

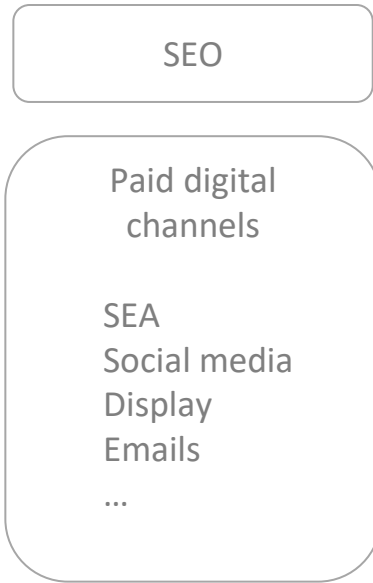
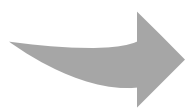
# Web-marketing principles

Webmarketing \_ Class 2

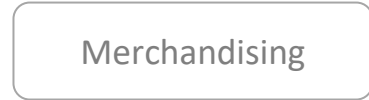
- Customer journey definition
- Build the customer journey

# The customer journey is composed of two phases : acquisition and conversion

The audience is targeted through digital channels



If the message is appealing enough to some people, they'll want to click on the links and they'll be redirected to the site / app



At this point, the advertiser should make sure their navigation is seamless and pleasant. If that's the case, the visitor will probably end making a conversion.



## Acquisition phase :

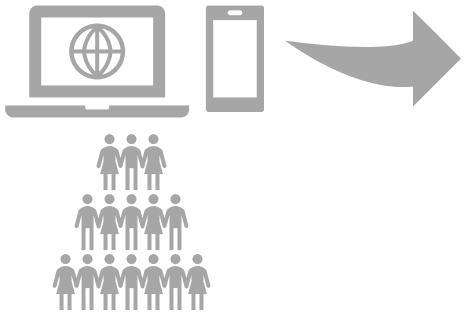
Objective = make people come to your 'place' (site or app)  
 Mean = digital channels (we'll cover them in details in the next lessons)

## Conversion phase :

Objective = make people do whatever is contributive to the advertiser business (ex : fill in a form, buy a product, etc...).

# Who is in charge of acquisition ?

The audience is targeted through digital channels



SEO

Paid digital  
channels

SEA  
Social media  
Display  
Emails  
...

Most of the time, **advertisers** let **digital media agencies** run acquisition campaigns for them.



Keep in mind :

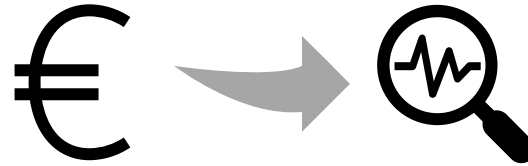
it is really common for one advertiser to work with several digital media agencies, one per media (one specialized in paid search, another in display, etc...)

# How are acquisition campaigns' performance evaluated ?

Here is the deal :

Digital agencies are granted a budget by advertisers, and have to make the most out of it.

Depending on the type of campaign, the performance is assessed using various Kpis



Bellow are the ones that you should really know

- **CPC** : stands for Cost Per Click (i.e when someone clicks on the ad to be redirected). It is mostly used in SEA (paid search) and display campaigns
- **CPM** : Cost per thousand impressions, or "CPM," refers to the cost of displaying an advertisement one thousand times (known as "impressions"). Mostly used in awareness display campaigns.
- **CPL** : stands for Cost Per Lead, a lead being a way to contact a person who shows interest in a brand's products or services, which makes the person a potential customer.
- **CPA** : stands for 'Cost Per Acquisition', stands for 'Cost Per Acquisition', an acquisition being the desired conversion





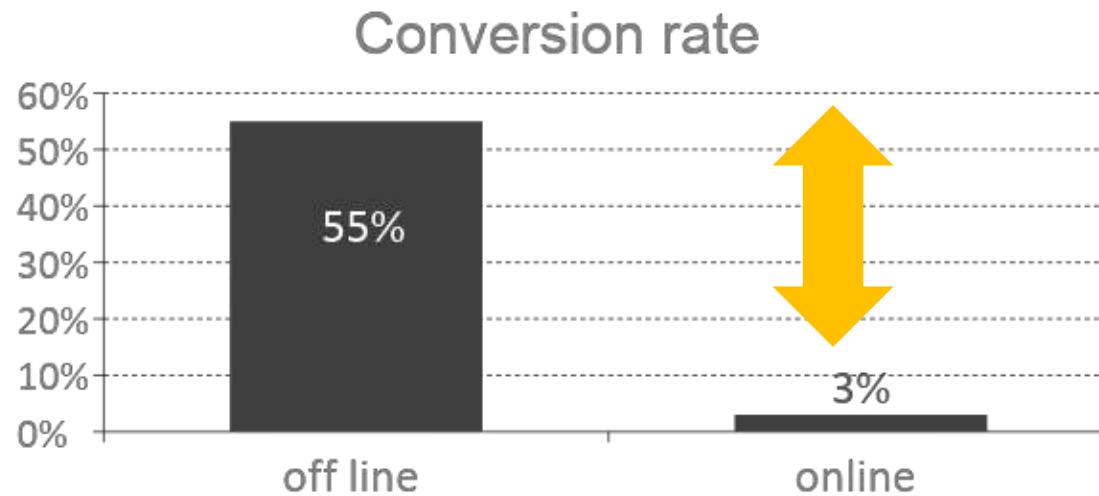
## Who is in charge of conversion ?

As the conversion occurs on its website/ app, the advertiser is responsible for taking every possible action to ensure that nothing can prevent the visitor from converting.

Build the customer journey

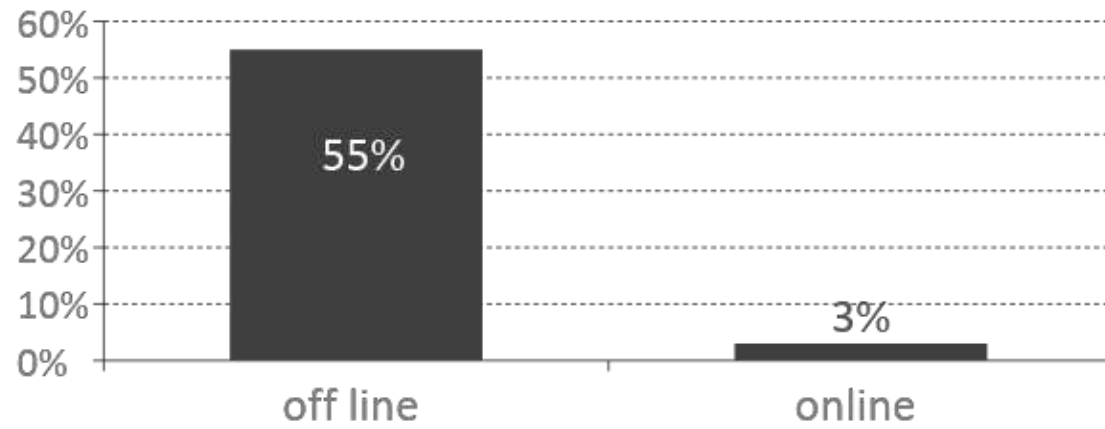
## Some facts and figures (1/2)

- 55% of people who come to a physical store do actually purchase something .
- On the Internet, this conversion rate is lower than 3%. *Source : <http://www.fifty-five.com>*
- How can we fill the gap ? By improving the online experience.





### Conversion rate



Question :

What can explain the gap ?

## How to build the ideal customer journey ?

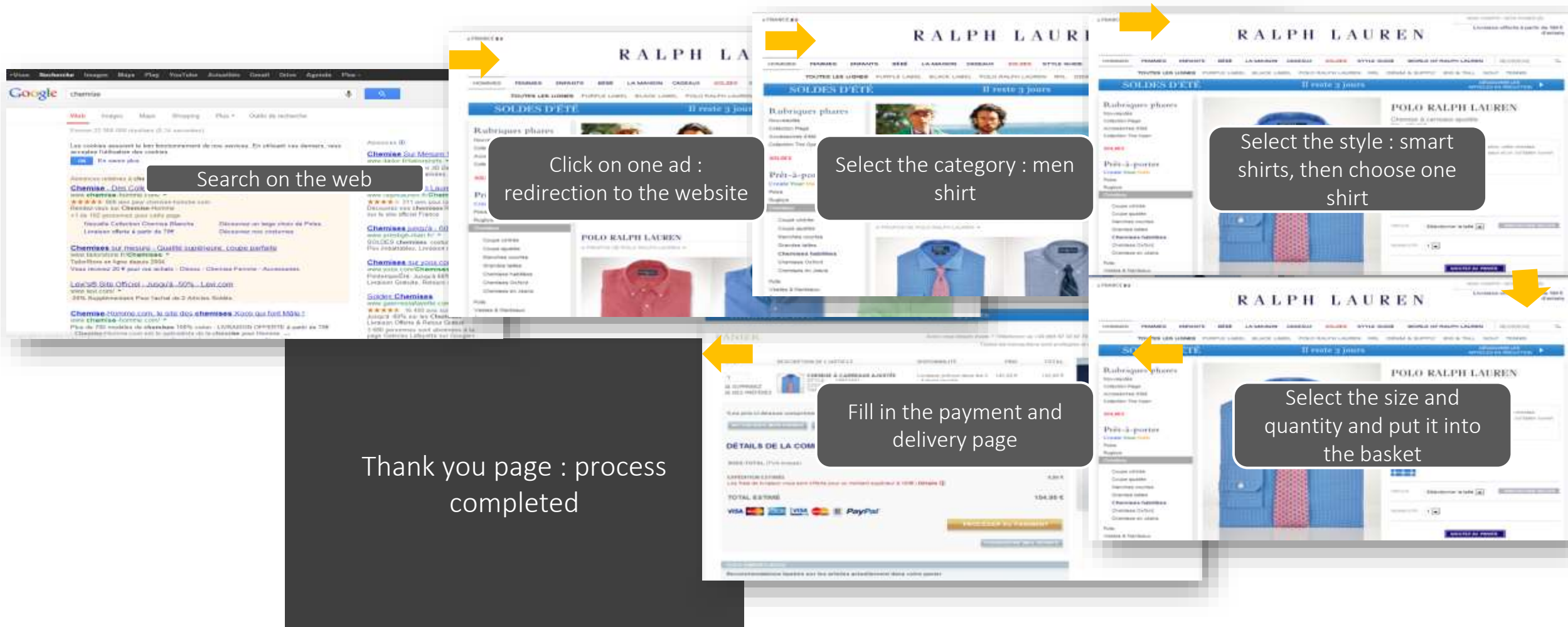
- What steps should a customer go through to eventually convert (making a purchase, asking for an appointment , etc...)?
- As a webmarketer, you should put yourself in the customers' shoes and think of the most straightforward path to go from 'discovery' to actual purchase and engagement.
- You also may want to ensure no pain point will prevent your customers from performing whatever action you expect them to (i.e making a conversion).

# Imagine a customer wants to buy a shirt online (1/2)

Action undertaken by the customer



Steps of the conversion path



## Imagine a customer wants to buy a shirt online (2/2)

The example of the previous slide is not representative of a real customer journey.

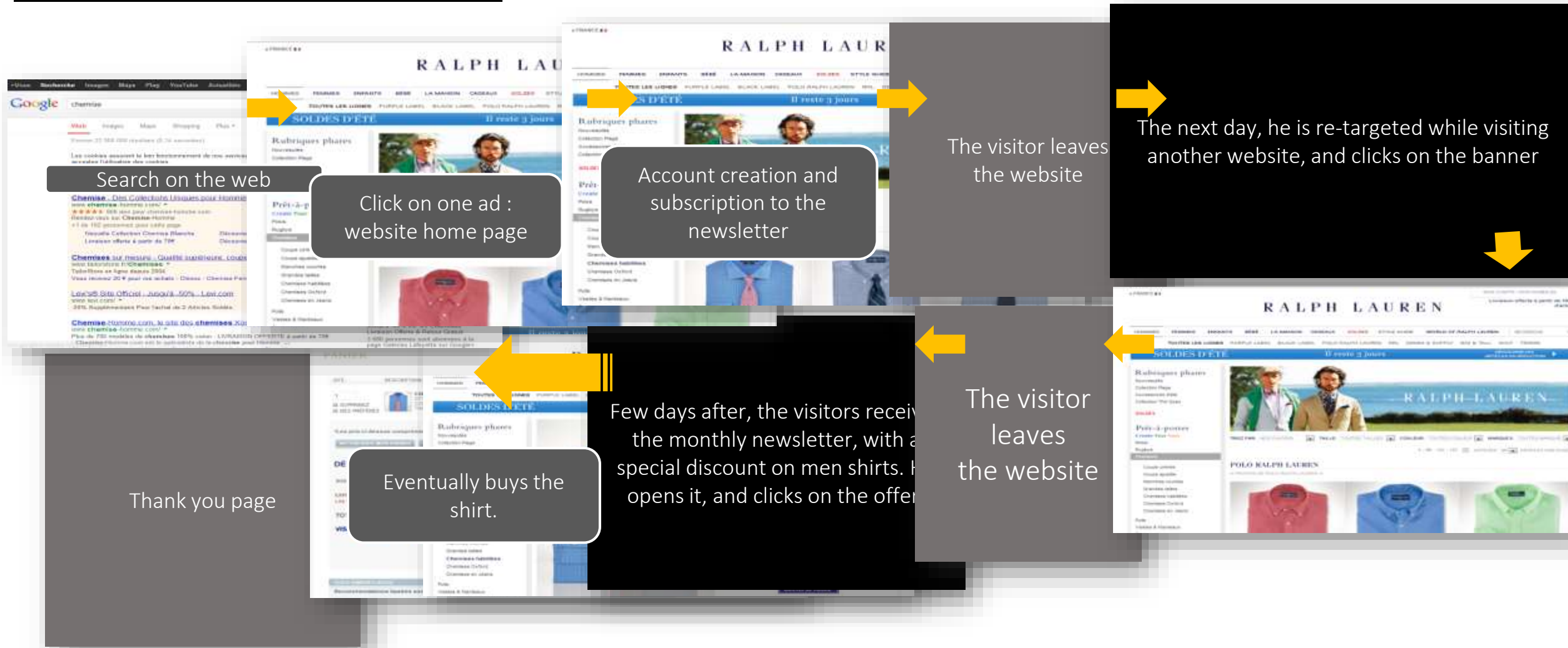
Because buying processes habitually interrupted and abandoned , the digital marketing department should put in place all possible means to get the visitor back and turn him into a buyer.

So, the customer journey comprises several channels, mostly several devices, and can be several days long.

# One more realistic customer journey

Action undertaken by the customer

Digital marketing actions



The website/app can be accessed

- Through various channels
  - Emails
  - SEA (search – retargeting)
  - Display (and retargeting)
  - Natural search
  - Affiliation agencies
  - In-app ads
  - ...
- Through various devices
  - Smartphones
  - Tablets
  - Desktops

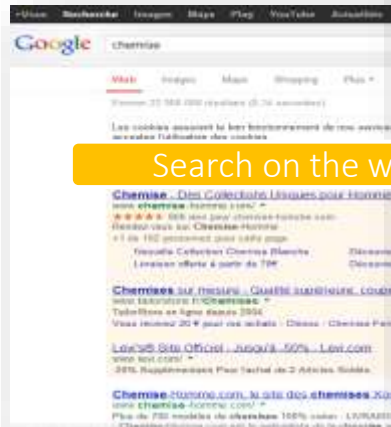
The challenge is to make the customer journey consistent . e.g. : if you click on an ad on a smartphone, make sure the redirection url leads you to a responsive design website.

Golden rule : the less steps before conversion, the higher the conversion rate.

# Cookies help keep track of customers

Stored in the SEA tool database (ex : Google ads)

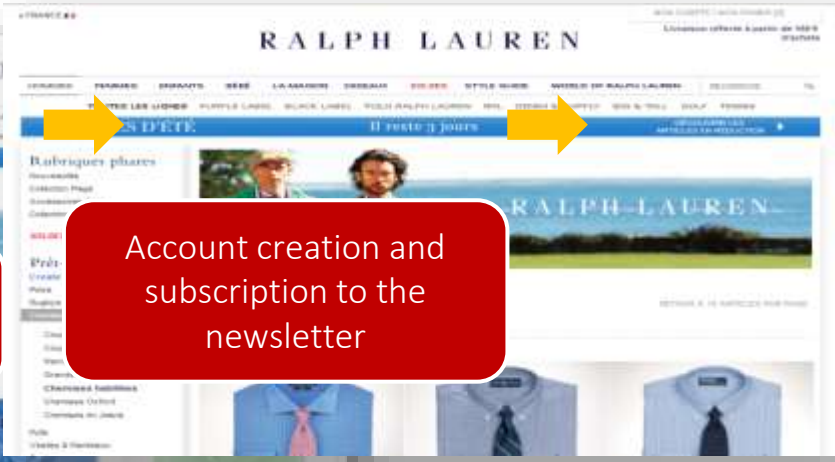
Stored in the site-centric tracking tool database (ex : Google Analytics)      Stored in the CRM database



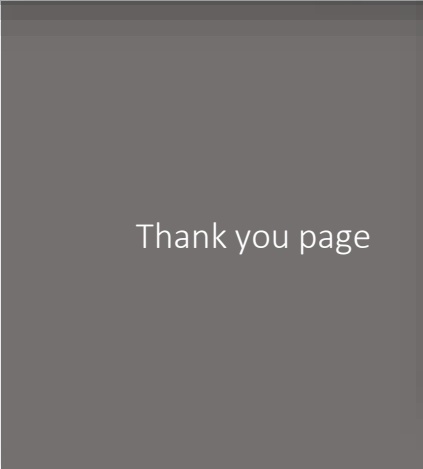
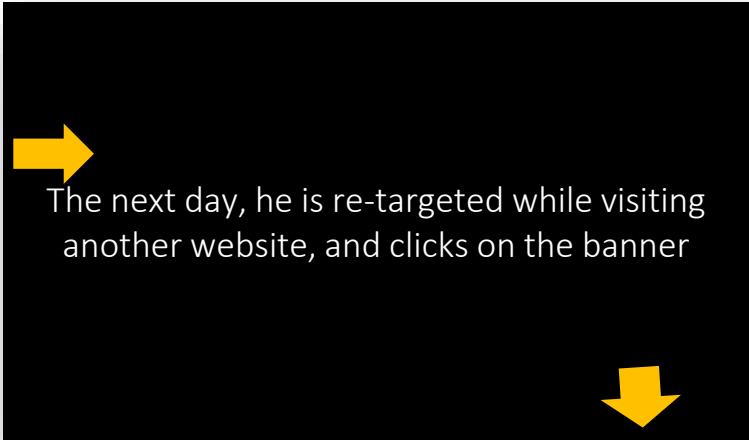
Search on the web



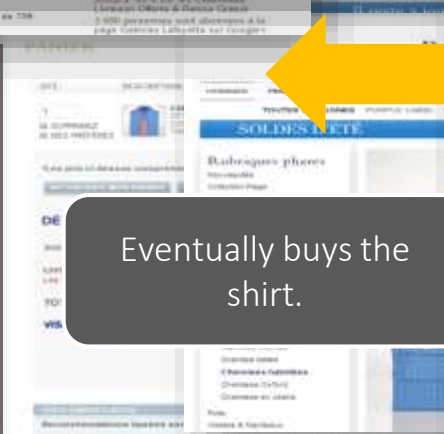
Click on one ad : website home page



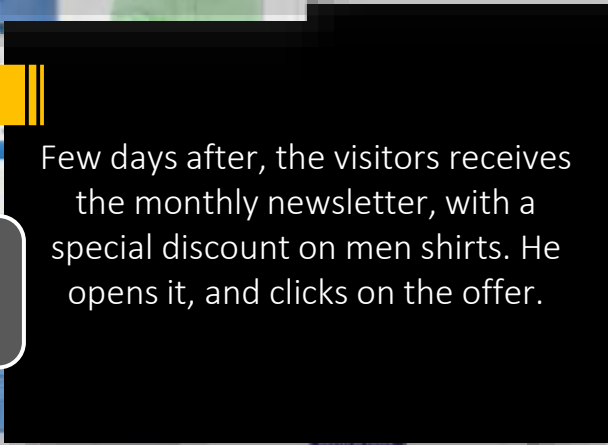
Account creation and subscription to the newsletter



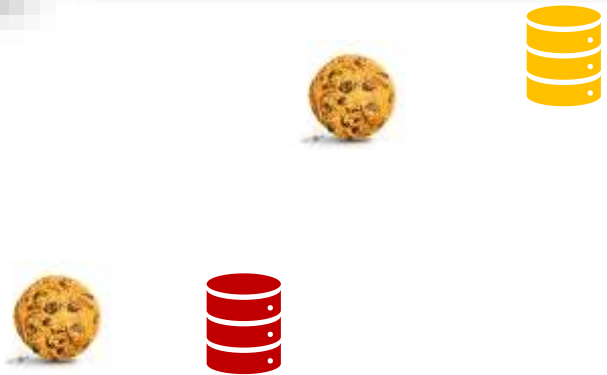
Thank you page



Eventually buys the shirt.



Few days after, the visitors receives the monthly newsletter, with a special discount on men shirts. He opens it, and clicks on the offer.



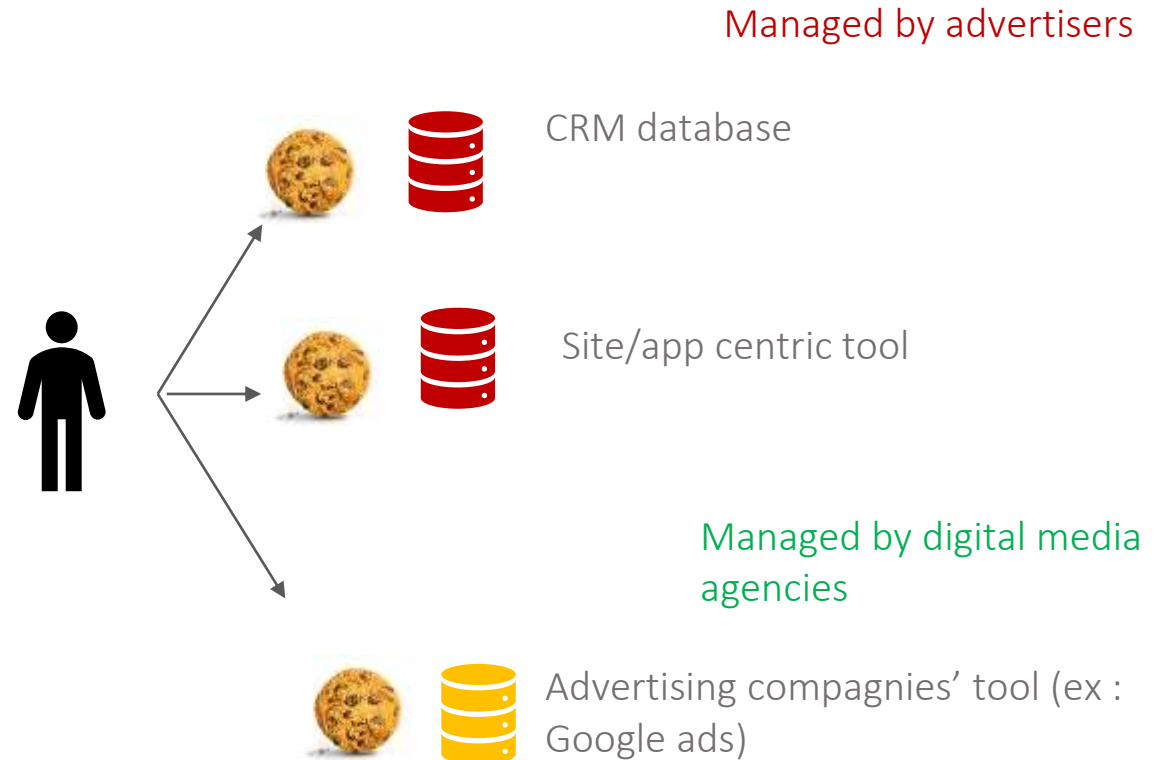
# 'Big Data' aspect of web marketing

Understanding customer journey means collecting loads of data and process them in a way that would make them meaningful.



The whole challenge is to be able to reconcile cookies of each databases for each user.

DMP : Database Management Platform





# There is no 'one fits all' customer journey

It wildly depends on the industry, area and awareness rate of the company you consider.

Explore how marketing channels for Large businesses in the Arts & Entertainment industry in The U.S. influence the purchase decision.



Channels to the left tend to play an early and assisting role in the typical sale, while channels to the right are more likely to be the last interaction before a purchase.

**Large** businesses > 10K ecommerce transactions in 45 days. **Medium** 500-10K. **Small** < 500.

# Iterative decision making process



Acquisition and conversion are required steps to respectively :

- i) make people come at your 'place ' (site/ app),
- ii) have them do what you want them to (buy, subscribe to a newsletter, etc...)

Acquisition is mostly achieved with the help of advertising partners like digital media agencies, affiliation agencies, etc... while conversion is handled by the owner of the app/site (meaning the advertiser) whose responsibility is to ensure the best UX on the site/app.

The overall experience (from the first touchpoint to the final conversion) is the customer journey.

The more pleasant and seamless the customer journey, the more chances there are that visitors eventually convert.

What seems easy at first sight actually requires very complex data processing and databases synchronisation. This is the 'Big data' aspect of web marketing.

Thanks for your attention