Findable Consulting
Sales and Traffic Insights Report
E-commerce Optimization (sales opportunities)
For [redacted].com

Report Key
Source: Google Analytics Correlation Analysis
1) **Sample sizes**
    a) Regionally segmented Traffic of **less than** 100 visits
    b) Regionally segmented Traffic of **more than** 100 visits
    c) Regionally segmented Traffic of **more than** 1000 visits (highest statistical significance)

2) PVV = Per Visit Value (Revenue/visits)

Audience-Specific PVV
1. Top-10 PVV By Country

[redacted] Table 1 by Country

	Visits: Less than 100	Visits: greater than 100	Visits: greater than 1000
Highest PVV by Country	**Algeria**	**Morocco**	**Australia**

By *Country*: Top-10 Highest PVV (with no visit constraint).

Country / Territory	Visits	PVV	
Algeria	**36**	**$6.03**	**Test for possible saturation**
Afghanistan	48	$4.72	
Tunisia	42	$3.71	
Morocco	**890**	**$3.33**	**Untapped marketshare likely?**
Dominica	36	$2.58	
Paraguay	156	$2.37	
Qatar	209	$1.91	
Cambodia	135	$1.65	
Guernsey	61	$1.60	
Trinidad and Tobago	236	$1.58	
Australia	**43542**	**$0.99**	**W. Australia very significant here**

2. Top-10 PVV By Source
Highest PVV by Referral source (the sites that send [redacted] highest-conversion customers)

Source / Medium	Visits	Per Visit Value
mobile.paypal.com / referral	134	$2.26
(direct) / (none)	267454	$1.69
comcast / organic	101	$1.23
us4.campaign-archive2.com / referral	575	$1.08
highsnobiety.com / referral	579	$0.94
[redacted] email campaign	136857	$0.75
kineda.com / referral	225	$0.64
us-mg5.mail.yahoo.com / referral	163	$0.59
[redacted] / referral	404371	$0.51
search.dnsassist.verizon.net / referral	200	$0.40

3. Top-10 PVV By Source *by City* (*Key* for *High ROI through Geo-Targeted Advertising*).

Source / Medium	City	Visits	Per Visit Value
mobile.paypal.com	Los Angeles	10	$90.72
google / organic	Carrizo Springs	5	$89.98
comcast / organic	**Jacksonville***	**5**	**$85.37**
storeslike.com / referral	Huntington Beach	10	$81.77
bing / organic	Weedsport	5	$78.15
google / organic	Tilburg	10	$77.24
google / organic	Rahway	5	$62.25
highsnobiety.com / referral	Cologne	5	$57.02
[redacted].tumblr.com	Garden Grove	5	$56.09
bing / organic	North Providence	10	$45.63

* Jacksonville may be an under-capitalized city for [redacted]. See Jacksonville in *Recommendations* section below.

4. Top-10 PVV By Source *by Region/State* (for *High ROI through Geo-Targeted Advertising*).

Source / Medium	Region	Visits	PVV	
highsnobiety.com / referral	North Rhine-Westphalia	5	$57.02	**advertising opportunity?**
us-mg4.mail.yahoo.com*	Yogyakarta, Indonesia	16	$44.38	
info.com / referral	California	5	$43.40	
finder.cox.net / referral	California	5	$25.82	**advertising opportunity?**
mobile.paypal.com / referral	California	41	$22.13	
paypal.com / referral	Oregon	10	$21.61	
babylon / organic	California	10	$16.00	**advertising opportunity?**
us.mc1203.mail.yahoo.com*	Texas	41	$11.47	
[redacted].tumblr.com	Texas	41	$7.94	
comcast / organic	**Florida**	**57**	**$7.49**	**advertising opportunity?**

* When aggregated together, *Yahoo email users* tend to buy more frequently from [redacted] (per visit) then any other referral source (**$61.63**). They actually surpass the #1 highest PVV referral source (highsnobiety). *Tip: Give special attention to Yahoo email users in campaign blasts (and all visitors from California, Texas and Florida). Try geo-targeting software like MaxMind to do this*

Marketing Performance Insights

1. Top-10 PVV By Campaign

Campaign	Visits	PVV
06b2e62c3a-7_12	666	$1.72
8c91590fab-5_10	**5426**	**$1.62**
256b3d2815-7_5	2501	$1.49
232d9c4f1e-7_5	4271	$1.34
62b952b418-6_19	2365	$1.31
553c1e43cb-6_14	7569	$1.31
Df497c40e7-6_28	4581	$1.19
Fc560e780d-RF-7_12	2267	$1.17
5821863898-7_26	3496	$1.17
85d11166be-5_30	7059	$1.11

Note >> The #2 highest PVV campaign highlighted above (8c91590fab-5_10) was also the #2 highest ever grossing campaign ($8,799.44). This campaign resulted in 5,426 visitors on May 10, *helping make [redacted] sales that day the highest thus far.*

Conversion Funnel Analysis

1. Top 10 Campaign PVV with landing page sub-select

Campaign	Landing Page	PVV
12f1094cdb—4_11	www.redacted.com/super-special	$218.67
8c91590fabt-5_10	www.redacted.com/super-special	$182.55
553c1e43cb-6_14	www.redacted.com/super-special	$159.51
761db0630b—6_4	www.redacted.com/super-special	$154.97
165a374c64_Basics-5_1	www.redacted.com/super-special	$151.19
232d9c4f1e-7_5	www.redacted.com/super-special	$146.19
599dd11abe-8_2	www.redacted.com/super-special	$145.18
Df497c40e7-6_28	www.redacted.com/super-special	$128.35
06b2e62c3a-7_12	www.redacted.com/super-special	$124.55
599dd11abe-8_2	www.redacted.com/super-special	$124.55

Note >> $38,000 + made from landing pages with the **[redacted]** variable.

2. Top 10 Products by Revenue by Campaign with Top-5 City Breakdown

Product	Campaign	Total	Los Angeles	New York	San Francisco	Sydney	Boston
Product Name	553c1e43cb-6_14	$5,600.00	$750.00	$450.00	$150.00	$50.00	$150.00
Product Name	8c91590fab-5_10	$3,520.00	$240.00	$40.00	$320.00	$80.00	$120.00
Product Name	8c91590fab5_10	$3,200.00	$200.00	$80.00	$240.00	$80.00	$160.00
Product Name	5821863898-7_26	$2,200.00	$300.00	$50.00	$100.00	$0.00	$0.00
Product Name	Df497c40e7-6_28	$2,000.00	$150.00	$100.00	$50.00	$0.00	$150.00
Product Name	599dd11abe-8_2	$1,495.00	$65.00	$65.00	$195.00	$0.00	$0.00
Product Name	030733be0-6_7	$1,300.00	$200.00	$50.00	$100.00	$0.00	$50.00
Product Name	7301093d095_17	$1,224.00	$0.00	$36.00	$36.00	$0.00	$36.00
Product Name	D15ac4e6234_16	$1,155.00	$0.00	$55.00	$0.00	$110.00	$0.00
Product Name	232d9c4f1e-7_5	$1,116.00	$36.00	$36.00	$0.00	$36.00	$36.00

Recommendations (in order of priority):

Goal: Try to repeat Table 1 successes

1) Learn more about [redacted] popularity in **Western Australia.** Run some ad tests there using **IP/geo-targeting** features of Google adwords/Bing/Yahoo Search.
   a. **Saturation test:** Run an A/B test ad based on the top #1 product sold in Western Australia against a *control product* that has low or no sales (preferably a new product).
2) Learn more about [redacted] popularity on Comcast in **Florida** and run an some ad tests there using **IP/geo-targeting** features of Google adwords/Bing/Yahoo Search. **Goal: repeat the highly lucrative Jacksonville, FL event that lead to $86 spent/visitor.**
   a. **Saturation test:** Run an A/B test ad based on the top #1 product sold in Florida against a *control product* that has low or no sales (preferably a new product).
3) Learn more about [redacted] popularity in **Morocco and Algeria** and run an some ad tests there using **IP/geo-targeting** features of Google adwords/Bing/Yahoo Search
   a. **Saturation test:** Run A/B test ad based on the top #1 product sold in Morocco and Algeria against a *control product* that has low or no sales (preferably a new product).
4) Segment and focus on emailing Yahoo email addresses in **Texas** and **Indonesia** as a test along side some control regions nearby and with comparable traffic/product demand.