

## azWHOLEistic Company Overview:

John Callahan founded azWHOLEistic in Arizona with the goal of helping people educate themselves about plant based healing. John is passionate about nutrition, meditation and natural healing. The azWHOLEistic website has an online store selling CBD oil based products in order to help people reduce stress, inflammation and minimize the need for prescription medications. They do not sell any cannabis products and promise all their products are 100% THC free. The website also contains a wealth of knowledge about CBD, the benefits of CBD, self-healing advice to improve the absorption of CBD and more. Beyond just selling CBD products, the website also sells educational e-books and provides an on-going newsletter. The company has a good online presence with videos on YouTube, a Facebook page, hash tags on instagram, excellent reviews on Yelp, etc. Google Analytics has been tracking their website data for 6 months (since Aug 2019).

azWHOLEistic currently has 4 different physical store locations in Arizona, which are all highly rated by customers and sell similar products to the website. They are currently running a promotion for Refer-A-Friend, which offers the customer and a friend discounts on products if they register with the company. They also offer promotions within their newsletter, if customers subscribe.

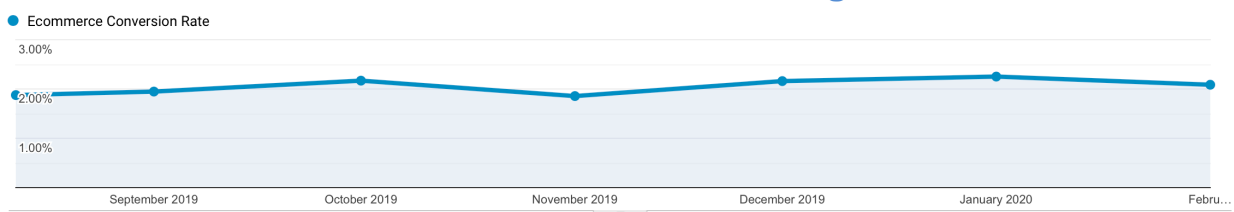
Company Homepage Link: <https://azwholeistic.com>

## Conversion Rate – Visitors Who Purchase

**Objective:** Analyze and increase how often visitors are purchasing products after landing on the website.

The amount of people that land on your site and actually make a purchase is known as your Conversion Rate. Conversion Rates are complex and vary by industry and device. According to IRPcommerce, the conversion rate for Health & Wellbeing (within the Health Products market segment) was 2.5% in January 2020. But the higher your conversion rates the better. The top 25% of companies have conversion rates of 5.31% and the top 10% have 11.45%. In the last 30 days, azWHOLEistic's average conversion rate was 2.18%.

### azWHOLEistic Six Month Conversion Rate Trend – Average 2.05%



As expected, returning visitors have a higher conversion rate than new visitors. But new visitors are bringing in more sessions, transactions and revenue so both visitors are valuable.

**Last 30 Days (1/13/2020 - 2/11/2020)**

<u>User Type</u>	<u>Users</u>	<u>Sessions</u>	<u>Revenue</u>	<u>Ecommerce Conversion Rate</u>	<u>Per Session Value</u>
<b>New Visitor</b>	4,692	4,697	\$9,595	1.83%	\$2.04
<b>Returning Visitor</b>	1,112	1,861	\$6,211	3.01%	\$3.34
	5,804	6,558	\$15,806	2.17%	\$2.41

## **Target Customer Audience**

**Objective:** Understand our best target audience and market to them.

Your best customers are 55 and older. In the 6 month history, the age group of 55-64 year olds brought in the highest revenue overall and placed the most large order values over \$150. The older age groups are more likely to purchase products once on the website. The younger age group (25-34) brought in similar revenue, but had the most traffic, meaning many did not purchase online and had several sessions.

**Last 6 Months (8/12/2019 - 2/11/2020)**

<u>Age</u>	<u>Revenue</u>	<u>Ecommerce Conversion Rate</u>	<u>Users</u>	<u>Sessions</u>	<u>Avg. Order Value</u>	<u>Per Session Value</u>
<b>55-64</b>	\$5,773	3.16%	1,154	1,580	\$115	\$3.65
<b>65+</b>	\$5,143	3.00%	1,008	1,398	\$122	\$3.68
<b>25-34</b>	\$5,116	1.88%	1,672	2,345	\$116	\$2.18
<b>45-54</b>	\$3,272	2.49%	1,070	1,444	\$91	\$2.27
<b>35-44</b>	\$2,854	1.40%	1,196	1,638	\$124	\$1.74
<b>18-24</b>	\$801	1.33%	496	677	\$89	\$1.18
<b>Total</b>	\$22,958	2.25%	6,596	9,082	\$113	\$2.53

You have visitors from many countries: US, Canada, UK, China, Mexico, India, Hong Kong, Pakistan, Australia, Ukraine, Germany but 98% of purchases are from the US. Most customers are from Arizona, with a few from Los Angeles, Chicago and other cities within the US.

Visitors who make purchases are very engaged on your site. They spend more than 2.5 times the amount of time on the website, have twice as many sessions, and engage with twice as many pages as the average visitor. Visitors who purchase spend much more time on average on the “About” page of the website than other users. They also spend more time on the CBD Ultimate Guide within the Knowledge Center and reading product reviews.

#### Last 6 Months (8/12/2019 - 2/11/2020)

<u>Segment</u>	<u>Avg. Session Duration</u>	<u>Pages / Session</u>	<u>Number of Sessions per User</u>
All Users	3:36	4.57	1.41
Made a Purchase	8:46	10.44	2.96

## Device Types

**Objective:** Understand which technology platforms are being used the most and optimize those to increase purchasing.

The Conversion rate is highest for Desktop Traffic, and this is true in most industries. For azWHOLEistic, the majority of traffic is from mobile devices, yet it has the lowest conversion rate. There could be potential to optimize the mobile platform. Revenue from Desktop Traffic has consistently been higher than Mobile.

#### Last 30 Days (1/13/2020 - 2/11/2020)

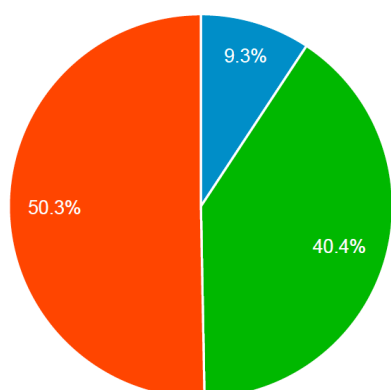
<u>Device Category</u>	<u>Users</u>	<u>Sessions</u>	<u>Revenue</u>	<u>Avg. Order Value</u>	<u>Ecommerce Conversion Rate</u>	<u>Per Session Value</u>
desktop	1,573	1,957	\$8,629	\$117	3.78%	\$4.41
mobile	3,005	4,180	\$5,470	\$101	1.29%	\$1.31
tablet	292	379	\$1,698	\$121	3.69%	\$4.48
	4,870	6,516	\$15,798	\$111	2.18%	\$2.42

## Acquiring Customers

**Objective:** Attract the right customers.

- Half of website revenue was due to organic searches, especially Google search. 40% was due to direct URL entry and 9% due to referral/social traffic. There is potential to increase referral and social traffic, which could be worthwhile as it had high conversion rates. Facebook, Yelp, MailChimp,

## Six Month Revenue Traffic



YouTube and some others all had high conversion rates, so these sources are finding the right customers interested in your products. There is also potential to greatly increase search engine optimization and bring even more organic search traffic to the website. Consider looking at Google Trends search phrases related to “CBD” and optimize your page’s rank for the most popular related searches that relate to your products. For example, “broad spectrum cbd oil” is a very popular search, but azWHOLEistic doesn’t show until **Page 6** of Google search results! Other possibilities are to use Google’s Search Console or pay for Google Ads or products like KeyWord Hero to increase specific keyword positioning for your site.

### Last 30 Days (1/13/2020 - 2/11/2020)

Default Channel Grouping	Revenue	Ecommerce Conversion Rate	Sessions	Per Session Value
Organic Search	\$8,710	1.99%	4,218	\$2.06
Direct	\$5,985	2.34%	2,049	\$2.92
Social	\$459	1.27%	157	\$2.92
Referral	\$652	5.97%	134	\$4.87
	\$15,806	2.17%	6,558	\$2.41

## Website Behavior / Flow

**Objective:** Optimize website to encourage purchasing no matter which page they start (land) on.

Some of your top 10 landing pages have low conversion rates, meaning that when customers “start” on certain pages, they do not tend to buy products online. When they start at the home page, there is a much higher conversion rate (3.8%), where the following pages have less than 1% conversion rates. There could be potential to optimize these particular pages to encourage online purchasing.

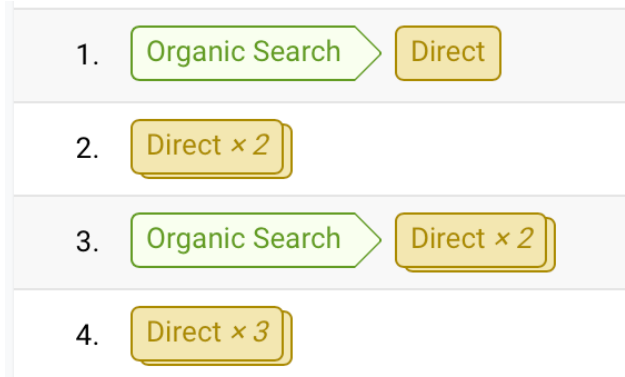
- sun-city-cbd-dispensary-2/
- cbd-for-pvcs-premature-ventricular-contractions/
- arizona-cbd-dispensary-locations/
- phoenix-cbd-dispensary/
- switching-from-zoloft-to-cbd-what-to-know/
- cbd-oil-in-mesa/

## Customer Behavior

**Objective:** Understand customer behavior.

Often customers visit a website several times before they make a purchase, arriving there from different sources.

Understanding your typical customer behavior can give deeper insights into reporting. Most of your users decide to purchase within 1, 2 or 3 visits. In the last 30 days, when customers visit more than once, here are the top 4 paths visitors took before completing a transaction.



## Product Performance

**Objective:** Know top selling product categories in order to market and run promotions.

Attract new customers with popular product categories and possibly offer discounts or promotions on other product categories to gain interest and reviews.

### Top 4 Product Categories

Last 30 Days (1/13/2020 - 2/11/2020)

Product Category Level 3	Product Revenue
Broad Spectrum Oils	\$4,189
MCT Oils	\$3,504
CBD Pens	\$835
Pain Lotions	\$804

## Other Possible Recommendations:

- determine if products with reviews sell more and encourage reviews
- setup goals in Google Analytics in order to add customizations to reporting
- track campaigns and promotions, such as Refer-A-Friend and newsletter discounts within Google Analytics
- setup event logging in Google Analytics so you can track certain behaviors such as the top buttons on certain pages
- could consider creating a new View, excluding bot and spider traffic and excluding any internal traffic; however new view will not have access to past data. (Keeping existing view as a Raw Data backup is always a good idea.)

*\*\*Note this report is limited to 5 pages maximum, so provides only a quick analysis\*\**