**Part 3:**

Glossary:

Bounce Rate: Percentage of clickstreams with length 1

Dropout Rate: Percentage of purchases completed once started

Conversion Rate: Percentage of purchases completed out of all relevant clickstreams

Average Clickstream Depth: Average number of pages visited per relevant clickstreams

Based on bounce rate, dropout rate, conversion rate and average clickstream depth LinkedIn had the best advertisement campaign. See **Graph 1** and **Graph 2** below. Conversion rate indicates that LinkedIn advertisements had the most successful purchases per use. The dropout rate indicates once people begin buying product, if there source is a LinkedIn ad, they are more likely to complete the purchase than if the source were other advertisements. LinkedIn also has the highest average clickstream depth; customers engage with the website longer. LinkedIn is tied with the lowest bounce rate; customers never immediately leave after visiting one page.

Graph 1: Bounce, Dropout and Conversion Rates for all Sources


Graph 2: Average Clickstream Depth
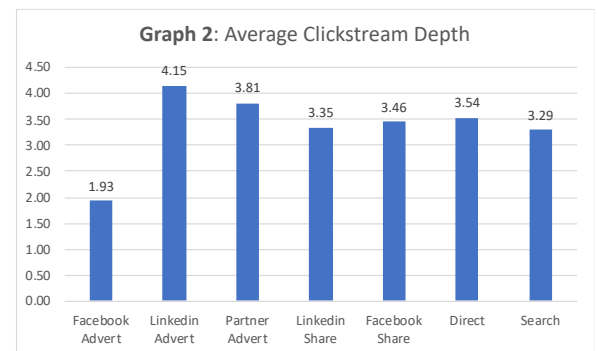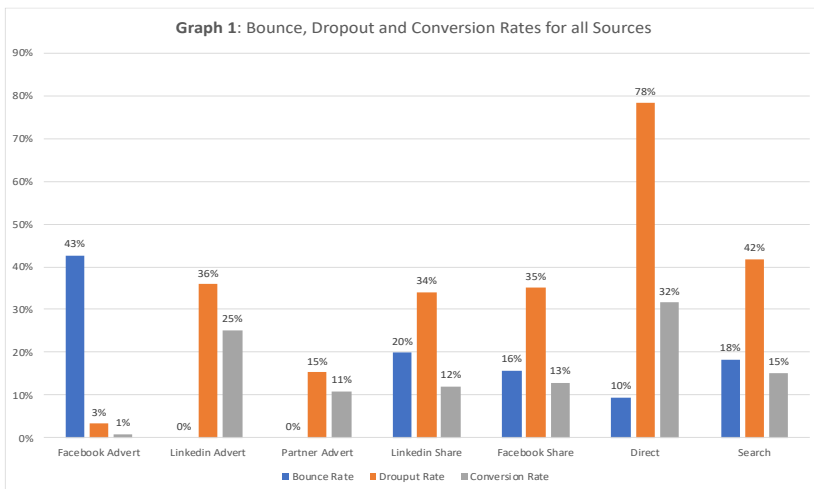
A comparison of social media (SM) advertisements vs. SM shares was conducted. Conversion rate performance SM advertisements (Facebook and LinkedIn) are better than SM shares. The average SM advert conversion rate is 13% compared to SM shares 12% rate. However, the average dropout rate is 20% for adverts and 35% for shares. Thus, SM adverts create more purchases than shares per use but SM shares have more individuals completing purchases once started. See **Graph 3** .

Additional content like blogs can improve website experience, thus, each blog was studied. *Blog 2*

Graph 3: Average Social Media (Facebook and LinkedIn) Conversion and Dropout Rates
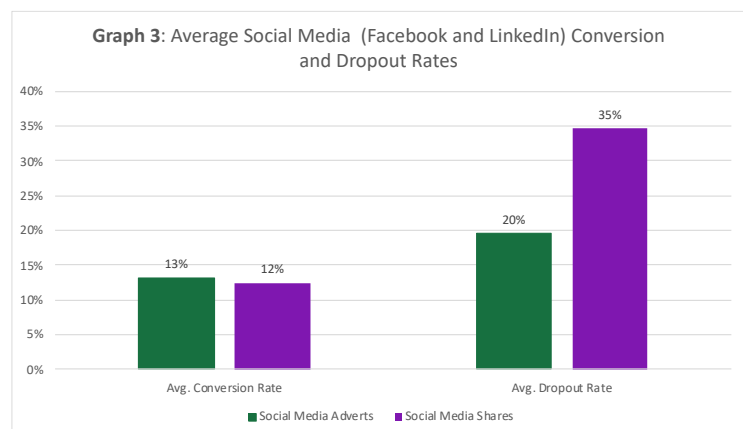
converts better than *Blog 1*, 15% vs. 8%, respectively. **See Graph 4.** Therefore, blogs similar to *Blog 2* should be used. This metric was calculated by finding the total number of times *Blog 1* or *Blog 2* were mentioned in the clickstream before a purchase success occurred. If neither blog or both blogs were visited before a purchase success the clickstream's information was not included in the calculation.
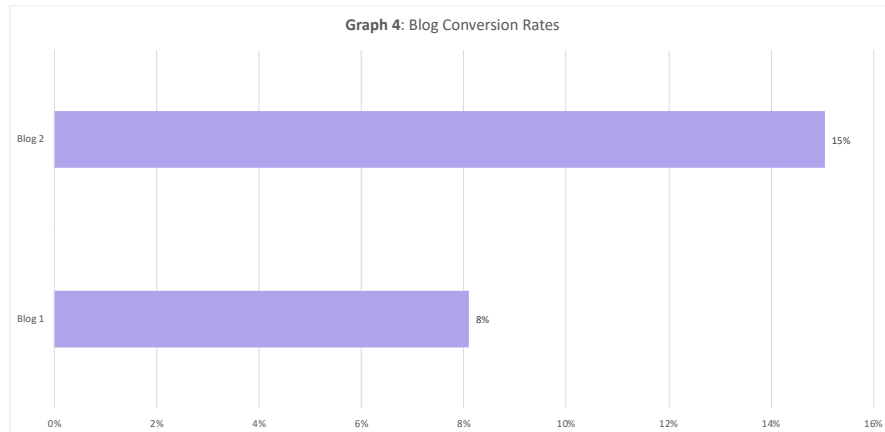
Customer behavior from each platform after the purchase process began was investigated. The most common final page visit for each platform, when a purchase was started but not completed, was found. *Android*, *mac*, *unknown* and *windows* shared their most common end page, 'purchase start.' Their second most common final page visit was, 'purchase enter address.' For *ios* the most common end page is 'purchase enter address' and the second most common is 'purchase start.' **See Graph 5.** This indicates that aside from possible accidental purchase starts or 'cold feet' there are issues when customers need to enter their address.