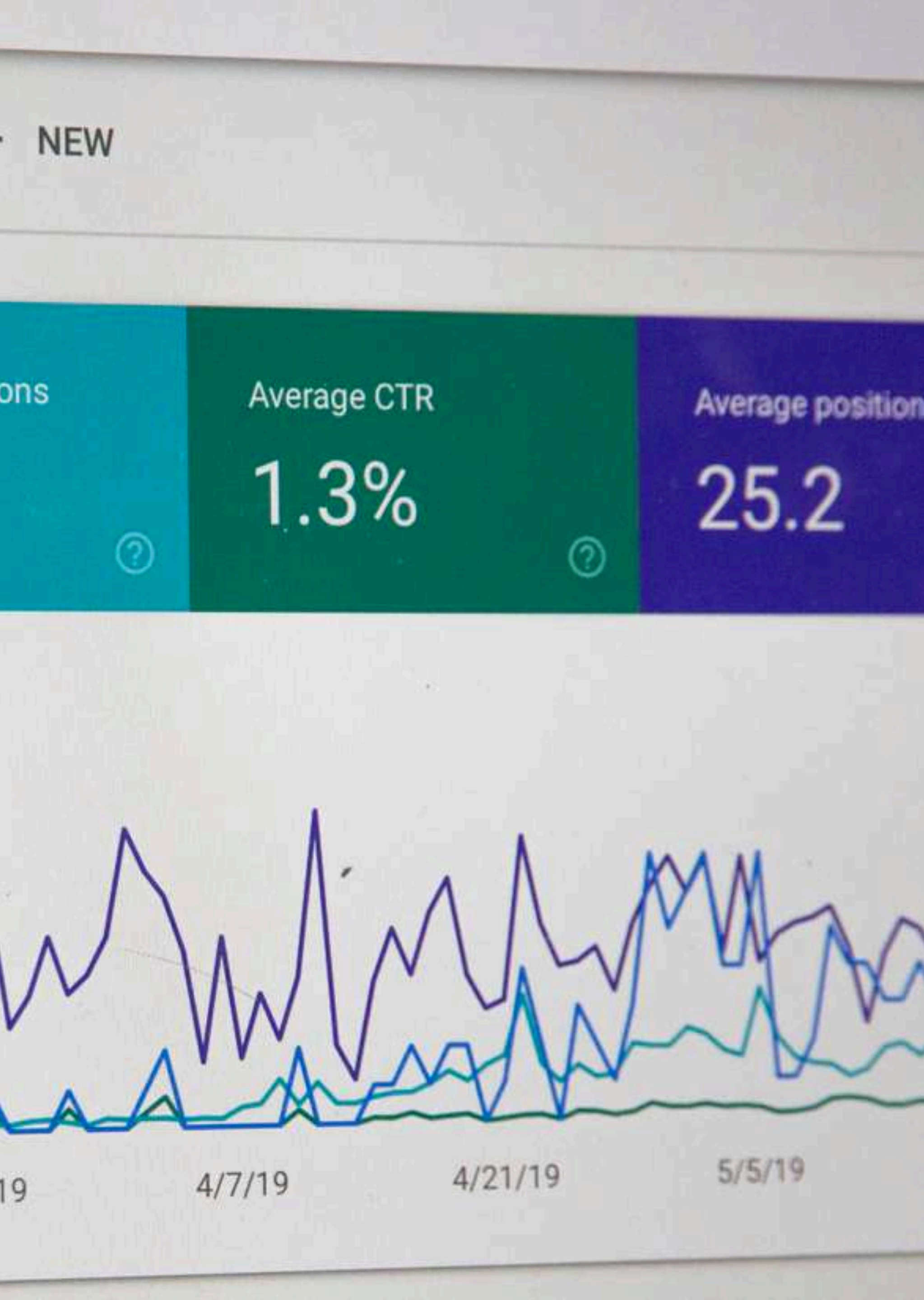
Profits

Lbs Sold

Logistic Model

Key Recommendations

Appendix





Top Industries for Alloy

Leveraging the market can optimize our reach

Consumer Products

Transportation

Electrical

B2B Buyer Journey

Missing the first stage will create a domino effect on the latter stages



Adapted from SiriusDecision Buyer Journey Map Framework 2016

B2B Buyer Journey

Missing the first stage will create a domino effect on the latter stages



Adapted from SiriusDecision Buyer Journey Map Framework 2016

Stats on B2B Purchasing Behavior

Purchasing online directly from vendors is the main preference for B2B Customers



89%

Go online to
find products

76%

Say site
design is an
important
factor

73%

Use Google



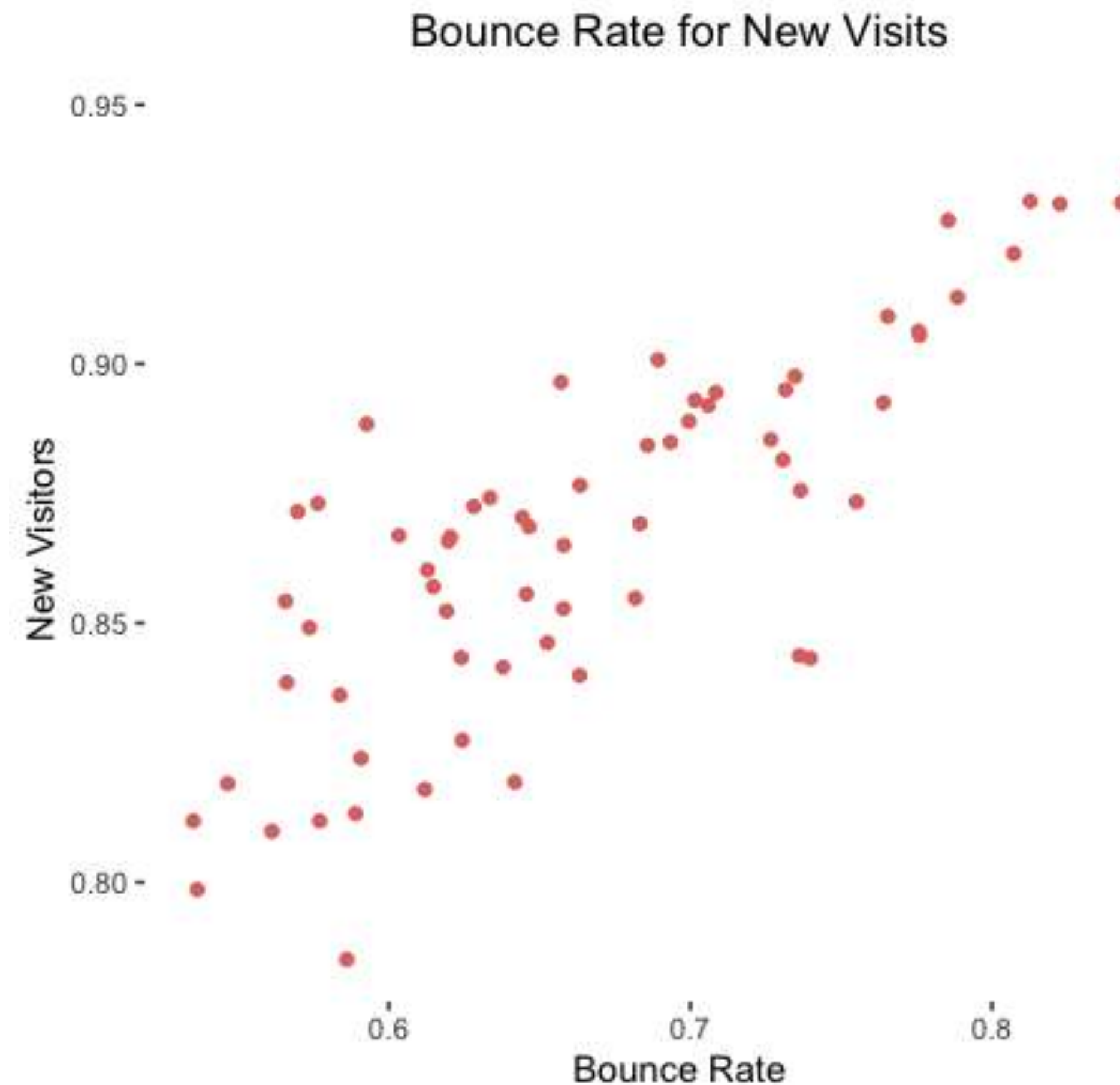
The background image shows a laptop on a wooden desk. The laptop screen displays a website with a dark background and a yellow sofa. The word 'PRODUCT' is visible on the screen. The desk also has a cup of coffee, a pen, and some papers.

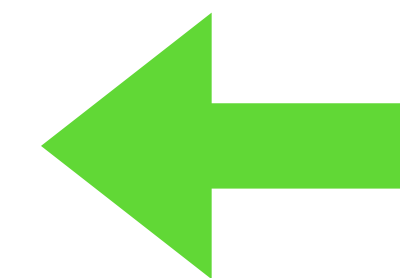
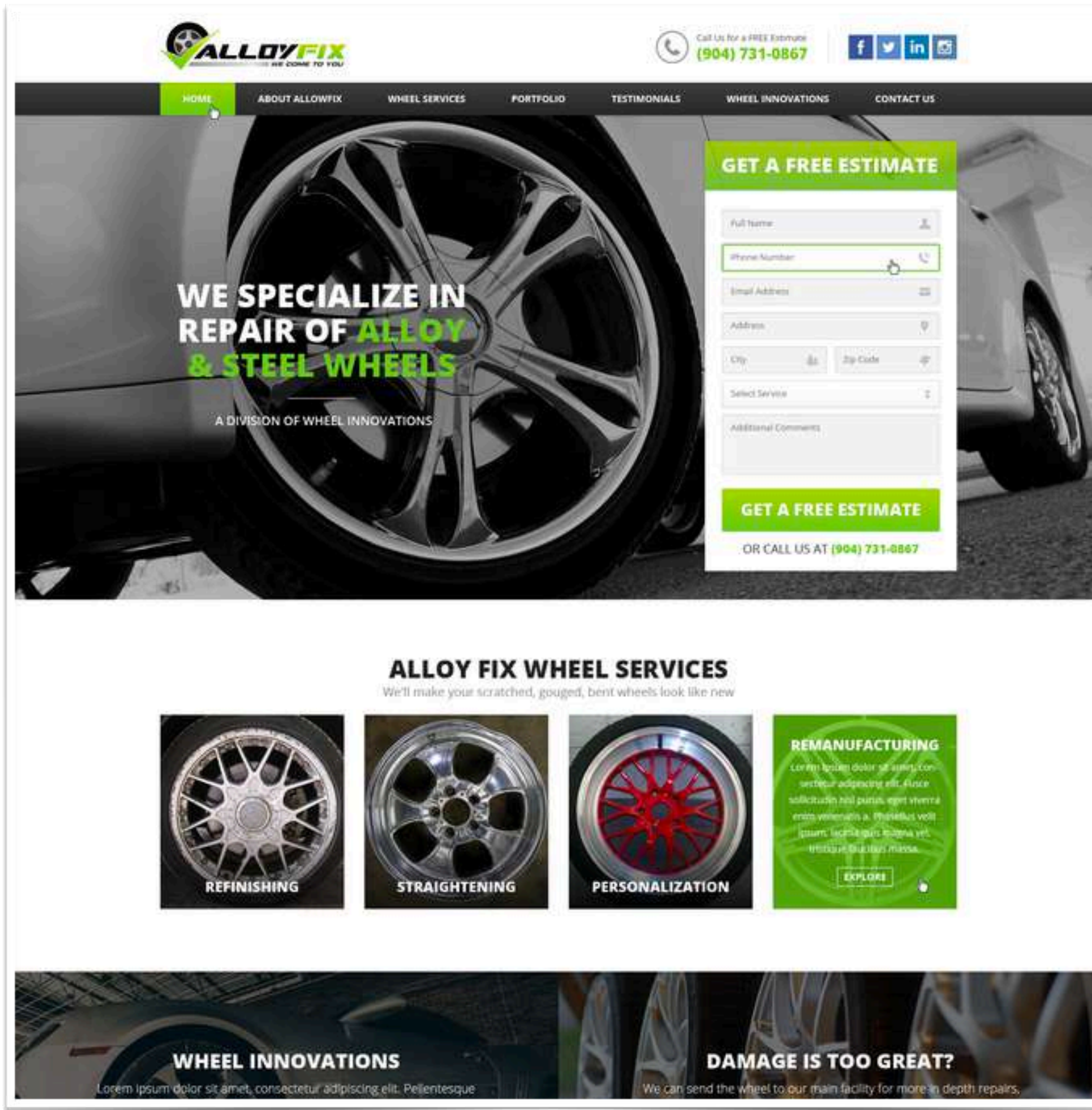
Visits

Web Traffic & Google Trends

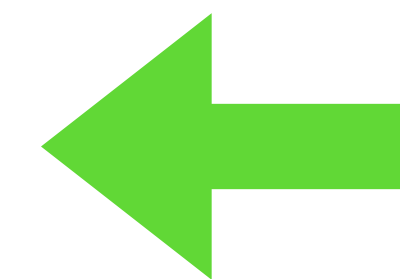
New Visitors Are Leaving the Site at a Faster Rate

Updating landing page and website design can drastically improve first time impressions

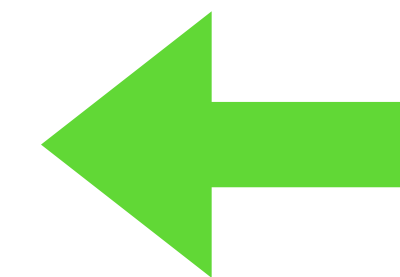




Visible Call to Action



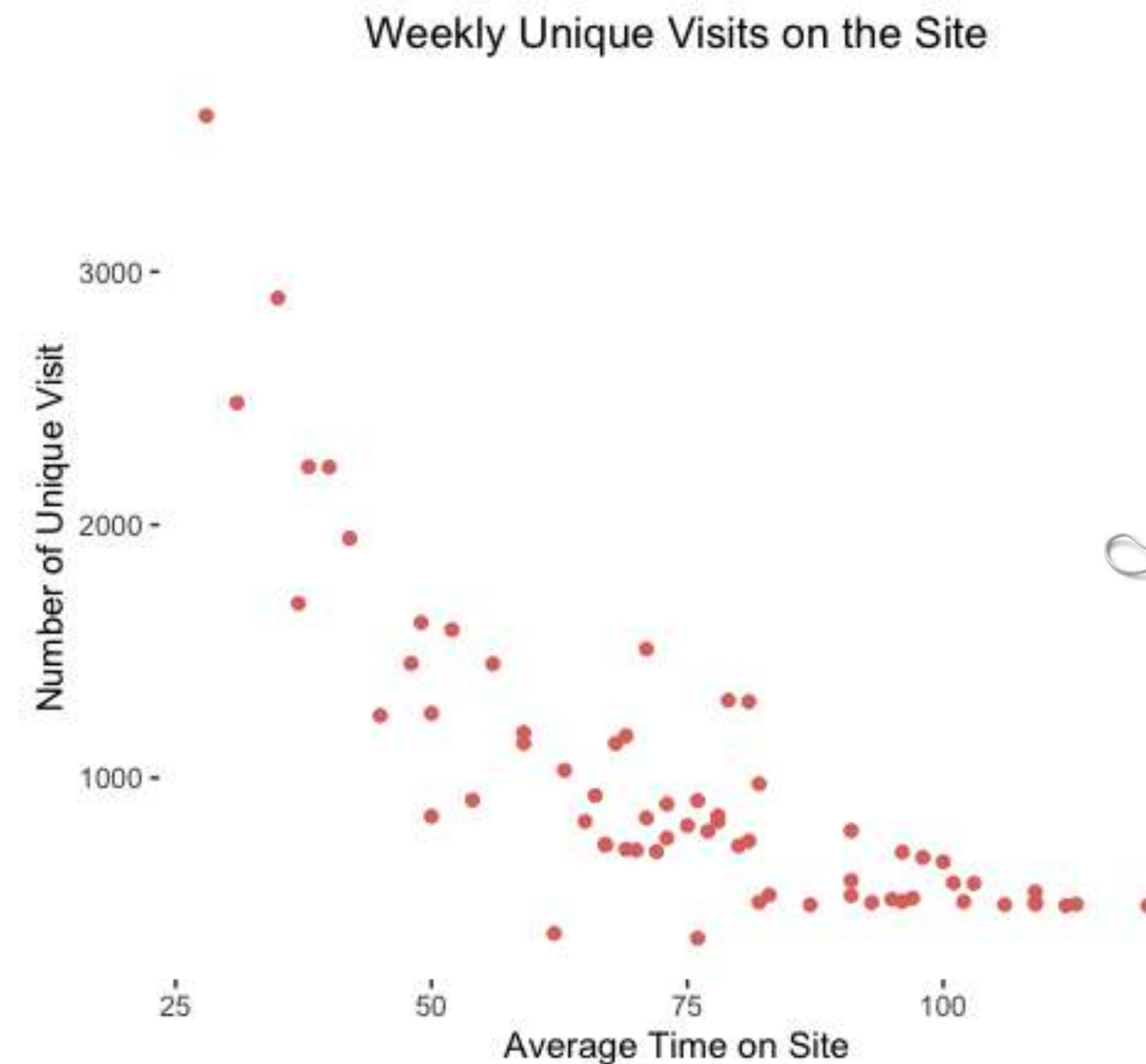
Expert Knowledge



List of Products & Services

Average Time Decreases as Unique Visits Decreases

Loyal customers should be targeted with promotional discounts to drive up orders



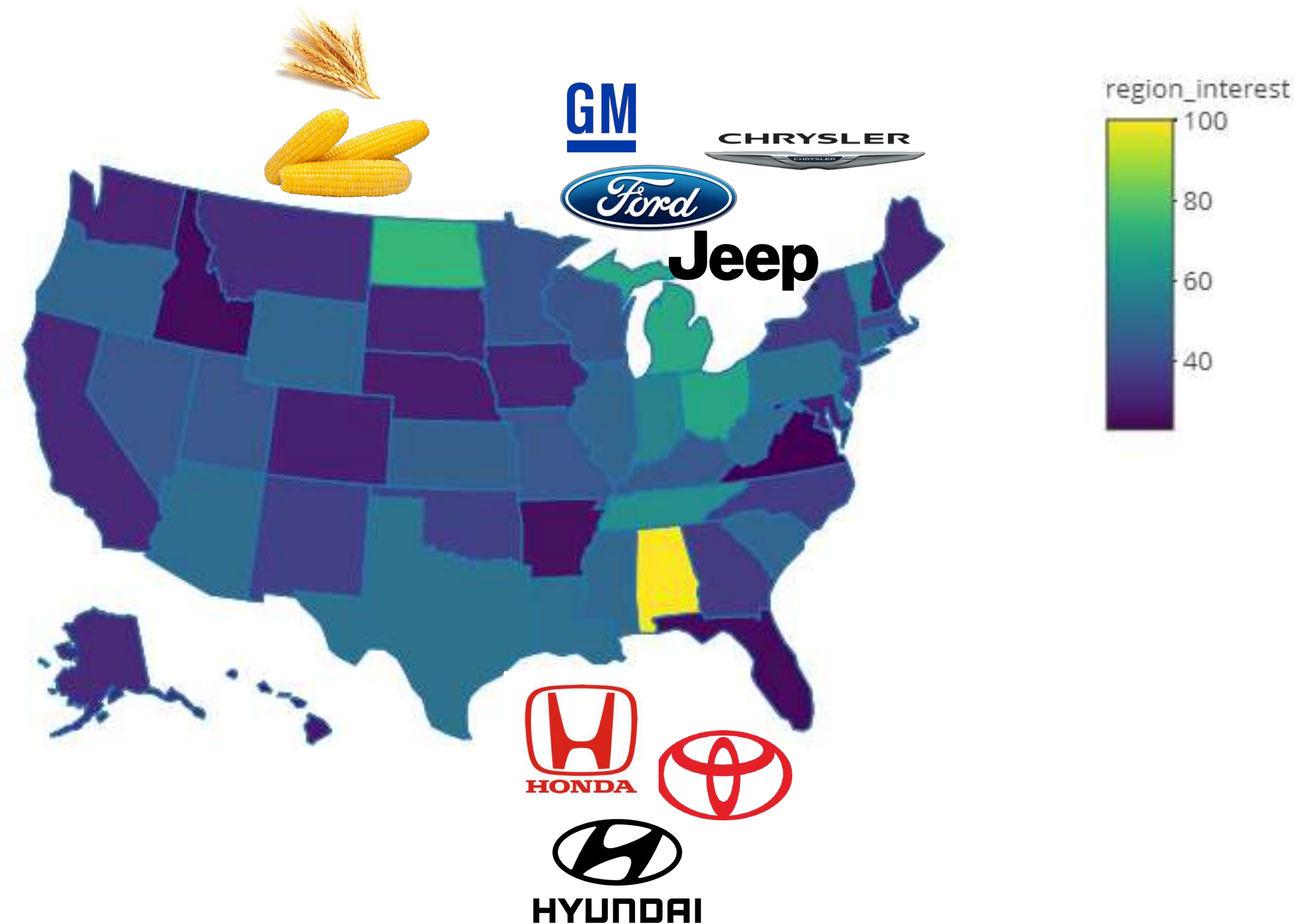
No Correlation Between Google Trends & New Visitors

Poor SEO presence for “alloy” gives opportunity for organic growth



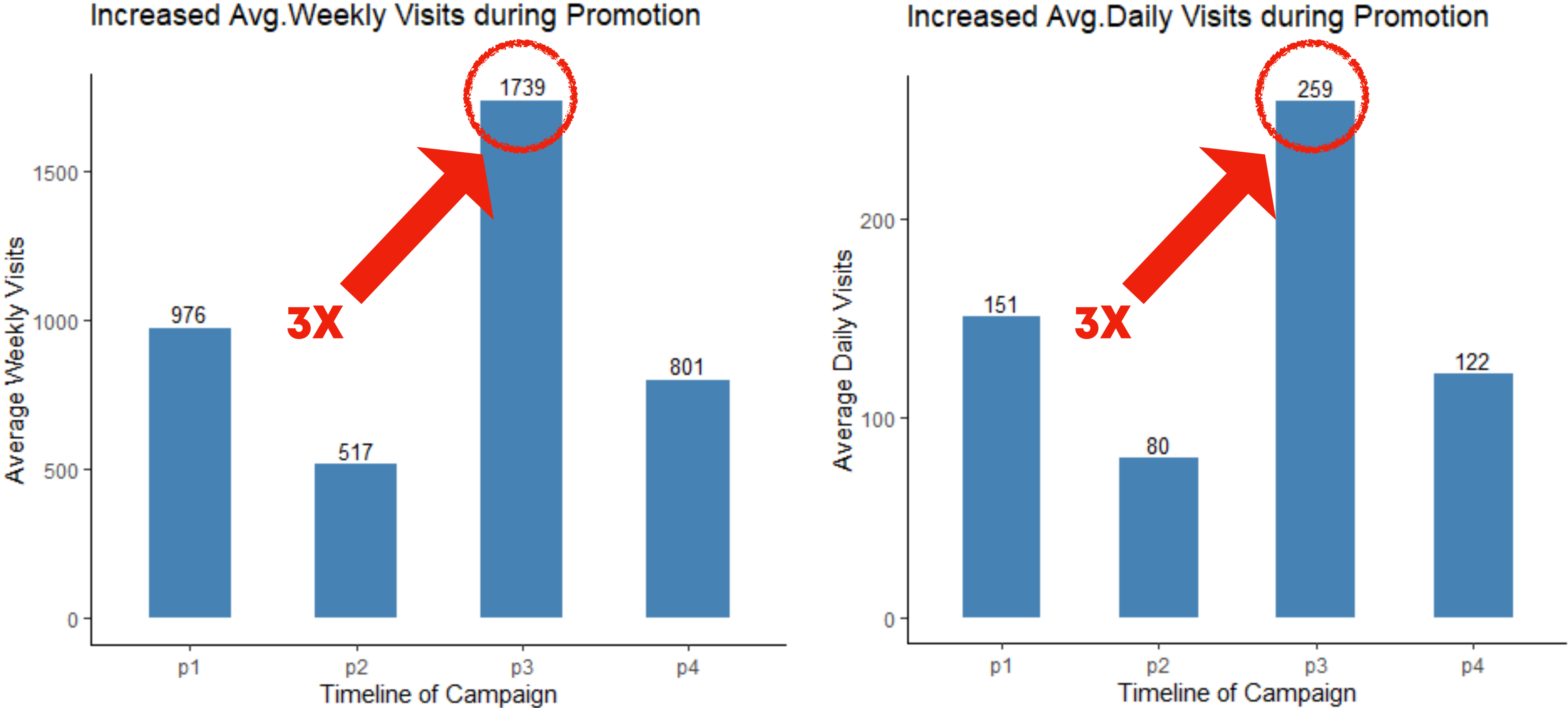
Car Manufacturing States Show High Demand


Alabama, Ohio, Michigan expected. North Dakota surprisingly high for main producing dry goods



High Rate of Website Visits During Promotion Period

Weekly and daily visits tripled from pre-promotion to promotion period



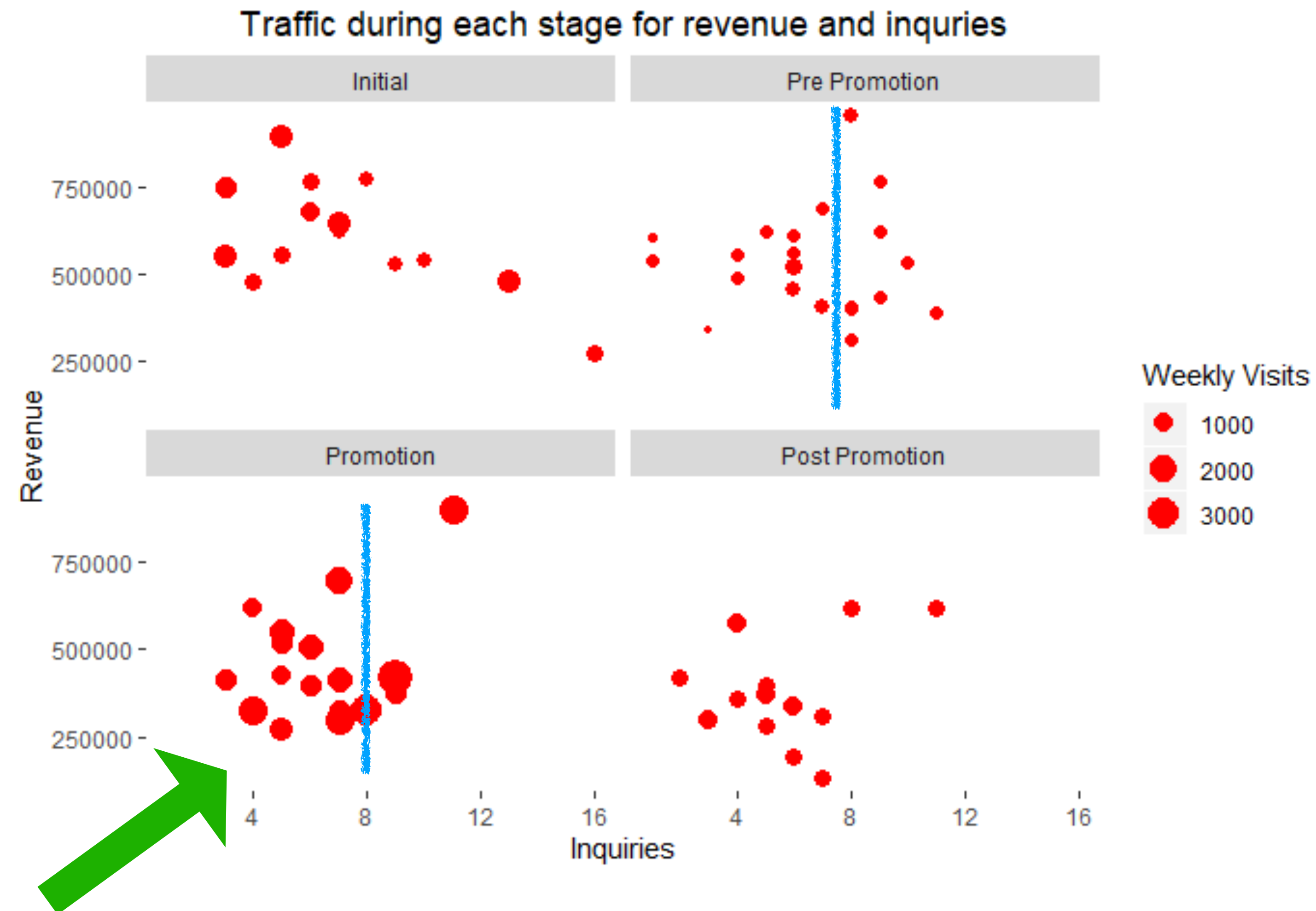
A laptop sits on a wooden desk, displaying a website. The website features a bright yellow sofa with a red cushion. Above the sofa, the word 'PRODUCT' is visible. The laptop is surrounded by a black mug, a pen, a smartphone, and a mouse. A magazine is also open on the desk to the right. The word 'Conversions' is overlaid in large, bold, white text across the center of the image.

Conversions

Inquiries, Lbs Sold & Profits

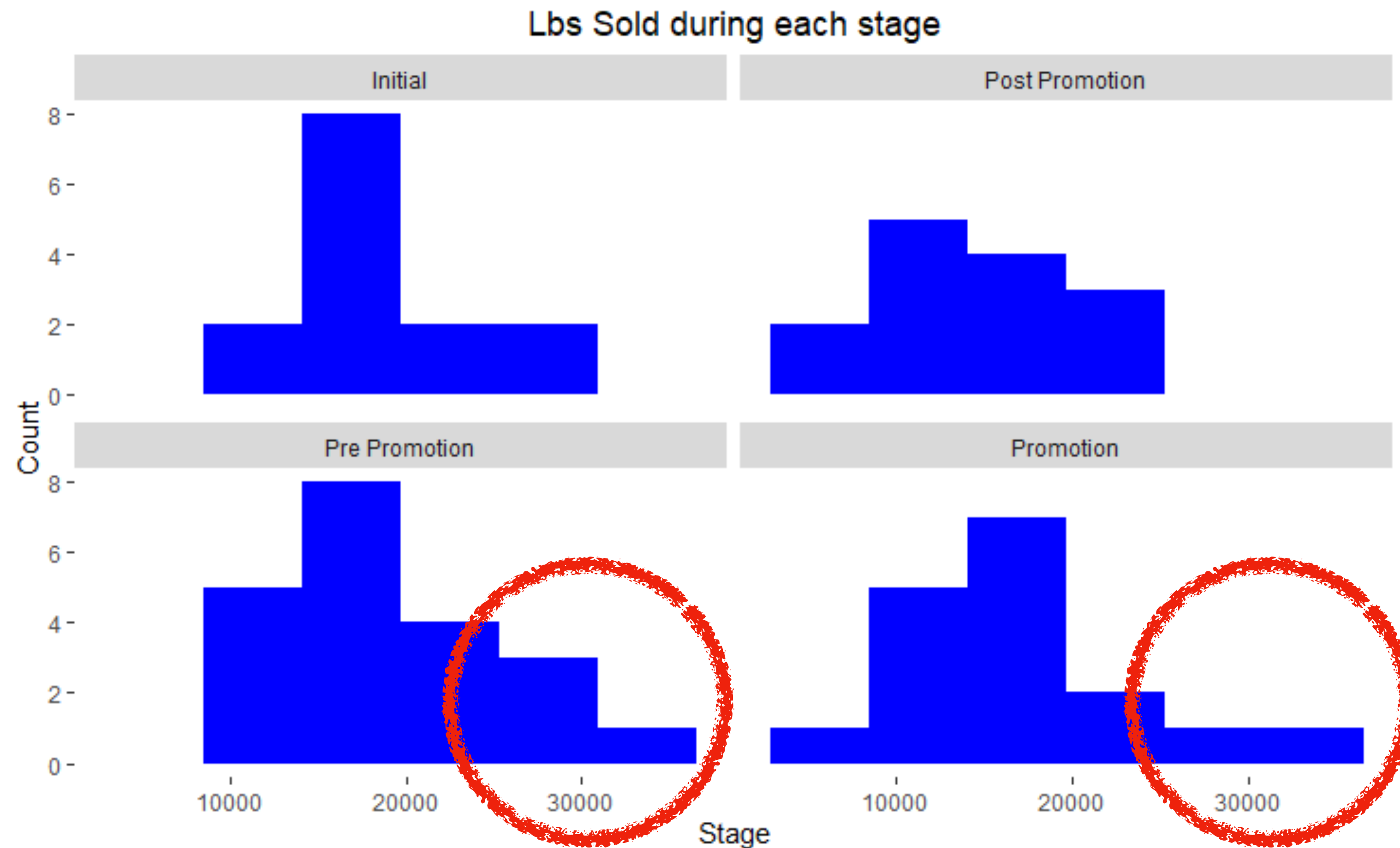
Promotion Period Had Low Inquiries and Revenue

Providing more product offerings or catalog information online will increase inquiries



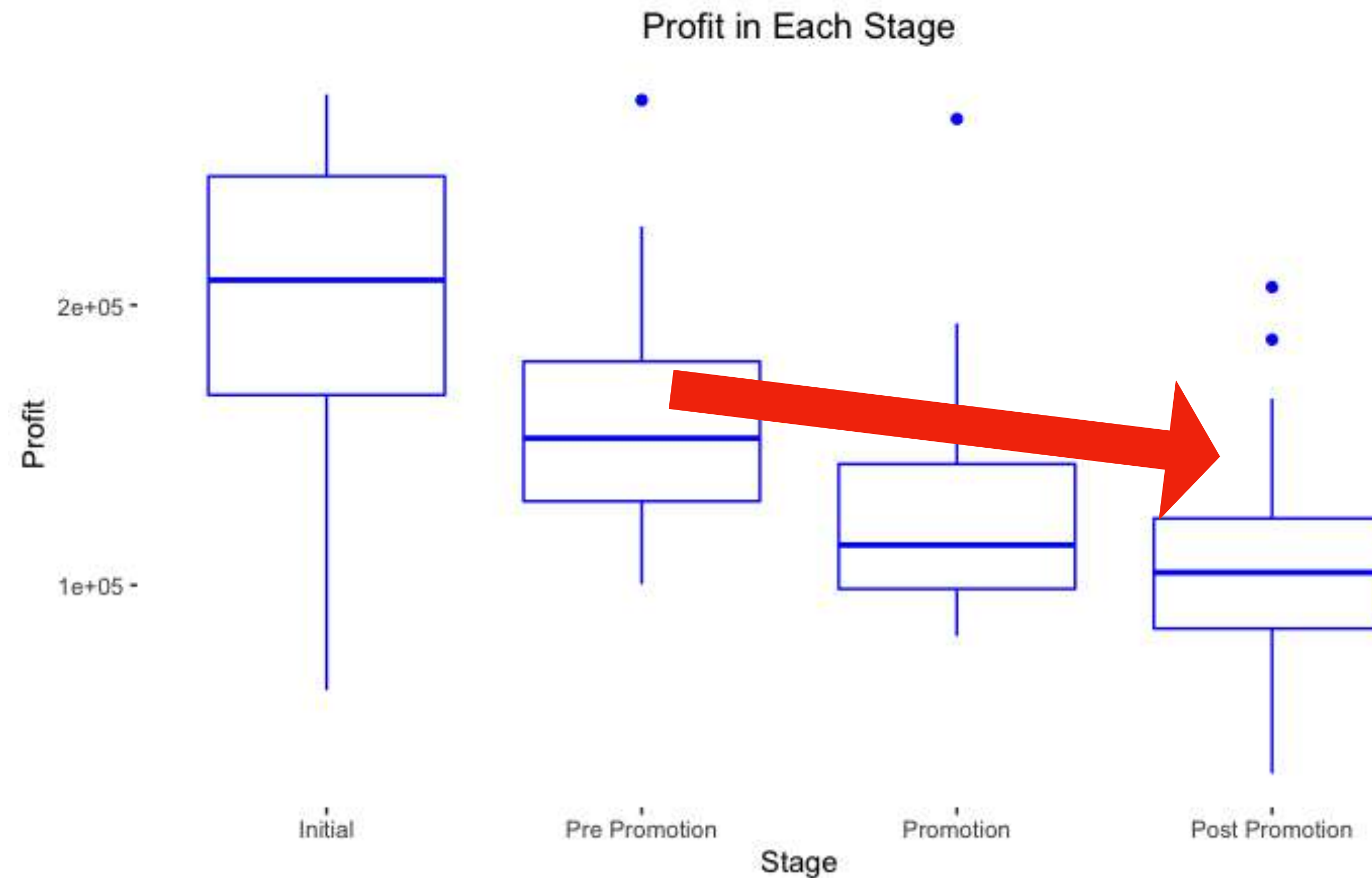
Distribution of Lbs Sold During Each Period

Orders of 30,000 lbs and more happened only once promotion started



Steady Decline in Profits Over Periods

Promotion spending outweighs sales and brings overall profits down



Logistic Regression on Inquiries Made by Customers

Quality Alloys, Inc. needs more
conversions from visits on
websites to customer inquiries

Variables that impact inquiries made by customers

Page Views

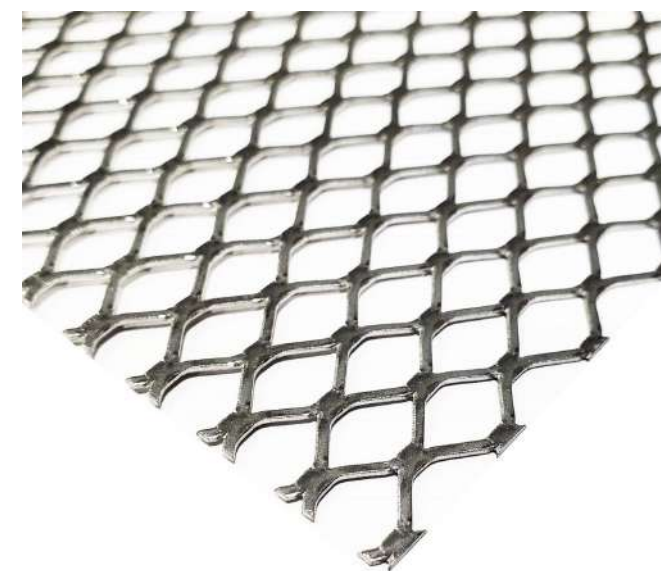
Bounce Rate

Average Time on Site

Recommendation

Complementary Products and Services

Partnerships



Expanded Sheet



Wire Mesh



Pipe Valves & Fittings

Model: About 70-80% Predictive Power

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my_mod ← glm(success_inquiry ~ page_views+avg_time_on_site+bounce_rate,data = log_data,  
family = "binomial")
```


Key Recommendations

\$25,000 spent during promotional period did NOT have any significant improvements

**New Website
Design**

**Improves first time
impressions**

**Loyal
Customers**

**Targeted with promotional
discounts**

**Increase
SEO**

**For organic
growth**

**More
Complementary
Product
offerings**

**Or catalog information online
will increase inquiries**

**Geographic
Targeting**

**More efficient
targeting practices**



Thank You!

Appendix

Descriptive Statistics

Distribution of Lbs Sold

Distribution of Lbs Sold per period

Google Trends

Relationship Between Visits & Revenue

% Change in Profit & Revenue

Outlier in Revenue Growth

Correlation Matrix - Focused on Inquiries & New Customers

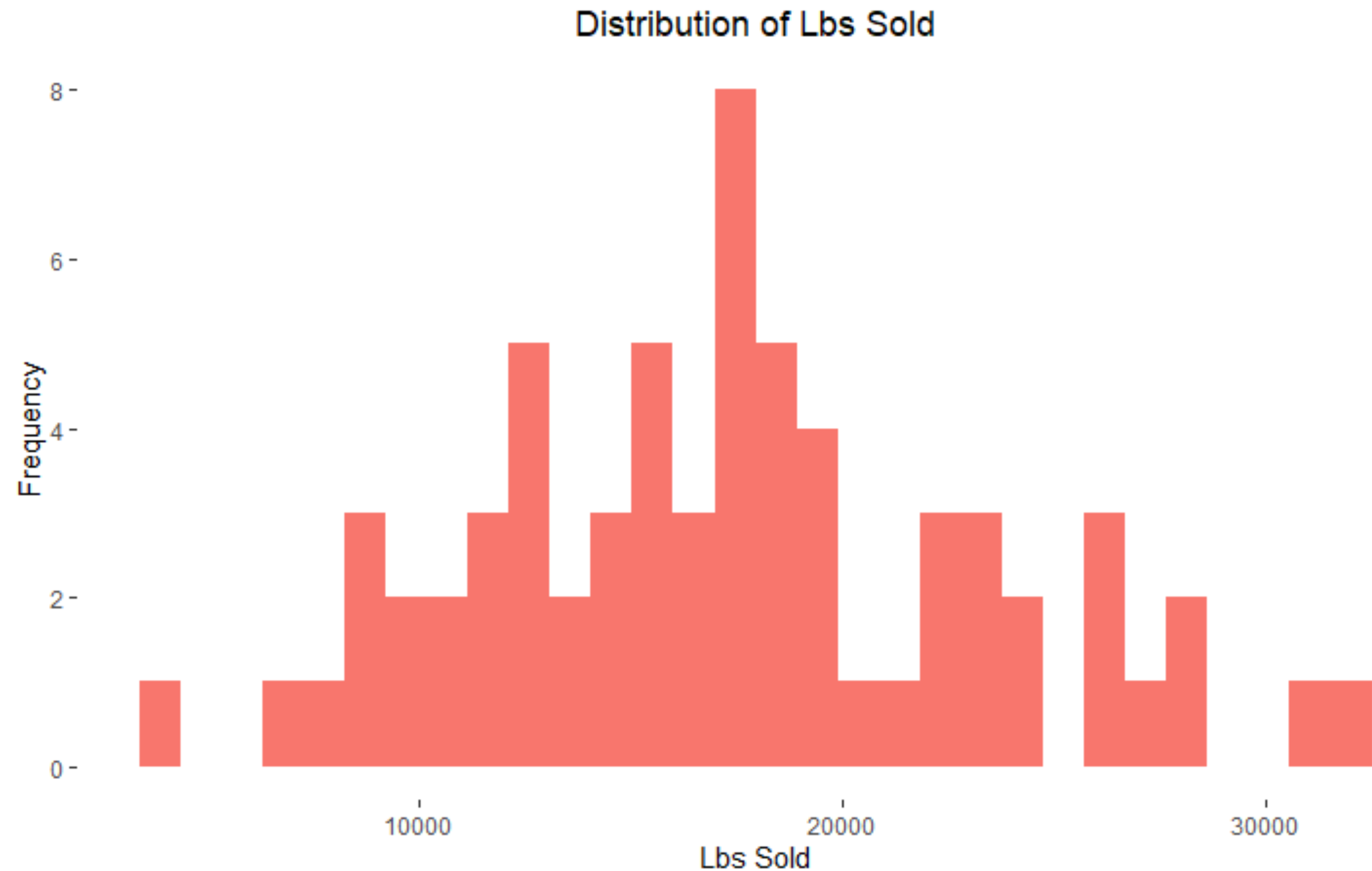
Visit & Financial Summary Measures

Descriptive Statistics for the Following Variables

| | Visits | Unique Visits | Revenue | Profit | Lbs. Sold | Inquiries |
|-----------|--------|---------------|---------|--------|-----------|-----------|
| Mean | 1052 | 989 | 495440 | 150898 | 17342 | 6.3 |
| Median | 842 | 790 | 484857 | 150898 | 17216 | 6 |
| Std. Dev. | 638 | 621 | 171591 | 57683 | 6068 | 2.76 |
| Minimum | 383 | 366 | 133967 | 32825 | 3826 | 1 |
| Maximum | 3726 | 3617 | 951216 | 275218 | 31969 | 16 |

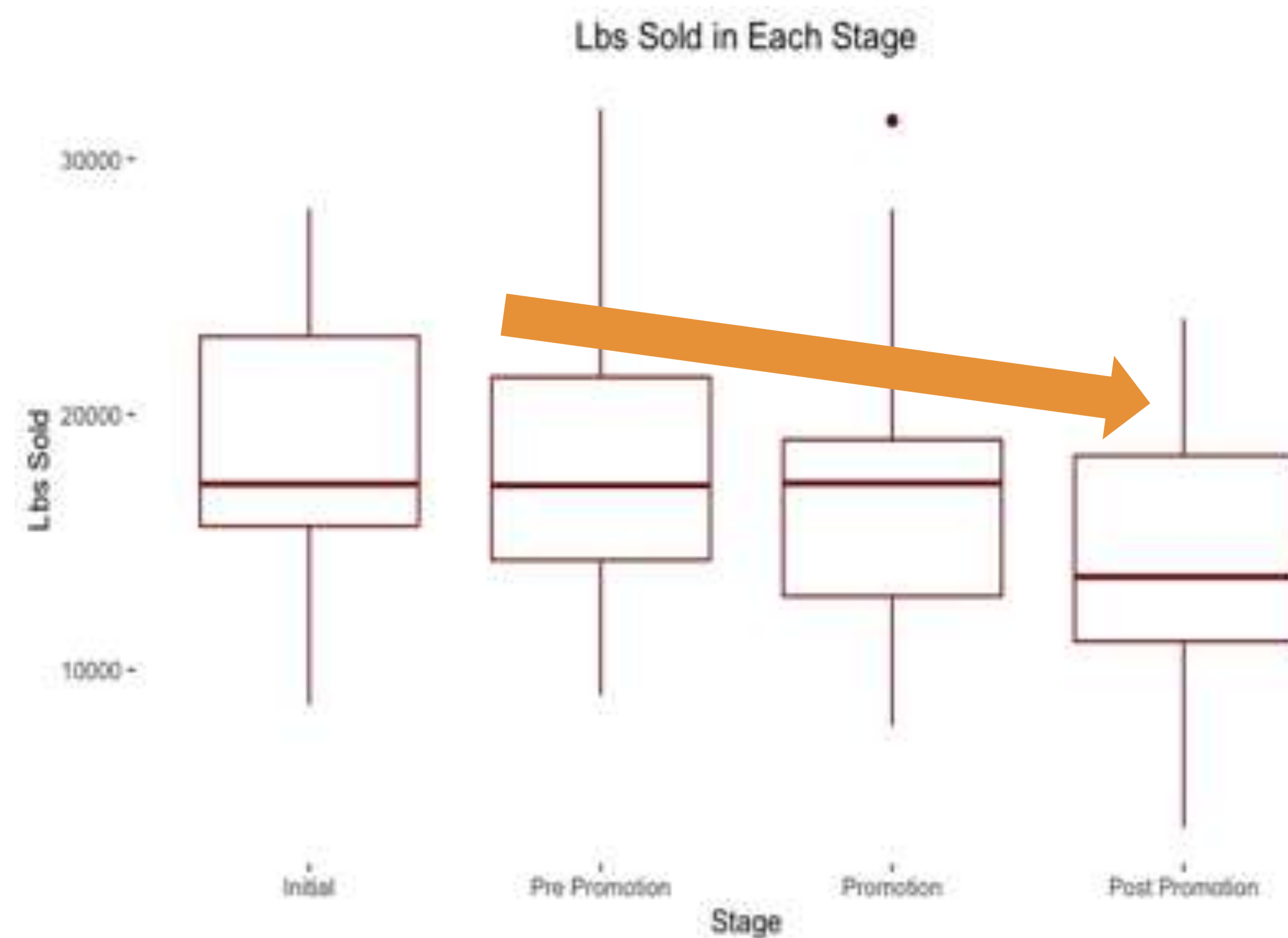
Normal Distribution of Lbs Sold to Customers

Orders of 18,000 lbs are the most frequent purchased quantities



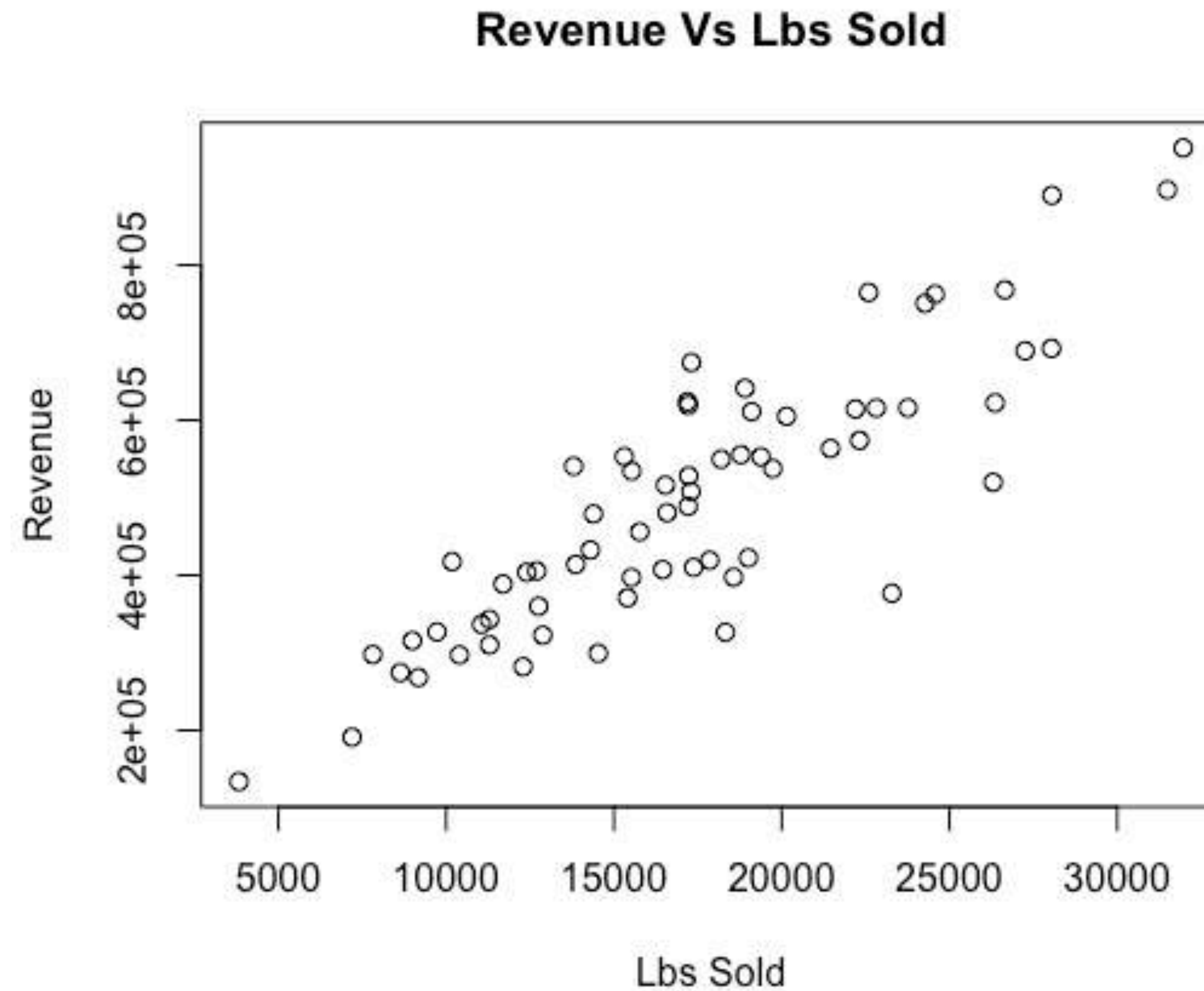
No Significant Change in Lbs Sold During Promotion Period

Median is slightly higher despite smaller quartile ranges



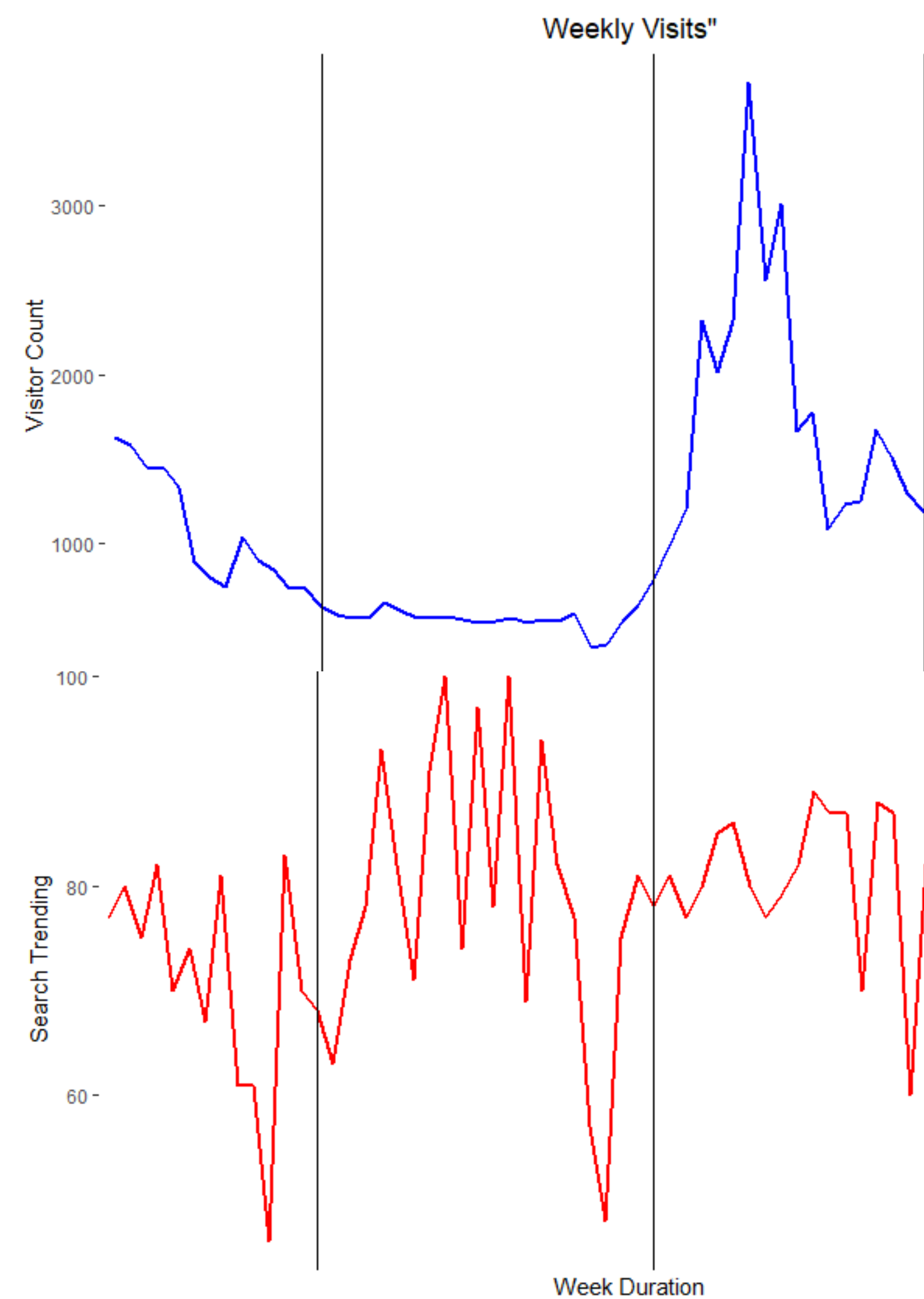
Relationship Between Revenue vs Lbs Sold

Strong positive correlation between the two variables



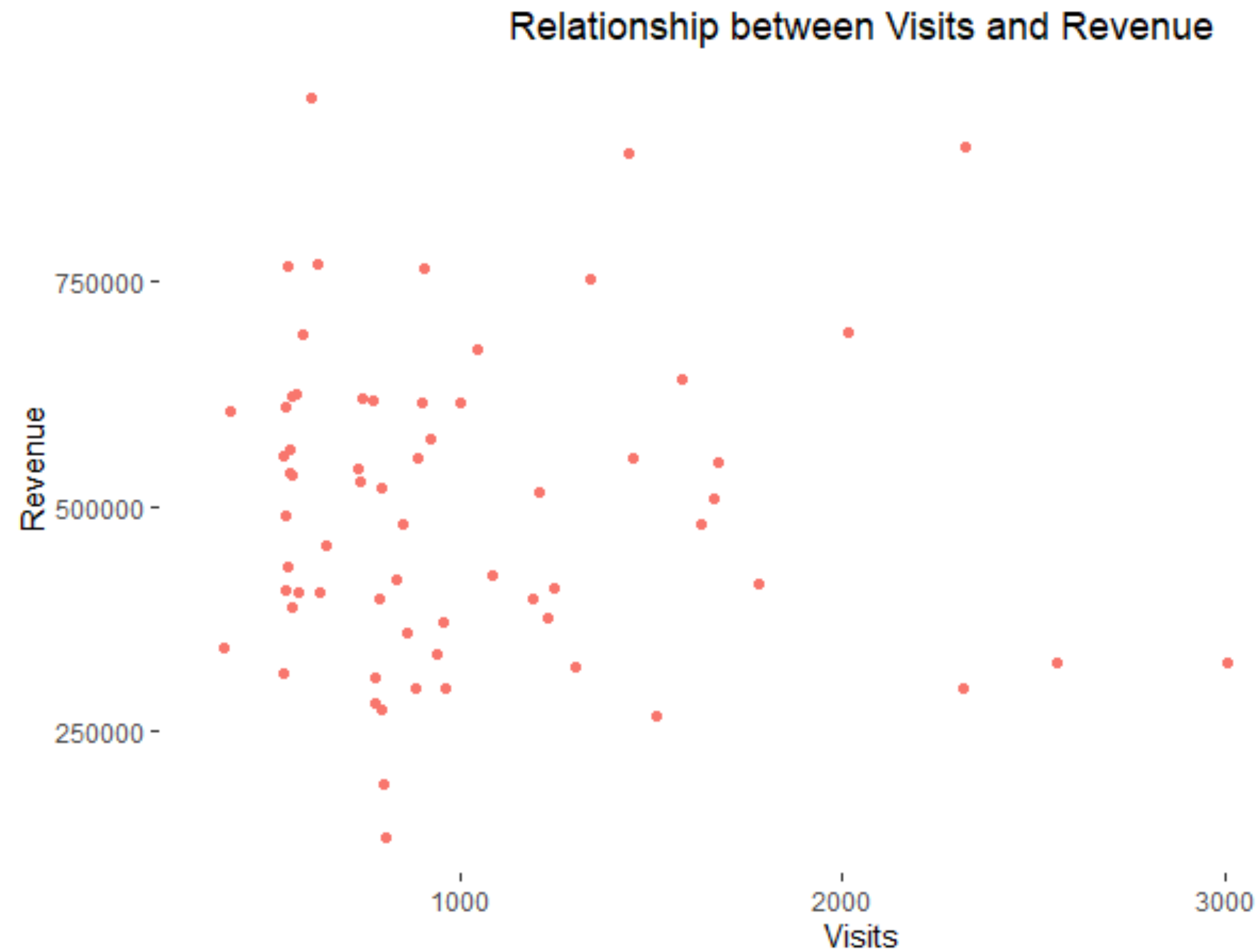
Comparing Google Trends Over Same Period of Time

During promotion period, visits went up but no significant change from Google Trends



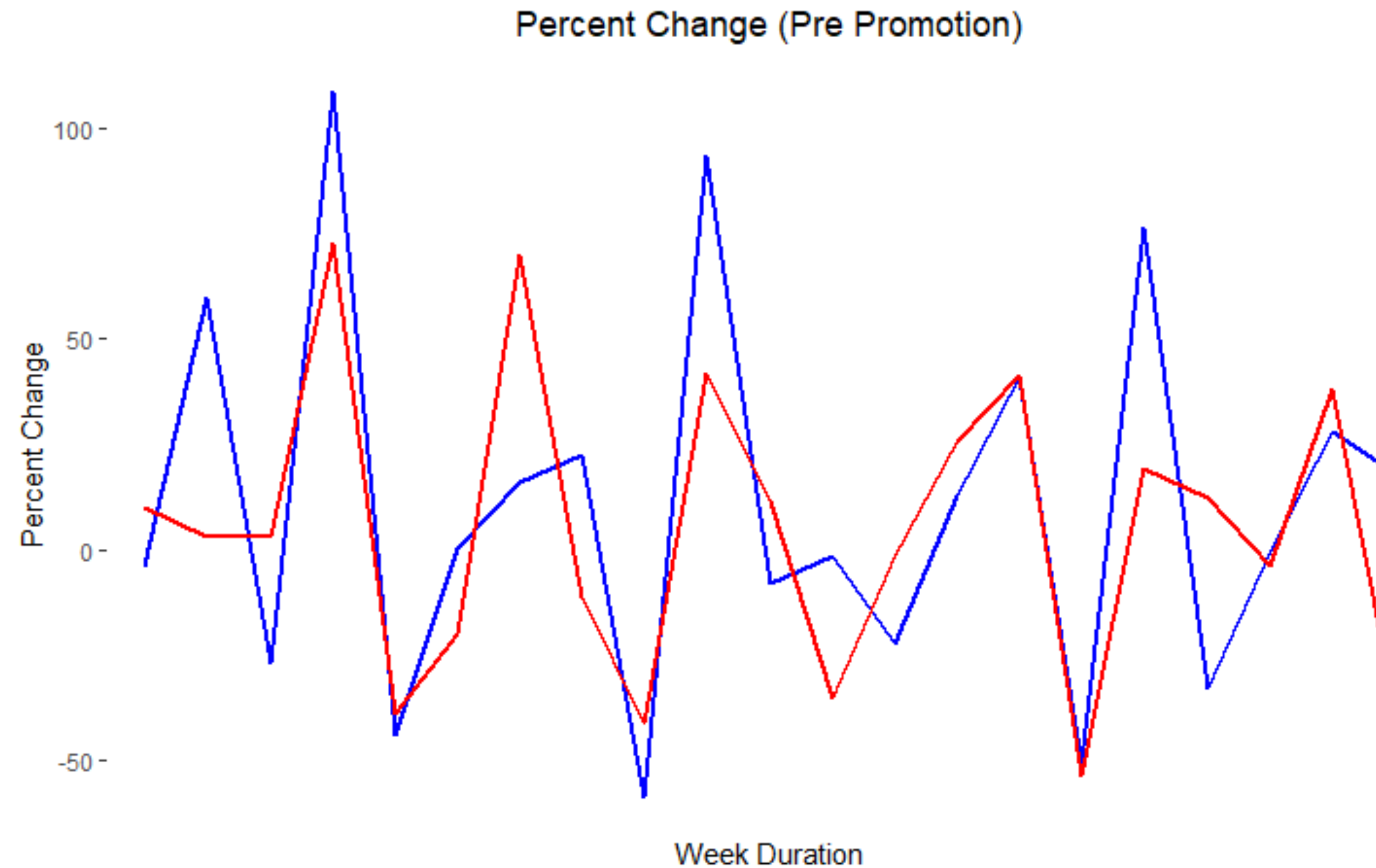
No Relationship Between Visits & Revenue

Data points are not affecting them in a positive manner



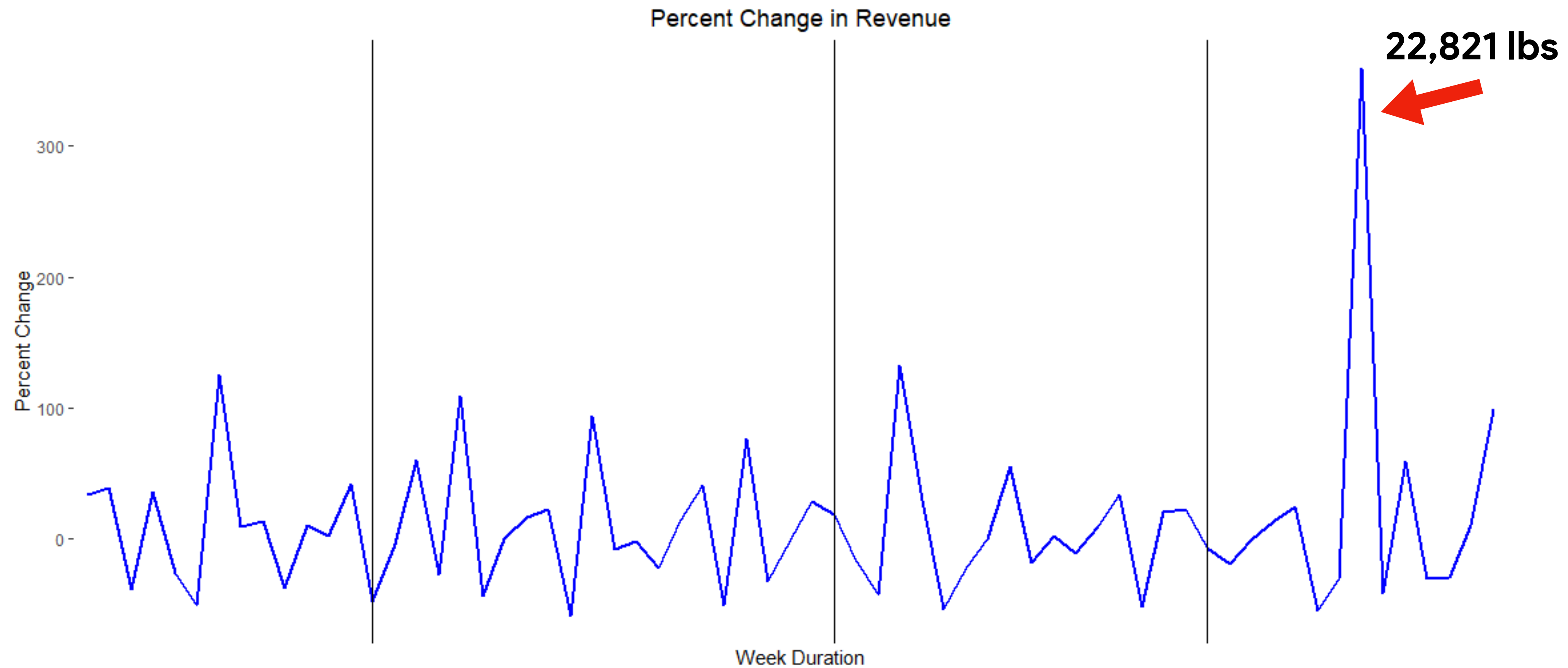
No Significant Changes Between Profit & Revenue

Despite additional cost of promotion , it is NOT impacting overall profit



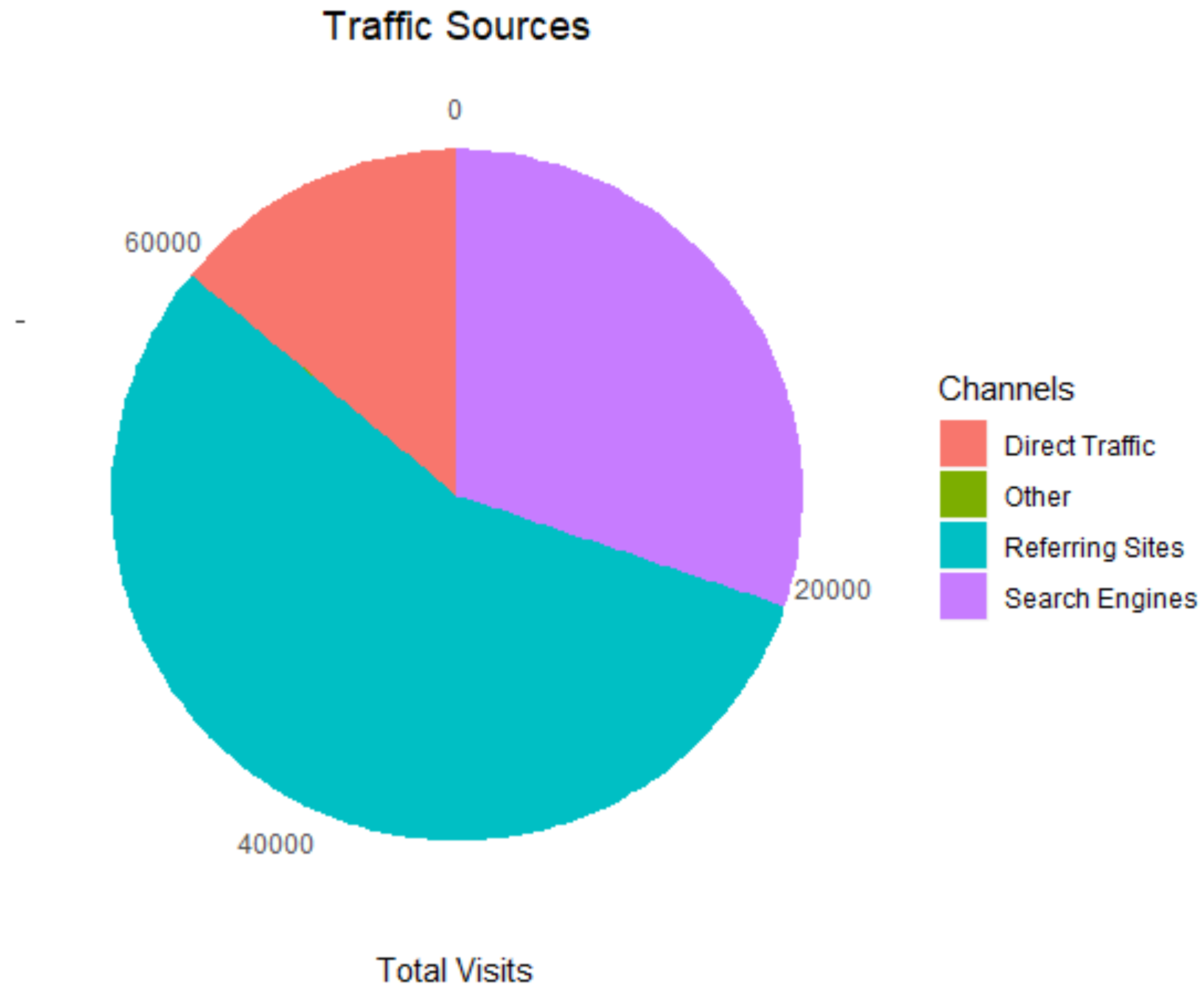
Single Week Jumps Revenue Growth by 350%

Week July 12 - 18 saw a big boost in percentage change month over month



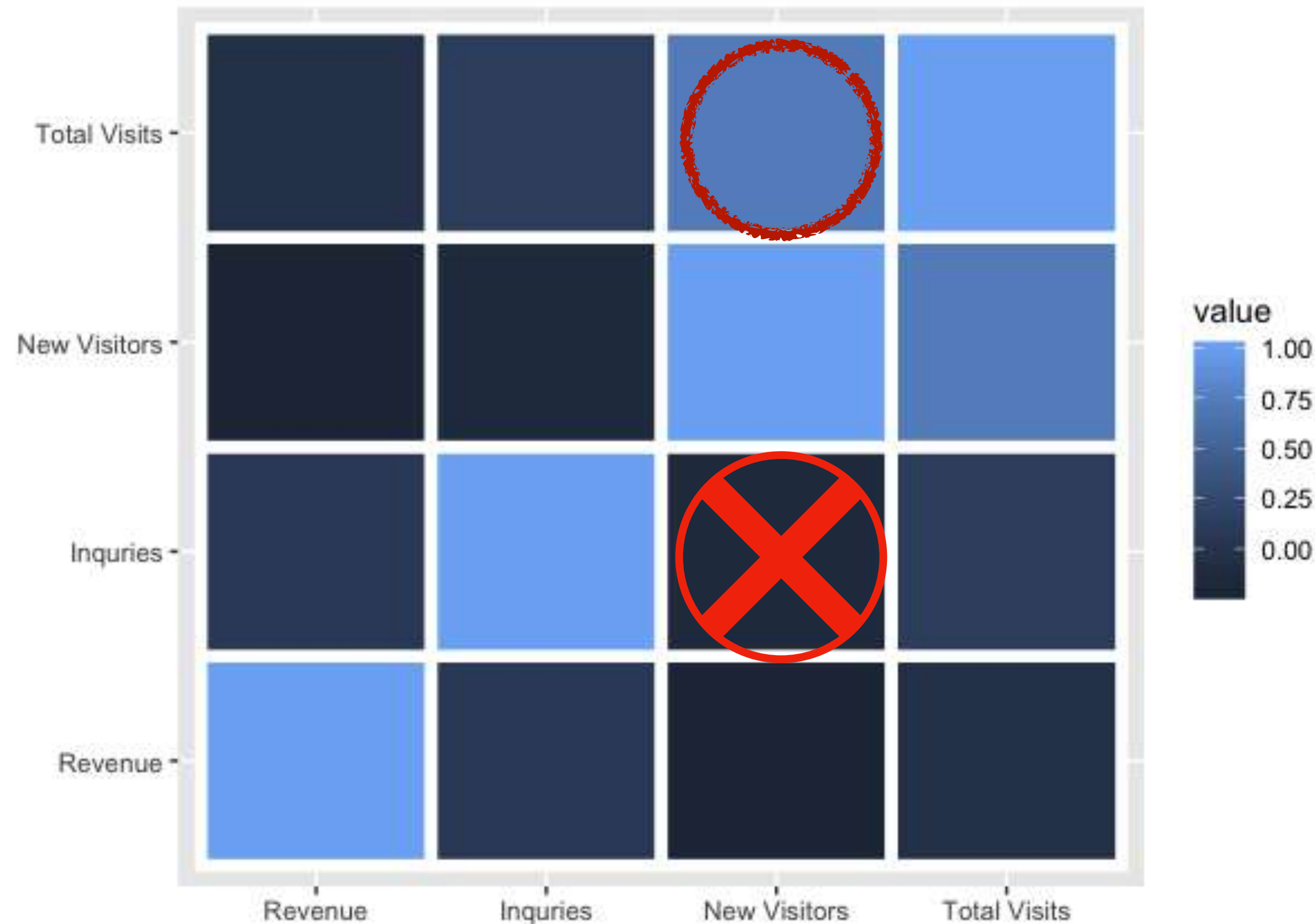
Increased Traffic From Referring Sites Channel

High volume of traffic not converting into customers, potentially harming profits



New Visitors Are Not Converting Into Customers

High correlation between page views and new visitors, but not with inquiries and revenue



Decline in Total Inquiries Made by Potential Customers

Ineffective inbound marketing showing lesser inquiries when weekly and daily visits are higher

