

# Dilan's travel guide

Business improvement recommendations  
based on log data analysis

---

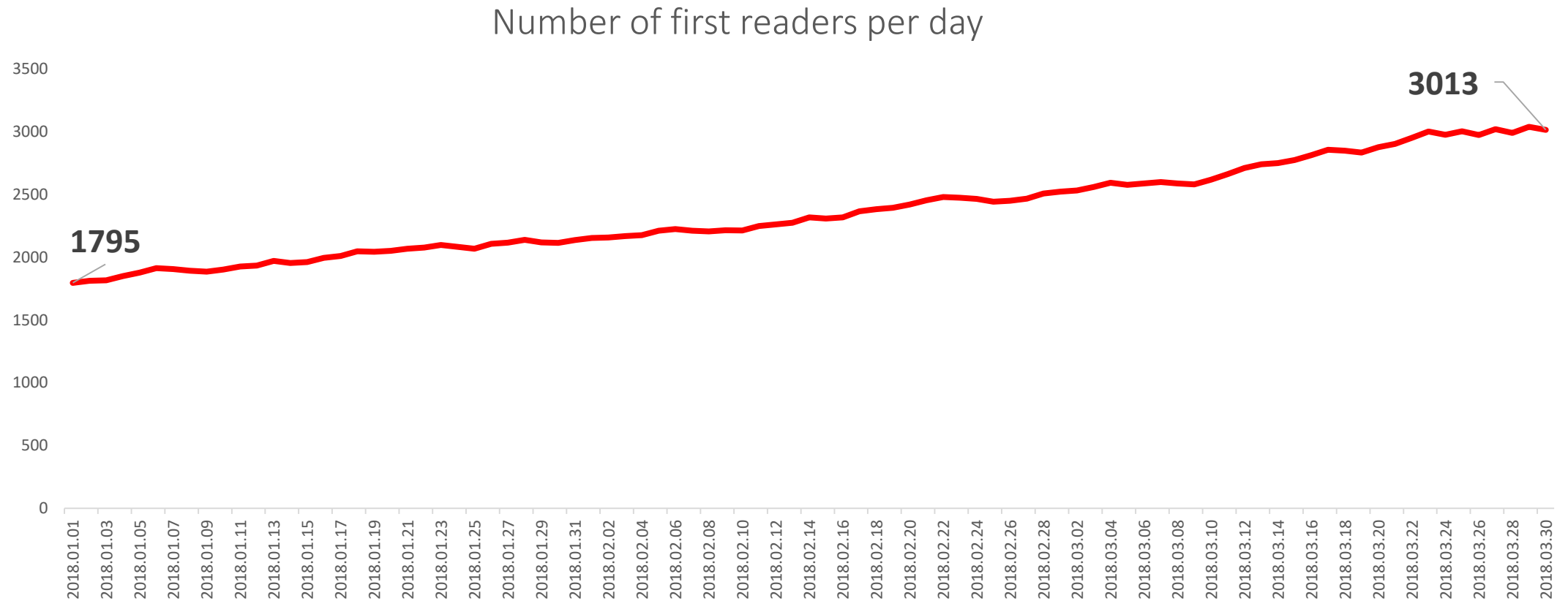
ANALYST: NORA NYIRŐ

MAY, 2023

# Overview of 3 months trends

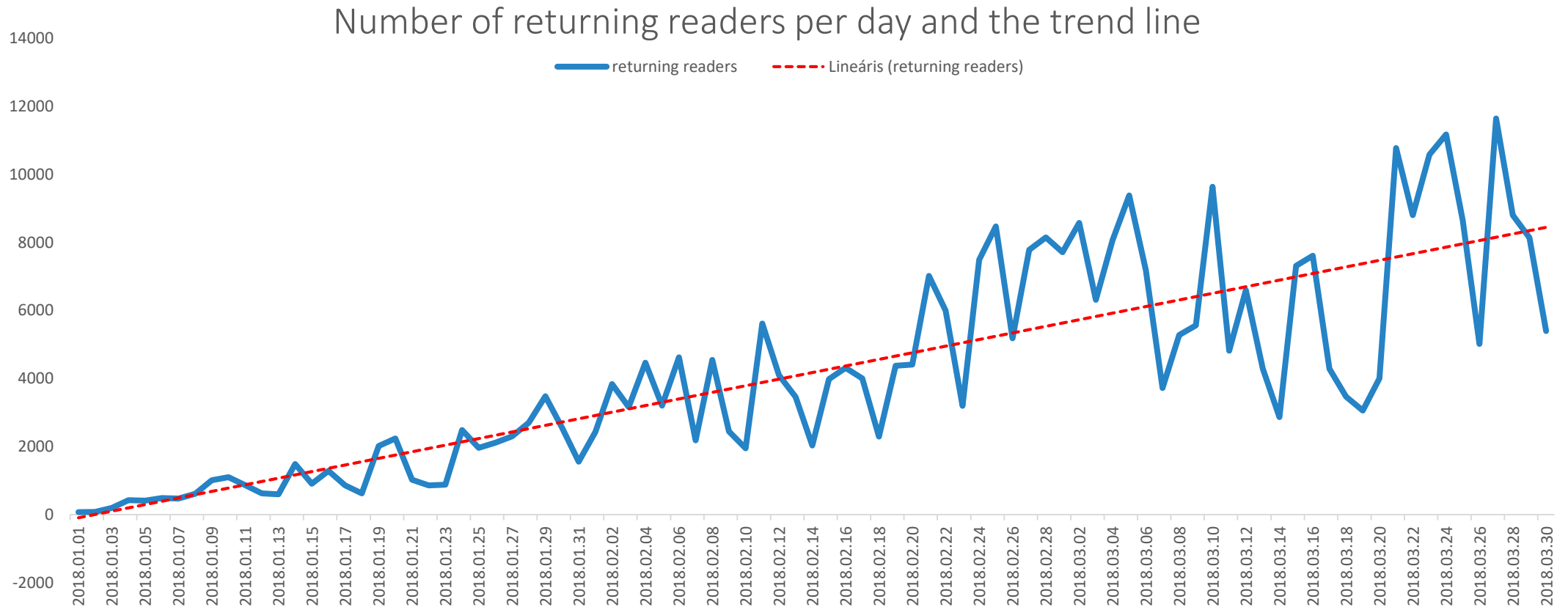
---

# Stable, growing trend at daily first readers



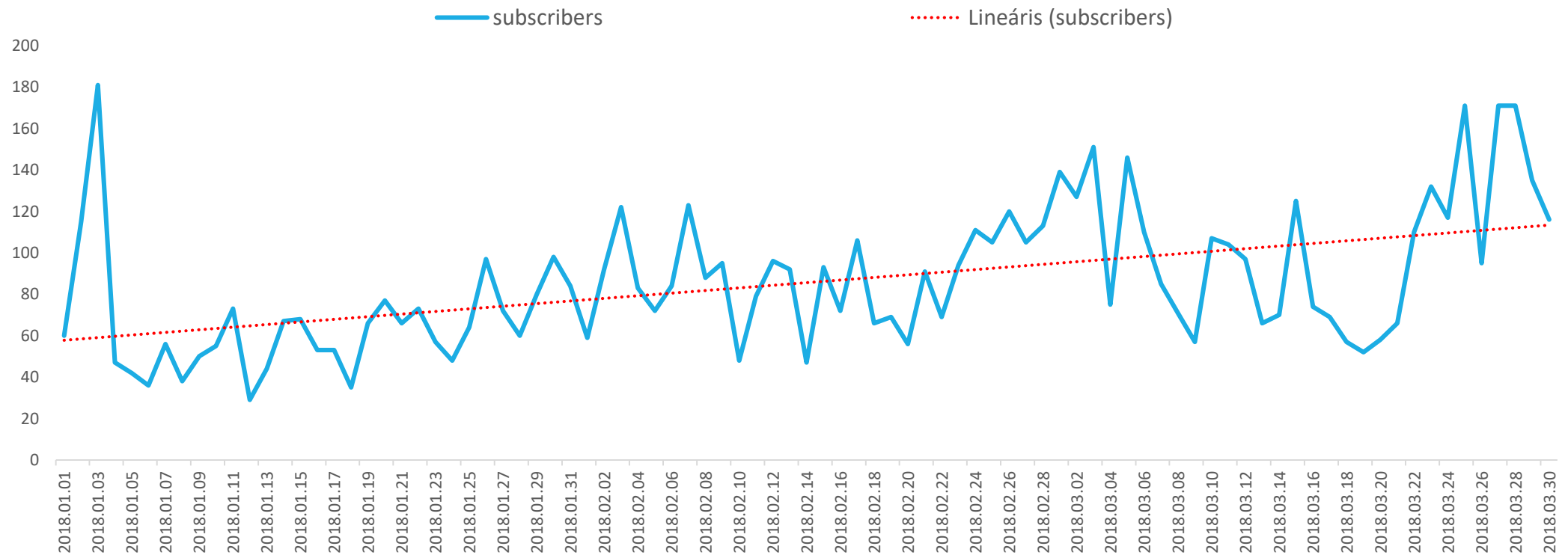
# Dynamic increase at returning readers

→ Content is good and relevant readers come back



# Stable, positive trend in subscriptions

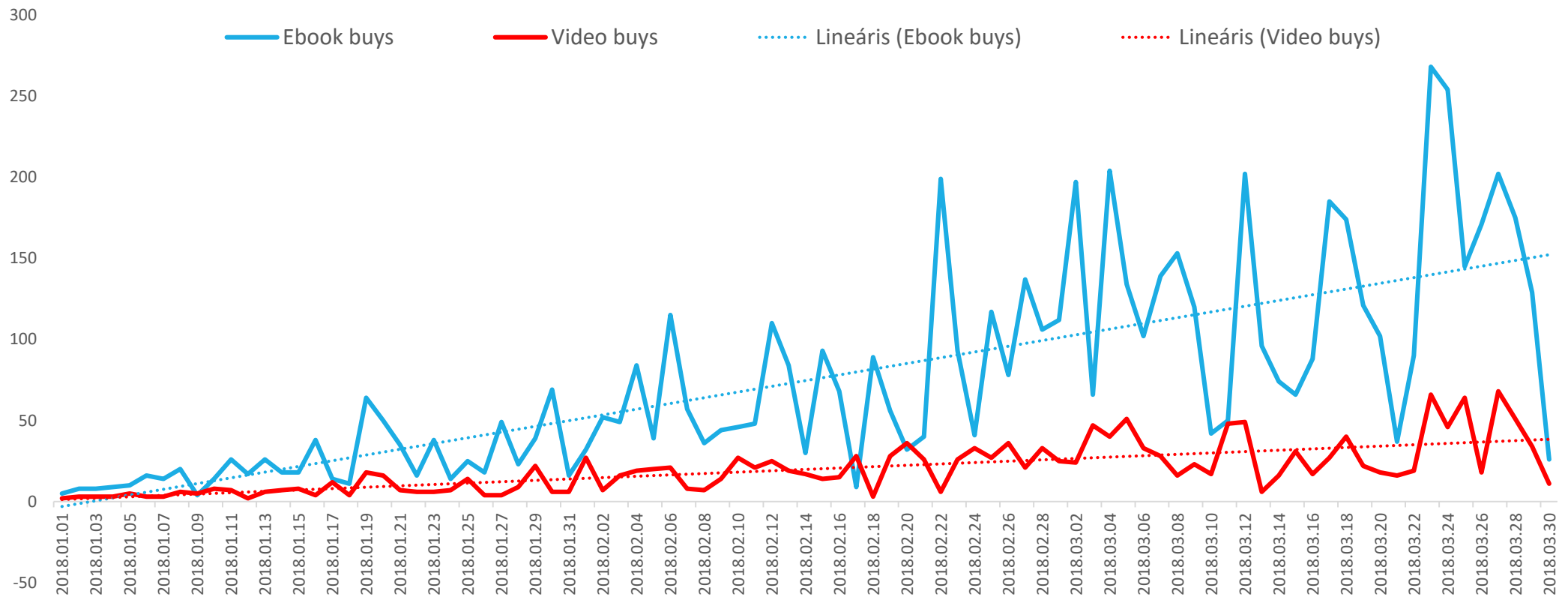
Number of daily subscriptions



# Dynamic, positive purchase trend: Ebook leads

→ Ebook should stay in comm message focus (great deal)

Number of daily Purchases per product type



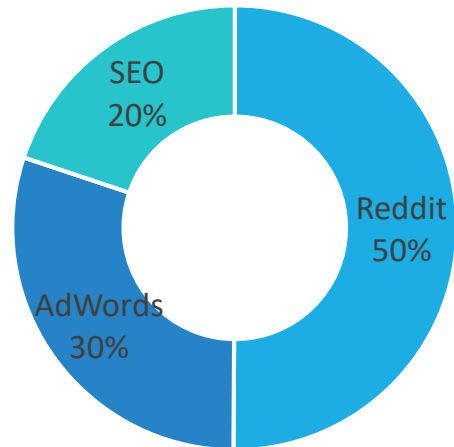
# First readers' composition:

Key source: Reddit → Revenue + ROI analysis needed

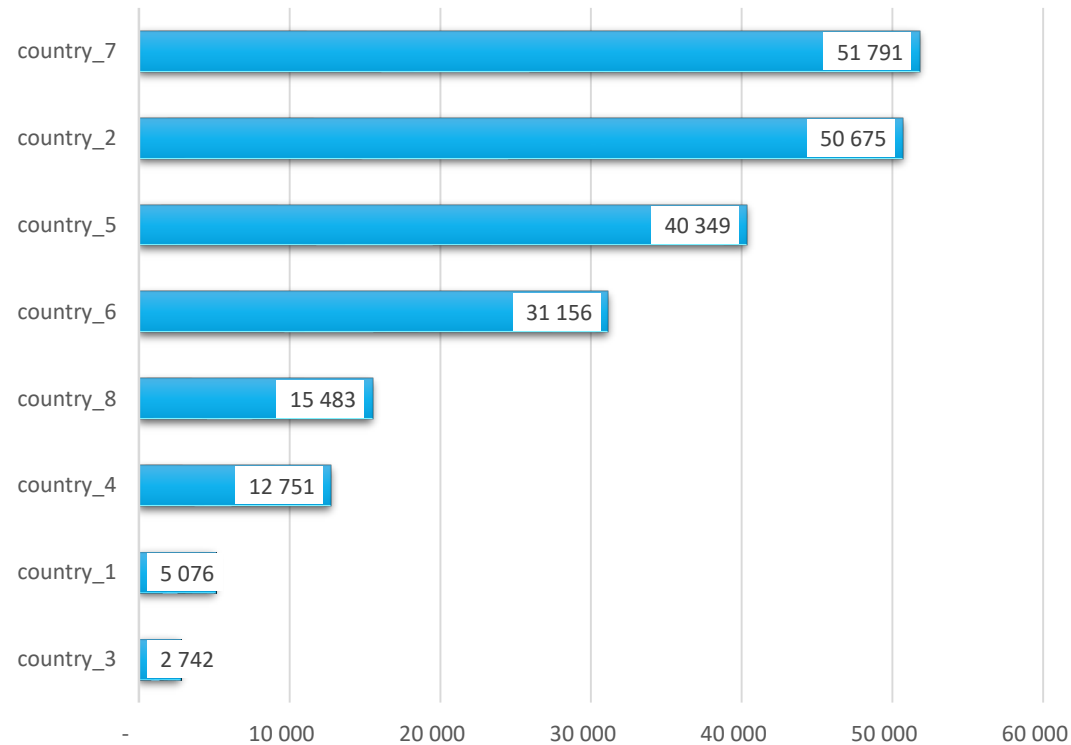
Key countries: 7,2,5,6; second cluster: 8,4 ; not key: 1,3

Key topic: Asia; second cluster Europe + North America

Source



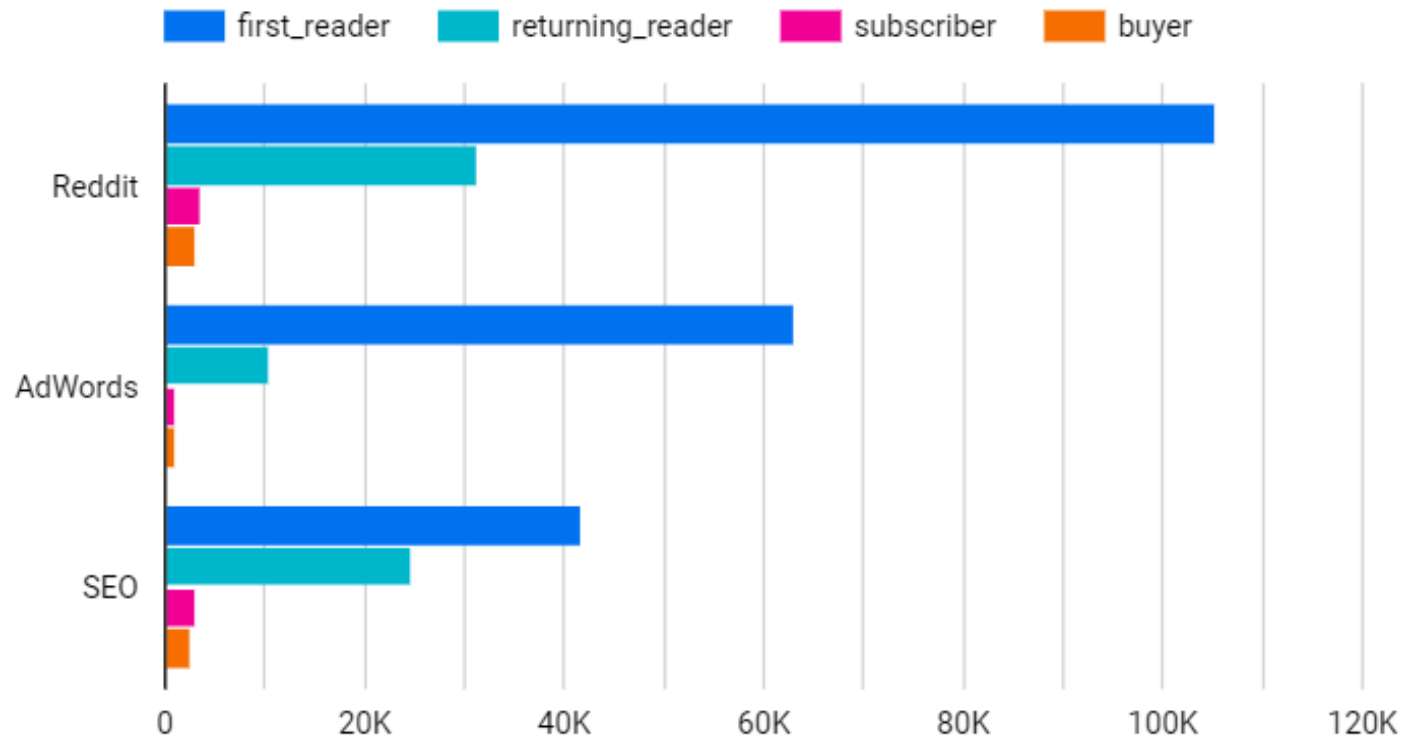
# of first readers per country



Topic	# of First readers per topic
Asia	76 092
Europe	39 561
North America	37 567
South America	25 095
Africa	15 913
Australia	15 795

# Funnel analysis of the blog readers

→ proves the key role of Reddit and SEO, while AdWords generates the second highest numb of first readers, but conversion is the worth

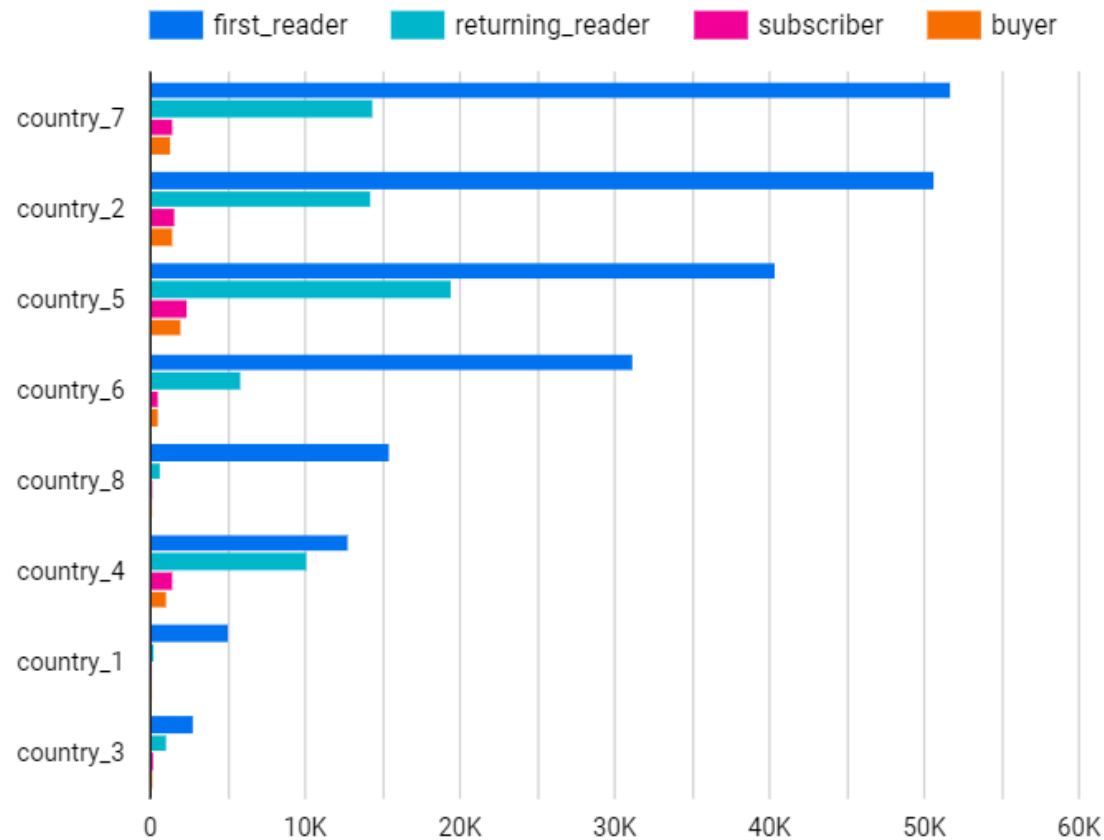




# Funnel analysis of blog readers

→ proves country 5,2,7,4 as main source of buyers, however 6, 8 bring more first readers in the conversion remains low

→ country 4 stands out with the best conversion ratio



Country	Conversion rate
country_4	8,6%
country_5	4,9%
country_3	4,1%
country_2	2,8%
country_7	2,7%
country_6	1,7%
country_8	0,5%
country_1	0,5%
AVR	3,2%

Revenue sources:  
Where to invest money and time?

---

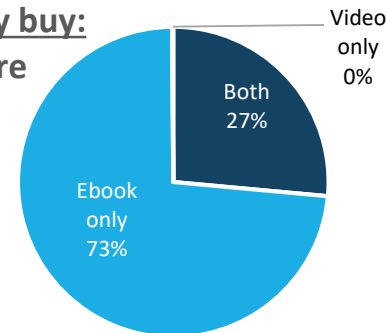
# What do the users buy, Ebook, Video or both?

- 3/4 buys only Ebook, but 80% of the revenue is generated by the ones buying Ebook&Video – they are the key profit group
- no only Video buyer segment

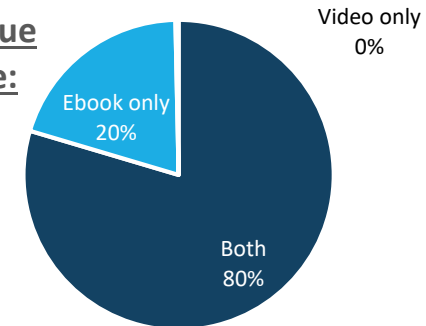
## 3 months key numbers

# of buyers	6 648
# of buys (Ebook and Video buyers calculated 2x)	8 407
Revenue (3 months)	194 480

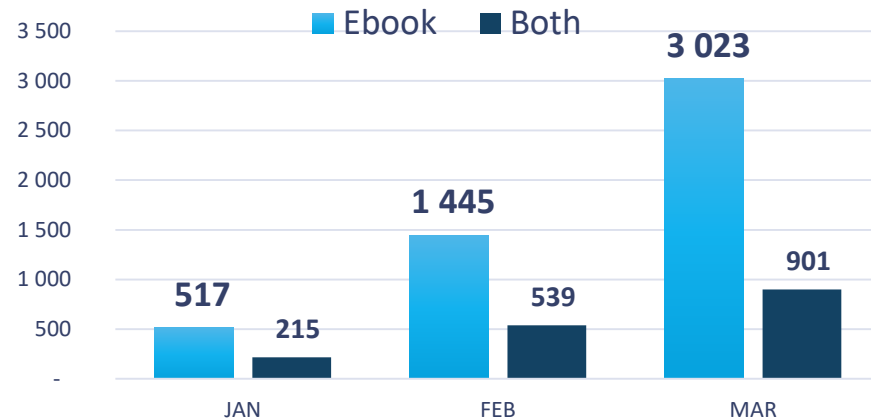
## What they buy: Users share



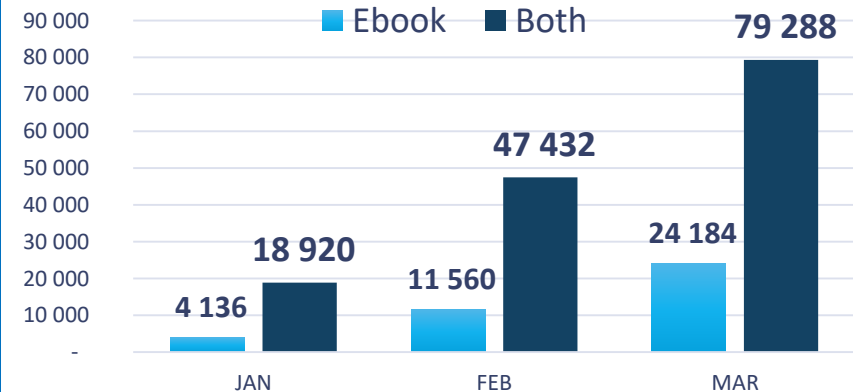
## Revenue share:



## Buying users per product per month



## Revenue per product per month

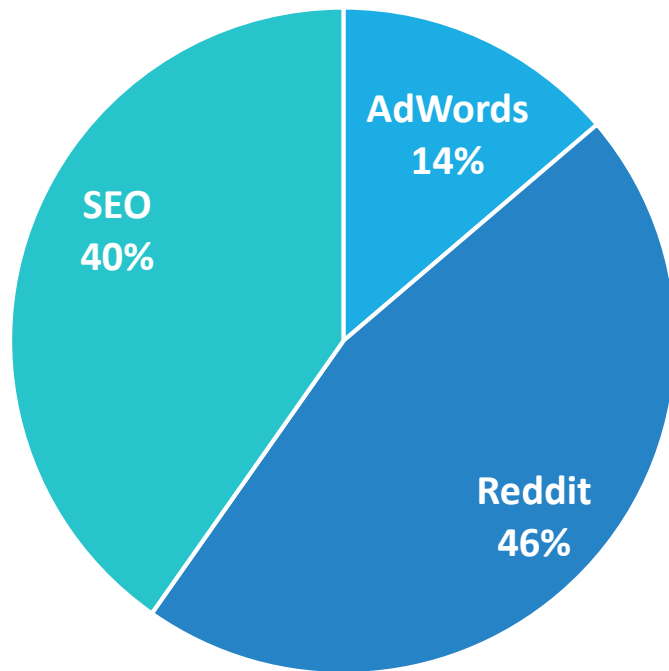


What do we know about buyer segments?

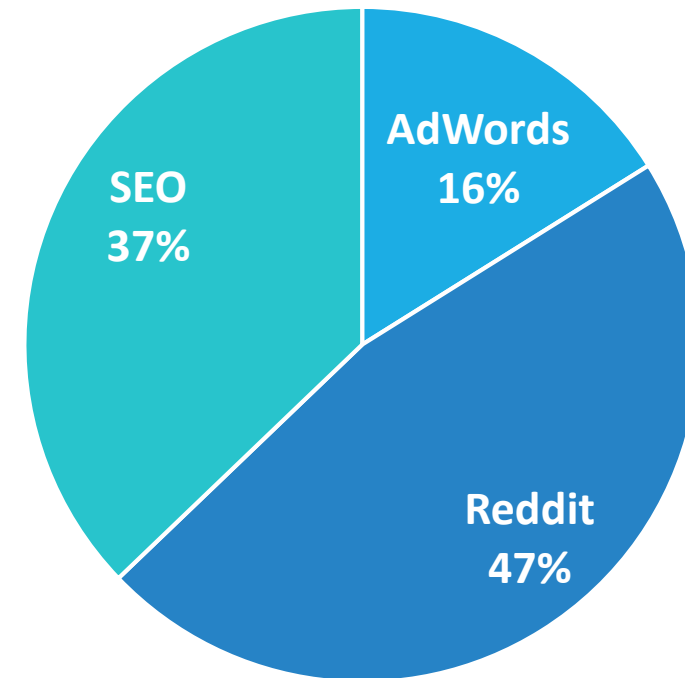
→ Comm.channels: Reddit is the best revenue generator source, SEO is also close, AdWords is far behind → Comm. Spend reallocation from Adwords to Reddit and SEO

---

Revenue share buying Both



Revenue share buying Ebook only



What do we know about buyer segments?

→ ROI and NN revenue pro user analysis → Comm. Spend reallocation from Adwords to Reddit and SEO proven!

→ NN income per buyer is competitive at AdWords, no need to cut the total budget, finetuned targeting needed

---

source	ROI (%)	NN income per buyer(\$)
Reddit	118,68	28,77
SEO	101,74	30,22
AdWords	17,44	25,43

## What do we know about buyer segments?

→ Countries: 5 is outperforming all other, 7,2,4 are key, 6 is generating more in both buyer group as top Ebook 5.

→ Comm.budget and effort revision accordingly, NO spend in country 1,3,8

	Country	Users	Revenue
Both	country_5	526	46 288
Both	country_7	358	31 504
Both	country_2	348	30 624
Both	country_4	306	26 928
Both	country_6	151	13 288
Both	country_3	34	2 992
Both	country_8	27	2 376
Both	country_1	9	792

	Country	Users	Revenue
Ebook only	country_5	1 444	11 552
Ebook only	country_2	1 093	8 744
Ebook only	country_7	1 022	8 176
Ebook only	country_4	787	6 296
Ebook only	country_6	383	3 064
Ebook only	country_3	78	624
Ebook only	country_8	58	464
Ebook only	country_1	16	128

## What do we know about buyer segments?

Content preference: → ASIA is the peak topic, NA second, E third  
→ SA, Africa, Australia out of focus

	Topic	Revenue
Ebook only	Asia	22 536
Ebook only	North America	8 520
Ebook only	Europe	5 560
Ebook only	South America	2 056
Ebook only	Africa	192
Ebook only	Australia	184
Both	Asia	89 144
Both	North America	35 288
Both	Europe	20 680
Both	South America	8 360
Both	Australia	704
Both	Africa	616

## What do we know about buyer segments? Microsegments

→ in order to finetune the geographical targeting pro channel and the content of the message focus on green microsegments (see the highlights below)

---

Both	Reddit	country_5	22 616
Both	Reddit	country_7	14 784
Both	Reddit	country_2	14 520
Both	Reddit	country_4	11 792
Both	Reddit	country_6	5 984
Both	Reddit	country_3	1 496
Both	SEO	country_5	16 368

Ebook only	Reddit	country_5	5 440
Ebook only	Reddit	country_2	4 168
Ebook only	Reddit	country_7	3 736
Ebook only	Reddit	country_4	3 080



# Key take aways

---

# 3 Key identified success factors

---

## Content to improve

- Asia is the leading content by all groups
- Second cluster: North America, Europe

## Ad channels

- Reallocate budget from AdWords to Reddit and SEO
- Reco based on ROI: 500 Reddit, 400 SEO, 100 AdWords per month

## Countries to focus

- Country\_5 is the key focus: volume of readers and purchases
- Country\_4 is key focus: outstanding conversion rate
- Country\_7, Country\_2 are the second target market cluster