

Insights from Google Analytics E-commerce data helped increase website conversion by 22%

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Ken McGaffin
Marketing Director

Wordtracker was founded in 1997 by brothers Andy and Mike Mindel to answer a fundamental question in the search engine industry: "What are people searching for on the Web?" Wordtracker has three paid tools (*Keyword, Analytics & Linkbuilding*) and also makes available several eBooks to help its customers to carry out and structure their search engine marketing more effectively. Wordtracker uses a number of online marketing channels, including affiliate marketing programmes, blog posts and Twitter.

What did you do?

Previously, Wordtracker used its own KPIs to track sales of its tools and eBooks. However, this process did not track all the way from keyword to conversion, and the extraction and sharing of the results was cumbersome. Wordtracker wanted a more effective, real time ROI tracking system that could assign a price to each sale, as well as recording the customer's route to the sale, whether keyword, email or redirect.

In addition, sales of Wordtracker's tools and ebook are made through two different systems, which added another layer of complexity to the reporting and monitoring process. 1upDigital was tasked with collating and displaying these two sets of data in a coherent form.

1upDigital used Google Analytics E-commerce Tracking to monitor the revenue generated by each eBook and tool, in order to determine the monetary effectiveness of the different products, promotions and market segment targeting programmes. One of the key benefits of this E-commerce Tracking installation is that it allows Wordtracker to quickly and easily see, for each product, where purchases originate.

In addition, through the use of the 'Product SKU' Google Analytics E-commerce Tracking report, 1upDigital has been able to distinguish between sales made during promotions and sales made at the normal price, which Wordtracker could not previously monitor.

The information generated by 1upDigital is now being used to provide high-level and detailed reports, for both executive- and operational-level staff.

Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

Website Optimizer

Website Optimizer is an easy-to-use tool for testing site content that delivers actionable results

<http://www.google.com/websiteoptimizer/>

WHAT WAS THE RESULT

The Google Analytics E-commerce Tracking reporting put in place by 1upDigital has changed Wordtracker's way of working on both a strategic and operational level. Wordtracker's teams are now both more efficient and more cost-effective, and overall conversions (free Trial Sign ups and Sales) have increased by an impressive 22%.

Wordtracker now has much clearer lines of accountability both within the organisation and for reporting to external suppliers. A key example of this benefit can be seen in the approach to Wordtracker's email marketing base: all visitors that arrive at the site through links in marketing emails are labelled as being 'Subscribers' from the source 'email' and it is now possible to see their reactions to special offers all way through to the point of purchase. This is far more informative than the previously-recorded basic click-through rate as it allows a value to be placed on Wordtracker's subscriber list, and for the success of each email marketing campaign to be measured in terms of direct sales impact.

For Wordtracker's decision makers, the presence of this rich data has triggered a more thoughtful approach to email marketing and promotions, the value of which is only now being seen. A key business benefit of 1upDigital's work has been the revelation that Wordtracker's UK customer base is far larger than previously thought, showing untapped potential in the UK market.

Outlook

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Ken McGaffin, Marketing Director, Wordtracker



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