Assess your strategy
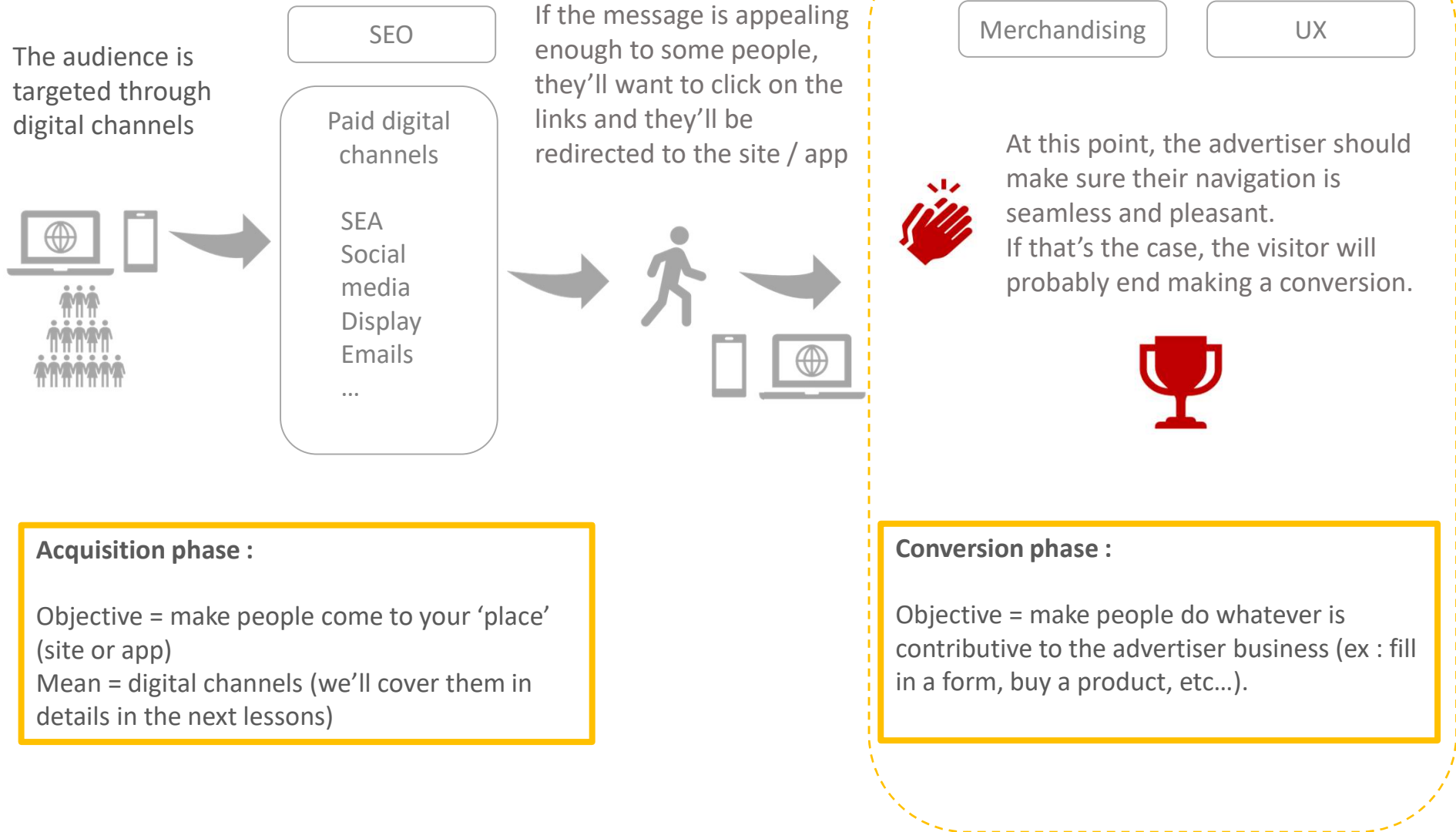
Web Marketing – class 4

When it comes to assess digital strategy, conversion seems the most appropriate Kpi to look at

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The audience is targeted through digital channels

SEO

Paid digital channels

SEA
Social media
Display
Emails
...

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

Merchandising   **UX**

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...).

What's a conversion (1/2)?

A conversion occurs each time a visitor fulfills a key objective (aka goal) .

Goal definition
  Think of it as " whatever your boss wants the digital marketing
  department to achieve "

Eg :
   Number of pageviews
   Newsletter subscription confirmation
   Purchase confirmation
   Appointment request confirmation
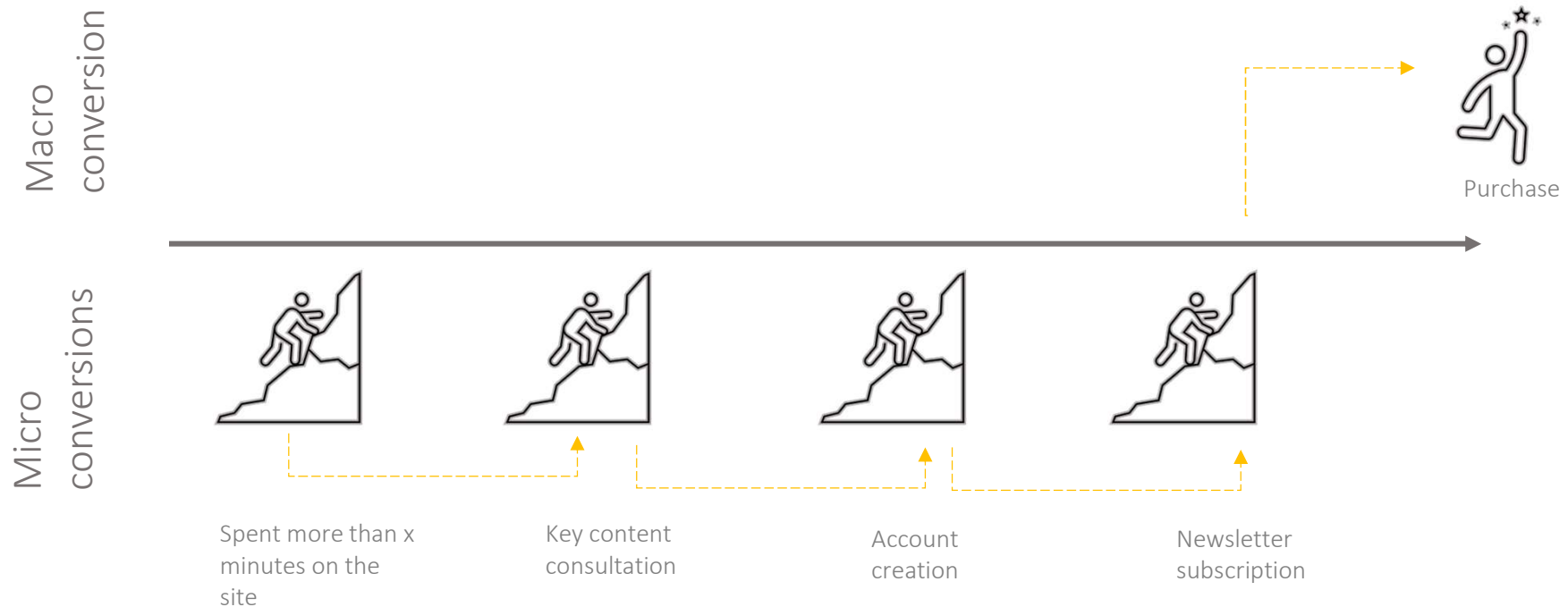   White book download / key content consultation
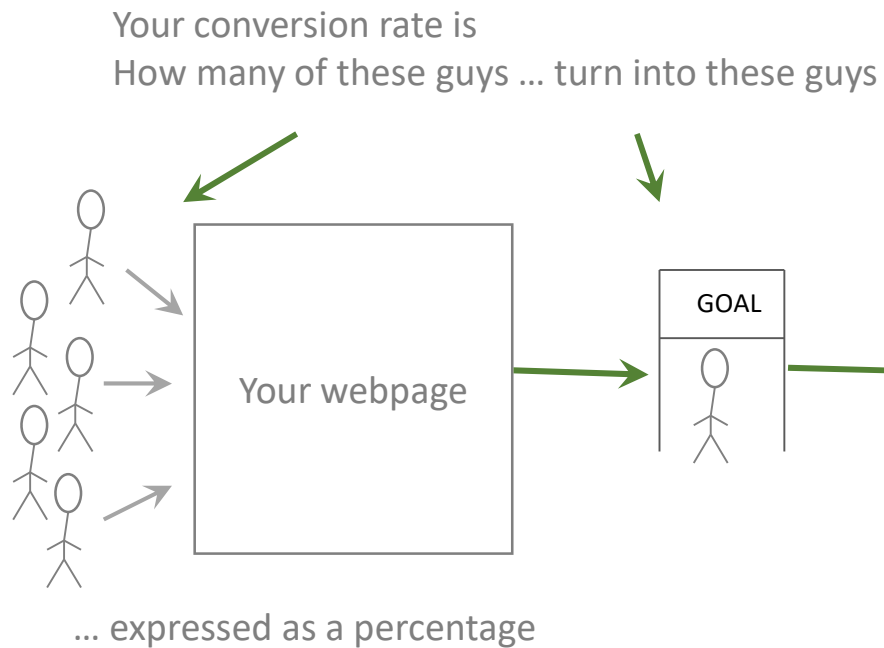   Account creation

What's a conversion (2/2)?

There are micro and macro conversions

Macro conversions : immediately nurture the business (ex : purchase for an e-commerce website)

Micro conversions : pave the way to macro conversion

Macro conversion

Purchase

Micro conversions

Spent more than x minutes on the site

Key content consultation

Account creation

Newsletter subscription

Conversion rate

Your conversion rate is
How many of these guys ... turn into these guys

Your webpage

GOAL

... expressed as a percentage

Your goal can be ...
• Placed an order
• Subscribed to newsletter
• Viewed X pages
• Spent X minutes on site
• Viewed at least [one type of page]
• ... basically whatever makes sense to you to assess your business efficiency

To allow you to follow along, I encourage you to use the demo website offered by Google.

Please follow these instructions to access Google Analytics demo account :
https://support.google.com/analytics/answer/6367342#access

The data is issued from https://shop.googlemerchandisestore.com/.

Once achieved, a goal becomes a conversion

2 Proceed to the corresponding settings (for events)

3

4

1 What conversions should be tracked

Goals are defined in the analytic tool

Once achieved, goals become conversions
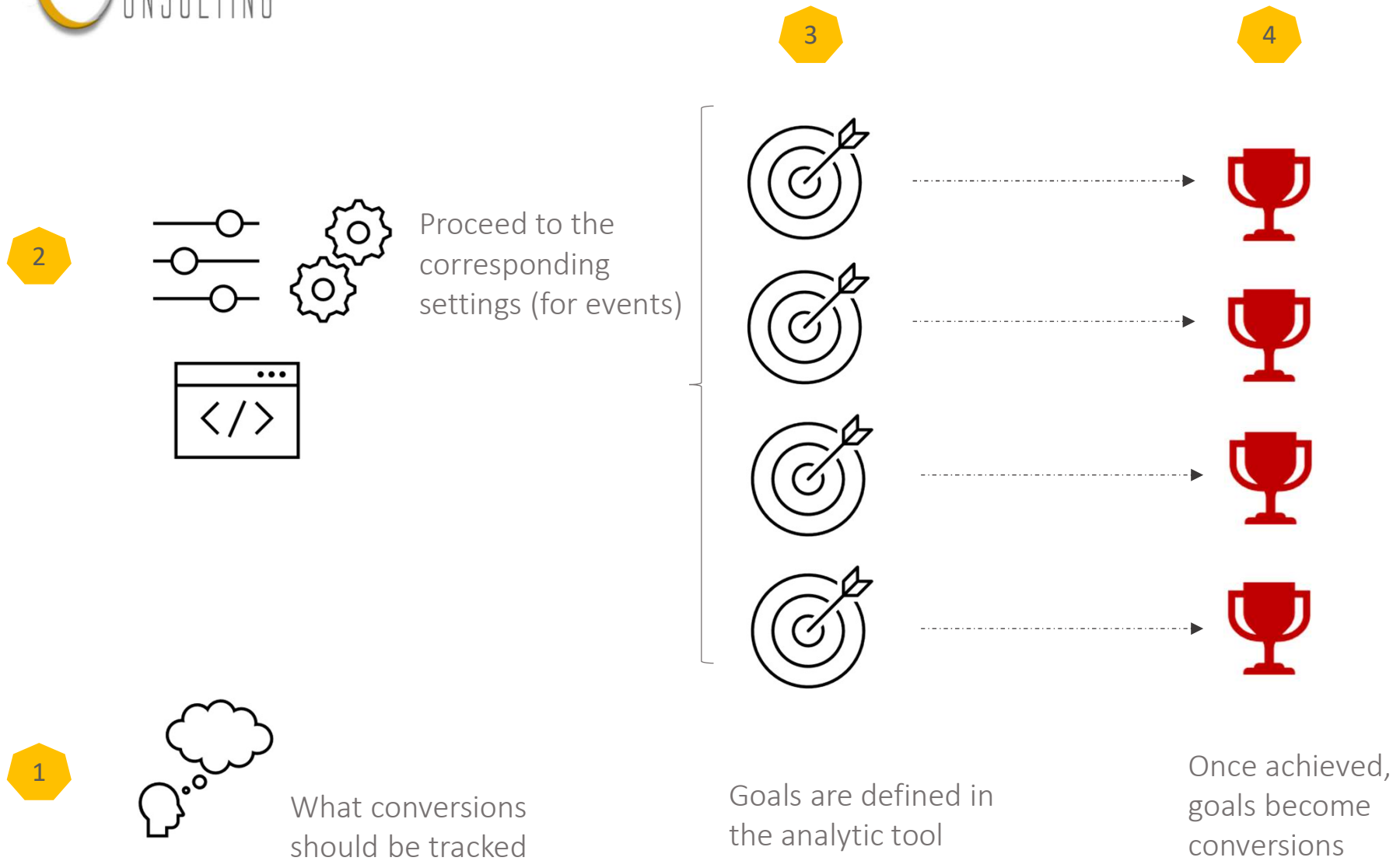
5 types of Goals in Google Analytics

Destination	Duration	Pages per session	Event	Smart Goals
Evaluates the share of users…				Measure the most engaged visits to your website and automatically turn those visits into Goals.
…reaching **[this page]**	…spending **[X minutes]** per visit	Viewing **[X pages]** per visit	Doing **[this action]**	
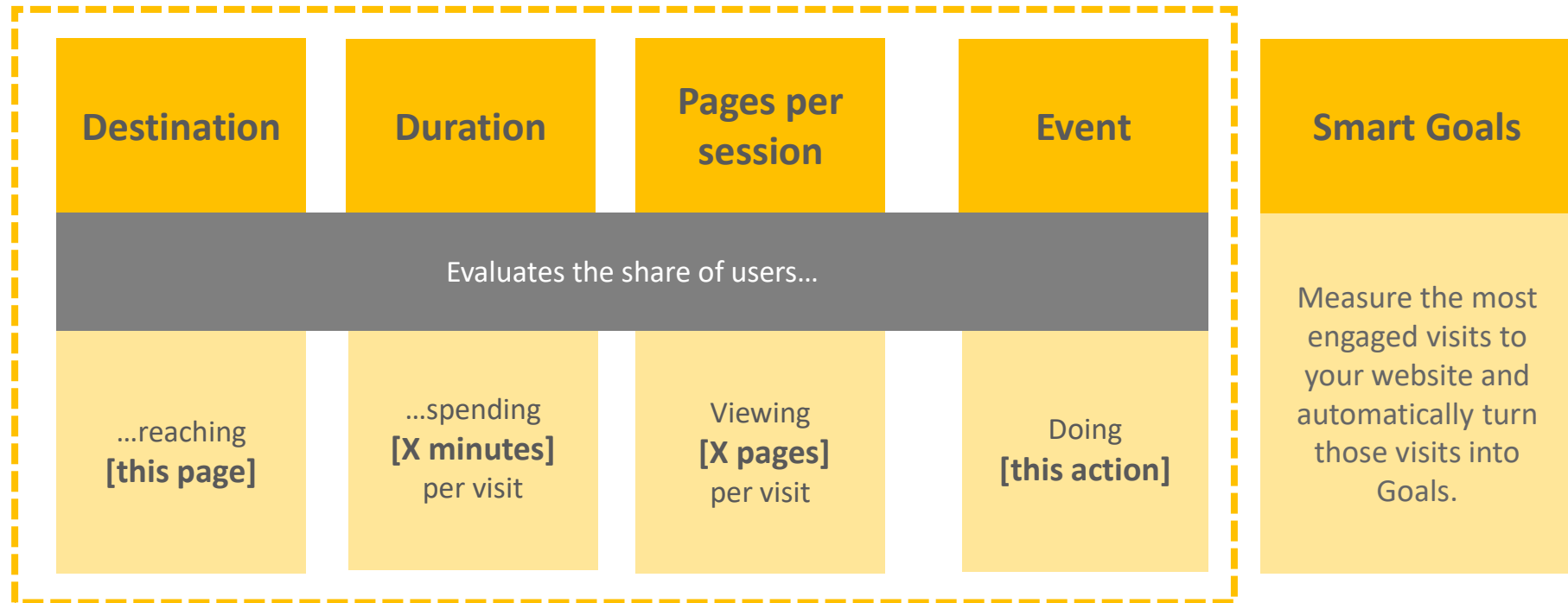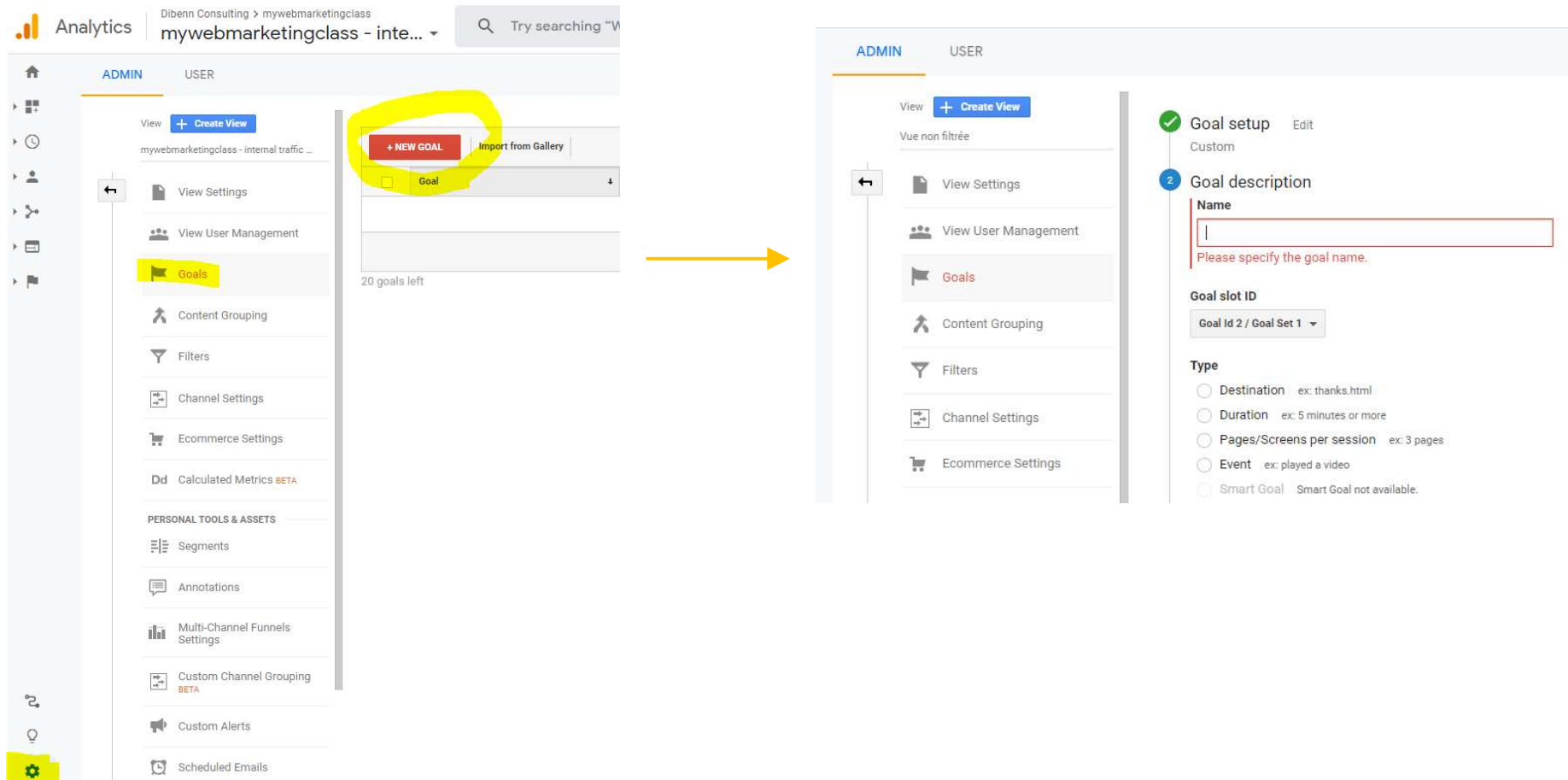
The first 4 types of goals are set up by the owner of the website / the app or his tracking agency.
Smart Goals are 'goals by default' set up by Google, to be used to improve Google ads performance.

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Setting Goals in Google Analytics

Remember : no conversion can be observed if a goal has not been previously set.

You can set them up from the 'admin' section.

Bear in mind

Goals are not retroactive!
Unlike reports where you can go back in time to look through data with various filters, goals only rely on data from what happens after you set them up!

It is therefore key to plan upfront if you want to use goals in your analytics!
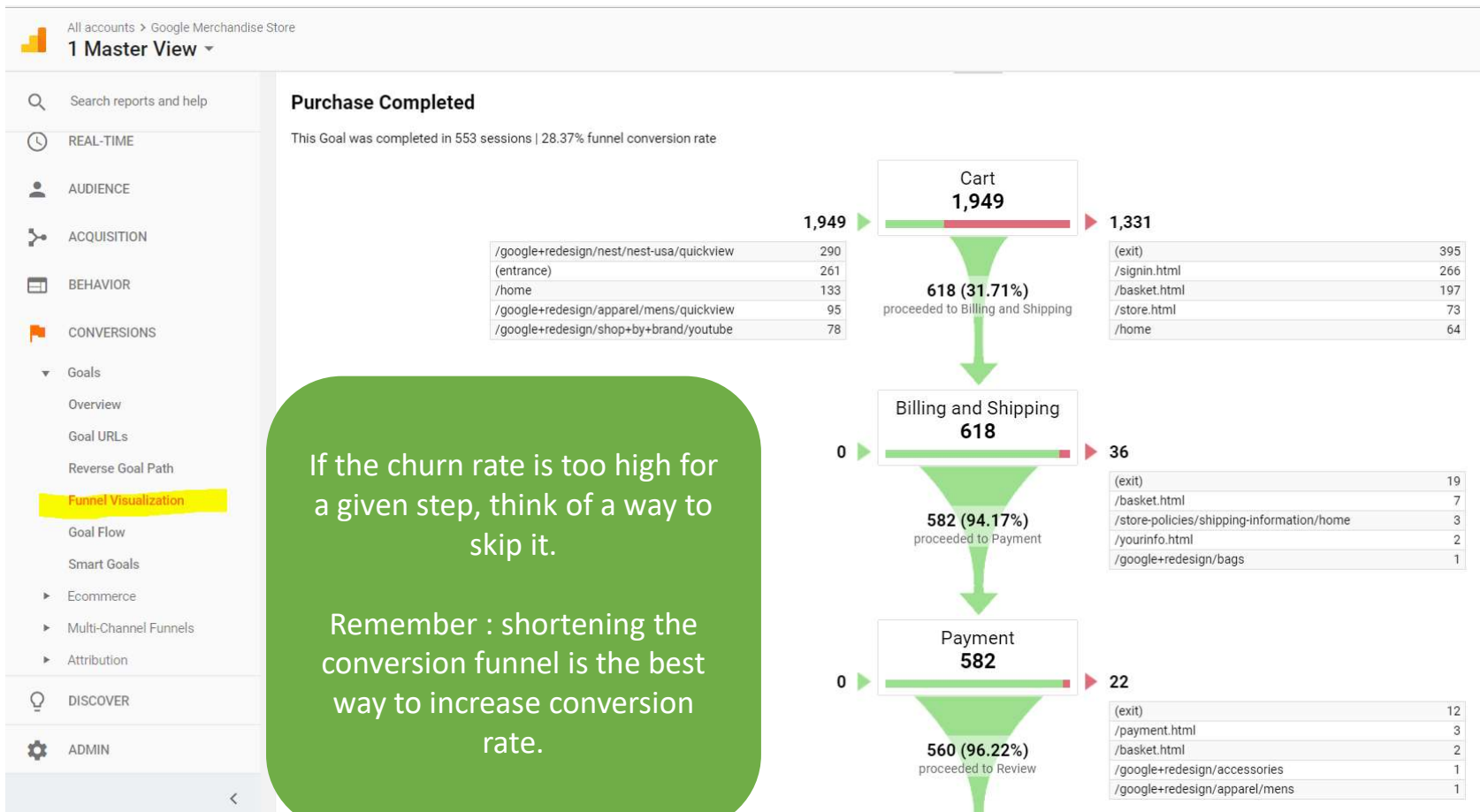
Goals are often used for retargeting purposes
It's best practice to retarget visitors based on significant actions that they have undertaken.

Conversion funnel

The conversion funnel shows the churn rate associated with each step of the funnel YOU determine.

If the churn rate is too high for a given step, think of a way to skip it.

Remember : shortening the conversion funnel is the best way to increase conversion rate.

Source : google analytics interface

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"What channels are the most efficient to generate conversions ? "

By default, reports show the last interaction model.
But is it always the most suitable?

Some channels may not appear as effective conversion triggers, yet they are necessary in the funnel, either to initiate the relation or to maintain it (eg: social media).
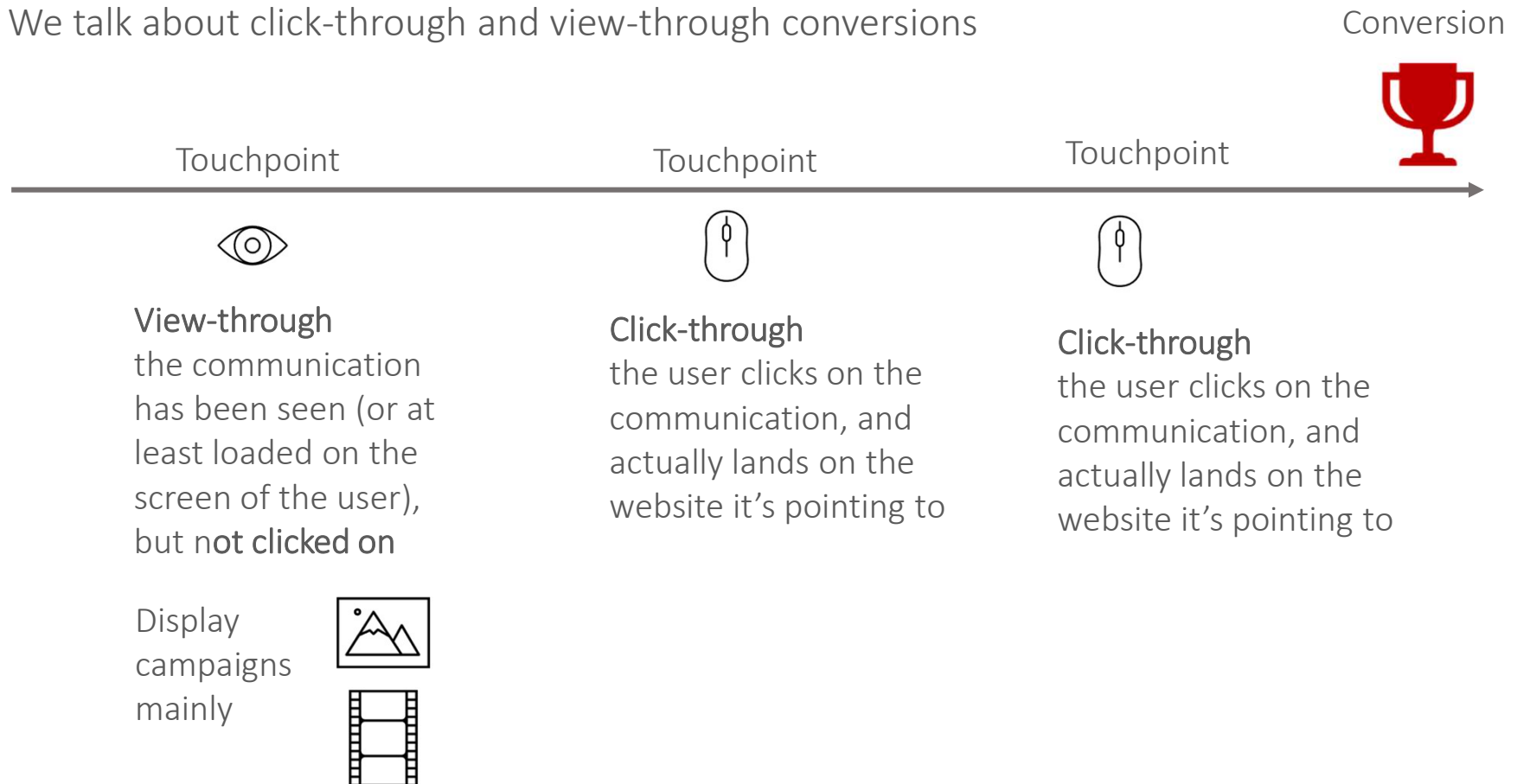
For a refresher about what web-marketing channels are, please go back to lesson 1

What is a touchpoint ?

A touchpoint is a communication to which the users have been exposed, and that is expected to lead them to the website, and eventually generate a conversion.

There are two types of touchpoints : clicks and view.
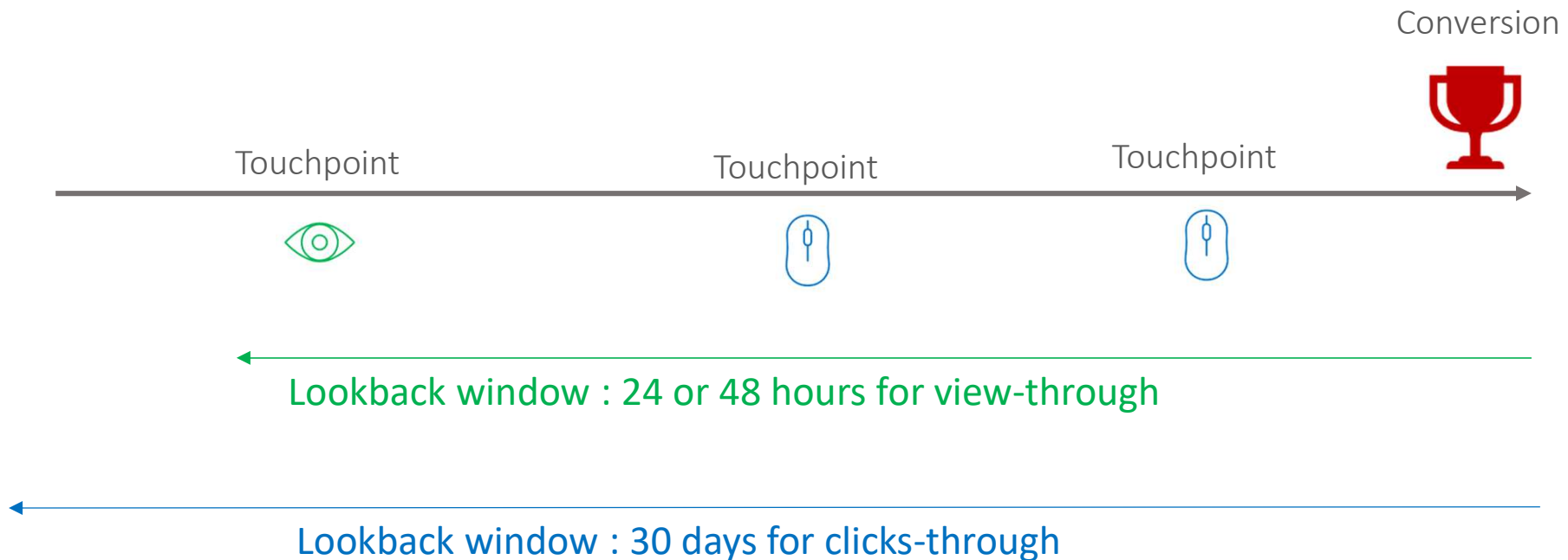We talk about click-through and view-through conversions

Conversion

Touchpoint	Touchpoint	Touchpoint

View-through
the communication has been seen (or at least loaded on the screen of the user), but not clicked on

Display campaigns mainly

Click-through
the user clicks on the communication, and actually lands on the website it's pointing to

Click-through
the user clicks on the communication, and actually lands on the website it's pointing to

What is a lookback window ?

The lookback window determines how far back in time an event is eligible for attribution credit.

Most of the time, the following lookback window values are adopted :

30 days for a click-through or post click conversion,

and 24 or 48 hours for a view-through or post view conversion (depending on the choice of the advertiser)

Lookback window : 24 or 48 hours for view-through

Lookback window : 30 days for clicks-through

How to evaluate the contribution of each channel to the completion of your objective ?

First, you have to take a look at the different channels customers go through before converting.

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Once you have identified the most efficient multi-channel funnel, you have to define the attribution model.

Think of it as a football game : who do you think has contributed the most to score one goal ? The player who scored the goal, the player just before who passed on the ball, etc.... ?

This is called an attribution model.

All accounts > Google Merchandise St...
1 Master View ▾

Q Try searching "Any anomalies in sessio...

MCF Channel Grouping Path	Conversions	
1. Direct × 6	15	(50.00%)
2. Referral ⟩ Direct × 5	4	(13.33%)
3. Organic Search ⟩ Direct × 5	3	(10.00%)

You may keep the 'by default one': **Last Interaction model** attributes 100% of the conversion value to the last channel with which the customer interacted before buying or converting.

In your GA demo account, all conversions are presented with the use of this attribution model (except for the attribution model that we'll see later on in this presentation).

When it's useful : if your ads and campaigns are designed to attract people at the moment of purchase, or your business is primarily transactional with a sales cycle that does not involve a consideration phase.

But you might as well want to consider other models:

U shape -> gives most of the credit of the conversion to the first and the last channels

J shape -> attributes most of the conversion credit to the last channel, that 'clinches the deal'

L shape -> attributes most of the conversion credit to the first channel, that initiated the conversion.

Linear -> gives equal credit to all channels

In the end, the advertiser is free to design his own attribution model, depending on his situation on a given market and on the specificities of the products / services he is offering

Attribution Model (3/5) : U shape illustration

For the sake of the illustration, we assume that only 3 interactions are necessary
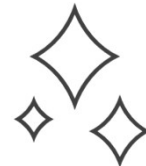
First interaction : click on an ad showing the house/flat

Objective of the advertiser : Promote the flat/house and create an audience to retarget

Third interaction : retargeting campaign click on an ad showing the house/flat

Objective : Generate a macro conversion (request for appointment)

Second interaction : exposure to a retargeting campaign

Objective : maintaining the presence in mind

It's understood that the target might be busy performing administrative chores : select banks for best housing loans, visit other houses, etc...

40%   20%   40%

Attribution Model (4/5) : J shape illustration

Most of the credit of the conversion is granted to the last interaction

For the sake of the illustration, we assume that only 3 interactions are necessary

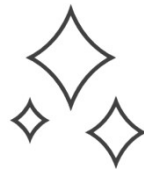**Third interaction** : click on an ad showing the product

Objective : Generate a macro conversion

First interaction : click on an ad showing the product/service
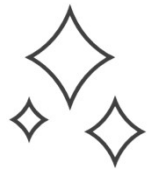
Objective : appear when a search is performed

Second interaction : click on an ad showing the product/service

20%

20%

60%

Attribution Model (5/5) : L shape illustration

Most of the credit of the conversion is granted to the **first** interaction

For the sake of the illustration, we assume that only 3 interactions are necessary
.

First interaction : click on an ad showing the product

Objective : raise awareness

Second interaction : click on an ad showing the product

Objective : raise awareness

Third interaction : click on an ad showing the product

Objective : Generate a macro conversion

60%

20%
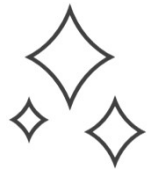
20%

Make some tests using the Model comparison toll to assess your current model

Thanks for your attention.