

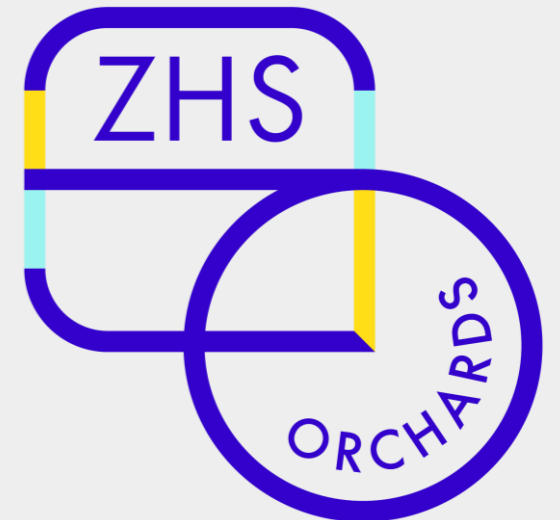


# Digital Analytics Lunchtime Workshops

**4<sup>th</sup> June 2021 – The Performance Diagnostic**

# G'day I'm Peter

- Australian
- Lived in London for 16 years
- Now making a home in the Netherlands
- Worked in Digital Analytics since 2006
- Launched own agency in 2010, merged in 2016, sold in 2018, exited last year
- Founder of MeasureCamp
- Back freelancing as a Data Strategy Director



# Weekly Lunchtime Workshops

- Trying out a new idea/approach to sharing my ideas
  - Not everyone reads blog posts
  - My ideas don't translate well to a formal course
- 45 min lunchtime sessions
  - Allow people to follow along in their lunchbreak
  - Keeping to the MeasureCamp style
  - My bit should be ~ 20min than Q&A
- I want sessions to be practical
- Purpose of workshops
  - To share my knowledge with others
  - Best way to challenge/develop ideas, make them public
  - Lead generation

# What is the Performance Diagnostic

# My Dashboard Philosophy

**Display a minimal amount of data and charts, including functionality to allow users to drill into this data**

**The Performance Diagnostic breaks all rules and guidelines.**

**It is a data puke...**

# Contents of a Performance Diagnostic

- Every row is a different metric
  - Traffic metrics
  - Behavioural metrics
  - Key conversion metrics
  - Funnel stages
  - Macro conversion metrics
  - Micro conversion actions (optional)
  - Useful visitor interactions (optional)
- Every column is a different dimension
  - New vs Returning Users
  - User Location – Domestic vs International
  - Desktop vs Mobile vs Tablet
  - Browser Type for Desktop devices
  - Operating System for Mobile & Tablet devices
  - Traffic Source
  - Entry Point



# Using the Performance Diagnostic



# Using the Performance Diagnostic report

- Create and populate with ideally 4 weeks of data
  - Manually or automatically
- Print off to one or more A3 pages, it will likely still be small print
- Lock the digital team in a room with the Performance Diagnostic
  - Provide pizza...
- Use internal benchmarks to review each metrics across all dimensions
- Identify outliers, high and low
  - Can these be explained or need to be investigated further?
  - Can you calculate the financial impact of a fix?
- Desired output is a list of 10+ data points for further investigation

# Example of a Performance Diagnostic review

Metric Type	Metric Name	All Traffic	User Type		Device Type			Visitor Location		Chrome
			New Users	Return Users	Desktop	Tablet	Mobile	Domestic	International	
Traffic	Sessions	1,000,000	650,000	350,000	520,000	100,000	380,000	800,000	200,000	350,000
	% Sessions		65%	35%	52%	10%	38%	80%	20%	67%
Key Conversion Stages	Website Conversion Rate	1.97%	0.95%	3.86%	3.12%	2.35%	0.29%	2.21%	1.00%	3.27%
	Ecommerce Conversion Rate	2.52%	1.23%	4.82%	3.95%	2.98%	0.37%	2.76%	1.43%	4.14%
	% Create Basket	7.7%	5.3%	12.2%	10.3%	9.9%	3.4%	8.5%	4.4%	10.7%
Ecommerce Funnel	% Ecommerce Sessions	78%	77%	80%	79%	79%	77%	80%	70%	79%
	Ecommerce => Product	76%	76%	76%	77%	78%	74%	83%	45%	75%
	Product => Basket	13%	9%	20%	17%	16%	6%	13%	14%	18%
	Basket => Checkout	44%	40%	47%	49%	45%	21%	46%	33%	52%
	Checkout => Order	58%	45%	68%	62%	53%	40%	56%	69%	59%
Sales Metrics	Transactions	19,667	6,162	13,505	16,225	2,351	1,091	17,659	2,008	11,452
	Revenue	£1,083,000	£315,900	£767,100	£904,800	£132,000	£46,200	£935,000	£148,000	£638,500
	Average Transaction Value	£55.07	£51.27	£56.80	£55.77	£56.15	£42.35	£52.95	£73.71	£55.75

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Increase 45% to 64% (halve the difference)  
 Increases transactions by 42% =  
 848 @ £73.71 = £62.5k additional revenue

83% 45%

# The Performance Diagnostic cycle

- Update Performance Diagnostic with recent data
- Get locked in room and review all data points
- Identify ten or more data points to investigate further
- After investigation, have around five actions to take to improve performance
- Take these actions
- Collect fresh data
- Start process again
- Cycle should occur every three to six months

Create your own  
Performance Diagnostic

# Free Tools for Everyone

- Google Sheets sample Performance Diagnostic
  - [https://docs.google.com/spreadsheets/d/1vp0xsc8Xao6\\_7cAKXlcS66yY4JFT8AUd9kGvFXiJaE/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1vp0xsc8Xao6_7cAKXlcS66yY4JFT8AUd9kGvFXiJaE/edit?usp=sharing)
- Google Analytics sample custom report for data extract
  - <https://analytics.google.com/analytics/web/template?uid=7LdtpFJUS-GkrON5NlnrJQ>
- What are the dimensions and metrics for your organisation?
  - Copy the sample and add in your own metrics
  - Are you aiming for basic or advanced?
  - Is the information available?
- Can you start to populate with initial data points?

# Extending the Performance Diagnostic



# Examples of Optional Retailer Metrics

- % sessions that view the homepage
- % sessions that interact with product page features e.g. product images, product information
- % sessions that interact with product list page features e.g. apply a filter, change sort order, change number of items displayed
- % sessions that apply a coupon code
- % transactions for each payment method
- % transactions with coupon code applied or that includes discount transactions
- % new/existing customers
- % sessions with a bad experience e.g. failed form validation, failed coupon code

# Examples of Optional Retailer Dimensions

- Visitor Type – Prospect vs Customer
- Visitors who have done X
  - Created a basket
  - Used internal search
  - Clicked on a promo banner
- Break down of a dimension
  - e.g. Session Duration: < 1 min, 1 min to 5 min, 5 min to 10 min, 10+ min
- Age and Gender dimensions from Google Analytics
- More granular breakdown for a marketing channel

# Examples of Publisher Metrics

- % sessions that view the homepage
- % sessions that view any article
- % sessions that read any article
- % sessions that share any article
- % article views that “read” the article
- % article views that share the article
- % sessions that view 2 to 5 articles
- % sessions that view 6+ articles
- % sessions that subscribe to the newsletter
- % sessions that click on an ad

# Challenges with the Performance Diagnostic

- Tracking needs to be implemented for data to be available
- Sampling can impact if using free Google Analytics
- Time to extract the data (can it be automated)
- Using non-skewed data
- Being overwhelmed by the data
- Segments are just too different
- Can the analysis be automated?

# Other uses for the Performance Diagnostic

OLD

NEW

A

VS

B

BASELINE

WITH CAMPAIGN

Questions

# Next week suggestions

**1**

Return to website visualisation examples – Volkswagen Belgium

**2**

Demonstration of converting a map to page naming convention

**3**

The Ecommerce Merchandise Report

Next week registration – THC

# Thank you for your time today



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