

Digital Analytics
to Improve
Website
Conversions



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**You can't improve what
you can't measure.**

Without clear objectives and a way to measure it, you are stuck in a constant state of guessing.



**Tracking means Data and
Data means data-driven
decisions.**

Why Tracking is important?

- **To calculate ROI of a marketing channel/campaign;**
- **To follow the user flows leading to conversions and improve them further;**
- **To identify UX problems stopping a visitor from purchasing;**
- **To measure the REAL engagement of your users;**
- **To improve your website conversion with data-driven decisions instead of guessing.**

How?

Google Analytics

**Analytics tells you what's going on
your website**

**(It does not tell why it is
happening!)**

Basic Google Analytics Data:

- Performance of Website**
- Geographic information**
- Top Pages**
- Bounce Rate**
- Visit Depth**
- Returning Visitors**
- Device Segmentation**

Also - it's FREE

**4 steps to
improve
your
conversion
with GA**

- 1. Identify a particular problem in visitor behavior**
- 2. Why the problem is happening**
- 3. The impact of that particular problem on user behavior**
- 4. The potential revenue gain by fixing that problem**

**In order to improve your
conversion you first need
to find the problem!**

What you can do with basic GA setup?

- Detecting a landing page with too high Bounce Rate;**
- Detecting huge Abandonment Rate in a particular step of your funnel;**
- Detecting bad ROI of a particular marketing channel or campaign;**
- Detecting bad performance for a device type.**

**Get the
most out of
Google
Analytics!**



The advanced tracking

What if you want to know...

- How much the user scrolled on your page?
- How much time the user spent on any page, actively engaging?
- Where the visitors are clicking?
- Which one of all your banners is the most clicked one?
- Which of all the outbound links is the most clicked one?
- How many users downloaded your PDF?
- How many users played your YouTube Video?
- How much of them actually watched the whole video?

HOW?

Google Tag Manager

- **Google Tag Manager ≠ Google Analytics**
- **GTM gives the opportunity to deploy more advanced tracking WITHOUT the need of changes in the website.**
- **And it's FREE!**

The next level of tracking - Events

**Event tracking gives you the next layer of
user behavior tracking**

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the next layer of data and ideas for CRO!

**Some of the
questions
You could
answer with
Event
Tracking:**

- ➔ Which one of my banners are performing good or bad?
- ➔ On which field of my Lead Generation form the users are dropping off?
- ➔ Which step of my Ecommerce funnel is driving my clients away?
- ➔ Are the bounced users actually lost clients or they converted on the landing page?
- ➔ Is my main CTA performing good?
- ➔ Which is the REAL most engaging page of my blog?

The upside:

**GTM gives you the option
to deploy your
marketing/tracking tags
without the need of
changing any code in your
website**

**The
downside:**

**You need JavaScript
Knowledge**

**For the PPC people -
easy dynamic
remarketing.**

GTM makes remarketing easy

- Works the same for Facebook, Adwords, Bing, etc...;
- Target specific users;
- Target specific offers tailored to the user needs;
- Advertise the exact product your user wants;

A top-down view of a wooden desk with a laptop, a cup of coffee, a pencil, and a notepad. The scene is bathed in a warm, orange-toned light. The laptop is open, and the coffee cup is filled. There are several crumpled pieces of paper scattered around the desk.

THANK YOU!
**ENJOY THE REST OF
ITEXPOBULGARIA 2017**