From Clicks to Conversions: Analysing Banner Impact

Key Findings and Strategies for Optimising Sales

sport
Ready for Action

Context

- The marketing team launched a banner campaign to increase engagement and sales across product categories.
- After running the campaign for a period of time, an analysis is required to evaluate its effectiveness and user behaviour.
- The objective is to uncover actionable insights and improve future banner performance.
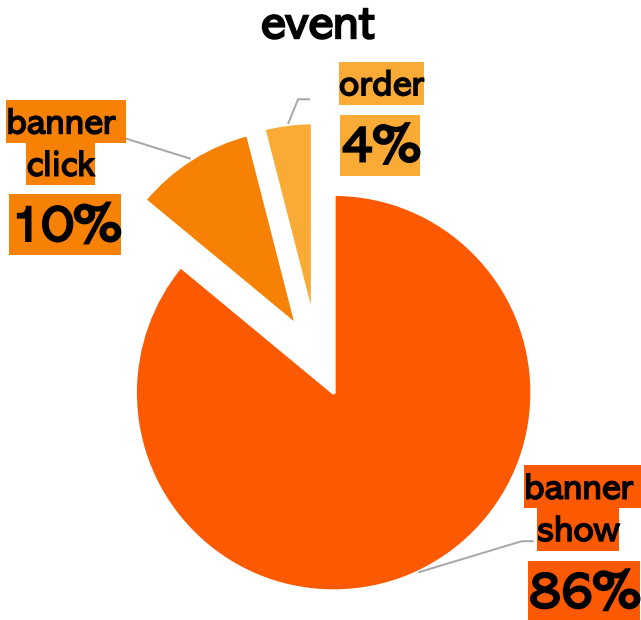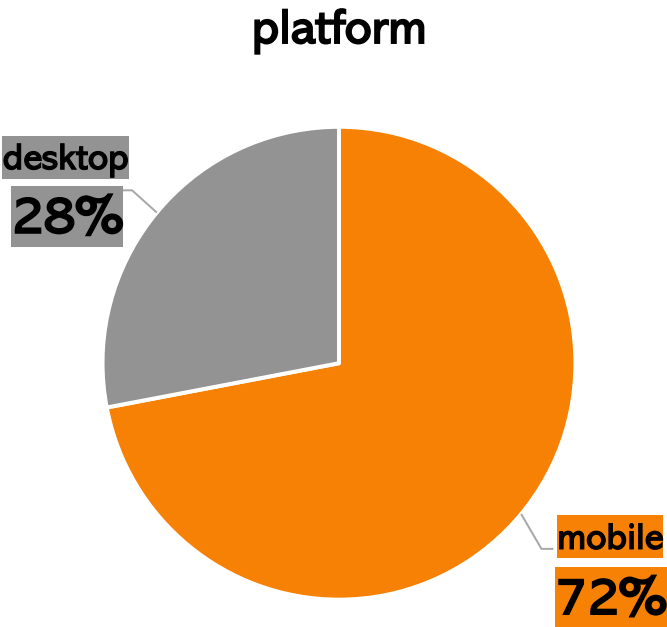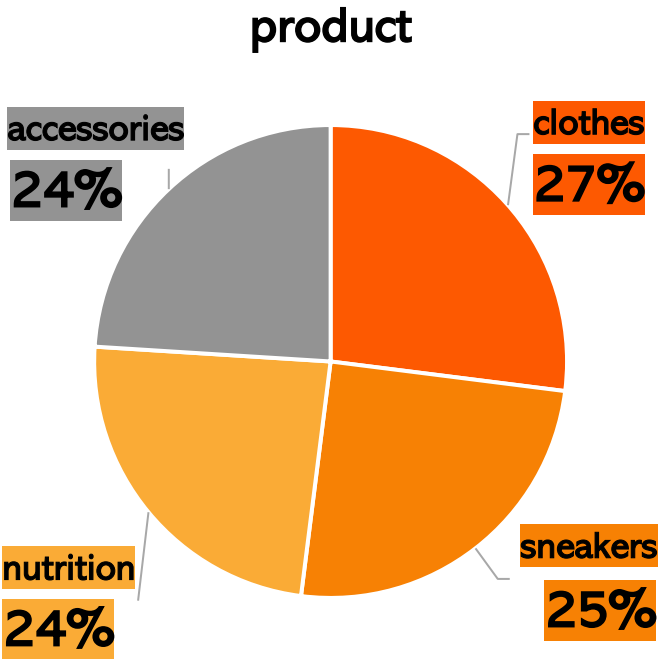
Objectives

1. Understand how customers interact with banners.
2. Identify key factors influencing purchase decisions.
3. Perform detailed analyses (cohort analysis, funnel analysis, and A/B testing).
4. Provide data-driven recommendations to increase sales generated through banner interactions.

Understanding the Data

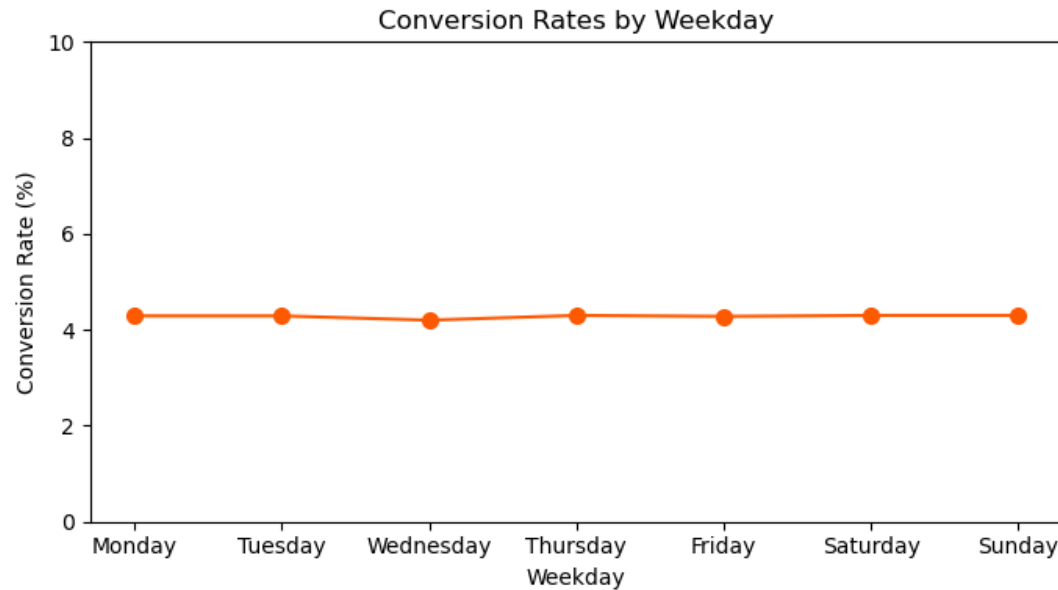The data captures three main dimensions of user activity:

– Product category: clothes, sneakers, nutrition, accessories.
– User platform: mobile and desktop.
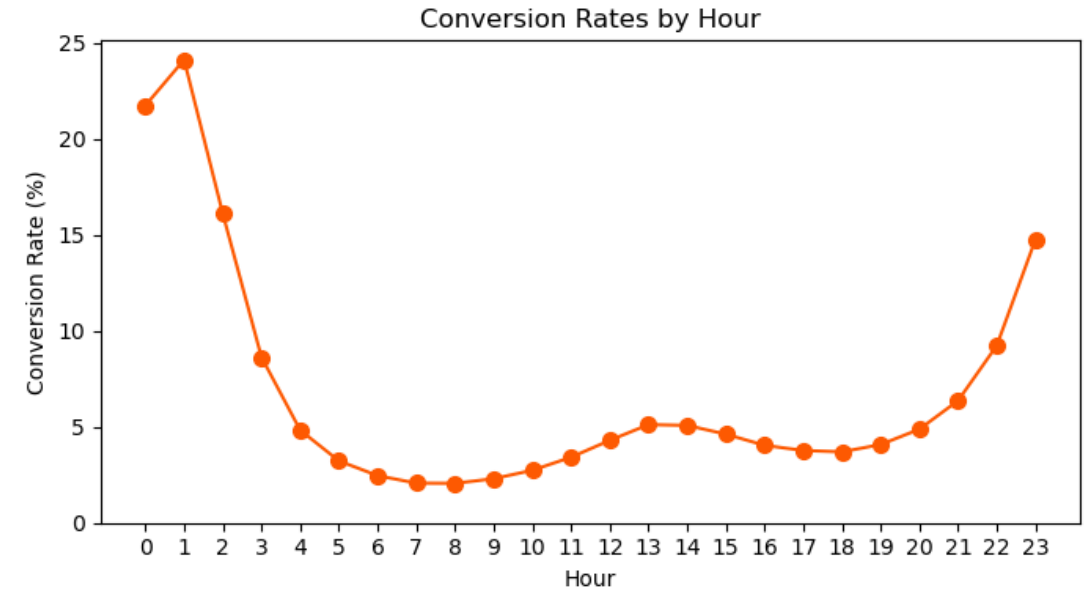– Event type: banner show, banner click, and order.

product

accessories 24%
clothes 27%
sneakers 25%
nutrition 24%

platform

desktop 28%
mobile 72%

event

banner click 10%
order 4%
banner show 86%

When Do Users Convert?

Conversion rates remain stable across weekdays.

Conversion rates peak late at night (22PM – 3AM).

Recommendations:
- Focus banner displays during late-night hours (22PM – 3AM) to maximise conversions.
- Leverage consistent weekday conversion rates by maintaining visibility throughout the week.

Active Users

cohort start	month 0	month 1	month 2	month 3	month 4
Jan 1, 2019	721,429	101,786	44,788	35,091	27,857
Feb 1, 2019	532,143	87,993	28,988	21,713	
Mar 1, 2019	734,050	126,656	41,321		
Apr 1, 2019	828,082	140,287			
May 1, 2019	799,006				

Retention

cohort start	month 0	month 1	month 2	month 3	month 4
Jan 1, 2019	100	14.11	6.21	4.86	3.86
Feb 1, 2019	100	16.54	5.45	4.08	
Mar 1, 2019	100	17.25	5.63		
Apr 1, 2019	100	16.94			
May 1, 2019	100				

Recommendations

Improve early retention:
- Improve onboarding to engage and retain new users.
- Offer incentives (e.g., discounts, exclusive perks) to boost activity in the first month.
- Track and analyse key metrics to identify improvement opportunities.

Re-engage inactive users:
- Use personalised email campaigns or notifications to re-engage users.
- Introduce loyalty programmes or gamified features to sustain long-term interest.

Repurchase Trends and Recommendations

Repurchase Analysis by Monthly Cohort

| cohort start	users	month 0	month 1	month 2	month 3	month 4
Jan 1, 2019	34,648	100.0	40.2	10.7	7.7	4.9
Feb 1, 2019	29,047	100.0	37.7	8.3	4.5	
Mar 1, 2019	38,816	100.0	38.3	8.1		
Apr 1, 2019	42,135	100.0	38.3			
May 1, 2019	28,355	100.0				

Recommendations

Encourage repeat purchases:
- Introduce loyalty programmes to incentivise repeat purchases.
- Offer time-limited discounts or exclusive deals for returning customers.

Target long-term retention:
- Improve post-purchase engagement through personalised emails or product recommendations.
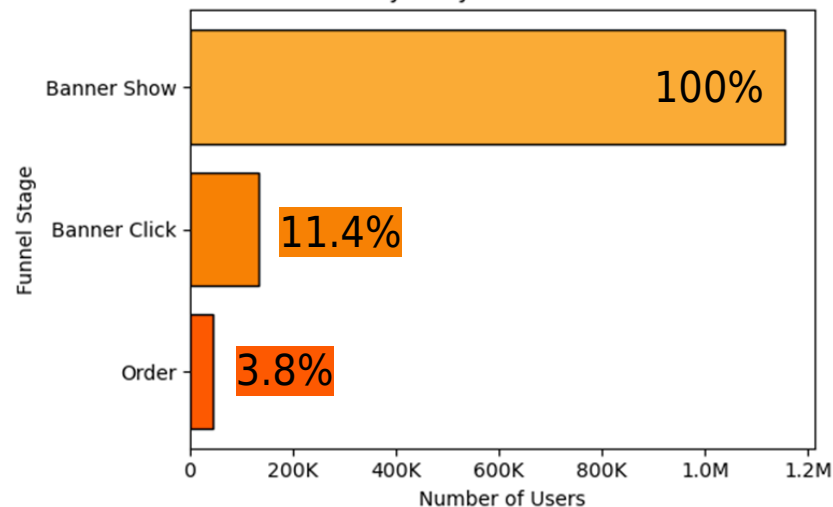- Regularly monitor repurchase trends to evaluate and adjust strategies.

Understanding the Customer Journey
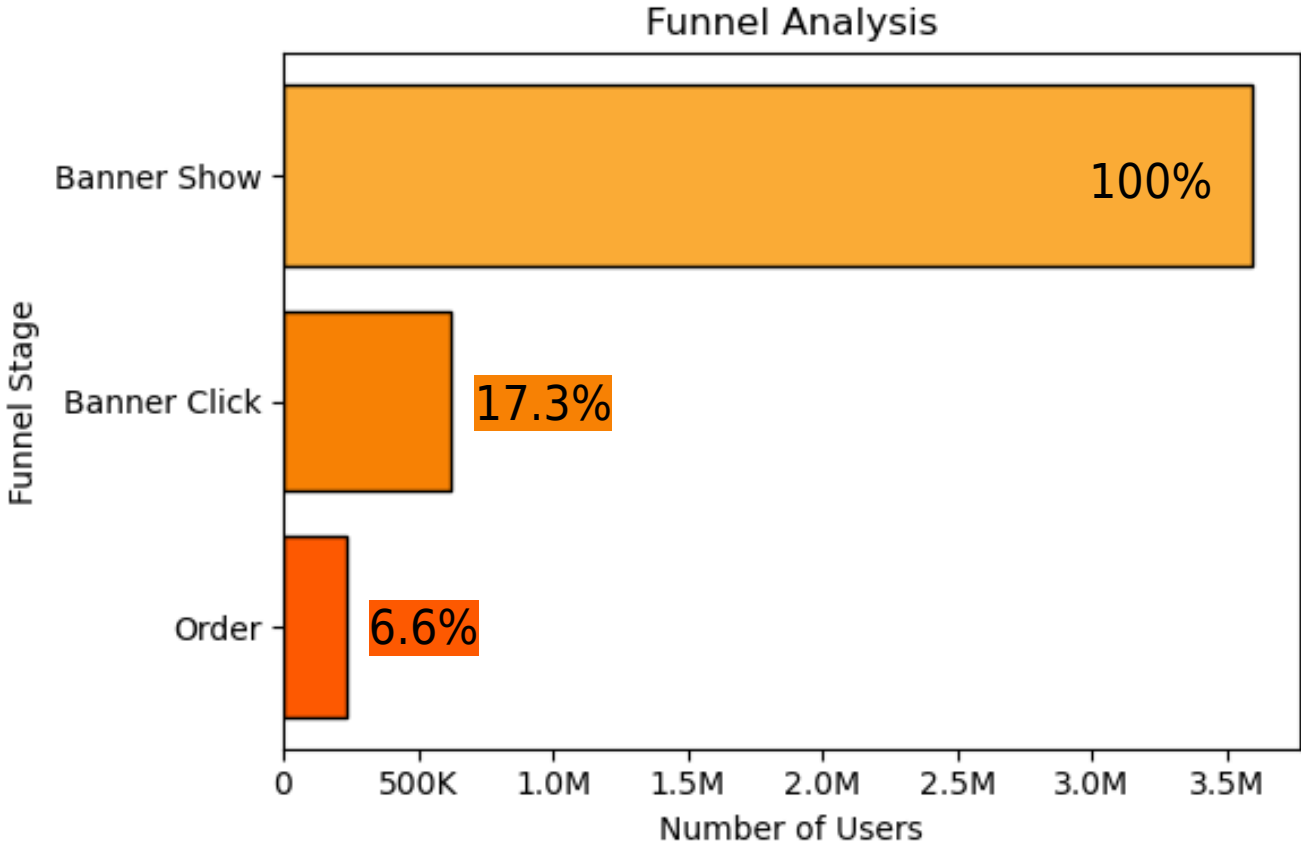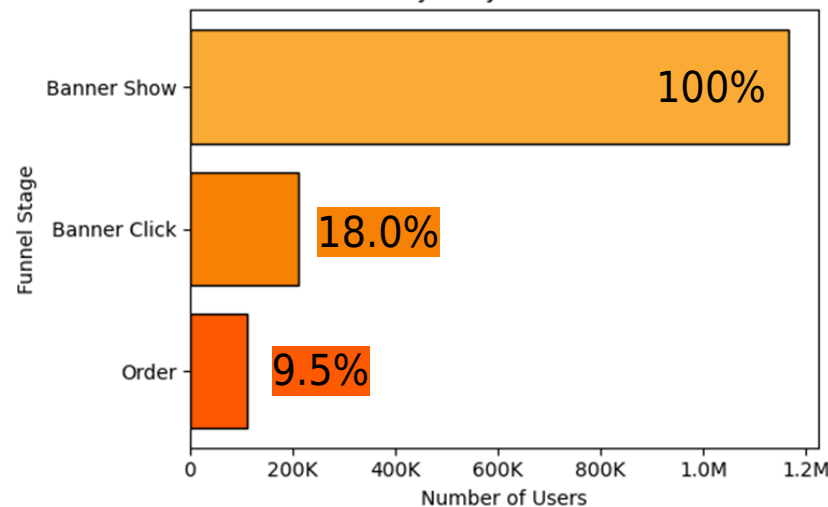

Funnel Analysis
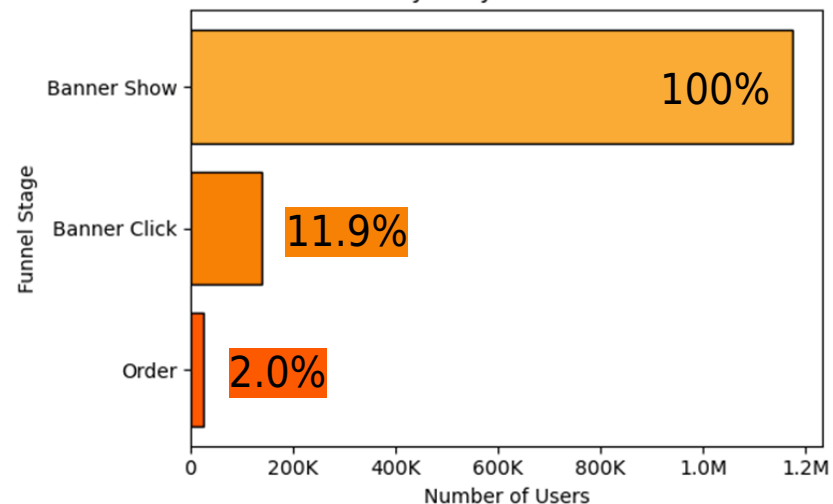
Product-Specific Funnel Performance

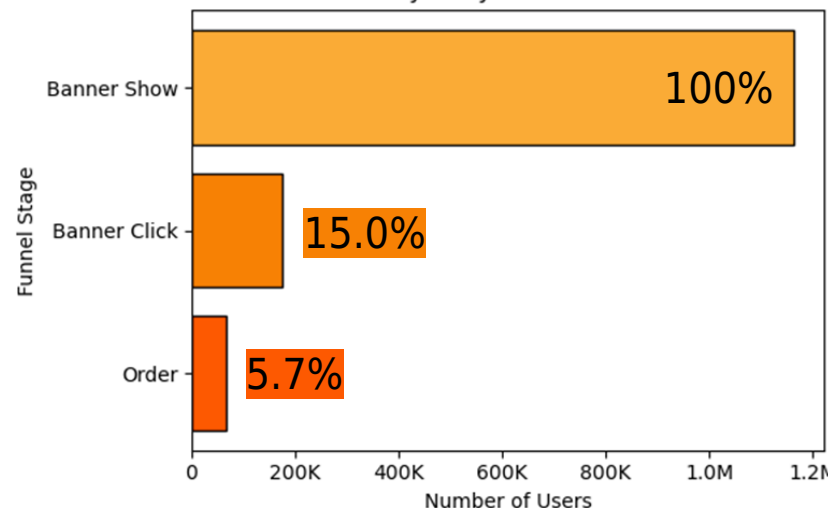Funnel Analysis by Product for accessories

Funnel Analysis by Product for clothes

Funnel Analysis by Product for nutrition

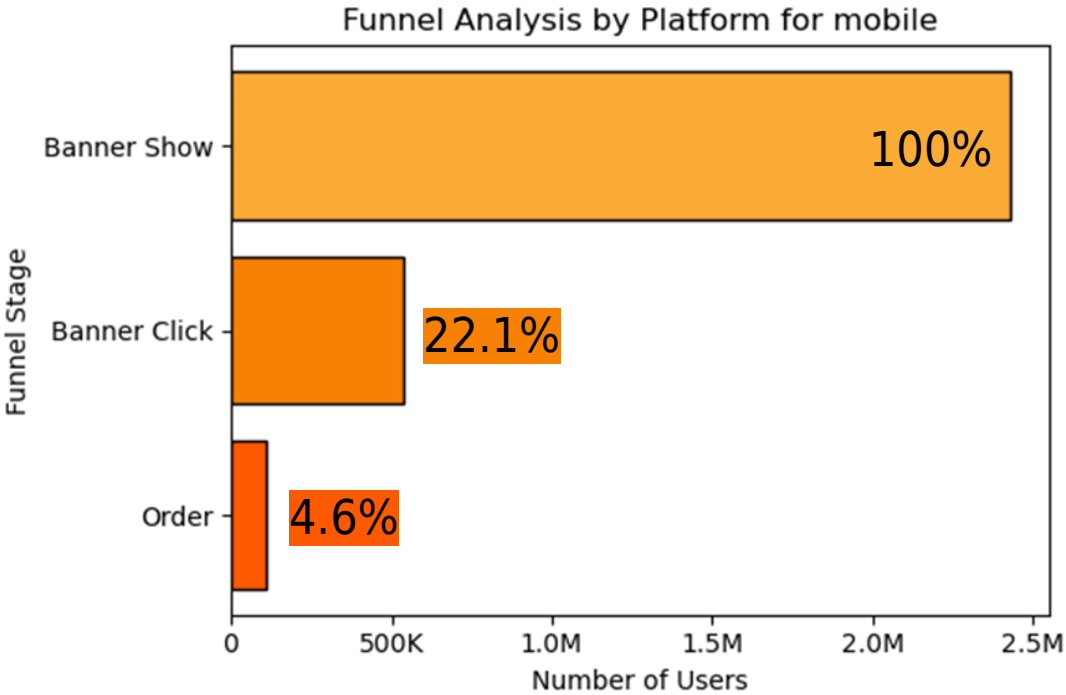Funnel Analysis by Product for sneakers
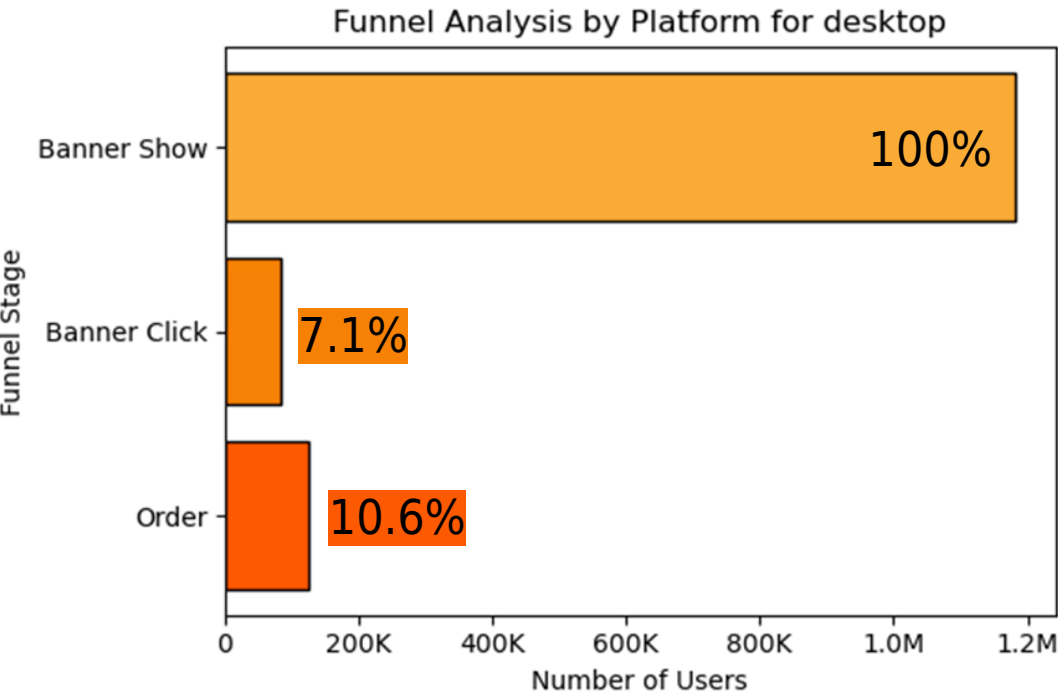
Recommendations

– Use successful strategies from clothes as inspiration and adapt them to improve engagement and CVR in lower-performing categories.

– Revise marketing strategies for accessories and sports nutrition (offer bundled discounts, personalised recommendations).

– Conduct additional testing to refine strategies for improving CVRs in lower-performing categories.

Platform Performance Comparison: Desktop vs Mobile

Funnel Analysis by Platform for desktop

- Banner Show: 100%
- Banner Click: 7.1%
- Order: 10.6%

(Number of Users: 0 – 1.2M)

Funnel Analysis by Platform for mobile

- Banner Show: 100%
- Banner Click: 22.1%
- Order: 4.6%

(Number of Users: 0 – 2.5M)

Recommendations

For desktop:
- Improve banner placement and design to increase engagement.
- Prioritise high-performing categories (e.g., clothes) in desktop campaigns.

For mobile:
- Identify and address pain points in the mobile checkout process.
- Introduce mobile-exclusive promotions to boost CVR.

A/B Testing Results

22 A/B tests were conducted to assess differences in CVR and CTR across platforms and product categories. Every test showed statistically significant results.

Desktop CVR consistently outperformed mobile, with Z-stat equal to 283 (for general desktop vs. mobile test). In contrast, the CTR tests revealed opposite outcomes with Z-stat equal to -309.

Clothes and sneakers significantly outperformed accessories and nutrition across all metrics.
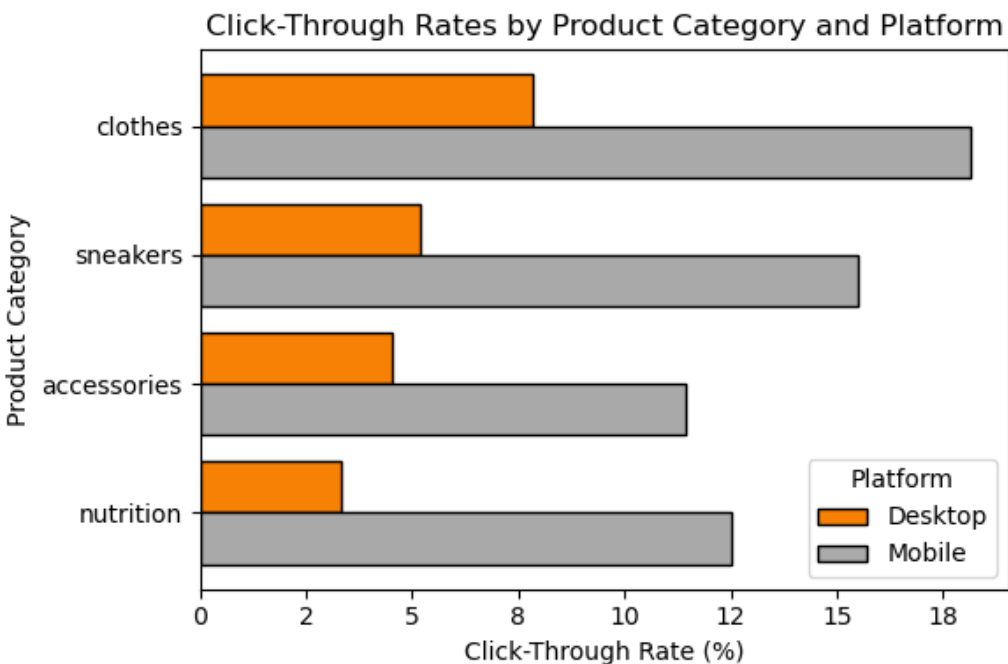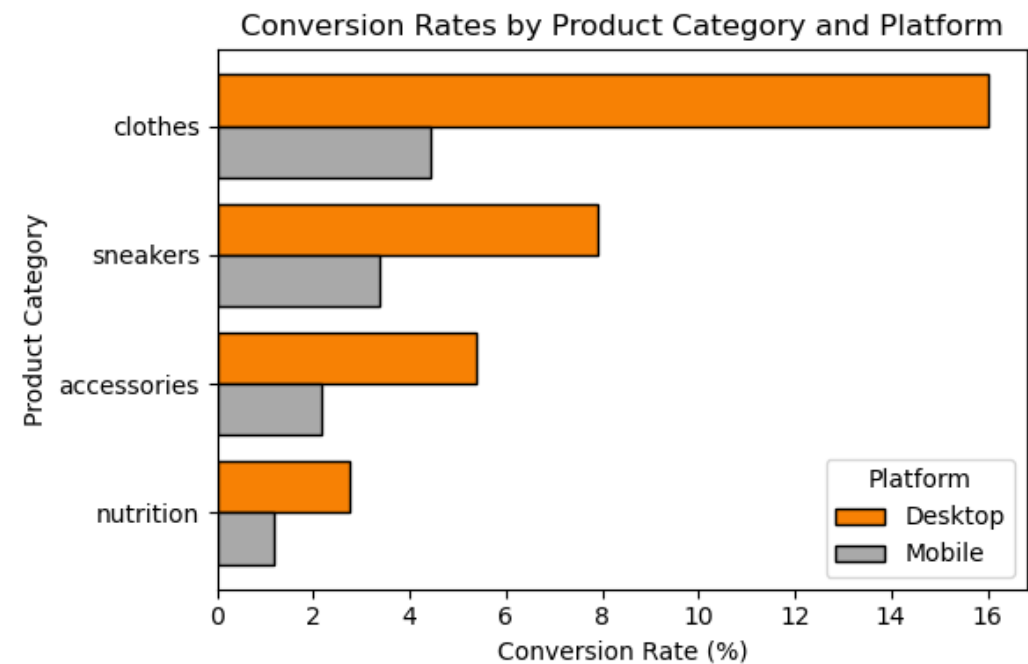
Key Takeaways and Recommendations

Timing Recommendations

– **Conversion rates remain steady across weekdays**, indicating consistent performance. **Ensure banner visibility is maintained throughout the week** to maximise engagement.
– **Peak conversion hours are from 10 PM to 3 AM**, highlighting a clear late-night activity trend. Adjust banner displays and campaign timings to **target this timeframe** effectively.

Retention Challenges Identified

– Retention rates **drop sharply after the first month**, stabilising at **14–17%**, which is significantly **below the industry benchmark** of 30%.
– Early-stage retention issues highlight the **need for improved onboarding and stronger incentives** to retain users in the critical first weeks.

Platform-Specific Insights

– **Desktop** users have a **much higher conversion rate** compared to mobile users. **Mobile** users, however, engage more with banners, as indicated by **higher click-through rates**.
– Recommendations include **optimising mobile checkout** processes and **refining desktop banner placement and design** to maximise engagement and conversions.

Product-Specific Insights

– **Clothes** consistently **outperform other categories**, with a **conversion rate 2.5 times higher** than accessories and **4 times higher** than sports nutrition.
– It is recommended to **adapt the successful strategies** used for clothes to improve performance in other categories, and to **test new approaches tailored to** each segment's **specific needs**.