

Conversion Optimization

for Every Business

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Friends with Analytics



Get Your Analytics Login

What is a Conversion for Your Campaign?

- Contact
- Caller
- Subscriber
- Prospect or Lead
- Buyer



Precision vs. Accuracy



Time Selection

Google Analytics

Audience Overview ✓

SAVE EXPORT SHARE INTELLIGENCE

All Users
100.00% Sessions

+ Add Segment

Dec 21, 2017 - Dec 27, 2017 ▲

Overview

Sessions ▼ VS. Select a metric

● Sessions

15,000

7,500

Dec 22

Dec 23

Dec 24

Dec 25

Dec 26

Dec 27

October 2017							November 2017							December 2017						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4							1	2
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
29	30	31					26	27	28	29	30			24	25	26	27	28	29	30
														31						

Date Range: Custom ▼

Oct 1, 2017 - Dec 7, 2017

Compare

Apply

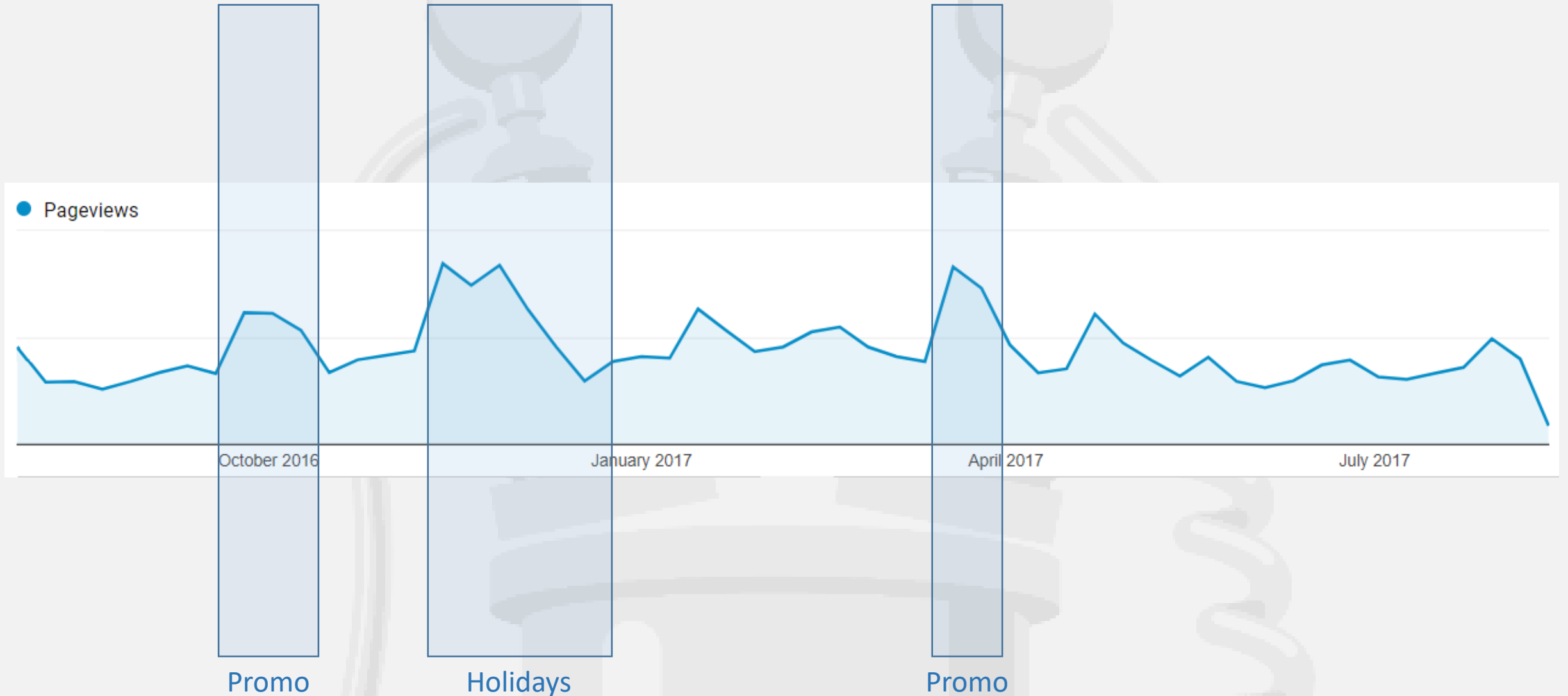
- Today
- Yesterday
- Last week
- Last month
- Last 7 days
- Last 30 days

Your Business's Flows



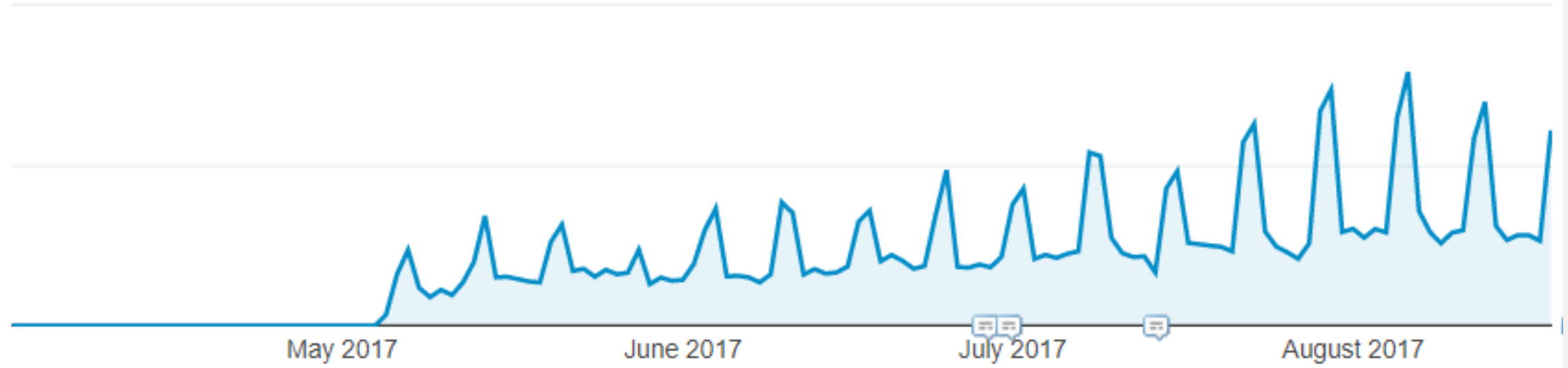
- Campaign length
- Calendar Variations (week, month, quarter)
- Seasonality (year over year)
- Length of Sales Cycle
- Trending
- Gaps

Seasonality





Trends

● Pageviews

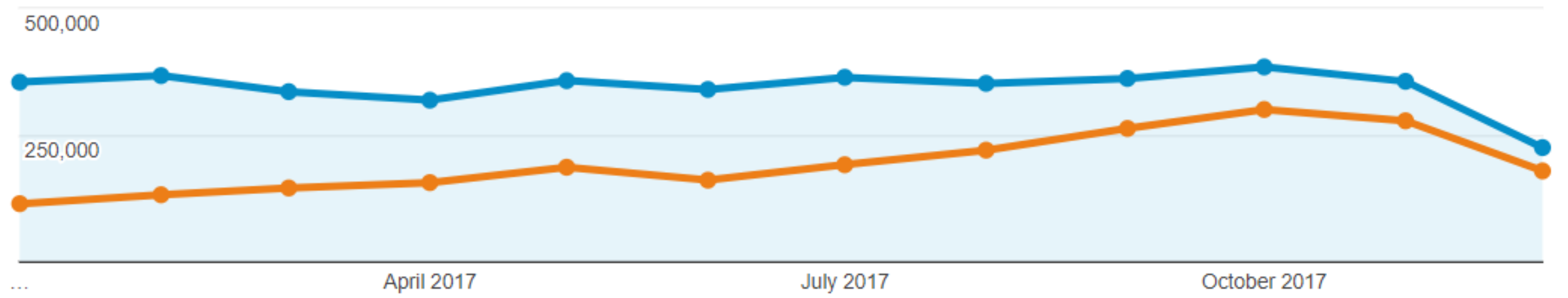


Growing Traffic Affects YOY Data

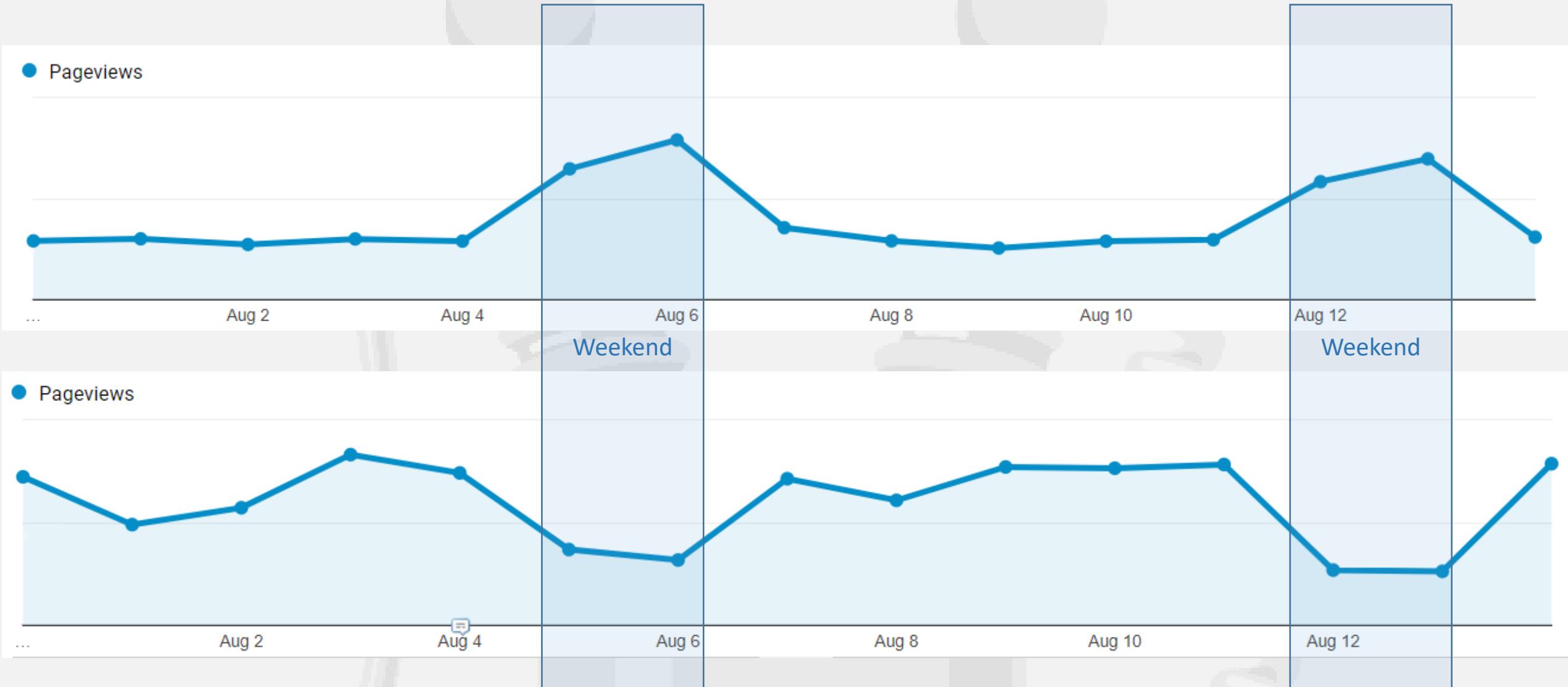
Sessions ▾ vs. [Select a metric](#)

Day Week **Month**  

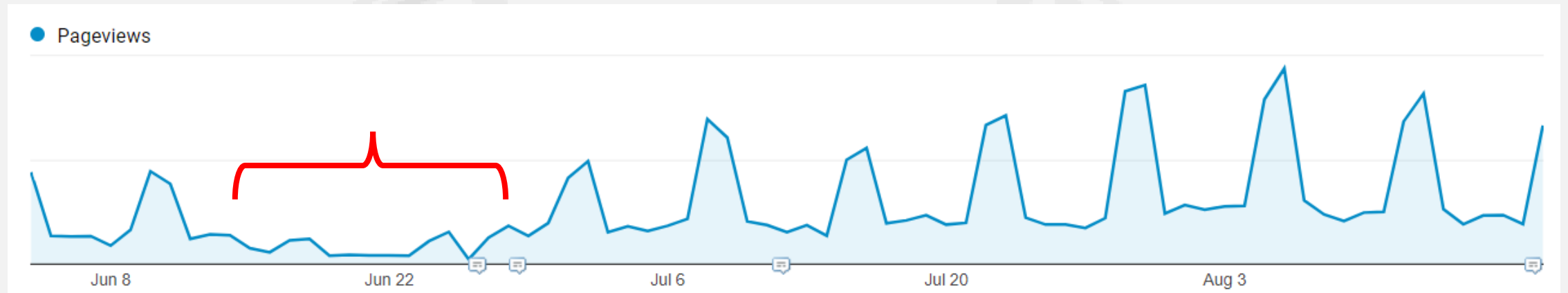
Jan 1, 2017 - Dec 23, 2017: ● Sessions
Jan 1, 2016 - Dec 23, 2016: ● Sessions



Weekly Cycles



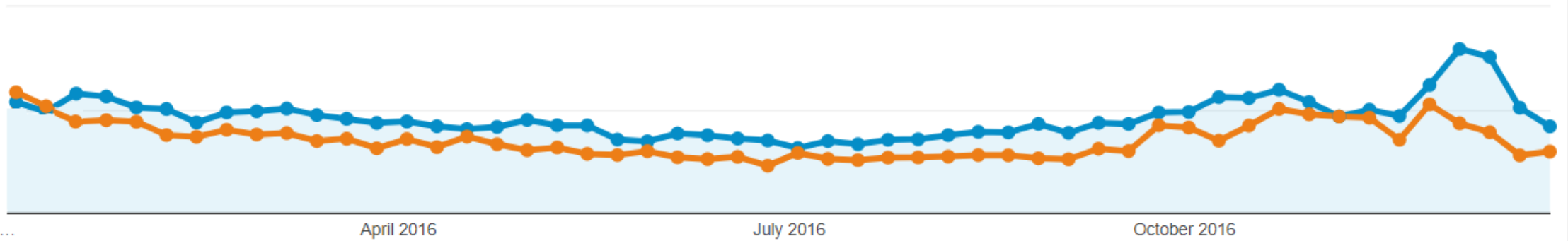
Data Quality



Year over Year


Jan 1, 2016 - Dec 31, 2016: ● Pageviews

Jan 1, 2015 - Dec 31, 2015: ● Pageviews

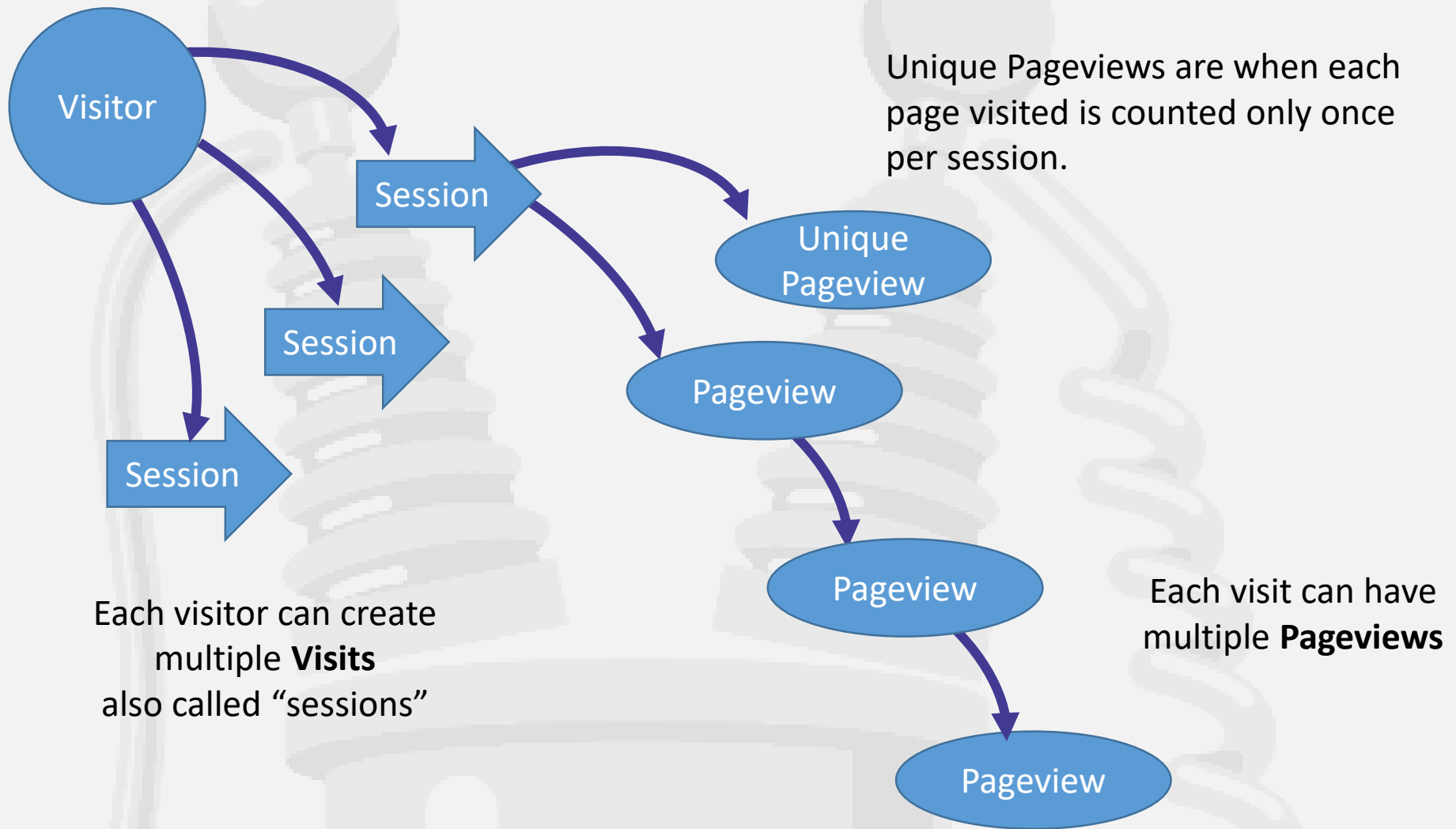


Data Overview

- My data goes back to _____ (date)
- My business has the following cycles
 - Different on Weekends (Higher / Lower)
 - Monthly cycles (End / Mid / Beginning)
 - Seasonal cycles (Spring / Summer / Fall / Winter / Holidays)
 - Promotional effects (Occasional / Regular)
 - Changes and/or errors in the analytics _____

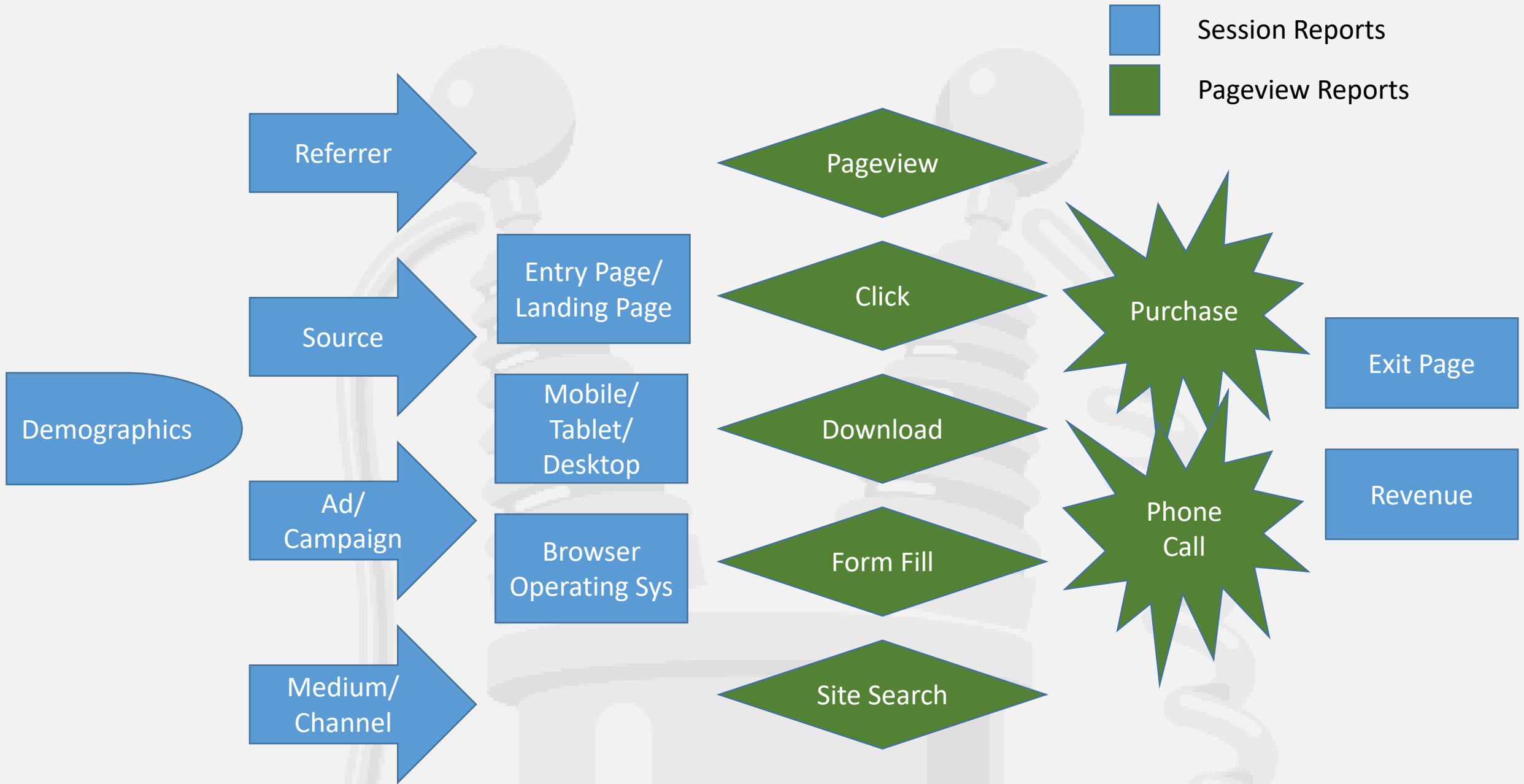


Pageviews vs. Unique Pageviews vs. Visits vs. Visitors





Session Reports vs. Pageview Reports





Exercise:

Look at Google Analytics Reports

Which are Session?
Which are Pageview?



Let's answer some questions using analytics

It's always about answering a question



What is a Conversion Worth? (In Dollars)

Baseline Performance Metrics



- What is an online conversion worth?
- What is a visitor worth?

Ecommerce Value Chain

Ad Impressions

Ad Clicks

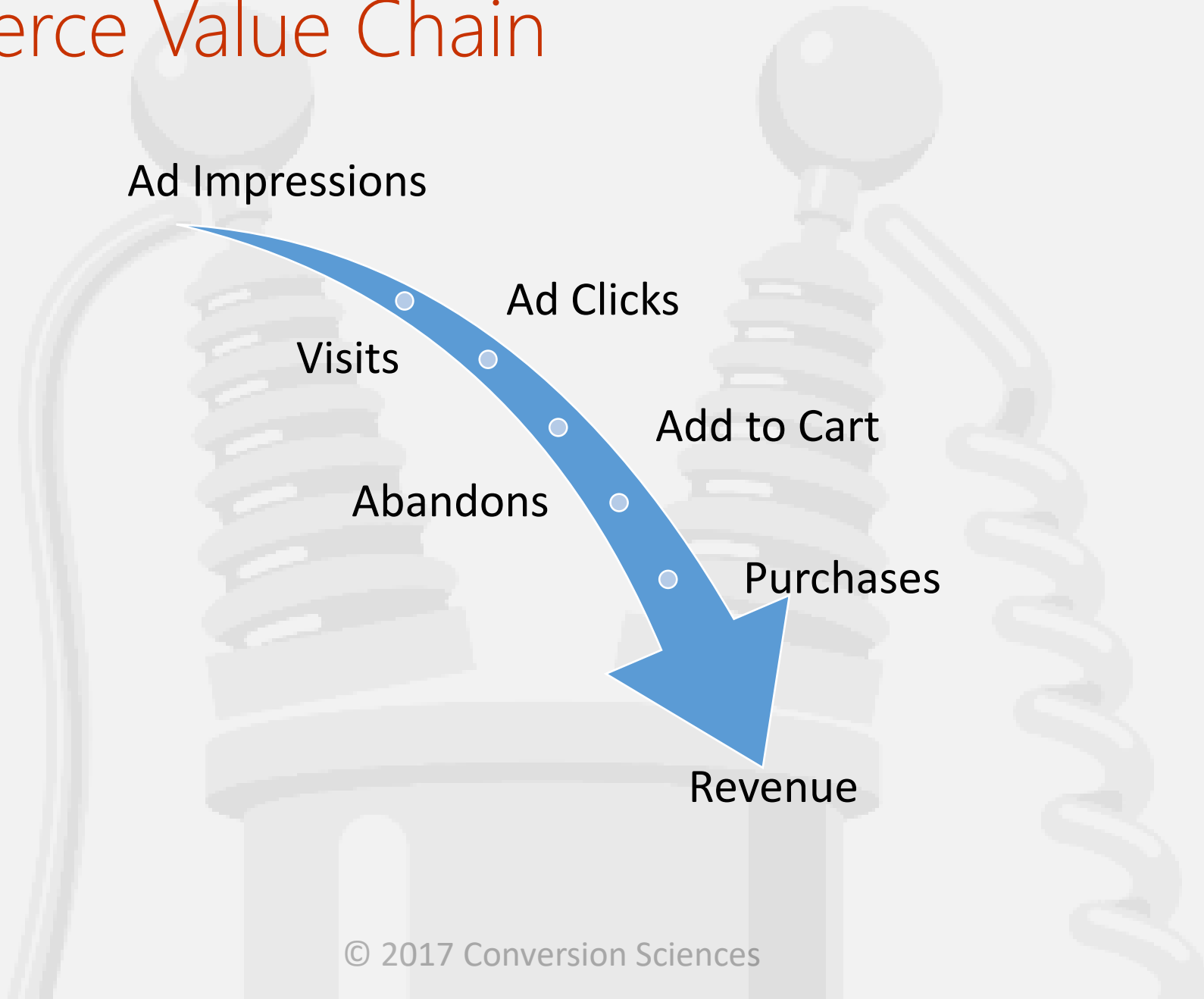
Visits

Add to Cart

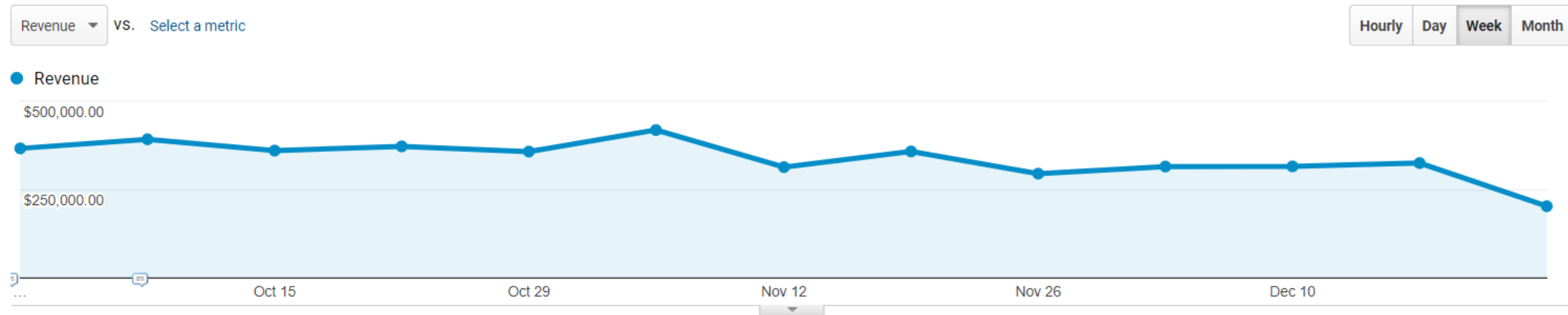
Abandons

Purchases

Revenue



Ecommerce Revenue



Ecommerce Conversion Rate
0.59%

Transactions
3,216

Revenue
\$4,385,530.71

Avg. Order Value
\$1,363.66

Unique Purchases
3,214

Quantity
10,790

Ecommerce Site

Long Way

Select a time period. The longer time, the better.

Enter the revenue generated for that period $r = \$$ _____.

Enter the number of transactions for that period $x =$ _____.

Average Order Value $AOV = r / x =$ _____.

Short Way

Look up the average order value for that period: \$_____.

Lead Generation Value Chain

Ad Impressions

Ad Clicks

Visits

Leads

Sales Closes

Revenue

Create-Date Attribution

	<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>
<i>Leads</i>	10					
<i>Proposals</i>	3					
<i>Closes</i>						
<i>Revenue</i>						

Create-Date Attribution

	<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>
<i>Leads</i>	10	15	12	22		
<i>Proposals</i>	3	5	2	7		
<i>Closes</i>						
<i>Revenue</i>						

Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	
Proposals	3	5	2	7	9	
Closes	1					
Revenue					\$10,000	

Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	
Proposals	3	5	2	7	9	
Closes	1					
Revenue					\$10,000	




Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	
Proposals	3	5	2	7	9	
Closes	1					
Revenue					\$10,000	



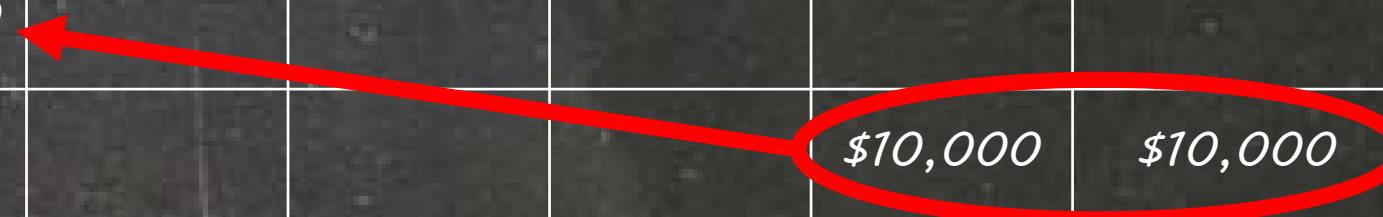
Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	45
Proposals	3	5	2	7	9	10
Closes	1					
Revenue					\$10,000	\$10,000



Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	45
Proposals	3	5	2	7	9	10
Closes	1					
Close Value	\$20,000					
Revenue					\$10,000	\$10,000



Close Value Options

- Value of Contract Signed
- Average Long-term Value
- Previous x months average Revenue per Close
- Previous x months average Revenue per Lead times number of leads this month

Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	45
Proposals	3	5	2	7	9	10
Closes	1	2				
Close Value	\$20,000	\$40,000				
Revenue					\$10,000	\$30,000

Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	45
Proposals	3	5	2	7	9	10
Closes	1	2	0			
Close Value	\$20,000	\$40,000	0			
Revenue					\$10,000	\$30,000

Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	45
Proposals	3	5	2	7	9	10
Closes	1	2	0	3		
Close Value	\$20,000	\$40,000	0	\$60,000		
Revenue					\$10,000	\$30,000

Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	45
Proposals	3	5	2	7	9	10
Closes	1	2	0	3	4	
Close Value	\$20,000	\$40,000	0	\$60,000	\$80,000	
Revenue					\$10,000	\$30,000

Create-Date Attribution

	January	February	March	April	May	June
Leads	10	15	12	22	30	45
Proposals	3	5	2	7	9	10
Closes	1	2	0	3	4	6
Close Value	\$20,000	\$40,000	0	\$60,000	\$80,000	\$120,000
Revenue					\$10,000	\$30,000

Long Term Value (LTV)=Revenue over Time

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$$LTV = \frac{\text{Average Monthly Revenue}}{\text{Cost}} * \text{Average Months Subscribed}$$

Long Term Value (LTV) = Revenue over Time

$$LTV = \text{Average Monthly Cost} * \text{Average Months Subscribed}$$

$$LTV = \text{Average Order Value} * \text{Average Transactions per Year}$$

Long Term Value per Visit
(LTVPV) = LTV of each
Visit or Session

Long Term Value per Visit
(LTVPV) = LTV of each
Visit or Session

$$LTVPV = \frac{LTV * Transactions}{Visits}$$

B2B Lead Generation

Precise but not Accurate Method

How long is the sales cycle? $s = \underline{\hspace{2cm}}$ months.

Web-generated revenue going back one sales cycle s : \$.

Leads generated for one sales cycle prior: $l = \underline{\hspace{2cm}}$ leads.

Value of a web lead is $s / l = \$ \underline{\hspace{2cm}}$.

Online Service Value Chain

Ad Impressions

Ad Clicks

Visits

Trials

Sales Closes

Logins

Revenue

Online Service Site

Select a time period. A month is typical. A week is appropriate for high-volumes.

Then

Enter the average monthly fee paid by a new subscriber $r = \$$ _____.

Enter the average number of months someone stays $l =$ _____ months.

Ave Long Term Value $ALTV = r * l = \$$ _____.

Enter the number of subscribers for that period $s =$ _____ subscribers.

New subscriber revenue $R = ALTV * s$

On-boarding Rate

Number of New Subscribers

Number of Trials

Value of a Trial

Enter the number of trials for the prior period* t = _____

*Prior period often depends on length of trial

Revenue per Trial = New Revenue R / t = \$ _____ per trial

Publication Value Chain

Ad Impressions

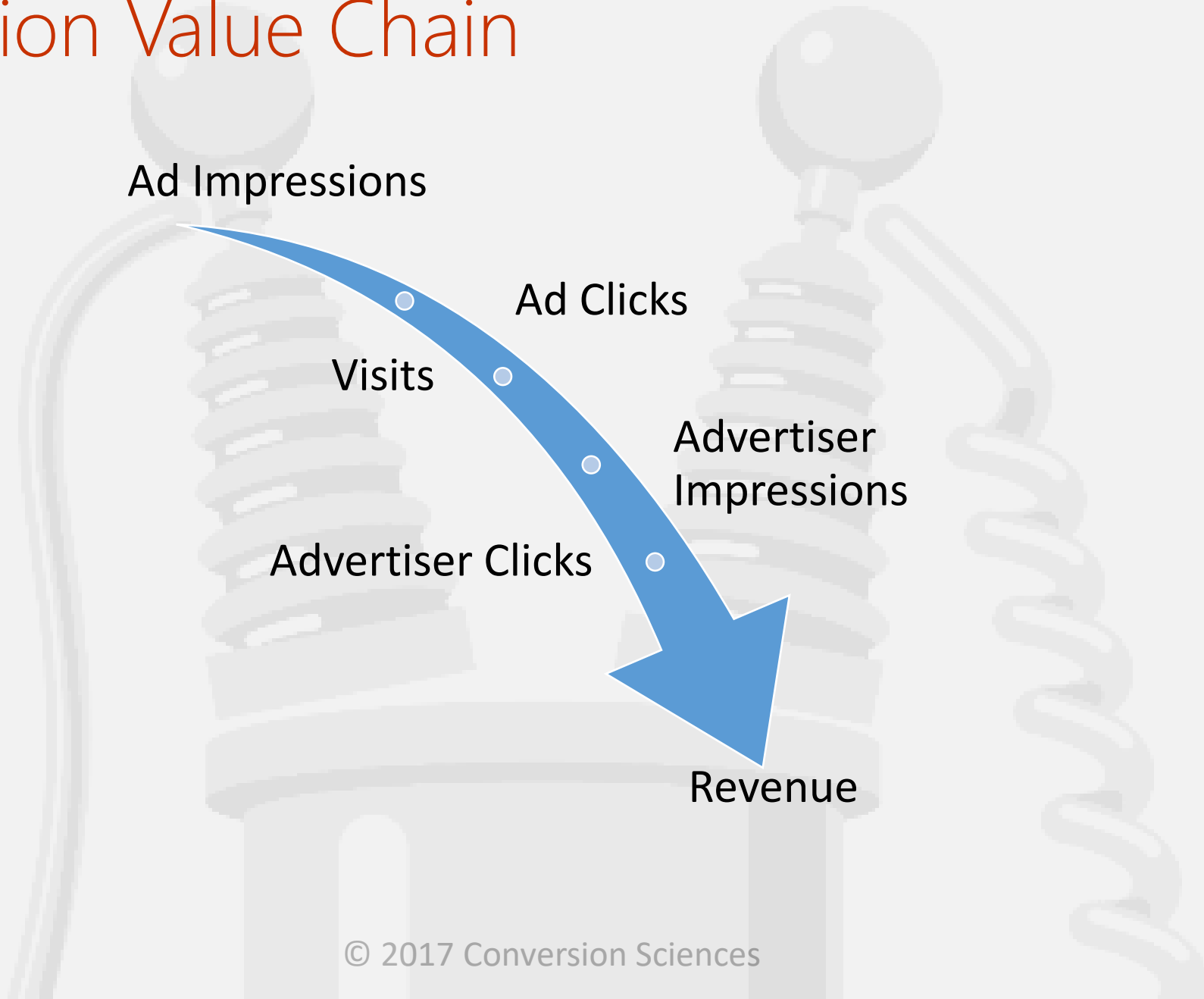
Ad Clicks

Visits

Advertiser Impressions

Advertiser Clicks

Revenue



The background features two stylized, dark blue figures standing on either side of a large, ornate bell. The figures are composed of simple geometric shapes, including spheres for heads and cylindrical forms for bodies. The bell is positioned centrally and is the largest object in the scene. The entire composition is set against a solid, medium-blue background.

How many mobile
visitors do you have?



Conversion Optimization Masterclass

www.ConversionLive.com