

## 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 data below results from metrics collected between July 1, 2021 and January 15, 2022. Because the dates you chose are different, the touchpoints you observe will vary from those shown in the table. Consider the information in the table as an example of the data format rather than the actual data. The data you recorded will have the same format.

Row number	Video touchpoint order or number of multiple video touchpoints <i>For example: 2/3 or x2</i>	Number of conversions	Purchase revenue (dollars)	Days to conversion	Touchpoints to conversion
<i>Example</i>	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
<b>Totals</b>	—	16,511	\$921.10	—	—
<b>Averages</b>	—	—	—	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.

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.

Reviewing the data in the 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 may have watched a video multiple times without converting. Because organic video isn't directly associated with a promotion that encourages users to respond or take a specific action, conversions from organic video may be inconsistent or unpredictable.