Compado.de

Dear Emanuel,

On July 25, 2017 my data investigation team received a request for checking traffic mixture (also called traffic channels) for compado.de site.

Currently we present at our platform the following distribution:

|  |  |
| --- | --- |
| Direct traffic: | 39.01% |
| Email: | 0.03% |
| Referrals: | 9.23% |
| Social: | 0.1% |
| Organic search: | 8.63% |
| Paid search: | 39.82% |
| Display Ads: | 3.18% |

Since the request included data from Google Analytics, we could further investigate our estimations for discrepancies.

We have found that one of the referrals sites (“fireball.de”) should have been defined as “search” rather than referrals.

Redefining this site as search would have changed our traffic mixture distribution to the following:

|  |  |
| --- | --- |
| Direct traffic: | 39.01% |
| Email: | 0.03% |
| Referrals: | 1.14% |
| Social: | 0.1% |
| Organic search: | 16.72% |
| Paid search: | 39.82% |
| Display Ads: | 3.18% |

Worth mentioning:

1. Currently, we only define traffic sources for desktop traffic. Mobile traffic sources distribution might be different
2. As for every measuring service we do our best not making error. Nevertheless, statistical errors are inevitable.