

# OPTIMIZING CAMPAIGNS AND INVENTORY: ADVENTURES OF THE EEEO INSIDE AN EEEO

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Web Analyst

Agrokor

## Robert Petković...in numbers 😊

- 1990's – Psychology
- 1996 – web development
- 2006 – web project management, SEO & analytics
- 2014 – web analytics (agency)
- 2015 – corporate web analyst
  - 60.000+ employees
  - 250+ GA Properties
  - A LOT of data
  - 1 GTM to rule them all

*You may say I'm a  
drummer  
But I'm not the only one*

*So let's do some rock!*



## 1st step: DEFINING GOALS

### **Macro goals:**

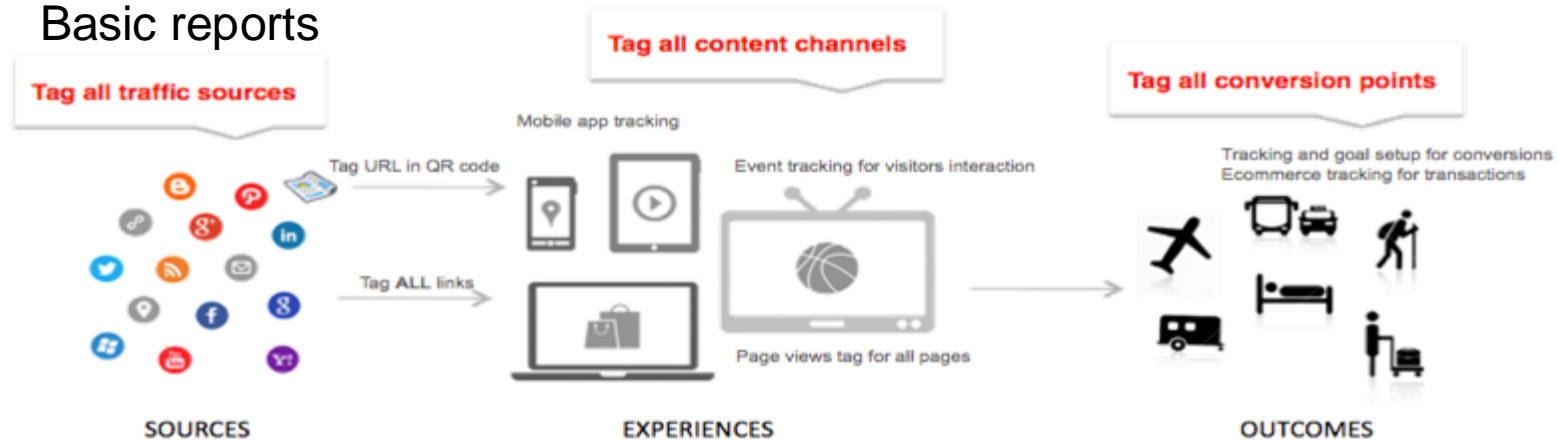
- Transaction
- Reservation
- Inquiry
- Contact

### **Micro goals:**

- PDF Download
- Newsletter subscription
- User comment
- Watch a video

## 2nd step: SETUP AND IMPLEMENTATION

- Goal-based website Measurement plan
- Google Analytics setup
- Placing analytics (GTM) code into websites or apps
- Basic reports



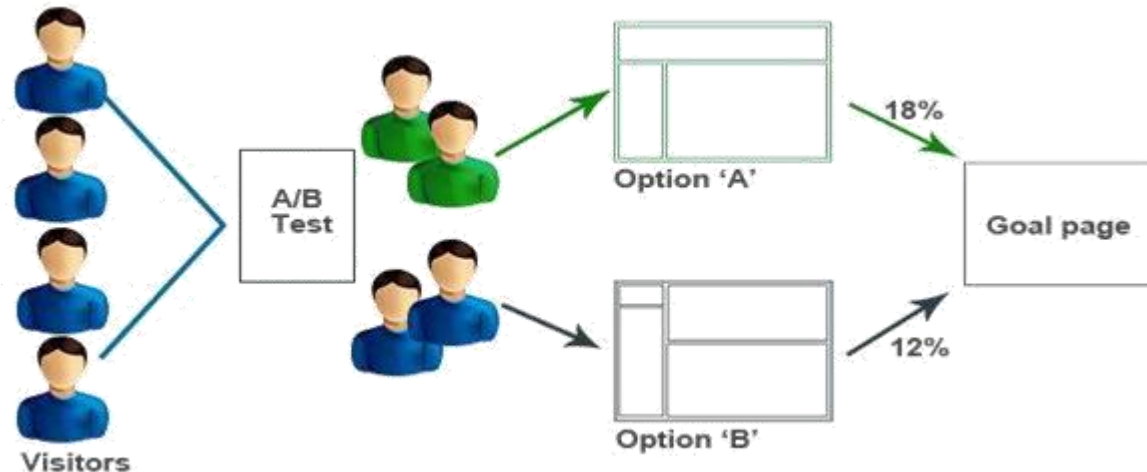
### 3rd step: REPORTS AND EDUCATION

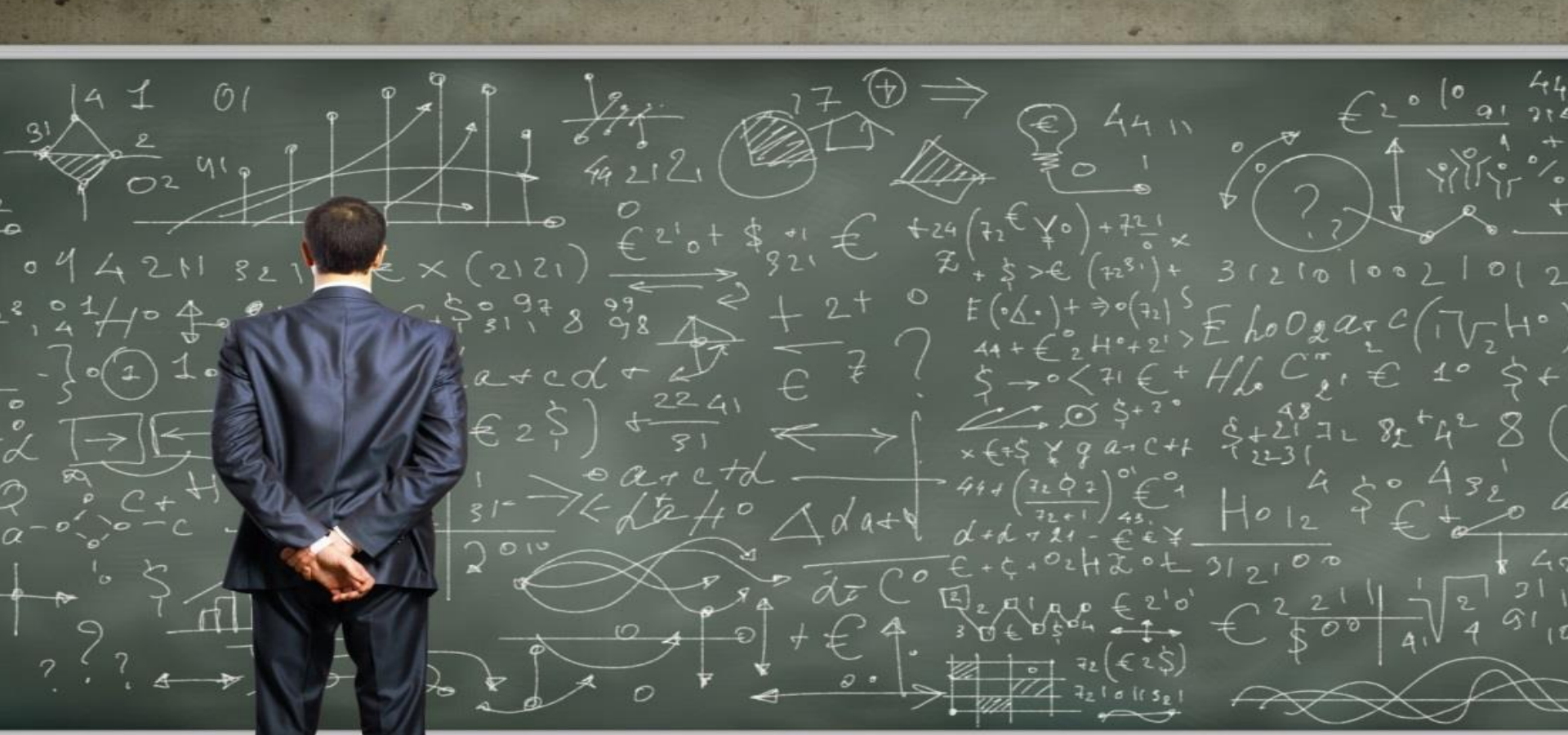
- Creating reports with recommendations to optimize:
  - marketing activities
  - Website content and design
  - web server
- Custom reports
- Sending reports to decision makers
- Advanced reports and education



## 4th step: INSIGHTS AND RECOMMENDATIONS

- Data interpretations and recommendations for next time frame
- Marketing channels and brands analysis
- A/B testing and conversion optimization
- Website changes planning and evaluation
- Offline tracking

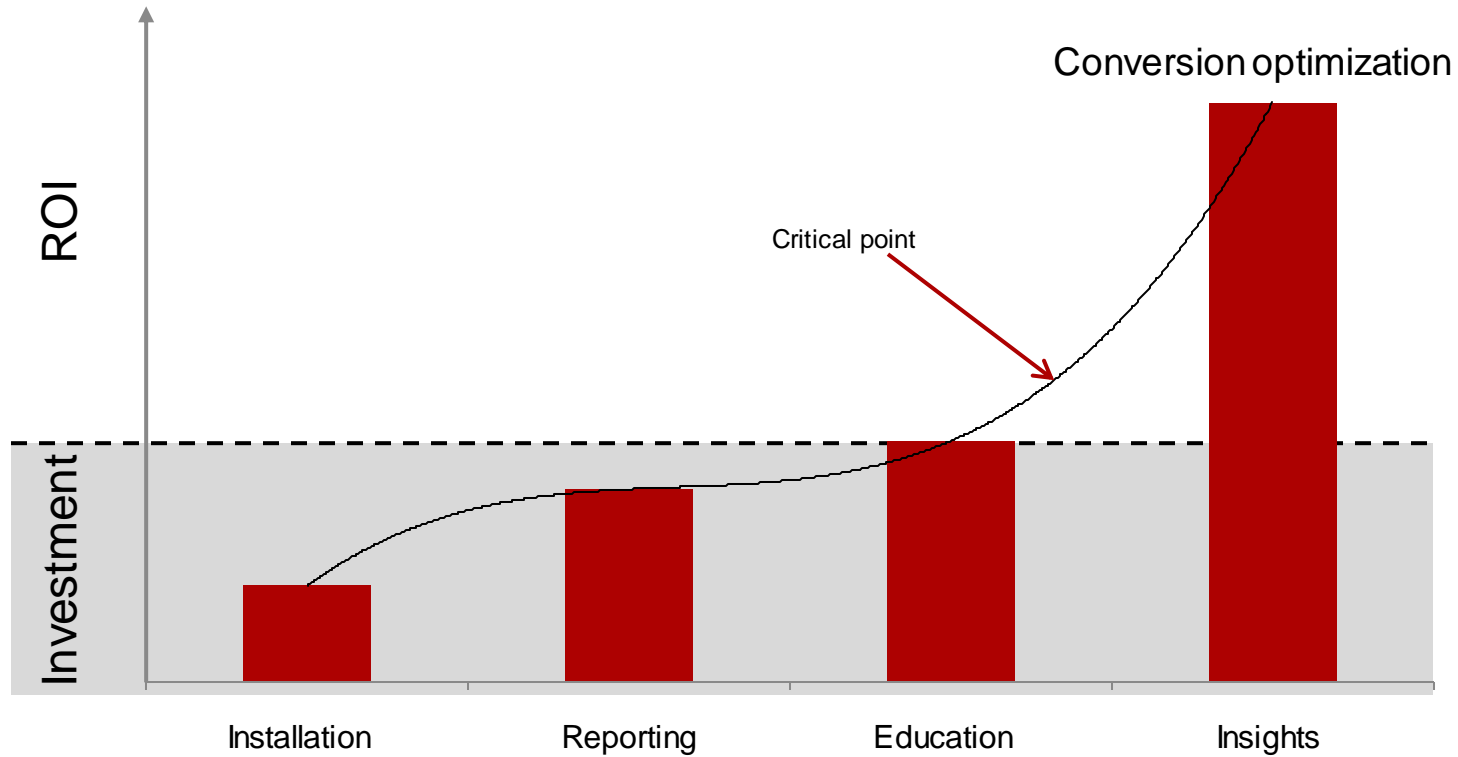




HIRE AN ANALYST 😊



## Analytics over time



## As an analyst you have to sell yourself to the team:

- Designers (browsers, resolutions,...)
  - Developers (page load, browsers, ...)
  - Content marketing (content grouping, pageviews, page value,...)
  - Project Managers (
  - CEO (Revenue, Users/Sessions, comparison,...)
  - ...
- 
- Develop the culture of education



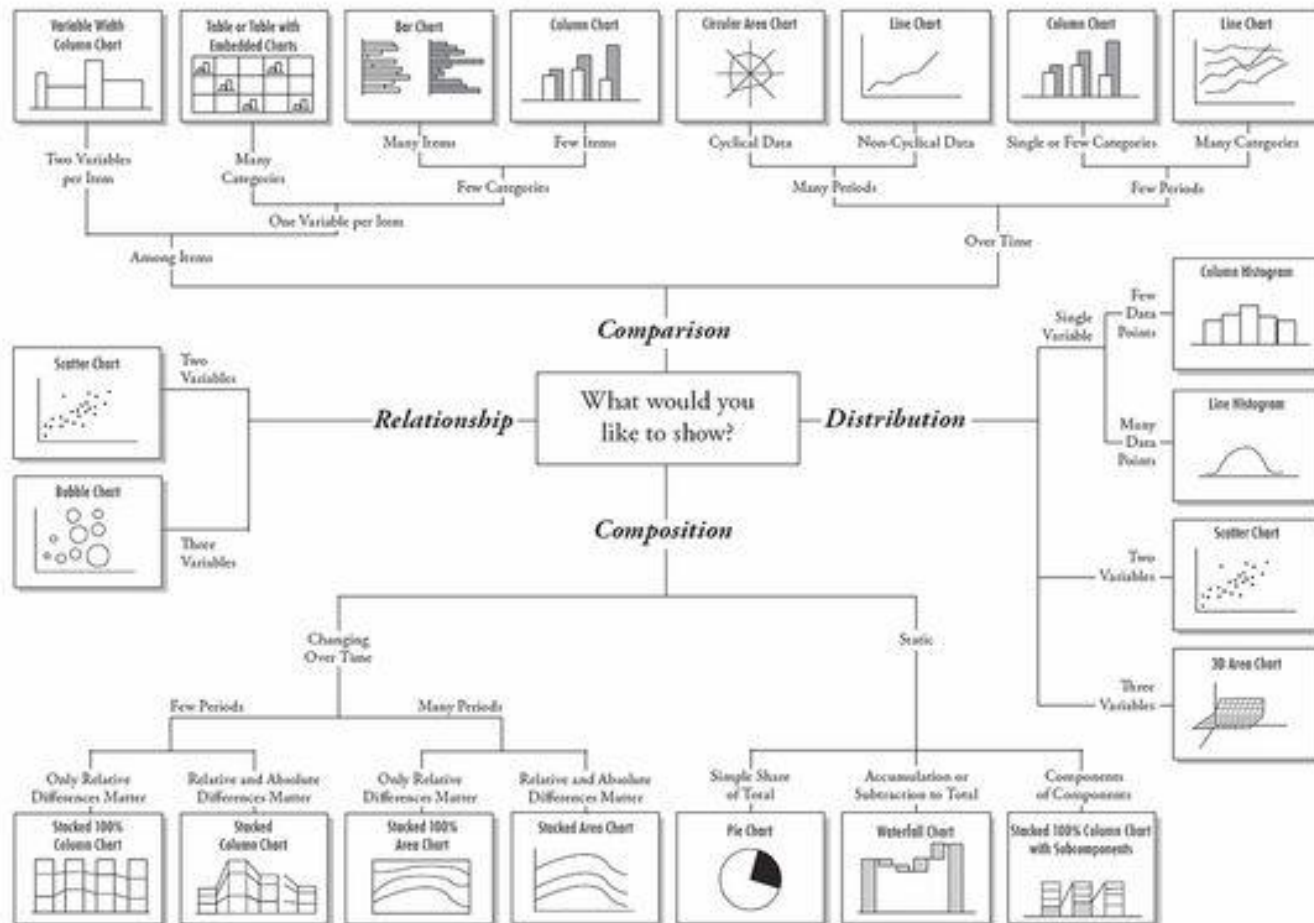
## Facebook admits more measurement errors



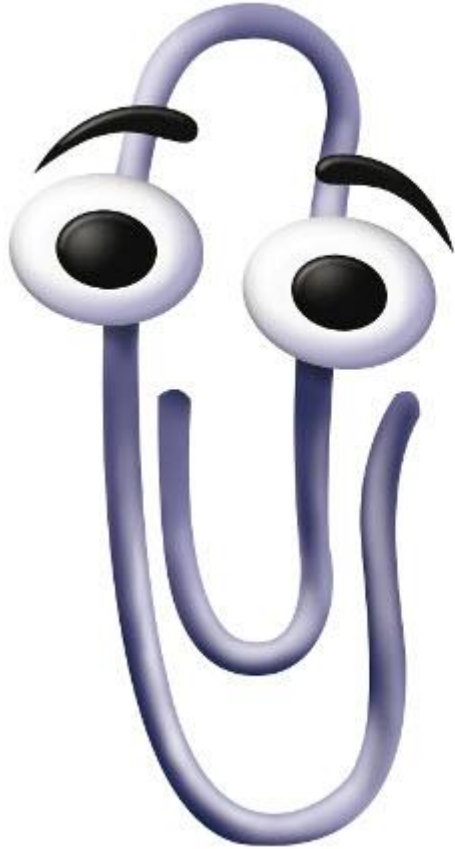
Seriously, don't blame it on the (big) Data



## Chart Suggestions—A Thought-Starter







Sometimes I just popup for  
no reason at all. Like now.

## If only there were scientists who:

- Study about people behavior
- Research real (not artificial!) intelligence
- know statistics/analytics/p-value
  - Know how to explain data and reports
- Understand personality scales
- know how to talk to people
- Know when and how to ask WHY
- ...

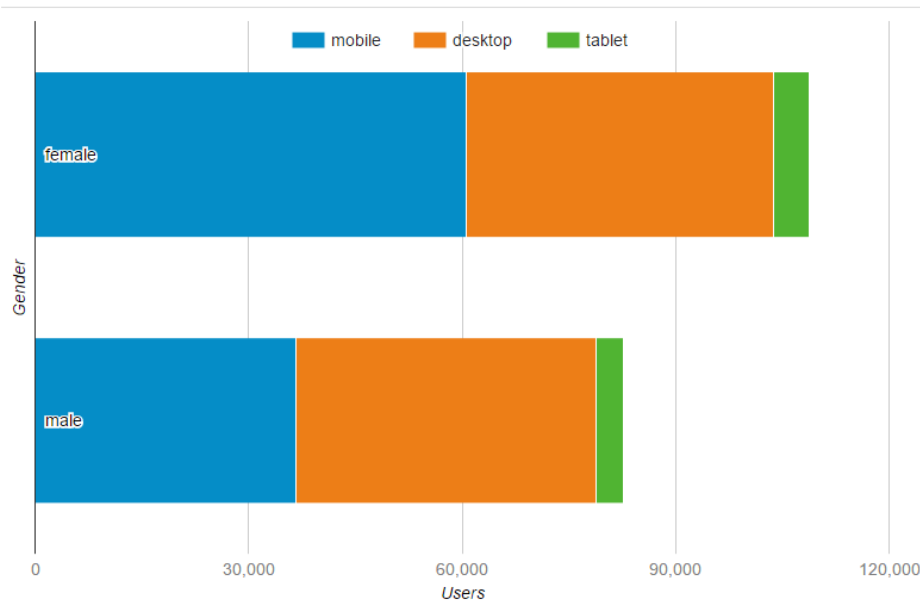


HIRE A PSYCHOLOGIST 😊



## Gender Analysis:

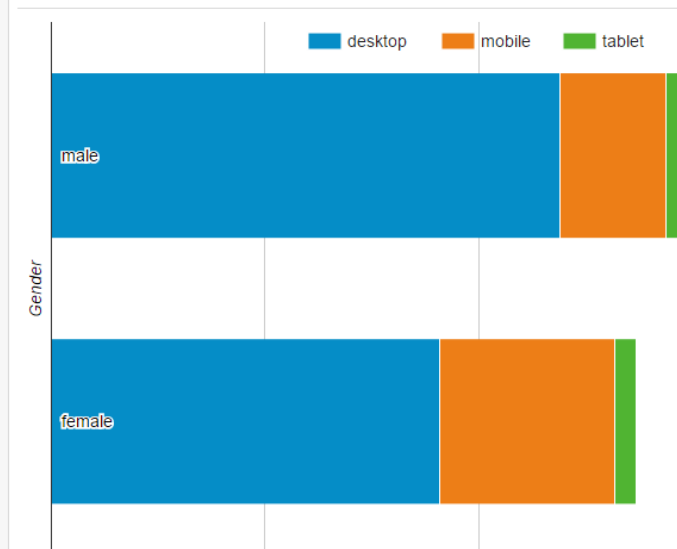
Korisnici po spolu



Posjete po spolu

Gender	Users
female	108,779
male	82,667

Revenue po spolu



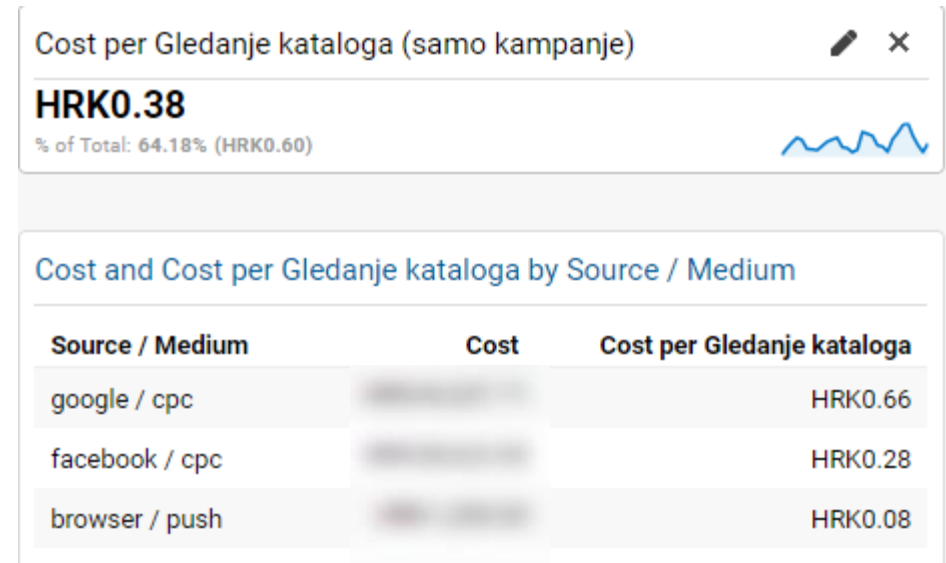
## UX analysis - Current Time – Session Start Time

- Time to put first item in the basket
- Time to purchase
- GA Events analysis

Event Label	Avg. Value	Total Events
	53,250.43 Avg for View: 868.61 (6,030.50%)	25,541 % of Total: 1.17% (2,187,958)
1. 00	6.06	0.51%
2. 10	14.66	1.36%
3. 20	24.63	1.59%
4. 30	34.64	2.08%
5. 40	44.42	2.07%
6. 50	54.60	2.40%
7. 60	64.42	2.50%
8. 70	74.44	2.43%
9. 80	84.55	2.40%
10. 90	94.64	2.48%
11. 100	104.35	2.21%
12. 110	114.32	2.27%
13. 120	124.58	2.14%
14. 130	134.30	1.98%
15. 140	144.65	1.96%
16. 150	154.38	1.88%
17. 160	164.65	1.89%
18. 170	174.53	1.65%
19. 180	184.41	1.56%
20. 190	194.65	1.51%
21. 200	204.42	1.43%

## Campaign Analysis:

- Calculated metrics: Cost per goal/conversion
- Cost import data
- Utm tags



## Enhanced e-commerce – Impression Data

- Analysis of product *impressions*
- Best products (group) position analysis
  - Product *list* views (search results, home, related products)
  - Product positions (how does position impact product revenue)
- New metrics:
  - Promotional and product impressions
  - Clicks to product details and CTR
  - Cart-to-detail rate
  - Buy-to-detail rate

## Internal Search Analysis

- Search terms lists that return 0 items
  - Different QueryString for campaign traffic!
- Paid traffic landing pages that returns 0 items

Search Term ?	Search Results ?	Total Unique Searches ?	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?	Time after Search ?	Avg. Search Depth ?
		5,102 % of Total: 5.73% (89,005)	1.22 Avg for View: 1.34 (-9.30%)	23.95% Avg for View: 22.73% (5.38%)	40.21% Avg for View: 27.83% (44.48%)	00:03:18 Avg for View: 00:03:57 (-16.26%)	4.15 Avg for View: 4.99 (-16.78%)
1. slugterra	0	65 (1.27%)	1.12	61.54%	12.33%	00:03:58	2.08
2. jakne	0	40 (0.78%)	1.18	10.00%	48.94%	00:01:50	5.80
3. lampice	0	39 (0.76%)	1.28	28.21%	34.00%	00:03:57	4.90
4. peleti	0	28 (0.55%)	1.14	17.86%	50.00%	00:01:07	1.43
5. paketomat	0	27 (0.53%)	1.04	18.52%	3.57%	00:06:03	5.78
6. Jakne	0	24 (0.47%)	1.08	20.83%	30.77%	00:03:57	9.04
7. joolz	0	24 (0.47%)	1.08	95.83%	3.85%	00:00:02	0.33
8. Peleti	0	23 (0.45%)	1.22	13.04%	53.57%	00:00:16	0.74
9. Ugg	0	23 (0.45%)	1.04	39.13%	29.17%	00:00:23	1.13
10. kaputi	0	20 (0.39%)	1.20	5.00%	29.17%	00:04:32	6.75

## Enhanced e-commerce – Reports

### Kategorije koje se najviše gledaju

Product Category Level 1	Product Detail Views	Buy-to-Detail Rate
Moda	101,060	0.84%
Sport i dodaci prehrani	46,608	0.52%
TV, mobiteli i elektronika	34,891	0.38%
Računala i periferija	20,626	0.73%
Auto -moto	17,768	1.64%
Igračke	17,100	0.99%
Oprema za bebe	16,372	1.31%
Bijela tehnika	12,448	0.51%
Dom	10,967	0.97%
Ljepota i njega	10,418	1.28%

### Proizvodi koji se najviše gledaju

Product	Product Detail Views	Buy-to-Detail Rate
Apple iPhone SE - Zlatna - 16 GB	3,919	0.18%
Kisha Kišobran - Crna	2,180	0.00%
Samsung Kombinirani hladnjak RB31FDRNDSA/EF + Sencor usisivač SVC 52BK	1,542	0.06%
HP 250 G4 Notebook PC 15.6" Celeron N3050 1.6 GHz (up to 2.1 GHz) 4GB RAM 500GB HDD Intel HD Graphics FreeDOS	1,492	0.13%
Allibert Garnitura ratan alabama 4/1, graphite - Siva	1,320	1.59%
Nakxus 26" MTBvel. 19";	1,264	0.24%
F&F Haljina - 34	1,237	0.16%
Bellabeat LEAF - Srebrna	1,162	0.69%
Apple iPhone 6s - Space Siva - 16 GB	1,148	0.96%

## Enhanced e-commerce – Reports

### Kategorije koje se najviše stavljaju u košaricu

Product Category Level 1	Product Adds To Cart	Cart-to-Detail Rate
Moda	3,681	3.64%
Auto -moto	1,354	7.62%
Sport i dodaci prehrani	1,210	2.60%
TV, mobiteli i elektronika	952	2.73%
Igračke	751	4.39%
Oprema za bebe	691	4.22%
Računala i periferija	651	3.16%
Ljepota i njega	618	5.93%
Knjige	488	8.56%
Dom	383	3.49%

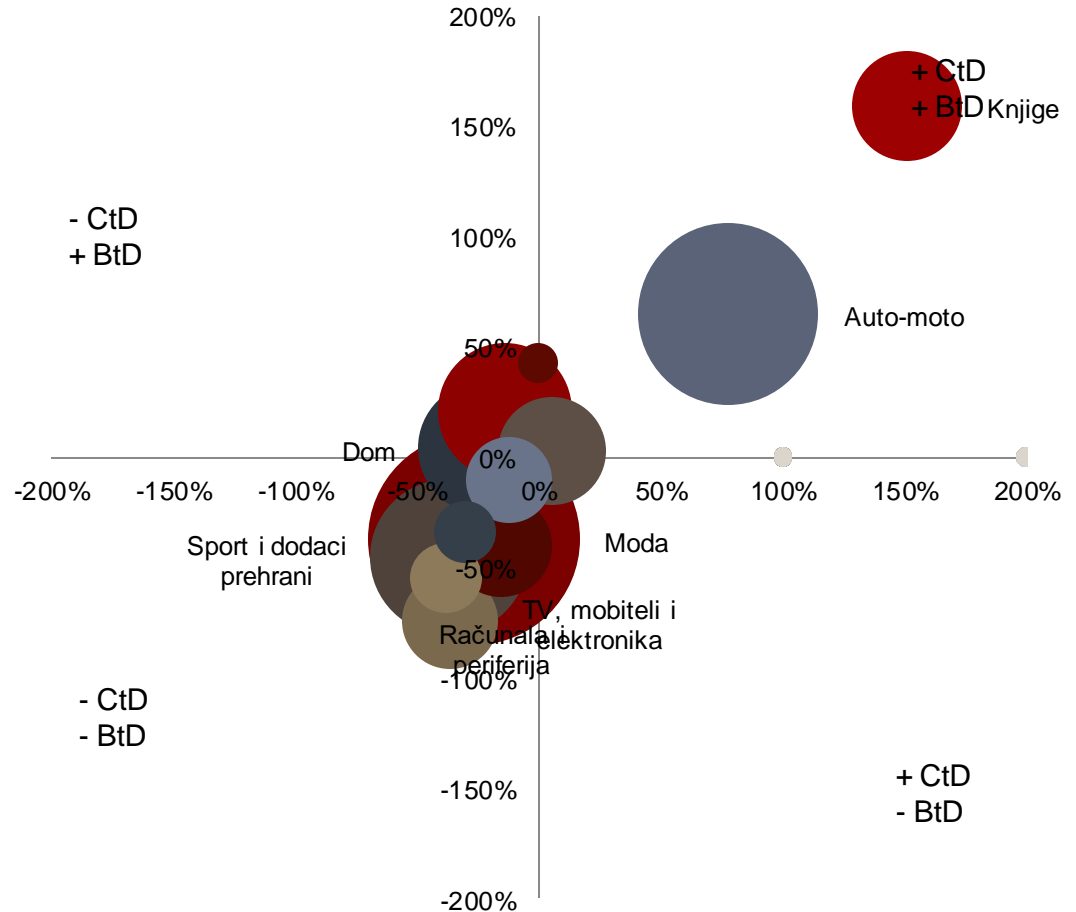
### Proizvodi koji se najviše stavljaju u košaricu

Product	Product Adds To Cart	Cart-to-Detail Rate
Pampers Active Baby Dry Pelene 4 M axi - 147	141	37.50%
Apple iPhone 6s - Space Siva - 16 GB	91	7.93%
Hankook K425 15" - 195 mm - 65	90	22.56%
Pampers Active Baby Dry Pelene 5 Junior - 126	88	33.08%
Apple iPhone SE - Zlatna - 16 GB	77	1.96%
Allibert Garnitura ratan alabama 4/1, g raphite - Siva	68	5.15%
Nakxus 26	66	0.00%
Sava Intensa Hp 16" - 205 mm - 55	64	19.88%
Samsung Galaxy S6 Edge - crna - 32 GB	62	10.11%
Benetton Majica za dječake Plava - xs	55	21.15%



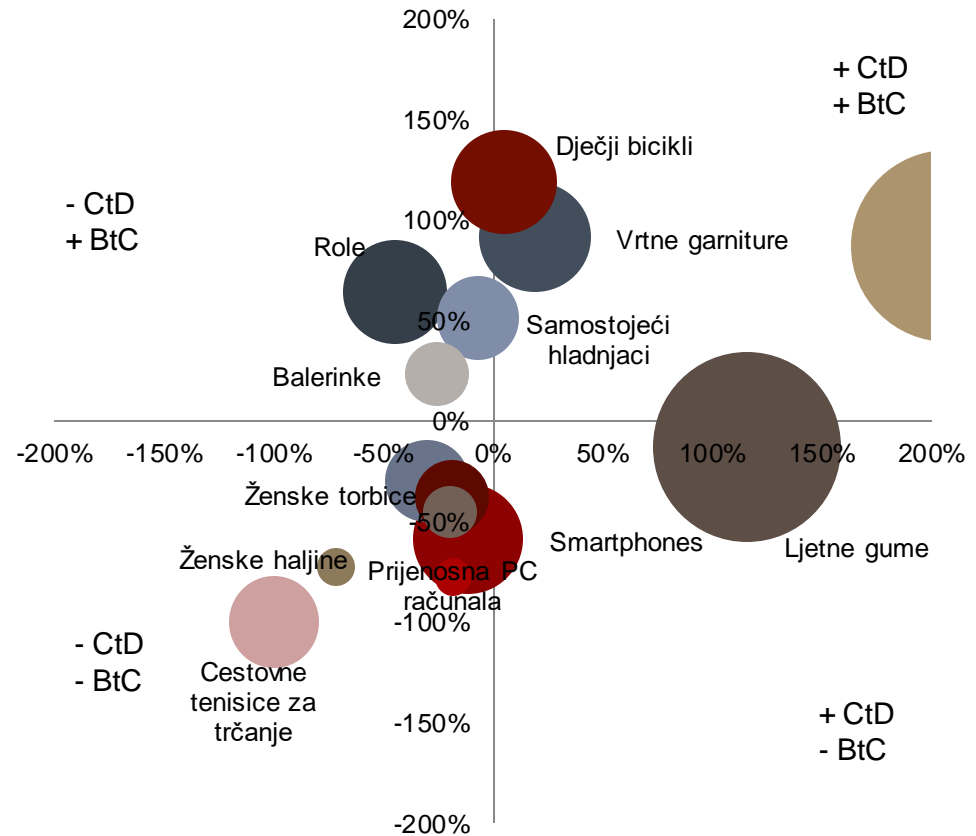
## Enhanced e-commerce – Standard Metrics

- Cart to Detail
- Buy to Detail
- Correlation  $r=0.85$



## Enhanced e-commerce – Calculated Metric: Buy to Cart

- Buy to Cart
- Cart to Detail
- $r=0.5$



- Buy to Cart ratio:

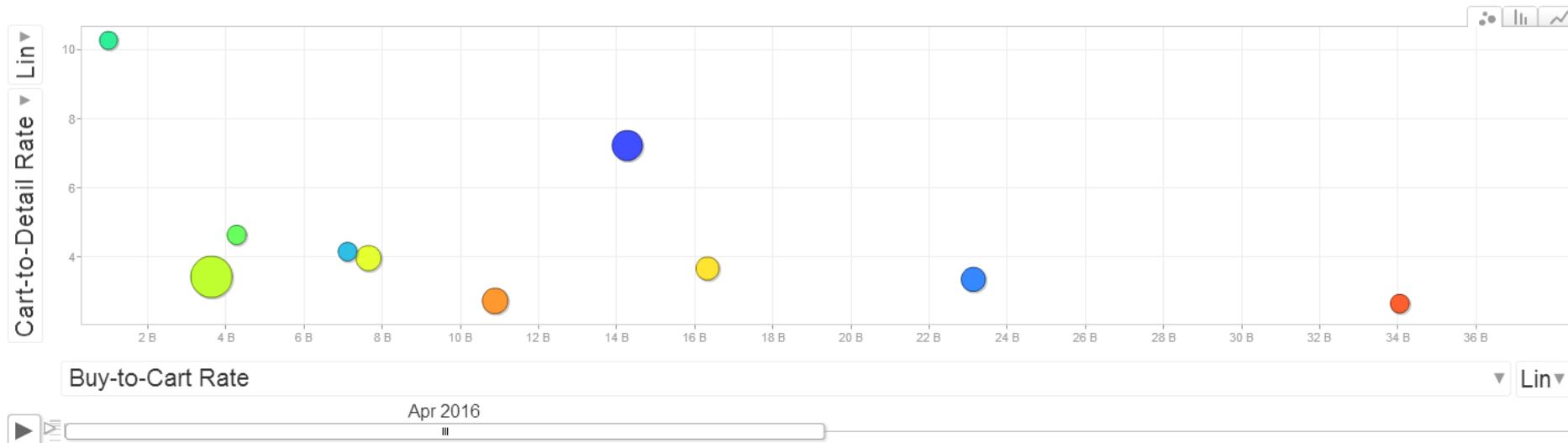
$$\frac{\{\{\text{Unique Purchases}\}\}}{\{\{\text{Product Adds To Cart}\}\} - \{\{\text{Product Removes From Cart}\}\}}$$

## Enhanced e-commerce – Buy to Cart / Cart to Detail

Cart to Detail	<p><b>Q1</b> Looking a lot Adding to cart Not buying</p> <p><b>CURIOUS, Price cutters (SEE, THINK)</b></p>	<p><b>Q2</b> Looking a lot Adding to cart Buying</p> <p><b>FAST, Valuable (THINK, DO)</b></p>
	<p><b>Q3</b> Less adding to cart Not buying</p> <p><b>NOT INTERESTED</b></p>	<p><b>Q4</b> Less adding to cart Buying</p> <p><b>FAST, few items (DO, CARE)</b></p>
		Buy to Cart

## Enhanced e-commerce – Category analysis

- Which products are easy to sell
- Which products need some *push*



## Analytics & Insights – Practical tips

- KISS
- Listen to your report recipients and their feedback
- Educate, Teach
- Do not over-analyse
- Don't be afraid of simple metrics / graphs / reports
- ...

# Thank you for your time



## your presence made my world and work better

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Web Analyst

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