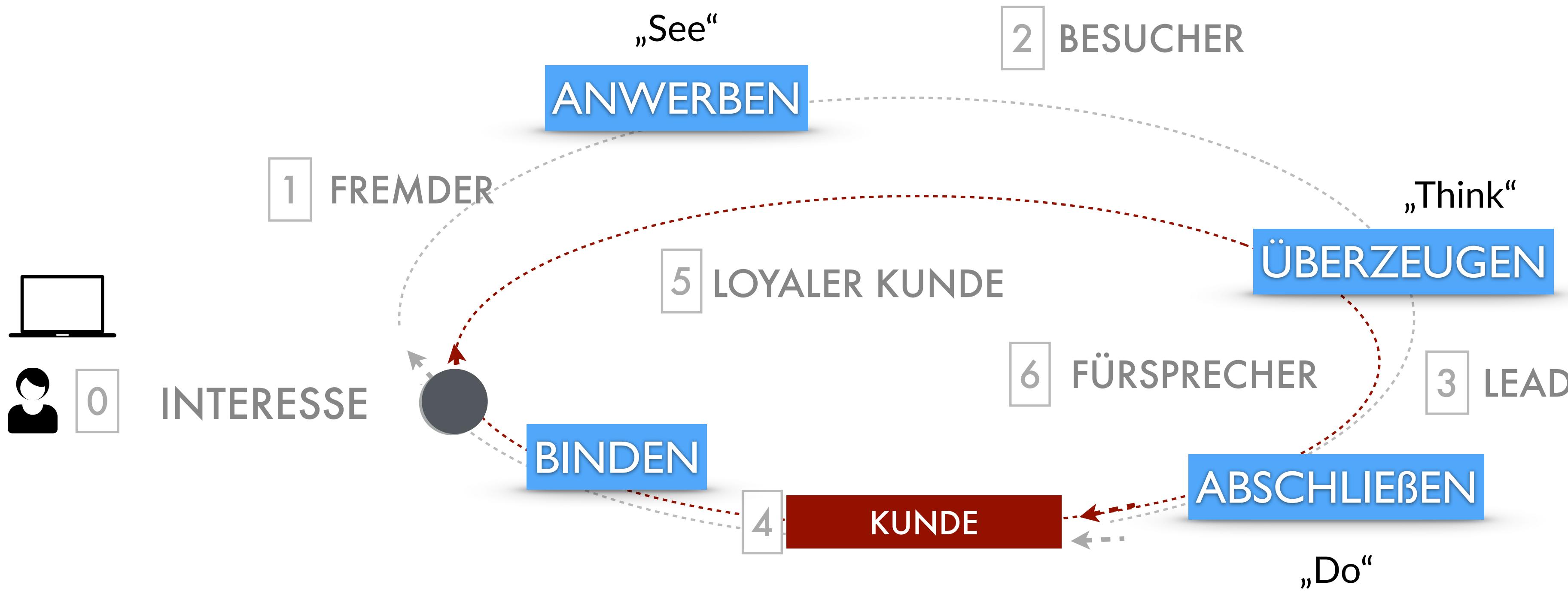


# Web Analytics

# Ziele und Kennzahlen

Prof. Dr. Jan Kirenz

# DIGITAL CUSTOMER JOURNEY & ZIELE DES ONLINE MARKETING



# ZIELE UND METRIKEN TEMPLATE: WEB ANALYTICS

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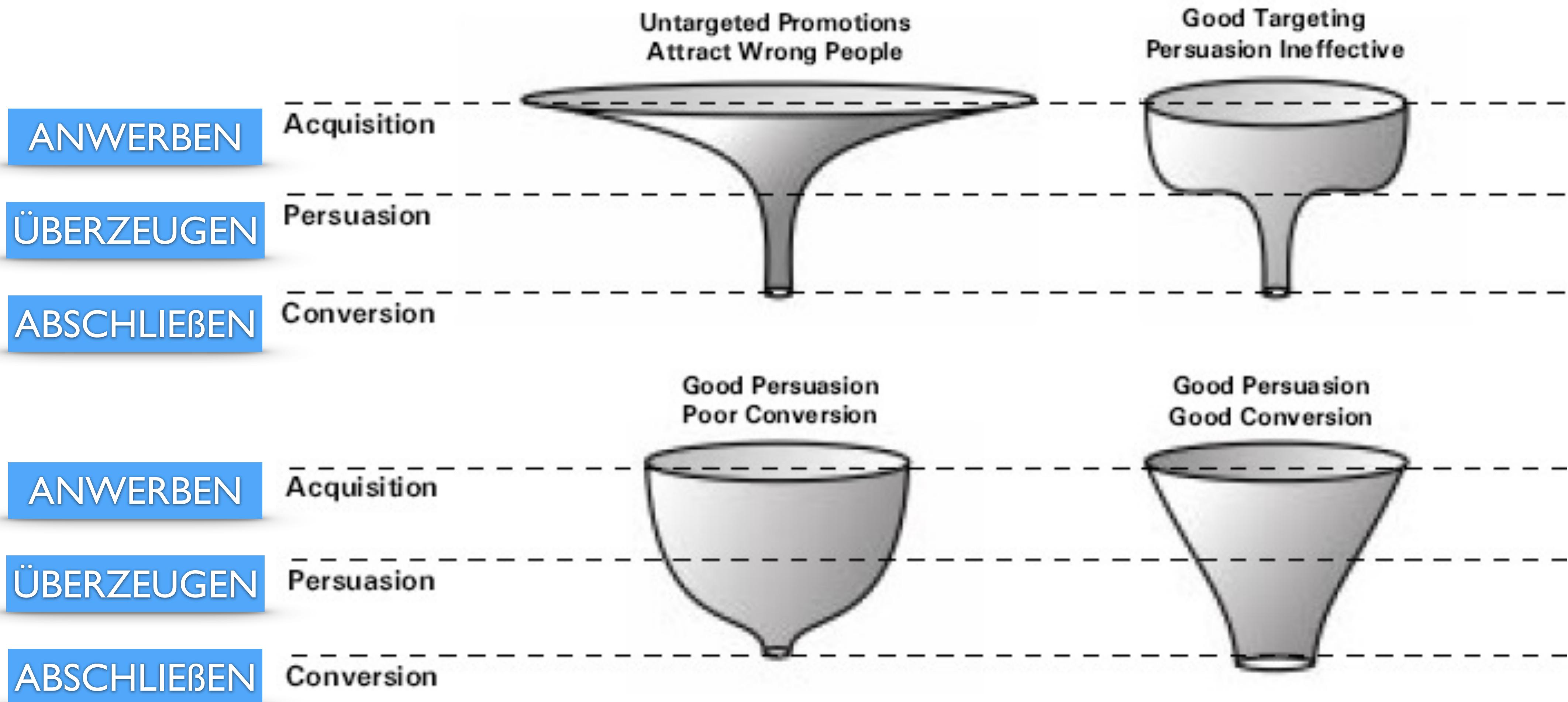
Bereich	Zielbeschreibung	Ziel (messbar)	Metrik
Anwerben			
Überzeugen			
Abschließen			
Binden			
Fürsprecher			

# ZIELE UND METRIKEN TEMPLATE: WEB ANALYTICS

---

Bereich	Zielbeschreibung	Ziel (messbar)	Metrik	Segmente	Maßnahmen (Beispiele)
Anwerben	Besucher mit attraktiven Inhalten anwerben	100.000 einzelne Besucher pro Monat	Besuche pro Monat	...	SEO, SEA, Affiliate, E-Mail, Facebook Ads, Social Media
Überzeugen	Download des E-Books	1.000 Downloads pro Monat	Anzahl der Downloads	...	Content Marketing (z.B. kostenfreies E-Book)
Abschließen	Kauf der Software	100 Käufe pro Monat	Anzahl der Verkäufe	...	Call to Action, Bewertungen, Bezahlprozess,....
Binden	Abonnement des Nesweltters	30% der Kunden schließen ein Abo ab	Prozent der Anmeldungen	...	Newsletter, E-Mail, Social Media
Fürsprecher	Weiterempfehlung der Software	70% Weiterempfehlung	Prozent der Empfehlungen	...	Gutschein für Weiterempfehlung

# CUSTOMER LIFECYCLE FUNNEL: KPI'S



# WEB ANALYTICS KENNZAHLEN

---

Metrics & KPIs  
Google Analytics



## Bericht-Snapshot

## Bericht-Snapshot

Letzte 90 Tage 13. Juli bis 10. Okt. 2021



## Echtzeit

A Alle Nutzer

Vergleich hinzufügen +

## Lebenszyklus

## Akquisition

Akquisitionsübersicht

Statistiken zur Nutzergewi...

Neu generierte Zugriffe

## Engagement

Zusammenfassung des En...

Ereignisse

Conversions

Seiten und Bildschirme

## Monetarisierung

Monetarisierung: Übersicht

E-Commerce-Käufe

In-App-Käufe

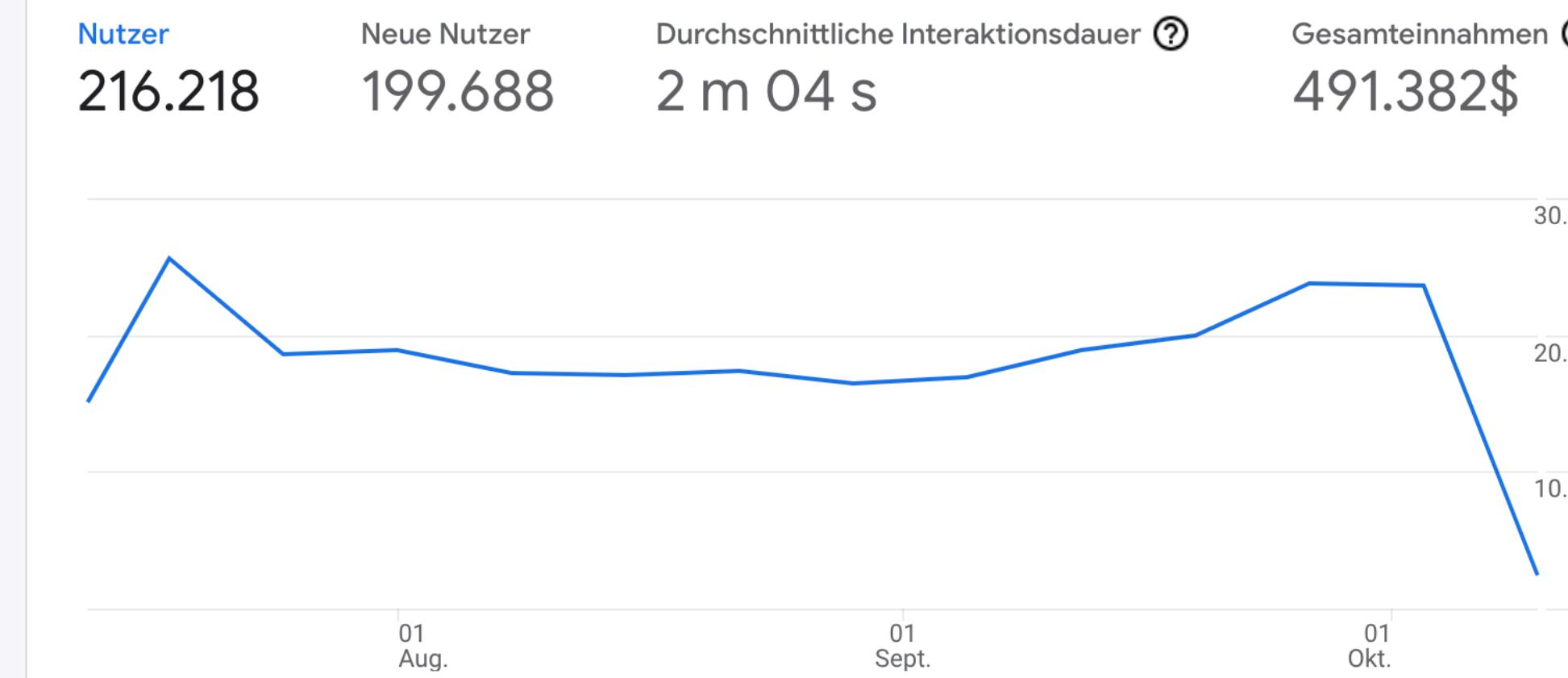
Publisher-Anzeigen

## Bindung

## Nutzer

## Demografische Merkmale

## Techn.



## NUTZER IN DEN LETZTEN 30 MINUTEN

118

## NUTZER PRO MINUTE



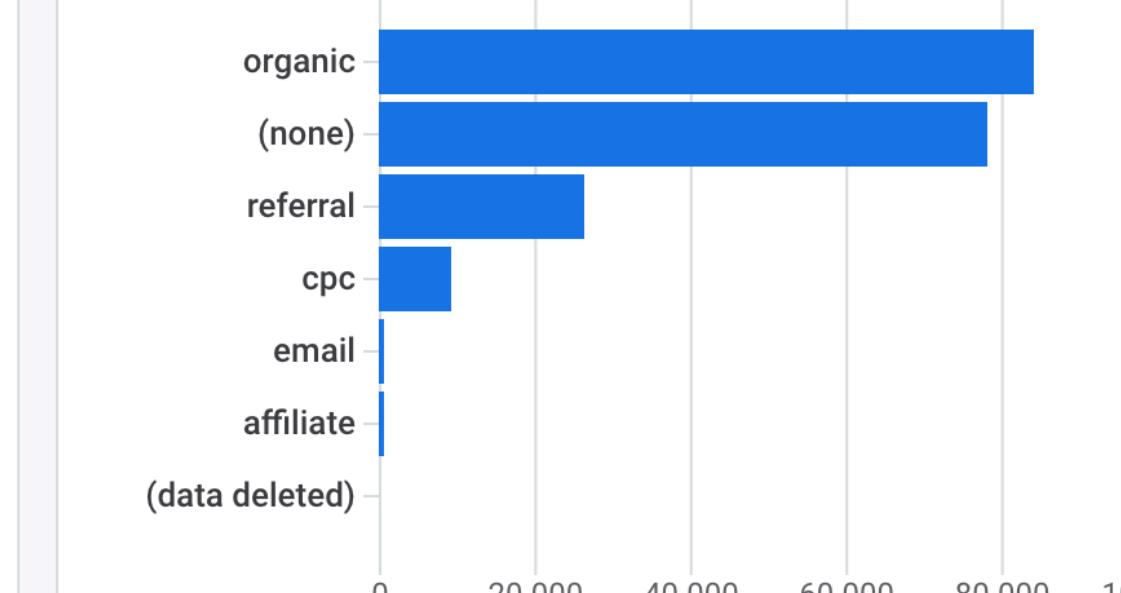
## TOP-LÄNDER NUTZER

Belgium	24
Netherlands	22
United States	17
India	15
France	11

[In Echtzeit anzeigen →](#)

## WOHER SIND NEUE NUTZER GEKOMMEN?

## Neue Nutzer nach Erste Nutzerinteraktion – Medium ▾



## WAS SIND IHRE ERFOLGREICHSTEN KAMPAGNALEN?

SITZUNGEN ▾ nach SITZUNG – MEDIUM ▾	SITZUNGEN
organic	136.577
(none)	112.103
referral	56.510
cpc	11.746
email	2.110
affiliate	1.135
social	1

[Alle Statistiken ansehen →](#)[Bericht zur Nutzergewinnung ansehen →](#)[Bericht zu neu generierten Zugrif... →](#)

## Best Metrics: Small, Medium, Large Businesses

Acquisition

ANWERBEN

Behavior

ÜBERZEUGEN

Outcomes

ABSCHLIEßen

## Best Metrics: Small, Medium, Large Businesses

Acquisition

S  
M  
L

Behavior

Outcomes

Macro Conversion Rate

Micro Conversion Rate

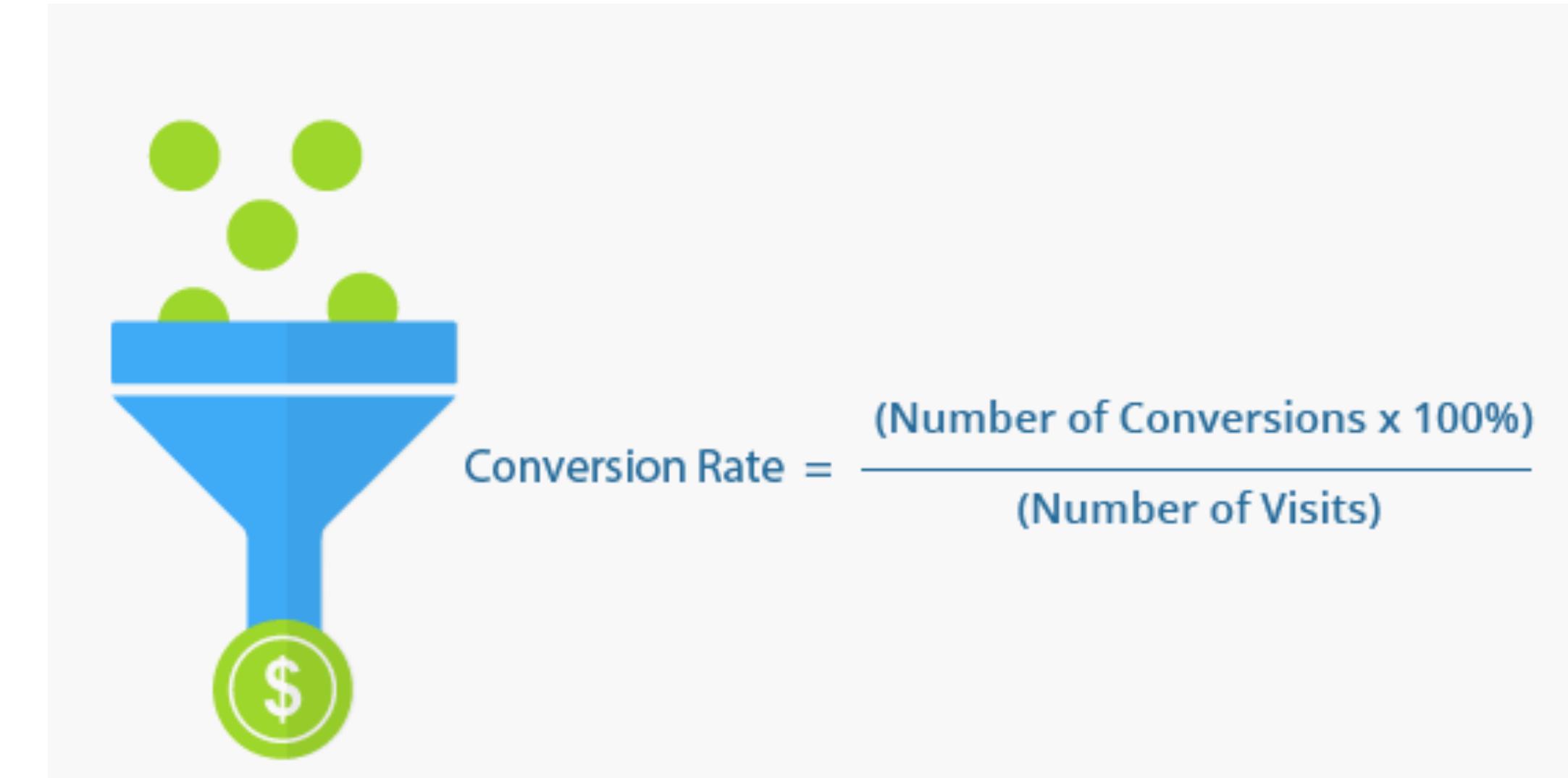
Per Visit Goal Value

Days To Conversion

% Assisted Conversions

# CONVERSION RATE

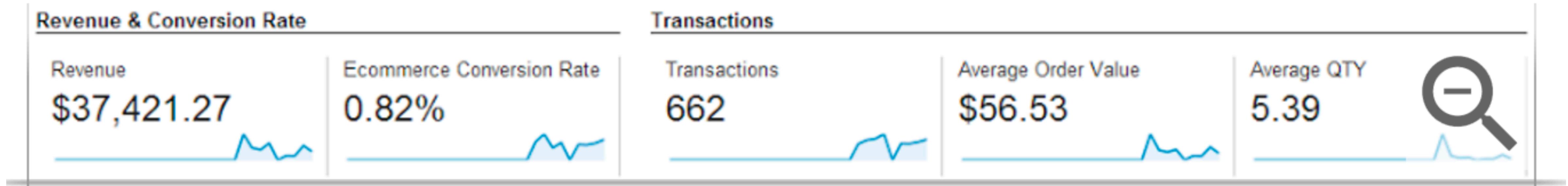
- The Conversion Rate, indicated in percentage terms, is an **online marketing KPI** measuring the relation of a website's visitors to conversions
- A conversion doesn't necessarily have to be a sale or transaction



Source: [Ryte \(2017\)](#)

# MACRO CONVERSION

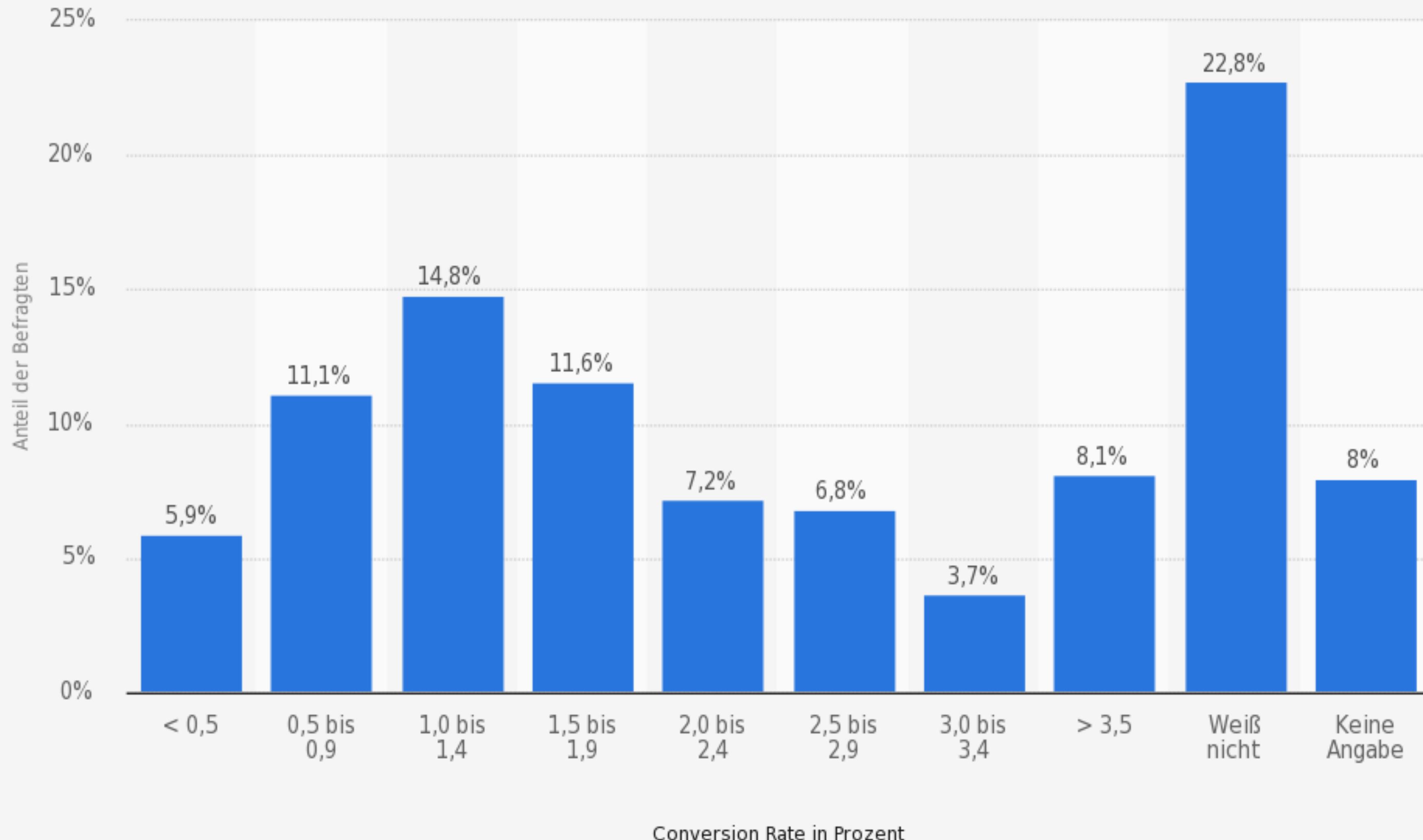
- The primary website goal
- Success is typically defined as a **conversion rate**
- E-Commerce: Conversion of a website visitor into a paying customer.
- Lead generation: Completed forms and email addresses with names and other datasets.
- Content publishing: Conversion of a website visitor into a subscriber



Ecommerce Conversion Rate = E-Commerce-Transactions \* 100 /# Visits

Source: [Google \(2017\)](#)

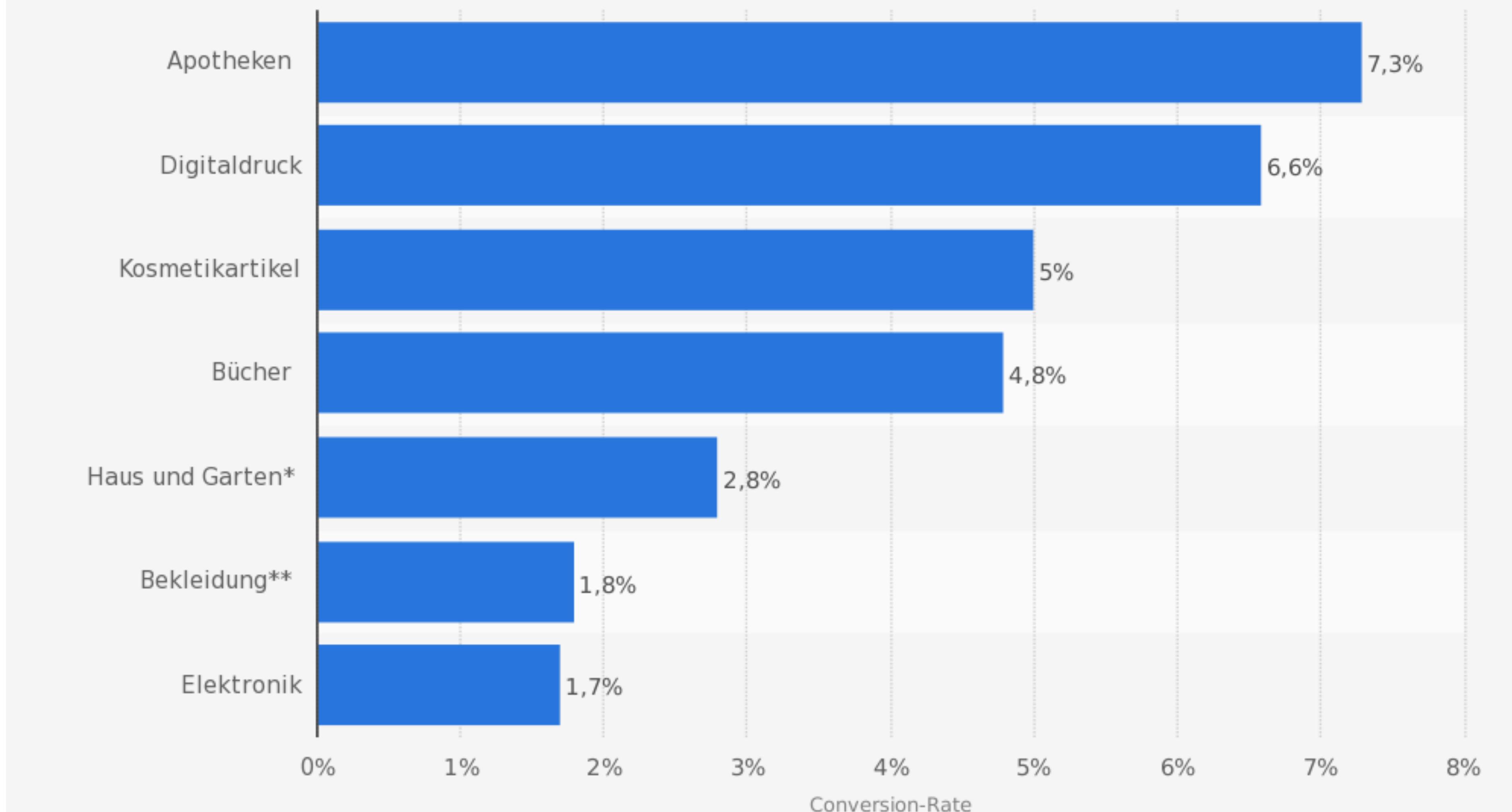
## Wie hoch ist die Conversion Rate in Ihrem Online-Shop?



Quelle:  
ECC Köln; IfH Köln  
© Statista 2016

Weitere Informationen:  
Deutschland; IfH Köln; 614 Online-Händler

## Conversion-Rate nach Branchen in Deutschland im Jahr 2016



Quelle:  
intelliAd  
© Statista 2017

Weitere Informationen:  
Deutschland; 01.10.2016 bis 31.12.2016; N = Über 2,4 Millionen  
Onlinekäufe in den ausgewiesenen Branchen

# MICRO CONVERSION RATE

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- Typically refers to a user interaction on a website
- Micro goals are subordinate to the macro conversion goal

**Visitors completed 8,626 goal conversions**

 **98** conversions, Goal 1: Completed Order

 **3** conversions, Goal 2: Create Account

 **8,417** conversions, Goal 3: View Software Downloads

 **108** conversions, Goal 4: Contact Us

- Pageviews, length of stay, scrolling, or bounce rates of editorial content.
- Downloads of documents: The number of downloaded PDF files, whitepapers or audio files.
- Opened accounts: The number of new accounts in the service area or in a forum.
- Subscriptions: RSS feeds, catalogs, or registrations for a service
- Net Promoters ("Likelihood to Recommend"): The % of people (or a indexed representation) who will recommend the company products after a experience on the tech support site.



## Best Metrics: Small, Medium, Large Businesses

### Acquisition

S {  
M {  
L {

### Behavior

Bounce Rate  
CK Abandonment Rate  
Page Depth  
Loyalty  
Events Per Visit

### Outcomes

Macro Conversion Rate  
Micro Conversion Rate  
Per Visit Goal Value  
Days To Conversion  
% Assisted Conversions

# BOUNCE RATE (ABSPRUNGRATE)

- Ein Absprung ist der Besuch einer einzigen Seite auf einer Website.
- Bei Google Analytics wird ein Absprung als Sitzung gerechnet, bei der nur eine einzige Anfrage an den Analytics-Server ausgelöst wird, etwa wenn ein Nutzer eine einzige Seite der Website besucht und die Seite dann verlässt, ohne dass für diese Sitzung weitere Anfragen an den Analytics-Server ausgelöst werden.

$$R_b = \left( \frac{T_v}{T_e} \right)$$

R<sub>b</sub> = Bounce rate  
T<sub>v</sub> = Total number of visits viewing one page only  
T<sub>e</sub> = Total entries to page



Quelle: [KISSmetrics](#)

Quelle: [Google \(2017\)](#)

# BOUNCE RATE BY INDUSTRY

— 2 —

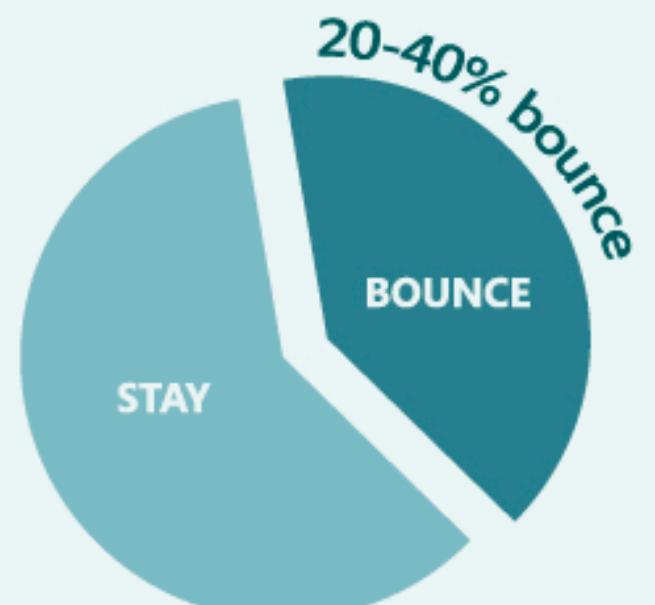
## The metrics of an average website

Average time on site: 190.4 seconds

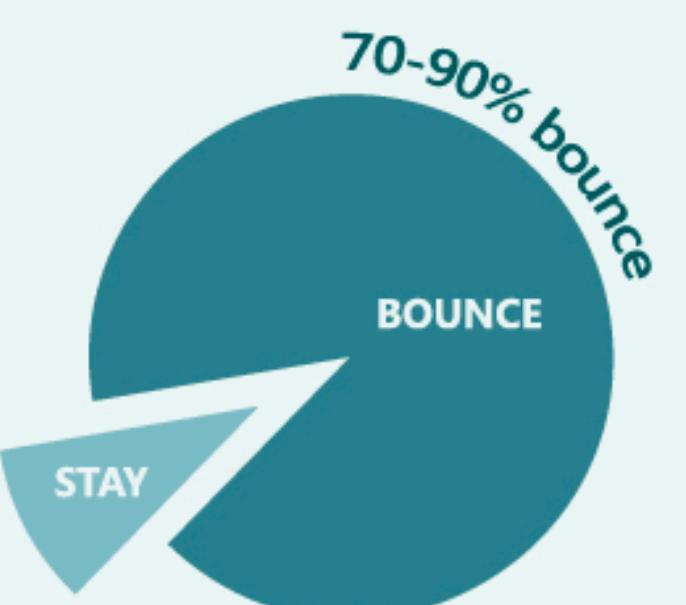
Average pageviews: 4.6

Bounce Rate: 40.5%

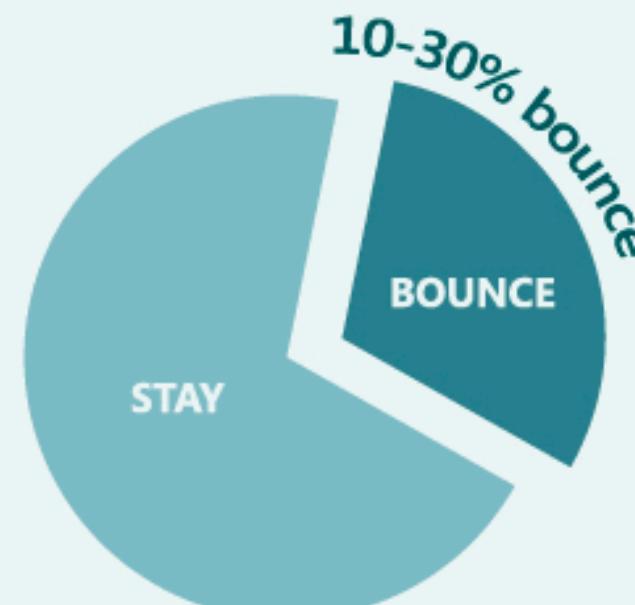
New visits: 62.9%



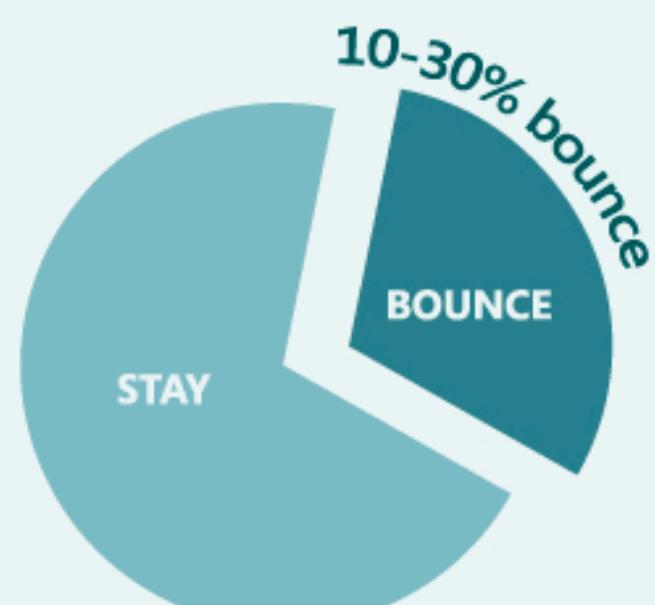
**Retail sites**  
driving well targeted traffic



**Simple landing pages**  
with one call to action  
such as "add to cart"



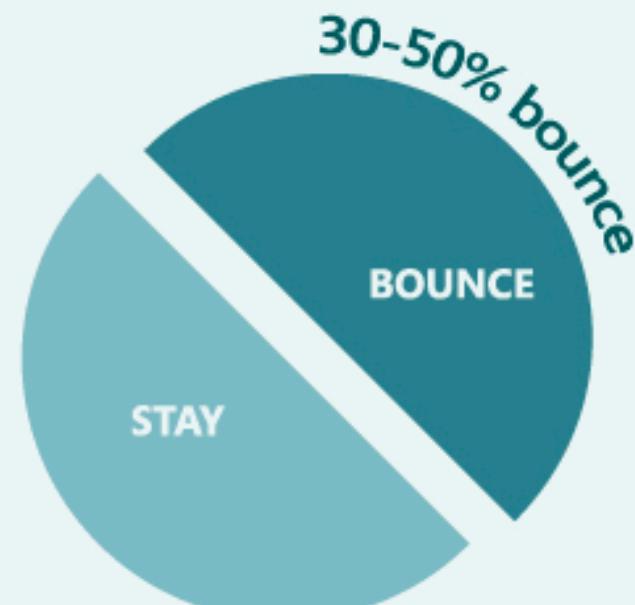
**Portals**  
such as MSN,  
Yahoo groups etc



**Service sites**  
self service or FAQ sites



**Content websites**  
with high search visibility  
(often for irrelevant terms)



**Lead generation**  
services for sale

# IMPROVING BOUNCE RATE

— 3 —

## FACTORS THAT AFFECT BOUNCE RATE

- 1. Pop-up ads, surveys, music, or streaming video
- 2. Search engine ranking of page (pages that rank higher on irrelevant keywords have higher bounce rates)
- 3. Type of audience
- 4. Landing page design
- 5. Ad and landing page messages
- 6. Emails and newsletters
- 7. Load time of pages (longer load time = higher bounce rate)
- 8. Links to external sites
- 9. Purpose of the page



Did you know that music and streaming video can have a negative affect on bounce rate?

## TIPS TO IMPROVE BOUNCE RATE

- 1. Maintain top rankings for branded terms
- 2. Provide relevant content
- 3. Build a clear navigation path/menu
- 4. Link to a glossary page that defines industry terms
- 5. Place search function prominently
- 6. Speed up pageload using Google Page Speed plugin
- 7. Get rid of pop-up ads
- 8. Reduce external links (or have them open in a new window)

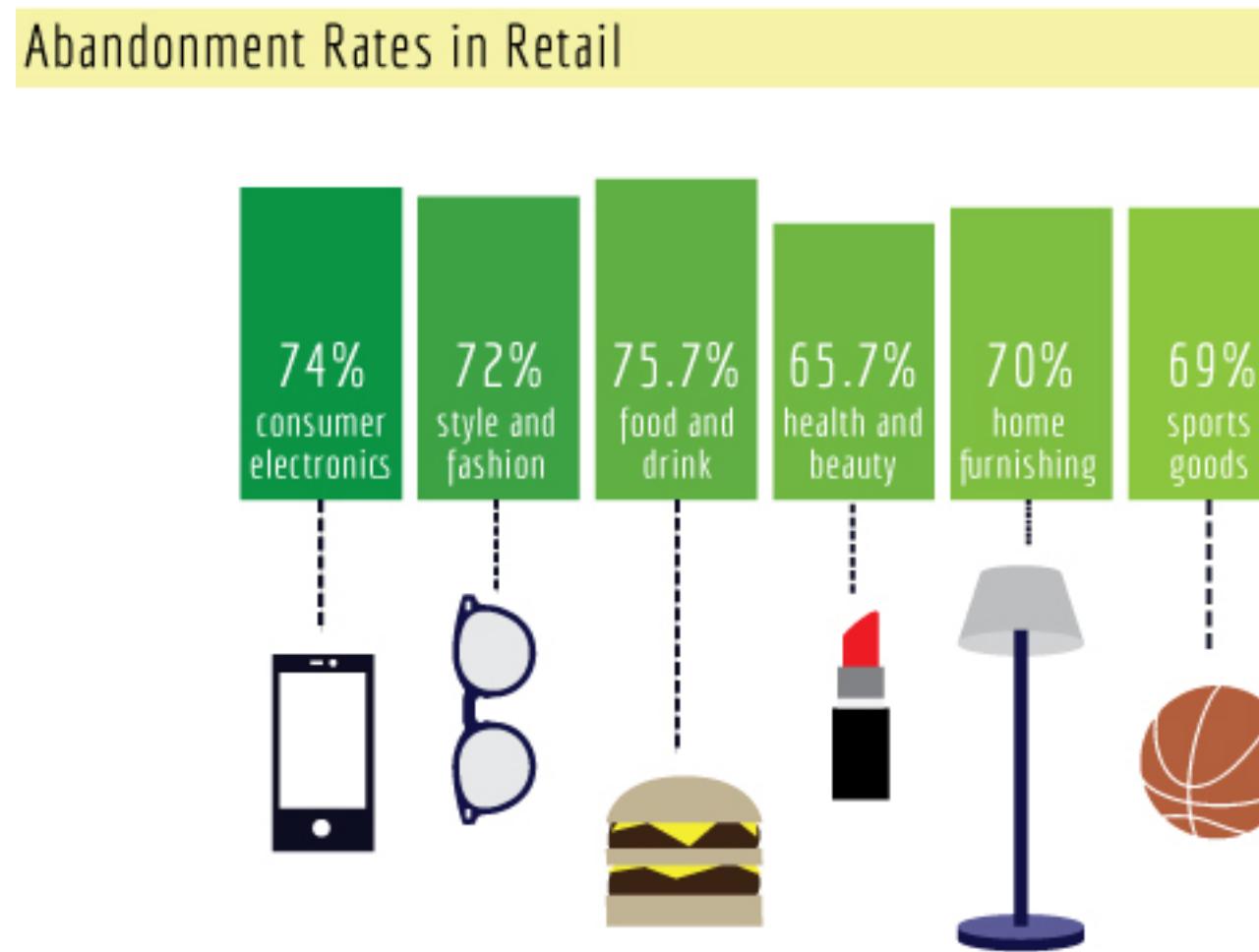
Create landing pages tailored to each keyword and ad that you run so that your visitors can find what was promised in the ad copy.



If someone hits refresh while your page is loading, your analytics will not count their bounce. This incorrectly reduces bounce rate.

# CHECKOUT ABANDONMENT RATE

- Abandonment rate is a term associated with the use of virtual shopping carts
- The percentage of shopping carts that are abandoned" prior to the completion of the purchase



- Complicated checkout process.
- Hidden prices that come out at the time of checkout like taxes or high shipping charge.
- Tough or lengthy registration process.
- No option to check out without signing up.
- Limited payment options.
- Decision to purchase from a land-based store (as opposed to online)
- Entertainment value (e.g. placing items for fun or because of boredom)
- Utilization as a research and organization tool
- ...

# 37 Cart Abandonment Rate Statistics

69.23% – average documented online shopping cart abandonment rate

This value is an average calculated based on these 37 different studies containing statistics on e-commerce shopping cart abandonment.

Tweet

## Abandonment rate statistics:

78.00% | [Listrak](#) 2016 (retrieved Jan 9, 2017)

75.50% | [Adobe](#) 2016 (retrieved Jan 9, 2017)

68.80% | [Barilliance](#) 2016 (retrieved Jan 9, 2017)

74.52% | [SaleCycle](#) 2016 (retrieved Sep 21, 2016)

71.39% | [Barilliance](#) 2015 (retrieved Jan 14, 2016)

68.95% | [IBM](#) 2015 (retrieved Dec 7, 2015)

75.00% | [Listrak](#) 2015 (retrieved May 8, 2015)

75.60% | [SaleCycle](#) 2015 (retrieved May 8, 2015)

68.38% | [IBM](#) 2014 (retrieved Dec 2, 2014)

## Why this list?

We created this list because we needed some abandonment statistics ourselves for our [E-Commerce Checkout Usability](#) study and articles.

When searching for these statistics we found a myriad of articles citing the same sources, as well as large fluctuations in the actual abandonment rates. So to save you and ourselves that hassle we decided to gather all statistics in a single place.

We've also calculated an average so it's

# PAGE DEPTH

---

- The page depth metric or pages per session (also pages/session or average page depth) indicates the average number of pages visited by a user within a session
- To obtain meaningful reports, page depth should be combined with different dimensions (segments), such as demographic features or the traffic source of the user (e.g. direct)
  - How far are users immersed in the information architecture of the website?
  - How many page views were generated by this click and read behavior?
  - What is the percentage of new and returning users?

## Best Metrics: Small, Medium, Large Businesses

### Acquisition

Cost Per Acquisition

S {

Click-Through Rate

M {

% of New Visits

L {

### Behavior

Bounce Rate

CK Abandonment Rate

Page Depth

Loyalty

Events Per Visit

### Outcomes

Macro Conversion Rate

Micro Conversion Rate

Per Visit Goal Value

Days To Conversion

% Assisted Conversions

# COST PER ACQUISITION (CPA)

- Um den durchschnittlichen CPA (Cost-per-Acquisition) zu berechnen, werden die Gesamtkosten der Conversions durch die Gesamtzahl der Conversions geteilt.

Campaign	Email	Social Media
Impressions	1,000	2,000
Clicks	50	200
CTR	5%	10%
Avg CPC	\$1	\$1
Cost	\$50	\$200
Conversions	10	10
Cost per Acquisition	\$5	\$20

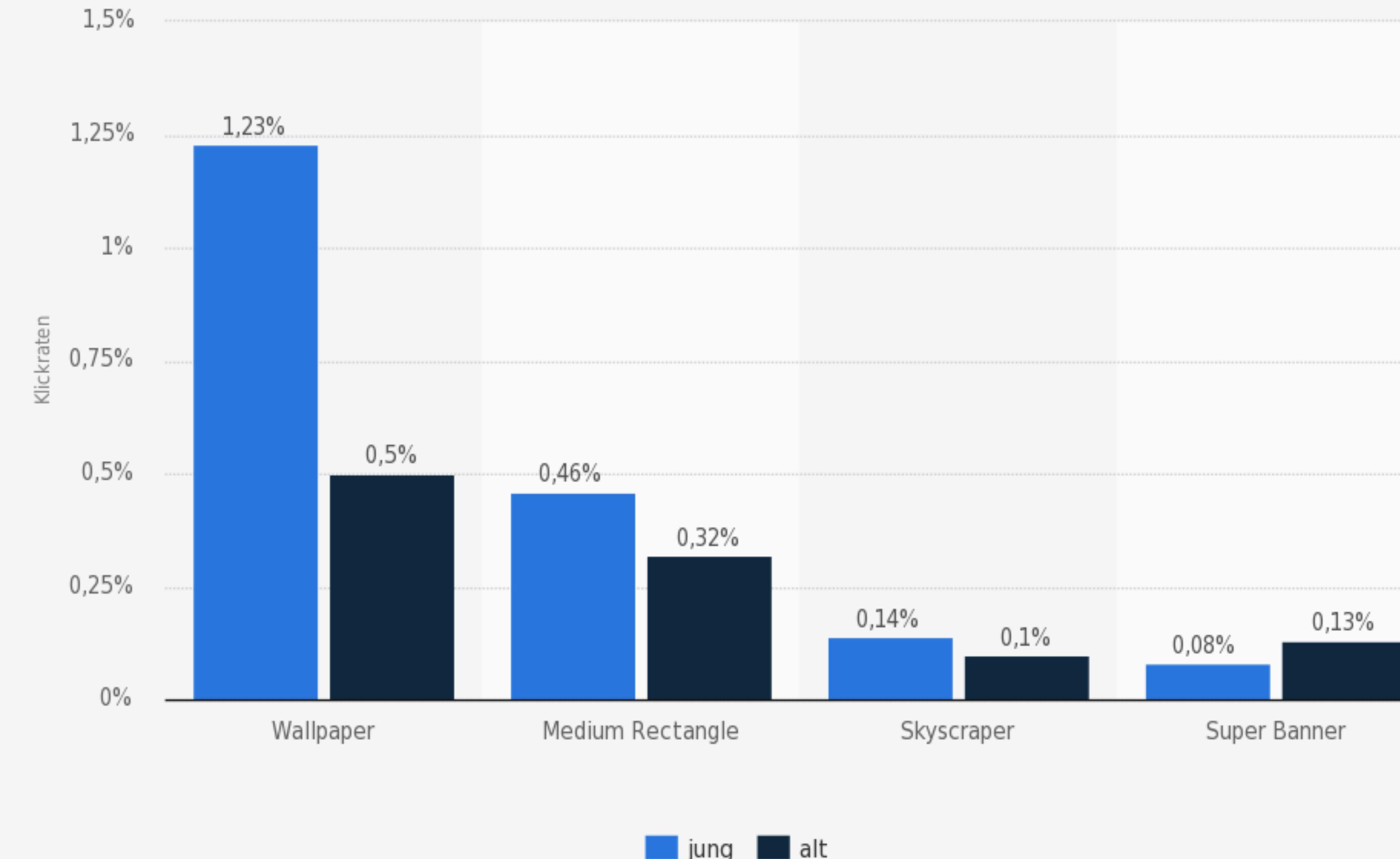
Quelle: [Kaushik \(2011\)](#)

# KLICKRATE (CLICK-THROUGH-RATE, CTR)

---

- Die Klickrate gibt an, wie oft Personen, die Ihre Anzeige sehen, auch darauf klicken.
- Anhand dieser Rate können Sie die Leistung Ihrer Keywords und Anzeigen beurteilen.
- Wenn eine Anzeige beispielsweise fünf Klicks und 1.000 Impressionen erzielt, beträgt die Klickrate 0,5 %.

## Klickraten für Standard Ads nach Altersklassen 2009



Quelle:  
Tomorrow Focus Media  
© Statista 2016

Weitere Informationen:  
Deutschland; Tomorrow Focus AG; 2009; Teilnehmer im Tomorrow Focus  
Netzwerk

3:1 rectangle  
300×100

Leaderboard  
728×90

Full banner  
468×60

Half banner  
234×60

Pop-under  
720×300

Vertical  
banner  
120×240

Medium rectangle  
300×250

Button 1  
120×90

Button 2  
120×60

Vertical  
rectangle  
240×400

Square pop-up  
250×250

Half-page ad  
300×600

Wide  
skyscraper  
160×600

Skyscraper  
120×600

Large rectangle  
336×280

Rectangle  
180×150

cc  
Square  
button  
125×125



Halfsize Banner

Fullsize Banner

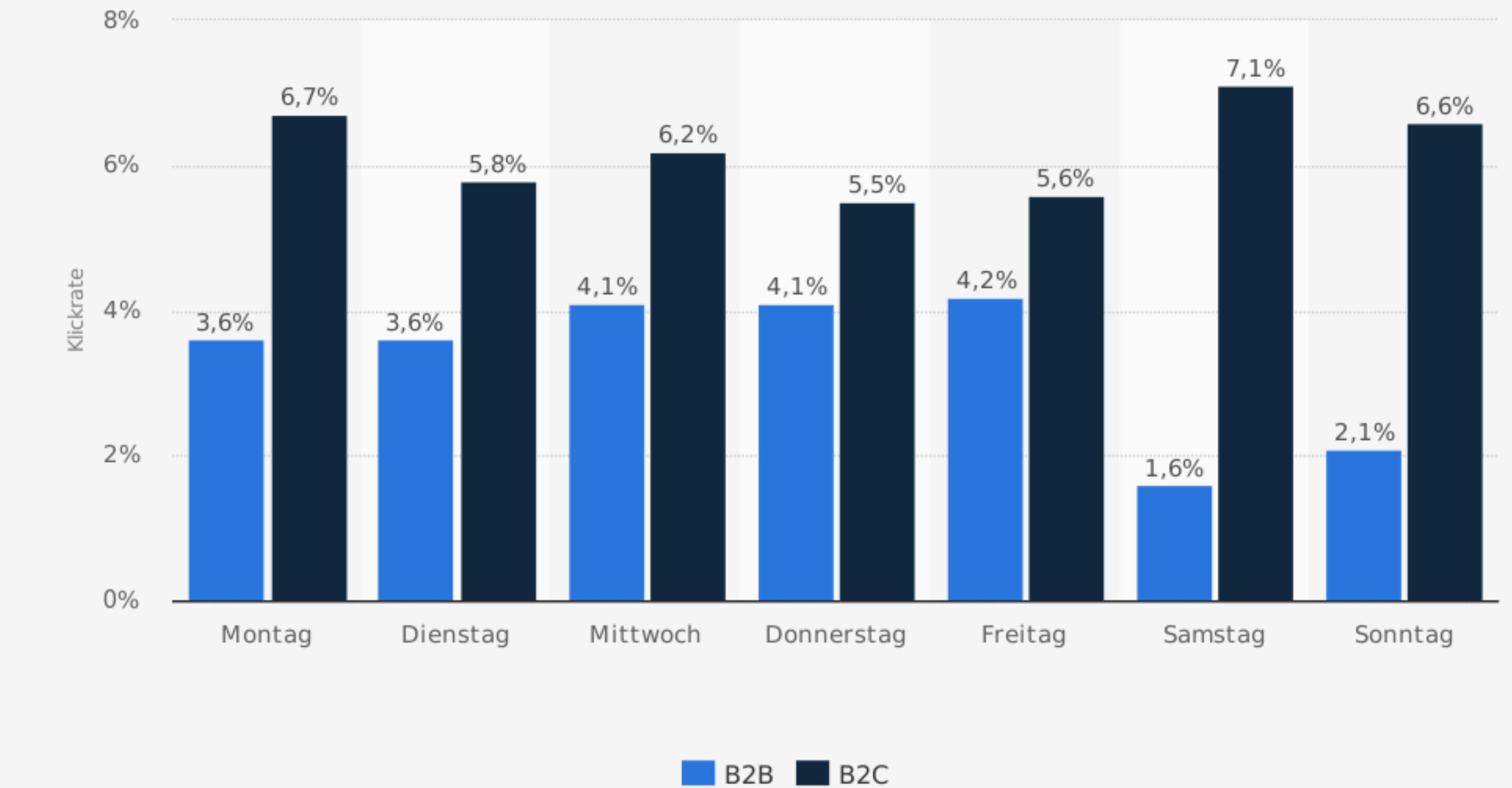
Superbanne

Medium Rectangle

Universal Flash Layer

Wide Skyscraper

## Klickrate im E-Mail-Marketing in den Zielgruppen B2B und B2C nach Versandtag in der DACH-Region im Jahr 2015



Quelle:  
Inxmail  
© Statista 2016

Weitere Informationen:  
Deutschland; Österreich; Schweiz; Kennzahlen von über 1.000  
Inxmail Kunden wurden ausgewertet

statista

## Best Metrics: Small, Medium, Large Businesses

### Acquisition

Cost Per Acquisition

S {

Click-Through Rate

M {

% of New Visits

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