

# GOOGLE ANALYTICS FOR BROAD

Team 9

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# AGENDA

Give directed recommendations to Broad College of Business marketing leadership to address the issues identified based on data analysis

01



Data Overview,  
Business Context for  
FTMBA and MSMR

Data Analysis and  
Insights



02

03



Recommendations,  
Actionable steps

Executive Summary



04

*\*Visuals and Appendix at the end*

# Overview and Business Context

## Target Audience



Prospective students seeking full-time MBA or MSMR program

Increase enrollment and improve student outcomes

## Value Proposition



Rigorous curriculum, experiential learning, alumni network

Increasing demand for the programs and e-learning

## Competitive Landscape



Other top-ranked MBA and MSMR programs in region and nationally



MICHIGAN STATE UNIVERSITY

**BROAD** COLLEGE *of* BUSINESS

ABOUT

DEGREES & PROGRAMS

RESEARCH & INNOVATION



FULL-TIME MBA

# Full Time MBA Program

Home » Master's Programs »

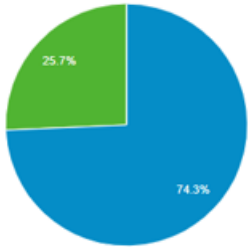
times

## FULL-TIME MBA

PLAY

# VISITOR PERFORMANCE

■ New Visitor ■ Returning Visitor  
Aug 20, 2022 - May 14, 2023



## NEW vs RETURNING VISITORS

- 72.6% New, 27.4% Returning
- Comparing time periods, New users decreased by 4.64%

## New Visitor

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
FTMBA	5.17% ↓ 26,626 vs 28,077	4.64% ↓ 26,714 vs 28,013	4.64% ↓ 26,714 vs 28,013	14.30% ↑ 41.17% vs 36.02%	4.76% ↓ 3.10 vs 3.25	2.14% ↑ 00:03:32 vs 00:03:27

## Returning Visitor

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
FTMBA	3.78% ↓ 10,050 vs 10,445	0.00% 0 vs 0	2.62% ↑ 29,373 vs 28,624	2.31% ↓ 41.89% vs 42.88%	5.96% ↑ 3.44 vs 3.24	5.70% ↑ 00:05:14 vs 00:04:58

\*Refer Appendix I



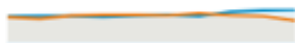
# SITE RETENTION & ENGAGEMENT

Bounce Rate

FTMBA

5.22%

41.55% vs 39.49%



BOUNCE RATE

Bounce rate  
increased by 5.22%

Avg. Session Duration

FTMBA

5.00%

00:04:26 vs 00:04:13



AVG SESSION DURATION

Increased by 5.00%

Pages / Session

FTMBA

0.84%

3.28 vs 3.25




PAGES PER SESSION

Increased by 0.84%

# PAGE LOAD TIME

Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
<b>FTMBA</b>		0.15%  183,470 vs 183,750	1.26%  6.11 vs 6.04
1.	<a href="https://broad.msu.edu/masters/mba/">broad.msu.edu/masters/mba/</a>		
	Aug 20, 2022 - May 14, 2023	38,292	50.34%
	Aug 20, 2021 - May 14, 2022	37,202	9.68%
2.	<a href="https://broad.msu.edu/masters/mba/admissions/">broad.msu.edu/masters/mba/admissions/</a>		
	Aug 20, 2022 - May 14, 2023	20,224	119.31%
	Aug 20, 2021 - May 14, 2022	21,733	-44.47%

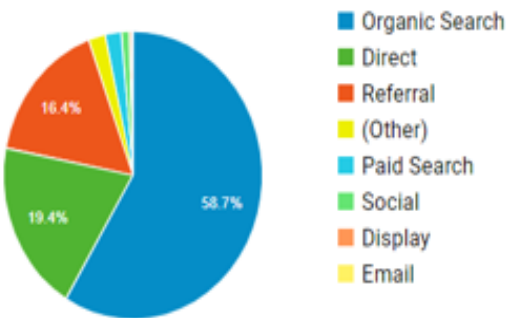
Browser	Avg. Page Load Time (sec)
1. Opera	3.67
2. Safari	5.54
3. Chrome	5.80
4. Firefox	7.07
5. Samsung Internet	8.06
6. Android Webview	9.70
7. Edge	9.80
8. Safari (in-app)	30.70

Country	Avg. Page Load Time (sec)
1.  Canada	1.42
2.  United Arab Emirates	2.09
3.  Saudi Arabia	2.91
4.  Egypt	3.46
5.  Malaysia	3.67
6.  United States	3.71
7.  Taiwan	3.73
8.  Peru	4.64

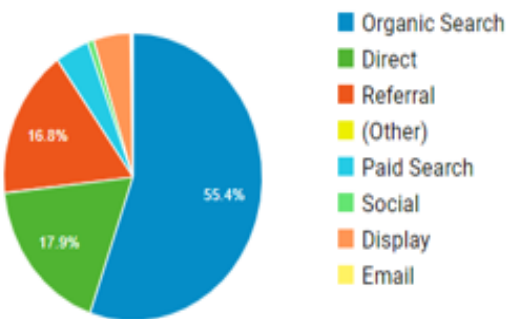
# SOURCES OF TRAFFIC

## Top Channels

Aug 20, 2022 - May 14, 2023

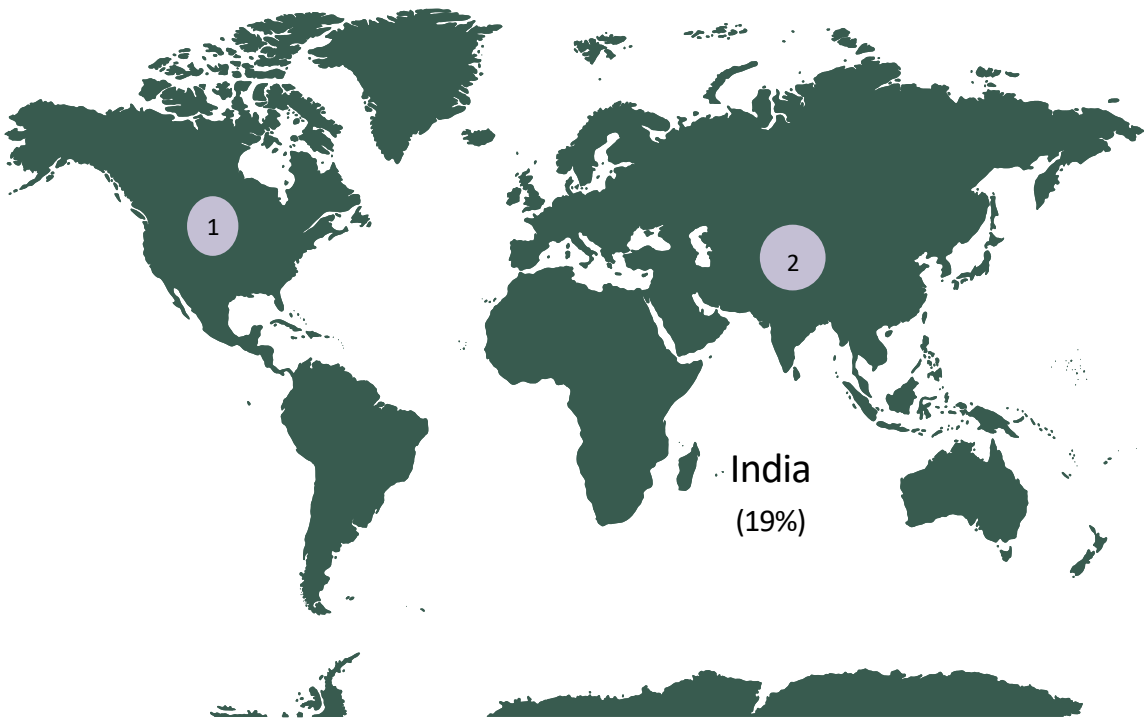


Aug 20, 2021 - May 14, 2022



# MAJOR GEOGRAPHIES

United States  
(~55%)  
Michigan,  
Virginia,  
California



India  
(19%)

# ACROSS SOCIAL MEDIA



LINKEDIN  
User Flow: 75%



TWITTER  
User Flow: 15%



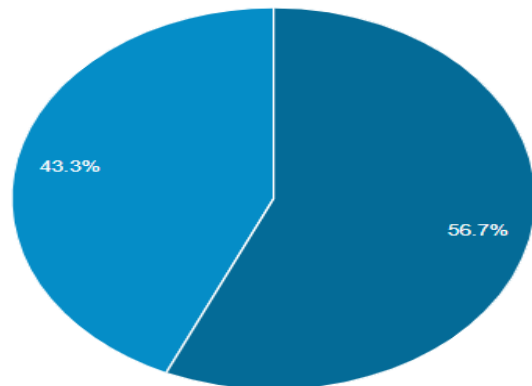
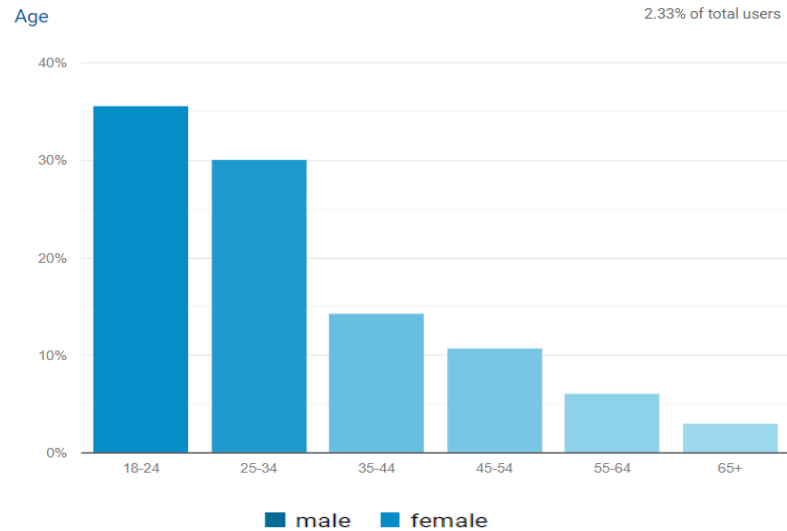
FACEBOOK  
User Flow: 10%

*\*Refer Appendix II and III*



# SEGMENTED ANALYSIS

## By Demographics



## By Device type

	Device Category ?	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	FTMBA	31,692 % of Total: 7.19% (440,713)	27,221 % of Total: 6.26% (434,701)	54,436 % of Total: 7.02% (775,321)	41.36% Avg for View: 63.20% (-34.56%)	3.25 Avg for View: 2.04 (59.27%)	00:04:26 Avg for View: 00:02:02 (117.47%)
<input type="checkbox"/>	1. desktop	18,897 (59.19%)	15,414 (56.63%)	35,946 (66.03%)	37.73%	3.54	00:05:03
<input type="checkbox"/>	2. mobile	12,716 (39.83%)	11,516 (42.31%)	17,904 (32.89%)	48.89%	2.63	00:03:10
<input type="checkbox"/>	3. tablet	312 (0.98%)	291 (1.07%)	586 (1.08%)	33.28%	4.38	00:05:49

ABOUT

DEGREES & PROGRAMS

RESEARCH & INNOVATION

CAREERS & RECRUITING

Home » M.S. IN MARKETING RESEARCH

Home » Master's Programs »

# Masters in Marketing Research



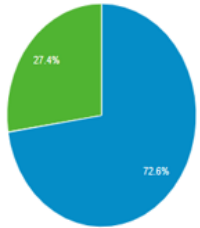
Earn the top STEM-  
certified marketing  
research master's  
degree in the world

Looking to build a career as a marketing professional? The Master of Science in Marketing Research at the Broad College offers a STEM degree that will equip you with best-in-class analytics skills to thrive in the growing insights industry. Whether in a traditional or an online format, the MSMR program provides you with real-world application of marketing research.

# VISITOR PERFORMANCE

■ New Visitor ■ Returning Visitor

Aug 20, 2022 - May 14, 2023



## NEW vs RETURNING VISITORS

- 74.3% New, 25.7% Returning
- Comparing time periods, New users decreased by 23.23%

## New Visitor

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
MSMR	23.12% ↓ 9,031 vs 11,747	23.23% ↓ 9,034 vs 11,767	23.23% ↓ 9,034 vs 11,767	12.74% ↓ 46.55% vs 53.34%	10.83% ↑ 2.94 vs 2.65	16.45% ↑ 00:03:08 vs 00:02:42

## Returning Visitor

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
MSMR	0.00% 3,122 vs 3,122	0.00% 0 vs 0	12.81% ↑ 7,671 vs 6,800	10.66% ↓ 38.67% vs 43.28%	18.19% ↑ 3.91 vs 3.31	19.56% ↑ 00:05:40 vs 00:04:44

\*Refer Appendix IV

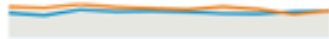
# SITE RETENTION & ENGAGEMENT

Bounce Rate

MSMR

**-13.55%**

42.93% vs 49.66%



BOUNCE RATE

Bounce rate  
decreased by  
13.55%

Avg. Session Duration

MSMR

**24.84%**

00:04:18 vs 00:03:27



AVG SESSION DURATION

Increased by 24.84%

Pages / Session

MSMR

**17.03%**



3.39 vs 2.89



PAGES PER SESSION

Increased by 17.03%

# PAGE LOAD TIME

Page		Pageviews	Avg. Page Load Time (sec) (compared to site average)
MSMR		5.22%  56,453 vs 53,652	17.35%  3.50 vs 4.23
1.	<a href="https://broad.msu.edu/masters/marketing-research/">broad.msu.edu/masters/marketing-research/</a>		
	Aug 20, 2022 - May 14, 2023	14,339	92.23%
	Aug 20, 2021 - May 14, 2022	14,238	4.59%
2.	<a href="https://broad.msu.edu/masters/marketing-research/admissions/">broad.msu.edu/masters/marketing-research/admissions/</a>		
	Aug 20, 2022 - May 14, 2023	6,581	84.18%
	Aug 20, 2021 - May 14, 2022	6,135	-28.44%

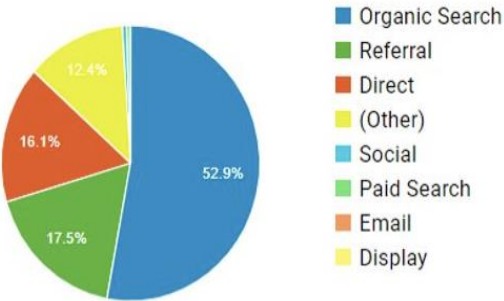
Browser	Avg. Page Load Time (sec)
1. Edge	1.43
2. Firefox	2.03
3. Safari	2.66
4. Chrome	3.50

Country	Avg. Page Load Time (sec)
1.  United Kingdom	0.87
2.  Canada	1.51
3.  Bangladesh	2.44
4.  United States	3.16
5.  Saudi Arabia	3.90
6.  Nigeria	4.63
7.  Taiwan	4.63
8.  United Arab Emirates	4.92
9.  India	5.32
10.  Pakistan	5.97

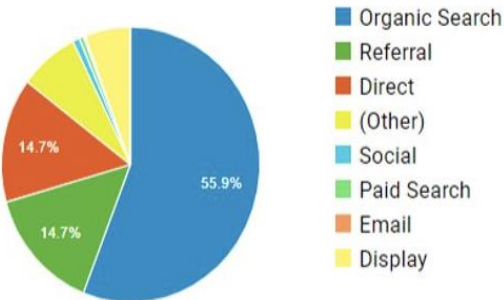
# SOURCES OF TRAFFIC

## Top Channels

Aug 20, 2022 - May 14, 2023

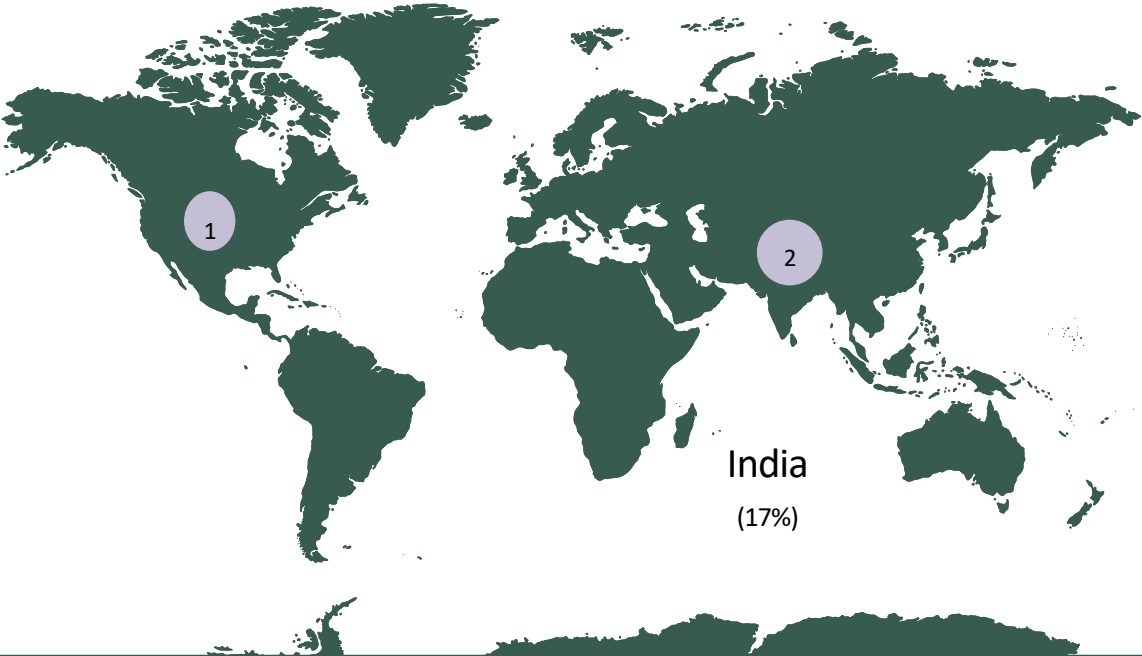


Aug 20, 2021 - May 14, 2022



## MAJOR GEOGRAPHIES

United States  
(~56%)  
Michigan,  
Virginia,  
California



## ACROSS DEVICES



LINKEDIN

User Flow: 82%



TWITTER

User Flow: 9%



FACEBOOK

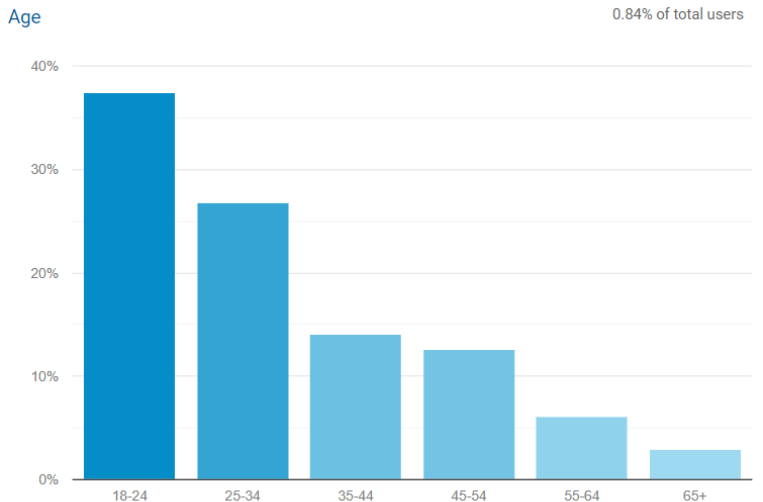
User Flow: 9%

\*Refer Appendix V and VI

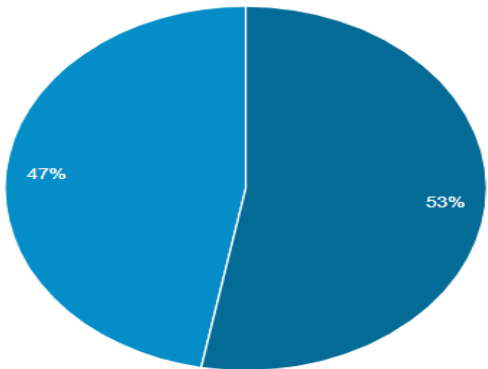


# SEGMENTED ANALYSIS

## By Demographics

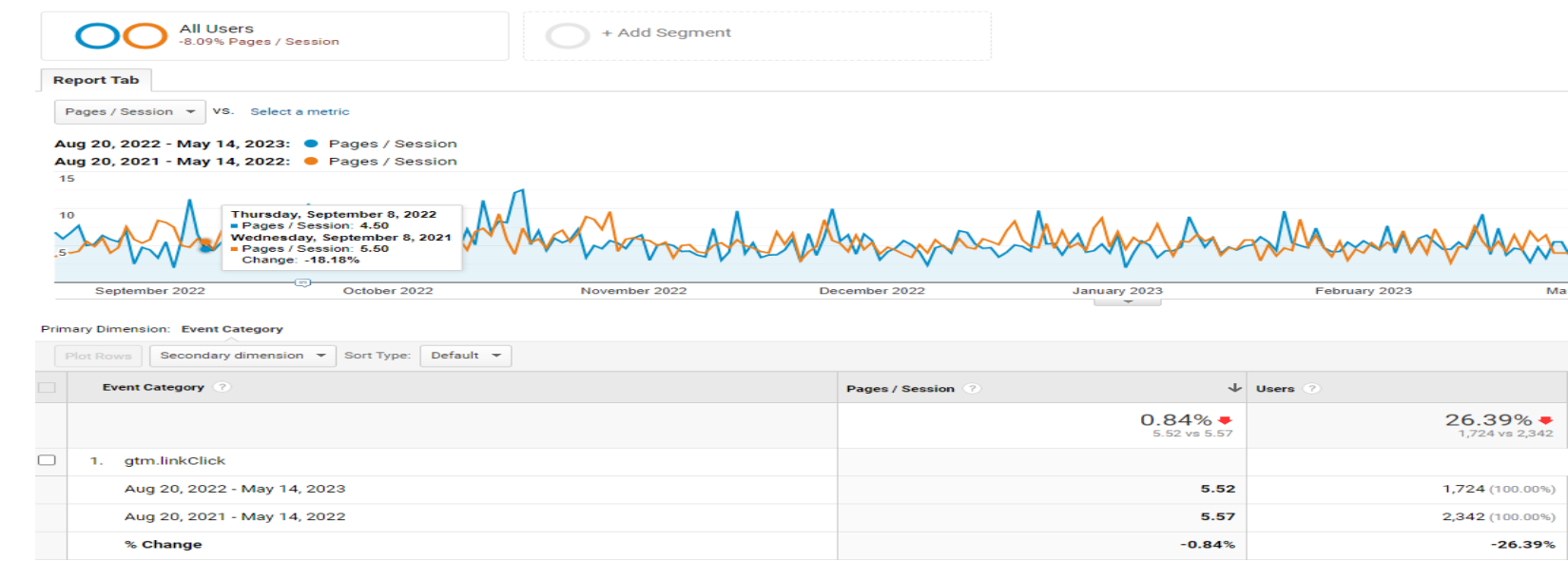


■ female ■ male



## By Device type

	Device Category ?	Acquisition			Behavior		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	MSMR	10,290 % of Total: 2.33% (440,713)	8,977 % of Total: 2.07% (434,701)	16,422 % of Total: 2.12% (775,321)	43.57% Avg for View: 63.20% (-31.06%)	3.30 Avg for View: 2.04 (61.56%)	00:04:07 Avg for View: 00:02:02 (101.88%)
<input type="checkbox"/>	1. desktop	6,482 (62.65%)	5,371 (59.83%)	11,009 (67.04%)	37.40%	3.71	00:04:47
<input type="checkbox"/>	2. mobile	3,797 (36.70%)	3,545 (39.49%)	5,315 (32.37%)	56.48%	2.43	00:02:42
<input type="checkbox"/>	3. tablet	67 (0.65%)	61 (0.68%)	98 (0.60%)	36.73%	3.63	00:06:11



MOBILE

% of Users: ~37%

Average Session  
Duration: ~2.4 Mins



DESKTOP

% of Users: ~63%

Average Session  
Duration: ~3.7 Mins



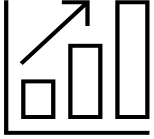
TABLET

% of Users: ~0.65%

Average Session  
Duration: ~6.1 Mins

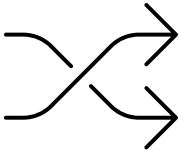


# Recommendations



## Areas with Significant Improvement

- Bounce rate **decreased by 13.55%** compared to last year 2021 (FTMB)
- User engagement **increased 73%** compared to 2021 at 52%(FTMBA)
- Customer traffic **increased organically by 5%** compared to 2021
- US (56%), India (17%), Remaining 8 (~14%)
- Bounce rate decreased by 13.55%.



## Areas of opportunity

- On an average desktop user have **50% higher engagement** than the mobile user .
- **22% of user** coming from cross functional marketing have less than 10s of runtime on the website .
- On an **average 2/5 customers** struggle to navigate or moving past the first page .
- **10% of the total visits** of the customer leave information to be reached back after the first initial interaction.



## Initiative with pipeline

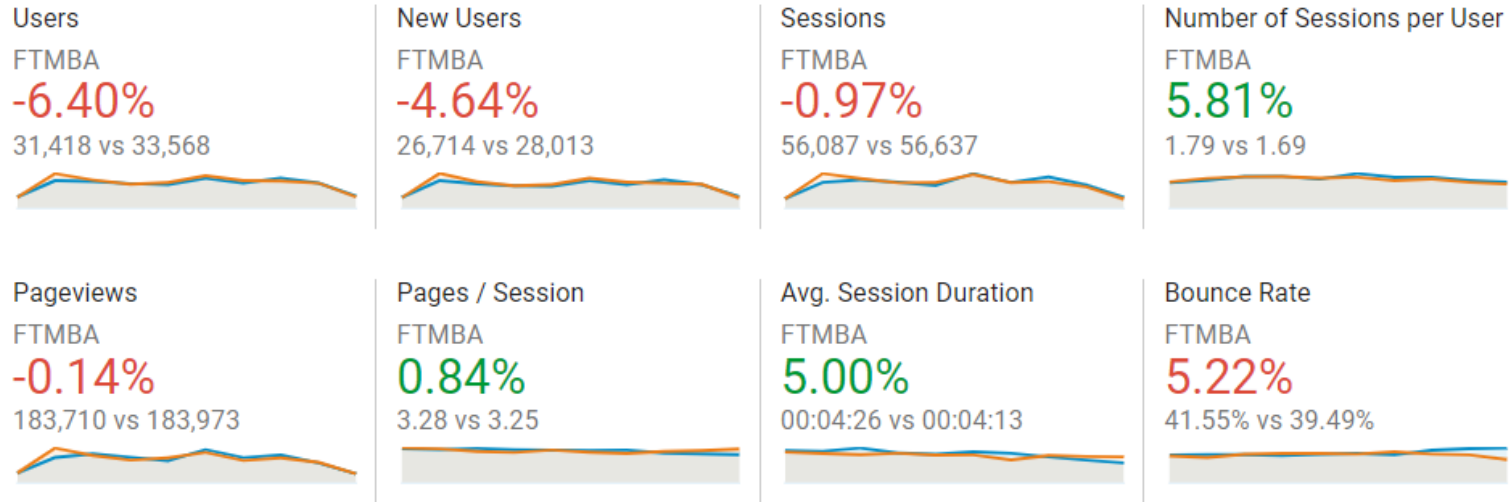
- More targeted marketing across 3<sup>rd</sup> party website , increasing user engagement ratio. **US (56%), India (17%), Remaining 8 (~14%)**
- Mobile friendly version of the website , reducing the avg session load time.





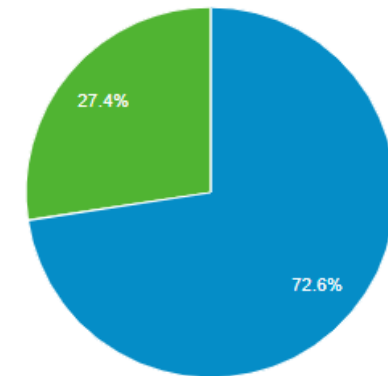
THANK YOU!

# FTMBA - APPENDIX I

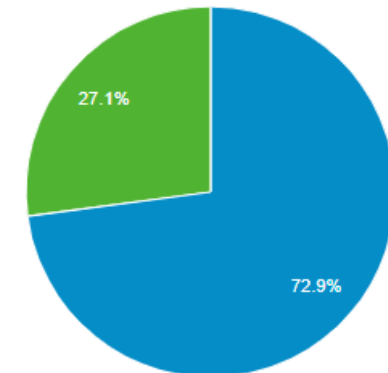


■ New Visitor ■ Returning Visitor

Aug 20, 2022 - May 14, 2023



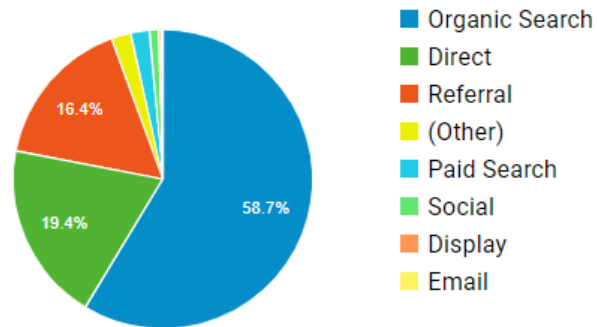
Aug 20, 2021 - May 14, 2022



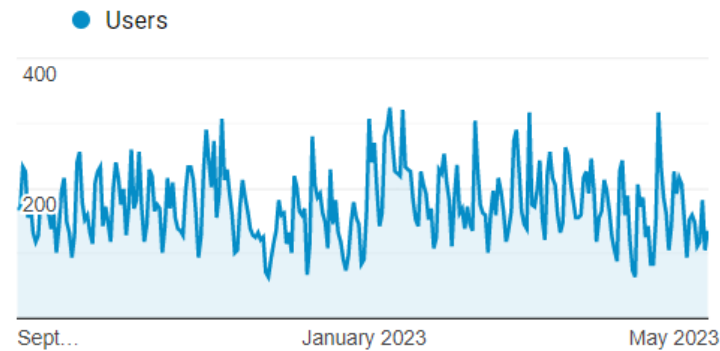
# FTMBA - APPENDIX II

## Top Channels

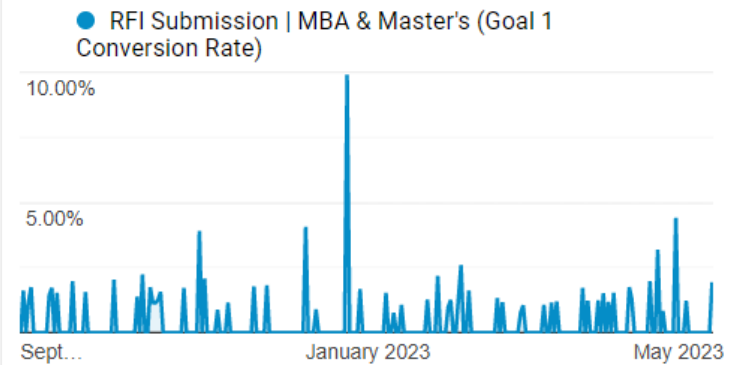
Aug 20, 2022 - May 14, 2023



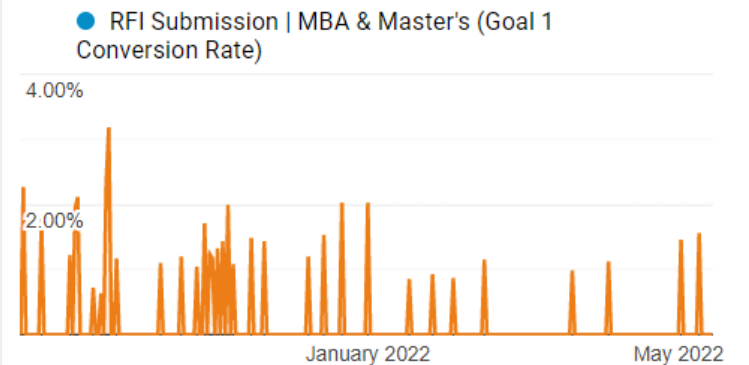
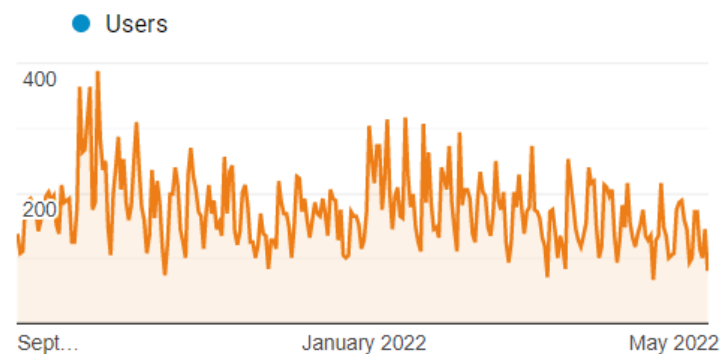
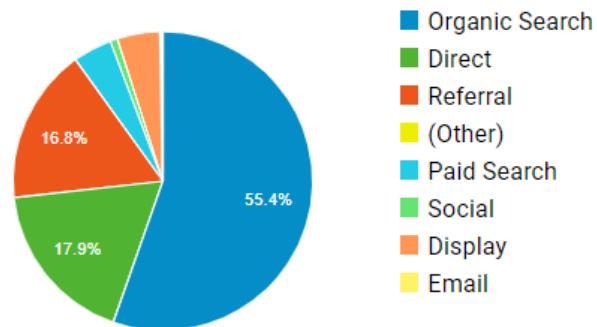
## Users



## Conversions



Aug 20, 2021 - May 14, 2022





# FTMBA - APPENDIX III

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
FTMBA	31,692 % of Total: 7.19% (440,713)	27,228 % of Total: 6.26% (434,701)	54,443 % of Total: 7.02% (775,321)	41.36% Avg for View: 63.20% (-34.56%)	3.25 Avg for View: 2.04 (59.27%)	00:04:26 Avg for View: 00:02:02 (117.47%)
1.  United States	17,343 (54.26%)	14,121 (51.86%)	27,157 (49.88%)	40.92%	3.33	00:04:20
2.  India	5,983 (18.72%)	5,469 (20.09%)	11,698 (21.49%)	40.97%	3.13	00:04:18
3.  Nigeria	1,167 (3.65%)	1,028 (3.78%)	3,060 (5.62%)	42.55%	3.09	00:05:14
4.  Ghana	771 (2.41%)	696 (2.56%)	1,600 (2.94%)	37.62%	3.49	00:06:18
5.  China	716 (2.24%)	675 (2.48%)	845 (1.55%)	75.50%	2.08	00:02:12
6.  Bangladesh	423 (1.32%)	368 (1.35%)	612 (1.12%)	28.43%	3.99	00:05:21
7.  Canada	400 (1.25%)	358 (1.31%)	538 (0.99%)	40.33%	2.90	00:02:57
8.  Pakistan	332 (1.04%)	286 (1.05%)	627 (1.15%)	38.76%	3.57	00:04:07
9.  Taiwan	328 (1.03%)	282 (1.04%)	671 (1.23%)	41.28%	3.16	00:04:15
10.  South Korea	274 (0.86%)	246 (0.90%)	556 (1.02%)	41.01%	3.69	00:05:08

Region ?	Acquisition			Behavior			Conversions Goal 6: RFI Submission   Full-Time MBA ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	RFI Submission   Full-Time MBA (Goal 6 Conversion Rate) ?	RFI Submission   Full-Time MBA (Goal 6 Completions) ?	RFI Submission   Full-Time MBA (Goal 6 Value) ?
FTMBA	17,343 % of Total: 3.94% (440,713)	14,121 % of Total: 3.25% (434,701)	27,154 % of Total: 3.50% (775,321)	40.92% Avg for View: 63.20% (-35.25%)	3.33 Avg for View: 2.04 (63.08%)	00:04:20 Avg for View: 00:02:02 (112.11%)	0.63% Avg for View: 0.05% (1,244.90%)	174 % of Total: 47.93% (363)	\$0.00 % of Total: 0.00% (\$0.00)
1.  Michigan	6,053 (31.98%)	3,926 (27.80%)	10,326 (38.03%)	34.77%	4.03	00:05:58	0.70%	72 (41.38%)	\$0.00 (0.00%)
2.  Virginia	1,705 (9.01%)	1,339 (9.48%)	2,042 (7.52%)	50.73%	2.63	00:03:16	0.64%	13 (7.47%)	\$0.00 (0.00%)
3.  California	975 (5.15%)	872 (6.18%)	1,308 (4.82%)	54.74%	2.53	00:02:51	0.61%	8 (4.60%)	\$0.00 (0.00%)
4.  Illinois	876 (4.63%)	706 (5.00%)	1,129 (4.16%)	35.87%	3.22	00:03:51	0.62%	7 (4.02%)	\$0.00 (0.00%)
5.  Ohio	849 (4.49%)	642 (4.55%)	1,193 (4.39%)	38.98%	3.56	00:04:47	0.25%	3 (1.72%)	\$0.00 (0.00%)
6.  New York	799 (4.22%)	617 (4.37%)	1,049 (3.86%)	40.32%	2.63	00:03:27	0.67%	7 (4.02%)	\$0.00 (0.00%)
7.  Georgia	671 (3.55%)	492 (3.48%)	753 (2.77%)	49.54%	2.61	00:03:03	0.93%	7 (4.02%)	\$0.00 (0.00%)
8.  Texas	661 (3.49%)	540 (3.82%)	822 (3.03%)	38.93%	3.11	00:03:01	0.85%	7 (4.02%)	\$0.00 (0.00%)
9.  North Carolina	630 (3.33%)	484 (3.43%)	719 (2.65%)	50.90%	2.68	00:02:56	0.42%	3 (1.72%)	\$0.00 (0.00%)
10.  Florida	620 (3.28%)	442 (3.13%)	722 (2.66%)	46.40%	2.93	00:03:48	0.97%	7 (4.02%)	\$0.00 (0.00%)

# MSMR - APPENDIX IV

Users  
MSMR  
**-19.16%**  
10,566 vs 13,070



New Users  
MSMR  
**-23.23%**  
9,034 vs 11,767



Sessions  
MSMR  
**-10.03%**  
16,705 vs 18,567



Number of Sessions per User  
MSMR  
**11.29%**  
1.58 vs 1.42



Pageviews  
MSMR  
**5.30%**  
56,556 vs 53,711



Pages / Session  
MSMR  
**17.03%**  
3.39 vs 2.89



Avg. Session Duration  
MSMR  
**24.84%**  
00:04:18 vs 00:03:27

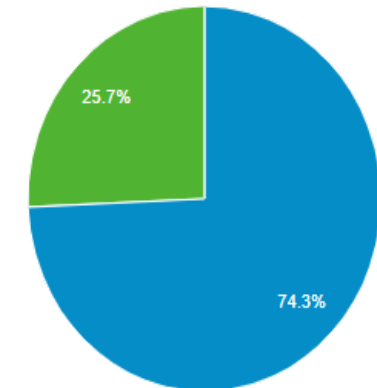


Bounce Rate  
MSMR  
**-13.55%**  
42.93% vs 49.66%

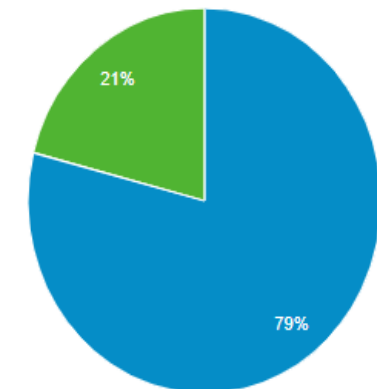


■ New Visitor ■ Returning Visitor

Aug 20, 2022 - May 14, 2023



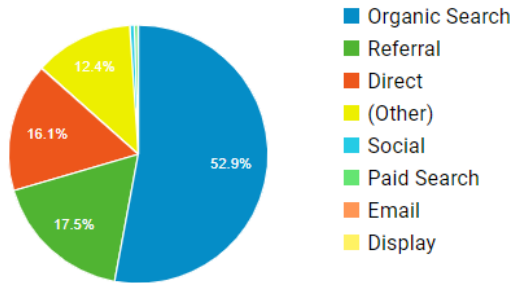
Aug 20, 2021 - May 14, 2022



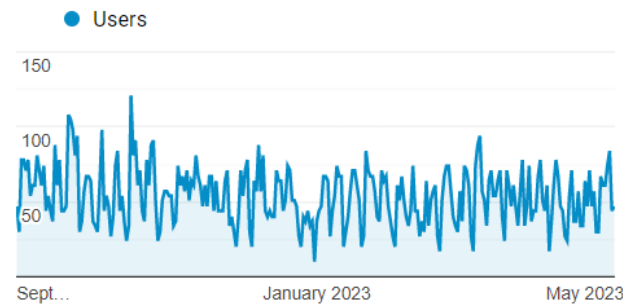
# MSMR - APPENDIX V

## Top Channels

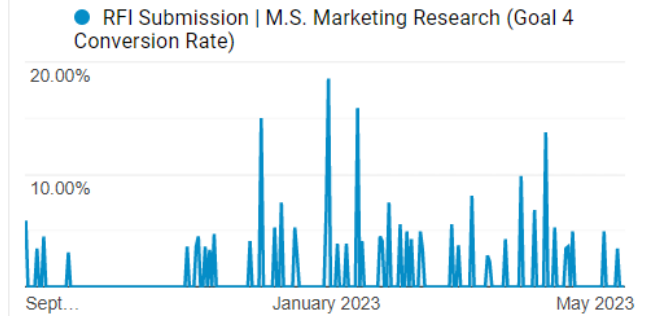
Aug 20, 2022 - May 14, 2023



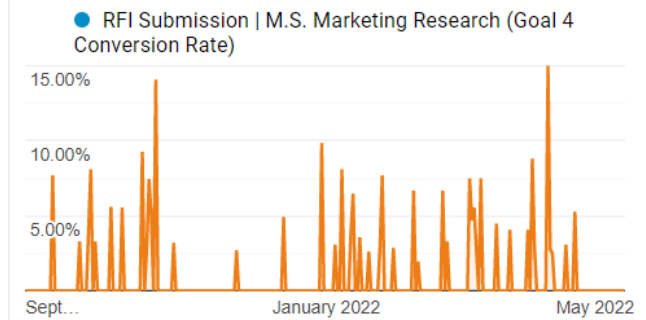
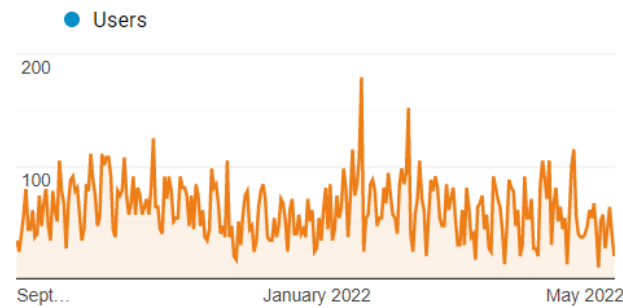
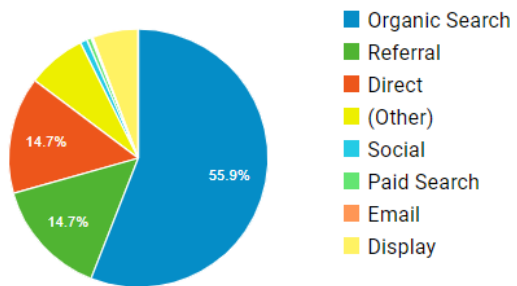
## Users



## Conversions













Aug 20, 2021 - May 14, 2022



# MSMR - APPENDIX VI

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
MSMR	5,837 % of Total: 1.32% (440,713)	4,891 % of Total: 1.13% (434,701)	9,951 % of Total: 1.28% (775,321)	43.13% Avg for View: 63.20% (-31.76%)	3.32 Avg for View: 2.04 (62.54%)	00:04:23 Avg for View: 00:02:02 (115.31%)
1. Michigan	1,735 (26.54%)	1,105 (22.59%)	3,626 (36.44%)	33.89%	4.08	00:05:59
2. Virginia	571 (8.73%)	440 (9.00%)	847 (8.51%)	58.68%	2.53	00:03:02
3. California	341 (5.22%)	312 (6.38%)	502 (5.04%)	50.40%	2.55	00:03:13
4. Illinois	323 (4.94%)	276 (5.64%)	430 (4.32%)	46.51%	2.77	00:02:47
5. New York	320 (4.90%)	251 (5.13%)	384 (3.86%)	51.30%	2.98	00:03:22
6. Florida	315 (4.82%)	256 (5.23%)	414 (4.16%)	43.96%	2.94	00:04:03
7. Georgia	315 (4.82%)	235 (4.80%)	381 (3.83%)	48.29%	2.64	00:03:37
8. Ohio	286 (4.38%)	210 (4.29%)	399 (4.01%)	41.60%	3.21	00:04:05
9. Texas	212 (3.24%)	185 (3.78%)	245 (2.46%)	48.98%	2.76	00:02:10
10. Pennsylvania	199 (3.04%)	143 (2.92%)	240 (2.41%)	49.17%	2.97	00:04:36

Country ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
MSMR	10,290 % of Total: 2.33% (440,713)	8,983 % of Total: 2.07% (434,701)	16,430 % of Total: 2.12% (775,321)	43.57% Avg for View: 63.20% (-31.06%)	3.30 Avg for View: 2.04 (61.56%)	00:04:07 Avg for View: 00:02:02 (101.88%)
1.  United States	5,837 (56.11%)	4,890 (54.44%)	9,952 (60.57%)	43.13%	3.32	00:04:23
2.  India	1,779 (17.10%)	1,579 (17.58%)	2,730 (16.62%)	43.19%	3.23	00:03:19
3.  China	333 (3.20%)	302 (3.36%)	392 (2.39%)	52.81%	3.53	00:04:40
4.  Taiwan	284 (2.73%)	248 (2.76%)	491 (2.99%)	31.77%	3.41	00:03:49
5.  Canada	161 (1.55%)	149 (1.66%)	217 (1.32%)	62.21%	2.41	00:02:31
6.  Bangladesh	144 (1.38%)	135 (1.50%)	213 (1.30%)	42.25%	3.91	00:05:13
7.  Nigeria	135 (1.30%)	112 (1.25%)	176 (1.07%)	35.23%	4.07	00:05:28
8.  Ghana	97 (0.93%)	82 (0.91%)	133 (0.81%)	40.60%	4.17	00:08:25
9.  Pakistan	94 (0.90%)	87 (0.97%)	115 (0.70%)	33.91%	3.00	00:04:33
10.  United Kingdom	79 (0.76%)	64 (0.71%)	82 (0.50%)	30.49%	3.77	00:03:34



# MISCELLANEOUS

# Top conversion paths

MCF Channel Grouping Path ?	Conversions ?	↓
1. Organic Search → Direct	147 (13.17%)	
2. Direct × 2	78 (6.99%)	
3. Referral → Direct	62 (5.56%)	
4. Organic Search → Direct × 2	57 (5.11%)	
5. Direct × 3	31 (2.78%)	
6. Organic Search → Direct × 3	28 (2.51%)	
7. Organic Search → Referral	28 (2.51%)	
8. Paid Search → Organic Search	26 (2.33%)	
9. Direct × 4	19 (1.70%)	
10. Referral × 2	17 (1.52%)	

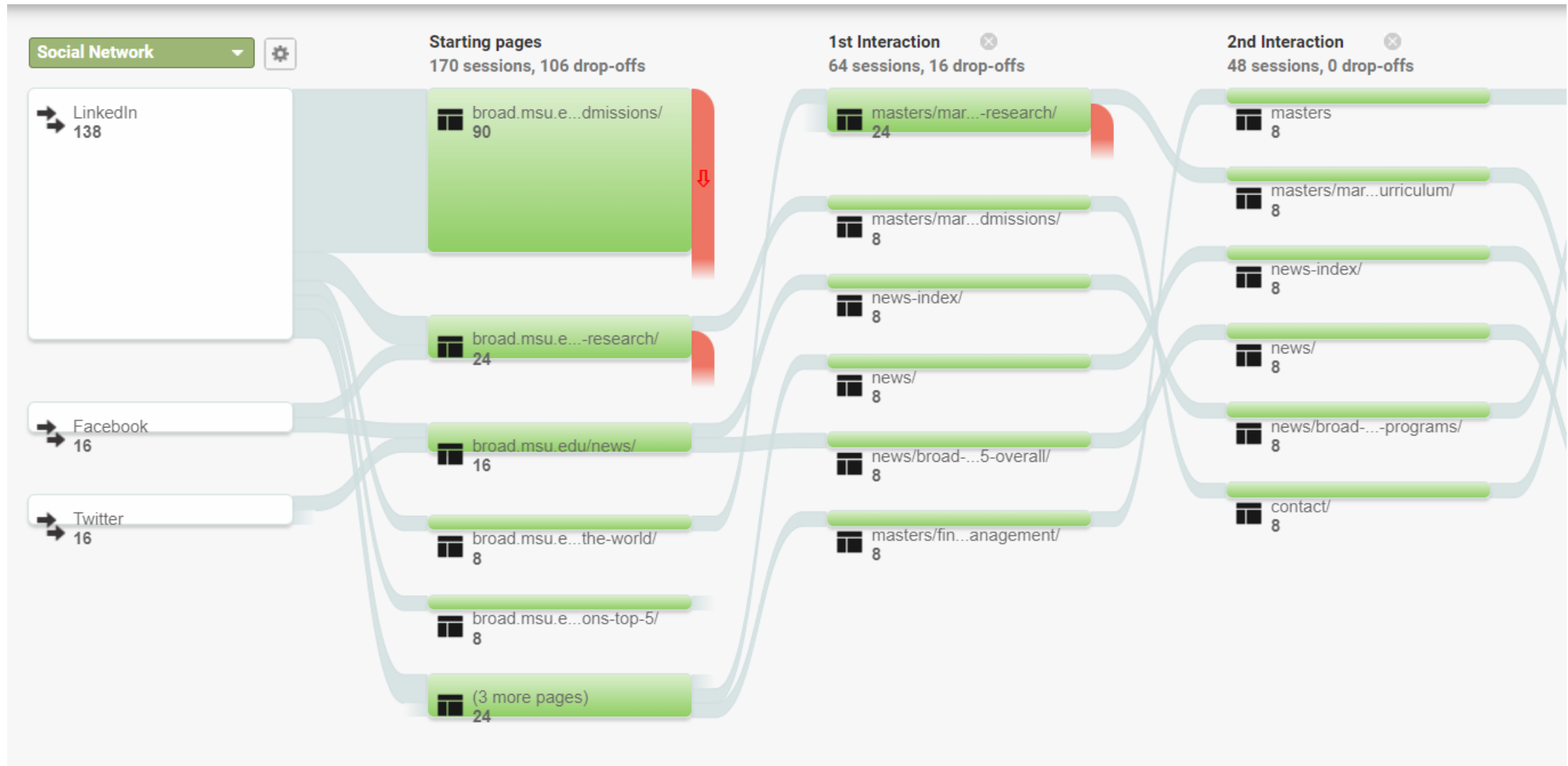
MCF Channel Grouping Path ?	Conversions ?	↓
1. Organic Search → Direct	147 (13.17%)	
2. Direct × 2	78 (6.99%)	
3. Referral → Direct	62 (5.56%)	
4. Organic Search → Direct × 2	57 (5.11%)	
5. Direct × 3	31 (2.78%)	
6. Organic Search → Direct × 3	28 (2.51%)	
7. Organic Search → Referral	28 (2.51%)	
8. Paid Search → Organic Search	26 (2.33%)	
9. Direct × 4	19 (1.70%)	
10. Referral × 2	17 (1.52%)	



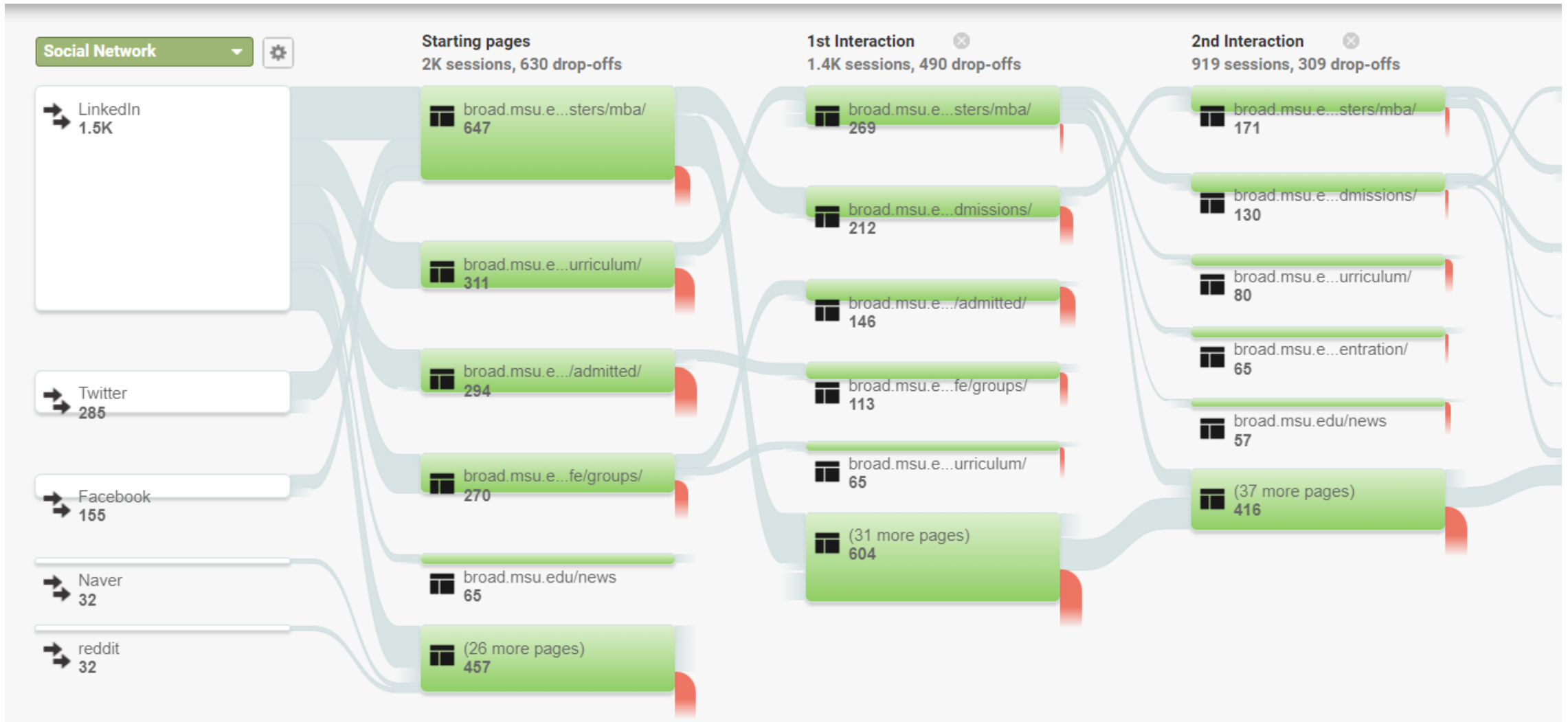
# FTMBA (Landing pages)

Shared URL <sup>?</sup>	Sessions <sup>?</sup> ↓	Pageviews <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Pages / Session <sup>?</sup>
1. <a href="https://broad.msu.edu/broad.msu.edu/masters/mba/">broad.msu.edu/broad.msu.edu/masters/mba/</a>	210 (26.15%)	747 (29.76%)	00:06:13	3.56
2. <a href="https://broad.msu.edu/broad.msu.edu/masters/mba/curriculum/">broad.msu.edu/broad.msu.edu/masters/mba/curriculum/</a>	69 (8.59%)	177 (7.05%)	00:00:40	2.57
3. <a href="https://broad.msu.edu/broad.msu.edu/masters/mba/tuition/">broad.msu.edu/broad.msu.edu/masters/mba/tuition/</a>	61 (7.60%)	197 (7.85%)	00:04:57	3.23
4. <a href="https://broad.msu.edu/broad.msu.edu/news/broad-college-launches-stem-mba-program/">broad.msu.edu/broad.msu.edu/news/broad-college-launches-stem-mba-program/</a>	61 (7.60%)	149 (5.94%)	00:01:31	2.44
5. <a href="https://broad.msu.edu/broad.msu.edu/masters/mba/admitted/">broad.msu.edu/broad.msu.edu/masters/mba/admitted/</a>	56 (6.97%)	123 (4.90%)	00:00:29	2.20
6. <a href="https://broad.msu.edu/broad.msu.edu/masters/mba/student-life/groups/">broad.msu.edu/broad.msu.edu/masters/mba/student-life/groups/</a>	56 (6.97%)	153 (6.10%)	00:00:44	2.73
7. <a href="https://broad.msu.edu/broad.msu.edu/masters/mba/curriculum/stem-mba/">broad.msu.edu/broad.msu.edu/masters/mba/curriculum/stem-mba/</a>	28 (3.49%)	33 (1.31%)	00:01:01	1.18
8. <a href="https://broad.msu.edu/broad.msu.edu/news/broad-msu-edu-news-financial-times-mba-ranking/">broad.msu.edu/broad.msu.edu/news/broad-msu-edu-news-financial-times-mba-ranking/</a>	18 (2.24%)	67 (2.67%)	00:02:13	3.72
9. <a href="https://broad.msu.edu/broad.msu.edu/masters/mba/admissions/">broad.msu.edu/broad.msu.edu/masters/mba/admissions/</a>	16 (1.99%)	34 (1.35%)	00:01:24	2.12
10. <a href="https://broad.msu.edu/broad.msu.edu/masters/MBA/admitted/">broad.msu.edu/broad.msu.edu/masters/MBA/admitted/</a>	16 (1.99%)	38 (1.51%)	00:02:06	2.38

# User flow, conversion rate (MSMR)



# User flow, conversion rate (FTMBA)



# FTMBA Goal conversion

RFI Submission | Full-Time MBA (Goal 6 Completions)

FTMBA  
18.02%

334 vs 283



RFI Submission | Full-Time MBA (Goal 6 Value)

FTMBA  
0.00%

\$0.00 vs \$0.00



RFI Submission | Full-Time MBA (Goal 6 Conversion Rate)

FTMBA  
19.18%

0.60% vs 0.50%



RFI Submission | Full-Time MBA (Goal 6 Abandonment Rate)

FTMBA  
0.00%

0.00% vs 0.00%



## Goals

Goal Completion Location

[Source / Medium](#)

## Goal Completion Location

1. [broad.msu.edu/masters/mba/request-information/thank-you/](https://broad.msu.edu/masters/mba/request-information/thank-you/)

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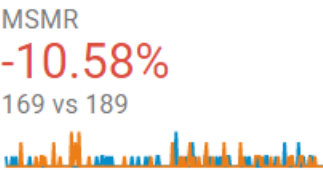
% Change

RFI Submission   Full-Time MBA (Goal 6 Completions)	% RFI Submission   Full-Time MBA (Goal 6 Completions)
334	100.00%
283	100.00%
18.02%	0.00%

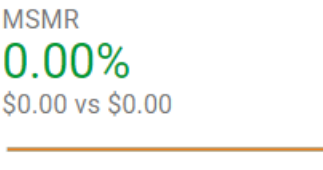
[view full report](#)

# MSMR Goal Conversion Rate

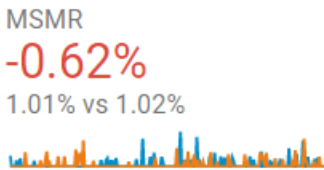
RFI Submission | M.S.  
Marketing Research (Goal 4  
Completions)



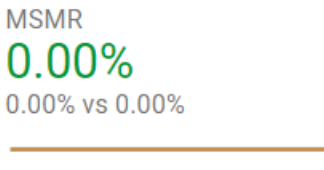
RFI Submission | M.S.  
Marketing Research (Goal 4  
Value)



RFI Submission | M.S.  
Marketing Research (Goal 4  
Conversion Rate)



RFI Submission | M.S.  
Marketing Research (Goal 4  
Abandonment Rate)



## Goals

Goal Completion Location ▶

[Source](#) / [Medium](#)

## Goal Completion Location

Goal Completion Location		RFI Submission   M.S. Marketing Research (Goal 4 Completions)	% RFI Submission   M.S. Marketing Research (Goal 4 Completions)
1. <a href="https://broad.msu.edu/masters/marketing-research/request-information/thank-you/">broad.msu.edu/masters/marketing-research/request-information/thank-you/</a>			
Aug 20, 2022 - May 14, 2023		169	100.00%
Aug 20, 2021 - May 14, 2022		189	100.00%
% Change		-10.58%	0.00%

