

WEB ANALYTICS REPORT

SEPTEMBER 2016

SAMPLE REPORT



Overview

PAGEVIEWS

16,183

-2%

SESSIONS

5,893

-18%

VISITORS

4,520

-14%

PAGEVIEWS/SESSION

2.75

+20%

SESSION DURATION

00:02:31

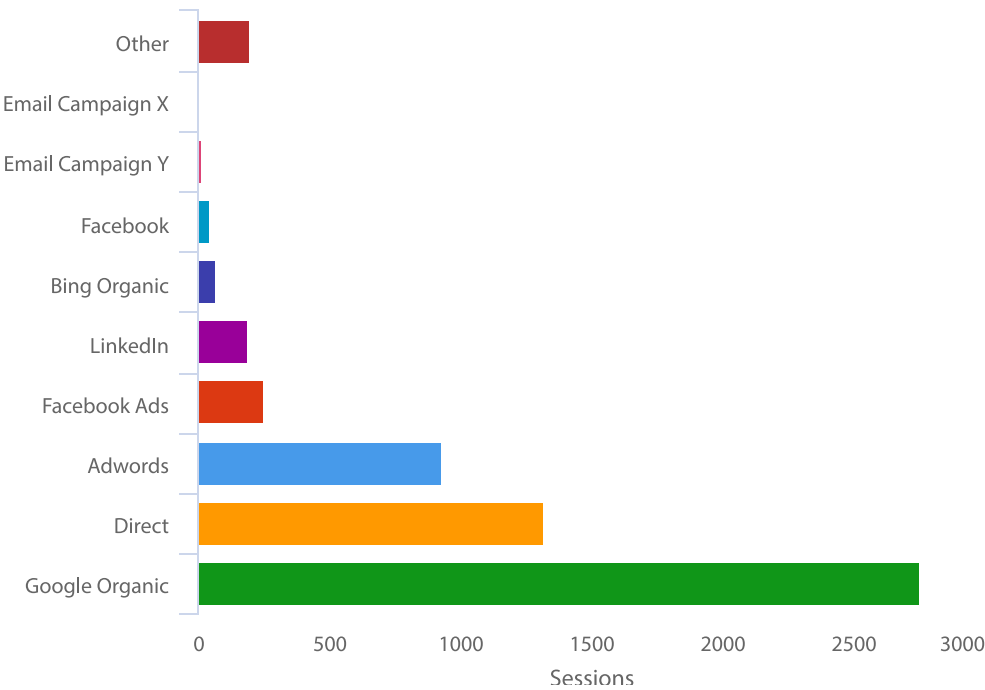
+26%

NEW VISITORS

69.18%

+5%

ACQUISITION CHANNELS



LEAD
GENERATION

37

+54%

NEWSLETTER
SUBSCRIPTION

175

+24%

Segments: Statistical Analysis

Our data science algorithm analyzes permutations of visitor attributes through regression and statistical classifiers to finds the best and worst performing segments.

High Performing Segments

Segment	% of Visitors	Lead Generation Probability	Newsletter Subscription Probability
Visitors who landed on the homepage on weekdays	17.83%	1.65%	5.24%
Visitors in Cleveland using Desktop: Windows	10.20%	2.20%	5.08%

Low Performing Segments

Segment	% of Visitors	Lead Generation Probability	Newsletter Subscription Probability
First time visitors on weekdays	56.14%	0.37%	2.40%
First time visitors from Google Organic	32.59%	0.21%	2.07%
First time visitors who landed on <i>/resources/*</i>	27.39%	0.13%	2.34%

Content Engagement

The chart shows the number of visitors for each page, how many visitors first landed on the page, and how many eventually converted.

General

	Pageviews	Time On Page	Landed On Page	Lead Generation After Landing	Newsletter Subscription After Landing
TOTAL	3,712 -31%	00:00:48 -20%	2,080 -46%	22 (1.06%) +340%	78 (3.75%) +77%
/	1,720 +12%	00:00:35 +1%	1,210 +14%	18 (1.49%) +260%	60 (4.96%) +43%
/a	829 +85%	00:01:35 +147%	369 +153%	1 (0.27%) +∞	12 (3.25%) +∞
/b	491 +225%	00:00:27 +182%	317 +673%	1 (0.32%) +∞	2 (0.63%) +100%
/c	198 +38%	00:00:26 +62%	45 +50%	1 (2.22%) +∞	1 (2.22%) +∞
/d	162 +34%	00:00:37 +97%	18 +100%	1 (5.56%) +∞	2 (11.11%) +∞
/e	159 -51%	00:00:43 -46%	69 -74%	0 (0.00%)	1 (1.45%) +∞
/f	153 -94%	00:01:02 -91%	52 -98%	0 (0.00%)	0 (0.00%) -1

57.88% of visitors who went on */blogs/** were females aged 18-34. However, this demographic only accounted for 6.38% of *Lead Generation*, suggesting that your inbound strategy is targeting the wrong demographic. Target future blog post towards males aged 25-34, who accounted for 41.18% of conversions.

Blog

	Pageviews	Time On Page	Landed On Page	Lead Generation After Landing	Newsletter Subscription After Landing
TOTAL	4,273 +18%	00:01:00 +7%	1,262 +28%	3 (0.24%)	17 (1.35%) -11%
/blog/a	962 +35%	00:01:17 +22%	271 +27%	2 (0.74%)	5 (1.85%) -29%
/blog/b	610 +11%	00:00:59 +9%	249 +15%	0 (0.00%)	4 (1.61%) +∞
/blog/c	569 +54%	00:00:40 -8%	273 +58%	0 (0.00%)	2 (0.73%) +100%
/blog/d	323 +20%	00:01:13 -15%	89 +107%	1 (1.12%) +∞	2 (2.25%) -33%
/blog/e	282 -1%	00:01:32 +8%	118 +17%	0 (0.00%)	2 (1.69%) -33%

Adwords users who landed on */blog/a* are 174.35% more likely to contribute to a *Lead Generation* or *Newsletter Subscription* than other Adwords users. Use */blog/a* as the landing page in future Adwords campaigns.

Resources

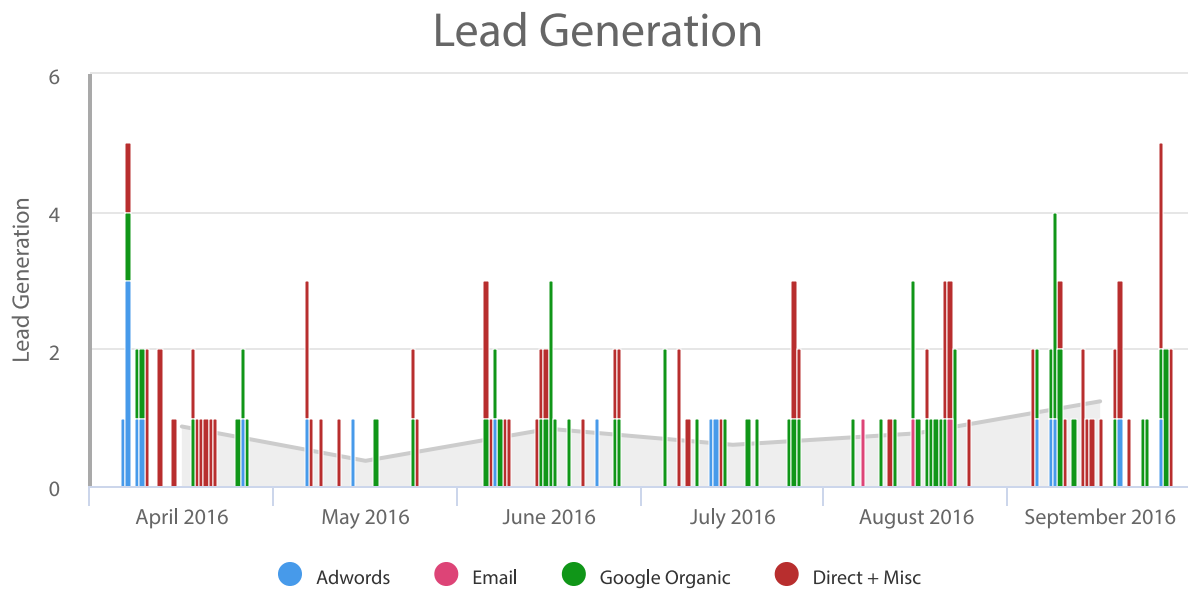
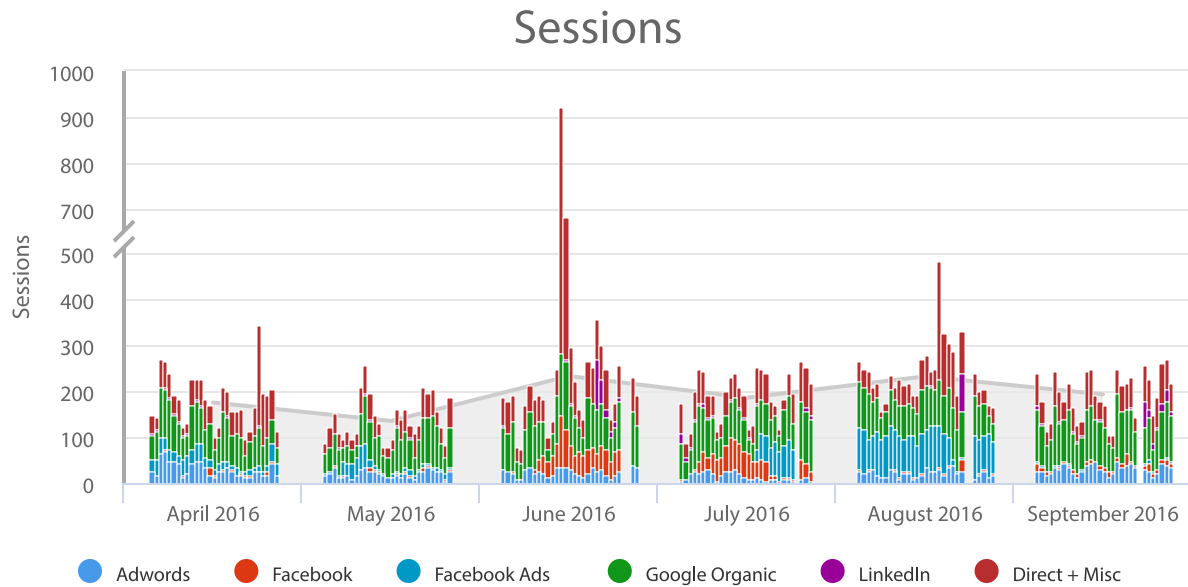
	Pageviews	Time On Page	Landed On Page	Lead Generation After Landing	Newsletter Subscription After Landing
TOTAL	3,395 +32%	00:00:49 +25%	1,499 +25%	8 (0.53%) -27%	48 (3.20%) +85%
/resources/a	503 +39%	00:00:22 +10%	47 +9%	1 (2.13%)	2 (4.26%) +100%
/resources/b	263 +52%	00:00:31 +49%	208 +64%	0 (0.00%) -2	7 (3.37%) +250%
/resources/c	105 -4%	00:00:51 -16%	38 +23%	2 (5.26%) +∞	2 (5.26%) +∞

Contact

	Pageviews	Time On Page	Landed On Page	Lead Generation After Landing	Newsletter Subscription After Landing
TOTAL	634 +26%	00:01:42 +50%	41 -15%	4 (9.76%)	16 (39.02%) -43%
/contact	359 +24%	00:01:16 +71%	27 +35%	1 (3.70%) +∞	2 (7.41%) +∞
/contact/a	216 +31%	00:02:31 +28%	11 -48%	2 (18.18%)	11 (100.00%) -48%
/contact/b	59 +20%	00:01:17 +206%	3 -57%	1 (33.33%) -50%	3 (100.00%) -57%

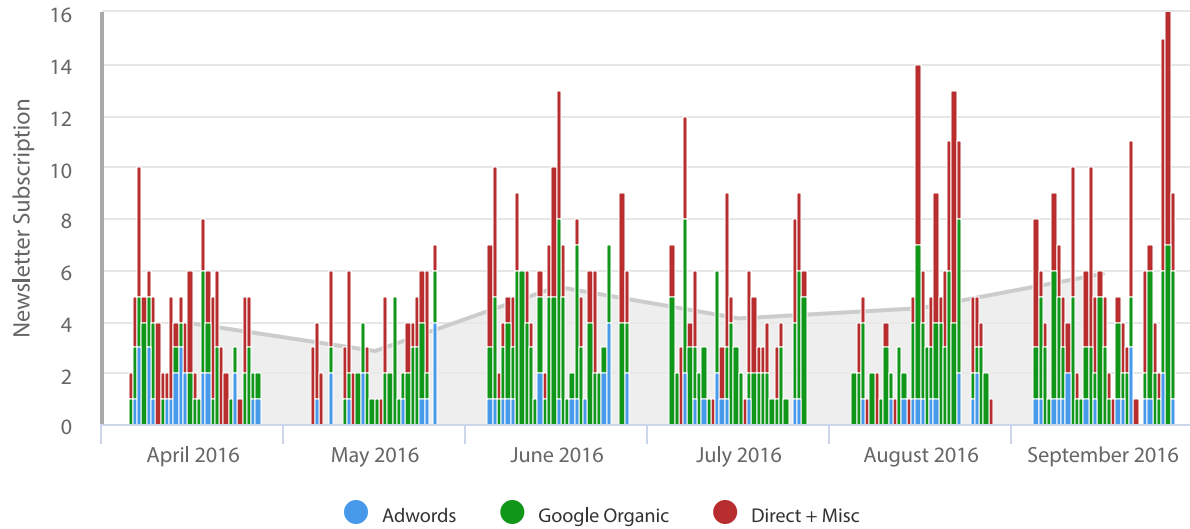
There is a strong correlation between users who signed up and users who landed on a page that loaded fast. Consider improve site speed for slower landing pages like /d/, /f/, and /blog/c.

Monthly Changes



Facebook sessions increased by 19.54% while its *Lead Generation* completions decreased by 89.43%. Consider changing your Facebook marketing strategy.

Newsletter Subscription



There was a notable spike in *Newsletter Subscription* completions on September 6 and September 7, with visitors from Google Organic accounting for 71.43%.

Acquisition Channels

This table highlights the key metrics for each acquisition source. Highlighted cells indicate more engagement from that source.

	Sessions	Session Duration	Lead Generation	Newsletter Subscription
TOTAL	5,784 -19%	00:02:34 +28%	37 (0.64%) +61%	175 (3.03%) +29%
Google Organic	2,754 +17%	00:02:46 -3%	14 (0.51%) -8%	76 (2.76%) +10%
Direct	1,321 -8%	00:02:36 +5%	14 (1.06%) +180%	55 (4.16%) +38%
Adwords	930 +47%	00:02:13 -7%	5 (0.54%) +∞	19 (2.04%) +46%
Facebook Ads	252 +174%	00:01:33 +53%	1 (0.40%) +∞	3 (1.19%) +∞
LinkedIn	191 +120%	00:02:19 +417%	0 (0.00%)	8 (4.19%) +∞
Bing Organic	69 +30%	00:02:42 +19%	0 (0.00%) -1	1 (1.45%) -67%
Facebook	42 -98%	00:01:35 +93%	0 (0.00%)	0 (0.00%) -2
Email Campaign X	18 -51%	00:03:15 -48%	0 (0.00%) -3	0 (0.00%) -3
Yahoo Organic	14 -7%	00:06:19 +561%	1 (7.14%) +∞	1 (7.14%) -50%
Email Campaign Y	7 +133%	00:03:25 +14%	1 (14.29%) +∞	1 (14.29%) +∞
Pinterest	2 -50%	00:13:27 +3265%	1 (50.00%) +∞	2 (100.00%) +∞

Returning visitors from Email Campaign Y that landed on */blogs/** are 170.85% more likely to contribute to a *Lead Generation* than new visitors. Use */blogs/** as the landing page in future campaigns targeted towards returning visitors from Email Campaign Y.

First time visitors from LinkedIn are 173.91% more likely to complete *Newsletter Subscription* than returning visitors. Use the call to action to "convert" as opposed to "nurture" those users.

Multi-Channel Funnel

Multi-Channel Funnels shows the top paths for the website over multiple visits. For example, a visitor might stumble on your site through organic search, bookmark the site, and come back on a later time through direct.

The following chart represents the top paths. Each box represents a separate visit.



Visitors from Adwords are great at getting future customers to first visit the site. They have an *assisted / last-click* conversion ratio of 1.75 for *Newsletter Subscription* completions, meaning that Adwords is best for getting users to first visit the site but not the actual conversion that happens later.

Retarget to bring initial Adwords users back through other channels, and nurture first time Adwords users, with methods such as email subscriptions or ebook downloads, as opposed to getting them to convert straight away.

Visitors from LinkedIn are great at converting. They have an *assisted / last-click* conversion ratio of 0.07 for *Lead Generation* completions, meaning that more visitors converted than assisted with future conversions. Conduct marketing such as retargeting to bring customers back, and try to convert as opposed to nurture them.

Organic Search

	Impressions	Clicks	Average Position
TOTAL	5,759 +6%	53 (0.92%) +15%	8.50 +1%
Query A	1,377 -2%	11 (0.80%) +57%	7.02 -5%
Query B	1,185 +29%	22 (1.86%) +38%	6.32 +2%
Query C	207 +11%	1 (0.48%) +∞	10.07 +10%
Query D	121 +51%	0 (0.00%)	9.44 -9%
Query E	109 -22%	4 (3.67%) +100%	9.24 +30%
Query F	66 -15%	6 (9.09%) -14%	1.09 -3%
Query G	31 +29%	2 (6.45%) -71%	1.19 +6%
Query H	26 -7%	2 (7.69%) +100%	5.81 +7%
Query I	20 +11%	0 (0.00%) -1	7.50 -25%
Query J	14 +600%	0 (0.00%) -1	85.93 -1%
Query K	1 -94%	0 (0.00%) -1	2.00 -24%

The keywords A, B, and F were responsible for 58.96% of organic search clicks and 25.29% of impressions. Continue using these keywords in future content to increase SEO.

Consider using the following Google Organic queries as Adwords keywords.

- Query B
- Query C
- Query D

Users searched for these keywords on Google, but these keywords were not included in Adwords.

Adwords Campaigns

	Clicks	Cost	Lead Generation	Newsletter Subscription	Cost per Lead Generation	Cost per Newsletter Subscription
TOTAL	832 +49%	\$745 (\$0.90) +10%	5 (0.60%) +∞	19 (2.28%) +58%	\$148.95	\$39.20 -30%
Campaign A	285 +50%	\$170 (\$0.60) +20%	0 (0.00%)	5 (1.75%) +67%	-	\$34.08 -28%
Campaign B	158 +41%	\$306 (\$1.94) +26%	0 (0.00%)	2 (1.27%) +100%	-	\$153.02 -37%
Campaign C	110 +150%	\$33 (\$0.30) +49%	0 (0.00%)	3 (2.73%) +∞	-	\$10.85
Campaign D	40 +21%	\$14 (\$0.35) -1%	3 (7.50%) +∞	5 (12.50%) +∞	\$4.67	\$2.80
Campaign E	16 -50%	\$6 (\$0.37) -60%	2 (12.50%) +∞	3 (18.75%) +200%	\$2.94	\$1.96 -87%
Campaign F	4 -20%	\$9 (\$2.13) +5%	0 (0.00%)	1 (25.00%) +∞	-	\$8.53

Adwords Adgroups

	Clicks	Cost	Lead Generation	Newsletter Subscription	Cost per Lead Generation	Cost per Newsletter Subscription
TOTAL	832 +58%	\$745 (\$0.90) +19%	5 (0.60%) +∞	19 (2.28%) +90%	\$148.95	\$39.20 -38%
Adgroup A	71 +115%	\$46 (\$0.65) +96%	0 (0.00%)	1 (1.41%)	-	\$46.02 +96%
Adgroup B	63 +75%	\$29 (\$0.45) +62%	0 (0.00%)	0 (0.00%)	-	-
Adgroup C	56 +51%	\$34 (\$0.61) +21%	0 (0.00%)	2 (3.57%) +∞	-	\$17.00
Adgroup D	54 +170%	\$14 (\$0.27) +388%	2 (3.70%) +∞	3 (5.56%) +200%	\$7.25	\$4.83 +63%

	Clicks	Cost	Lead Generation	Newsletter Subscription	Cost per Lead Generation	Cost per Newsletter Subscription
Adgroup E	42 +56%	\$8 (\$0.20) -16%	0 (0.00%)	1 (2.38%) +∞	-	\$8.42
Adgroup F	29 +107%	\$53 (\$1.84) +65%	0 (0.00%)	1 (3.45%) +∞	-	\$53.43
Adgroup G	24 +26%	\$12 (\$0.50) -7%	0 (0.00%)	2 (8.33%) +∞	-	\$5.97
Adgroup H	17 -6%	\$15 (\$0.88) -40%	0 (0.00%)	1 (5.88%) +∞	-	\$15.03
Adgroup I	15 -6%	\$2 (\$0.16) -1%	1 (6.67%) +∞	1 (6.67%)	\$2.44	\$2.44 -1%
Adgroup J	14 +17%	\$9 (\$0.64) -37%	0 (0.00%)	1 (7.14%) +∞	-	\$8.93
Adgroup K	12 -14%	\$42 (\$3.46) -3%	0 (0.00%)	1 (8.33%)	-	\$41.58 -3%
Adgroup L	9 +12%	\$3 (\$0.30) -47%	1 (11.11%) +∞	2 (22.22%) +∞	\$2.73	\$1.37
Adgroup M	5 +∞	\$1 (\$0.21) +∞	0 (0.00%)	1 (20.00%) +∞	- +-	\$1.07 +-
Adgroup N	4 +100%	\$8 (\$1.97) +164%	0 (0.00%)	1 (25.00%) +∞	-	\$7.89
Adgroup O	3 -25%	\$1 (\$0.48) -51%	1 (33.33%) +∞	1 (33.33%) +∞	\$1.44	\$1.44

[Campaign E] have the lowest cost per *Newsletter Subscription* and *Lead Generation* completions at \$1.96 and \$2.94, respectively. Under a linear predictive model, reallocating \$66 from [Campaigns B] and [Campaign C] to the above campaigns would increase *Newsletter Subscription* completions by 33 and *Lead Generation* completions by 22.

Adwords cost increased by 10% while *Newsletter Subscription* increased by 58% and *Lead Generation* increased significantly, suggesting marketing efficiency.

Facebook Ads

	Clicks	Cost	Lead Generation	Newsletter Subscription	Cost per Lead Generation	Cost per Newsletter Subscription
TOTAL	741 <small>+3%</small>	\$434 (\$0.59) <small>+7%</small>	3 (0.40%) <small>+200%</small>	17 (2.29%) <small>+89%</small>	\$144.53 <small>-64%</small>	\$25.51 <small>-43%</small>
Campaign W	136	\$112 (\$0.83) <small>+8%</small>	1 (0.74%) <small>+∞</small>	5 (3.68%) <small>+∞</small>	\$112.49	\$22.50
Campaign X	124 <small>+4%</small>	\$119 (\$0.96) <small>+5%</small>	0 (0.00%)	1 (0.81%)	-	\$118.55 <small>+5%</small>
Campaign Y	110 <small>+5%</small>	\$31 (\$0.28) <small>+4%</small>	2 (1.82%) <small>+∞</small>	6 (5.45%) <small>+500%</small>	\$15.64	\$5.21 <small>-83%</small>
Campaign Z	22 <small>-12%</small>	\$5 (\$0.21) <small>-33%</small>	0 (0.00%) <small>-1</small>	3 (13.64%)	-	\$1.57 <small>-33%</small>

Campaign Z has the lowest cost per *Lead Generation* at \$15.64. Under a linear predictive model, reallocating \$122 from campaigns Campaign X and Campaign Y to the above campaign would increase overall *Lead Generation* by 8.

Cross-Channel Cost Optimization

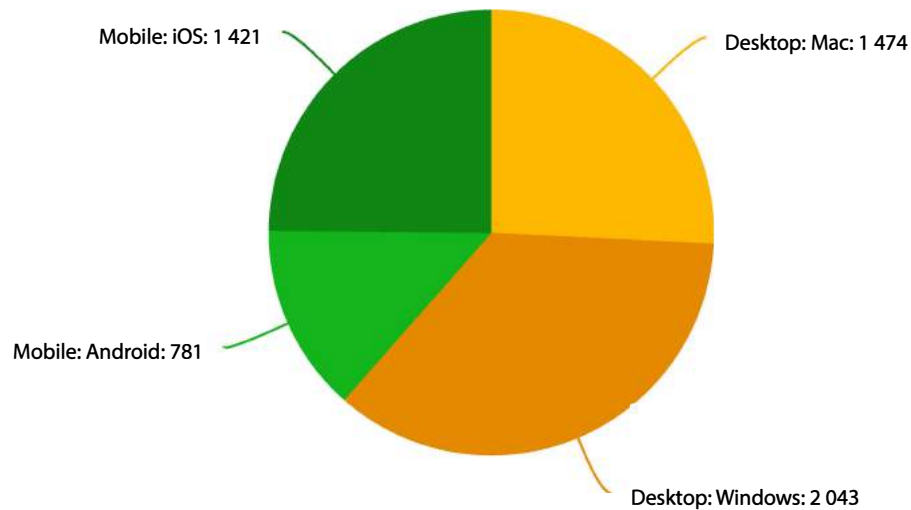
Adwords is the best channel to introduce the site to new users, Email and Organic to nurture, and Facebook Ads and LinkedIn to convert.

Under a linear model, reallocating \$119 from Facebook Campaign X to Adwords Campaign D and Campaign E would increase *Lead Generation* by 27.

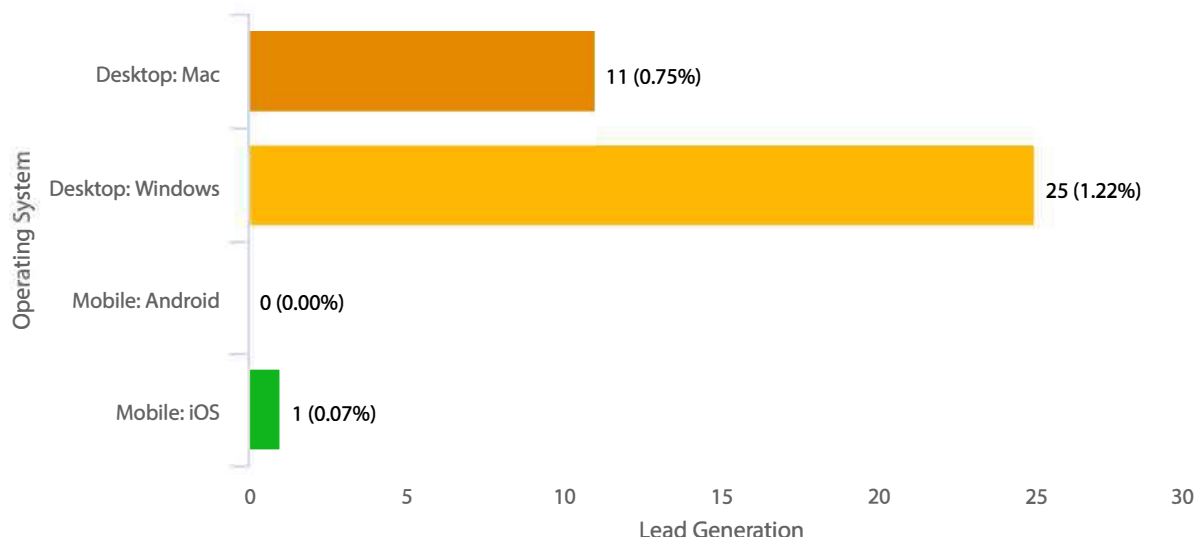
Technology

Visitors are segmented by technology with labels representing conversion ratios.

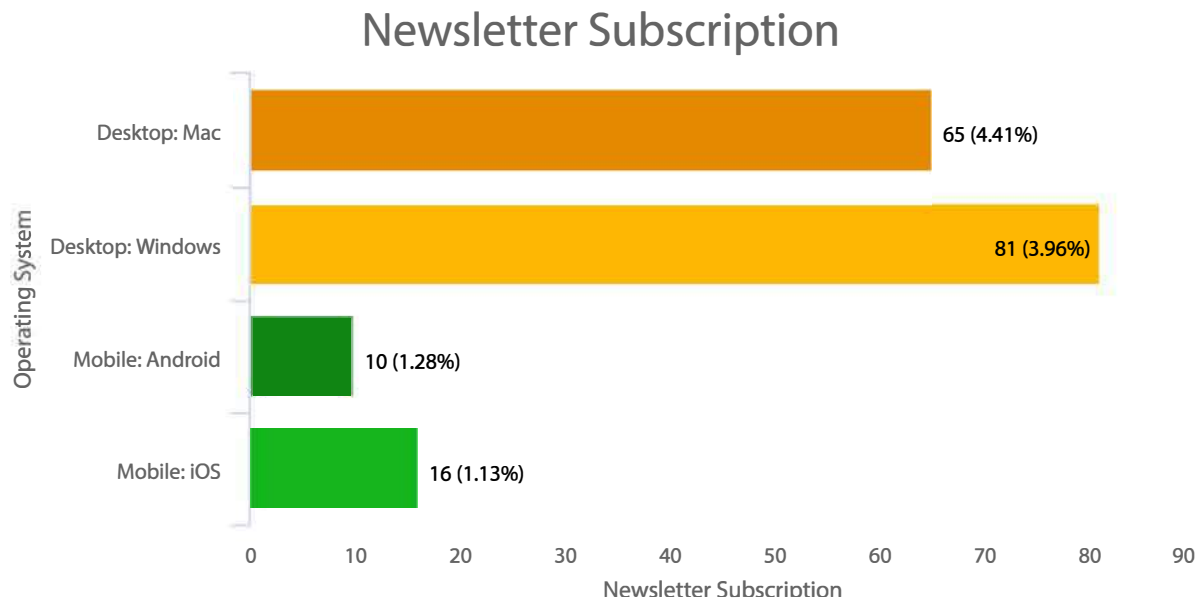
Sessions



Lead Generation



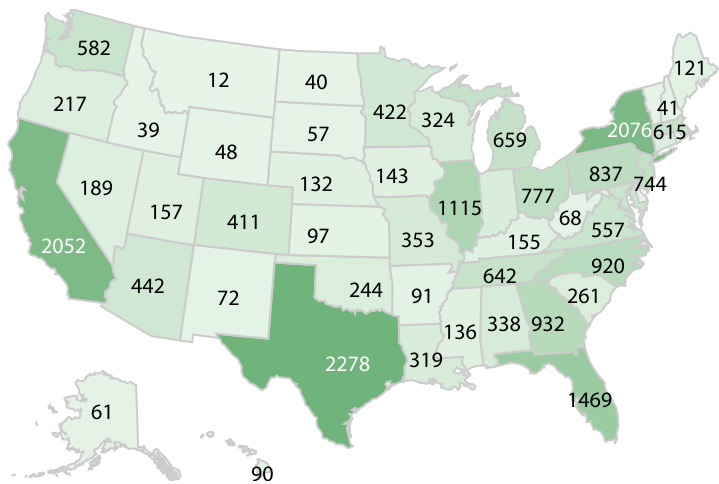
Linkedin users from *Desktop: Windows* contributed to 229.51% more *Lead Generation* than other Linkedin users. Target marketing on Linkedin to *Desktop: Windows* users.



Facebook Ad users from *Desktop: Mac* contributed to 229.51% more *Newsletter Subscription* than other Facebook Ad users. Target marketing on Facebook Ad to *Desktop: Mac* users.

Location

Sessions Per Region

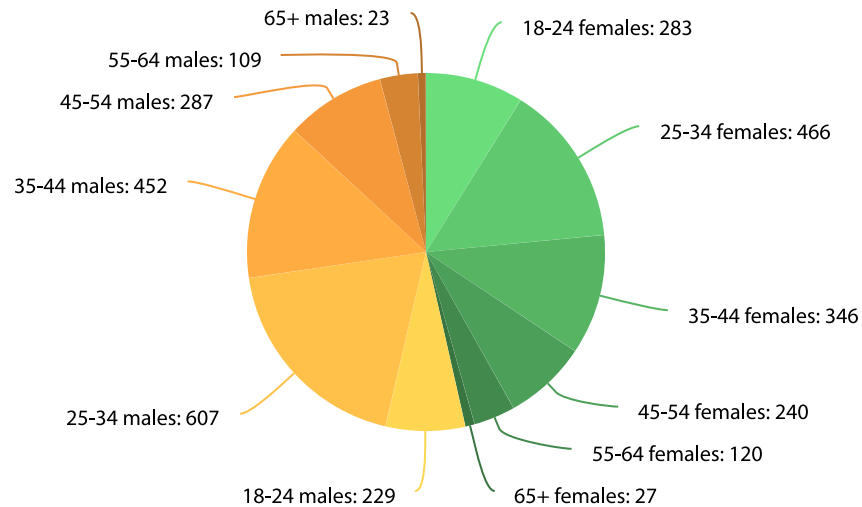


	Sessions	Session Duration	Lead Generation	Newsletter Subscription
TOTAL	28,275 +36%	00:05:43 -13%	16 (0.06%) -77%	6 (0.02%) -86%
Texas	2,278 +15%	00:06:42 -4%	3 (0.13%) -40%	3 (0.13%) -40%
New York	2,076 +3%	00:07:16 -26%	3 (0.14%) -50%	0 (0.00%) -1
Pennsylvania	837 +19%	00:06:00 -5%	2 (0.24%) -60%	1 (0.12%) -80%
Massachusetts	615 +45%	00:04:46 -49%	1 (0.16%)	1 (0.16%) +∞
Arizona	442 +62%	00:05:17 -22%	2 (0.45%) +100%	0 (0.00%)
Mississippi	136 +26%	00:04:01 -18%	1 (0.74%) +∞	1 (0.74%) +∞

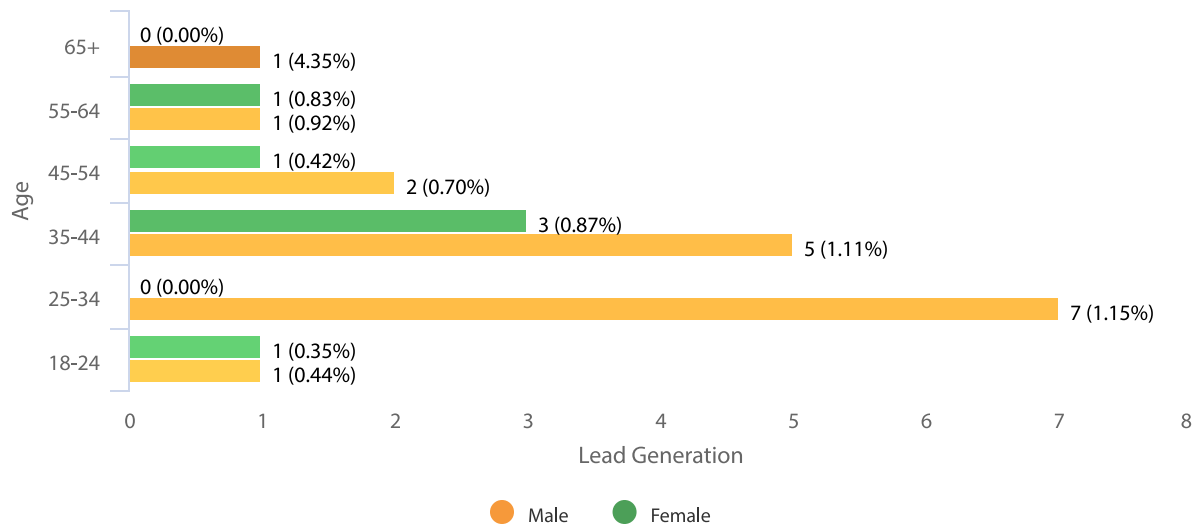
Facebook users from California are 89.77% more likely to buy than Facebook users from other locations. Target California in future Facebook campaigns.

Demographics

Sessions

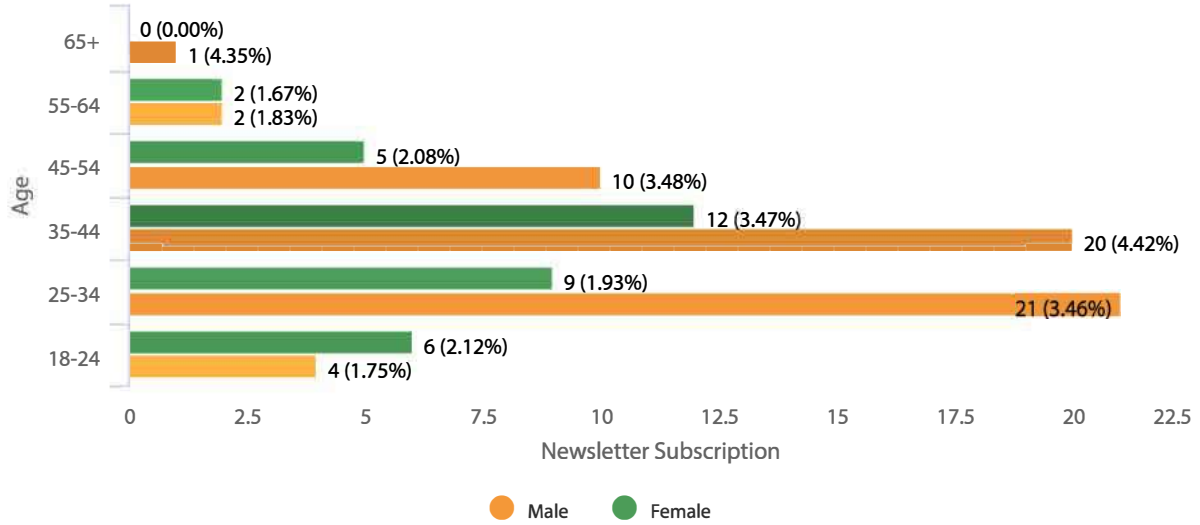


Lead Generation



Facebook users who are *males aged 25-44* and *females aged 35-44* are 127.50% more likely to contribute to a *Lead Generation* than other Facebook users. Target *males aged 25-44* and *females aged 35-44* users in future Facebook campaigns.

Newsletter Subscription



Adwords users who are *males aged 25-54* are 34.56% more likely to complete *Newsletter Subscription* than other Adwords users. Target *males aged 25-54* in future Adwords campaigns.

Day/Time Engagement

This grid shows engagement by hour and day of the week.

Sessions

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	Avg.	562	1,015	933	805	1,159	916	503
Midnight-3am	214	30	22	22	29	44	32	35
3am-6am	70	9	7	12	7	18	10	7
6am-9am	388	26	63	69	61	79	57	33
9am-Noon	1,303	104	234	231	182	256	215	81
Noon-3pm	1,290	96	211	204	177	278	230	94
3pm-6pm	1,080	85	193	165	151	228	167	91
6pm-9pm	757	105	144	111	96	128	97	76
9pm-Midnight	791	107	141	119	102	128	108	86

Lead Generation

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	Avg.	0	11	10	6	5	4	1
Midnight-3am	1	0	0	0	0	0	1	0
3am-6am	0	0	0	0	0	0	0	0
6am-9am	1	0	0	0	1	0	0	0
9am-Noon	13	0	2	5	2	3	1	0
Noon-3pm	9	0	7	0	0	1	1	0
3pm-6pm	8	0	0	4	2	1	1	0
6pm-9pm	3	0	1	0	1	0	0	1
9pm-Midnight	2	0	1	1	0	0	0	0

Users who came to the site at 9am-5pm are 175.56% more likely to buy than other users who came at different times. Target future marketing campaigns around this time.

Newsletter Subscription

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	Avg.	5	35	37	22	35	29	12
Midnight-3am	7	2	0	0	0	1	2	2
3am-6am	0	0	0	0	0	0	0	0
6am-9am	12	0	3	5	1	1	2	0
9am-Noon	46	0	8	10	8	12	6	2
Noon-3pm	46	2	14	5	2	11	6	6
3pm-6pm	34	0	4	10	5	8	7	0
6pm-9pm	20	1	5	4	4	1	3	2
9pm-Midnight	10	0	1	3	2	1	3	0

Linkedin users who came to the site at 9am-5pm are 175.56% more likely to contribute to *Newsletter Subscription* than other Linkedin users who came at different times. Target future Linkedin marketing campaigns around this time.

Conversion Details

Lead Generation

Date	Source	User Type	Location	Technology	Landing Page
September 1 10:17 AM	Linkedin	returning visitors	London, UK	Desktop: Mac	/
September 2 01:34 AM	Google Organic	returning visitors	Cleveland, OH	Mobile: iOS	/
September 2 09:13 AM	Facebook	returning visitors	Boston, MA	Desktop: Mac	/blog/y
September 3 01:06 PM	Email Campaign X	returning visitors	New York, New York	Desktop: Windows	/blog/x
September 5 01:17 PM	Adwords	new visitors	Toronto, ON	Desktop: Mac	/
September 9 02:22 PM	Facebook Ads	returning visitors	Rotterdam, NL	Desktop: Mac	/contact/

Newsletter Subscription

Date	Source	User Type	Location	Technology	Landing Page
September 1 10:17 AM	Linkedin	returning visitors	London, UK	Desktop: Mac	/
September 2 01:34 AM	Google Organic	returning visitors	Cleveland, OH	Mobile: iOS	/
September 2 09:13 AM	Facebook	returning visitors	Boston, MA	Desktop: Mac	/blog/y
September 3 01:06 PM	Email Campaign X	returning visitors	New York, New York	Desktop: Windows	/blog/x
September 5 01:17 PM	Adwords	new visitors	Toronto, ON	Desktop: Mac	/
September 9 02:22 PM	Facebook Ads	returning visitors	Rotterdam, NL	Desktop: Mac	/contact/