The Hut group - Internal Use Only

List of site to analyze:

Fr.Myprotein.com – worldwide traffic to this domain

De.Myprotein.com – worldwide traffic to this domain

Lookfantastic.fr – worldwide traffic to this domain

Lookfantastic.com – UK traffic only

Idealfit.com – worldwide traffic

Zavvi.com – UK traffic only

General notes:

* Orange line is SW, Blue is google analytics.
* When data was aggregated by month, on the client’s side, since we didn’t have the data by days we combined 4 weeks together. Some deviation comes directly from this kind of practice.

Lookfantastic.fr – Desktop.

Traffic is relatively small when analyzed by weeks (~30k per week). Analysing it for months when traffic is around 150k visits per month (which is our golden standard for good enough traffic) shows nice trends and exact numbers.

Among these month two weeks the first week which started on the 01.01.17 generate the majority of the discrepancy.

Data for further analysis of the first month: Traffic sources (desktop + mobile).

Lookfantastic.fr – Mobile

Mobile part of the site echoes the same problems of the desktop part.

Site was analyzed by weeks even though traffic was small.

Despite the good results for desktop when aggregated by months, here as you can see below, on

March and April we see an overestimation of SW.

This over estimation was not:

* Caused by bots
* A results of a specific page
* A result of a few power users who changed the entire site traffic as it can be seen on the Unique Visitors, and endless amount of unique pages.

Since this data is based on many consistent data point, further investigation is needed.

Data for further analysis of the first month: Traffic sources mobile+tablet for March & April. Aggregated by month.

Traffic for “checkout.lookfantastic.fr” since this page does generate traffic but was unable to be checked by our side, traffic for main site only and for “m” subdomain only.

lookfantastic.com – Desktop & Mobile

I used the WW filter instead of the UK. Without the last week, data is reasonable for both Desktop and Mobile.

Idealfit.com – WW

Site is small on Desktop, nevertheless trends are great!

On Mobile if we take away the last two weeks, data is “jumpy” but shows the highs and lows.

Further investigation on the two weeks is possible with the following data:

Traffic sources for mobile on that two weeks, iOS vs Android, in app traffic assessment.

Zavvi.com – Desktop

Even though the site is just the right size for weekly analysis data is very good. The last two weeks shows some underestimation but still within the reasonable margin of error.

Mobile data looked weird when analyzed by weeks, but changing weeks to months caused:

Which consider good to us.

The data has much less delta when analyzed on WW filter, but showed less accurate trends.

Further analysis was conducted on myprotein.com (Both fr and de subdomains)

SW data wasn’t able to replicate nicely the GA data but was reliable and consistent on our end.

When this happens we tend to suspect that we are facing an Apples to Fears situation.

The fact that this site was redefined by the client few times and the fact that we are talking about a fragment of the site (two subdomains by themselves) reinforces out hypothesis.

If the customer is interested in us investigating these site, I would recommends them to send us

1. Traffic for the entire site + entire sub domain lists
2. Traffic sources for desktop + mobile
3. Geolocation or user location definition on their GA?