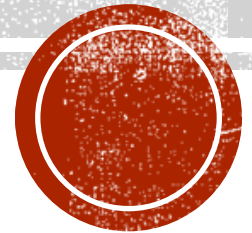# DIGITALPATH INNOVATIONS ANALYSIS

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INTRODUCTION

- DigitalPath Innovations, a leader in digital marketing solutions, seeks to enhance its website's user experience to improve engagement metrics, conversion rates, and customer satisfaction.

- This analysis aims to identify which webpage version performs better across various user engagement metrics.

- **Time Spent and Pages Viewed, Insight**:

  - Users in Version A spend significantly more time on the site (5.0 mins) compared to Version B (3.3 mins). They also view more pages (10 pages for A vs. 5 pages for B). However, the actions taken by users are nearly identical across both versions (4.9 actions for A vs. 5.0 actions for B).

  - **Key observation**: Despite the time and pages viewed being higher in Version A, the number of actions taken is nearly the same as in Version B, indicating that simply spending more time or viewing more pages does not necessarily translate into increased user engagement or conversion.

- **Recommendation**:

  - Optimize the content for **Version B** to encourage more time on the site and increase pages viewed without overwhelming users. Focus on improving content flow and engagement tactics like better product descriptions or interactive elements.

  - Review Version A's landing pages or overall layout to ensure that high time spent and page views are translating into more actionable outcomes (i.e., clicks, conversions, etc.).

Product Interest

- **Insight**:

  - Both versions show a fairly consistent distribution across the three products, with minor variations between Version A and B. Product 3, however, seems to attract slightly more attention from users.

  - This indicates that the differences in performance between Version A and B are not tied to specific product interests, as engagement is relatively even across all products.

- **Recommendation**:

  - **Version B** could benefit from a closer examination of Product 3's features and presentation to replicate the slight increase in user interest.

  - Test additional **product placement strategies** or promotional offers that highlight Product 3 in **Version B** to see if its popularity can be leveraged for better conversion.

Feedback Analysis

- **Insight**:

  - The feedback submission rates for both versions are very similar (A: 18.7%, B: 17.9%). This suggests that user sentiment and engagement, in terms of feedback submission, is consistent across both versions.

- **Recommendation**:

  - While feedback rates are not significantly different, consider **incentivizing feedback** more actively in **Version B**, especially considering that **Version A** seems to have a slight edge in user engagement metrics. Provide a clear value proposition for submitting feedback, such as discounts, rewards, or exclusive content, to boost feedback rates.

Cart Addition and Checkout Analysis

- **Insight**:

  - Both versions show relatively similar cart addition rates (A: 71.5%, B: 72.6%) and checkout initiation rates (A: 62.8%, B: 61.4%).

  - This indicates that users are equally likely to add items to their cart and proceed to checkout, regardless of the version.

- **Recommendation**:

  - To address the **conversion rate discrepancy** (A: 70.5%, B: 38.2%), investigate the **checkout process** in **Version B** to identify potential obstacles.

  - **Improve Version B's checkout flow**: Look for friction points that might be discouraging users from completing their purchase (e.g., too many form fields, complex navigation, payment issues, etc.).

  - Consider running **A/B tests** to compare the performance of different checkout flows in Version B.

Conversion Rate

- **Insight**:

  - The conversion rate for Version A is significantly higher (70.5%) than for Version B (38.2%). However, the **checkout initiation rate** is similar (around 60% for both versions), indicating that users in both versions are equally likely to start the checkout process, but Version B suffers from a significant drop-off.

- **Recommendation**:

  - Investigate the **post-checkout experience** for Version B to identify issues that could be leading to higher abandonment rates. Consider the following improvements:

    - Clearer **call-to-action (CTA)** buttons, reducing friction in the purchase process.

    - Offer **simplified payment options** or introduce a **guest checkout** feature.

    - Optimize for **mobile users** if a large portion of traffic comes from mobile devices.

▪ **Content Interaction**

- **Insight**:

  ○ Version B has slightly more content interactions (508 interactions) than Version A (492 interactions), even though the conversion rate in Version B is much lower. This suggests that while users in Version B are engaging with content more, it is not translating into increased conversions.

- **Recommendation**:

  ○ Investigate **why users in Version B** are interacting with content more but not converting. Are they interacting with non-converting elements or products? Look for areas where **Version B's content** can be refined to increase its conversion potential, such as:

    ▪ Enhancing product images or videos.

    ▪ More targeted **calls to action** in content areas.

    ▪ Provide **personalized content** recommendations based on user behavior.

Referral Source Impact

- **Insight**:
  - Users in both versions come from similar referral sources, with **Search Engines** driving slightly more traffic to Version B (186 vs. 151 in Version A), and **Direct Traffic** driving more to Version A (178 vs. 163 in Version B).
  - Interestingly, users from **Social Media** spend more time (5.0 mins in A vs. 3.4 mins in B) but show a smaller discrepancy in page views (A: 5, B: 3.4).

- **Recommendation**:
  - Optimize **social media ads** for both versions, focusing on **targeting** users who are likely to convert after spending more time on the site. For **Version B**, consider creating more engaging social content or promotions that could improve engagement and conversion.
  - **Search Engine Traffic**: Given the higher interaction in **Version B**, ensure that the landing pages from search traffic are fully optimized for conversion. Test different headlines, and offers for search-driven visitors in **Version B**.

Overall Optimization

- **Insight**:

  o Version A clearly outperforms Version B in terms of conversion rate, but Version B shows higher content interaction.

- **Recommendation**:

  o **Replicate successful elements from Version A in Version B**, particularly the aspects of the user journey that encourage purchases.

  o **Monitor and test** changes incrementally across Version B, leveraging high interaction rates to boost conversions.

  o Consider implementing **multivariate testing** on key pages and actions to find new ways of increasing conversion rates across both versions.

CONCLUSION

By focusing on these areas—improving the post-checkout experience, refining Version B's content interactions, optimizing social media engagement, and learning from Version A's success—it's possible to bridge the conversion gap between the two versions

Dashboard | Layout

Device Preview

Size

Custom size (1604 x 746)

Sheets

- Avg Time Spen...
- Avg Pages ...
- Avg Actions ...
- Feedback ...
- Product viewe...

Objects

- Horizontal Container
- Vertical Container
- A Text
- Extension
- Pulse Metric

Tiled | Floating

☐ Show dashboard title

DigitalPath Innovations Dashboard

Produ.. | Referr.. | Version

Average Time Spent Mi..

A ___ mins

B 3.3 mins

62.1% checkout rate

4.1 Mins spent per session

7 Pages Viewed on avg

54.1% Conversion rate

Average Action Taken

A 4.9 actions

B 5.0 actions

Average Pages Viewed

A 10 Pages

B 5 Pages

Content Interaction/Referral S..

Direct	A	178	
	B	163	4.9
Search	A	151	
Engine	B	186	4.9
Social	A	163	
Media	B	159	5.0

Feedback Analysis

A 18.7%   B 17.9%

Product Viewed by Users

160	158	174
171	164	173
Product 1	Product 2	Product 3

Cart Adition Analysis

A 71.5%   B 72.6%

Checkout Analysis

A 62.8%   B 61.4%

Conversion Rate Analysis

A 70.5%   B 38.2%

Data Source | Avg Actions Taken | Feedback Analysis | Product viewed by users | Cart Addition Analysis | Checkout Analysis | Conversion_rate Analysis | Content Interaction | KPIs | Dashboard 1

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