

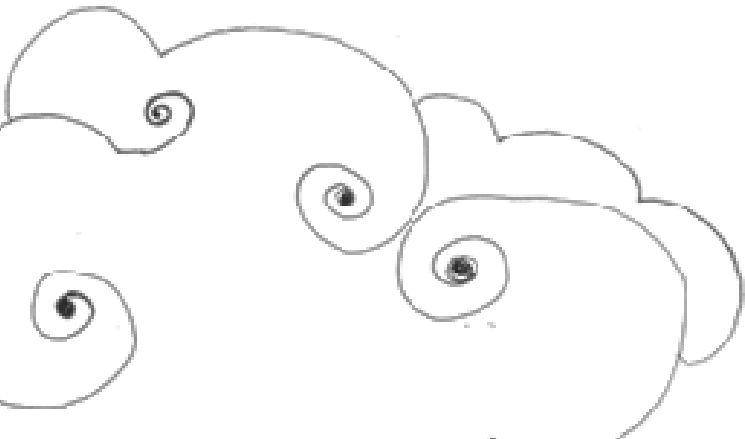
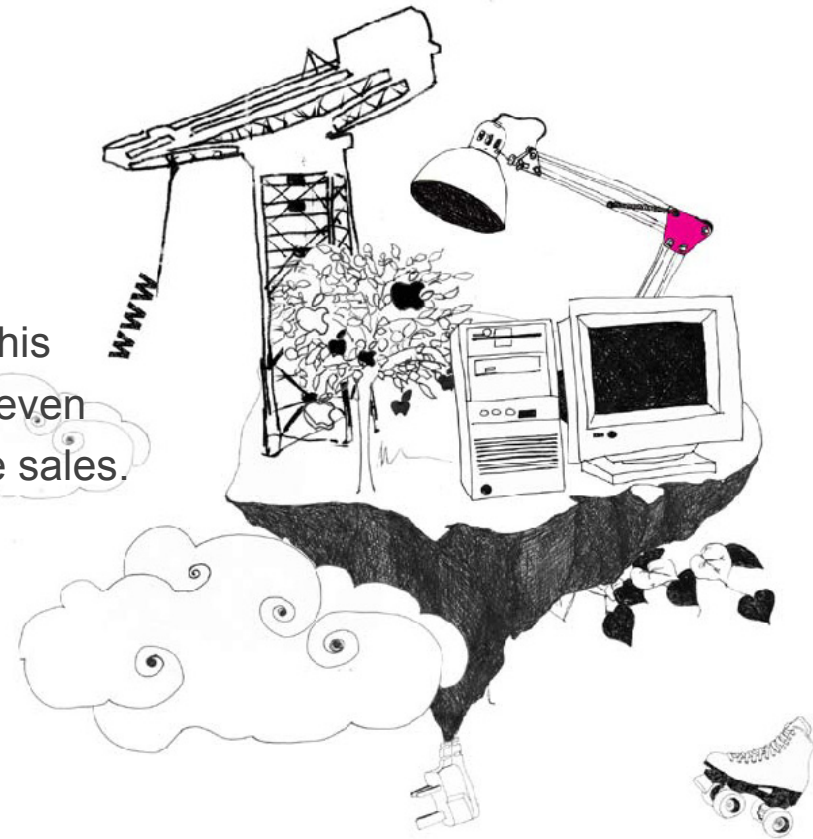


# *Measurement for Growth*

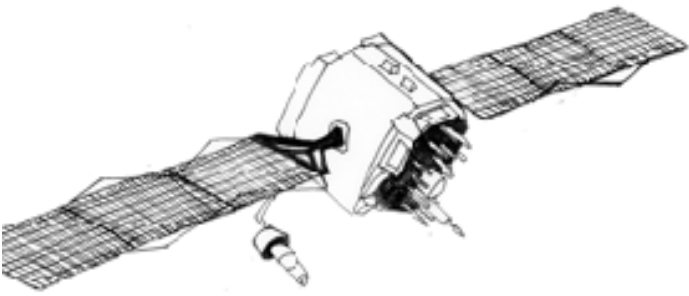
Nation 1

# *Measurement for Growth*

Looking at how people interact with websites, how this can be measured using analytics, and how making even small changes can have a dramatic impact to online sales.

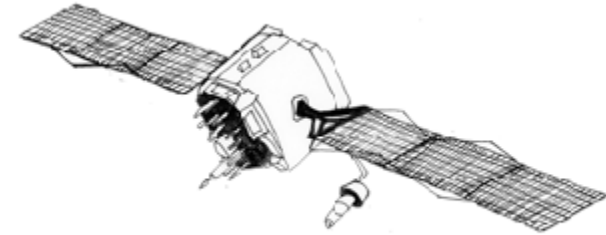






## *Top Tasks*

Don't let the tiny tasks  
nibble your site to death!

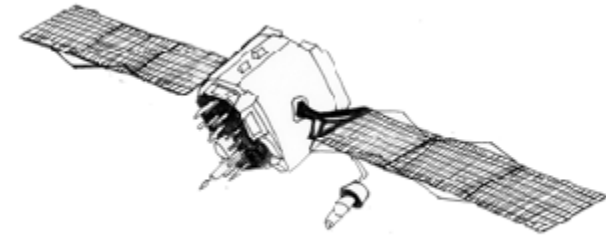


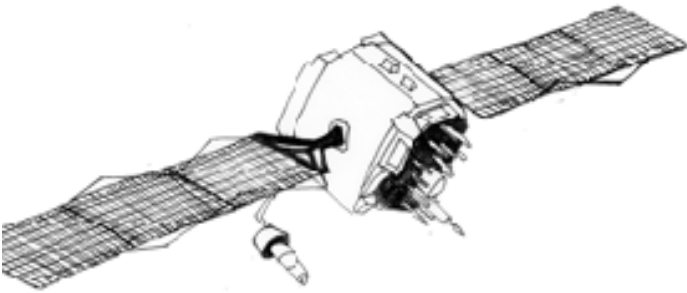
Find your contact details. **Make a purchase**, Submit an enquiry,

**Find a price**, Register, Download PDF,



Site conversion !  
Goal Completion!



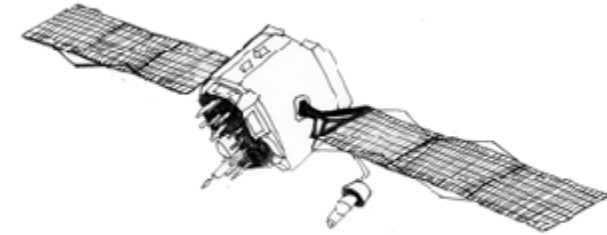
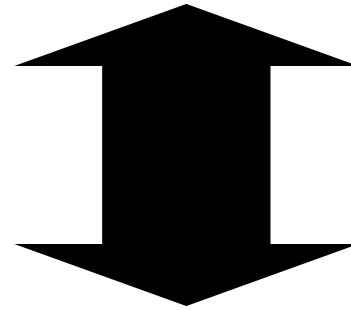


# Segmentation

## Customer Groups

- Branded Keyword
- PPC TV campaign Print
- Responded to Offer in Email campaign

Actionable Insights



# Conversion



Campaign	Cost	Unique Visitors	Depth of Visit	Average Time on Site	Goal Conversions	Goal Conversion Rate	Cost per Acquisition
Branded Keyword Search	£2,500 (SEO)	150,000	1.5	30s	150	0.1%	£16.67
Non Branded Keyword Search	£2,500 (SEO)	75,000	2.5	45s	90	0.12%	£27.80
Google/PPC	£6,500	12,000	4.6	75s	300	2.5%	£21.67
Twitter	£500	6,000	15	125s	360	6.0%	£1.46
Partner Referral	Free	1,300	17.5	80s	195	15.0%	Free

**Engagement**

Views:

<b>Unique Visitors</b> <b>32,335</b> % of Site Total: <b>100.00%</b>	<b>Visits</b> <b>41,424</b> % of Site Total: <b>100.00%</b>	<b>Pages/Visit</b> <b>7.66</b> Site Avg: <b>7.66 (0.00%)</b>	<b>% New Visits</b> <b>2.16%</b> Site Avg: <b>2.16% (0.00%)</b>	<b>Avg. Time on Site</b> <b>00:03:38</b> Site Avg: <b>00:03:38 (0.00%)</b>	<b>Bounce Rate</b> <b>44.69%</b> Site Avg: <b>44.69% (0.00%)</b>	<b>Goal1: Purchase</b> <b>1.62%</b> Site Avg: <b>1.62% (0.00%)</b>	<b>Transactions</b> <b>343</b> % of Site Total: <b>100.00%</b>	<b>Revenue UK</b> <b>£21,412.91</b> % of Site Total: <b>100.00%</b>	<b>Per Visit Value UK</b> <b>£0.52</b> Site Avg: <b>UK£0.52 (0.00%)</b>
---	--	---	--	---	---	---	---	--	--

	Source/Medium <span>None</span>	Unique Visitors ↓	Visits	Pages/Visit	% New Visits	Avg. Time on Site	Bounce Rate	Purchase	Transactions	Revenue	Per Visit Value
1.	google / organic	20,080	24,990	7.57	70.04%	00:03:29	47.43%	1.74%	233	UK £15,281.04	UK £0.61
2.	(direct) / (none)	3,252	4,635	9.25	62.72%	00:04:19	38.17%	1.83%	35	UK £1,956.42	UK £0.42
3.	[REDACTED]	1,747	1,996	8.82	71.44%	00:03:39	30.81%	0.80%	8	UK£618.50	UK £0.31
4.	amazon.co.uk / referral	805	879	4.85	82.71%	00:03:16	41.30%	2.05%	12	UK£607.00	UK £0.69
5.	shop.ebay.co.uk / referral	734	798	4.12	81.33%	00:02:31	47.49%	1.38%	3	UK£151.50	UK £0.19
6.	yahoo / organic	664	910	5.99	61.10%	00:02:19	51.54%	0.77%	2	UK£140.00	UK £0.15
7.	bing / organic	614	697	8.87	73.89%	00:03:38	44.33%	1.00%	3	UK£193.00	UK £0.28
8.	aol / organic	413	460	7.24	76.09%	00:03:08	44.35%	1.96%	2	UK£97.50	UK £0.21
9.	shopwiki.co.uk / referral	375	446	7.47	68.16%	00:04:14	46.41%	2.24%	5	UK£221.31	UK £0.50
10.	search / organic	364	419	9.23	73.27%	00:04:33	34.84%	2.15%	3	UK£153.00	UK £0.37

 Filter Source/Medium: containing  Go [Advanced Filter](#) Go to: 1 Show rows: 10 1 - 10 of 559

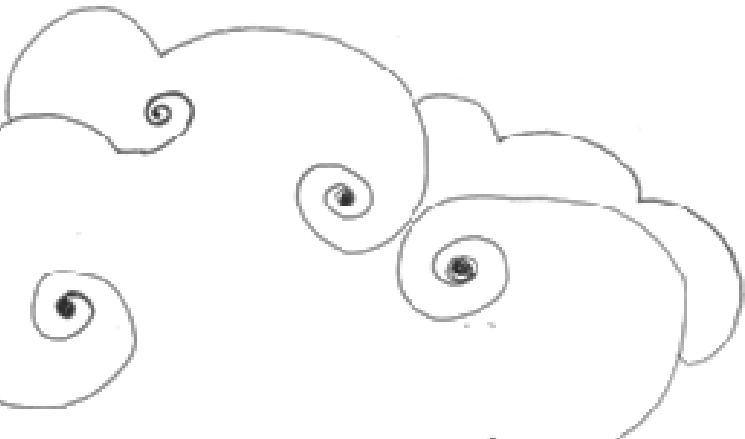
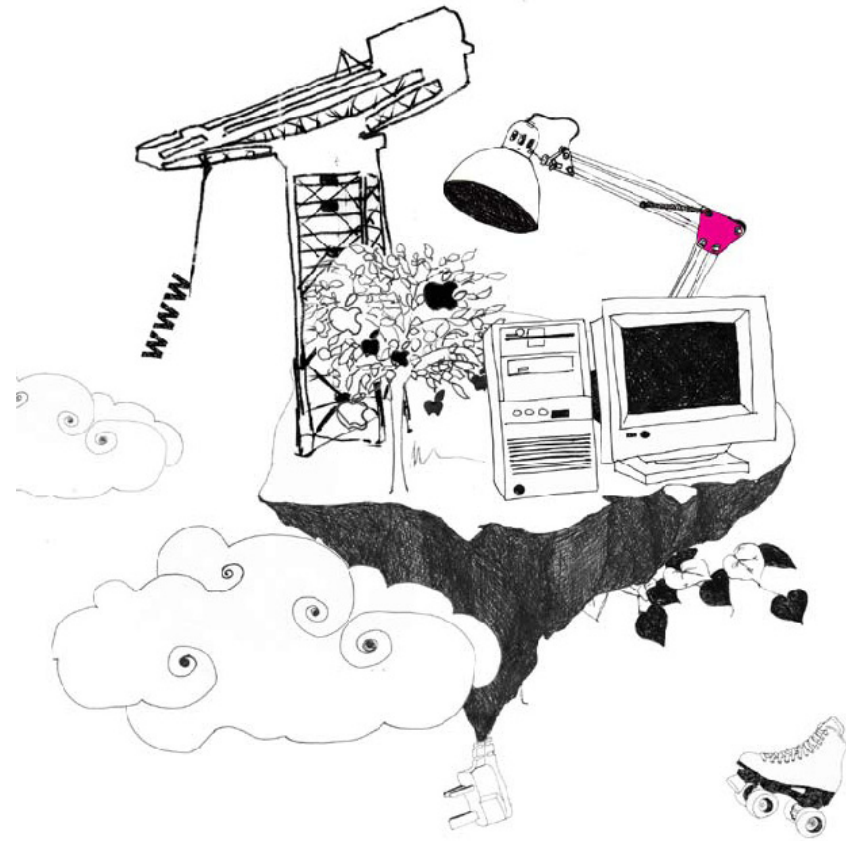
# *Compare and Contrast*

Why Goal Conversion Rate higher for Twitter customers than Google PPC

Are your landing pages doing their job?

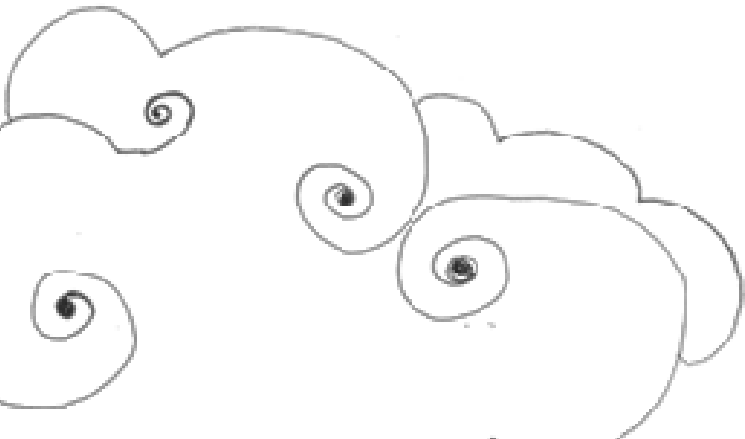
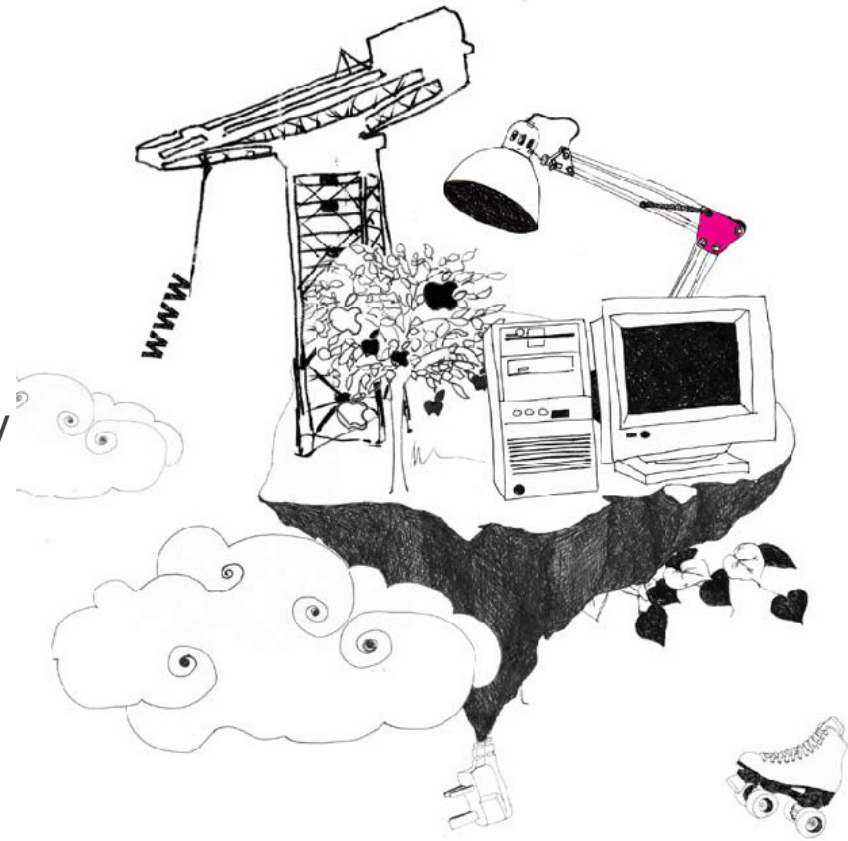
What is their job?

Is there a gulf of expectation?



# *Marketing Experiments*

- Landing Page A v Landing Page B
- Which test won?
- Take a vote – did you guess the same way as your customer?
- Are you like your customer?



SEARCH

Apply

- [Colleges & Schools](#)
- [Degree Programs](#)
- [Walden Difference](#)
- [Student Experience](#)
- [Tuition & Financial Aid](#)
- [Admissions](#)
- [Support Services](#)

Home > Colleges & Schools

Share Print News Feed

## Expect More from Your Online University



Walden University's colleges and schools provide a collaborative, supportive academic community to help you achieve your learning goals.

- [▶ Richard W. Riley College of Education and Leadership](#)
- [▶ College of Management and Technology](#)
- [▶ College of Health Sciences](#)
- [▶ College of Social and Behavioral Sciences](#)
- [▶ Center for Undergraduate Studies](#)

## Talk to an Advisor

Discuss your education and career goals with an expert who can answer your questions.

Request Information

Is the Walden experience right for you?  
 Find out now



SEARCH +

Apply

[Colleges & Schools](#)

[Degree Programs](#)

[Walden Difference](#)

[Student Experience](#)

[Tuition & Financial Aid](#)

[Admissions](#)

[Support Services](#)

Home > [Colleges & Schools](#)

[Share](#) [Print](#) [News Feed](#)

## Expect More from Your Online University



Walden University's colleges and schools provide a collaborative, supportive academic community to help you achieve your learning goals.

[▶ Richard W. Riley College of Education and Leadership](#)

[▶ College of Management and Technology](#)

[▶ College of Health Sciences](#)

[▶ College of Social and Behavioral Sciences](#)

[▶ Center for Undergraduate Studies](#)

### Request Information

First Name

Last Name

Email Address

Continue +

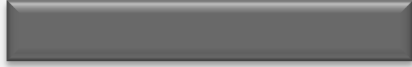
Is the Walden experience right for you? [▶](#)  
**Find out now**



## Experts 12% difference

### How site visitors voted:

Version A (44%)



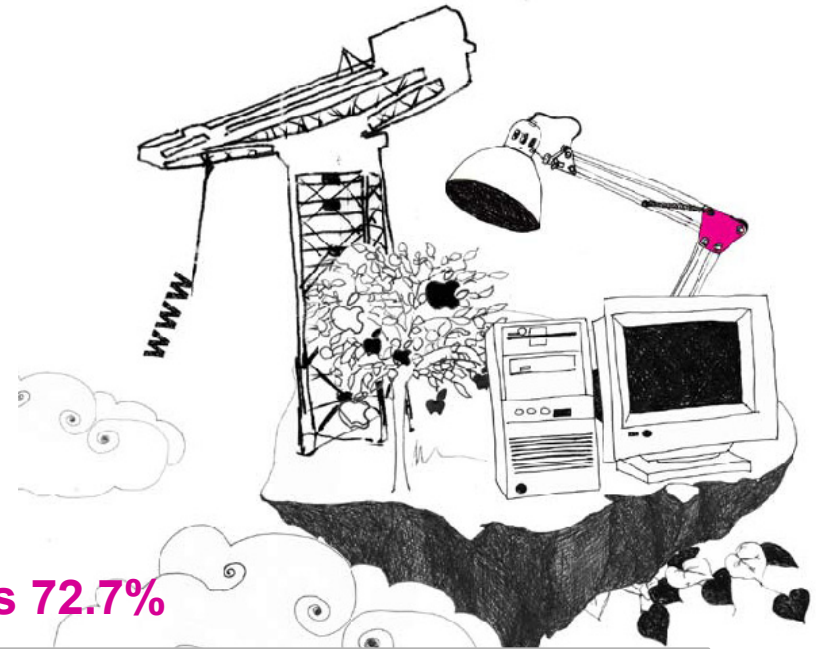
Version B (56%)



## CONCLUSION

You are not your customers!

Opinion based decisions  
making to Data based  
decision making!



Customers 72.7%

### Actual Test Results:

**Version B's** embedded lead generation form increased form completions 72.72%, when compared to **Version A**. This test won a Gold Ribbon in our Testing Awards in B2C Lead Generation Test category.

# Conversion Funnel

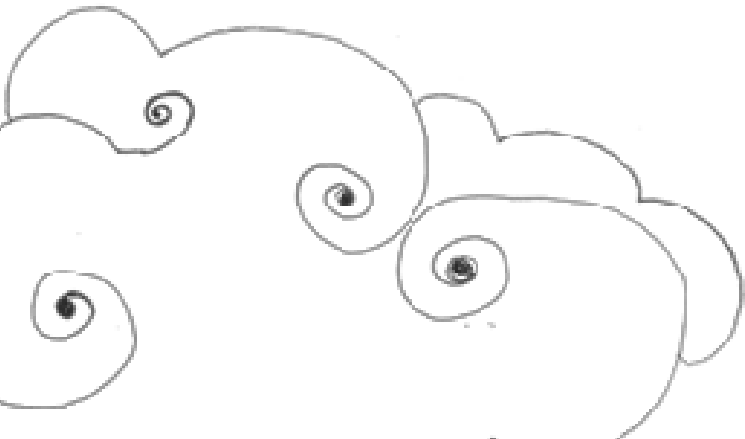
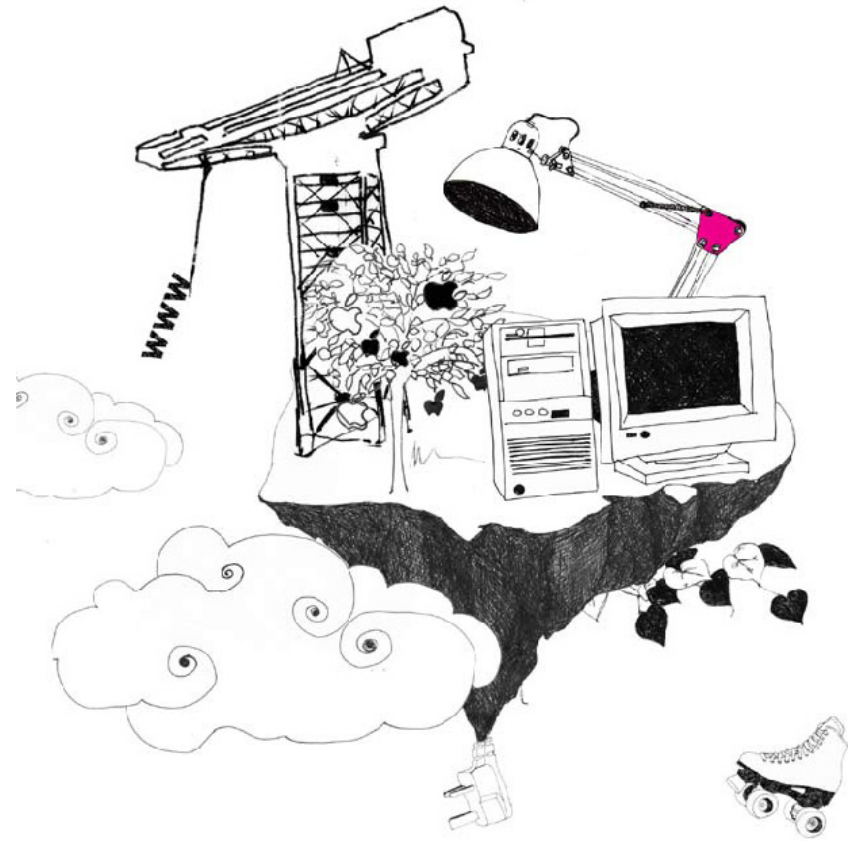


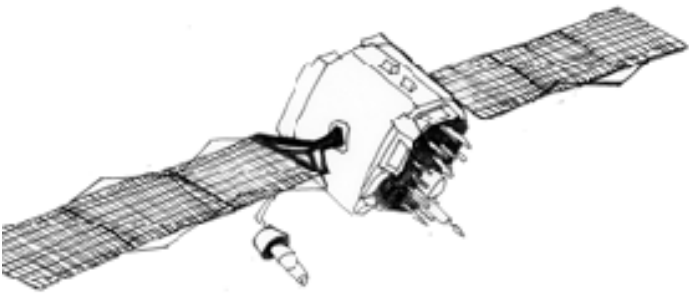
# MVT

Why second guess your customer when you can ask them 24/7 live on your site?

Google Website Optimizer  
Free Tool

A/B test different designs  
Multivariate Testing of Page Elements  
Conversion Rate Optimisation





*Opinion based decision  
making to Data based  
decision making*

