

Module 6

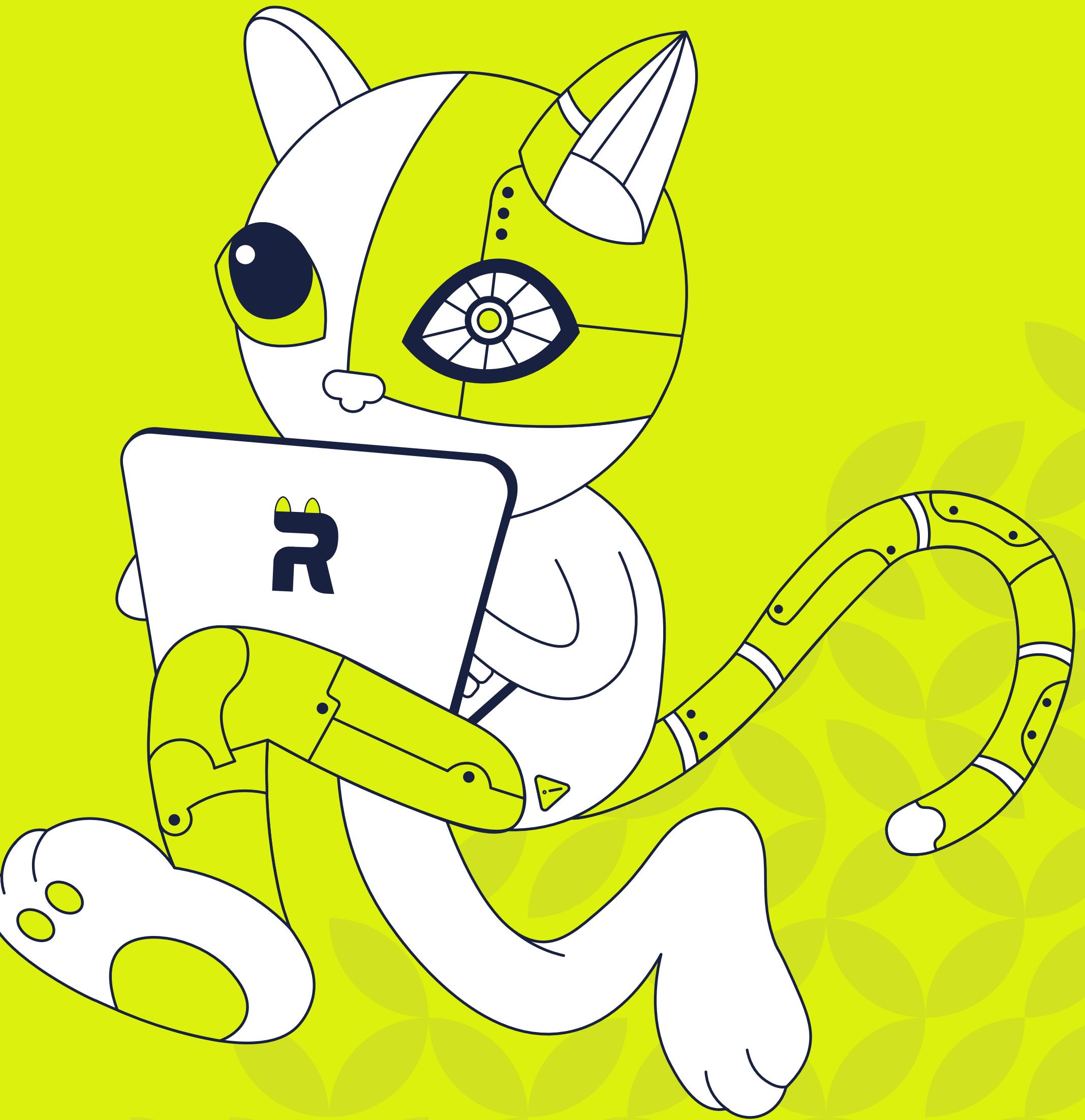
Online Capability Metrics



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Website Traffic

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Lesson Objectives

By the end of this lesson, you will be able to:

- define online capability metrics
- understand their importance for measuring business growth
- and calculate different types of online capability metrics

Website Traffic

Website traffic measures the number of people who visit a website. It can inform marketing and advertising strategies by providing valuable insight into the effectiveness of a company's online presence.



Source of Traffic

Source of traffic refers to where the visitors are coming from:

- ✓ search engines
- ✓ social media platforms
- ✓ referral websites
- ✓ direct traffic

Main Sources of Traffic

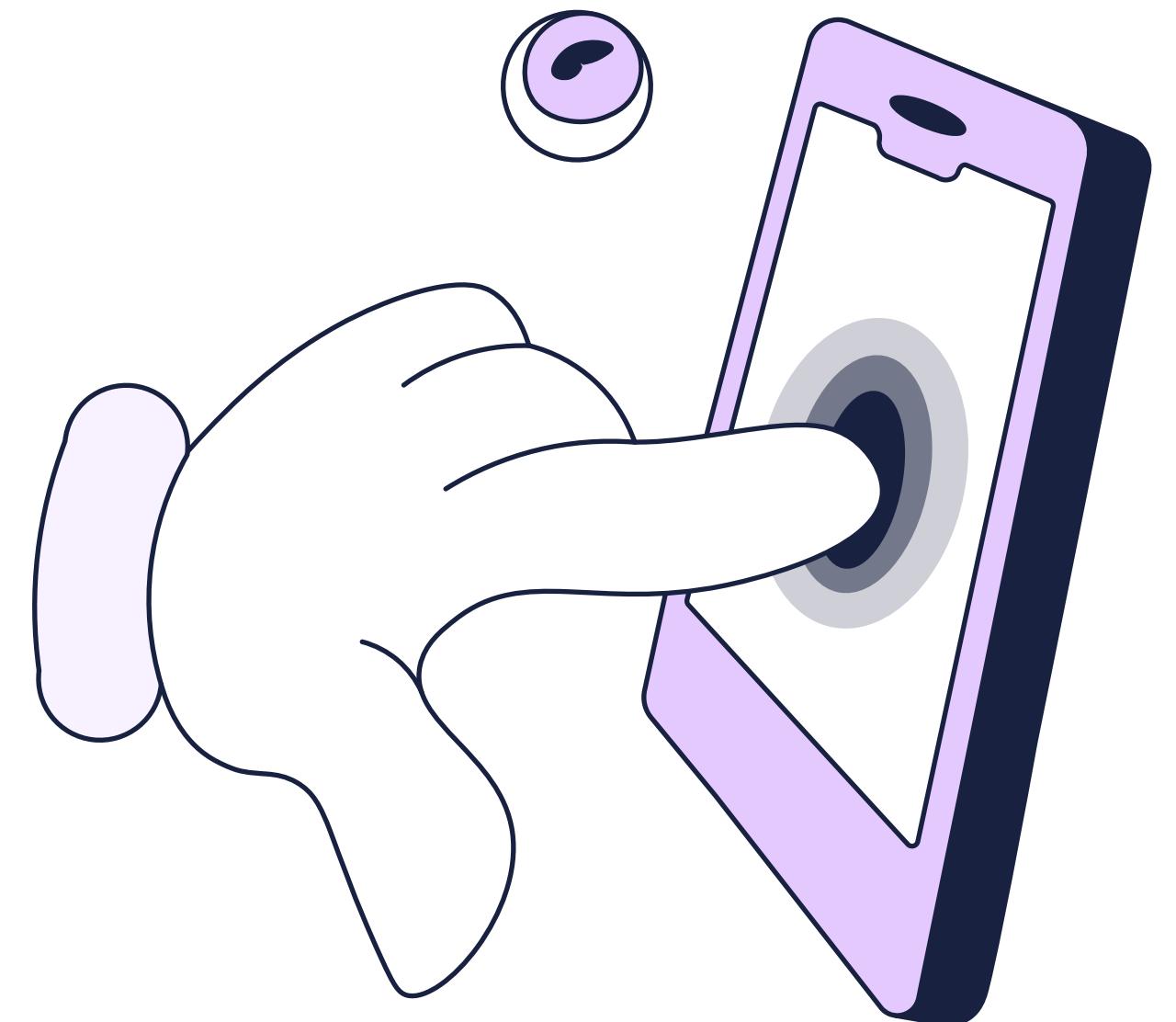
Direct traffic: visitors who arrive at your site by typing your URL into their browser or via an undefined channel.

Referral traffic: users who access your website by clicking a link on another website.

Organic search traffic: visitors who find your website by typing a keyword into a search engine (Google, Bing, or Yahoo!) and then clicking your listing.

Main Sources of Traffic

Campaign traffic: users who arrive at your website by way of a specific campaign or by clicking a link that has specific tracking parameters.



Bounce Rate

Website bounce rate measures the percentage of website visitors who leave a website after viewing only one page.



A **high bounce rate** may indicate that website visitors are not finding what they are looking for or are not interested in the content.

Bounce Rate

Bounce rate Dec 2022 - Feb 2023 | Worldwide | All Traffic

reddit.com amazon.com

37.43% 33.14%



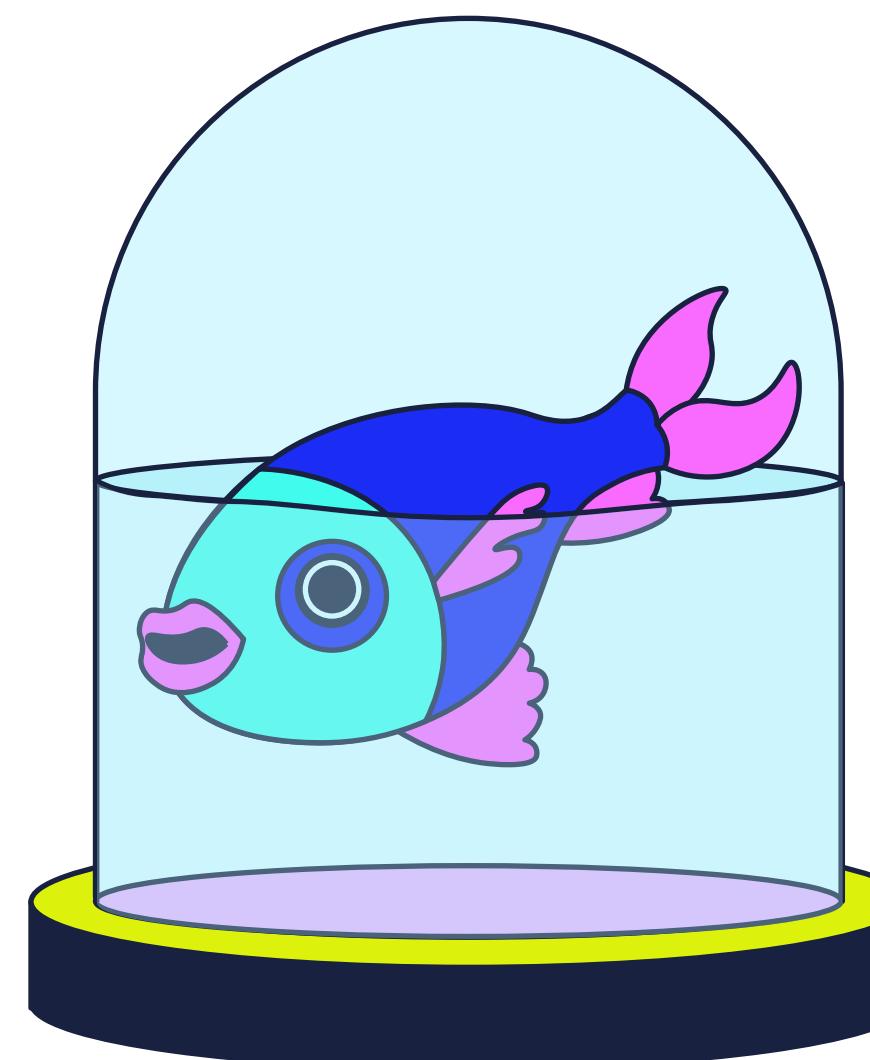
Bounce Rate

Are high bounce rates a problem?

- ✓ Yes, if the success of your website depends on visiting more than one page.
- ✗ No, if you have a single-page website (such as a landing page for a physical store).

Stickiness

Stickiness is the capacity of a website or app to keep users interested and returning.



How to Determine an App's Stickiness:

- 1 Define what constitutes meaningful app engagement.
- 2 Calculate the total number of unique active users who engaged on each day of the month to get the daily active users for the month.
- 3 Add each day's totals and divide by the number of days in the month.

How to Determine an App's Stickiness:

- 4 Total the number of unique users who interacted at least once during the month to get the total monthly active users.
- 5 Divide the average DAU by the MAU.

Website Traffic

Traffic and Engagement

Dec 2022 - Feb 2023 (3 Months) Worldwide All traffic

Watch a Tutorial Read a Guide Attend a webinar X

Engagement Dec 2022 - Feb 2023 Worldwide All traffic +

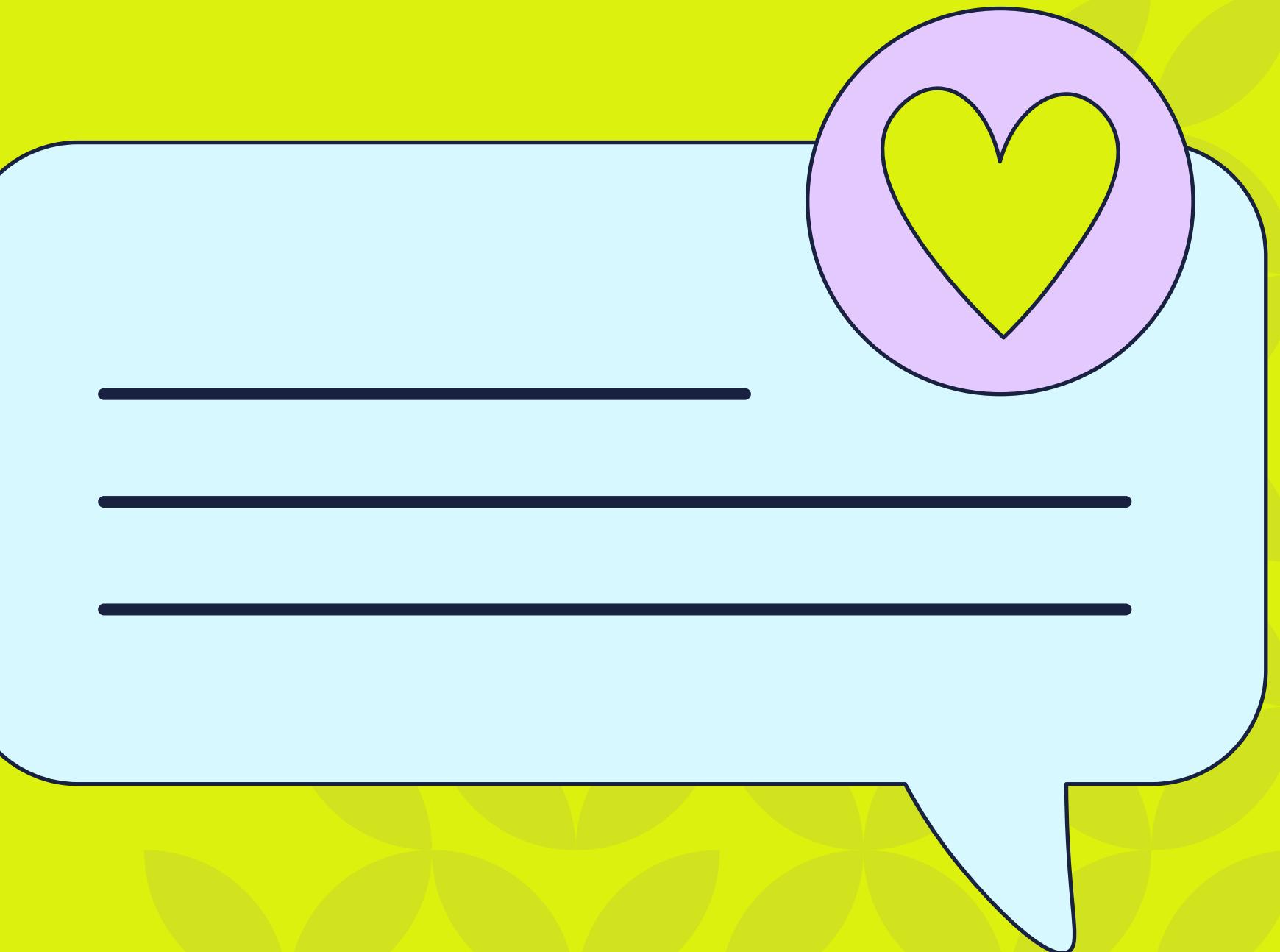
Metric	facebook.com	twitter.com	linkedin.com	instagram.com
Monthly visits	17.48B 🏆	6.628B	1.615B	6.222B
Monthly unique visitors	1.501B 🏆	944.2M	311.3M	1.031B
Visits / Unique visitors	11.64 🏆	7.02	5.19	6.03
Visit duration	00:09:45	00:10:33 🏆	00:07:20	00:07:51
Pages per visit	8.35	9.66	7.55	10.70 🏆
Bounce rate	32.27%	32.5%	24.21% 🏆	34.58%

Key Takeaways

- ✓ The more people visit your site, the more possible clients you will have.
- ✓ There are 3 most important aspects of web traffic: source of traffic, bounce rate, stickiness.
- ✓ There are 4 main sources of website traffic: direct traffic, referral traffic, organic search traffic, and campaign traffic.
- ✓ Website bounce rate varies greatly across industries and website types.
- ✓ High bounce rates can be good or bad for your business.
- ✓ Sticky customers are far more likely to become brand loyalists.

Email Marketing Metrics

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Open Rate

Open rate is the percentage of receivers who actually opened an email.



A **high open rate** indicates that the preview text and subject line did a good job of grabbing the recipient's attention and persuading them to open the email.

A **low open rate** indicates that the subject line and preview text were not attractive enough.

Open Rate

A great open rate can also give you a high click-through rate and conversion rate. When combined with other metrics, open rate can make your email marketing campaign successful.

$$\text{Open Rate} = \frac{\text{Number of unique opens}}{\text{Number of emails sent}} * 100$$

Open Rate

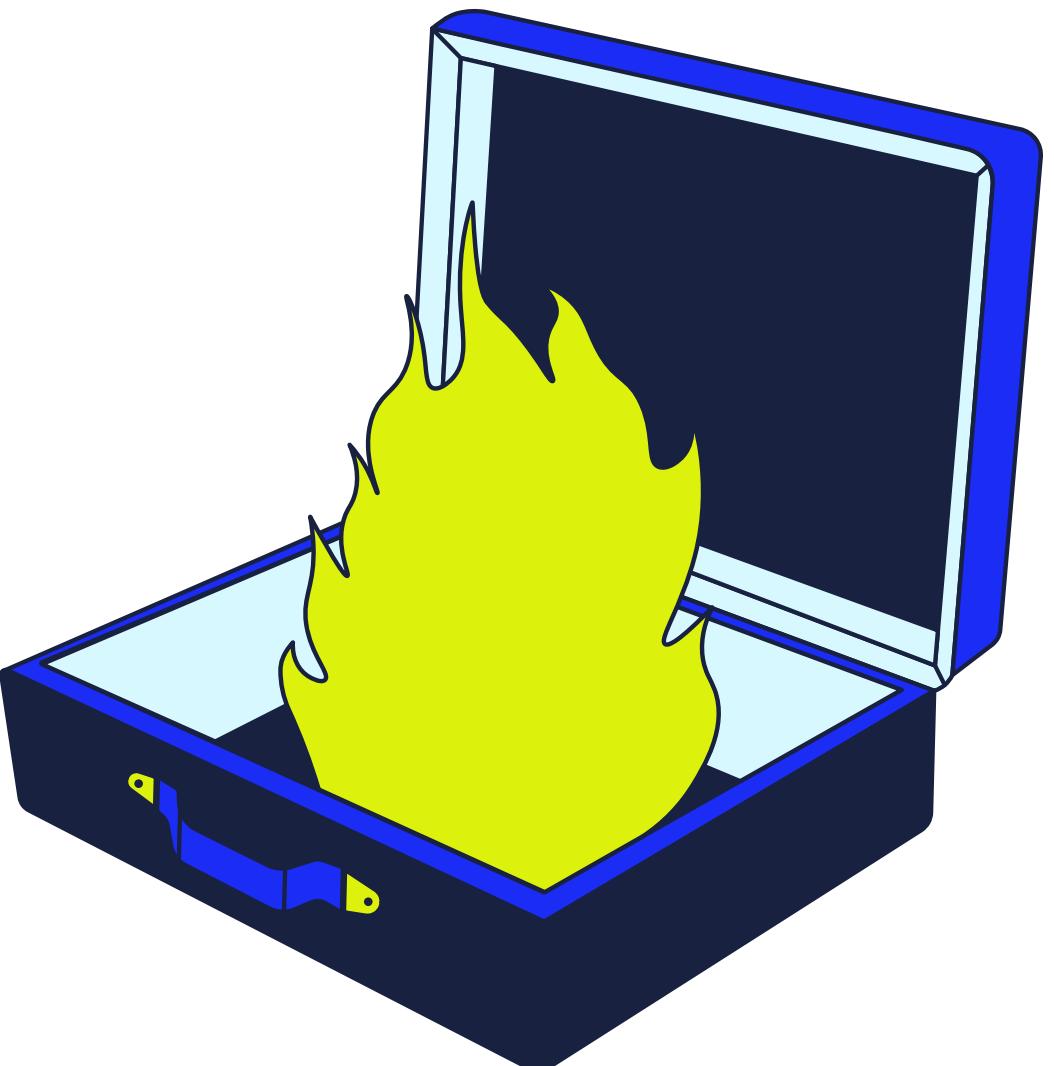
Why businesses have low open rates?

- ✓ Subject line is neither engaging nor pertinent.
- ✓ Audience includes a diverse range of subscribers.
- ✓ You are sending either too many or too few emails.

Open Rate

How to improve your open rates?

- ✓ Write a catchy and engaging subject line.
- ✓ Segment your audience.
- ✓ Change the timing of your emails.



Click-Through Rate

Click-through rate (CTR) gauges the proportion of receivers who clicked an email's link.

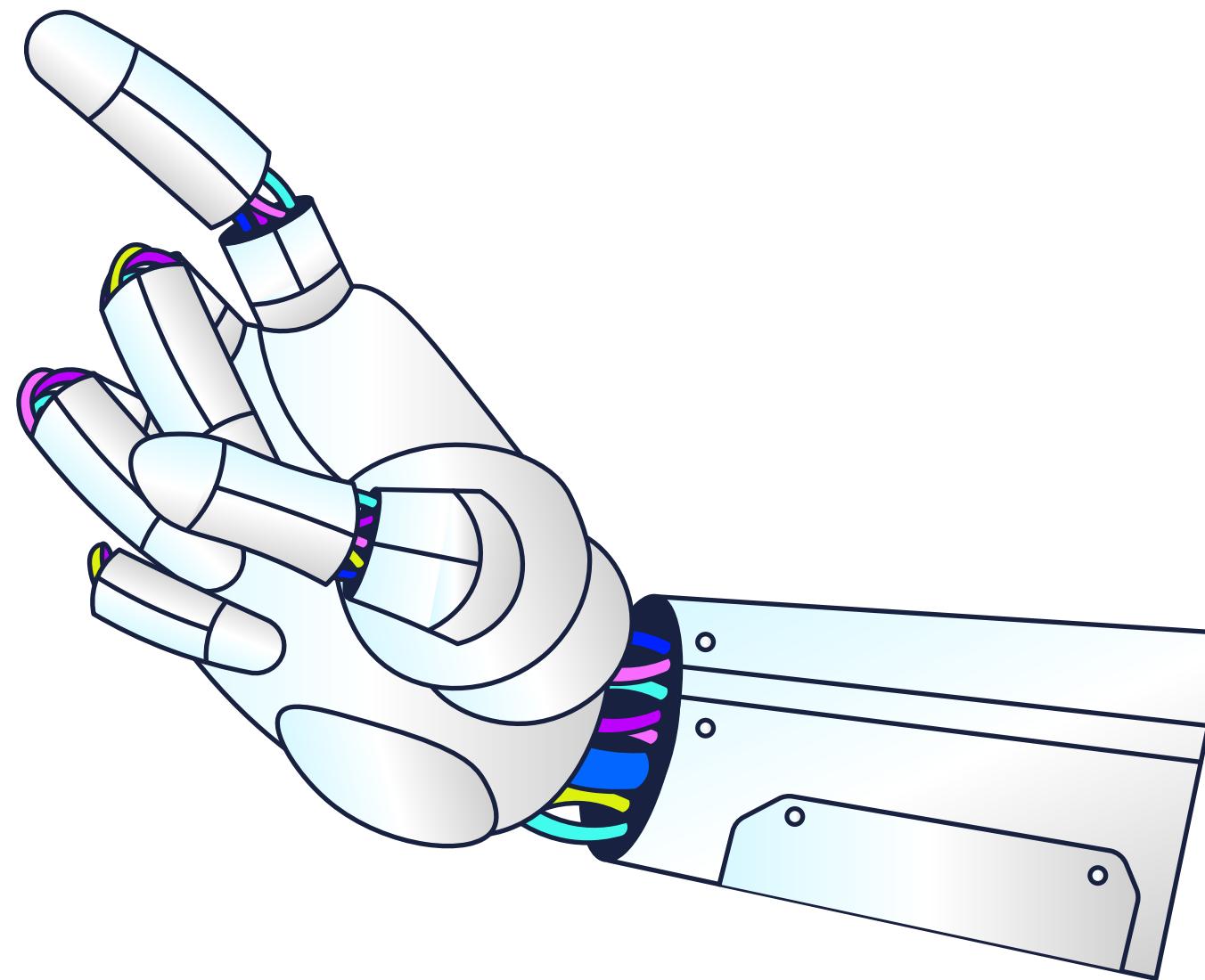


A **high CTR** indicates that the email's messaging and content were successful in generating attention and interaction.

A **low CTR** indicates that the recipient did not connect with the content or that the call-to-action was unclear.

Click-Through Rate

$$\text{CTR} = \frac{\text{Number of clicks}}{\text{Number of emails sent}} * 100$$



Click-Through Rate

How to improve click-through rates?

- ✓ Create more useful content.
- ✓ Optimize for smartphone users.
- ✓ Include a clear call-to-action.
- ✓ Change the timing of your emails.

Clicks Per Link

Clicks per link count how many times each email's links were clicked.

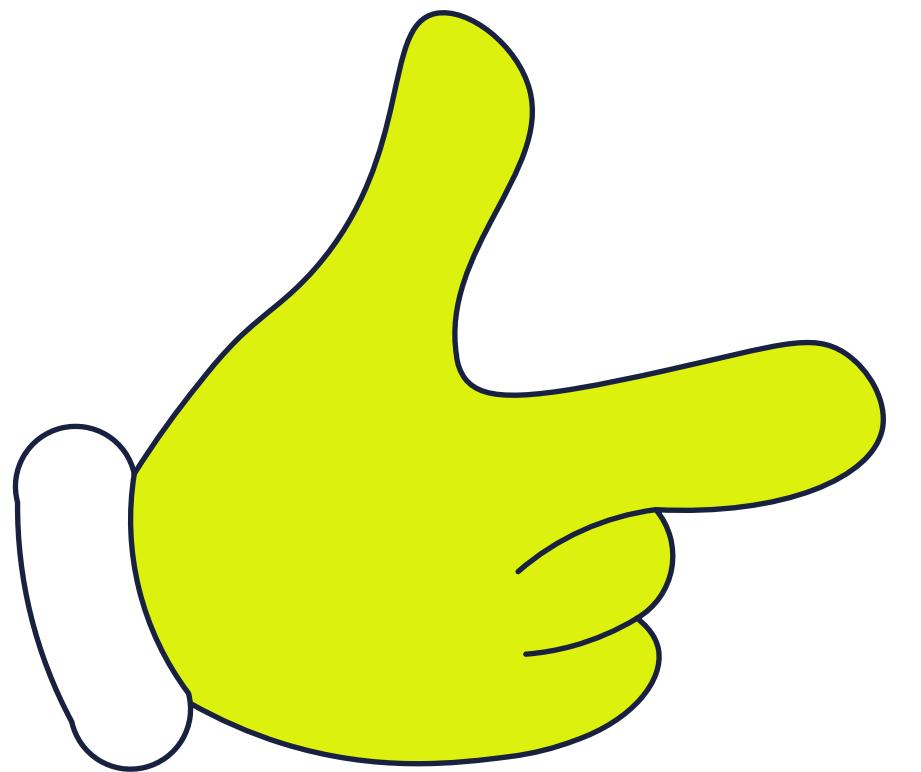


High subscriber engagement indicates the success of an email marketing campaign.

Low subscriber engagement may point to areas that need development.

Clicks Per Link

Clicks per link = $\frac{\text{Number of Clicks per Link}}{\text{Number of emails sent}} * 100$



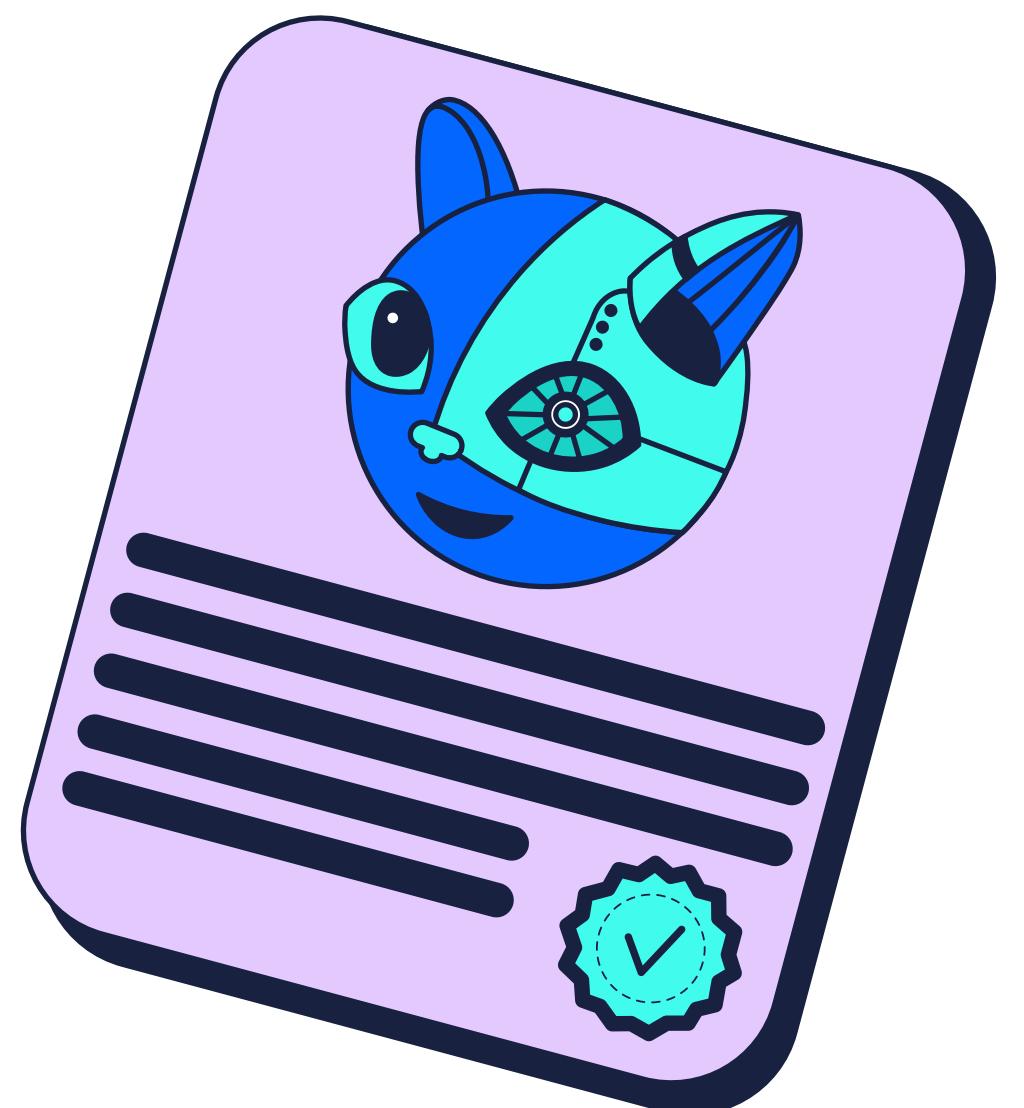
Clicks Per Link

Sorts of links:

- **Contextual links** are those specifically related to the material you are promoting.
- **Bonus content links** are links that are not directly contextual in nature.
- **A permanent link** is a fixed element of your email format typically present in the same location and with the same appearance each time ("Share" buttons and "Unsubscribe" links)

Conversion Rate

Conversion rate measures the percentage of website visitors who take a specific action, such as purchasing an item, filling out a contact form, or subscribing to a newsletter.



Conversion Rate



A **high conversion rate** indicates that your call-to-action, landing page, and email copy were successful in inspiring your audience to take action.

A **low conversion rate** indicates that it might be time to review your email approach and make adjustments to your landing page and content.

Conversion Rate

How to improve conversion rate?

- ✓ direct calls-to-action
- ✓ tailored landing pages
- ✓ rewards for taking action
- ✓ segmenting your audience



Key Takeaways

- ✓ There are 4 most important metrics for email marketing: open rate, click-through rate, click per link, and conversion rate.
- ✓ Make sure that you have a high open rate because it will be correlated to the click-through rate, clicks per link and conversion rate.
- ✓ The most important part of an email marketing campaign is the engagement, therefore click-through rate and clicks per link play a vital role in determining the success of your campaign.
- ✓ The results of your email marketing campaign is the conversion rate.

Reach



Reach

Reach is the number of people exposed to a specific message or advertisement.

Ways to broaden the reach:

- ✓ influencer marketing
- ✓ paid advertising
- ✓ search engine optimization

Market Reach VS. Impressions

Impression is the number of times your advertising campaign appears on someone's digital screen.

Cost per mille (CPM) is commonly used to measure impressions, where mille refers to 1,000 impressions (or cost per thousand).

Market reach tracks the number of unique users who might see your advertising campaign.

Reach

$$\text{Reach} = \frac{\text{Impressions}}{\text{Frequency}} * 100$$

$$\text{Impressions} = \frac{\text{Cost (Ad Spend)}}{\text{Cost Per Mile}} * 1000$$

$$\text{Frequency} = \frac{\text{Impressions}}{\text{Unique Users}}$$

Reach

Strategies to boost your reach:

- 1 Strengthen your social media presence.
- 2 Target the audience that relates to your business.
- 3 Collaborate.



Key Takeaways

- ✓ Utilize social medias to your advantage.
- ✓ Although there are a lot of similarities, reach and impressions are not the same.
- ✓ Use new technologies to have higher reach.
- ✓ Adapt quickly so that you will not fall behind the market.

Lesson Recap



Lesson Recap

By now, you are already able to:

- define online capability metrics
- understand their importance for measuring business growth
- and calculate different types of online capability metrics