

Marketing Analytics Report

Funnel Analysis

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Project Overview

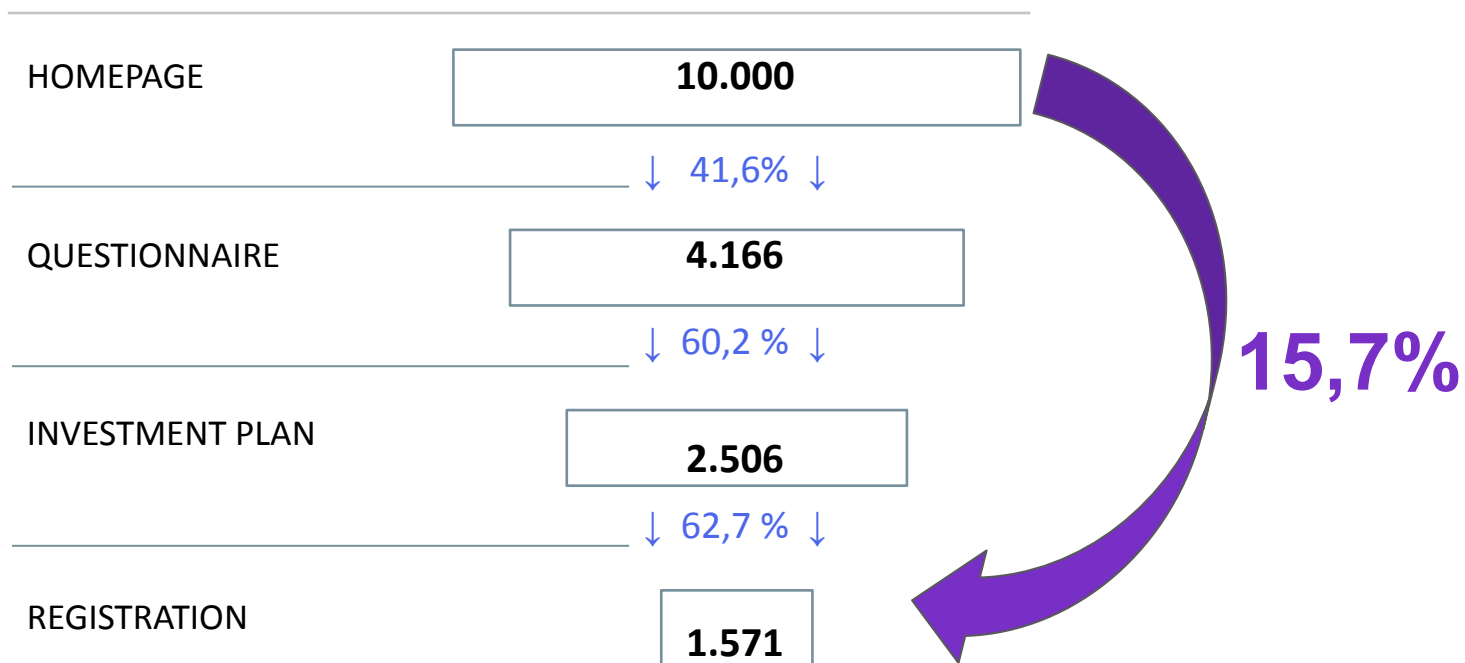
This project focuses on analyzing the conversion funnel of a user investment journey, with data extracted from website navigation logs.

The goal is to identify areas of drop-off, assess user qualifications, and propose improvements to increase the overall conversion rates.

Marketing Funnel Analysis



Overall funnel



Overall funnel

- **The overall funnel conversion is 15.7%**
- **The lowest conversion between stages is the first one: Homepage -> Questionnaire (41.6%)**
- We can increase this conversion rate by trying to generate even more engagement and interest on the homepage through A/B testing of content, images, and CTAs (Note: analyze what has already been tested to avoid rework).

Overall Funnel Performance - by Channel

PAGE / CHANNEL SOURCE	DIRECT	ORGANIC SEARCH	PAID SEARCH	SOCIAL
HOMEPAGE	2.580	2.547	4.445	428
	↓ 27 %	↓ 21 %	↓ 7 %	↓ 15 %
REGISTRATION	692	526	290	63

- The channel with the highest conversion was “Direct,” which was expected since users who directly go to the Homepage likely already have a defined objective;
- The channel that generated the most visits was “Paid search,” but it also had the lowest conversion rate;
- To increase conversion rates, we could review channel segmentations and break down analyses by utilized channels;
- For paid search: we could direct users to a targeted Landing Page instead of the homepage. This Landing Page should focus on the content from the ad to avoid a mismatch of expectations, which could explain the low conversion in this channel;

Overall Funnel Performance - by Device

PAGE / DEVICE	DESKTOP	MOBILE
HOMEPAGE	7.379	2.621
	↓ 16,6 %	↓ 13,1 %
REGISTRATION	1.228	343

- Desktop had a higher conversion rate than mobile
- To improve this: investigate if the site is optimized for mobile devices

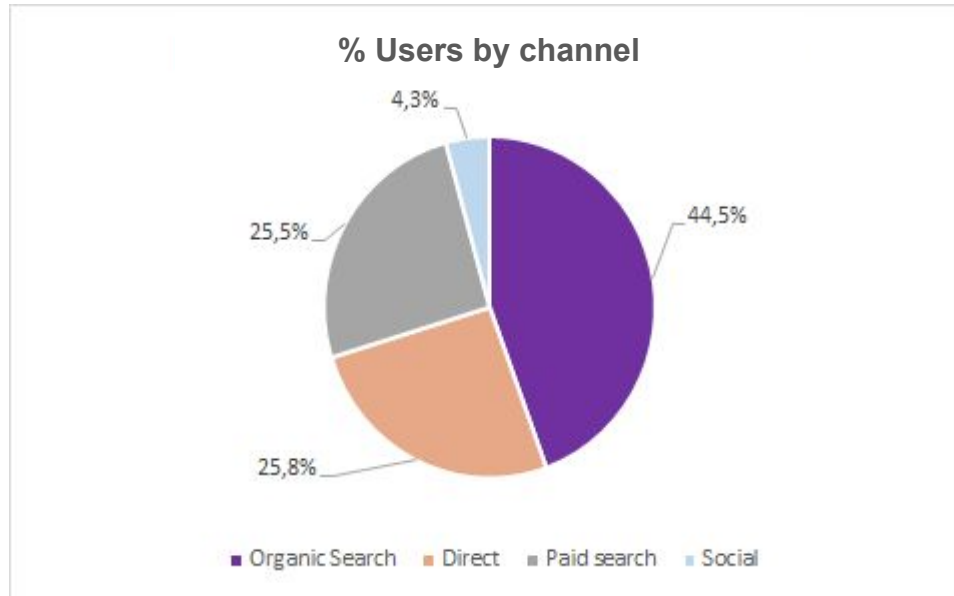
Channel Analysis



ACQUISITION CHANNEL EFFECTIVENESS

PAGE / CHANNEL SOURCE	DIRECT	ORGANIC SEARCH	PAID SEARCH	SOCIAL
HOMEPAGE	2.580	2.547	4.445	428
	↓ 54 %	↓ 48 %	↓ 28%	↓ 66%
QUESTIONNAIRE	1.398	1.229	1.258	281
	↓ 70 %	↓ 71 %	↓ 52%	↓ 45%
INVESTMENT PLAN	973	754	653	126
	↓ 71%	↓ 70 %	↓ 44%	↓ 50%
REGISTRATION	692	526	290	63

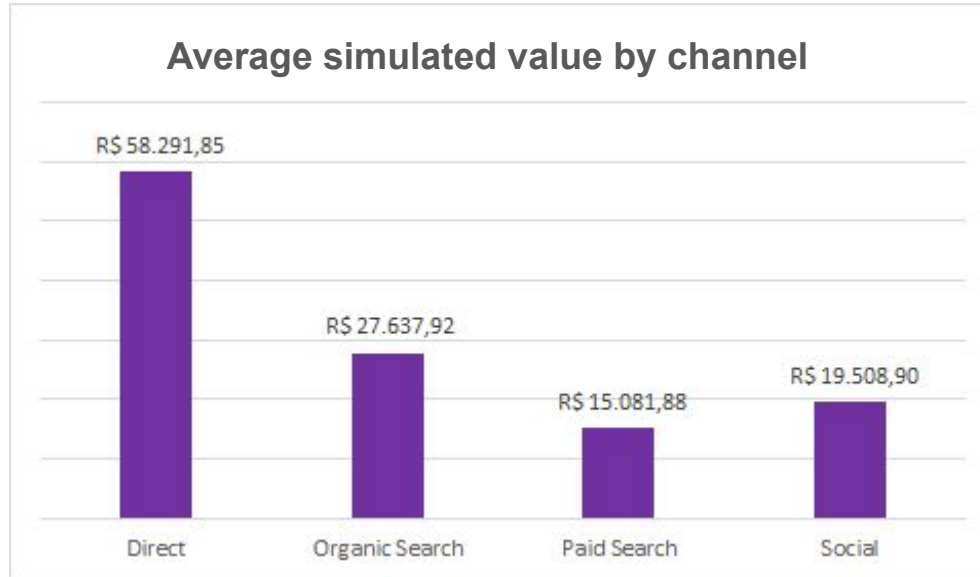
ACQUISITION CHANNEL EFFECTIVENESS



The main contributors to user registrations were the “Direct” and “Organic search” channels.

- Together, they represent **70%** of the total registrations!

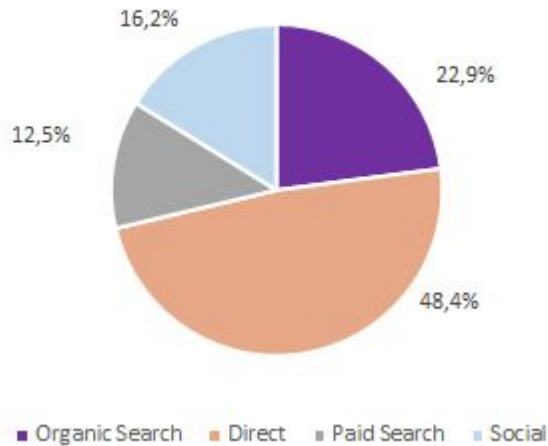
ACQUISITION CHANNEL EFFECTIVENESS



- The average simulated value per channel is much higher for Direct;
- The total average simulated value was R\$ 120.520,54;
- Attention to social, which was higher than paid search.

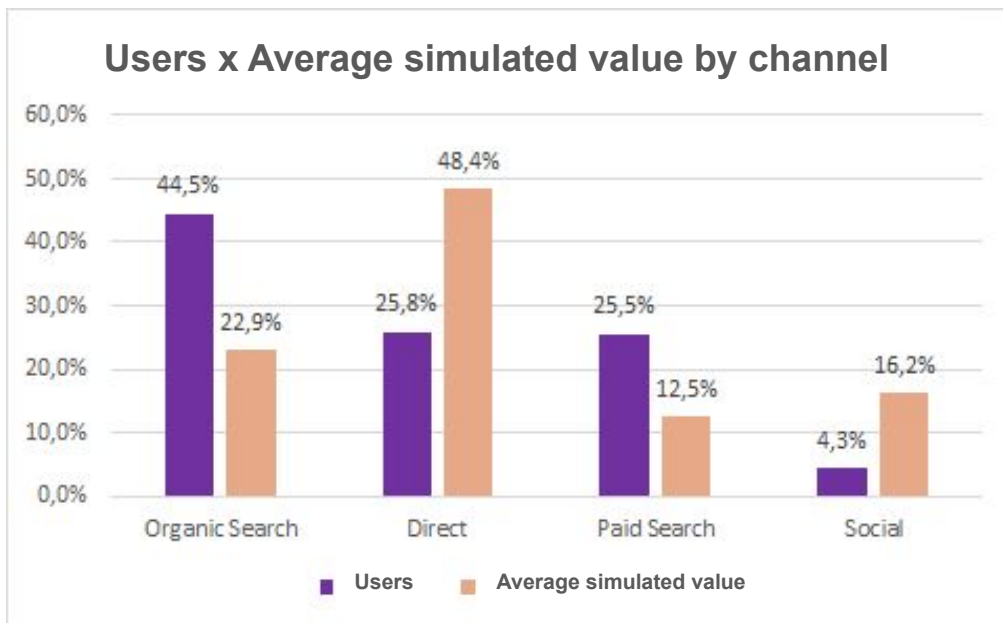
ACQUISITION CHANNEL EFFECTIVENESS

Average simulated value by channel



- **“Direct” represents almost 50% of the average simulated values per user.**

ACQUISITION CHANNEL EFFECTIVENESS



- Although Organic Search is the channel that brings in the most registrations, the average simulated value for these registrations does not follow the same proportion.
- Paid search brings a significant number of contacts, but the average simulated value is also lower.
- Direct, besides bringing a considerable number of registrations, has the highest return in terms of average simulated value, proportionally almost double what it generates in users.
- Social, although generating fewer registrations, brings in 4 times more in simulated value! We can look for ways to invest more in this channel and improve the conversion rate.



PROPOSALS FOR FUTURE ANALYSES

PROPOSALS FOR FUTURE ANALYSES

- Look at month-by-month evolution (understand if this behavior is standard or only occurred this month) - we could create evolution charts.
- If the behavior is seasonal, we could conduct a time series analysis to predict the behavior in the following months.
- We could create multiple linear regression models to understand which variables bring the most return to the company.
- Evaluate the sales cycle for each channel - to understand which one brings faster returns.
- Verify which channels bring more customers - to understand which channel has the highest conversion of leads.
- Verify which channel generates more revenue (ROI).
- Evaluate CPL for paid channels:
 - Is it within expectations?
 - Could we spend more and increase conversions?