Marketing Web Analytics and Insights

Lesson 5

Last Week..

- Digital Marketing

- UTM Campaign Tagging

- Saint Classification

- Marketing Channel Attribution

UTM Tagging Example

Landing Page URL: http://www.nm.com

Medium: Affiliate

Source: Ebates

Landing Page URL w UTM Parameters:

http://www.nm.com?utm_medium=Affiliate&utm_source=Ebates

Google Analytics | Demos & Tools

Campaign URL Builder

Saint Classifications Example

UTM Parameters:

1. NMAF_eb00_4cb
2. NMEM_pr_h1_010118

Campaign	Brand	Type	Partner	Offer	Email Type	Email Placement	Email Sent Date
NMAF_eb00_4cb	Neiman	Affiliate	Ebates	4% Cash Back			
NMEM_pr_h1_010118	Neiman	Email			Promotion	Hero 1	1/1/2018

Marketing Channel Attribution Modelling

Visitor Information

Unique Visitors vs Unique Customers

A customer may be tied to **multiple** visitors

Visitor ID: 123

Visitor ID: 456

Visitor ID: 789
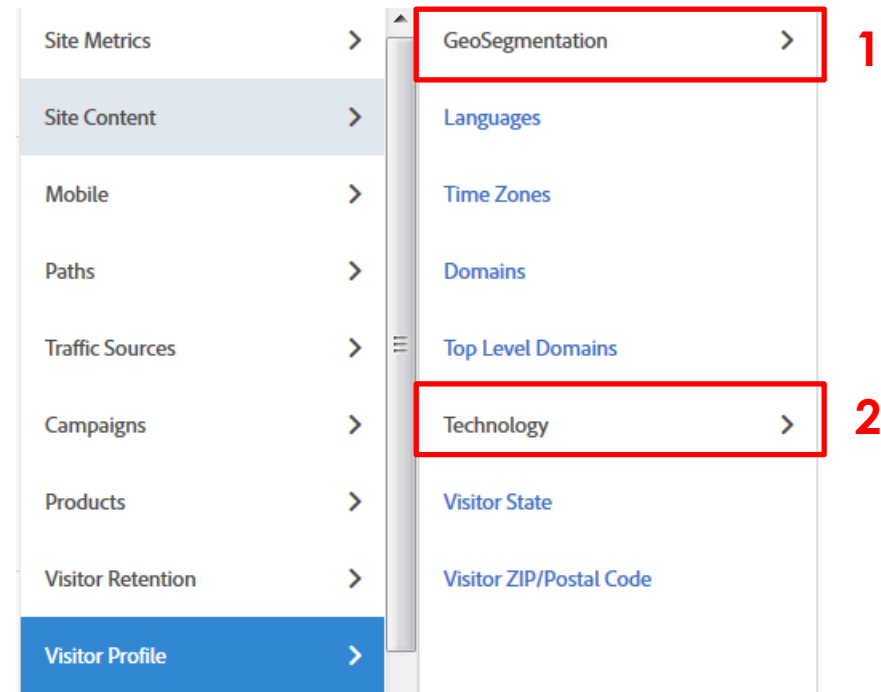
Customer ID: abc

Visitor Profile

Used to understand "**who** the users coming to our site" are

Most important folders are:

1. GeoSegmentation

2. Technology

GeoSegmentation

One of the most common visitor dimensions requested by business owners is **visitor location**.

There are 3 main ways to find out a visitor location:

1. via survey
2. browser setting
3. IP- based

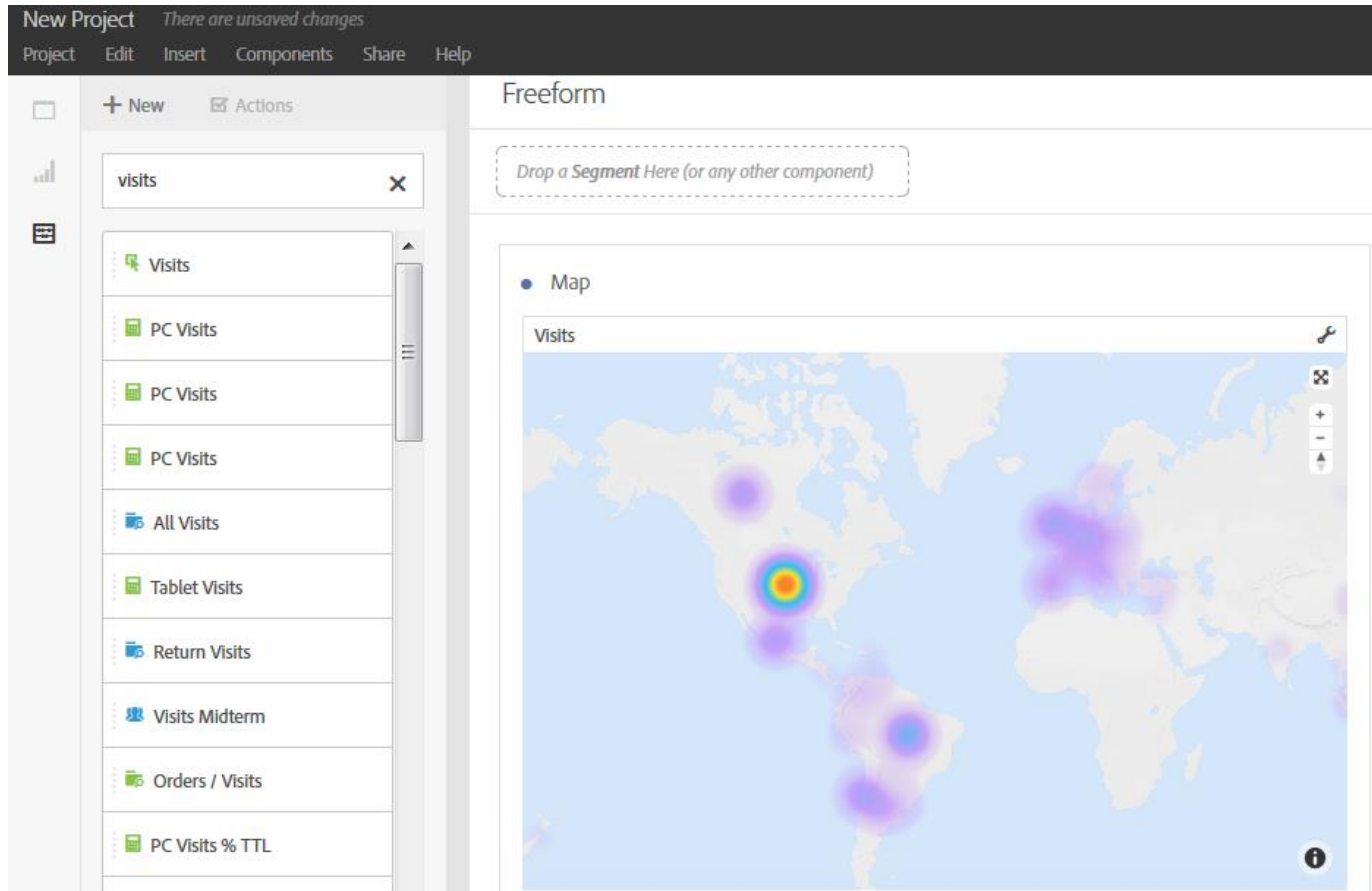**#3** is what AA leverages for location reporting

GeoSegmentation Reports

Include multiple dimensions:

- Countries

- Regions

- Cities

- US States

- US DMA*

*Media Market Division for radio/television
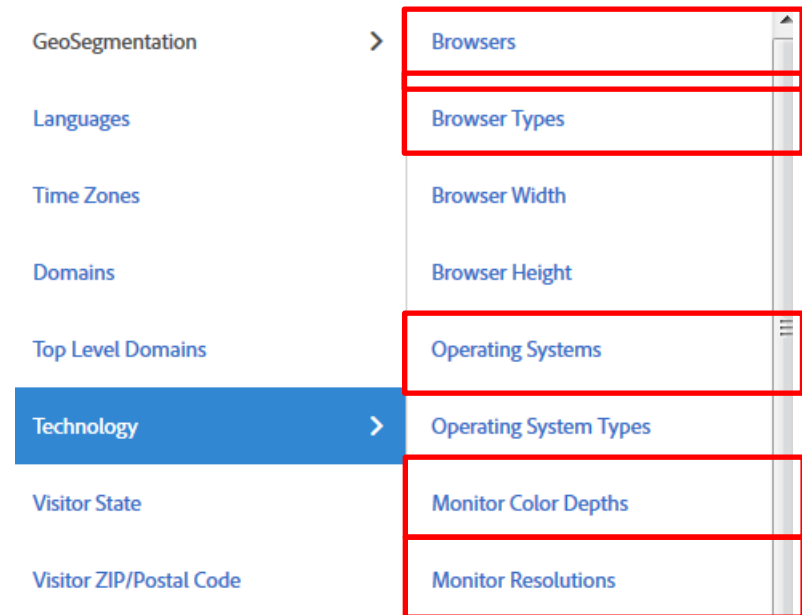
Map Visualization in Workspace

[Click here for tutorial](#)

Technology Reports

Reports based on browser and machine's settings. Most important are:

- Browsers

- Brower Type

- Operating Systems

- Monitor Color Depth

- Resolution

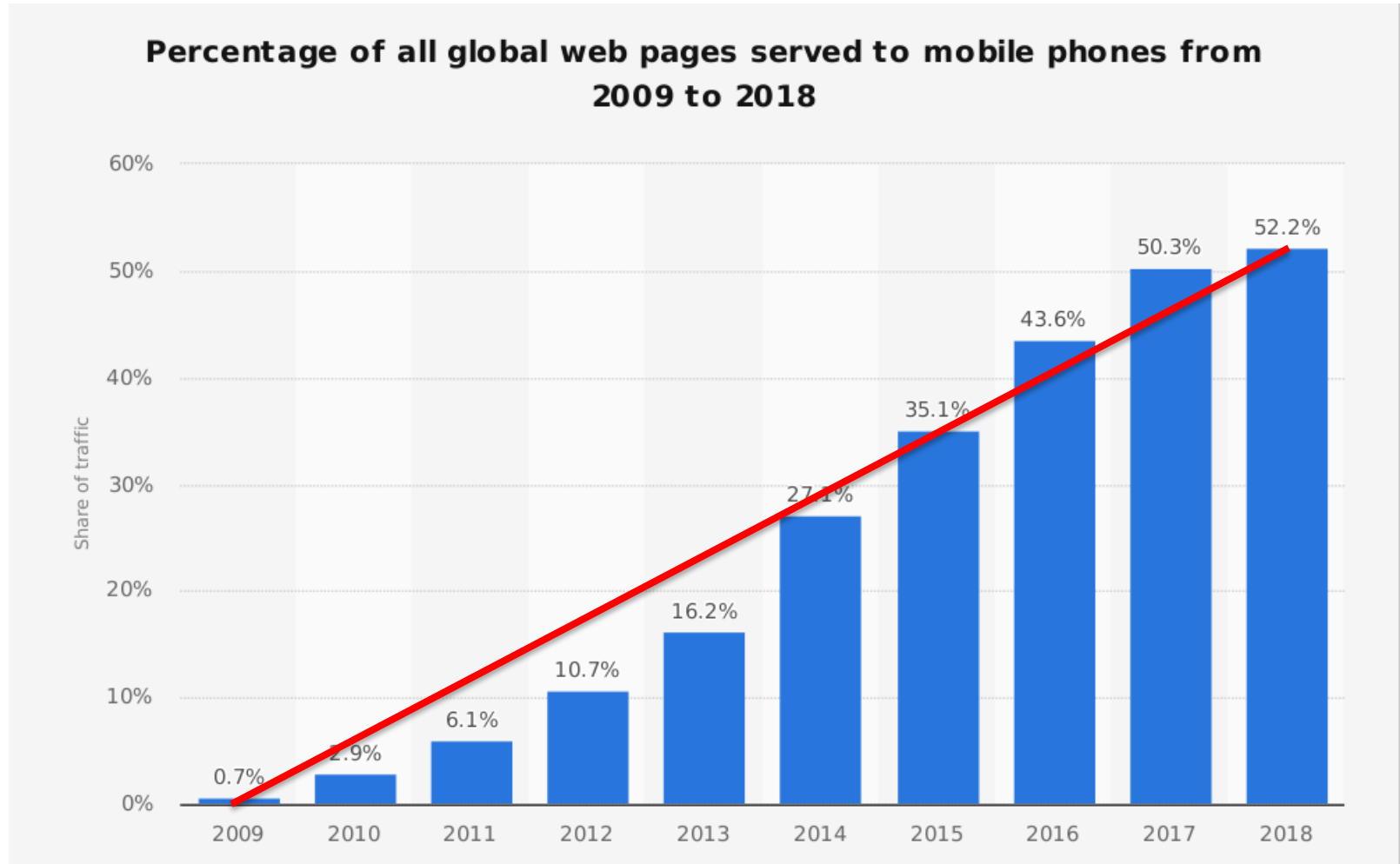| GeoSegmentation	>	Browsers
Languages		Browser Types
Time Zones		Browser Width
Domains		Browser Height
Top Level Domains		Operating Systems
Technology	>	Operating System Types
Visitor State		Monitor Color Depths
Visitor ZIP/Postal Code		Monitor Resolutions

UT DALLAS

Mobile Reports

- AA provides mobile tracking to effectively **identify and monitor** customer accessing your site through mobile devices

- AA device database receives daily updates from feeds around the world that ensure the mobile device profiles are **current**

The Importance of Mobile Traffic
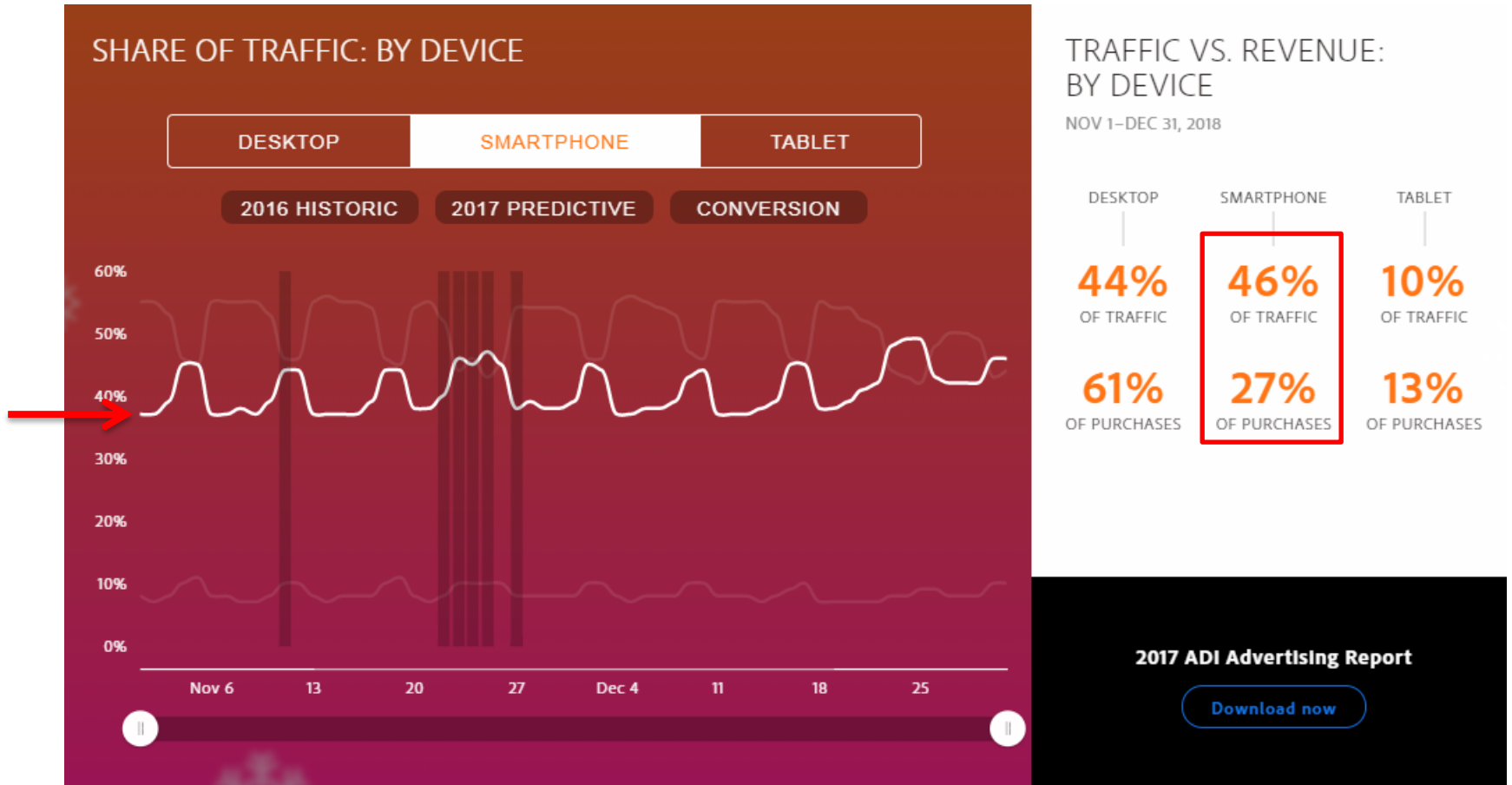
Source: Adobe

The Importance of Mobile Traffic

Percentage of all global web pages served to mobile phones from 2009 to 2018

Share of traffic

- 2009: 0.7%
- 2010: 2.9%
- 2011: 6.1%
- 2012: 10.7%
- 2013: 16.2%
- 2014: 27.1%
- 2015: 35.1%
- 2016: 43.6%
- 2017: 50.3%
- 2018: 52.2%
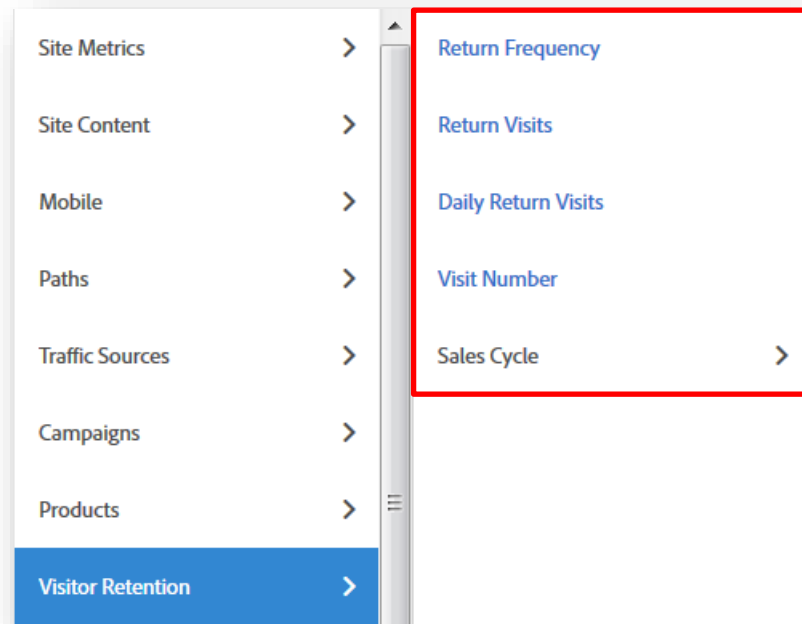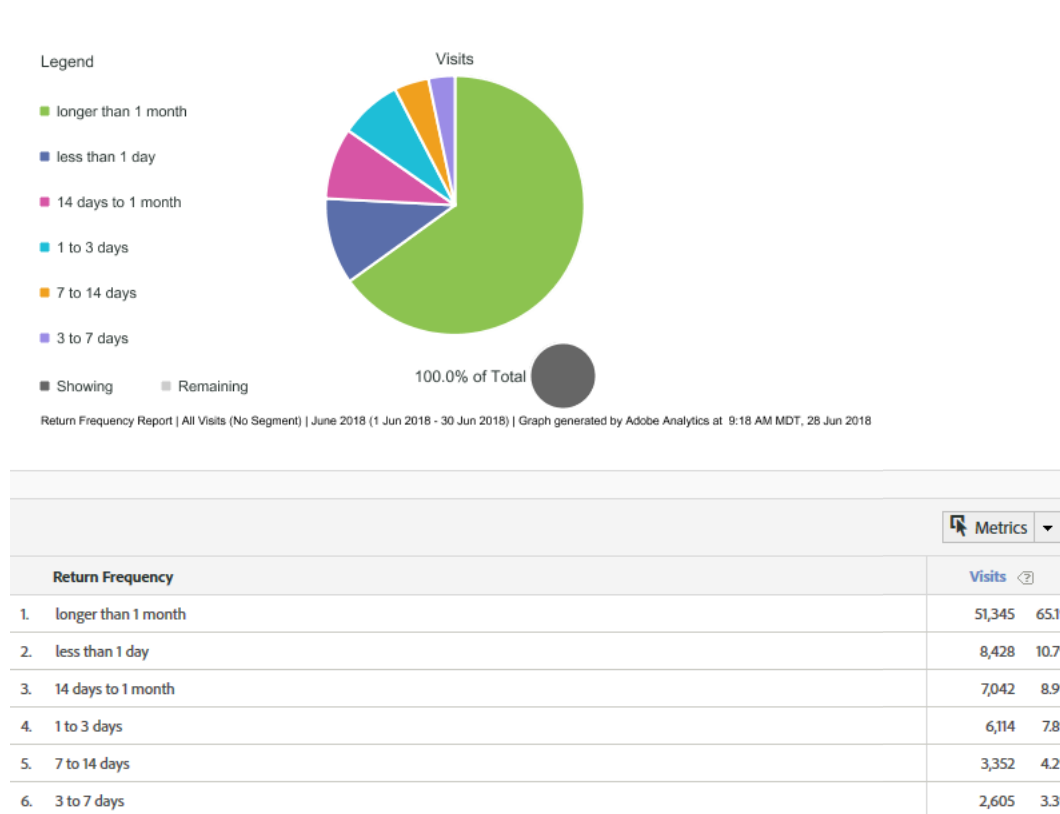
Source: Statista

Visitor Retention

- Used to answer the questions: "Are people returning to the site? If so, how often?"

- It is important to know whether your site has return visitors or if everyone is new
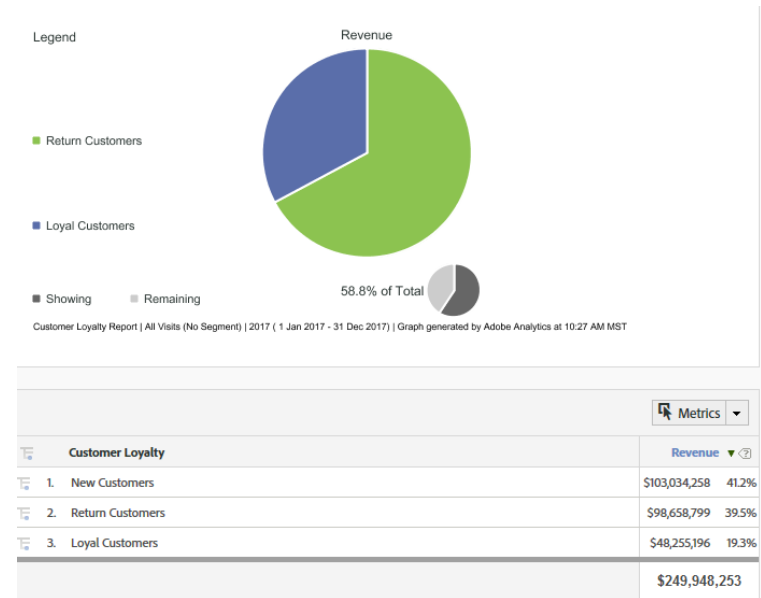
Return Frequency

- Identifies how frequently visitors return to the site, but doesn't account for cross-device activity

Legend

- longer than 1 month
- less than 1 day
- 14 days to 1 month
- 1 to 3 days
- 7 to 14 days
- 3 to 7 days

■ Showing ■ Remaining

Visits

100.0% of Total

Return Frequency Report | All Visits (No Segment) | June 2018 (1 Jun 2018 - 30 Jun 2018) | Graph generated by Adobe Analytics at 9:18 AM MDT, 28 Jun 2018

	Return Frequency	Visits	
1.	longer than 1 month	51,345	65.1%
2.	less than 1 day	8,428	10.7%
3.	14 days to 1 month	7,042	8.9%
4.	1 to 3 days	6,114	7.8%
5.	7 to 14 days	3,352	4.2%
6.	3 to 7 days	2,605	3.3%

Customer Loyalty

Divides visitors in 3 groups and identifies which group is **driving** the most revenue:

- New Customer (1st Purchase)

- Return Customer (2nd purchase)

- Loyal Customer (2+ purchase)

Legend	
■ Return Customers	
■ Loyal Customers	
■ Showing ■ Remaining	

Customer Loyalty Report | All Visits (No Segment) | 2017 (1 Jan 2017 - 31 Dec 2017) | Graph generated by Adobe Analytics at 10:27 AM MST

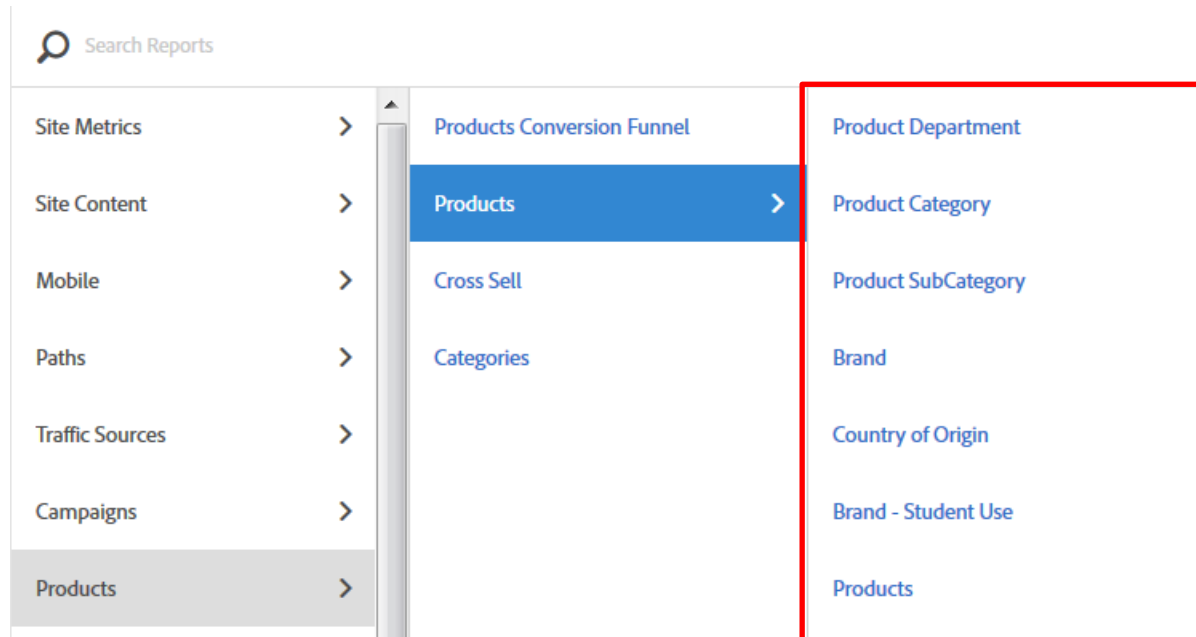|	Customer Loyalty	Revenue ▼ ⑦
1.	New Customers	$103,034,258 41.2%
2.	Return Customers	$98,658,799 39.5%
3.	Loyal Customers	$48,255,196 19.3%
		$249,948,253

Other Reports

Site Content Reports

This folder contains information about pages, groups of pages, links and even missing pages
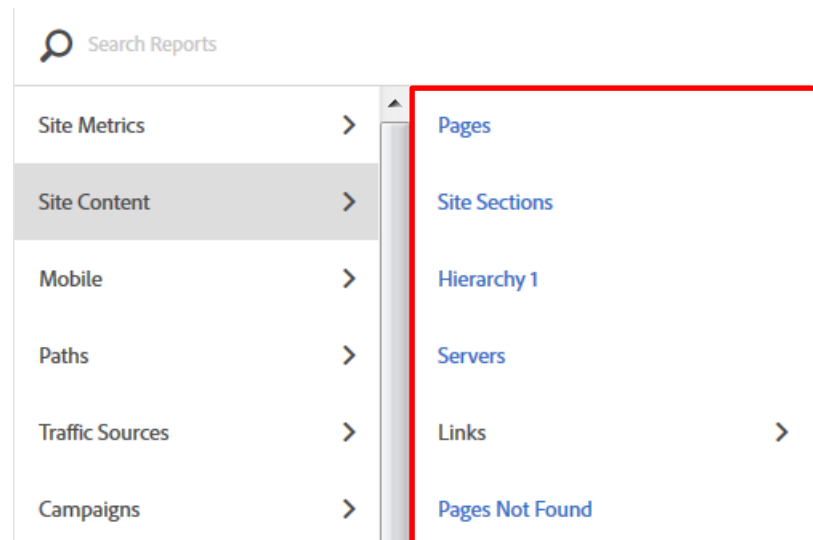
Product Reports

Identify which products or group of products are viewed or purchased the most.

Product Saint Classification

Product SKUs have a 1 to 1 relationship to other dimensions (ex: Category, Department, etc…). We can leverage Saint Classification to upload those dimensions, similar to Tracking Codes.

SKU: abc00000001

SKU	Category	Department	Department Name	Class	Class Name	Product Name	Vendor
abc00000001	Women's Apparel	980	Dresses	11	Daytime Dresses	Red Velvet Dress	Valentino

Class	Marketing Category	Marketing Vendory Type	Marketing Price Point
11	Apparel	Luxury	Medium

Video Reports

Understand and analyze video consumption on your site

Metrics available are:

- <u>Video Time Viewed:</u> time viewed for all video

- <u>Video Views:</u> # of times a video is started

- <u>Video Completes:</u> # of times a video is viewed in full*

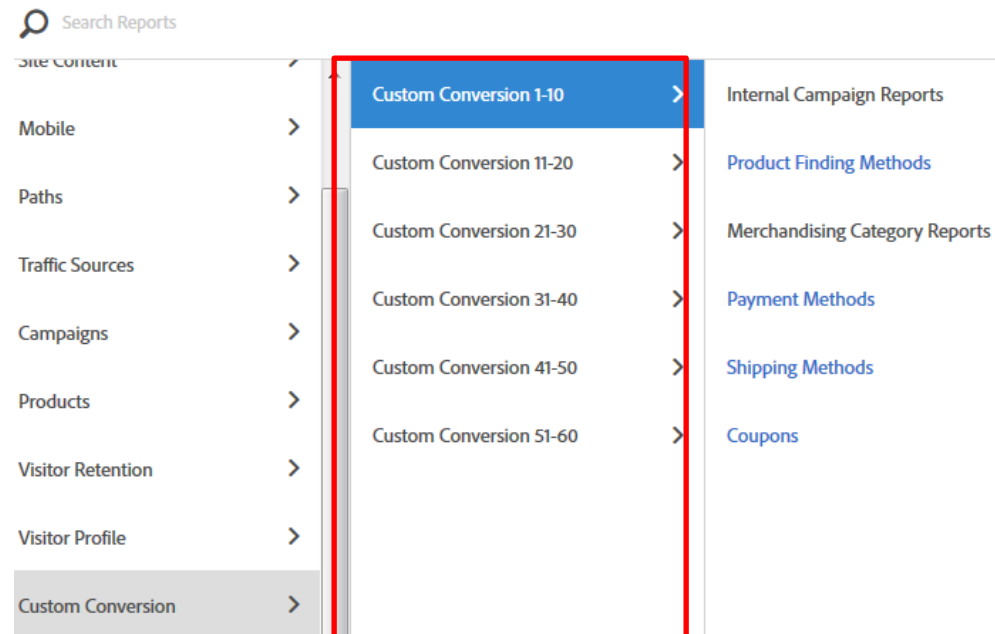- <u>Video Segment Views:</u> # of times a segment is viewed

* based on company's implementation, ex: 95%

Custom Conversion

Contains all implemented custom eVars, grouped based on the assigned number (ex 1-10).

Some important eVars are:

- Product Finding Method

- Payment Method
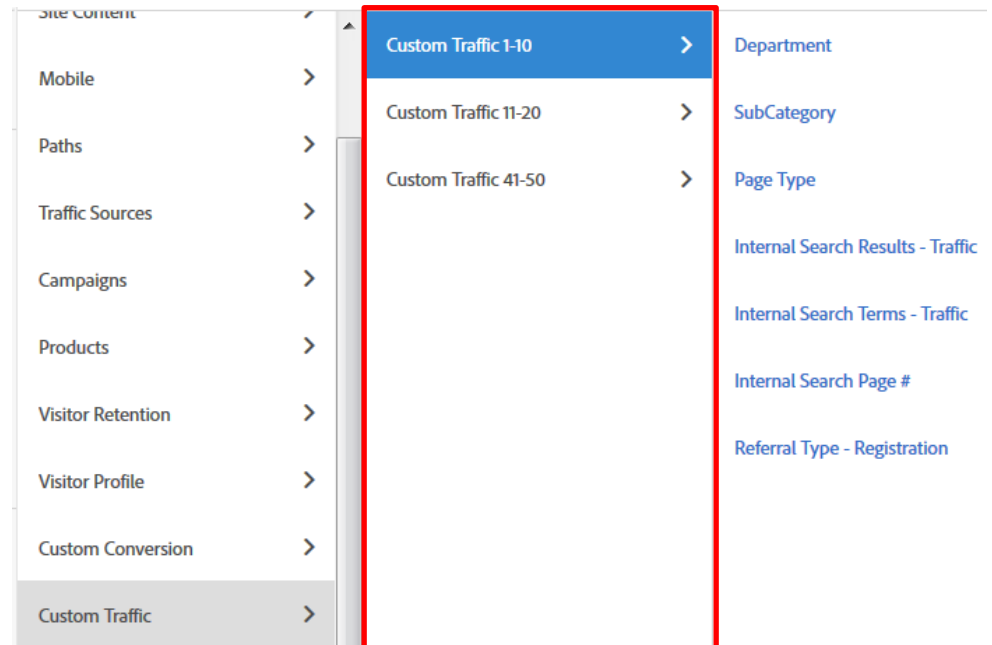
- Shipping Method

Custom Traffic

Contains all implemented custom sProps, grouped based on the assigned number (ex 1-10).

Some important sProps are:

- Internal Search Term
- Registration Status

Practice Problems

Practice Problem #1

For January 2024:

1. What was the region that sent the most traffic to our site?

California 36,881visits

2. Within that region, what was the top city?

San Jose 28,883 visits

3. What was the US city with the highest penetration of Mobile Phone traffic?

Bridge City 100% + other cities at 100%

4. What was the US State with the highest penetration of Social Media traffic?

Alaska 10.38%

Practice Problem #2

Your company is considering creating a Chinese website to accommodate the growing demand. The yearly cost of the project is $1.6MM and will increase Revenue for the country by 50%.

Base your analysis on 2023 data and consider a 10% return rate and 40% cancellation rate.

Would you recommend to implement the project?

No. (see next slide)

Practice Problem #2

	w Project		wo Preject	
Revenue 2023	$5,764,095			
Revenue 2024	$8,646,143		$5,764,095	
After Cancels	$5,187,686		$3,458,457	
After Returns	$4,668,917		$3,112,611	
Project Cost	$1,600,000		$0	
Profit	$3,068,917		$3,112,611	
Delta in Profit	-$43,694			

Practice Problem #3

For January 2024:

1. Which mobile manufacturer has the highest AOV?

QCI $6,542

2. Which device by that manufacturer has the highest AOV?

QCI OPWV 5   10750

3. Which device has the highest AOV overall? Is that the same you found in #2?

Sagem $16,540. No.

4. What is the avg time spent on site by the group of customers using the device you found in #3?

97

Practice Problem #4

For January 2024:

1. Which page had the most page views?
    Home Page 127,126

2. How many times was it the entry page? And the exit page?
    51,847 entries and 20,316 exits

3. How many times was it the only page they saw during the visit?
    (2,763 Bounces + 2,814 Single Access)

4. How many page views did pages containing "shopping" collect?
    216,045

Practice Problem #5

For January 2024:

Run a fallout report for the following pages in the order listed below:

1. Shopping Checkout
2. Shopping Shipping
3. Shopping Billing
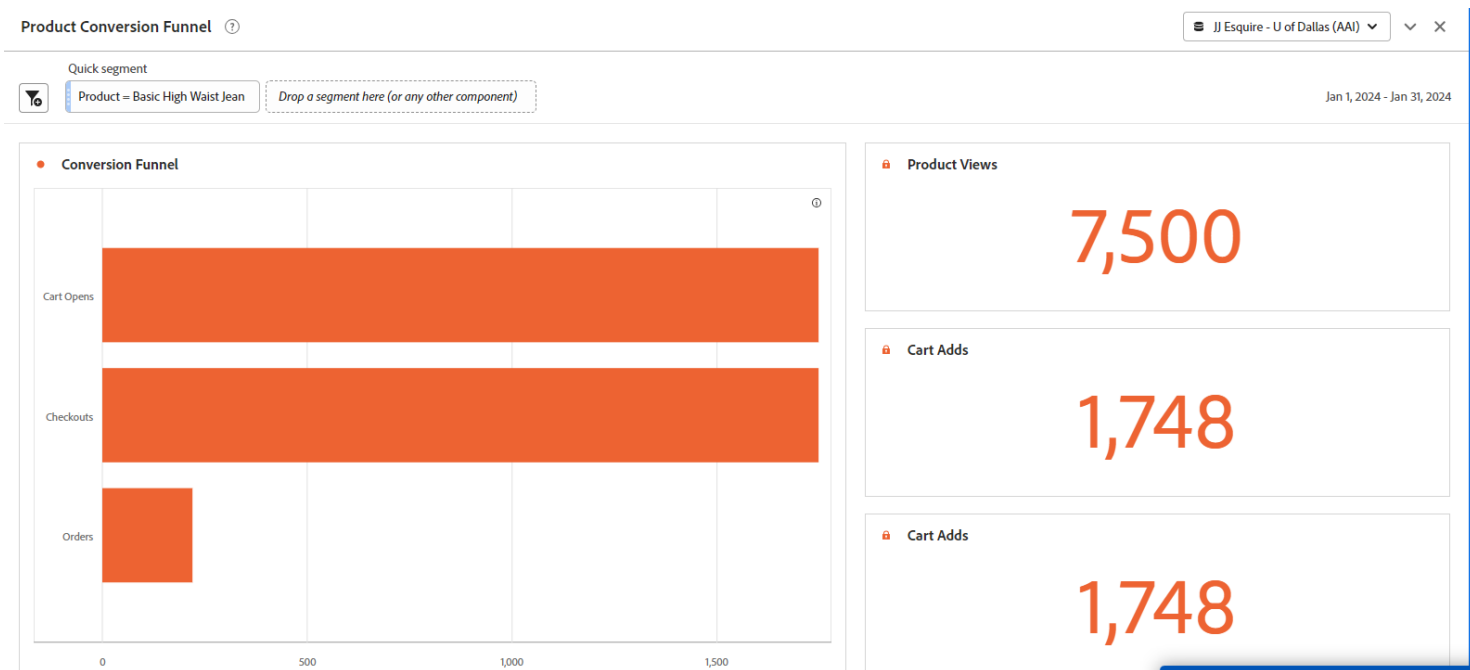4. Shopping Order Confirmation

Where are customers dropping out the most?

Shopping Shipping 52.5% Lost

Practice Problem #6

For January 2024:

Create a Product Conversion Funnel for "Basic High Waist Jean".

Practice Problem #7

For January 2024:

1. On which visit number do we get the highest RPV?

6615th $5,870

2. Is it the same visit number that gives us most registrations?

No, the 1st visit is higher with 2,720

Additional
Practice Problems

Practice Problem #8

Your company is considering creating a partnership with FedEx in Texas to ship product faster. The yearly cost of the project is $500k and will increase Revenue for the state by 25%.

Base your analysis on 2023 data and consider a 40% return rate and 10% cancellation rate

Would you recommend to implement the project?

Practice Problem #8 Solution

	w Project	wo Project
Revenue 2023	$5,248,822	
	w Project	**wo Project**
Revenue 2024	$6,561,028	$5,248,822
After Cancels	$5,904,925	$3,149,293
After Returns	$3,542,955	$2,834,364
Cost	$500,000	$0
Profit	$3,042,955	$2,834,364
Delta in Profit	$208,591	