**Question 1**

1. Located in population dense areas
   * The Vanca demographics include attributes like 18-40 years of age, independent, working, A-B socioeconomic classification, graduate, and physically fit. These classifications describe women that tend to be in high population density areas (i.e., cities). Adding a location component to the demographics is important in this case study. This allows better targeting of digital spend in the locations The Vanca woman is located. This will can improve click through and conversion rates improving ad quality leading towards a more successful digital campaign.
2. Technologically advanced
   * As with location, the other demographic, psychographic, and behavioral attributes lead to an important lead to a conclusion on The Vanca woman’s ability with technology. The Vanca woman is more likely to be on her phone, computer, and tablet to consume news and social activity. It is important to include this because The Vanca woman is more likely to interact with digital media advertising compared to traditional advertising (i.e., newspaper, radio, TV, etc.). Including this as an attribute point towards higher budget allocation towards digital media spend.

**Question 2**

There are many uses for website analytics in determining the integrated digital channel mix. These include understanding visitors’ devices used when accessing the site, identifying if site visitors are new or returning, and validating The Vanca woman’s demographic assumptions in Exhibit 7.

Site visitor devices are an important consideration when determining the digital channel mix. Information like iOS vs. android, mobile vs. desktop, and Chrome vs. Firefox provide interesting tidbits about the customers that are visiting the site that can be used to optimize the digital channel mix. For example, a high proportion of users navigating to the site via a desktop lends itself to higher budget allocation for banner ads. These users would be navigating to different sites using a typical web browser. Therefore, banner ads can help keep The Vanca top of mind for when the customer “pulls the trigger” on a buying decision.

Identifying the disparity between new and repeat customers is an important consideration for determining the digital channel mix. Repeat customers are returning to the site because they liked the product the first time and would like to purchase the product again. These customers already know The Vanca brand and do not need to be reeducated. A higher proportion of repeat customers compared to new customers should lead to an interrogation of the marketing mix. The marketing mix should be developed to increase the number of new customers while maintaining those repeat customers. If the number of new customers drops, The Vanca should investigate alternative digital channels to reach a wider target audience.

Another important aspect of website analytics is validating The Vanca woman’s persona. The demographic portion including her age and location can be gleaned from website analytic data. Doing so ensures the marketing team at The Vanca is targeting the correct customer with their digital spend and search engine optimization campaigns. For instance, a higher-than-expected target age would require changing the targeted sites for advertising. Further, it would necessitate rethinking customer’s technological expertise attribute that was added in Question 1.

Overall, the data collected via website analytics is invaluable towards proper allocation of the digital spend budget across the various digital channels. Identifying the customer’s demographic information, device, and whether they are repeat or new customers helps to inform marketers on the digital channels that are likely to resonate with the target audience.

**Question 3**

Conversion rates in digital marketing depend on factors such as the quality of the landing page, inclusion of relevant keywords, and targeting the correct audience. The Vanca used methods to address their challenges in each of these areas.

The Vanca increased the quality of the landing page and included relevant keywords through site optimization. Site optimization refers to the site’s ability to attract potential customers organically. The website should include relevant information so that search engine results will show the website when keywords pertaining to the site’s content and brand’s mission are entered. In the case study The Vanca first analyzed the key words that were high-ranking in relation to their specific brand and product. These keywords were included in the site so that organic search results for these keywords would show the site. This is the exact problem Sheena Mehra finds at the beginning of the case study that seeming relevant google searches did not show the site at the top of the search results.

The third method The Vanca used for increasing conversion rates was targeting the correct audience. The correct audience was defined through the persona exercise as discussed in Question 1. The Vanca woman is a relatively young professional woman who is educated and socially active. This description helps marketers understand where The Vanca women will spend time on the internet. They likely will be on social media (Twitter/X, Instagram, Facebook, and TikTok) and searching fashion blogs. Therefore, The Vanca focused its marketing efforts on these platforms. The Vanca even took blogging to a new level by employing fashion bloggers to communicate with prospective customers on fashion advice. Although this approach wasn’t tenable, it shows the innovative nature of The Vanca to the customer. Further, The Vanca targeted specific discussion forums that further improved the conversion rates.

The Vanca was successful in improving conversion rates by optimizing their website through inclusion of high-ranking keywords and by correctly targeting their audience.

**Question 4**

A few attributes that are important for a strong online brand include being easily found on digital platforms, a strong website, and providing excellent customer service. These attributes form the foundation of the brand that will lead to high conversion rates in organic and paid search results. Conversion rates are an indicator of the brands relative strength.

A brand must have a strong website to yield high conversion rates. The website impacts the paid search results by improving ads’ quality score and organic results by including relevant keywords to the search. An example of this is a simple google search for “athletic clothes”. In the USA, Nike has a large market share for athletic-type clothing. The results of the search exemplify this by holding both an ad and organic search position. Struggling brands such as Under Armor and Adidas are not available in the “above-the-fold” position on the page. Nike accomplished this by having a strong website with high quality landing pages that include relevant keywords. This improves the click-through-rate of the ads and improves the quality score.

Another important attribute of an online brand is excellent customer service. An example of this is chewy.com that has built itself in the preeminent pet supply online retailer. In my personal experience Chewy has overdelivered in many ways including sending personal handwritten birthday cards for my pet and corrected a mistaken order free of charge. These small acts of kindness help drive brand loyalty in a competitive online retail space. The customer service and site experience at Chewy is why I keep coming back to the site even though the same products may be available at Walmart or Amazon. In the online world word of mouth testimonials still go a long way. This makes customer service and important attribute for an online brand.