Marketing Web Analytics and Insights

Lesson 3

Last Week…

- eVar, sProp, Event
- What is a Report Suite?
- How to Count a Visit
- Adobe Analytics Interface
- Different types of reports

Adobe Analytics Data Summary

Event	eVar	sProp
Numeric Count	Qualitative Data	Qualitative Data
Available site wide or tied to an eVar	Can be tied to revenue or a specific event	Can only be tied to traffic metrics
	Value persists	Value doesn't persist
	Used to count how many times an action occurred or the conversion associated to a value	Used for pathing or segmenting

Note: eVar and sProp may track the same value. The difference is the persistence of the variable and what metric/event can be tied to it.

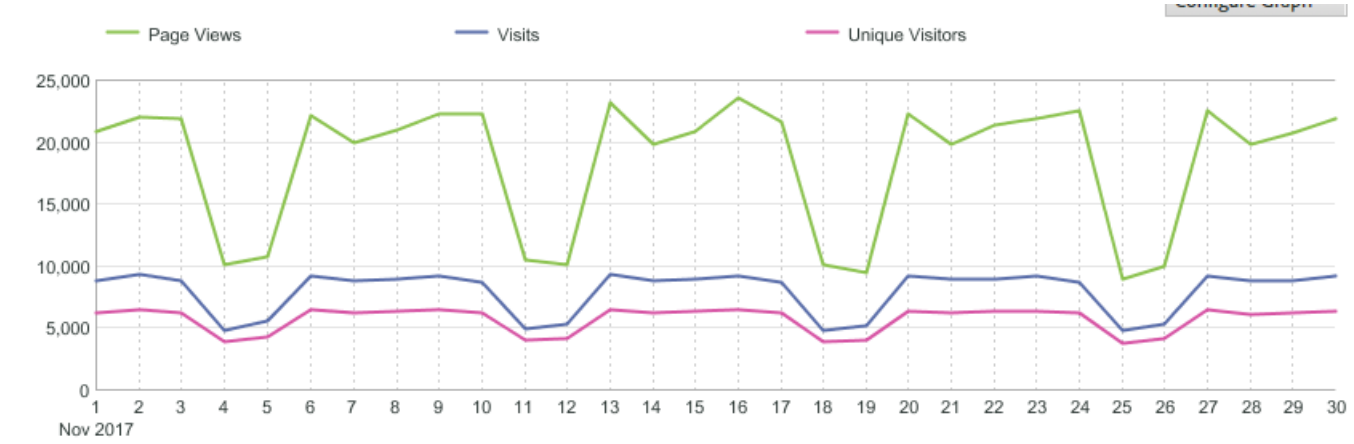
Some Definitions

- **Visit:** is a session of no more than 12 hours of continuous activity, with no more than 30 min of inactivity
- **Visitor:** is a single, unique cookie ID

A single "person" can have multiple Visits and be counted as multiple Visitors

Metrics Report

The report shows raw numbers for traffic metrics, success events, or calculated metrics.



Key Metrics Report | All Visits (No Segment) | November 2017 (1 Nov 2017 - 30 Nov 2017) | Graph generated by Adobe Analytics at 3:07 PM MST, 21 Dec 2017

Metrics

	Date	Page Views	Visits	Unique Visitors
1.	Nov 1, 2017	20,919	8,870	6,246
2.	Nov 2, 2017	21,973	9,302	6,414
3.	Nov 3, 2017	21,910	8,843	6,245
4.	Nov 4, 2017	10,096	4,820	3,864
5.	Nov 5, 2017	10,691	5,553	4,285

Metrics

Metrics

Answer various questions about Traffic and Conversion on your site. For example:

- How much traffic does my site get?
- When are we getting most of our orders?
- How many forms have been completed?

Metrics

There are 2 main types of metrics:

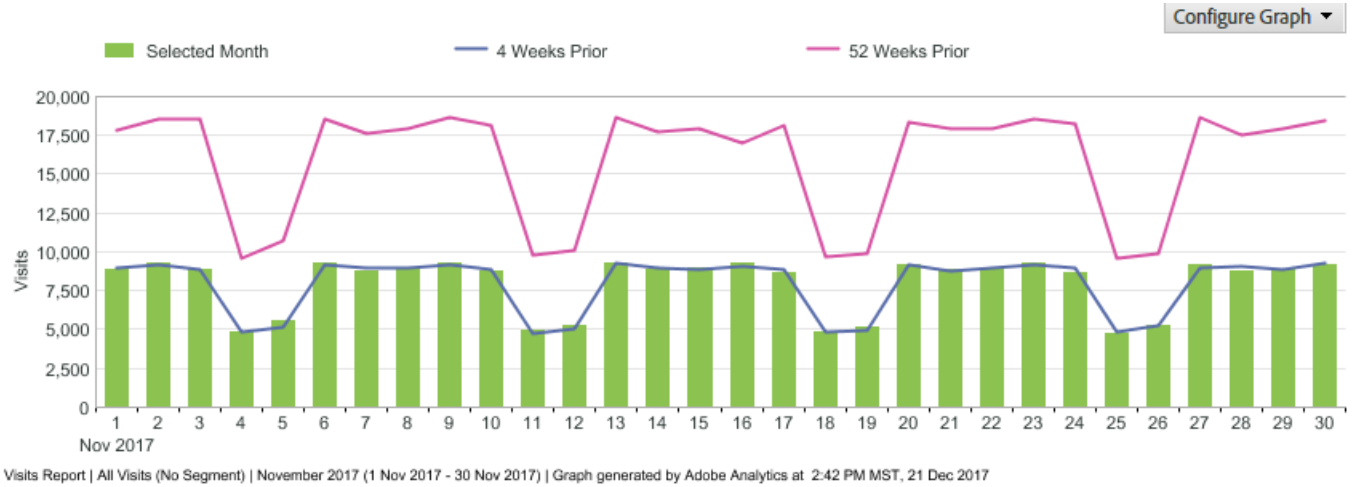
1. Traffic metrics: **standardized** across companies, included in basic implementation
2. Success events: unique to a company, require **custom** implementation

Traffic Metrics

- Since the internet has emerged, organizations have been tracking **"hits"** to their websites
- AA refers to those numbers (hits, page views, visits) as **traffic metrics**

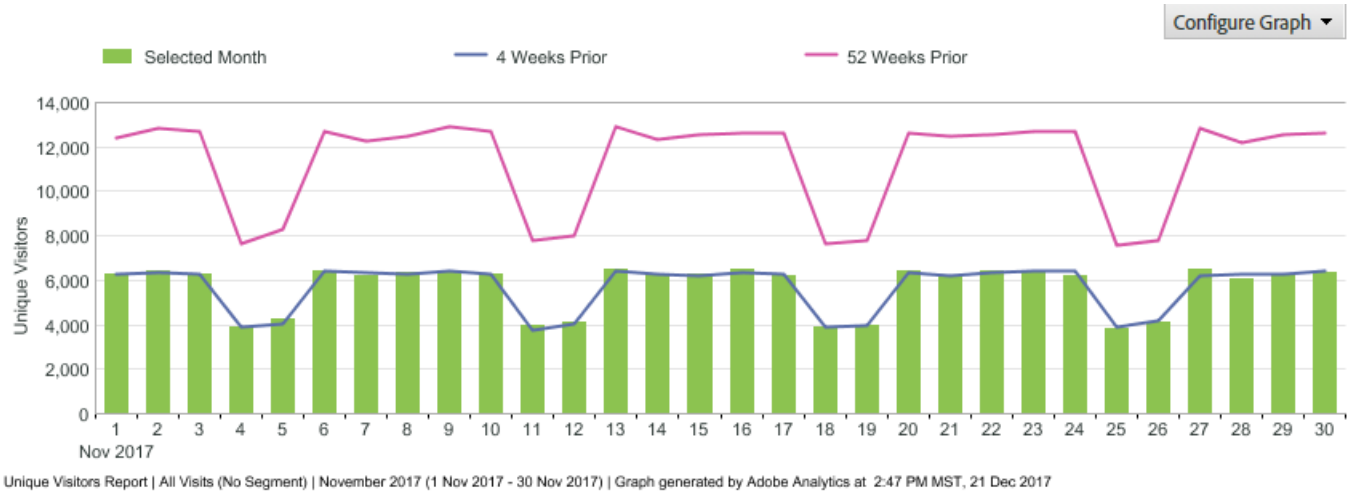
Visits

A **session** on a website. It can contain many page views and lasts until there is a **30 minute** of session inactivity (or a max of **12** hours).



Unique Visitor

A unique instance of a **cookie ID** during a specific time frame. If the same person with the same Adobe cookie visits the website multiple times in the same day, the activity would count as multiple visits but **one** visitor.



Unique Visitor

- Unique visitors **does not** necessarily mean unique customers
- One customer may be tied to multiple cookies

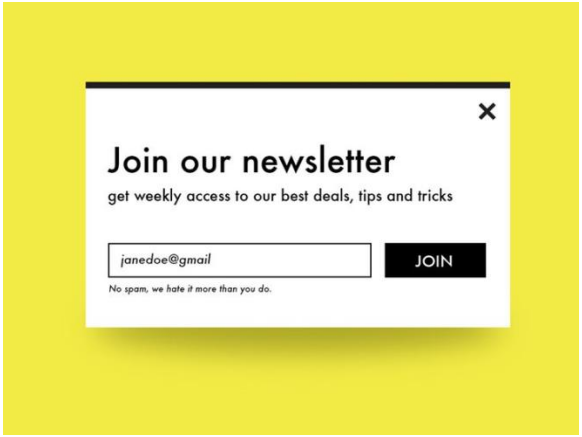
Other Traffic Metrics

- Page views
- Entries
- Exits
- Time Spent on Page
- Single Access
- Bounces (no other link event)
- Average Page Depth

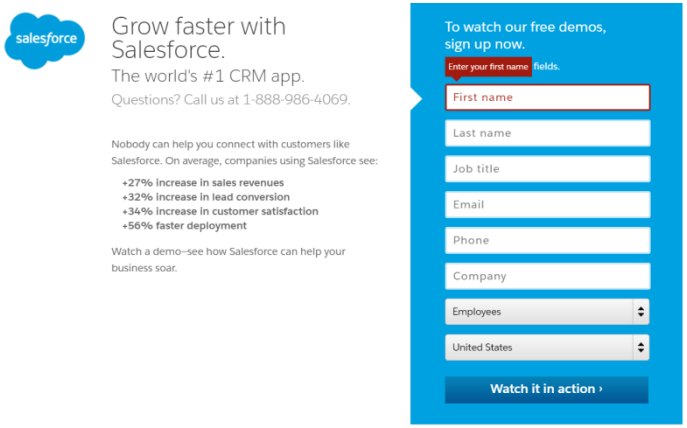
Note: sProp can only be tied to traffic metrics

Success Events

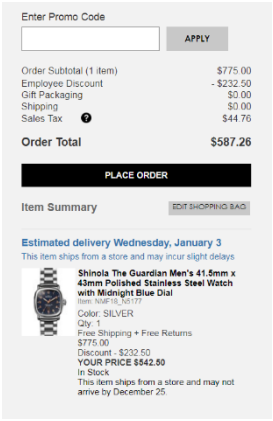
Defined as the action you are trying to get your visitors to do:



Newsletter Sign-up



Form Completion



Order Placement

Success Events

There are 3 types of success events:

1. **Counter:** increase the count by "1" each time the event is set (ex: Number of Internal Searches)

2. **Numeric:** allows you to pass any number you want to the event (ex: # of products returned = 450)

3. **Currency:** similar to numeric, but shown with the base currency of the Report Suite (ex: shipping cost = $4)

Shopping Cart Success Events

- Cart: # of shopping carts created or opened
- Cart Views: # of times visitors have viewed their cart
- Checkout: # of visitors that reached the checkout stage of the shopping cart
- Cart Additions: # of products added to the cart
- Cart Removals: # of products removed from the cart

Success Event Allocation

There are 2 types of allocation:

1. Linear: event is allocated **evenly** for each page/value.
2. Participation: assigns **equal credit** to each variable value that **participates** in the flow leading to a success event

Success Event Allocation

Ex: A visitor viewed 4 pages then completed an order for $100

Linear: each page would get ¼ of the total amount

Participation: each page would get full credit

Metric	Page #1	Page #2	Page #3	Page #4
Revenue *Linear*	$100/4 = $25	$100/4 = $25	$100/4 = $25	$100/4 = $25
Revenue *Participation*	$100	$100	$100	$100

KPI

Key Performance Indicators

KPIs are the metrics used to determine the health or success of a website.

- What are the KPIs for Neiman Marcus?

- What are the KPIs for Business Insider?

KPI Identification Trick

Pretend your organization has no website and that you must pitch your executives to build one and ask for $1MM. Your executives are not fans of the internet and think they can continue without it.

Make a list of all benefits that the website would bring with it that could not be done without it.

Write down how you would quantify each benefit to prove that the website had, in fact, realized the benefit you foretold.

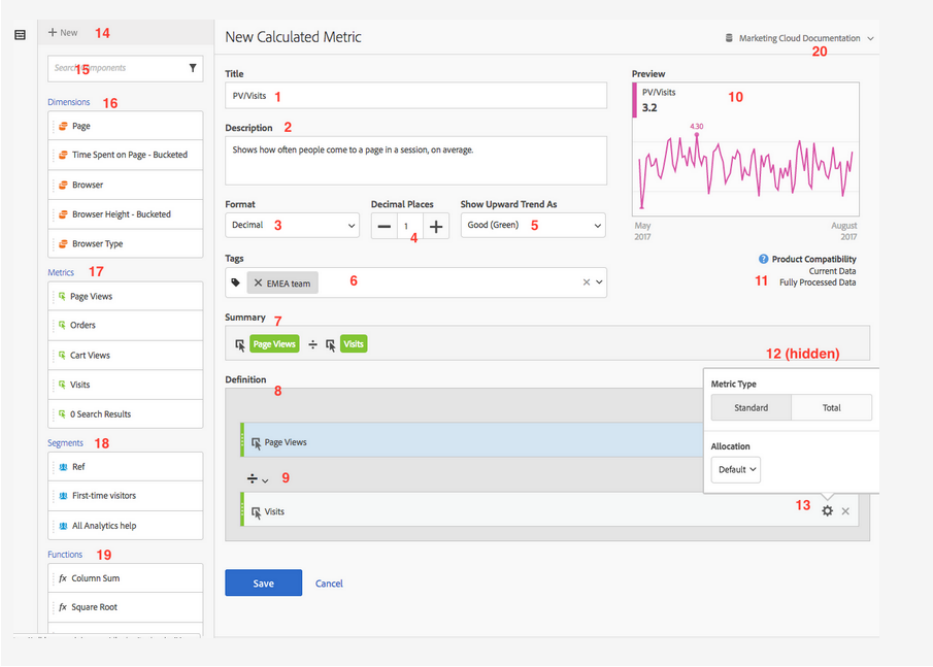
From Adam Greco – Analytics Demystified

Most Common KPIs

KPI	Formula	Format
Conversion (Visit)	Orders/Visits	#.## %
Conversion (Visitor)	Orders/Unique Visitor	#.## %
RPV (Revenue per Visit)	Revenue/Visit	$ #.##
AOV (Avg Order Value)	Revenue/Orders	$ #.##
UPT (Units per Transaction)	Units/Orders	#.##
AUR (Avg Unit Retail)	Revenue/Units	$ #.##
Exit Rate	Exits/Visits	#.## %
Page per Visit	Pages/Visits	#.##

Calculated Metrics

AA allows you to create custom metrics based on container hierarchy logic, rules, operators and existing dimensions, metrics, segments.



Practice Problems

Practice Problem #1

For December 2023 and using the "Key Metrics" report:

1. Calculate the avg daily number of Visits and Entries.

10,870 Visits and 10,460 Entries

2. Calculate the avg weekly Page Views and Exits.

106,266 Page Views and 64,854 Exits

3. Calculate the Monthly Avg Time Spent on Site and Bounce Rate.

261 Time Spend on Site and 71.41% Bounce Rate

Practice Problem #2

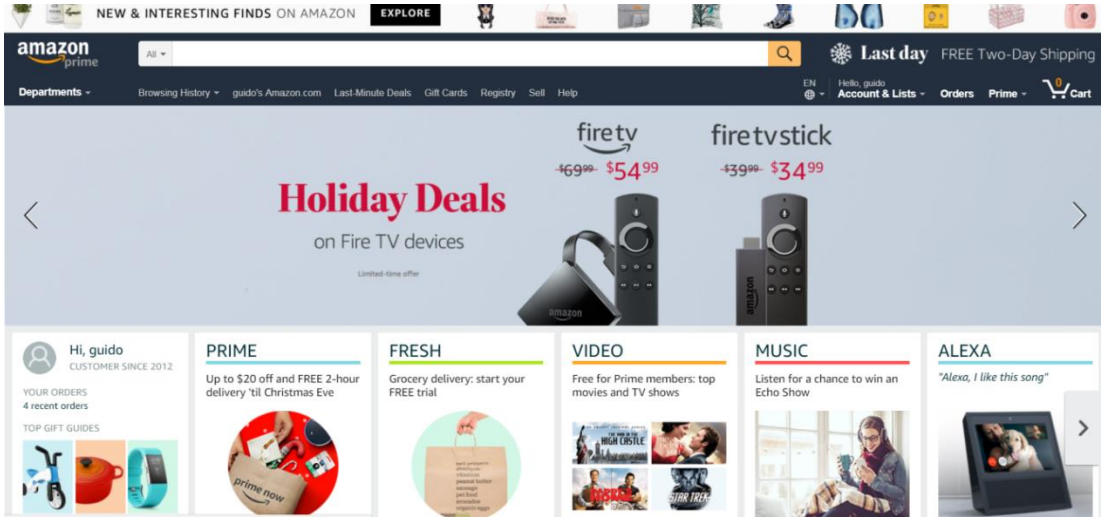
For November 2023:

1) Export the number of Unique Visitor aggregated at the daily level in Excel.
2) Export the number of Unique Visitor aggregated at the weekly level in Excel.
3) Export the number of Unique Visitor aggregated at the monthly level in Excel.
4) Explain the differences.

Practice Problem #3

You are Amazon's Director of Web Analytics. You need to build a dashboard for Jeff Bezos and he only wants to see 3 KPIs.

Tweet what 3 KPIs you believe should be included and explain why they are important **(you have 5 minutes!)**



Practice Problem #4

For November 2023:

1. Create a calculated metric for Conversion Rate (Orders/Visits) and Cart Addition Rate (Cart Additions/Product Views) and calculate the daily averages.

3.41% Conversion Rate and 11.05% Cart Addition Rate

2. Create a calculated metric for RPV (Revenue/Visits) and AOV (Revenue/Orders) and calculate the weekly averages.

$61.48 RPV and $1,689.69 AOV

3. Create a calculated metric for UPO (Units/Orders) and calculate Monthly UPO.

3.38

Practice Problem #5

For November 2023:

1. Create a segment for PC, Tablet and Mobile Phone traffic (segment on Hit level using Mobile Device Type as dimension, PC = "Other").
2. Create a calculated metric for PC Visits, Tablet Visits, Mobile Phone Visits.
3. Calculate the **monthly** number of visits for PC, Tablet and Mobile Phone and the % TTL Traffic that each device represents.

PC: 208,676 (63.8% of TTL)
Mobile Phone: 80,889 (24.7% of TTL)
Tablet 21,677 (6.6% of TTL)

Practice Problem #6

For December 2023:

1. How many Units did we sell?

40,017

2. Did we sell more Units to "First Time Visits" or "Visits of >5 Previous Visits"?

"Visits of 5+" 30,456; "1st Time" 7,101

3. For "First Time Visits," which marketing channel generated most units?

Unspecified (Direct Load & Natural Search) 6,223; Email 250; Paid Search Trademark 127

Additional Practice Problems

Practice Problem #7

For December 2023, using the "Key Metrics" report for Email traffic:

1. Calculate the avg daily number of Unique Visitors **844**
2. Calculate the avg daily Bounces **378**
3. Calculate the avg weekly Units **960**
4. Calculate the avg weekly Revenue **$512,277**
5. Calculate the Monthly AOV (Revenue/Orders) **$1,853.39**
6. Calculate the Monthly Bounce Rate **40.81%**

Practice Problem #8

For November 2023, using the "Key Metrics" report for Tablet traffic *(use mobile device type)*:

1. Calculate the avg daily number of Page Views **1,192**
2. Calculate the avg daily number of Visits **751**
3. Calculate the avg weekly RPV (Revenue/Visits) **$66.12**
4. Calculate the avg weekly UPO (Units/Orders) **3.38**
5. Calculate the Monthly Units **2,868**
6. Calculate the Monthly Conversion Rate **3.87%**