

# Paid advertising & CRO digest



Words from our  
Insights Director

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As we head into September focus is now turning towards Black Friday and Christmas as key trading periods on the horizon. Preparation for these events start now and for eCommerce businesses, dissecting data will be imperative to have the insight to make key decisions that will make this key period of the year a success. Here's the insight from the Affinity team...

## The Best Industry Insights we have seen this month...

### £2.6 tn

**global opportunity** in revenue uplift through unifying commerce online and offline. (Arden retail report, 2019)

### £257bn

**revenue opportunity** by removing online checkout friction.

(Arden retail report, 2019)

### < 5%

In the past 12 months, B2C retailers

spent less than 5% of their **annual marketing budget** on diversification, favouring two-thirds on market penetration. (CMO survey, 2019)

## Segmenting for Success

Google Analytics is an excellent tool which offers both marketers and business owners insight that will help them optimise and improve a website for a specific goal.

With the plethora of reports, metrics and dimensions available... where do you start?

Segmentation within analytics is a powerful feature that enables you to delve deep into the data to isolate the people that matter on the site, and see who they are and what makes them tick.

Take an eCommerce business as an example. If you were looking to spot an area of the site which needed improvement to better convert new customers you may want to create a segment of traffic that excluded users that had landed on the blog as they're less likely to purchase, users that had logged into their account as an existing customer or isolated only new visitors to the site.

You begin to remove and sift out data which is diluting the information which will give you valuable insight, and you're left with the 'hottest prospects', which from there you can navigate the various reports in analytics and gauge things like:

- What was the device split, and how did each one convert?
- Did users heavily engage with site search and was that a factor in conversion rate uplift or decline?
- Where did users typically land and was there a particular marketing channel that converted strongly?
- When these users were on the site where did they typically exit? What qualitative factors could then be overlaid with the data to create an action point?

The one facet of segmentation to always be wary of is data sampling. The green/amber shield shown next to the report title will indicate whether sampling has taken place, and if you hover over the platform will report how much data was used to create the report.

Audience Overview

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As we head into the key eCommerce trading period of the year with Black Friday and Christmas on the horizon, it's imperative businesses are well prepared and have already begun to optimise their site to create a smooth user journey in order to maximise revenue.

## PPC News

### Average Position is being removed from the Ads platform

Google Ads are removing the average position metric within the platform and recommending advertisers use the 'search top impression rate' and the 'search absolute top impression rate' metrics which will indicate how often your ad appeared either in the top 4 results on the SERPs, or the number one position on the page.

# affinity

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