



8 Brilliant Ways

to Drive Revenue Fast
with Web Analytics

Quarterly Overview



Figure 1.1

Region-based Overview



Figure 1.2

Overall, there has been an increase in sales and growth
outlined in each specific section. These figures are

Corporate Communications will manage the
result of exceptional planning and implementation.

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maximize web analytics



8 Brilliant Ways to Drive Revenue Fast with Web Analytics

Web analytics can be one of the most effective tools in the marketer's arsenal, but it can also be highly complex and time-consuming. And in today's economy, there's no time for drawn-out strategies, difficult implementation or lengthy campaigns. You need results – and revenue – and you need it now.

Thankfully, not all analytics solutions require months and months to generate return. There are simple, practical ways you can turn analytics into profit in just a matter of days – and we've got them right here.

1

Analyze Your Internal Search.

What It Is: When someone uses the search feature within your site to find what they're looking for.

Why It's Important: The keywords and search phrases used in internal search are essentially the unfiltered voice of your customer. It's one of the most powerful indicators of visitor intent, and a great source of insight into customer needs and wants.

How to Implement Today and Make Money Tomorrow: Take a close look at what visitors are looking for within your site. You'll be able to quickly discern popular products, topics and pages. Follow up by immediately promoting these winners on your homepage and in the main navigation. Also, reshuffle search results to make sure customers can easily find what they need. In addition, look for popular searches with no results—these can be great opportunities for new content, products and services. The end result will be an easier road to conversion.



2

Test, Test, Test.

What It Is: Comparing different on-page elements – including copy, creative or layouts – to determine what's most effective in compelling user response and generating return.

Why It's Important: Basic campaigns can literally be set up in 15 minutes – but the visibility and action points they deliver last much longer and can dramatically boost your ROI.

How to Implement Today and Make Money Tomorrow: Simple testing is super quick and super easy. Set up basic campaigns on key converting points – such as landing pages – and start comparing various copy, images and layouts. Analyze the results to determine the winners. Remember, there only needs to be a small uplift in conversion rates for there to be a significant impact on your bottom line, especially if you have a large audience: 0.2% might not sound big, but out of a million visitors? It's huge.

3

Ignore the Top 10s, Look at Your Big Movers.

What It Is: Calculating the pages, products, keywords, etc. that have changed the most during a given period of time; it's essentially unearthing trending information, such as which products have experienced the greatest percentage increases in sales and revenue.

Why It's Important: Looking at your biggest movers provides key insights into the most active elements of your site, showing you what's generating buzz, what's popular (or unpopular) now and new opportunities your competition may have missed. It can be tempting to look only at your "Top 10s," such as the 10 most popular pages, keywords and downloads, but this data usually doesn't change much over time and therefore isn't actionable.



How to Implement Today and Make Money Tomorrow: Stop looking only at your top products. Hundreds of your other products are jostling for position much further down the list, and this is where the real value is. For example, a product in position 100 experiencing a 40% increase in sales should be a red flag for increased optimization and promotion. Basically, widening your range of analysis identifies trends as they emerge, giving you a head-start on implementing relevant marketing strategies (while it's still cheap and competitors are busy with other products).

4

Examine Your Conversion Funnel.

What It Is: Evaluating every step of a user's path to conversion on your site.

Why It's Important: There's no doubt about it: If you haven't conducted funnel analysis, you're throwing away conversions. Conversion funnel analysis uncovers the root causes behind customer abandonment, enabling you to create a seamless experience throughout.

How to Implement Today and Make Money Tomorrow: Examine users who were engaged shoppers but never finished. Look for pain points within the funnel – the majority of the time you'll discover that small copy or design elements are preventing your visitors from converting. Once identified, alter these on-page elements to be more user-friendly. Doing so will improve user experience and enhance the likelihood of a sale or conversion.

5

Identify Your Profit Sources through Revenue Participation

What It Is: Identifying and assigning value to all of the pages, content areas, ads and products that lead to conversion and are thus responsible for driving profit.

Why It's Important: Revenue participation is like following the rainbow to the pot of gold. Understanding which pages, campaigns, or areas of your site truly drive your profit paves the way for targeted promotions and efficient, effective marketing.



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6

Geotargeting.

What It Is: Determining where customers come from and delivering specific content to them based on specific geographic attributes and profitability.

Why It's Important: Investigating which countries or areas have higher conversion rates or higher average order size—not just more total traffic or conversions – allows you to focus your budget and advertising efforts in the places where profitable customers live.

How to Implement Today and Make Money Tomorrow: Look at your geographic reports (country, state, city, etc.), focusing on conversion rates and average order volumes; even if a high-performing market is relatively small, it can still offer opportunities for maximizing exposure. Then, within your PPC campaigns, separate out these markets to be geo-targeted and make sure they have enough budget to last all day. Remember to also keep in mind how dayparting may factor in, as different regions may be in different time zones.

7

Referring Domain Analysis.

What It Is: Investigating sites that send you traffic to determine potential opportunities for increased visitors, improved organic search rankings and new partnerships.

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How to Implement Today and Make Money Tomorrow: Identify the sites that are sending you qualified visitors. Then, be sure to advertise on these sites using Google AdSense or other contextual/display channels. You might also be able to get links from them, which will improve your organic rankings. Also, take note of sites that have just started to send you traffic – for instance, a product may be generating buzz and getting mentioned in blogs or forums. Potential customers are already spending time there, so don't miss a prime chance to advertise!

8

Be a Link Spy.

What It Is: Analyzing and gleaning key insights from winning PPC messaging to uncover opportunities for further optimization and cross-channel marketing.

Why It's Important: Effective analytics in PPC can unearth a wealth of specific intelligence: Which messages and language resonate the most with customers? What brings in higher values order – “get one free” or “free shipping”? What has a better conversion rate, “buy” or shop”; “cheap” or “affordable”?

How to Implement Today and Make Money Tomorrow: Make sure you're tracking copy and creative all the way through to conversion. In Google, you can use Value Track parameters to dynamically populate destination URLs with the ad ID. Then, start running some tests; be sure to maintain control groups, and test your ads systematically across all of your keywords, not just your branded ones. Once you start to see results, think about where else you can use these messages, such as in banner ads, email subject lines and even offline channels like direct mail and TV.

Maximize the return from Web Analytics in the shortest time possible.

Contact ROI Labs at info@roilabs.com
or +1(646) 329-7070 to learn how!



KDM + Web Analytics = Brilliant Marketing Campaigns

At ROI Labs we believe that properly aggregated data supports and builds a strong and healthy marketing strategy. We offer the perfect combination of technology and professional analysts - everything you need to capture essential data and gain actionable insight into customer activity on your website. The 8 tips included in this document are just the beginning. Our award-winning analytics solutions, fine-tuned through 14 years of working on complex projects with numerous global Clients, provide unparalleled visibility into customer behavior with comprehensive, fully customized reports - all the way down to a granular, keyword level.

Contact us today to learn how ROI Lab's Analytics Services can help you.

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