

DATA DRIVEN ROAD TO SUCCESS

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redorbit 

**WHAT IS THE PRICE OF MICROWAVE OVEN
GE PROFILE ADVANTIUM 120?**

SEARS

\$899,99

BEST BUY

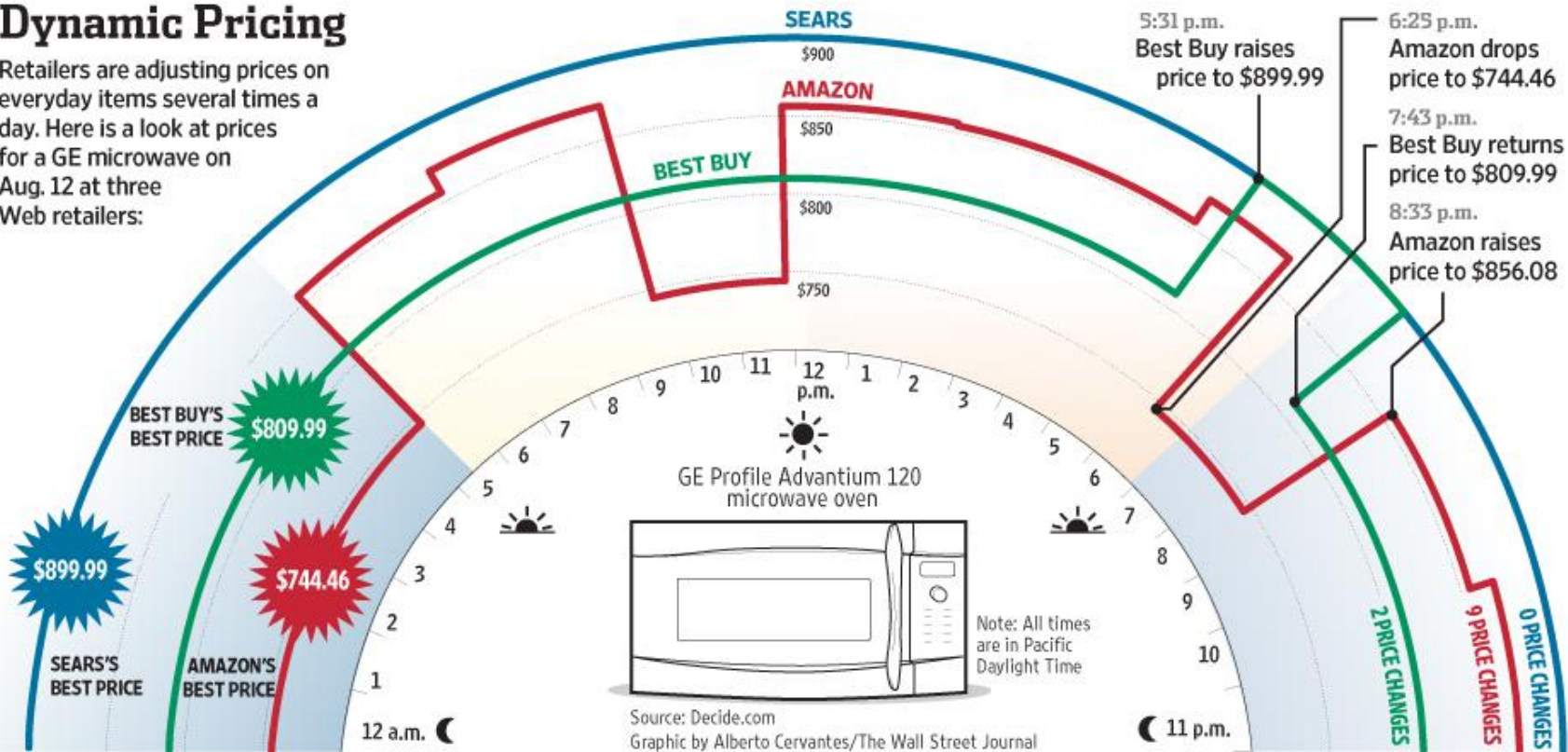
\$809,99

AMAZON

currently \$870,08

Dynamic Pricing

Retailers are adjusting prices on everyday items several times a day. Here is a look at prices for a GE microwave on Aug. 12 at three Web retailers:





MARKETING WAS NEVER EASY



UNDERSTANDING THE CUSTOMER

How to catch the important moments?

A man with a beard and glasses, wearing a grey hoodie and a dark jacket, is sitting on the floor. He is holding a large, dark-colored bag filled with clothes. The background shows a tiled floor and a wall with a grid pattern. The entire image has a blue tint.

SUCCESS RATE

Only 15,15 % of website visitors start a checkout process

ONLY 11 % OF VISITORS

WHO START A CHECKOUT PROCESS ALSO FINISH IT

WHAT HAPPENS WITH THE OTHERS?
99 % USERS DO NOT FINISH THE PURCHASE

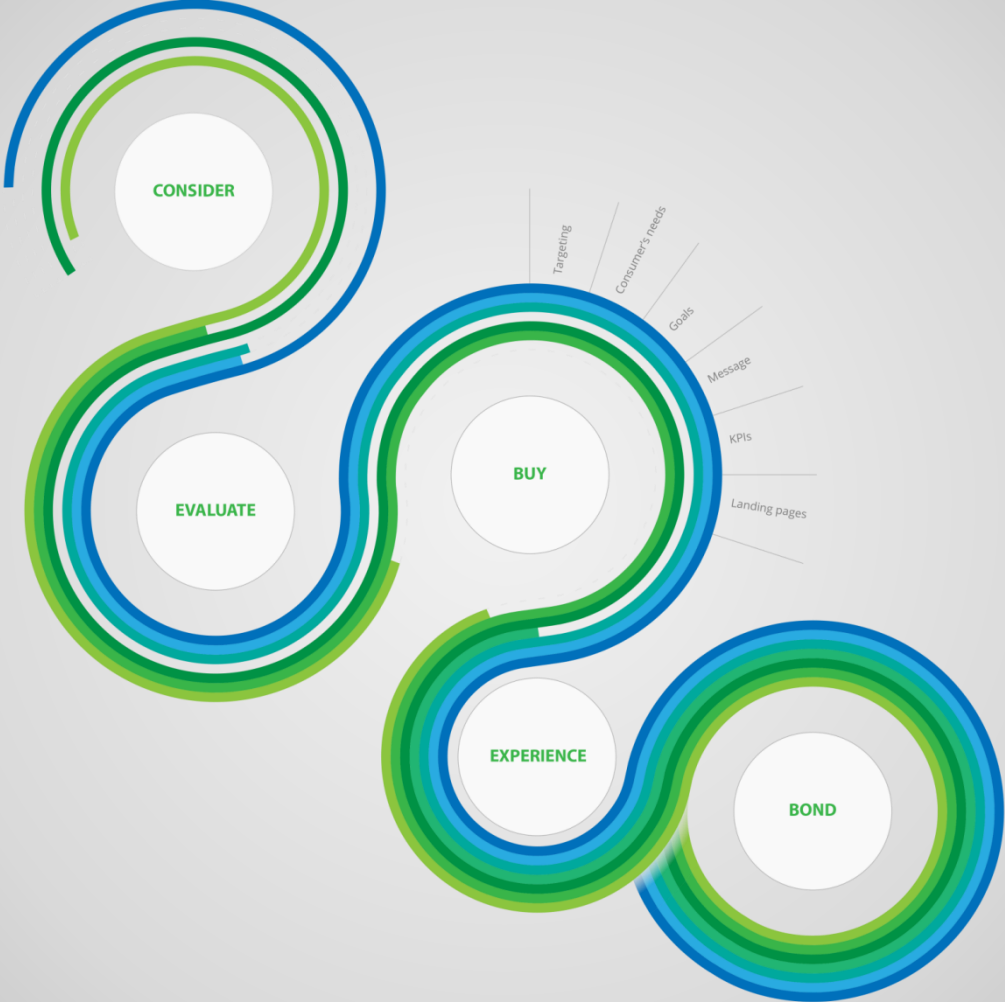
WHAT ARE WE GOING TO DO?

ESTABLISH METRICS TO UNDERSTAND USERS

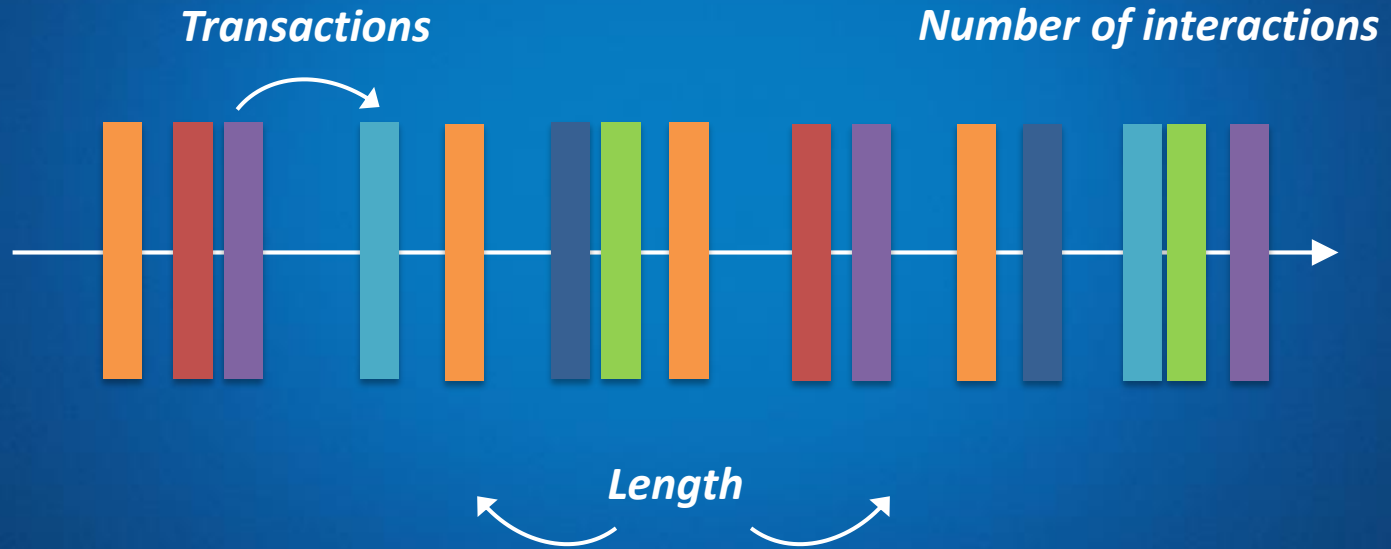
DATA

**TRACKING
CONSUMER
DECISION
JOURNEY**

**MICRO AND
MACRO
CONVERSIONS**



Understanding user behavior throughout the entire CDJ



Micro & macro conversions

BIG BANG

Podjetje Pomoč Registracija Prijavi se

080 22 64 KOŠARICA (0)

ISČI ... Aktualni katalogi Nakupi na obroke Novice PRILJAVA NA E-NOVICE

SPLETNI TRGOVEC LETO 2013

PRODAJNI PROGRAM INFO PORTAL BIG BANG ASISTENT PARTNER (B2B)

Big Bang → Slika → TV sprejemniki → LED TV sprejemniki → Tv sprejemnik 39PFL3208H+PTA128 PHILIPS

Tv sprejemnik 39PFL3208H+PTA128 PHILIPS

Smart TV 400Hz Skype

Spletna cena: **369,99 €**

Redna cena: 429,99 €

Prihranek: 60,00 € = 14%

Odprema: **Predvidoma 14 dni Brezplačna dostava**

Big Bang Kasko

- KASKO 3 LETA 24,99 € GAR. + ZAV. ZA NAKLJ. ŠKODO
- KASKO 5 LET 49,99 € GAR. + ZAV. ZA NAKLJ. ŠKODO

Kaj je Big Bang KASKO?

DODAJ V KOŠARICO

♥ Dodaj v seznam želja

📄 Dodaj v primerjavo

Mnenja uporabnikov: ★★★★★
Napiši mnenje | ID: 557674

PHILIPS

Tanek in varčen TV, primeren za v vsak dom. S funkcijo snemanja posneme oddaje, ko jih ne utegneta pogledati v živo. Smart TV omogoča brskanje po spletu in uporabo množice aplikacij, tudi slovenskih (VOYO, Planet Siol.net, Kulinarnika.net, Radio 1, Mediateka RTV SLO, Vreme). Wi-Fi pripravljen.

IZDELKI V KOMPLETU

- PRIBOR IN DODATEK PTA128/00 WI-FI USB
- TV SPREJEMNIK 39PFL3208H/12 LED TV

Micro & macro conversions

OPIS **TEHNIČNE SPECIFIKACIJE** **SORODNI IZDELKI** **MNENJA IN OCENE UPORABNIKOV**

Videoklici Skype™ prek televizorja*
Klicem dodajte novo dimenzijo in izkušnjo delite z najbližjimi, kjerkoli so. S storitvijo Skype™ lahko prek televizorja v dnevni sobi opravljate glasovne in videoklice. Na televizor priključite izbirno Philipsovo TV-kamero (PTA317) in v udobnem naslonjaču uživajte v sliki in zvoku odlične kakovosti.

Brezžični vmesnik LAN
Dodaten vmesnik USB omogoča hitro in enostavno povezavo z domačim omrežjem, kar vam nudi dostop do celotnega sveta vsebin ali brezžično izmenjavo doma.

Spletne aplikacije Smart TV
Izkoristite možnosti, ki presegajo tradicionalno televizijo. Filme, videoposnetke, igre in druge vsebine in spletnih videoteke izposojajte ali pretakajte neposredno na televizor. S storitvijo Smart TV si oglejte priljubljene oddaje, ki ste jih zamudili, in uživajte v širokem izboru spletnih aplikacij. Prek storitve Skype™ ali družabnih omrežjih bodite v stikih s sorodniki in prijatelji. Ali pa samo brskajte po spletu.

Televizor SimplyShare
Fotografije, glasbo, videoposnetke in filme delite prek povezave DLNA s pametnim telefonom, tabličnim ali osebnim računalnikom in si jih ogledajte na velikem zaslonu. Enostavna izmenjava.

LED-televizor Full HD
Kakovost slike je pomembna. Običajni televizorji HD predvajajo kakovostno sliko, vendar pričakujete najboljšo. Predstavlja si osupljivo jasne podrobnosti, visoko svetlost, neverjeten kontrast, ostro gibanje, pristne barve in izjemno sliko – ob nizki porabi energije. Če si želite tega, se odločite za LEDtelevizor Full HD, ki predvaja podrobnejša slike kot standardni televizorji HD. Podrobnejša slika pa vam zagotavlja pristnejše doživetje.

100Hz PMR
Za natančno, tekočo in naravno gibanje slik je Philips razvil standard PMR za merjenje ostrine gibljivih slik. Perfect Motion Rate je rezultat naše edinstvene obdelave slike, števila sličic na sekundo in hitrosti osveževanja vsake sličice, popolnega zatemnjevanja in tehnologije osvetlitve ozadja. Višja vrednost PMR omogoča boljši kontrast in jasnejše gibanje, kar posledično zagotavlja vrhunsko sliko.

Digital Crystal Clear
Uživajte v izjemno jasnih slikah iz vsakega vira. Paket slikovnih inovacij digitalno prilagaja in optimira kakovost slike, kar zagotavlja optimalen kontrast, barve in ostrino.

Dve reži USB (fotografije, glasba, videoposnetki)
Z dvema režama USB ima lahko priključen trdi disk za snemanje na USB in funkcijo Pause TV, kar vam vedno zagotavlja nadzor nad programi. Priročna dodatna vrata USB omogočajo priključitev kamere Skype™ ali dostopanje do fotografij JPEG, skladb MP3 ali videodatoteke v pomnilnikih USB brez prekinjanja snemanja.

PREVERI ZALOGO IZDELKA V TRGOVINAH PO SLOVENIJI

Izberite kraj

PREVERI ZALOGO →

Dodatne informacije:

INFO PORTAL →

POMOČNIK ZA IZBIRO TELEVIZORJA

SLOVAR IZRAZOV →

POVEJ PRIJATELJEM

f t g+ p

f Like Be the first of your friends to like this.

Micro & macro conversions matrix

AWARENESS

NEW FOLLOWERS

SOCIAL ACTIONS

Long term

RESEARCH

USER REGISTRATION

CATALOGS DOWNLOADED

GALLERIES BROWSED

VIDEOS WATCHED

EMAIL SIGNUPS

Mid term

PURCHASE

REVIEWS & RATINGS

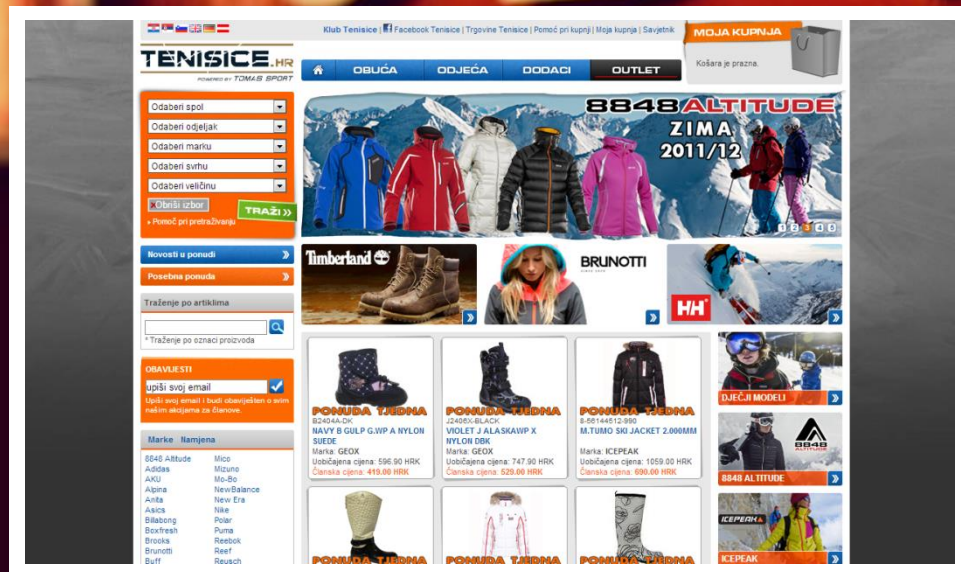
CHECK STOCK

PURCHASE

Short term

TENISICE.HR

Conversion optimization



1

135 %
increase in CR

2

26 %
bounce rate

3

14,42
pageviews per visit

4

45 %
increase in number of transactions

Where are the benefits?

**BETTER
UNDERSTANDING
OF USER
BEHAVIOR**

**TARGETED
ADVERTISING
THROUGHOUT
THE CDJ**

**BETTER
PERFORMANCE
AND BETTER ROI**

GET INSIGHTS



AGGREGATED DATA

Metrics like CPA and CR don't say a lot...

The key segments

Acquisition

**WHICH
CHANNELS
DRIVE
TRAFFIC?**

Behaviour

**HOW ARE
USERS
BEHAVING?**

Outcomes

**WHAT
INFLUENCES
CONVERSION?**

The key segments

Acquisition

**WHICH
CHANNELS
DRIVE
TRAFFIC?**

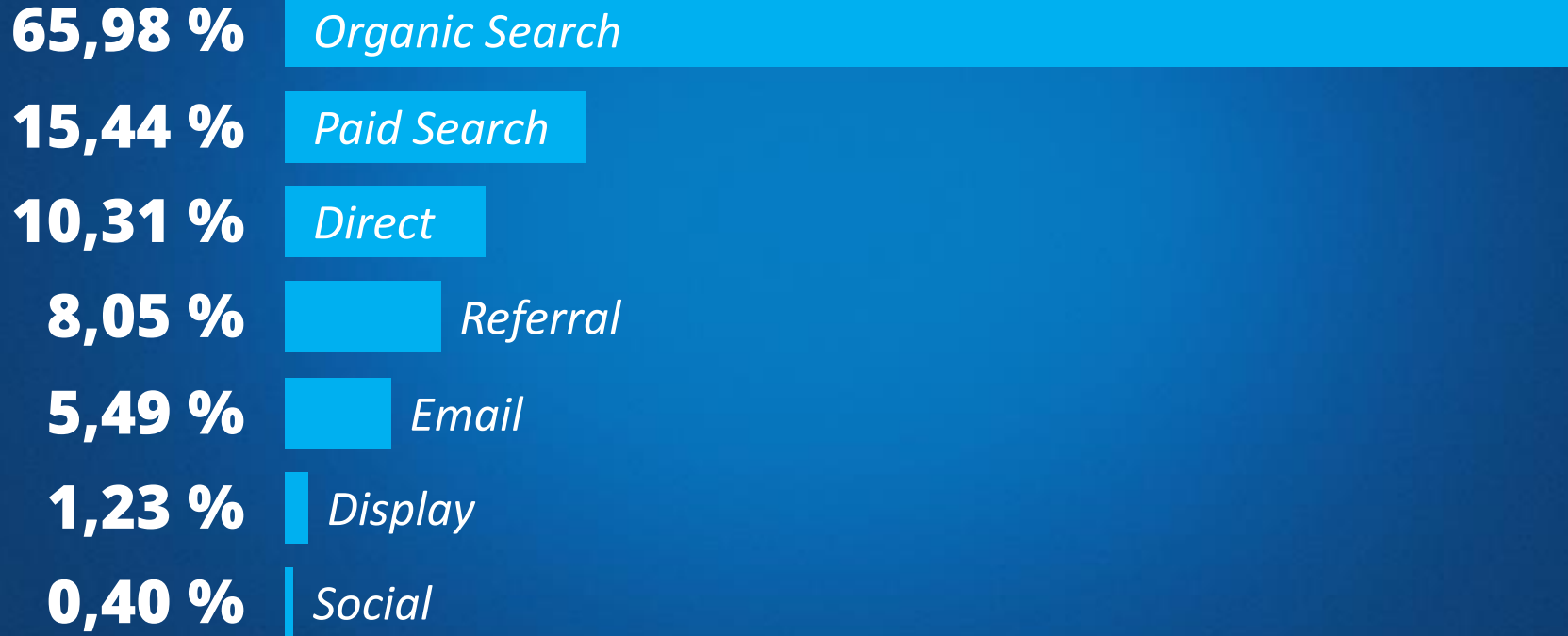
Behaviour

**HOW ARE
USERS
BEHAVING?**

Outcomes

**WHAT
INFLUENCES
CONVERSION?**

Income by digital channel



**MAJORITY OF „LAST CLICK“ CONVERSIONS
ARE MADE VIA BRANDED TRAFFIC**

BUT

**OTHER CHANNELS LIKE NON-BRANDED TRAFFIC,
SOCIAL MEDIA AND DISPLAY ADVERTISING
PLAY CRUCIAL ROLE
AS ASSISTED CONVERSIONS**

**64 % CONVERSION PATHS
INCLUDE NON-BRANDED VISITS**

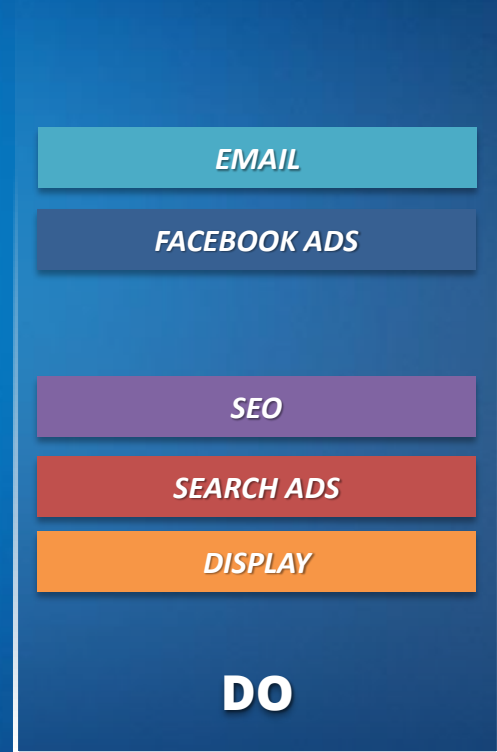
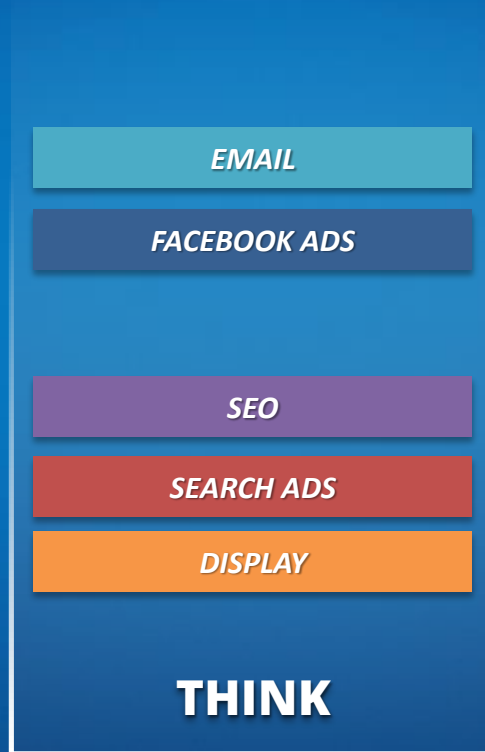
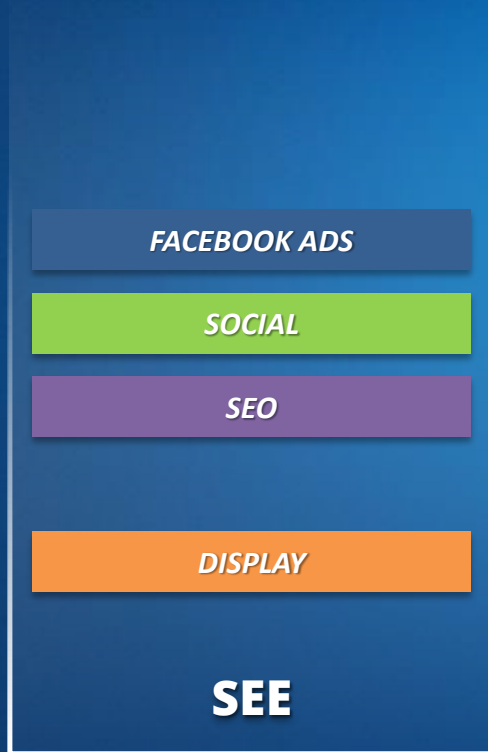
Outcomes report

Default Channel Grouping														Source / Medium	Conversion Rate
Default Channel Grouping	Prebran članek (Goal 12 Completions) ↓	Registracija uporabnika (Goal 2 Completions)	Izdelek dodan na seznam želja (Goal 5 Completions)	Družabna omrežja (Goal 14 Completions)	Ogled mnenja oz. ocene izdelka (Goal 6 Completions)	Prijava v partnerski program (Goal 7 Completions)	Prijava uporabnika na e-časopis (Goal 3 Completions)	Interakcija na poddomeni (Goal 9 Completions)	Izdelek dodan v primerjalnik (Goal 10 Completions)	Končan čarovnik (Goal 13 Completions)	Ogled zaloge izdelka (Goal 11 Completions)	Izdelek dodan v košarico (Goal 4 Completions)	Nakup (Goal 1 Completions)		
1. Direct	1,199 (42.70%)	149 (9.35%)	29 (8.90%)	0 (0.00%)	2,054 (9.21%)	6 (85.71%)	18 (25.00%)	40 (2.39%)	713 (7.48%)	18 (12.00%)	1,673 (13.22%)	592 (10.14%)	161 (10.01%)		
2. Organic Search	882 (31.41%)	874 (54.83%)	184 (56.44%)	3 (75.00%)	12,140 (54.46%)	1 (14.29%)	28 (38.89%)	18 (1.08%)	4,720 (49.51%)	43 (28.67%)	6,895 (54.50%)	3,095 (53.02%)	844 (52.49%)		
3. Referral	372 (13.25%)	90 (5.65%)	15 (4.60%)	0 (0.00%)	1,150 (5.16%)	0 (0.00%)	11 (15.28%)	1,399 (83.67%)	506 (5.31%)	14 (9.33%)	752 (5.94%)	287 (4.92%)	89 (5.53%)		
4. Social	354 (12.61%)	10 (0.63%)	3 (0.92%)	0 (0.00%)	110 (0.49%)	0 (0.00%)	2 (2.78%)	9 (0.54%)	34 (0.36%)	1 (0.67%)	118 (0.93%)	40 (0.69%)	6 (0.37%)		
5. Email	1 (0.04%)	13 (0.82%)	5 (1.53%)	1 (25.00%)	249 (1.12%)	0 (0.00%)	1 (1.39%)	170 (10.17%)	104 (1.09%)	3 (2.00%)	172 (1.36%)	92 (1.58%)	31 (1.93%)		
6. (Other)	0 (0.00%)	11 (0.69%)	6 (1.84%)	0 (0.00%)	256 (1.15%)	0 (0.00%)	3 (4.17%)	1 (0.06%)	141 (1.48%)	38 (25.33%)	140 (1.11%)	74 (1.27%)	11 (0.68%)		
7. Display	0 (0.00%)	5 (0.31%)	0 (0.00%)	0 (0.00%)	135 (0.61%)	0 (0.00%)	1 (1.39%)	0 (0.00%)	65 (0.68%)	0 (0.00%)	62 (0.49%)	23 (0.39%)	4 (0.25%)		
8. Paid Search	0 (0.00%)	442 (27.73%)	84 (25.77%)	0 (0.00%)	6,197 (27.80%)	0 (0.00%)	8 (11.11%)	35 (2.09%)	3,251 (34.10%)	33 (22.00%)	2,839 (22.44%)	1,634 (27.99%)	462 (28.73%)		

Outcomes report

Default Channel Grouping													
Source / Medium	Conversion Rate												
Sort Type: Default	<input type="text"/> <input type="button" value="Q"/> advanced												
Default Channel Grouping	Prebran članek na info.bigbang.si (Goal 12 Conversion Rate) ↓	Registracija uporabnika (Goal 2 Conversion Rate)	Izdelek dodan na seznam želja (Goal 5 Conversion Rate)	Družabna omrežja (Goal 14 Conversion Rate)	Ogled mnenja oz. ocene izdelka (Goal 6 Conversion Rate)	Prijava v partnerski program (Goal 7 Conversion Rate)	Prijava uporabnika na e-časopis (Goal 3 Conversion Rate)	Interakcija na katalog.bigbang.si (Goal 9 Conversion Rate)	Izdelek dodan v primerjalnik (Goal 10 Conversion Rate)	Končan članek na izber.bigbang.si (Goal 13 Conversion Rate)	Ogled zaloge izdelka (Goal 11 Conversion Rate)	Izdelek dodan v košarico (Goal 4 Conversion Rate)	Nakup (Goal 1 Conversion Rate)
1. Social	2.04%	0.44%	0.06%	0.02%	3.69%	0.00%	0.06%	0.00%	0.91%	0.00%	2.55%	1.05%	0.51%
2. Referral	1.15%	0.42%	0.06%	<0.01%	3.07%	<0.01%	0.06%	0.00%	1.76%	0.03%	2.52%	1.31%	0.38%
3. Organic Search	0.42%	0.45%	0.10%	<0.01%	6.30%	0.00%	0.04%	0.00%	2.40%	0.01%	3.14%	1.84%	0.48%
4. Direct	0.24%	0.34%	0.07%	<0.01%	4.38%	0.00%	0.09%	0.00%	1.39%	0.01%	3.33%	1.64%	0.37%
5. (Other)	0.10%	0.03%	0.04%	0.00%	1.02%	0.00%	0.02%	0.00%	0.96%	0.08%	0.47%	0.30%	0.03%
6. Email	0.09%	0.29%	0.17%	0.01%	4.49%	0.00%	0.03%	0.00%	2.12%	0.03%	2.24%	1.72%	0.47%
7. Display	0.05%	0.05%	0.00%	0.00%	1.20%	0.00%	0.02%	0.00%	0.80%	0.02%	0.68%	0.43%	0.07%
8. Paid Search	0.01%	0.51%	0.13%	<0.01%	6.54%	<0.01%	0.04%	0.00%	3.64%	0.02%	3.21%	2.05%	0.51%

Digital Channels



The key segments

Acquisition

**WHICH
CHANNELS
DRIVE
TRAFFIC?**

Behaviour

**HOW ARE
USERS
BEHAVING?**

Outcomes

**WHAT
INFLUENCES
CONVERSION?**

What is our purchase behaviour?



84,30€

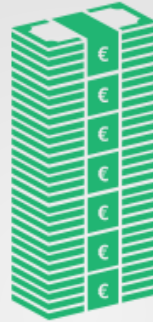
Average order value

Conversion rate

0,03%

Share of revenue

2,87%



131,50€

Average order value

Conversion rate

0,07%

Share of revenue

5,01%



121,90€

Average order value

Conversion rate

0,08%

Share of revenue

92,12%

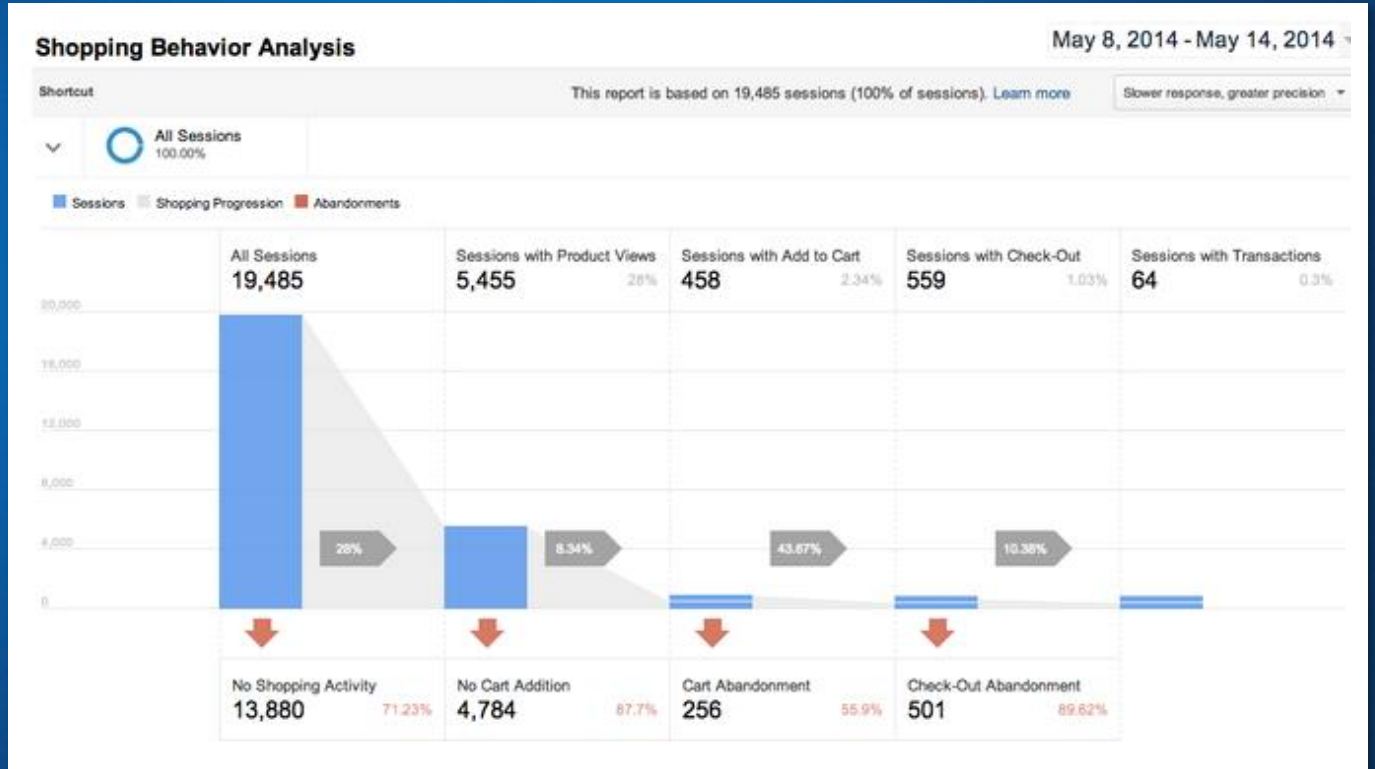
Enhanced Ecommerce

WEATHER















PRODUCT DATA

PURCHASE PRICE

...



Content quality

Landing Page	Sessions	Blog post article read (Goal 7 Conversion Rate) (compared to site average)
	7,300 % of Total: 12.12% (60,254)	55.96% Site Avg: 7.48% (647.95%)
1. /blog/9-resnic-o-slovenskih-spletnih-uporabnikih 	1,143	3.66%
2. /blog/kaj-mi-oglasovanje-na-facebooku-lahko-prinese 	864	11.48%
3. /blog/kako-se-na-spletu-vedemo-na-razlicnih-napravah 	855	23.73%
4. /blog/ste-na-facebooku-ze-opazili-kaj-novega 	658	8.91%
5. /blog/prodajajte-na-spletu-kot-branjevka-na-trznici 	498	-33.61%
6. /blog/spletni-iskalnik-kot-ucinkovito-branding-orodje 	447	-9.25%
7. /blog/spremembe-google-algoritmov-v-2014-kaj-pomeni-za-vase-poslovanje 	351	30.34%
8. /blog/ 	300	-64.26%
9. /blog/5-korakov-do-bojjsih-rezultatov 	241	20.12%
10. /blog/google-analytics-summit-2014-0 	226	-5.90%
11. /blog/9-resnic-o-slovenskih-spletnih-uporabnikih?ct=t(Red_Orbit_Newsletter_16_9_2014) 	152	16.39%
12. /blog/spremembe-google-algoritmov-v-2014-kaj-pomeni-za-vase-poslovanje?ct=t(Red_Orbit_Newsletter_17_7_20147_17_2014) 	117	13.03%
13. /blog/kako-se-na-spletu-vedemo-na-razlicnih-napravah?ct=t(Red_Orbit_Newsletter_17_7_20147_17_2014) 	95	26.03%
14. /blog/spletne-trgovine-pred-novim-letom 	90	44.95%

The key segments

Acquisition

**WHICH
CHANNELS
DRIVE
TRAFFIC?**

Behaviour

**HOW ARE
USERS
BEHAVING?**

Outcomes

**WHAT
INFLUENCES
CONVERSION?**

Conversion rate based on user segment

New visitors

1x

Returning visitors

2x

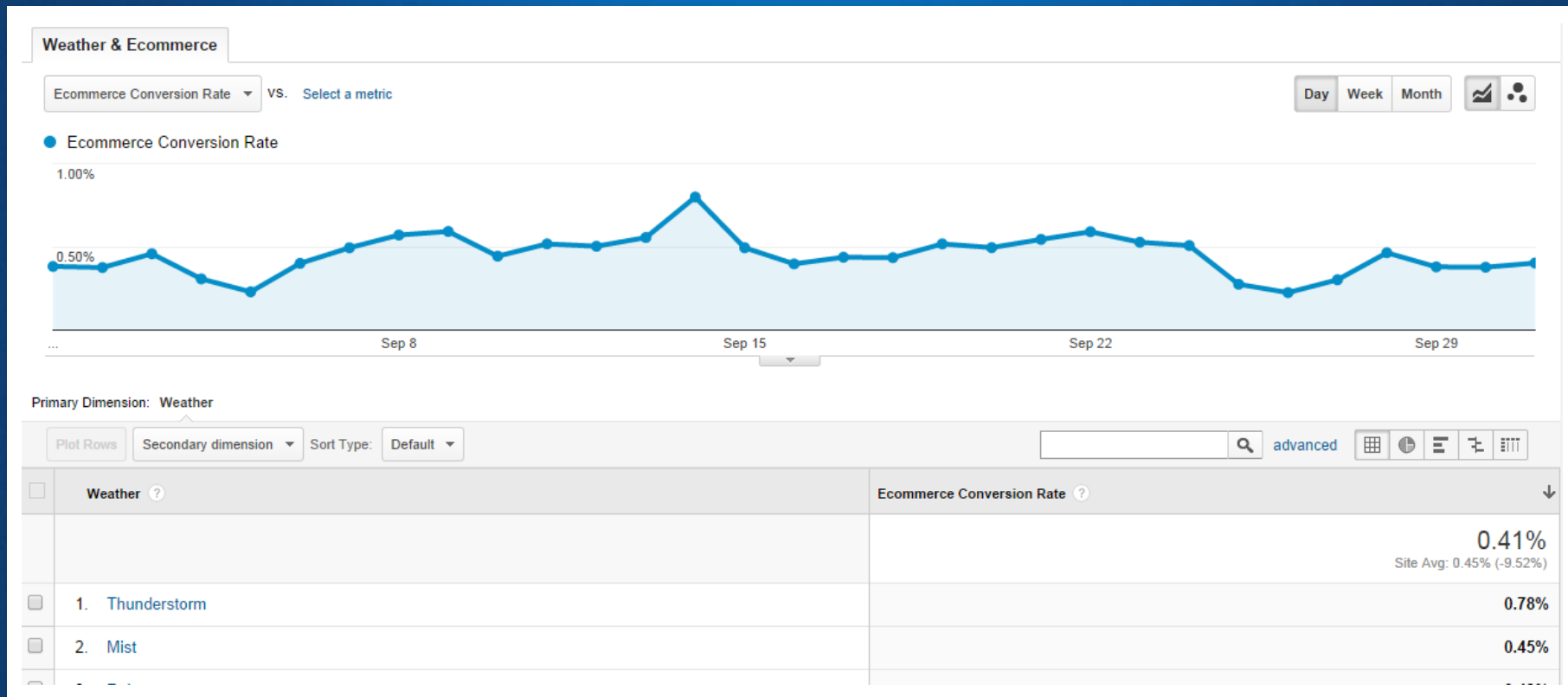
Non-branded visits

1x

Branded visits

2,5x

Influence of weather on conversions



Influence of ad content on conversions

All visitors



0,44 %

Visitor Group	Conversion Rate
All visitors	0,44 %
Visitors who clicked on a specific Ad	0,78 %

Visitors who clicked on a specific Ad

0,78 %

Influence of digital channels on conversions

Visitors who came through channel A

1,58 %

Visitors who came through channel B

1,97 %

Visitors who came through channel A and B

2,44 %

Visitors who came through channel A and C

2,81 %

Why?

Acquisition

**OPTIMIZE DIGITAL
MARKETING**

Behaviour

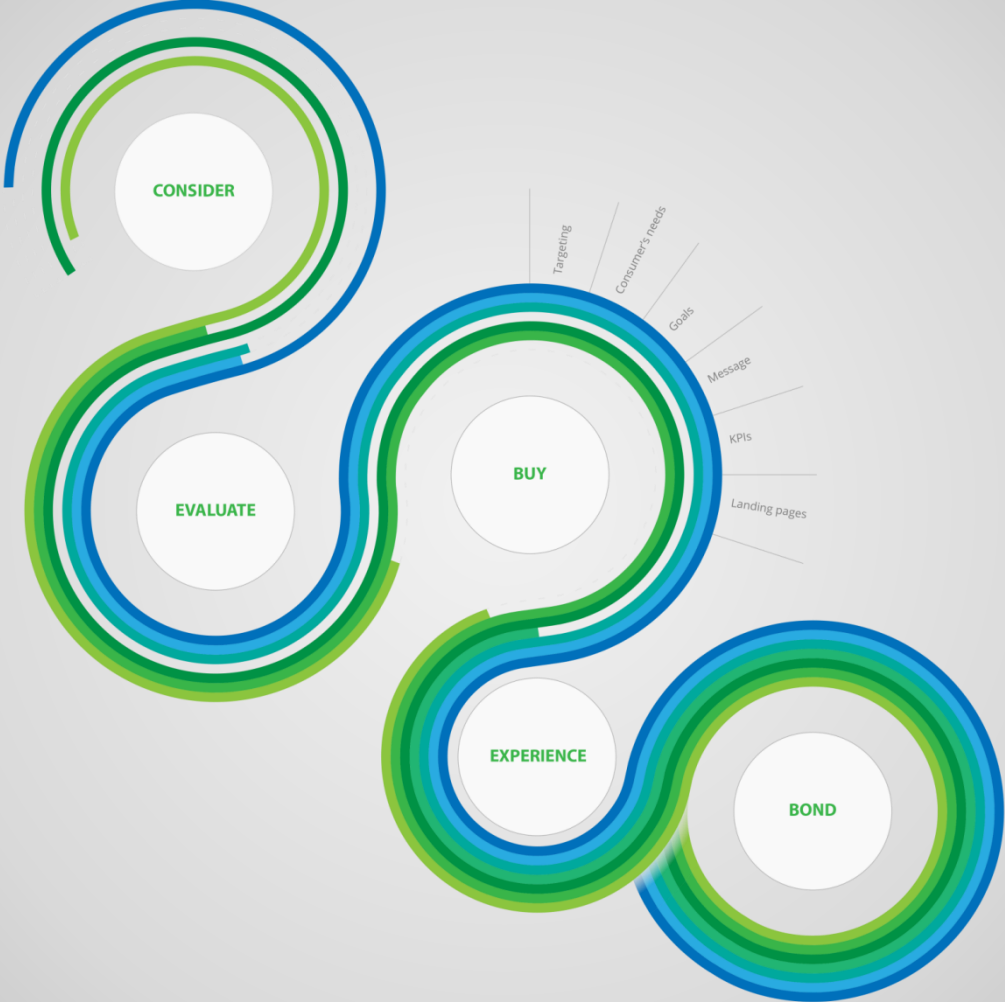
**OPTIMIZE USER
EXPERIENCE**

Outcomes

**BETTER USER
TARGETING**

OPTIMIZING DIGITAL MARKETING

What is our goal?



Digital Marketing Framework

TARGET GROUP

GOAL

USER NEED

MESSAGE

**DIGITAL
CHANNELS**

TARGETING

KPIs

CONTENT

ULTIMATE GOAL IS TO DECREASE CPA

YTD results (2014 vs 2013)



Thank you

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