# MGT 6311

Week 13: Conversion Optimization and Data Analytics

## Lesson 13.1: CRO Overview and Areas of Testing

>> Welcome to the module on conversion optimization and data analytics. Within this final module, I'm gonna address these two topics as reinforcement to the text. But while also challenging you to consider consumer-based insights, this should be forming and influencing these disciplines. Let's begin by looking more closely at conversion optimization and what can be tested.

Within the digital field I typically hear people refer to this as CRO. Which is an acronym for conversion rate optimization. The primary goal within this lesson is to provide familiarity with the various CRO areas of testing. Before we dive into the various areas of CRO, let's ground ourselves by understanding the basic foundations of CRO.

First it is important to remember that an organization's website is typically the hub for its online presence. In some cases it maybe a social presence instead of the website, but more often than not an organization realizes the value of having a web presence through a website that can support various customer needs and interests.

The goals for any website should be a function of organization's strategic goals. In some instances, the goal is very straightforward, to drive product and service sales. Websites such as homedepot.com, delta.com, and target.com are designed with this purpose clearly in mind. In some instances, the website may be used for lead generation purposes, realizing any sales will occur offline.

A law firm website or even a marketing agency website, are good examples of this type of purpose. There are roughly 28 to 30 million businesses in the United States alone. Relatively speaking, very few have significant brand awareness. I suspect there may even be Fortune 500 companies that you've not heard of before.

Either way, the point is that the vast majority of businesses do not have the luxury of being household names with brands that customers readily identify with. Therefore, most organizations have an ongoing goal to create brand awareness. As such their website often serve as a hub for the content they use to engage prospective customers.

Providing content that is easily shareable such as white papers, videos, and infographics, can help ensure the website creates awareness for new customers. Naturally, we want to consider the goals associated with optimization so that efforts can be focused accordingly. One common goal for a website is to drive increased traffic.

Ideally, the traffic should be targeted and qualified, meaning it aligns with the target audiences interests. Deepening customer engagement is another typical goal for the simple reason of moving customers deeper into the buyer journey and/or building brand loyalty. The most obvious end goal of CRO is to improve conversions.

I know I've said this before but keep in mind, a conversion may not necessarily be making an actual purchase. Filling out a contact form, downloading a white paper, clicking a social icon, or watching a video may all be desirable conversions based upon the website's goals. And I also wanna point out before moving on from this slide that, what's listed here is just food for thought.

So don't get pigeonholed into thinking that these are the only optimization goals or, for that matter, the only goals associated with a website. But instead just think about this as a model for how to think about a website's purpose as well as what the optimization goals for that website should be.

I touched on several aspects of email testing in the module on email marketing so this should be more of a review than new information. But let's revisit some of the more prominent aspects of an email that can be tested and optimized. First is the subject line. So for example, product XYZ on sale versus discounts on product XYZ today.

Although you're certainly free to test any verbiage you can think of, I recommend the copy chosen be grounded in the customer oriented hypotheses you have regarding positive customer actions as well as the emotional cues and drivers associated with the target audience. The bottom line here is that the marketer should be selecting language or copy that actually has an impact on consumers' behaviors.

And fundamentally, that's going to be a function of appealing to their emotional drivers. Once the email is opened or possibly being viewed in a preview mode. The reader's attention will likely go to the headline within the message. This is where the marketer wants to either reinforce or extend the messaging contained into the subject line.

Thus pulling the customer deeper into the email. These headlines don't have to be statements. You can try using questions or if it's a statement, using some type of call to action language. The layout of the message can also impact customer engagement. For example, you could consider differences such as a single column versus a two-column layout.

As well as different placement of elements such as images and CTAs throughout the email. With regards to CTAs, the marketer contest different copies such as, Buy Now versus See Plans and Pricing, in addition to different button sizes and styles to determine whether or not this has a positive impact on consumer behavior.

The images being used in emails to convey information and invoke an emotional response can also be tested to determine whether or not customers are more likely to engage with the email. And they would do so through actions such as clicking a link or forwarding the message. The final aspect I'll mention about CRO for emails relates to personalization.

This might be in how you address the customer, for example, Mr Buchanan versus Michael. But may also be a function of the shopper behaviors, which ties back to the images used. These images may be sourced from specific products that the customer looked at but didn't buy. Or service areas that the customer was particularly interested in throughout their buyer journey on the website.

Take a moment to consider which one of these emails you think would perform best and why. I encourage you to hit the pause button and take a minute to think about it. Ideally write down the reasons why as well. Go ahead and do this now and come back to the module once you've given this some thought.

The email on the right may be prettier to look at from a stylistic standpoint. But the email on the left is written like a personal letter and it earned 174% higher click through rate and more event attendees. This isn't it to say that header images should not be used or that an orange CTA button doesn't work.

The key is to define hypotheses that can be validated through various testing methods. Also you could run this experiment for sales emails, event invitations, newsletters, etc. For display ads there are also several options that can be tested. Consider testing the difference between using a product image versus an image containing a person.

You can also test having text-only ads versus using imagery. Of course you can also test the copy and any offers associated with the ad. Within paid search their aspects of the ad itself that can be tested including the headline copy. The body text of an ad can also be modified to determine whether or not variances and promotional messaging and sales offers affect consumer behavior.

Remember that the URL shown in the page search ad is a vanity URL. The marketer can also test this copy to determine its impact on consumer behavior, meaning the click through rate. Don´t forget about ad extensions. Although not shown in these examples, remember the marketer can select different ad extensions and try testing the impact of them as well.

This relies upon the platform making the decision to show the extensions, but certainly worth pursuing if it makes sense to do so. Beyond the actual ad itself, remember the marketer can also test the various keywords in an ad group that the ad displays for, the landing page associated with the ad, and the time of day the ad is shown, the ad position, and so forth.

As noted previously, a marketer can run and test display ads, and this certainly applies to display ads that are activated on social media. Of course, the marketer can also create organic, or non-paid posts on their social platforms, as well. The types of messages can be tested to see which ones increase engagement, and including asking questions within the post to encourage responses.

Depending upon the native functionality of the social platform, various types of media can be tested including images, audio and video. The time of day or day of the week posts are made, can also be tested to see how these affect interactions. The CTAs in emails, display ads, paid search ads, and so forth, should be directing the user to a landing page.

Within the landing page, the marketer can test several attributes including, the heading. This copy which might also be overlaid on an image can serve a few different purposes such as reaffirming the topic or purpose of the page or intriguing the customer to dive deeper into the content on the landing page.

Giving consideration to the various user journeys, consumer trigger points and goals for the page will help the marketer determine alternatives that can be tested in the headline. The copy on the landing page should be helping the consumer find the information they need, as well as enticing them to take action.

In some instances long form copy might work better than short form copy. The styles, tone, layout and length of copy can all be tested. Testing different CTAs on the landing page can also affect consumer interactions. I touched on this previously, that the marketer needs to think about the different types of versions of CTAs, the language used, button sizing, button color, etc.

Speaking of color, there's a fair amount of research related to the use of colors both online and offline. Typically, CTA buttons are made in a contrasting color, relative to the other colors used on the page. Of course the imagery can also be tested just like with emails, display ads and organic social posts.

Continue to think about how imagery can be used to positively affect the consumer's emotions. Finally, I want to call out the offer or offers that maybe associated with the landing page. Which is not necessary mutually exclusive from the other components associated with the page. But it's important for the marketers to consider how their offers will resonate with consumers.

Sometimes the same offer worded differently can impact results. This is another example of how changes in a page can have a significant impact on the results. In Version B, we can see a page that does the basics really well. It's simple and clear of distractions, no extraneous navigation, meaning notice how they remove the top level navigation at the top of the page.

Has good headline copy and supporting copy that's blocked detailing the benefits and features and has further supporting information via reviews for those who want to read further. The result in this example was a 98% increase in trial downloads over the alternative in Version A. Within E-Commerce there are a few usual suspects that can be tested but a few others that lend themselves more specifically to a purchase related experience which is why I wanna talk about this area for a moment.

Once again, imagery as well as CTAs can be tested on an E-Commerce page. Thanks in large part to Amazon and the perception of free two-day shipping. Consumers can become obsessed with shipping information, so it's important to think about this aspect of the buyer's decision-making process. One way e-commerce marketers attempt to address shipping costs is by encouraging consumers to bundle their purchases and reach a certain sale level to receive quote, unquote, free shipping.

Consumers are expecting transparency, so proceed with caution when testing scenarios that delay the delivery of information. When consumers shop at a well known site such as Amazon, Target or Office Depot they are most likely not too concerned about the general credibility of the site. But for lesser known sites this can still be a very real concern for consumers, therefore the marketer might consider using images to help address this concern.

Badges such as the Better Business Bureau Accredited Business, Norton Secured and BizRate customer certified images may help establish this credibility. The user experience in an e-commerce store needs to be seamless in the sense that the customer should never have to look for something. It should always be obvious how things work.

If people need to look for add to cart or checkout buttons, marketers run the risk of creating annoyance and frustration. Those two buttons should be bold and prominent. Many user experience practitioners recommend avoiding text links on a product page. As you can see in this example, Patagonia's made several changes to their product pages over the years.

Including the use of colors, product place when on the page, and the location for various pieces of information, such as product reviews. This concludes the lesson on CRO Areas of Testing. In the next lesson, I'll discuss the Primary Testing Methodologies used. See you soon.

## Lesson 13.2: Testing Methodologies

>> Welcome to the lesson dedicated to discussing the testing methodologies used with conversion optimization. Within this lesson, I simply want for you to understand the basics associated with the two most common approaches to testing. Tactically, there are an array of methods and website-related elements to be assessed and tested.

The key is to establish an understanding of user needs and interests, hypotheses related to user actions and visitor paths, segmentation opportunities, and opportunities to test and validate ideas. Remember, a conversion is not just placing an item in a cart and checking out. Conversions can also include moments, as I've mentioned, such as watching a video, downloading a white paper, filling out a form, interacting with a site chat tool, signing up for email newsletters, and so forth.

We can see in this research study that a majority of marketers surveyed indicate they are doing some degree of A/B testing, are leveraging online surveys, and also optimizing their copy. So when conducting A/B, also known as split testing, the marketer should only be changing one element at a time so that they can easily isolate which factors have an impact on conversion rate.

Depending upon what is being tested, emails, landing pages, display ads, etc., there are technologies that can help the marketers serve up the A versus B options as well as gather data about performance. If just beginning the process of testing, typically marketers are advised to take this route of A/B testing and iterate toward a more complex approach.

This approach also makes more sense if the test size will be small from a statistical validation perspective. I've been witness to examples where these minor adjustments can add up to a very statistically significant impact on performance. In a multivariate test, a number of elements are tested simultaneously to determine which combination provides the best result.

Oftentimes, marketers will take learnings from their A/B test to inform these multivariate tests. Oddly enough, it's not always the best of the A/B test results positioned together that produce the most favorable overall results in a multivariate test. As I mentioned, I don't wanna take a deep dive into these testing methodologies because the details are really beyond the scope of this course.

As students in an analytical program, you have ample exposure to these details in other classes. But I would have been remiss if I had not at least touched on these high-level options that are available. So with that, this concludes the lesson on Testing Methodologies. In the next lesson, I'll talk about the processes associated with CRO.

See you in the next lesson.

## Lesson 13.3: CRO Process Steps

>> Welcome to the lesson on CRO Process Steps. Within this lesson, I want to focus on the core steps associated with the conversion rate optimization process. Much like the previous lesson, this will be very short, but also ensures you have a mental framework for thinking about CRO in a procedural manner.

Having already talked about the common elements of the digital marketing mix that can be tested. I wanna focus our attention specifically to the website itself and the various conversions that can occur within the website. Fundamentally, we can break this process down to six distinct steps which is reinforced very well in the text.

Let's take a quick look at each step. The first step is to gather data, before doing so however, it's important in the marketer be grounded in a very clear understanding of the websites purpose relative to the industry they operate in. The most obvious place to obtain data is through the website analytic software that's being used.

If there has been a focus group testing that's been done for the website, that would be a clear choice as well. The marketer can use social listening tools to see if there are any customer comments related to the website experience that might also be valuable to consider. Essentially, any feedback that come through contact us forms, emails, and customer service can also be potentially useful.

The next step is to begin the process of analyzing that data. Within this step, we wanna better understand the types of customers that are visiting the site, what they are doing while on the site. And how these behaviors map to the marketers expectations of what users should be doing.

Ideally, the marketer should think about in array of use cases that match to customer journeys on the site, and then asses whether or not these paths are being followed. We'll talk about this more in the next lesson dedicated to web and digital analytics. During the analyze phase, the marketer may uncover very apparent issues that need to be corrected.

This could really include anything, but examples would be finding broken links, uncovering missing content or missing CTAs, and identifying anything that may be clearly confusing to users. For example, I was conducting some analysis for a high-end restaurant that was having conversion issues for their gift card purchasing process.

For some reason, a significant percentage of consumers were not making the actual gift card purchase once they were on that page. What was uncovered was that this restaurant had about half a dozen locations across the US. And at the top of every page was a drop down list to select a specific location where it would show their hours, address, and so on.

Even though users were in the gift card purchasing process, and all necessary steps were contained within the body of the web page, many consumers became confused and were selecting the location from the drop down list which kicked them out of the gift card purchasing process. The easy fix was simply to remove that drop down list from the web page dedicated to the gift card purchasing process.

Again, this is just a simple example of how consumers can become confused throughout their journey, and we can use analytics to identify these types of issues. The next step in the process is to design the test. This is where the marketer should consider all of their hypotheses that would have a positive impact on consumer behaviors.

As we discuss, these tests can be AB test, or multivariate test. Once the test are designed, they have to be implemented. A couple of keys here are to ensure tracking is in place to measure outcomes, as well as making sure that return visitors see the same pages during the testing process.

And finally, the marketers should assess the results, make implementation changes where it makes sense to do so, and repeat the process as needed. This concludes the lesson related to CRO Process Steps. In the next lesson, I'll point out a couple of popular tools being used to manage CRO, see you soon.

## Lesson 13.4: CRO Tools/Techniques

>> Welcome to the lesson related to CRO tools and technologies. All I really want to accomplish in this lesson is providing you some familiarity with a couple of enterprise class CRO tools. There are several options available, and I'm in no way advocating any one over the other. In fact, within Google's marketing platform, they have a tool which is simply called Optimize that is integrated directly with Google Analytics.

And the basic version is free. So let's look at a couple of the enterprise class tools. One of the most powerful CRO platforms on the market is Optimizely. It is designed to provide a robust set of tools to run tests across applications, digital channels, device types and so on.

They even provide a program management component to help teams manage workflows, collaborate, and generate reports. If interested, you can take a deeper dive into this platform, and learn more at optimizely.com. Another popular enterprise class tool is VWO, which is also another highly robust platform that provides A-B testing capabilities that easily integrates with other platforms.

It too has extensive reporting capabilities, heat map functionality, and personalize content based upon user actions. Again, if you'd like to take a deeper dive into what this platform can provide, you can learn more at vwo.com. As I mentioned, I don't intend to take a deep dive into these tools.

From a practitioner's perspective I recognize there is a considerable skill that goes in the CRO, and this domain is rightfully managed by subject matter experts at the enterprise level. For smaller and medium size business, using a free platform such as Google Optimize is efficient. So this concludes this lesson.

In the next and final lesson for this module, I'll discuss web analytics and some of the key aspects associated with that area. See you in the next lesson.

## Lesson 13.5: Digital and Website Analytics

>> Welcome to the final lesson of this module dedicated to discussing Digital and Website Analytics. To be clear about what I mean here, I want to reinforce some concepts related to website analytics, but also be conscientious of the fact that most digital marketers have analytics housed in multiple platforms.

For example, their email, paid search, and point of sales systems may be excellent data sources to pull from. Within this lesson, the goal is to become familiar with digital and website analytics best practices and methods of analysis. I wanna start this lesson off by discussing the various aspects of data considerations and thinking about how to approach and explore data in a meaningful way.

As I alluded to a few moments ago, data in the digital field is readily available and oftentimes stored in multiple places. Once this data is available, the marketer can get consumed by it if there's not a clear set of goals and objectives established for making decisions. What I'm intending to emphasize here is the importance of knowing what it is that the marketer wants to affect.

Remember, data is only going to show a marketer what has happened. It might not be clear why certain things have happened. Regardless, the marketer should be very clear about what they want for their consumers to be able to do in the outcomes that benefit both the consumer and the organization.

One approach to data involves assimilating the data such that the marketer can observe important patterns in consumer behaviors. This is commonly referred to as data mining. These patterns may indicate core interests and needs, as well as depict customer challenges and unmet needs. As you probably know from your other courses, there are business and data intelligence tools that can help identify these patterns.

A critical aspect of this pattern recognition process, of course, is to discern which ones can be positively affected by the marketer's actions. I like to think about this as a bottom-up approach to data, meaning, the marketing is observing what has happened and attempting to understand the rationale and benefits underlying those patterns of behavior.

An alternative or what I think of as a top-down approach to data analysis involves constructing decision trees and creating hypotheses about how marketing related actions will affect consumer behaviors. In this scenario, the marketer is implementing specific changes and testing them to determine whether or not they have the desired positive outcome.

For the inquisitive and continuous process improvement minded marketer this is a never-ending process. Naturally, marketers want to keep a close eye on consumer behaviors such that both opportunities for improvement as well as problem areas can be addressed as quickly as possible. Therefore regular monitoring is essential. I also wanna call out the notion of timing even though I know it's implicit in my previous comment.

Depending upon the size of an organization, there may be one or more people that interact with their websites and digital analytics on a daily basis. In most small and medium size organizations, this is not the case however. Thus, it's very important to think not only about the frequency of data monitoring but also when to do it.

For example, if an organization is running a campaign or implementing a marketing initiative that they expect to have a direct impact on their target audience, it probably makes sense to monitor to the data during this period of time. Or if some sort of external event occurs that may have an impact on the organization's target audience, this could be another reason to ensure a timely analysis of the data.

The point here is to be cautious about getting into rote behaviors, such as pulling analytics reports once a month or biweekly and simply sticking to that pattern. As the final point in this slide, I want to mention universal analytics. Universal analytics, or what some simply refer to as UA, centers around the notion of being able to track specific users across devices and browsers.

This was developed by Google to help marketers better track consumers at the individual level, knowing that they are likely to be using more than one device in their digital journey. The text does a good job of describing how this works, but let me say that this notion of UA speaks to the challenges marketers have in terms of providing a relevant and timely marketing mix at the individual level.

Just because the technology exists to do this doesn't mean the marketer's life is inherently easier. It still requires the marketer to think about how to leverage the market insights to provide the best experiences throughout their journey. I love this quote by Albert Einstein talking about problem solving and the critical importance associated with having a very clear understanding of what the problem is before attempting to find a solution.

I believe this applies directly to website and data analytics as well. It seems quite obvious and straightforward, but people have inherent biases and emotional reactions that can easily get in the way of seeing the problem clearly, be very thoughtful about this when contemplating database decisioning. I made reference to this earlier, but let's ground ourselves in the common core of questions the marketers should be asking when assessing data.

One of the first question to ask is what has happened, what have users and consumers done? And this can be presented in the form of views, clicks, the user path, conversions, social mentions and so forth. Another very important question that we wanna be assessing naturally is, why have the actions been taken?

And I alluded to this earlier. This is always the challenge for marketers is to not only have access to data, and to see what had occurred, but to try to understand very clearly why those actions have occurred. And also what should be done next to optimize marketing efforts?

So just because we have access to some data, doesn't necessarily lend itself to creating certain action paths or adjusting the marketing mix to optimize the customer's experience. Keep in mind that often times what marketers are looking to do is to tweak consumer behaviours just ever so slightly to deepen their engagement, further their advocacy, build greater brand loyalty and so forth.

Let's consider how funnel analysis can be used to help the marketer make better database decisions. I'll use an example of booking a hotel room. So one of the things we might look at is the very top of the sales funnel. Right, and this is where a user is performing a search for available dates for hotels in the area.

As they move through the funnel, there are gonna be people who begin the process of checking out prices and amenities for available hotels. As we can see in this funnel analysis, that drops down to about 50% of visitors. And again, this is just being used for example purposes, naturally, we would wanna pull the very real analytics from our insight to discern what these percentages actually are.

But the point being made here is that the sales funnel tends to narrow as the consumer moves throughout their journey. In the next step, the consumer is selecting a hotel In beginning the check out process. So again, they've actually narrowed what it is that they're looking for. And in Step 4, the consumer's actually entering their personal and payment information details and confirming the booking.

So as you can imagine, and I'm sure you've experienced this yourself, when people enter into the beginning of the sales funnel, it's not always 100% that works their way through it. And the question for the marketer is why not? Or another way of looking at this is how do we keep the funnel as wide as possible?

Obviously as wide as where it begins is the ideal state. So naturally, what we wanna think about is, in each of these steps and however we've broken them down, in this case here, performing a search for available dates, checking prices, selecting a hotel, and entering in personal and payment confirmation details are the primary steps that have been identified.

We want to not only identify those steps but also figure out the reasons why consumers are falling out of the funnel. And whether or not there's something that we can intentionally do through our marketing-related actions to continue to pull that customer through the funnel all the way through the end.

So Avinash Kaushik's three-pronged approach to web analytics provides a framework for holistically assessing the effectiveness of a website. I have alluded to this framework throughout this module but let's consider each area beginning with user behaviours. When we focus on the behavior aspect of this model, what we begin to look at are ways that we can begin to segment our audience, understanding key metrics associated with what they're doing, and to try to assess some sort of intent.

And keep in mind that intent of the consumer might be a function of explicit behaviors. So for example, seeing them actually click on a video to watch, we can see that there's some explicit interest there, but it might also be implicit behaviors. So where the consumer is spending their time throughout the site or for that matter, where they're hovering around a certain page might also provide some sort of implicit information as well.

And so some of the popular questions we ask are, are there certain patterns that are forming? And how can user behaviors be altered to achieve our site goals? Naturally that needs to be a win-win situation where we're focused on the customer experience by also thinking distinctly about how we move that customer deeper into the buyer journey.

One of the other components to this model is consider the experience component. And this is where we're thinking about customer satisfaction, the usability of the consumer and how the consumer is behaving. And we can begin to measure that as we talked about earlier through things such as AB testing and providing different scenarios that will depict whether or not the consumer is actually pleased with their experience.

And so here we're trying to understand what is the customer's intent. And what problems does a user expect the website to solve? Keep in mind that consumers come to websites and continue to explore them because they're trying to accomplish something. Understanding what those needs are is critical to the marketer and that's where we're focus within this experience section of this model.

The final component is the outcomes component. And this is where we're thinking about driving revenue and actual conversions, the type of problem resolution that occurs and any sort of nuances and outcomes that are affecting consumer behavior. So fundamentally, are users expectations being met? At a very high level, the way we know expectations are being met is when the consumer has reached the end of that sales funnel, where they are actually putting a product into a cart and actually checking out.

Or they are contacting the organization to continue the sales process offline. Fundamentally, this is all about assessing conversions as part of this model. So let's also look at some common site analytics considerations. And although these examples here will not necessarily be holistic in nature, they are some of the more common areas that marketers assess.

First is the traffic source, meaning where are visitors coming from? In some instances, they may be coming through a direct link or a direct website address, so they're typing in www.yourorganization'swebsite.com. They may be coming through paid search, through display ads, through social media links. They may be coming through third-party site links.

But the point here is for the marketer to better understand where consumers are coming from, because this can help shed insight into, A, where a marketer should be focusing their attention to create better awareness and engagement. But also it might say something about where the consumer is at within their buyer journey.

Audience characteristics such as demographics can also be gleaned and then be used to help tweak the types of content and copy on the site as well as helping to tailor the consumer's experience. Fortunately, analytics packages do a fairly good job of providing these audience characteristics to help the marketer make better decisions.

Beyond that, we wanna look at the audience behaviors, or as I mentioned in the previous slide, their user path. So even within Google Analytics free edition of their analytics software, we can see where a consumer moves throughout the website. We can see what page they enter into, as well as every other page they visit throughout that journey.

We can also determine whether or not that consumer has come back to us over time and continued their journey throughout the site. Or if they're continuing to look at the same sorts of information, products and services. The point around audience behavior analysis and user path analysis is to begin to understand what sort of patterns are occurring within consumer behaviors.

And then also whether or not those patterns are mapping to the expectations that we as marketers have for the website. As I also mentioned previously, conversion analysis is really where the buck stops. Fundamentally our website should be encouraging the consumer to convert. And, again, whether or not that's an e-commerce site where it's putting a product into a shopping cart and checking out.

Or contacting us for a deepening of the sales funnel in an offline format, the bottom line is that we need to be measuring conversions. Again within a tool such as Google Analytics as well as the more robust analytics platforms, we as marketers can actually establish or define goals on the site.

So for example we can define the fact that a consumer has filled out a contact us form or watched a video or clicked a phone number to call us all as conversion related moments within the website And also I wanna point out mobile metrics. Given that we've spend so much time throughout this course talking about mobile In one fashion or another because of its popularity and pervasiveness across consumers, it's important to think about this within the notion of common site analytics considerations as well.

And the point here related to mobile metrics is to think about how consumers are behaving on their mobile devices. Which may be different than how they're behaving on devices that have a larger screen footprint, such as a laptop or, for that matter, even a tablet. Now, granted, you can say that all of these devices are inherently mobile.

And when I say mobile, oftentimes what we're really referring to is a mobile phone. But where I'm going with this is to understand how consumer behaviors can change and sometimes vary dramatically on one device versus another. In fact, in many instances, what marketers are doing is they're providing information to consumers that they can identify as coming to their site through mobile devices.

In a slightly different way than how the content is being provided when they're on a device such as their laptop. And the reason why is because the consumer journey, or the consumer's buyer behavior, changes based upon the use of these different types of devices. As such, the marketer's always looking for ways to align their content and align the buyer journey accordingly.

The final topic I wanna talk about within this lesson relates to data visualization. And I'm sure you all have exposure and have thought about data visualization previous to this lesson and this discussion related to digital. But it's important to talk about it here briefly as well. So data can be provided in any number of different ways to marketers to help them gain better insights.

And in order to gain insights, maybe more quickly than what they would do by having to pour through raw data. And certainly, graphs are a very easy way to present this information, as well as using charts. Now, one of the areas that you might not be thinking about is the use of heat maps.

And heat maps can be used to show information such as where consumers are spending time on a website, where they're coming from geographically. Or for that matter, what their source is coming into the site across the web. And the final component that I'll point out here is the use of word clouds.

So, for example, we can use word clouds to determine what types of organic searches are driving consumers to our site. As well as, if we have a search button on our site, what types of things are consumers searching for while on our site? And those word clouds can surface those very common themes that are related to what it is that the consumer's interested in and looking for.

In some instances, when consumers turn to search within a website, it's because they're having problems finding what it is they're looking for. So, again, this is the type of information here that cannot only be presented through data visualization to give us information, but to also help us problem solve to make the user experience better in the future.

This concludes the module on conversion optimization and data analytics. It's been a pleasure creating these modules for the digital marketing course. I encourage you to continue to leverage office hours in the course, as well as contacting me directly if you'd ever like to discuss any of these areas in more detail.

I also welcome a LinkedIn invite if you choose to do so. If there's anything I can do to support your career-related interest, I'm also happy to talk about that. I wish you the very best in your career and personal lives. Take care.