

Links Analysis for AWG

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I. Project Details

Project Title: Links Analysis

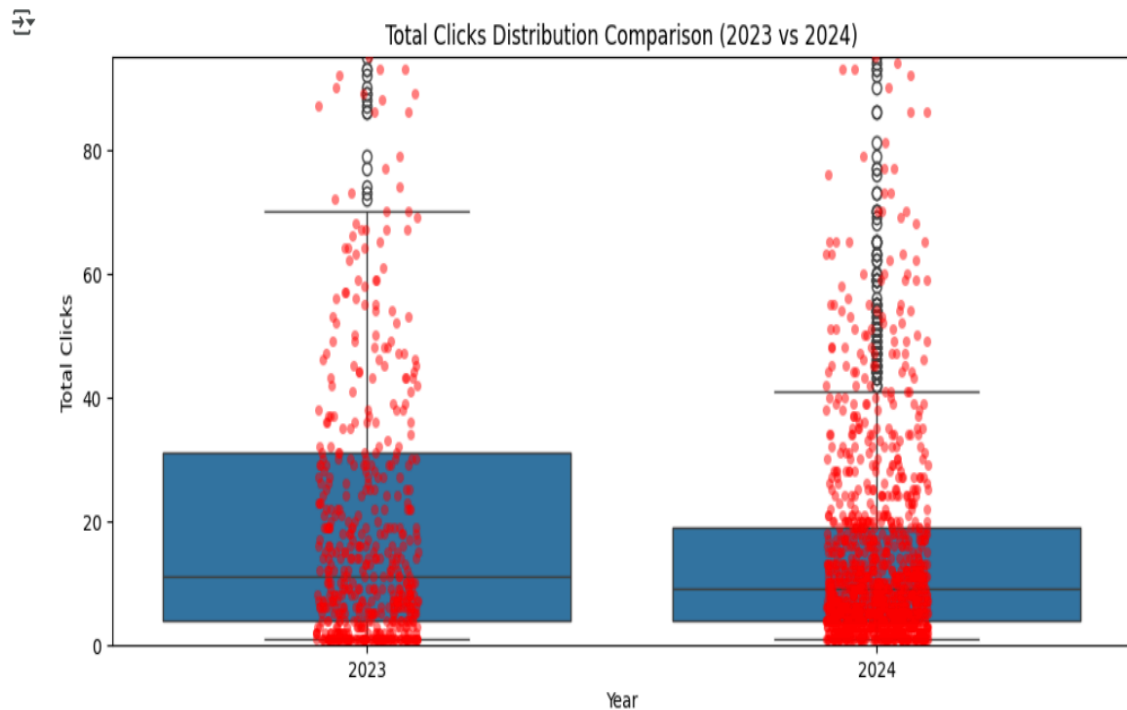
Data: 2023 & 2024 Link Summary (Excel files)

Key Terms and Definitions:

- 1. URL:** Address of the webpage clicking directs to
- 2. Date:** The date the email was sent
- 3. Sent %:** Percentage of contacts the email was sent to
- 4. Views %:** the percentage of total times an email was opened and viewed.
- 5. Unique clicks:** The number of times links in the email were clicked. This does not include someone clicking on the same link multiple time, but does include multiple people clicking on the same link.
- 6. Total Clicks:** The total number of clicks all of the links in an email received. This includes the same person clicking on a link multiple times.

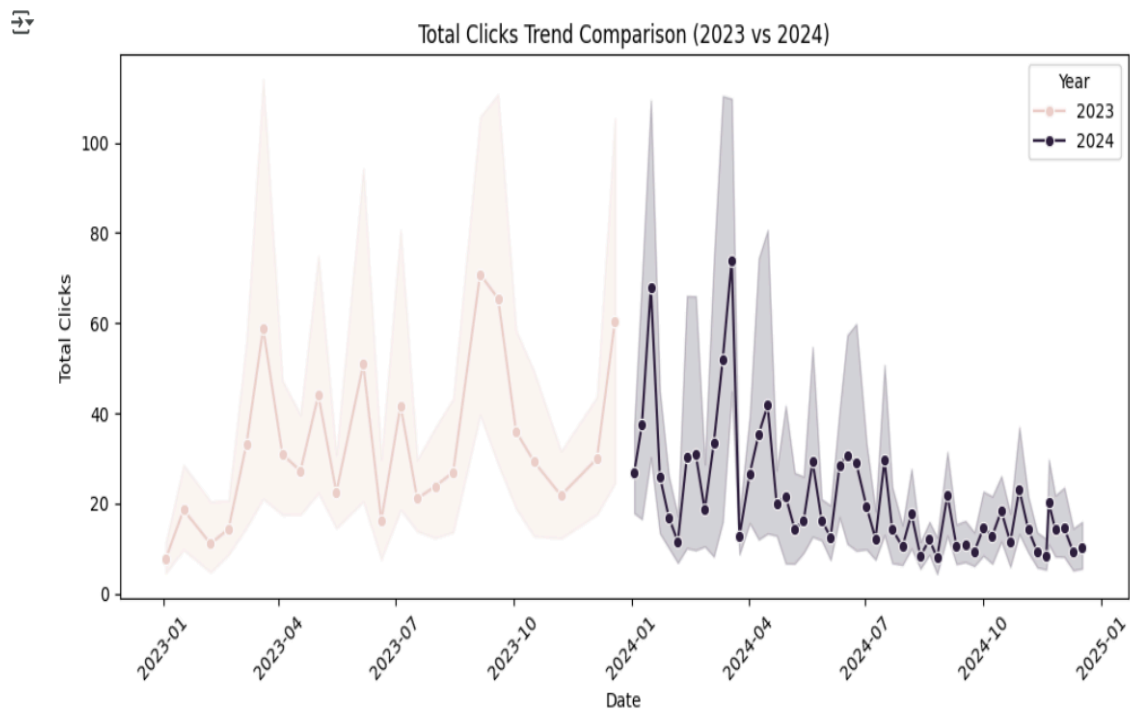
II. Exploratory Data Analysis:

2.1 Total Clicks Distribution Comparison (2023 vs 2024):



The median total clicks number in 2023 is higher than 2024, and both years have URLs with the highest number of clicks exceeding 80. There is a wider spread in 2023 than 2024. And we can see the data in 2024 is more concentrated in the bottom, which is around 10 clicks.

2.2 Total Clicks Trend Comparison (2023 vs 2024):

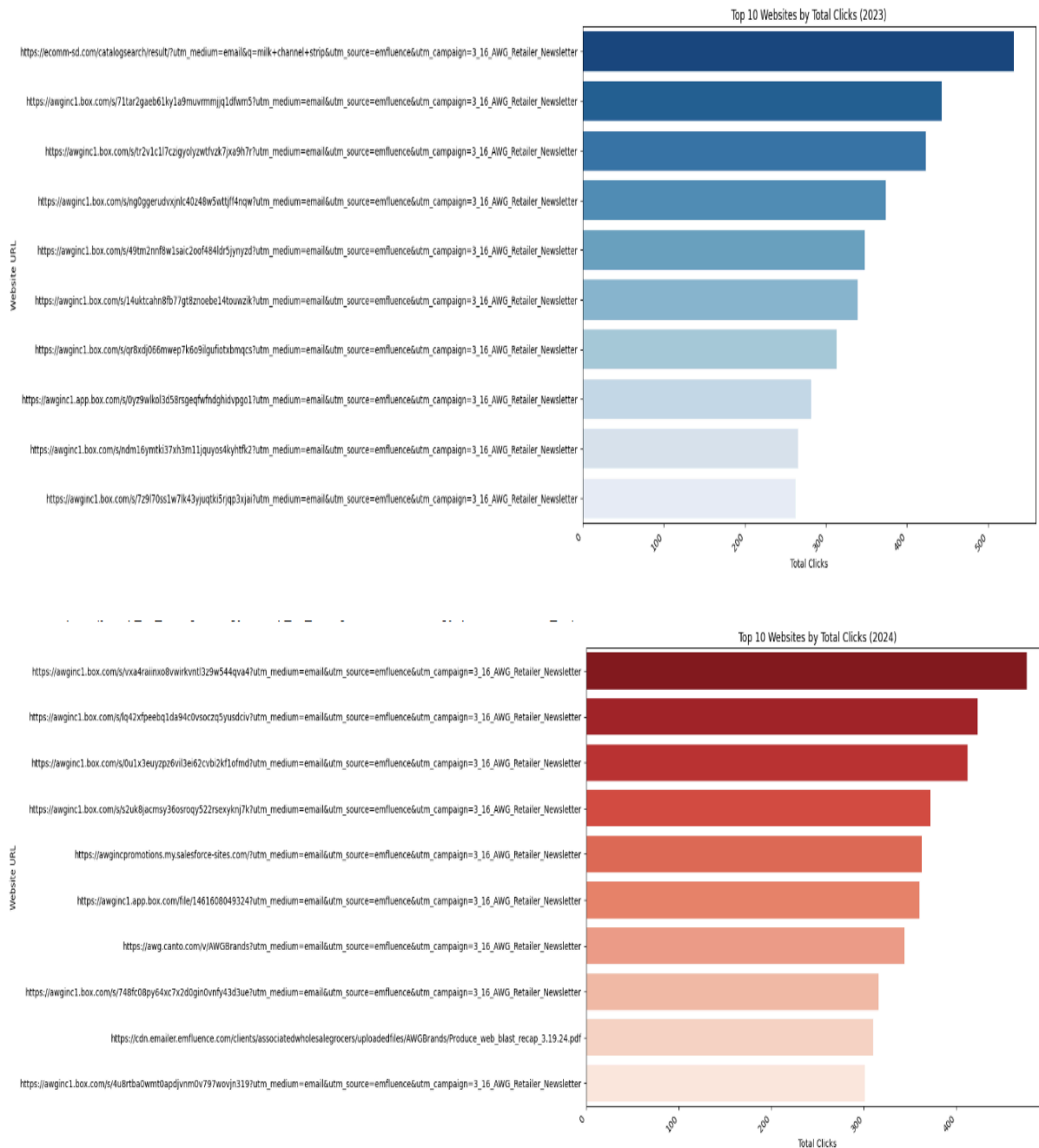


The trend for 2023 shows higher spikes than 2024 indicating successful marketing effort during many months such as August to September in 2023.

The trend for 2024 shows more spikes in the beginning of the year from January to march. We can observe that the trend is getting lower and lower later on and staying at a lower level till the end of the year.

2.3 High Performing and Low Performing URLs per year (year wise)

a. Top 10 URLs by Total Clicks (2023 vs 2024):



The URL with the highest clicks in 2023 is performed significantly exceeding others with more than 500 clicks. The distribution of the total clicks shows a decline number across the top 10.

The top 10 total clicks URL in 2024 shows a more evenly distributed distribution than 2023. And the highest performing URL had fewer total clicks than 2023 suggest that there is a decreasing customers interest trend in 2024.

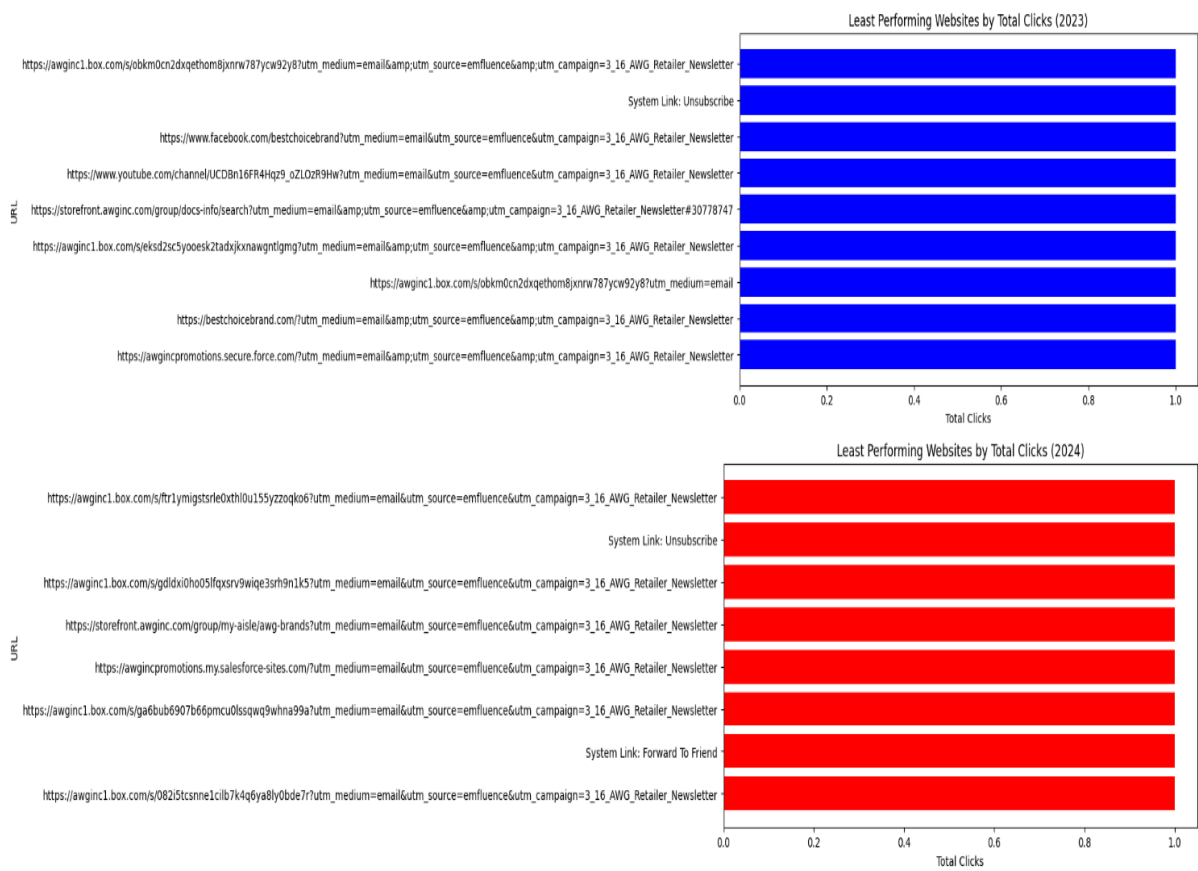
Top 10 websites by Total Clicks (2023):

Date	URL	Total Clicks
2023-09-19	https://ecom-sd.com/catalogsearch/result/?utm_medium=email&q=milk+channel+strip&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	532
2023-03-20	https://awginc1.box.com/s/71tar2gaeb61ky1a9muvrmjjq1dfm5?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	443
2023-06-06	https://awginc1.box.com/s/tr2v1c1l7czigvoljzwtfvzk7jxa9h7r?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	423
2023-09-19	https://awginc1.box.com/s/ng0ggerudvxnjlc40z48w5vttjff4nqw?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	374
2023-12-19	https://awginc1.box.com/s/49tm2nnf8w1saic2oof484ldr5jynyzd?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	348
2023-07-05	https://awginc1.box.com/s/14uktcahn8fb77gt8znoebe14touwzik?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	339
2023-09-05	https://awginc1.box.com/s/gr8xdj066mwp7k609ilgufiotxbmqcs?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	313
2023-05-02	https://awginc1.app.box.com/s/0yz9wlk03d58rsgeqfwfndghidvgo1?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	282
2023-09-05	https://awginc1.box.com/s/ndm16ymtki37xh3m11jguyos4kyhtfk2?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	266
2023-09-05	https://awginc1.box.com/s/7z9l70sslw7lk43yjugtki5rjqp3xjai?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	263

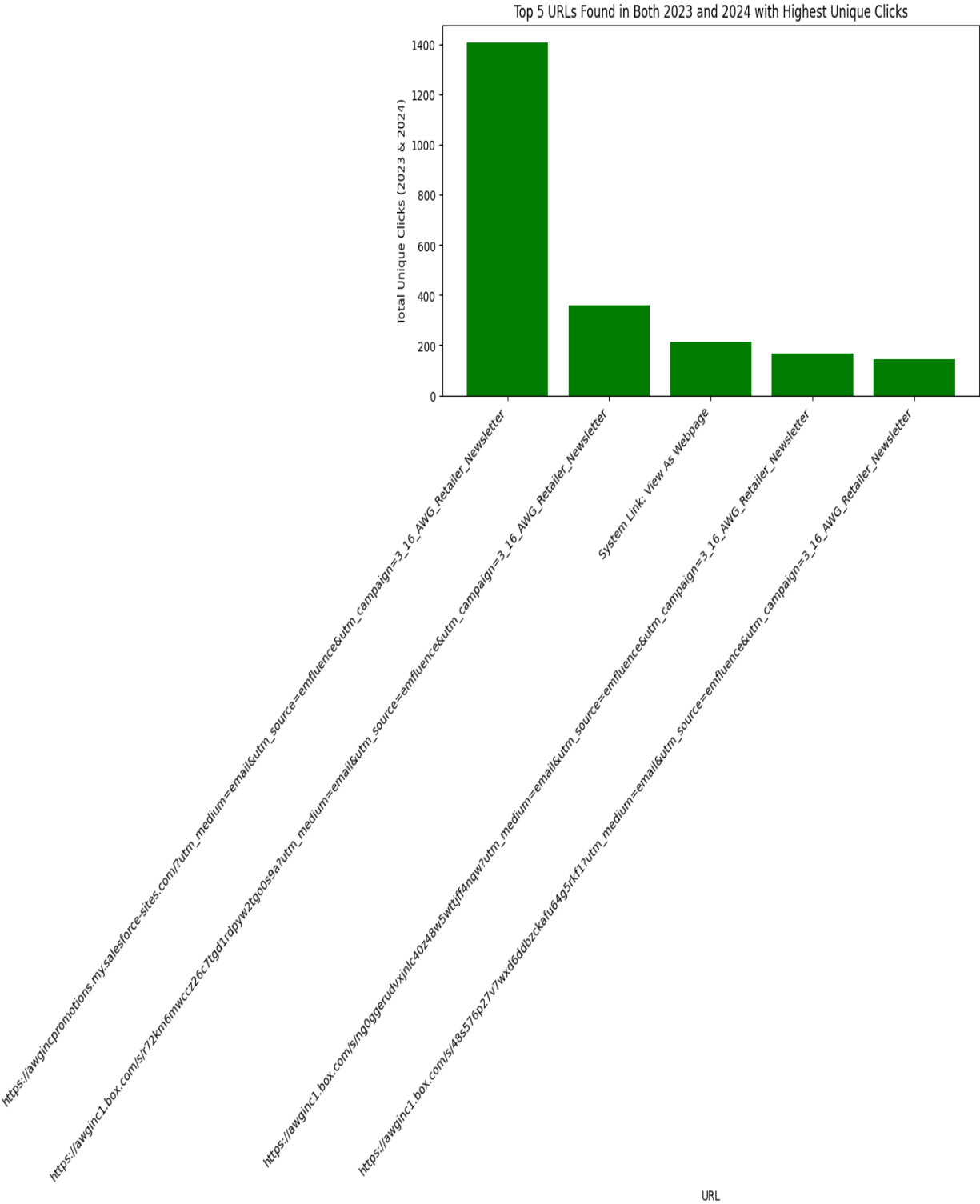
Top 10 websites by Total Clicks (2024):

Date	URL	Total Clicks
2024-03-12	https://awginc1.box.com/s/vxa4rainxo8vwirkvntl3z9w544qva4?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	476
2024-04-16	https://awginc1.box.com/s/lq42xfpqbq1da94c0vsoczq5yusdciv?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	423
2024-03-19	https://awginc1.box.com/s/0u1x3euyzpz6vil3ei62cvbi2kfl0fmd?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	412
2024-03-19	https://awginc1.box.com/s/s2uk8jacmsy36osroqy522rsexyknj7k?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	372
2024-04-09	https://awgincpromotions.my.salesforce-sites.com/?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	363
2024-03-05	https://awginc1.app.box.com/file/1461608049324?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	360
2024-02-13	https://awg.canto.com/v/ANGBrands?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	344
2024-01-16	https://awginc1.box.com/s/748fc08py64xc7x2d0gin0vnfy43d3ue?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	316
2024-03-19	https://cdn.emailer.emfluence.com/clients/associatedwholesalegrocers/uploadedfiles/ANGBrands/Produce_web_blast_recap_3.19.24.pdf	310
2024-06-17	https://awginc1.box.com/s/4u8rtba0wmt0apdjvnm0v797wovjn319?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter	301

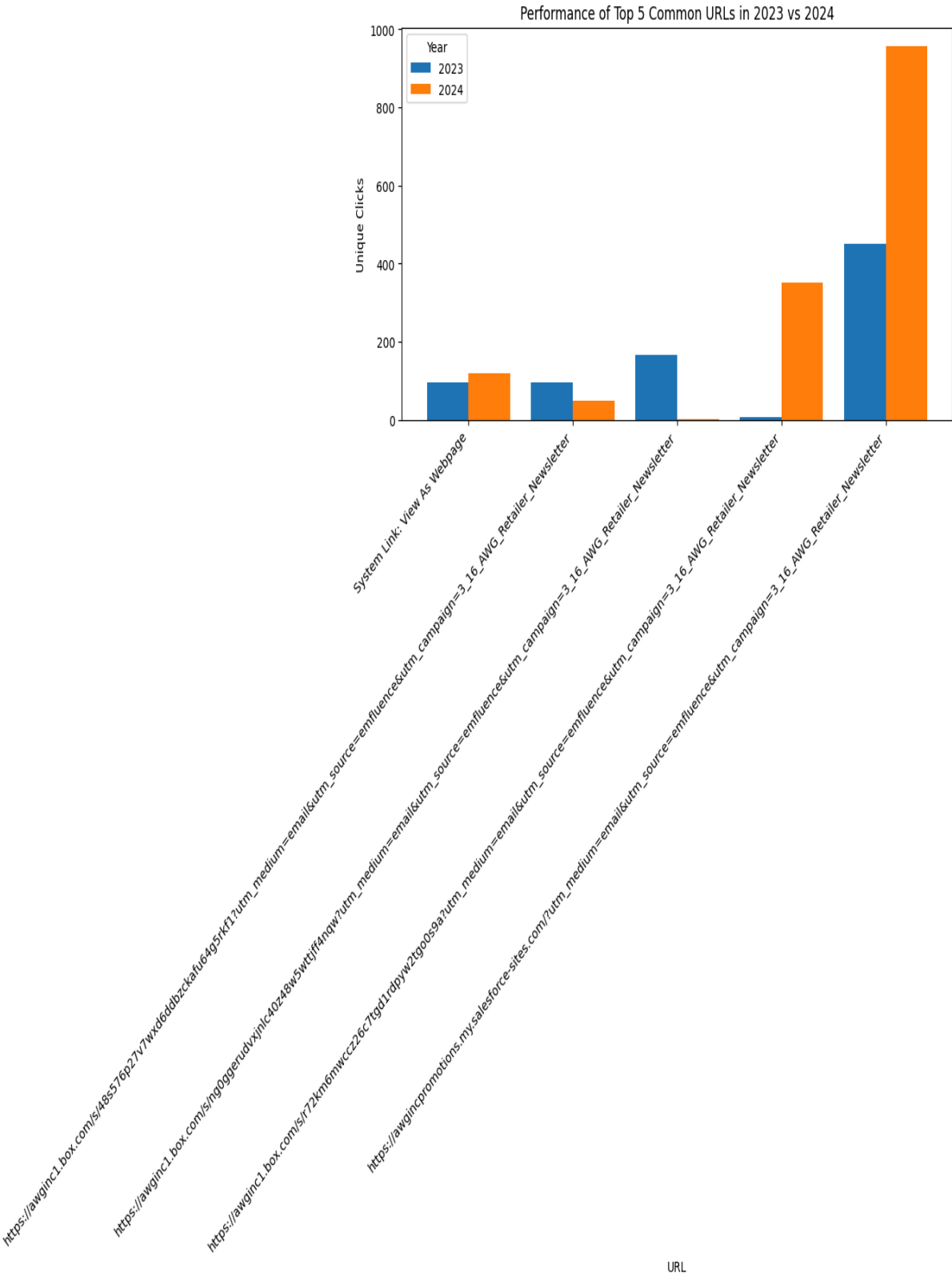
b. Least Performing URLs by Total Clicks



c. Top 5 Common URLs by Unique Clicks for 2023 and 2024

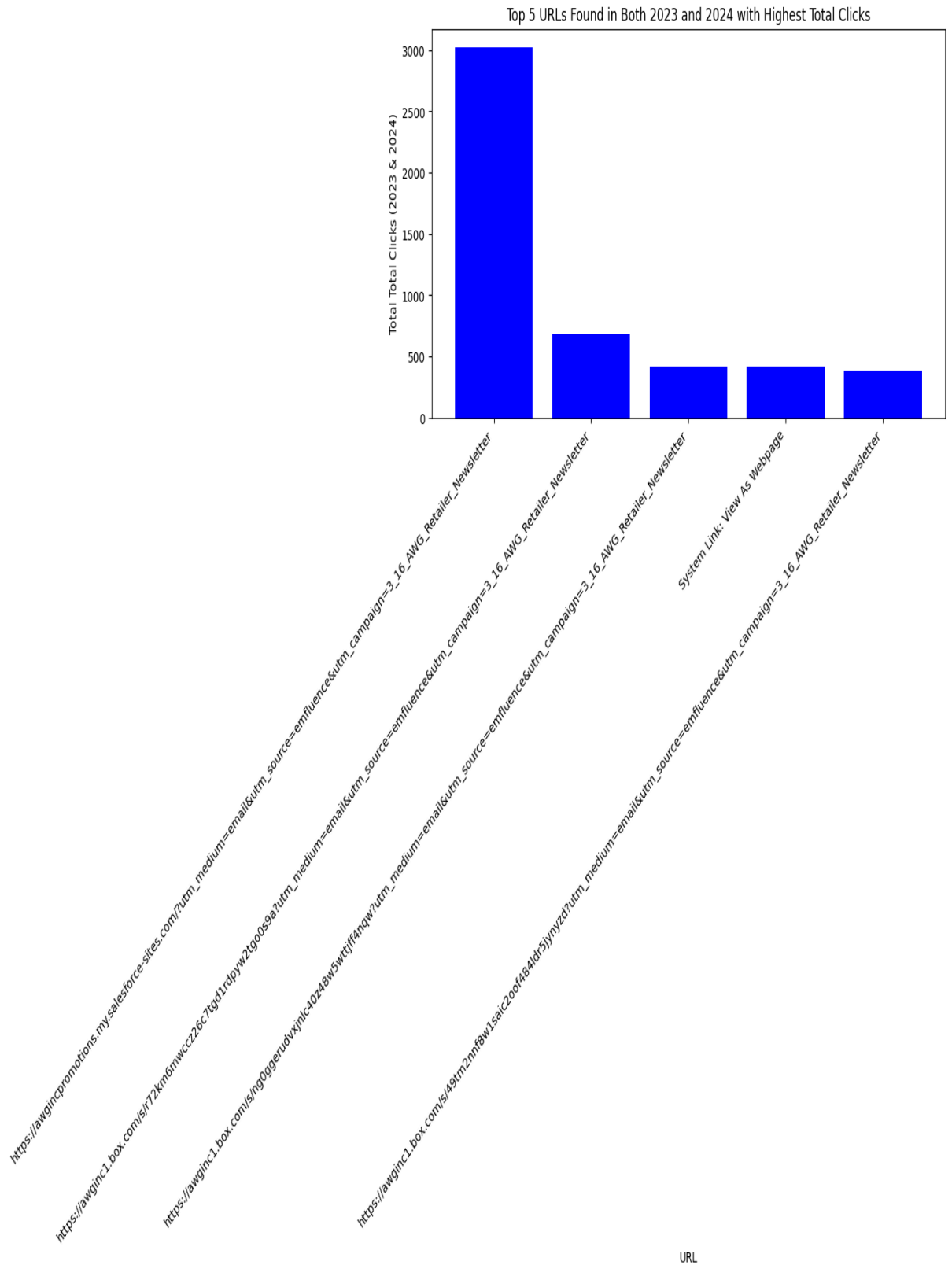


d. Comparison of Performance of Top 5 URLs in 2023 and 2024 by Unique Clicks

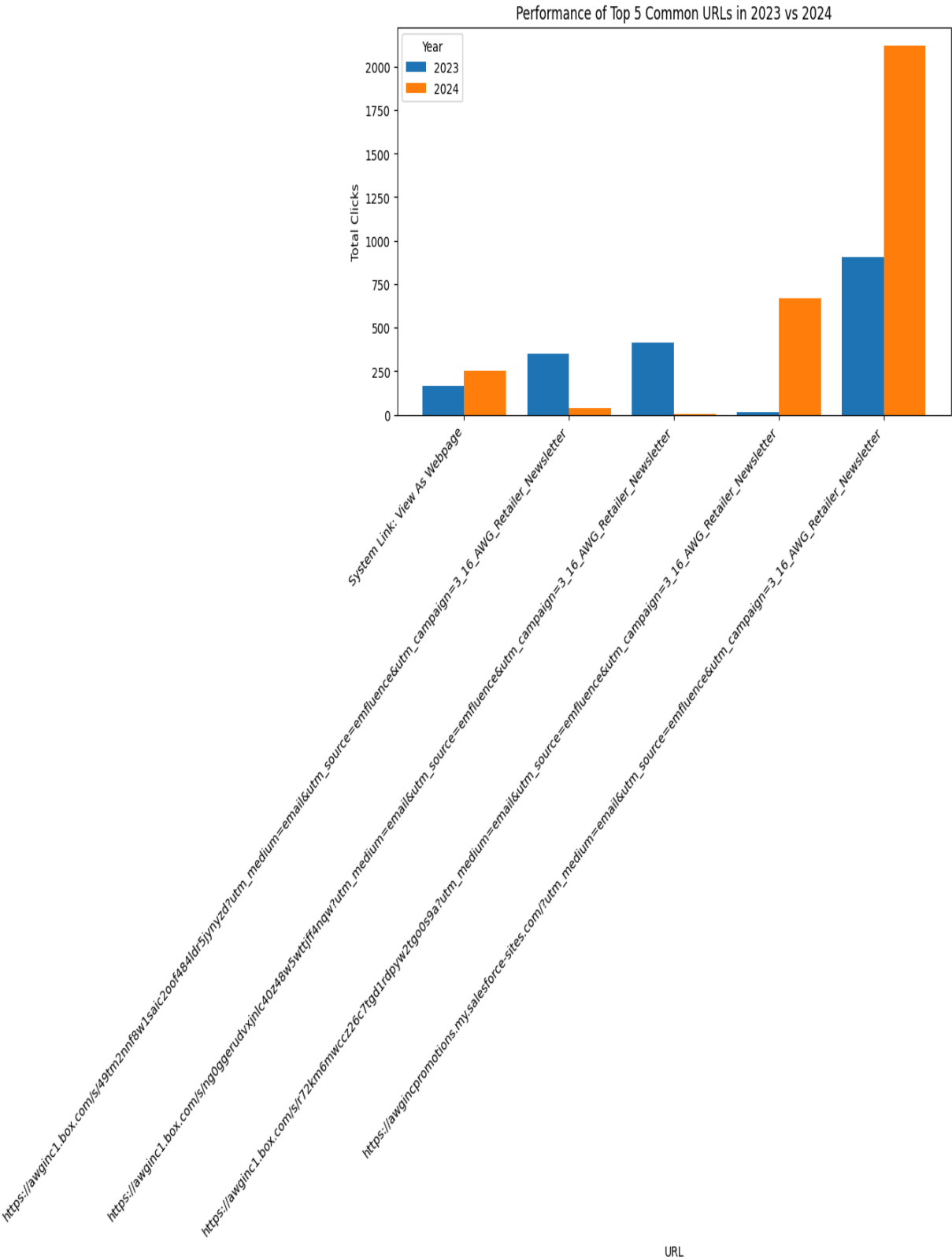


The above graphs show the performance of the top 5 URLs that occur in both 2023 and 2024. 3 out of the 5 top-performing URLs showed an increase in Unique Clicks from 2023 to 2024. There is a clear variation in Unique Clicks from 2023 to 2024, with 1 URL showing a sudden decrease from the previous year and another showing a sudden spike in the next year. This shift in clicks could be attributed to various factors, such as improved SEO, updated content, or a shift in user behavior, which helped maintain or enhance the visibility of these URLs

e. Top 5 Common URLs by Total Clicks for 2023 and 2024

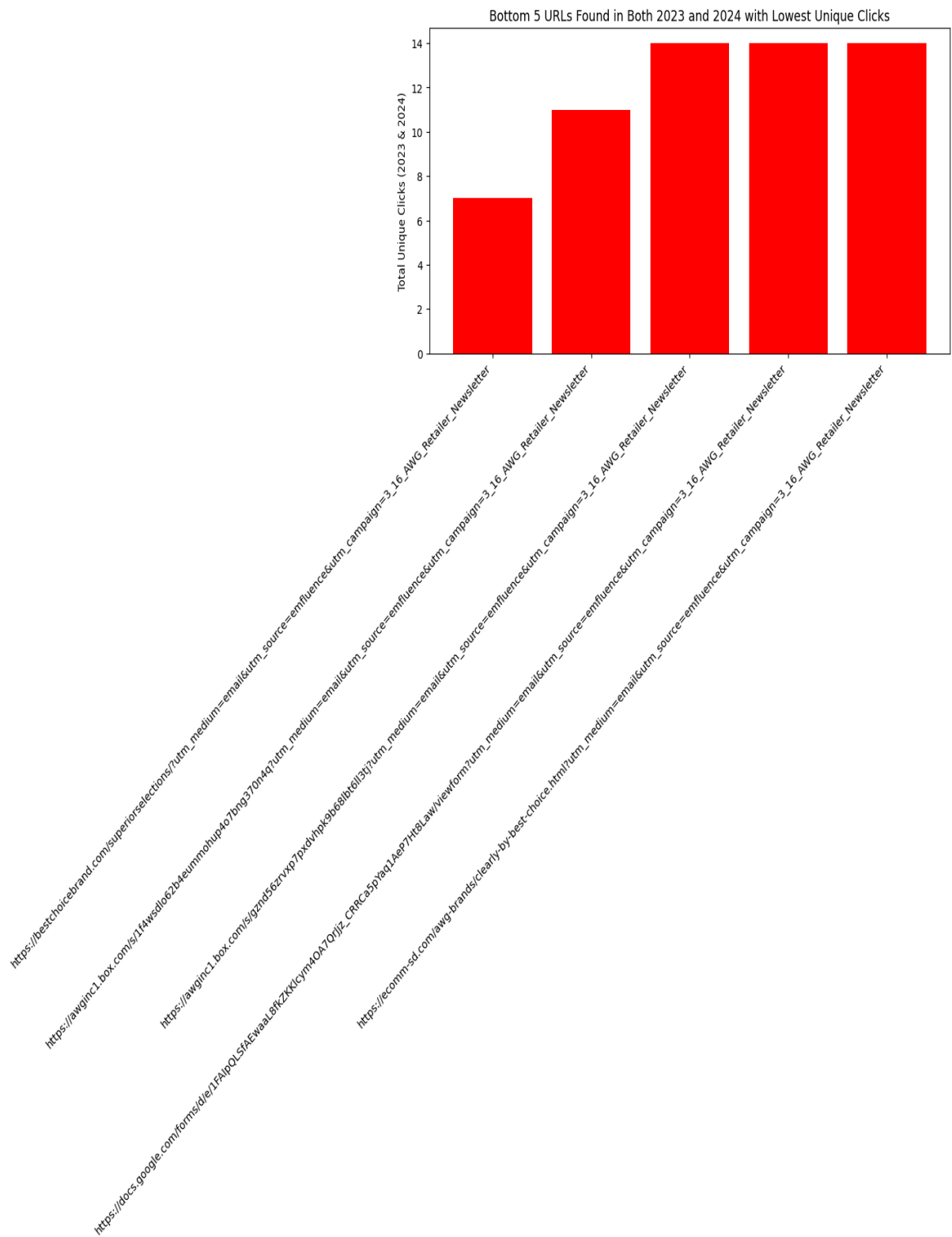


f. Comparison of Performance of Top 5 URLs in 2023 and 2024 by Total Clicks



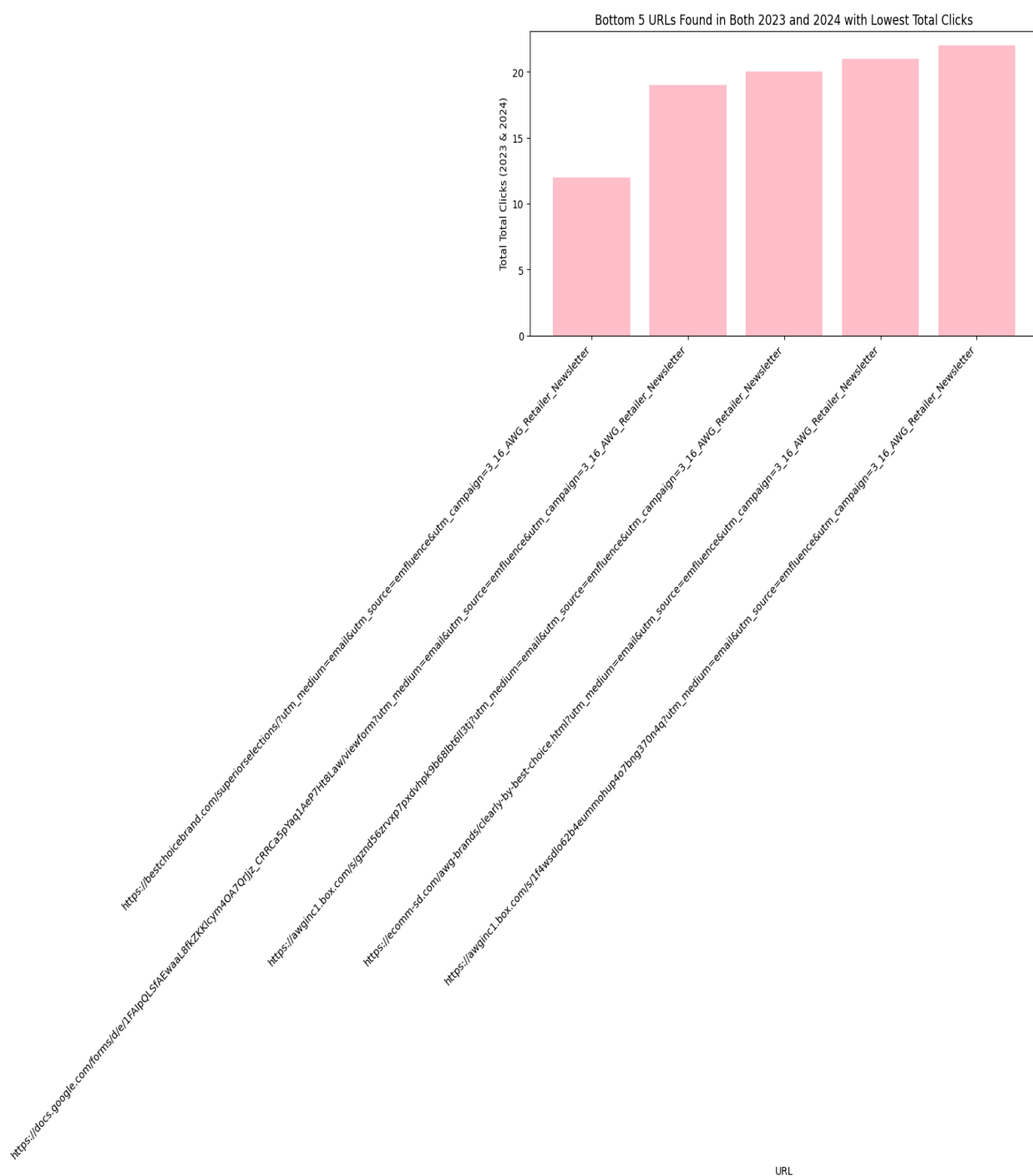
The above graphs show the performance of the top 5 URLs that occur in both 2023 and 2024. 3 out of the 5 top-performing URLs showed an increase in Unique Clicks from 2023 to 2024. There is a clear variation in Unique Clicks from 2023 to 2024, with 2 URLs showing a sudden decrease from the previous year and another showing a sudden spike in the next year. This shift in clicks could be attributed to various factors, such as improved SEO, updated content, or a shift in user behavior, which helped maintain or enhance the visibility of these URLs

g. Bottom 5 Common URLs by Unique Clicks for 2023 and 2024 (occurring in both)

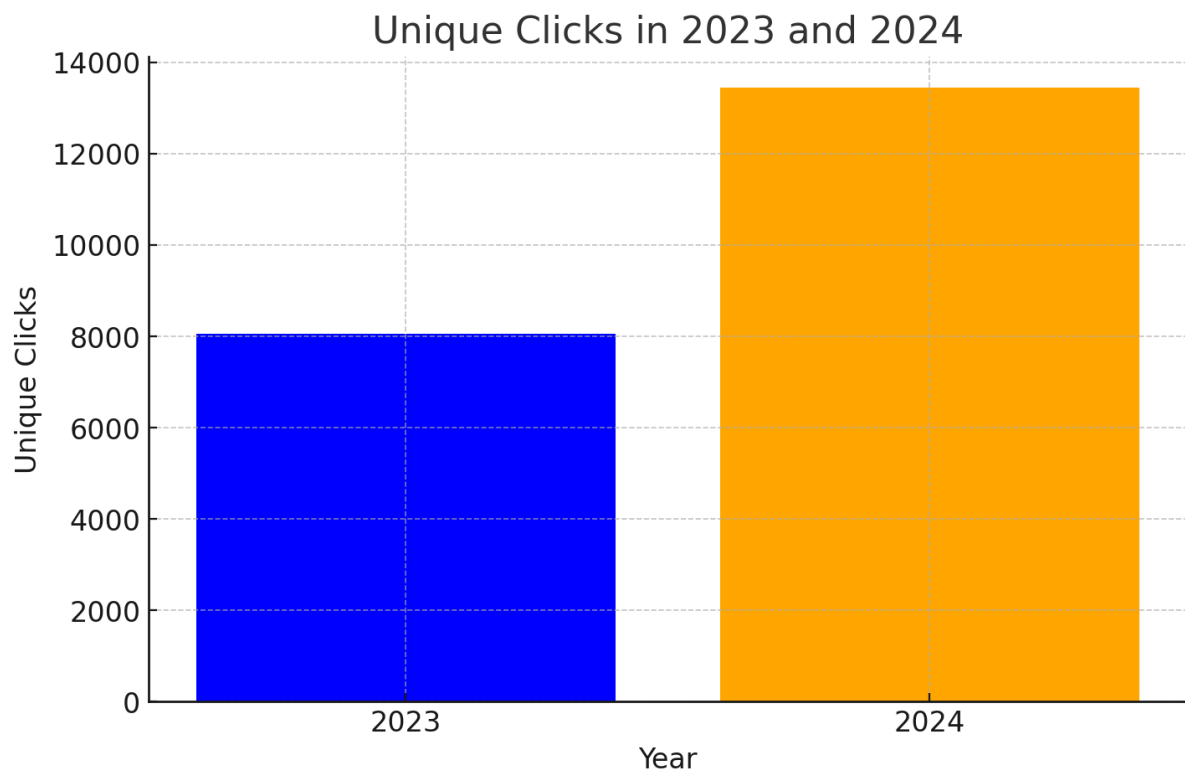


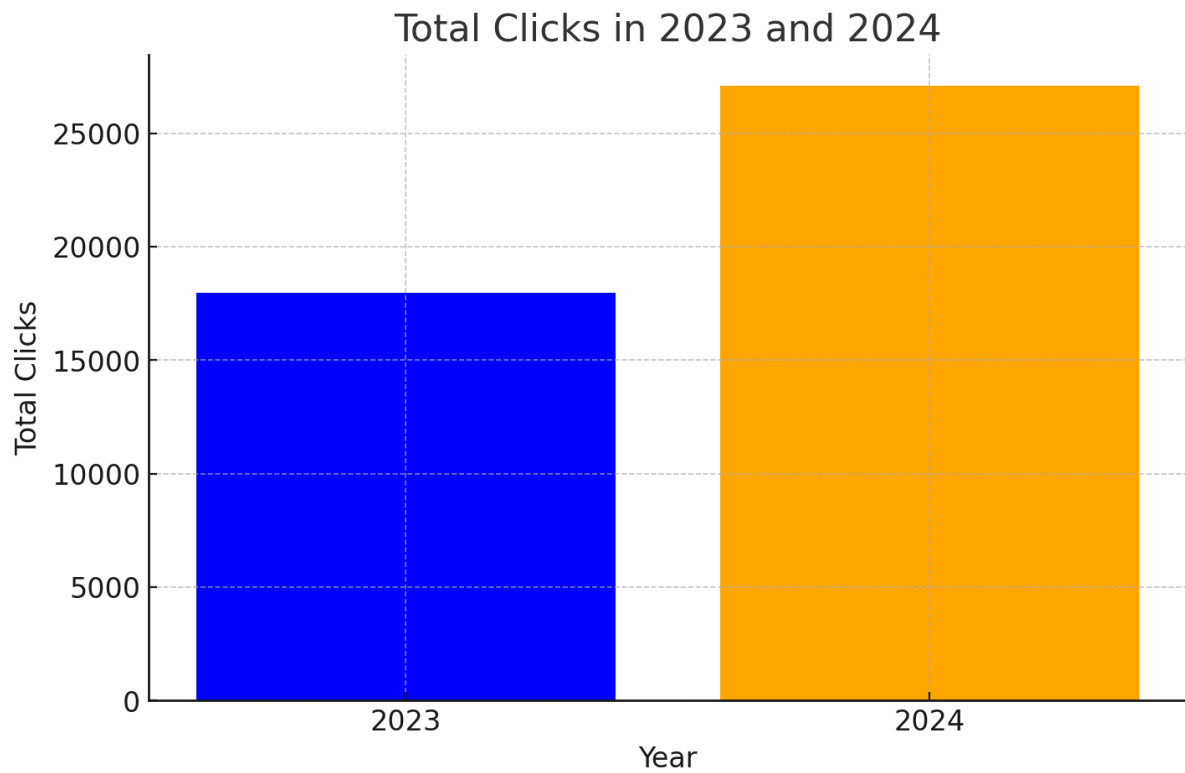
URL

h. Bottom 5 Common URLs by Total Clicks for 2023 and 2024 (occurring in both)

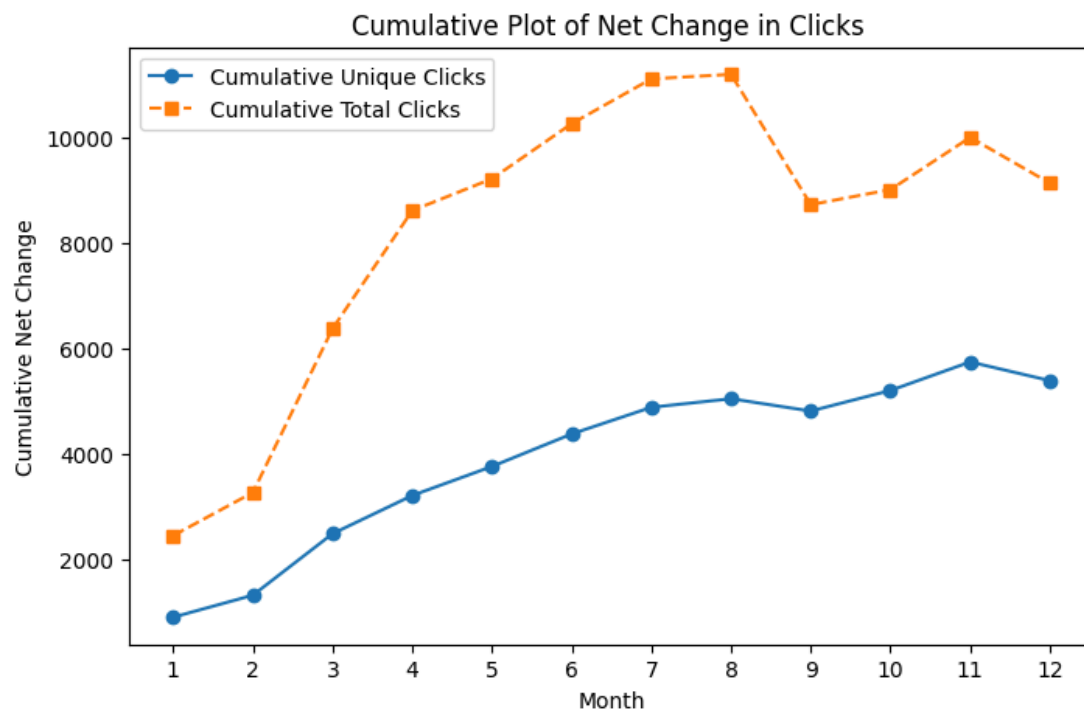
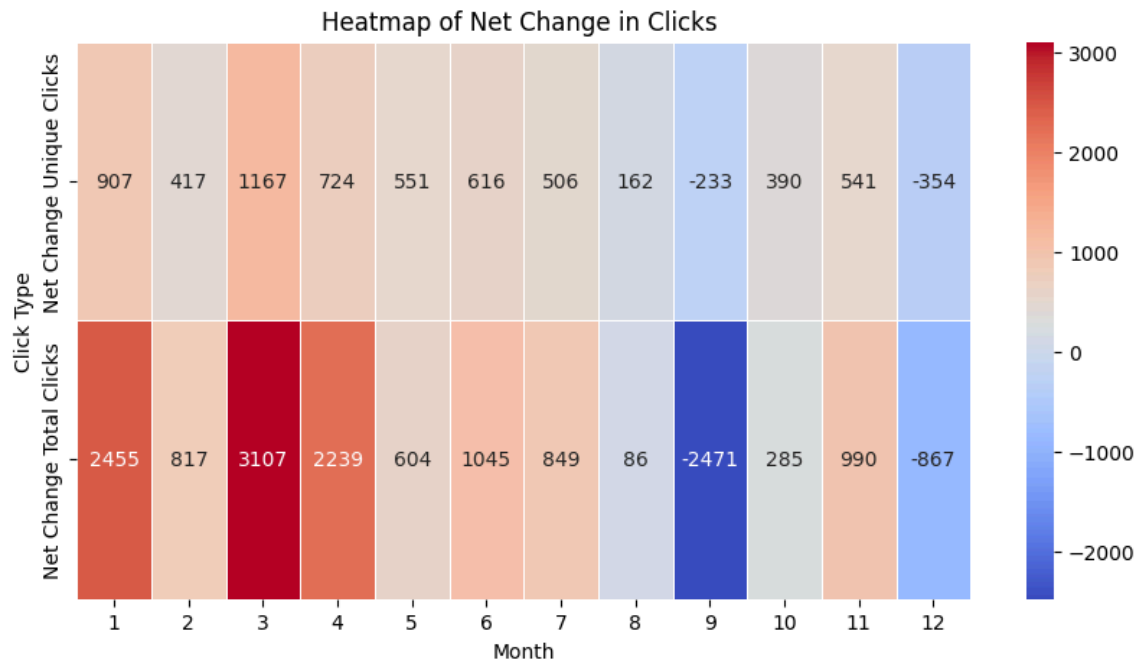


2.4 Analysis of Clicks for Measuring Performance (year wise)



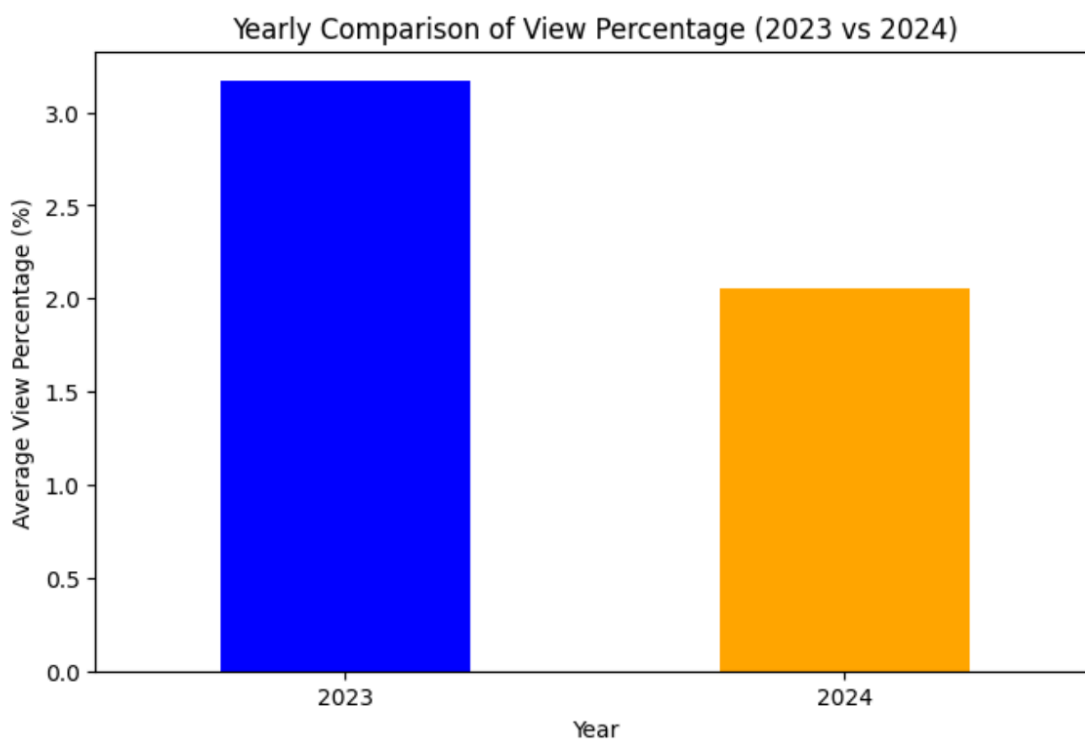


As the bar chart shows, compared to 2023 and 2024, the number of unique clicks increased by more than 5,000 and total clicks increased by about 10,000, indicating that more people were willing to click on email links multiple times.

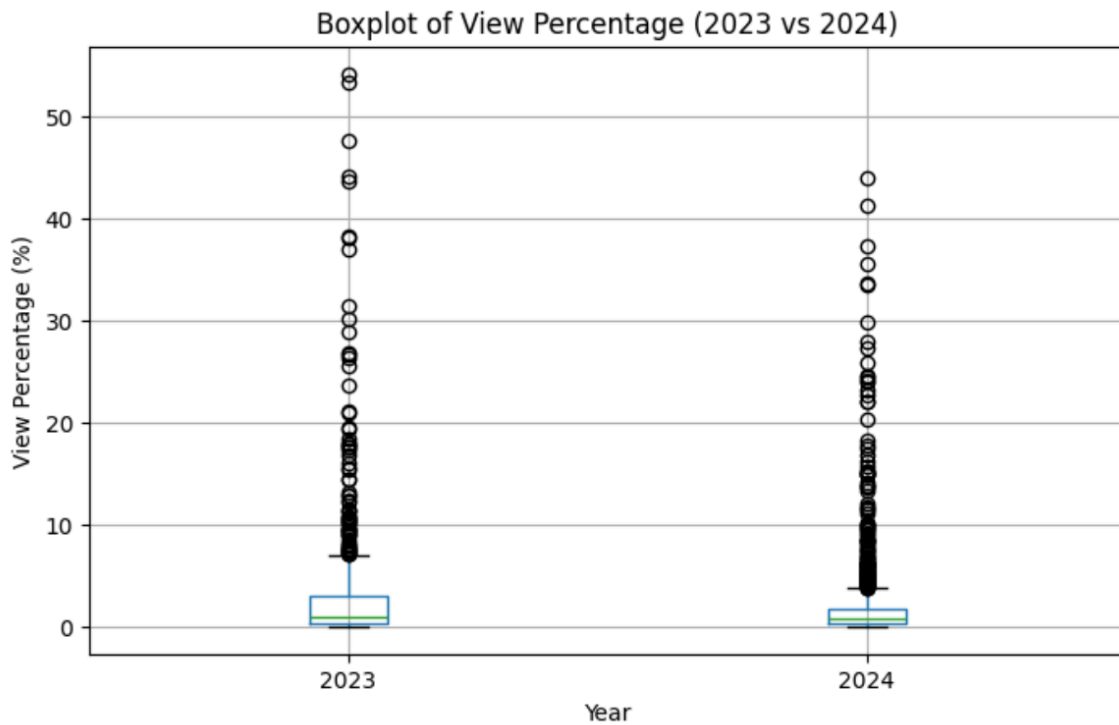


As the heat map and cumulative plot shows, the net change between unique clicks and total clicks showed a sharp increase in volume and trend in January, March and April and a sharp decrease in September. It is speculated that the net change in these months is more affected by the quality of links' content to attract users' interest.

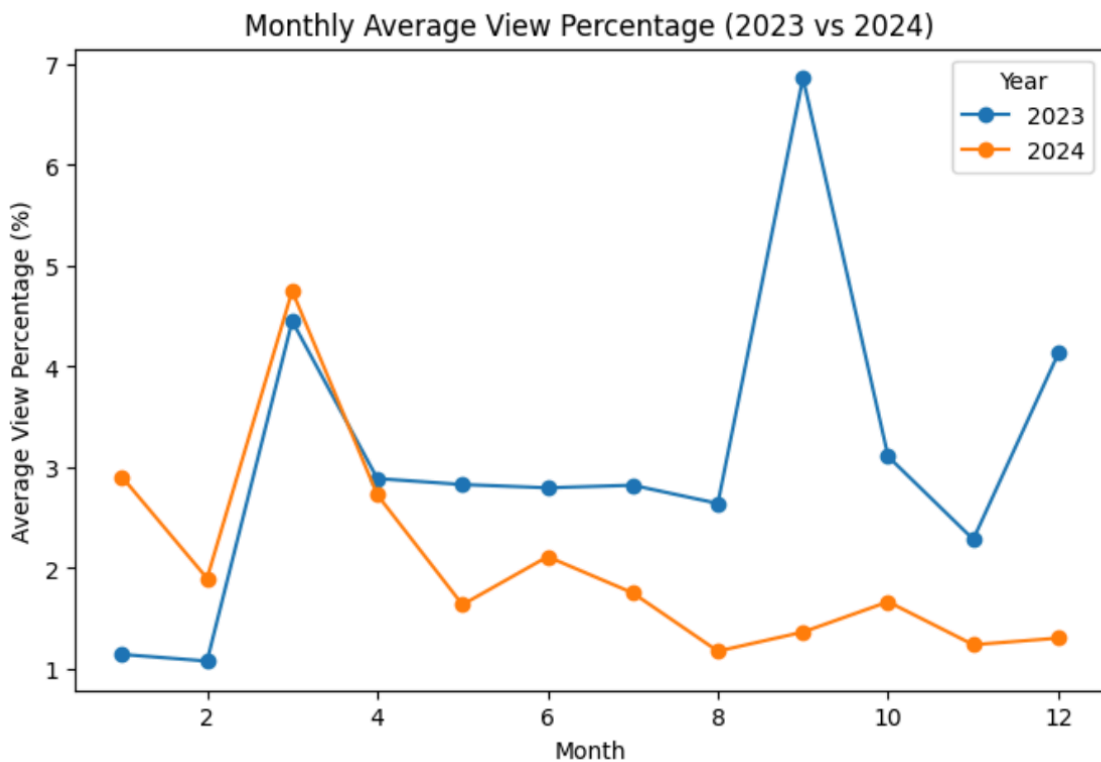
2.5 Comparative Analysis of Views Percentage (year wise)



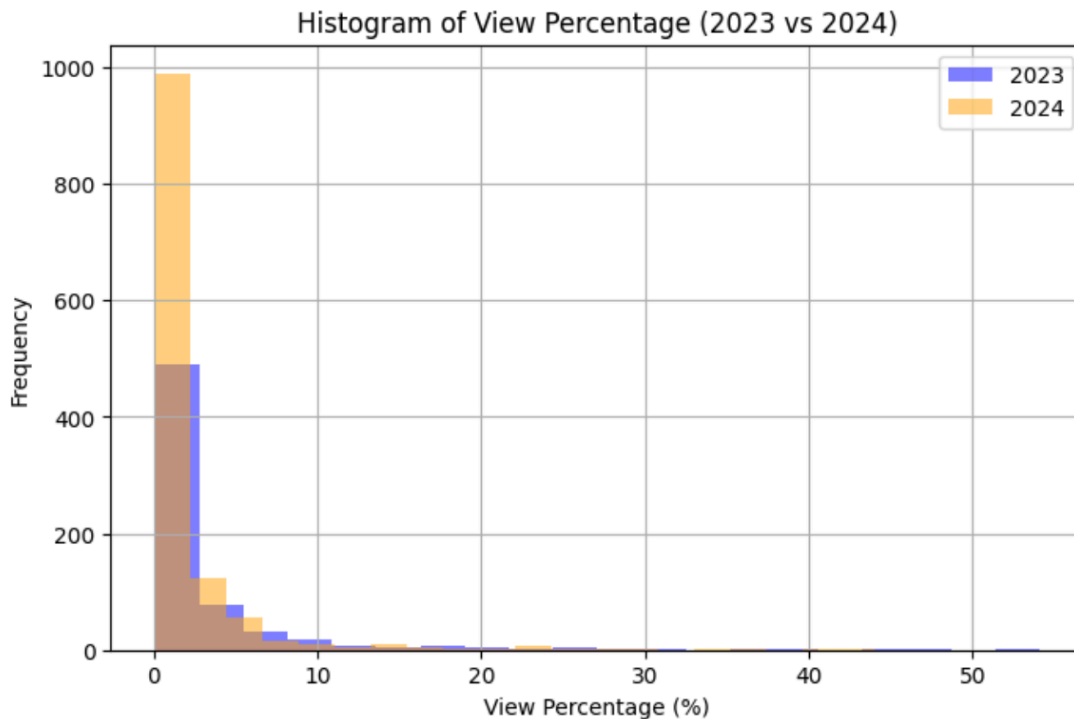
The average view percentage declined in 2024 compared to 2023. This suggests that overall engagement was lower in 2024.



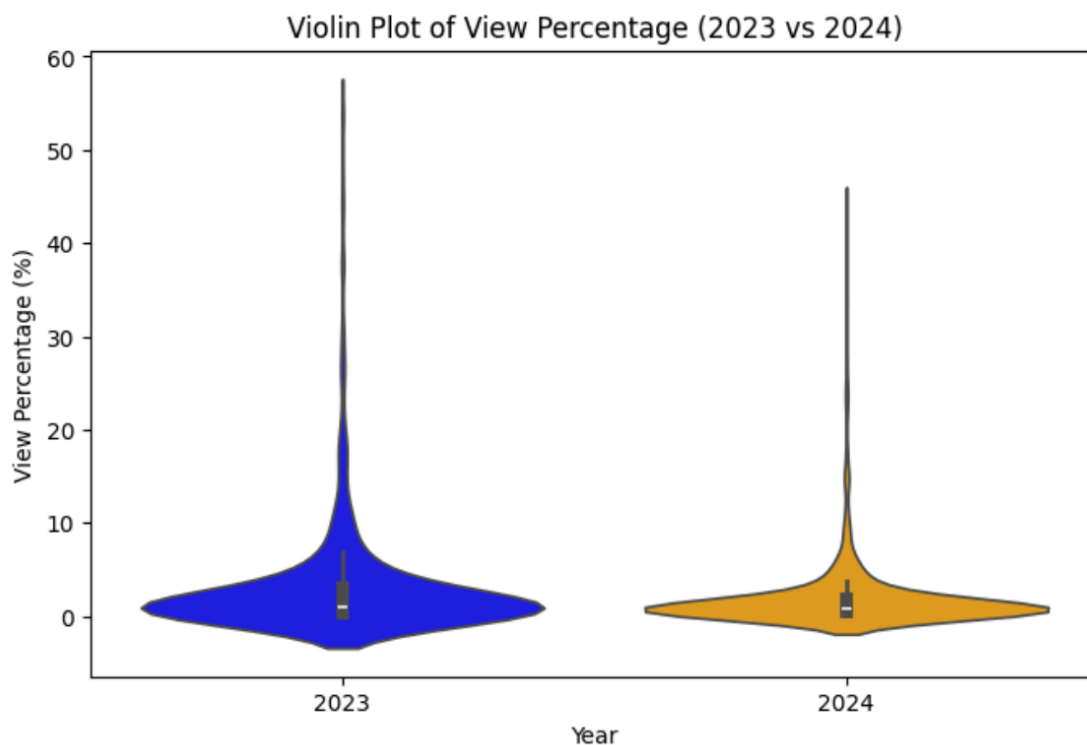
The median view percentage is slightly lower in 2024, indicating that in both years, at least half of the URLs had low engagement levels, but 2024 performed slightly worse.



In 2023, the highest engagement happened in March and September, while in 2024, it only peaked earlier in March. This suggests a shift in engagement trends, possibly due to different campaign timings or external factors.



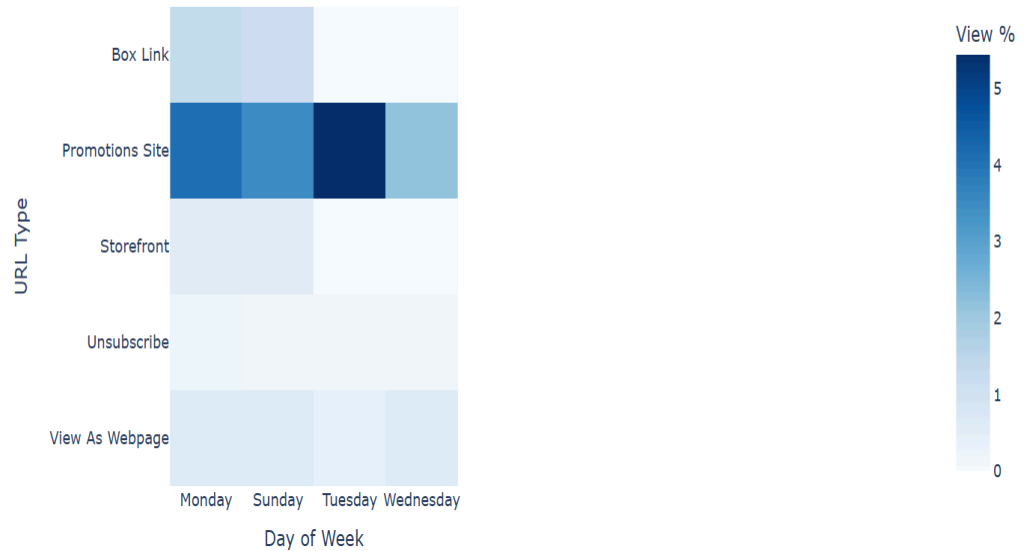
The most frequent view percentages in 2024 are lower than in 2023, reinforcing that engagement levels declined overall.



Both distributions are highly right-skewed, meaning that most URLs have low view percentages, but 2024 is even more skewed, indicating an even greater number of low-performing links.

2.6 View Percentage of 5 typical urls

View Percentage Heatmap



Promotions Site

https://awgincpromotions.my.salesforce-sites.com/?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter

View As Webpage

System Link: View As Webpage

Unsubscribe

System Link: Unsubscribe

Box Link

https://awginc1.box.com/s/r72km6mwccz26c7tgd1rdpyw2tgo0s9a?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter

Storefront

https://storefront.awginc.com/group/my-aisle/awg-brands?utm_medium=email&utm_source=emfluence&utm_campaign=3_16_AWG_Retailer_Newsletter

The View Percentage Heatmap reveals patterns in URL engagement across different days of the week. The Promotions Site shows the strongest performance, particularly on Tuesday (5.45%) and Monday (4.08%), with Wednesday still maintaining a respectable 2.2% view rate. Box Link performs consistently on Monday (1.34%) and Sunday (1.16%), though it lacks data for Tuesday and Wednesday. System links like "View As Webpage" and "Unsubscribe" show minimal engagement regardless of day, which is expected for functional rather than content-focused links. Storefront links exhibit modest engagement, primarily on Monday.