

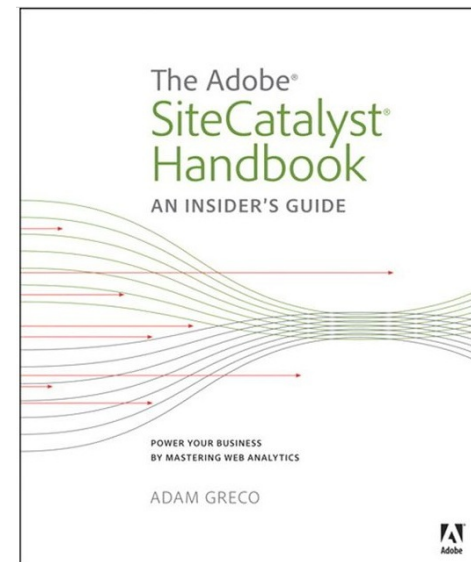
MY FAVORITE IMPLEMENTATION TIPS & TRICKS

Insights from Analytics Demystified
www.analyticsdemystified.com



ADAM GRECO

- Employee #165 @ Omniture
- Helped found consulting practice @ Omniture
- Associated with 1,000+ Adobe Analytics implementations
- Senior Director of Web Analytics @ Salesforce.com
- Senior Partner @ Analytics Demystified
- Author of Adobe Analytics book
- Digital Analytics Association Board Member



DISCLAIMER

I work with...



Adobe
Analytics

...so my examples tend to show those reports, but almost everything I am showing can also be done using:





















Google Analytics

What is the click-through rate for each product on product list pages?

L.L.Bean Boots (38)

View: Categories

Men's (20) [View all](#)

 QUICK VIEW  Men's L.L.Bean Boots, 10" Shearling-Lined \$154  comfort range 20°F - 26°F ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, Rubber Moc \$69 As Seen in Valet Magazine ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 6" \$85 ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 8" Thinsulate \$99 ★★★★★ Add to Compare
 QUICK VIEW  Men's L.L.Bean Boots, 8" Gore-Tex/Thinsulate \$144 ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 10" \$95 As Seen in Us Weekly Magazine ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 7" Shearling Lounger Pull-On \$144  comfort range 35°F - 6°F ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, Gumshoe Thinsulate \$79 ★★★★★ Add to Compare

What is the click-through rate for each product on product list pages?

















		Products	Product Gridwall Impressions ▼	Product Gridwall Clicks	Product Gridwall CTR %
TE	1.	11345	11,781 13.1%	3,177 14.1%	26.97%
TE	2.	11367	11,556 12.8%	2,567 11.4%	22.22%
TE	3.	12456	10,305 11.5%	2,437 10.8%	23.65%
TE	4.	11426	9,360 10.4%	2,221 9.9%	23.73%
TE	5.	11626	7,448 8.3%	1,650 7.3%	22.16%
TE	6.	15522	5,670 6.3%	1,725 7.7%	30.42%
TE	7.	17881	4,725 5.3%	900 4.0%	19.05%
TE	8.	18651	4,140 4.6%	675 3.0%	16.30%

Does product placement matter?

L.L.Bean Boots (38)

View: Categories

Men's (20) [View all](#)

 QUICK VIEW  Men's L.L.Bean Boots, 10" Shearling-Lined \$154 comfort range 25°F - 20°F ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, Rubber Moc \$69 As Seen in Valet Magazine ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 6" \$85 ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 8" Thinsulate \$99 ★★★★★ Add to Compare
 QUICK VIEW  Men's L.L.Bean Boots, 8" Gore-Tex/Thinsulate \$144 ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 10" \$95 As Seen in Us Weekly Magazine ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, 7" Shearling Lounger Pull-On \$144 comfort range 35°F - 0°F ★★★★★ Add to Compare	 QUICK VIEW  Men's L.L.Bean Boots, Gumshoe Thinsulate \$79 ★★★★★ Add to Compare

Does product placement matter?

	Gridwall Placement	Product Gridwall Impressions ▼		Product Gridwall Clicks		Product Gridwall CTR %
1.	Row1-Slot1	11,250	12.5%	4,151	18.5%	36.90%
2.	Row1-Slot2	11,250	12.5%	3,296	14.7%	29.30%
3.	Row1-Slot3	11,250	12.5%	2,801	12.5%	24.90%
4.	Row1-Slot4	11,250	12.5%	2,576	11.5%	22.90%
5.	Row2-Slot1	11,250	12.5%	2,768	12.3%	24.60%
6.	Row2-Slot2	9,450	10.5%	2,221	9.9%	23.50%
7.	Row2-Slot3	9,000	10.0%	1,721	7.1%	20.10%
8.	Row2-Slot4	8,550	9.5%	1,271	5.1%	18.20%


	Gridwall Placement by Product	Product Gridwall Impressions ▼		Product Gridwall Clicks	
1.	Row1-Slot1	11,250		4,151	
1.	11345	3,888	34.6%	1,646	39.7%
2.	11367	3,211	28.5%	1,020	24.6%
3.	12456	1,738	15.5%	604	14.6%
4.	11426	1,073	9.5%	420	10.1%
5.	Other	1,340	11.9%	461	11.1%
Show all for Row1-Slot1...					
2.	Row1-Slot2	11,250		3,296	
1.	11426	7,261	64.5%	2,023	61.4%
2.	11626	1,413	12.6%	479	14.5%

How are visitors finding products that they ultimately purchase?


Product Finding Methods (v1)		Revenue ▼ ⓘ	
1.	internal keyword search	\$962,797	44.1%
2.	browse	\$729,921	33.4%
3.	registry	\$350,504	16.1%
4.	Collection (pdp)	\$77,036	3.5%
5.	external campaign referral	\$18,802	0.9%
6.	Customer Also Viewed (pdp)	\$17,241	0.8%
7.	wish list	\$8,394	0.4%
8.	internal campaign	\$7,731	0.4%

Product Finding Methods (v1) by Products		Revenue ▼ ⓘ	
1.	internal keyword search	\$957,101	
1.	1040451145	\$3,500	0.4%
2.	3222861	\$3,484	0.4%
3.	3182916	\$3,069	0.3%
4.	1040611495	\$3,000	0.3%
5.	Other	\$944,047	98.6%
Show all for internal keyword search...			
2.	browse	\$726,274	
1.	1015917490	\$21,383	2.9%
2.	3222861	\$6,684	0.9%
3.	1309647	\$4,579	0.6%
4.	121630	\$3,950	0.5%
5.	Other	\$689,678	95.0%
Show all for browse...			
3.	registry	\$348,701	
1.	1016476552	\$10,099	2.9%
2.	1040235165	\$2,490	0.7%

How often are product cross-sells driving orders and revenue?

Item	Name and description	Delivery	Quantity	Price
	AVG Premium Security 2013 1 license, 1 year	Download	1	\$69.99 Remove
				Total: \$69.99

AVG customers also bought



Protect your purchase
Order a backup DVD of your software for easy reinstalls. Price includes delivery.

~~\$14.99~~ **\$9.99**
Save \$5.00

[+ Add to cart](#)

Syntax

```
s.events="scAdd";
s.products=";Backup DVD;;;evarY=AVG Security 2013";
```

Products by Cross-Sell Product		Orders ▼		Revenue ↕	
1. Backup DVD		742,454		\$985,652	
1.	None	708,301	95.4%	\$932,920	94.7%
2.	AVG Security 2013	15,592	2.1%	\$23,656	2.4%
3.	AVG Security 2012	8,167	1.1%	\$11,828	1.2%
4.	AVG Scanner 2013	3,712	0.5%	\$3,943	0.4%
5.	Other	6,682	0.9%	\$13,306	1.4%
Show all for Backup DVD...					
2. AVG Security 2013		735,645		\$942,578	
1.	None	659,506	89.7%	\$862,836	91.5%
2.	Backup DVD	23,541	3.2%	\$27,335	2.9%

Do visitors book/buy the hotel/flight/ car/product that they first look at?

[Edit](#) | [Remove](#)

Promotion: Semi Annual Sale - Applied
Promotion: 72 Hour Sale - Applied
You Saved \$14.18


HARRAH'S LAS VEGAS

Mardi Gras Tower Room | 1 King | Non-Smoking

Room 1: 2 Adult(s), 0 Children

Room 1: 1 Nights
Thu. 09/07/2017: ~~\$49.33~~ \$35.15

Subtotal: ~~\$49.33~~ \$35.15

 Resort Fees: \$30.00

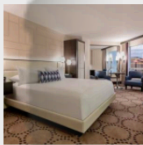
Taxes: \$8.72

Total: ~~\$88.05~~ \$73.87

☒ **BEST RATE GUARANTEE**

[CONTINUE TO CHECKOUT](#)

EXCLUSIVE UPGRADE OFFERS



Valley Tower Room | 1 King | Non-smoking
Our new, modern Valley Tower Room has just what you are looking for to stay and play at Harrah's. Fe...

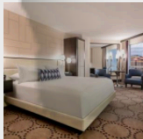
\$28

\$21

Avg extra/night

Save \$7 per night

[UPGRADE](#)



Valley Tower Room | 1 King |strip View | Non-smoking
Take in the Strip views with these new, contemporary Premium rooms. Featuring 1 King bed with luxury...

\$43

\$32

Avg extra/night

Save \$11 per night

[UPGRADE](#)

Do visitors book the hotel/flight/car they first look at?

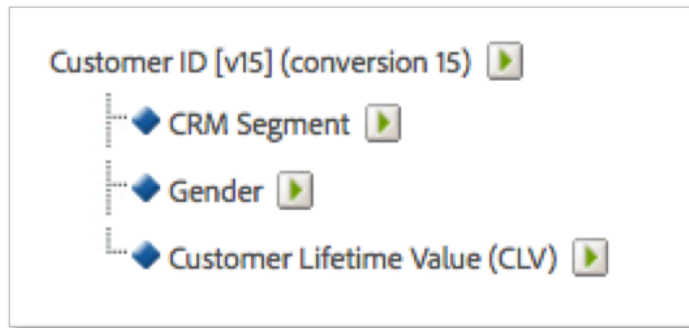
Booking Property (Bookings)

	LAS	RLV	FLV	PLV	BLV	CLV	BAC	CAC	ATL	SAC	TAH	REN	HLT	GTU	UTU	STU	NOR	GBI	AKC	LAD	UBC	RIN	JOL	UEL	HBR	COU	TOP	STL	NKC	CHE	MET	LAU
LAS	73%	1%	3%	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RLV	2%	90%	2%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FLV	2%	0%	69%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
PLV	1%	1%	2%	74%	3%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BLV	2%	0%	2%	2%	78%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CLV	1%	1%	2%	3%	1%	84%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LVM	19%	6%	19%	17%	14%	11%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%
BAC	0%	0%	0%	0%	0%	0%	72%	3%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CAC	0%	0%	0%	0%	0%	0%	4%	70%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ATL	0%	0%	0%	0%	0%	0%	2%	3%	80%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SAC	0%	0%	0%	0%	0%	0%	2%	2%	1%	71%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ACM	0%	0%	0%	0%	0%	0%	19%	22%	15%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TAH	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	91%	2%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	97%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HLT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	1%	88%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GTU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	76%	7%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
UTU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	66%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
STU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	60%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NMM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	25%	22%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%
NOR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	89%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GBI	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	92%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GCM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	6%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
AKC	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	98%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LAD	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	40%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
UBC	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	58%	97%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RIN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	98%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
JOL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
UEL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HBR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	74%	1%	0%	0%	0%	0%	0%	0%	0%
COU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	26%	98%	0%	0%	0%	0%	0%	0%
TOP	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%
STL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%	0%	0%	0%	0%	0%
NKC	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%
CHE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	98%	0%	0%
MET	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	98%	0%
LAU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	98%

18.45%

Leverage Meta-Data!

Adding meta-data enables you to build more interesting segments



- Create a segment of all women who have purchased at least \$500 and are part of the "Millennials" CRM segment

Definitions

Show Visitor

(Gender equals Female)

Gender	equals	Female
--------	--------	--------

And

(CRM Segment equals Millennials)

CRM Segment	equals	Millennials
-------------	--------	-------------

And

(Customer Lifetime Value (CLV) equals 500-1000) or (Customer Lifetime Value (CLV) equals 1000-2000) or (Customer Lifetime Value (CLV) equals 2000+)

Customer Lifetime Value (CLV)	equals	500-1000
-------------------------------	--------	----------

Or

Customer Lifetime Value (CLV)	equals	1000-2000
-------------------------------	--------	-----------

Or

Customer Lifetime Value (CLV)	equals	2000+
-------------------------------	--------	-------

What is the average search click position for each search term?

Search #1

of Internal Searches = 1

Position # Clicked = 2

Avg. Position Clicked = 2.00

Search #2

of Internal Searches = 2

Position # Clicked = 4

Avg. Position Clicked = 3.00

Search #3

of Internal Searches = 3

Position # Clicked = 1

Avg. Position Clicked = 2.33

HOME » SEARCH: EVARS

65 Results Found for "eVars"

MERCHANDISING EVARS [SITECATALYST]

By Adam Greco on September 27, 2011

After blogging about Omniture SiteCatalyst for a few years now, one of the topics I have always

NPS IN ADOBE ANALYTICS

By Adam Greco on November 6, 2017

Most websites have specific conversion goals they are attempting to achieve. If you manage c

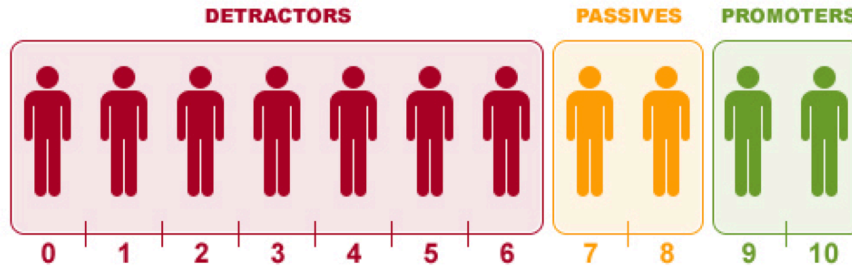
```
s.events="eventX,eventY=2";  
s.evarX="eVars";
```

What is the average average search click position for each search term?

Internal Search Phrase		Internal Search Clicks		Search Position		Average Search Position
1.	boots	4,255	21.3%	9,924	16.5%	2.33
2.	shirts	3,740	18.7%	12,300	20.5%	3.29
3.	gloves	3,140	15.7%	5,922	9.9%	1.89
4.	hats	2,080	10.4%	9,384	15.6%	4.51



Track Net Promoter Score



$$\text{Net Promoter Score} = \frac{\text{Number of Promoters} - \text{Number of Detractors}}{\text{Total Number of Responses}} \times 100$$

Title

Promoters

Description

Tags

Add Tags

Definitions

Show Hit Options

NPS Survey ID [v13] exists

And

NPS Scores [e21] is greater than or equal to 9

Definition

Promoters

NPS Submissions [e20]

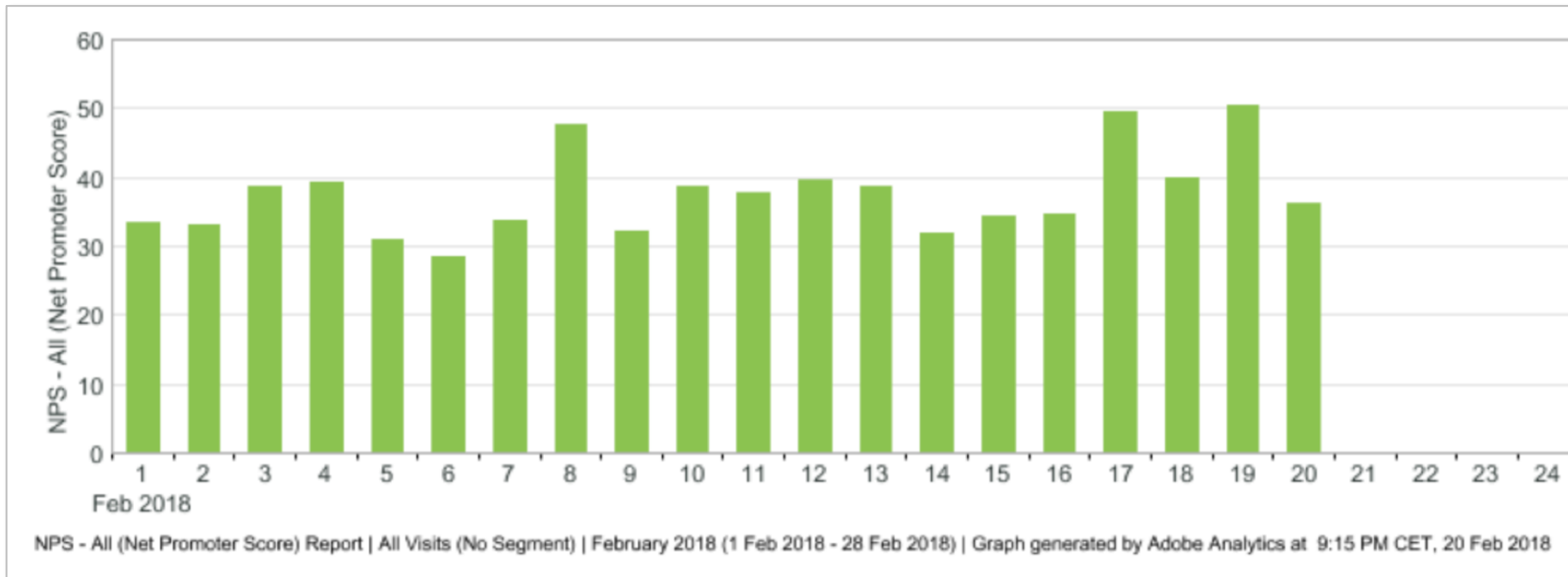
Detractors

NPS Submissions [e20]

NPS Submissions [e20]

100

Track Net Promoter Score



Look at sessions with high and low net promoter scores to see what you can learn!

How often are products out of stock?

Summary

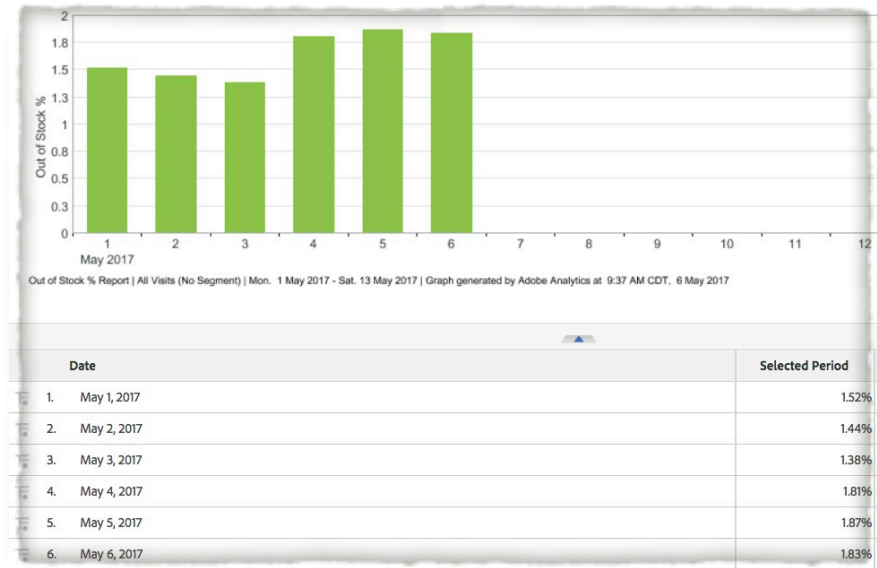
Product Out of Stock [e68] ÷ Product Views (custom) [e3]

Definition

Product Out of Stock [e68]

÷

Product Views (custom) [e3]



Products	Product Views (custom) [e3]		Product Out of Stock [e68]		Out of Stock %
1. SWE064	877	0.2%	567	8.8%	64.65%
2. SWU292	306	0.1%	217	3.4%	70.92%
3. SWP029	280	0.1%	202	3.1%	72.14%
4. SW1113	268	0.1%	145	2.3%	54.10%
5. SW1052	201	0.1%	140	2.2%	69.65%

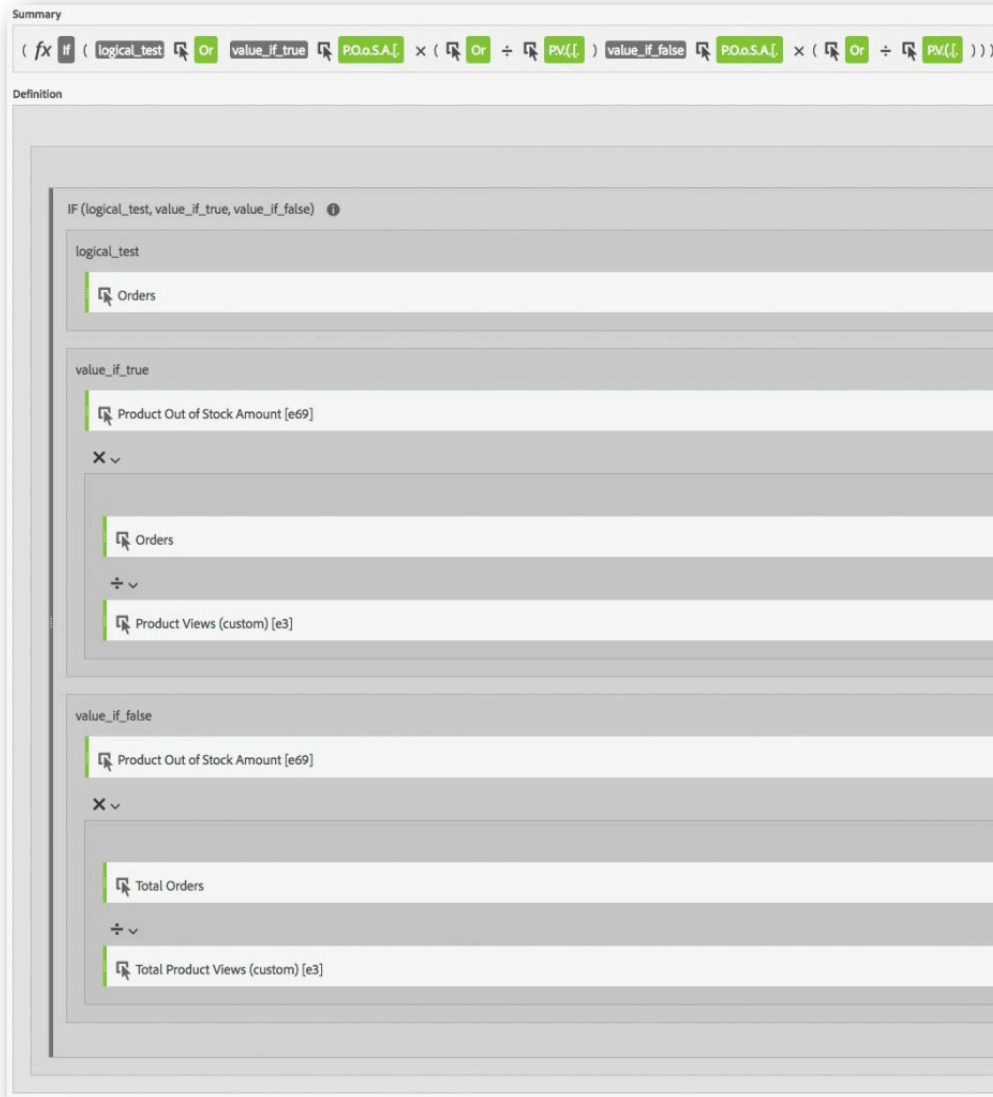
How much are out of stock products costing me?

Products		Product Views (custom) [e3]		Product Out of Stock [e68]		Product Out of Stock Amount [e69]	
1.	SWE064	877	0.2%	567	8.8%	\$6,786	8.8%
2.	SWU292	306	0.1%	217	3.4%	\$1,022	2.2%
3.	SWP029	280	0.1%	202	3.1%	\$2,980	3.1%
4.	SW1113	268	0.1%	145	2.3%	\$1,022	0.4%
5.	SW1052	201	0.1%	140	2.2%	\$960	1.1%

This assumes that all people viewing the product would have bought the product!

PRODUCTS OUT OF STOCK

Use advanced calc metric to compute potential lost \$\$

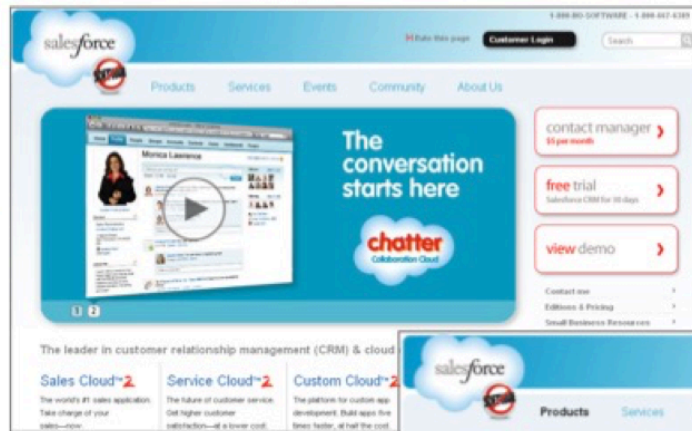


Look for historical Product View to Order conversion % for each product and if none exists, use general website product view to order conversion %

PRODUCTS OUT OF STOCK

Products	Product Views (custom) [e3]	Orders	Product Out of Stock [e68]	Out of Stock %	Product Out of Stock Amount [e69]	Out of Stock Amount (Weighted)	Out of Stock Amount (WeightedIF)
1. SWE064	877 0.2%	0 0.0%	567 8.8%	64.65%	\$6,786 7.8%	\$0	\$286
2. SWU292	306 0.1%	0 0.0%	217 3.4%	70.92%	\$1,922 2.2%	\$0	\$81
3. SWP029	280 0.1%	0 0.0%	202 3.1%	72.14%	\$2,980 3.4%	\$0	\$126
4. SWI113	268 0.1%	26 0.2%	145 2.3%	54.10%	\$348 0.4%	\$34	\$34
5. SWI052	201 0.1%	0 0.0%	140 2.2%	69.65%	\$960 1.1%	\$0	\$40
6. SW968	192 0.0%	0 0.0%	140 2.2%	72.92%	\$612 0.7%	\$0	\$26
7. SWR049	206 0.1%	1 0.0%	139 2.2%	67.48%	\$1,367 1.6%	\$7	\$7
8. SWU339	160 0.0%	0 0.0%	106 1.6%	66.25%	\$813 0.9%	\$0	\$34
9. SWU1004	99 0.0%	0 0.0%	86 1.3%	86.87%	\$510 0.6%	\$0	\$22
10. SW875	154 0.0%	4 0.0%	85 1.3%	55.19%	\$843 1.0%	\$22	\$22

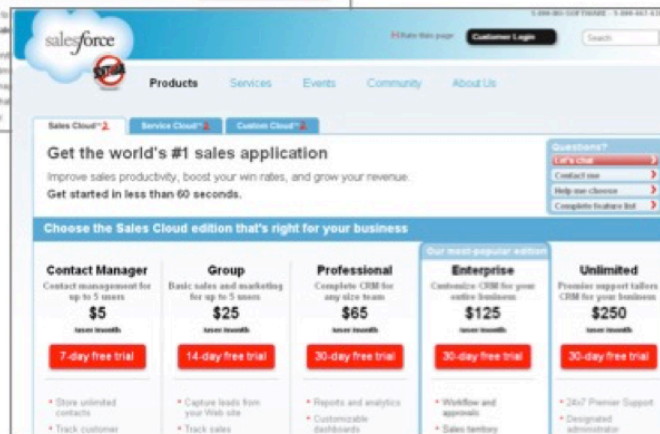
How “engaged” are my website visitors?



= 1 “Point”




= 3 “Points”



= 8 “Points”

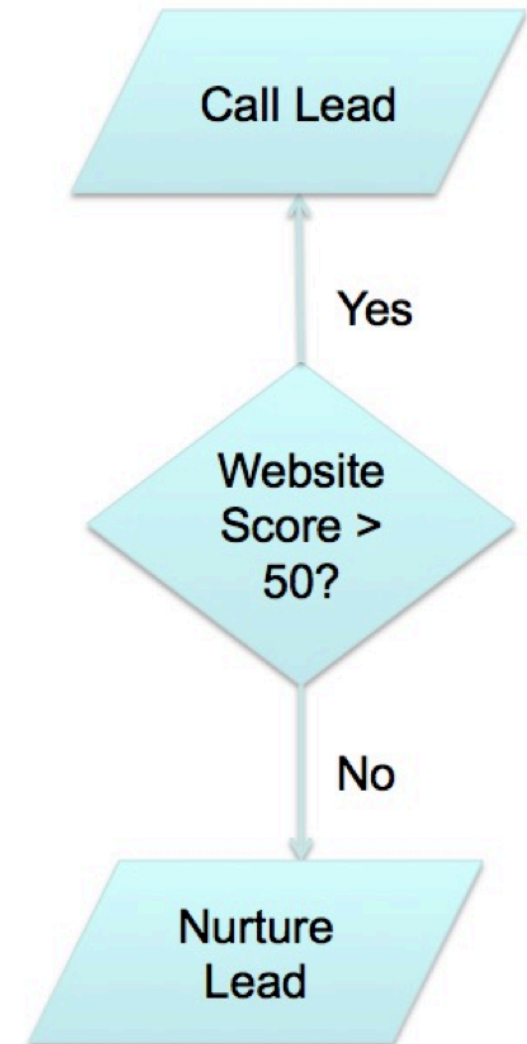
How do visitors of different scores behave?

Lead  **Bill Smith**

[Open Activities \[1\]](#) | [Activity Hist](#)

Lead Detail

Company	law
Name	Bill Smith
Title	Public Relations Manager
Job Function	Marketing
Job Level	Manager Level
Do Not Override Job Title and Function	<input type="checkbox"/>
Signup Edition	
Trial Expiry	
Promotion Code	dc3
Web Form URL	https://www.salesforce.com
Budget Categorization	Inbound Interest - Unpaid P
Developer Job Role	
Partner Interest Flag	<input type="checkbox"/>
Other Competitor Description	
Website Score	54



Integrate Data Sources

Combine imported advertising costs and imported refunds to create new ROAS after refunds calculated metric!

Campaign ID (Tracking Code)		Ad Cost (E37)		Revenue		Refunded Revenue (E41)		ROAS (Revenue/Ad Cost) - Return on Ad Spend	ROAS incl. Refunds (Revenue after Refunds/Ad Cost (ROAS - Return on Ad Spend))
1.	paid search - adwords:ci:1009300289	120,784 CHF	11.9%	625,984 CHF	10.4%	22,242 CHF	7.8%	5.2	5.0
2.	paid search - adwords:ci:957990161	78,039 CHF	7.7%	636,891 CHF	10.6%	13,285 CHF	4.7%	8.2	8.0
3.	paid search - adwords:ci:957990158	73,483 CHF	7.2%	390,801 CHF	6.5%	11,740 CHF	4.1%	5.3	5.2
4.	paid search - adwords:ci:1010345965	71,514 CHF	7.1%	519,644 CHF	8.6%	3,530 CHF	1.2%	7.3	7.2
5.	paid search - adwords:ci:972875420	70,140 CHF	6.9%	384,823 CHF	6.4%	27,471 CHF	9.6%	5.5	5.1
6.	paid search - adwords:ci:953444807	55,040 CHF	5.4%	362,954 CHF	6.0%	12,513 CHF	4.4%	6.6	6.4

↑
Data from
Ad Vendor

↑
Data from
Internal DW

↑
New Calc
Metric

Is my product conversion possibly being impacted by competitor pricing?

	Competitive Pricing (v40)	Product Views	
1.	10010100:30.00:29.50	822,806	21.3%
2.	10010100:30.00:29.75	723,219	18.7%
3.	10010100:29.95:29.50	607,194	15.7%

	Product Pricing Spread	Product Views		Orders		Orders/ Product Views
1.	10010100:+0.50	1,340,082	34.7%	179,569	31.6%	0.13
2.	10010100:+0.25	984,274	25.5%	137,237	24.1%	0.14
3.	10010100:+0.45	607,194	15.7%	80,510	14.2%	0.13
4.	10010100:Same Price					
5.	10010100:-0.25					

	Overall Pricing Spread	Product Views		Orders		Orders/ Product Views
1.	+0.50	7,929,562	26.5%	1,050,951	23.5%	0.13
2.	+0.25	6,408,783	21.5%	901,711	20.1%	0.14
3.	+0.45	5,614,034	18.8%	741,268	16.5%	0.13
4.	Same Price	4,078,317	13.7%	702,725	15.7%	0.17
5.	-0.25	3,779,539	12.7%	638,637	14.3%	0.17
6.	-0.50	2,593,391	8.7%	477,297	10.7%	0.18

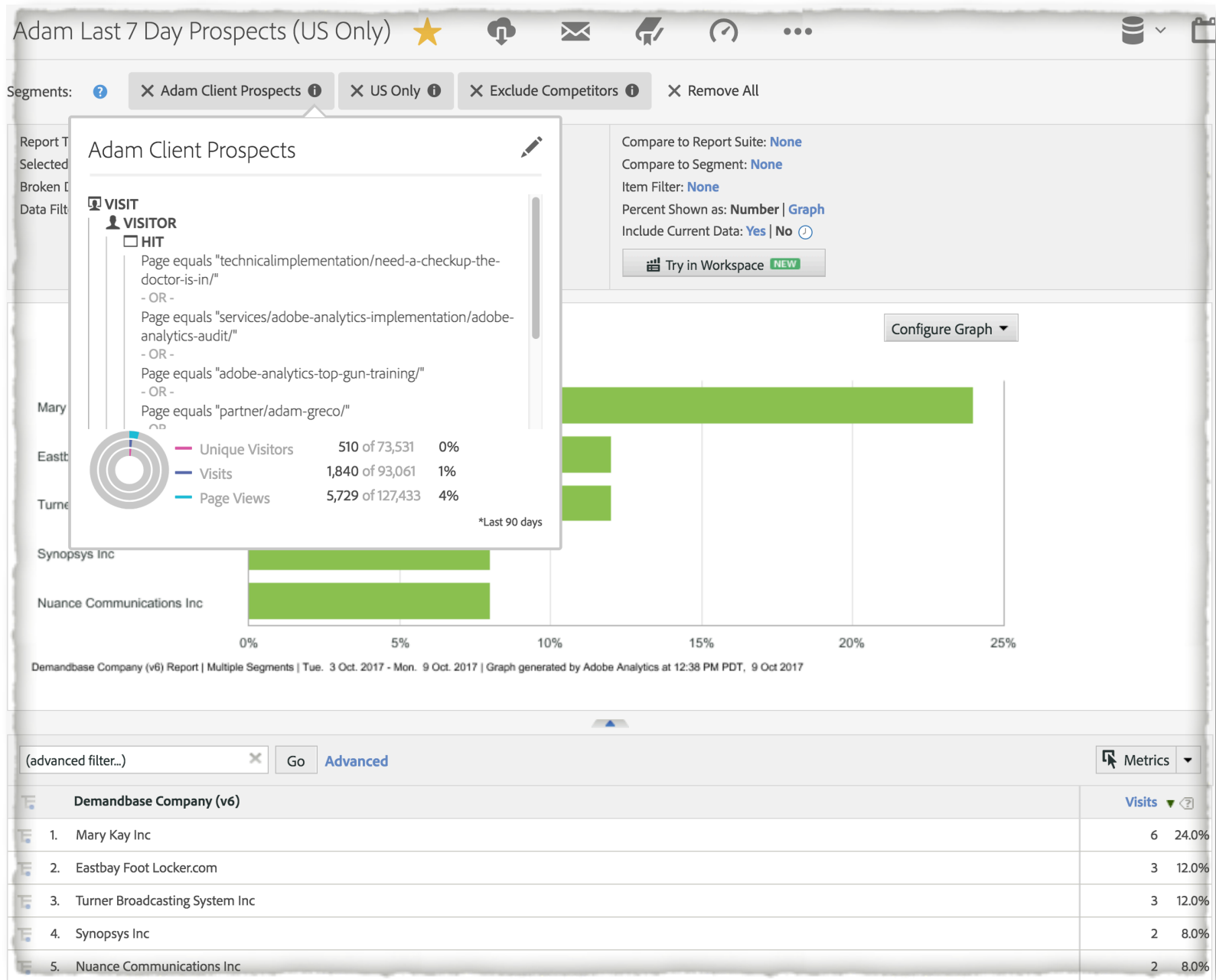
Which companies are on my site...

Demandbase Company (v6)		Visits ▼ ⓘ		Blog Post Views (e3)	
1.	Adobe Systems Inc	2,940	0.0%	2,293	0.0%
2.	Eclerx Services Ltd	848	0.0%	778	0.0%
3.	TATA Consultancy Services Ltd	728	0.0%	447	0.0%
4.	Accenture Services PVT Ltd	670	0.0%	548	0.0%
5.	Cognizant Technology Solutions India PVT Ltd	657	0.0%	536	0.0%
6.	Deloitte Services LP	532	0.0%	332	0.0%
7.	Adobe Systems Software Ireland Ltd	449	0.0%	453	0.0%
8.	IBM Corporation	438	0.0%	190	0.0%
9.	Accenture LLP	420	0.0%	223	0.0%
10.	Sapient Corporation Pte. Ltd - Noida	382	0.0%	373	0.0%

...and what are they looking at?

Demandbase Company (v6) by Blog Post Title (v5)		Visits		Blog Post Views (e3)	
1.	Adobe Systems Inc	2,940		2,293	
1.	Adam Greco:Reenergizing Your Web Analytics Program & Implementation	218	7.4%	143	6.2%
2.	Adam Greco:Money Left on the Table	58	2.0%	45	2.0%
3.	Adam Greco:Product Cross-Sell [SiteCatalyst]	20	0.7%	45	2.0%
4.	Adam Greco:Revenue Bands [SiteCatalyst]	51	1.7%	39	1.7%
5.	Eric Peterson:Average Cost per Visit	71	2.4%	38	1.7%
6.	Adam Greco:Venn Diagram in Analysis Workspace	10	0.3%	33	1.4%
7.	Eric Peterson:The Evolving Tag Management Marketplace	45	1.5%	32	1.4%
8.	Eric Peterson:Google Analytics Intelligence Feature is Brilliant!	3	0.1%	26	1.1%
9.	Adam Greco:Time Zone Trick [SiteCatalyst]	52	1.8%	26	1.1%
10.	Tim Wilson:Big Data without Digital Insight Management Is a Big Hot Mess	8	0.3%	25	1.1%

Who will be my next customer?



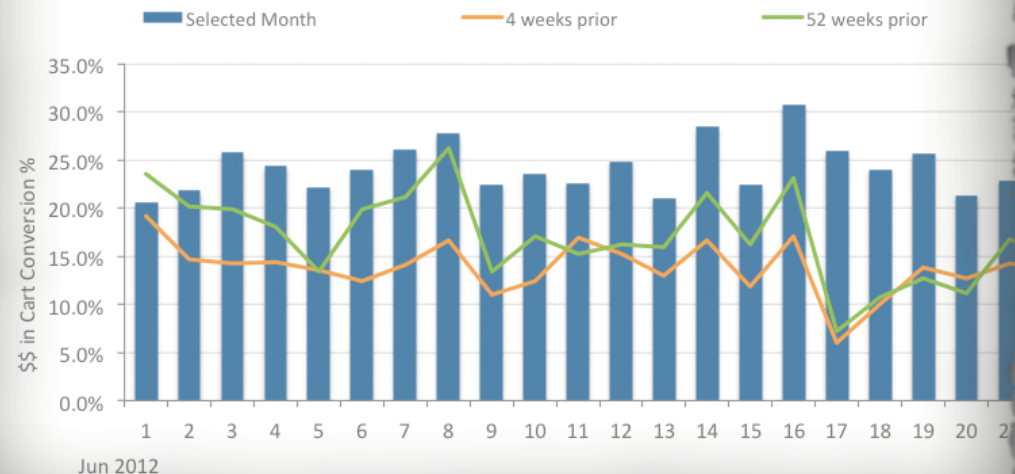
How much money is being left in the cart and for which products?

	Products	\$\$ Added to Cart		\$\$ Added to Checkout		Revenue		Revenue/\$\$ Added to Checkout
1.	301027-9CU4	\$4,099,421	21.3%	\$2,969,952	22.7%	\$1,529,937	19.9%	51.51%
2.	301037-8BRU	\$3,603,251	18.7%	\$2,686,060	20.5%	\$1,400,451	18.2%	52.14%
3.	301004-8LB9	\$3,025,189	15.7%	\$2,118,275	16.2%	\$1,320,293	17.1%	62.33%
4.	301010-5WDX	\$2,003,947	10.4%	\$1,375,787	10.5%	\$856,302	11.1%	62.24%
5.	301002-2MS9	\$1,594,487	8.3%	\$960,867	7.3%			
6.	301015-4MRX	\$1,213,930	6.3%	\$1,004,543	7.7%			

\$\$ in Cart Conversion % Report

View by: **Day** ▼

Day of Week: **All Days** ▼



How many people added over \$XXX to the cart but then didn't order?

Segment Builder

Events

Show Dimensions Show Segments Hide Events

Title

Visits with More Than \$300 Cart Add Revenue, But No Purchase

Description

Definitions

Show Visit

Cart Add Potential Revenue is greater than 300

And

(Orders exists)

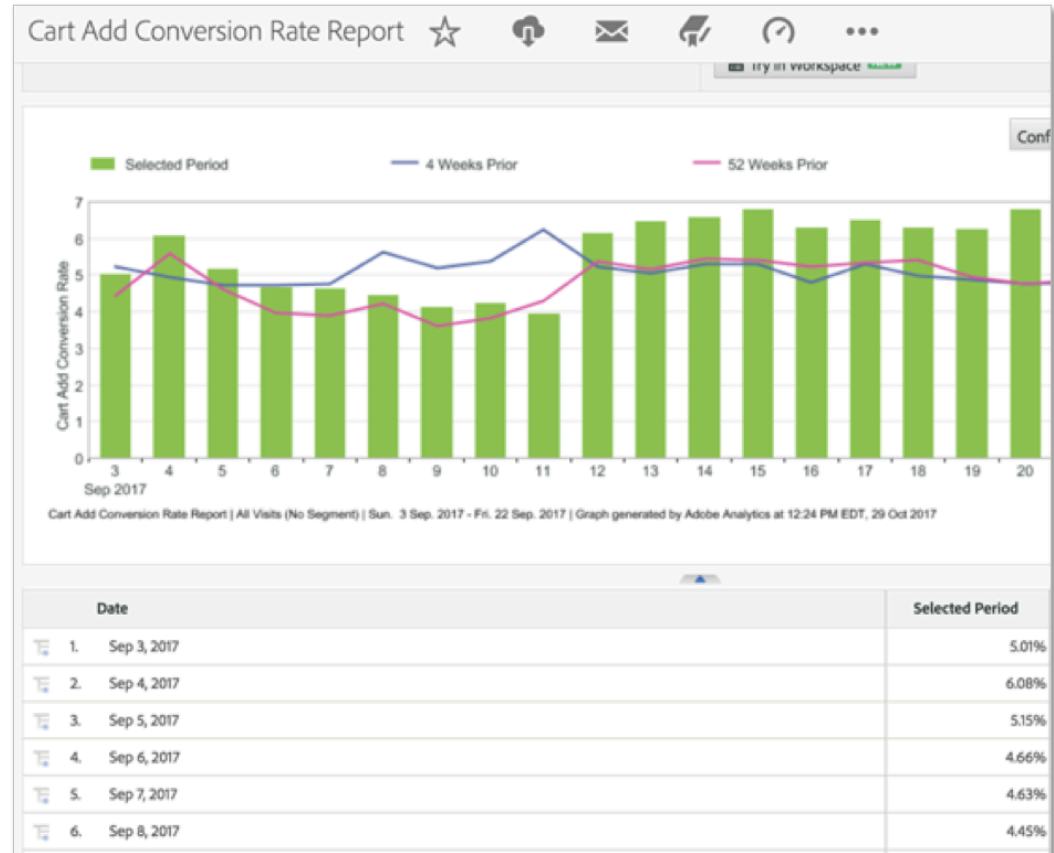
Orders exists

Put Data In Financial Terms!

What if you captured how much \$\$ was added to the cart and compared it to actual revenue?

You: *Only ~ 5% of \$\$ added to the cart is being purchased!!*

Exec: *Meh...*

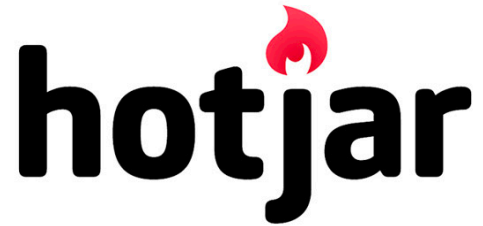


Put Data In Financial Terms!

You: *We are leaving \$500 million in the cart!!*

Exec: *Holy Crap!! What resources can I give you to get more of that purchased??*

Products	\$S Added to Cart	Revenue ▼ ⓘ
1. 2008354	\$9,287,486	\$464,374 1.8%
2. 1101084	\$6,533,057	\$326,653 1.2%
3. 2084064	\$6,121,323	\$306,066 1.2%
4. 2035906	\$3,772,715	\$188,636 0.7%
5. 2084945	\$3,142,728	\$157,136 0.6%
6. 1125689	\$3,062,909	\$153,145 0.6%
7. 2084044	\$2,812,105	\$140,605 0.5%
8. 2075867	\$2,735,222	\$136,761 0.5%
9. 2045101	\$2,733,230	\$136,662 0.5%
10. 2043302	\$2,578,777	\$128,939 0.5%
TOTAL	\$524,719,061	\$26,235,953



Compliment raw
numbers with user
experience tools



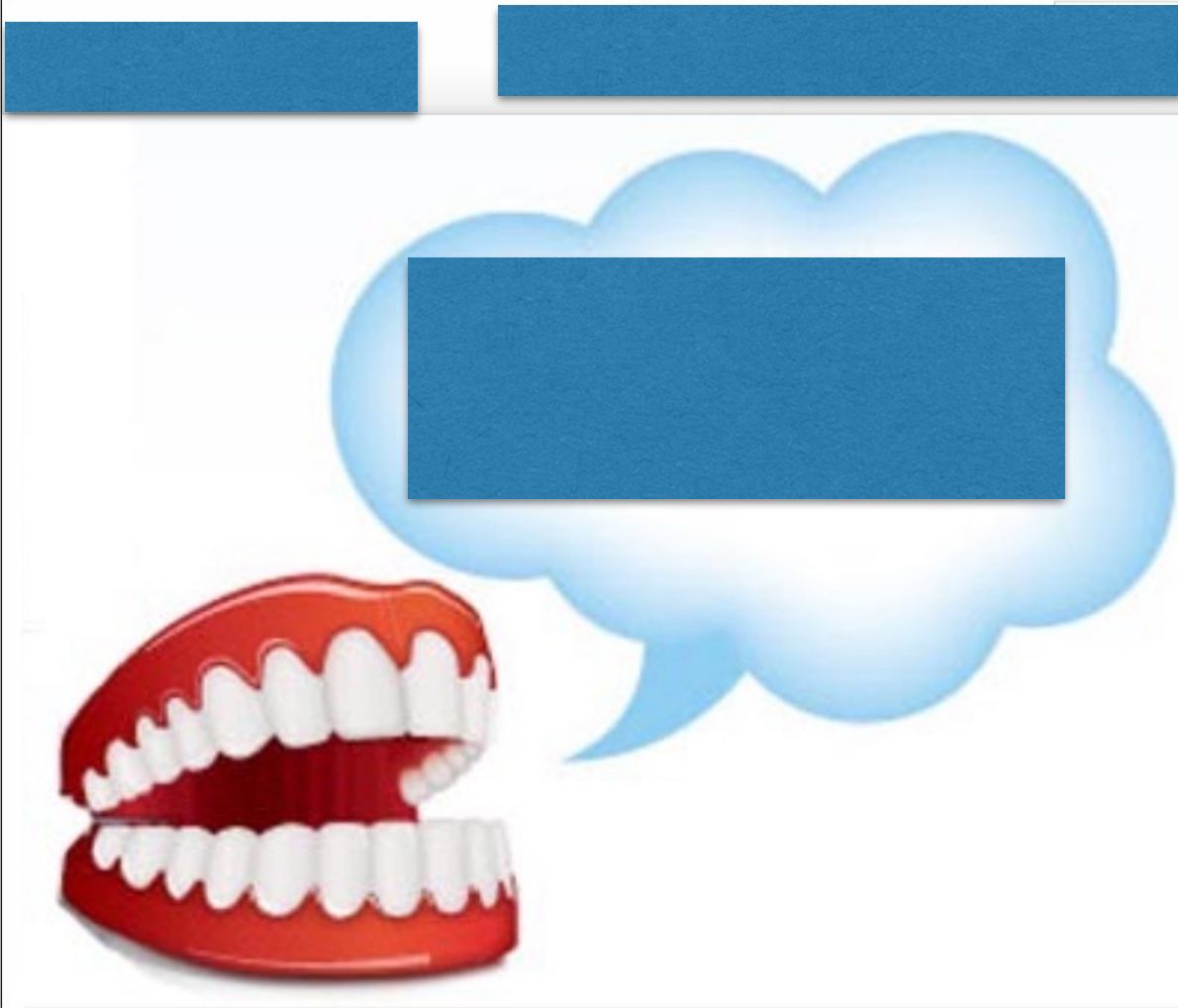
Ask Users Questions



Ask Users Questions



Please take a look at this image and answer the following question:



What does this company do?

140

[pass](#) or

Submit

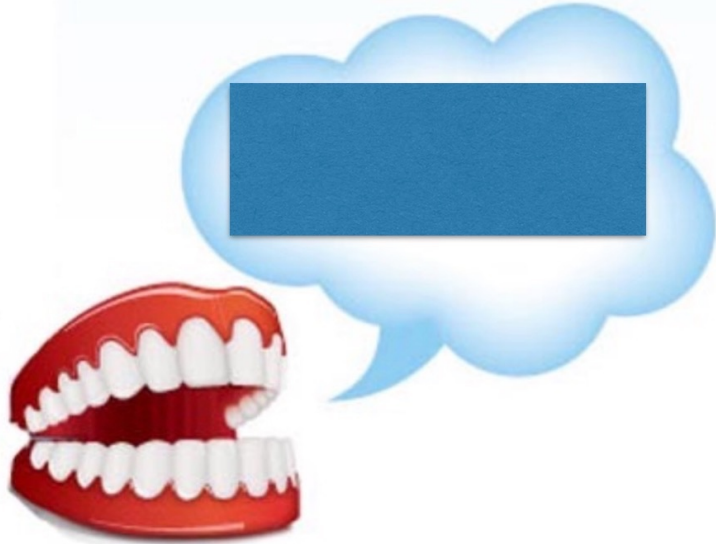
Ask Users Questions



Please take a look at this image and answer the following question:

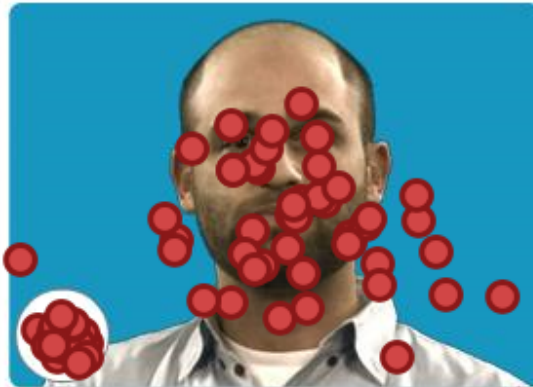
What does this company do?

[PASS](#) or [Submit](#)



Comedy
Teeth
Dental
Jokes
Clown
Toy
Improv
Gums
Supplies

Use Heatmaps/ClickMaps



Bella Pictures
David Kreitzer, VP eCommerce

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