



Campaign Analyses

Campaign Analyses

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1 Foreword

Traffic is generated for websites through newsletter, SEA, display, affiliate and other campaign channels. But which campaigns are really worthwhile? Which measures clearly lead to success and which are the hidden supporters?

Webtrekk Q3 offers comprehensive campaign analysis features, which enable you to evaluate your online marketing activities.

This chapter explains how Webtrekk Q3 can be used to analyze the performance of your campaigns. Specifically, you will be shown...

- ... which **base data** is used for your analyses
- ... **which analyses** enable you to evaluate your campaigns.

Note: This chapter relates to campaign version 2.

Under "Configuration > System configuration > Version" you can check which Webtrekk version you are using.

Main Configuration	Account	Filter	Version
Product	Q3		
Process Version	2.0		
Campaign Version	2.0		

Good luck with the optimization of your campaigns!

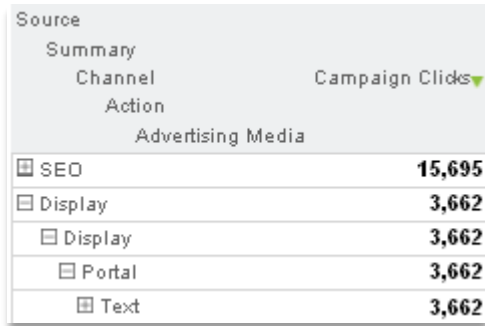
The Webtrekk Team

2 Campaign Contact

The basics of campaign analysis.

2 Campaign Contact

Campaign analyses generally take place within a campaign tree, which maps the hierarchical structure of your online marketing.



Source	Campaign Clicks
Summary	
Channel	
Action	
Advertising Media	
SEO	15,695
Display	3,662
Display	3,662
Portal	3,662
Text	3,662

Common **traffic key figures** are:

- Campaign Clicks (invocation of the respective data sources)
- Visits (one-off measurement within a visit, timeout after 30 minutes of inactivity)
- Visitors (one-off measurement that includes all visits)

The following are useful to obtain a precise assessment:

- Bounce Rate % (ratio between the direct exits and entries on the entry page)
- Visit Duration Avg (the average length of a visit)
- Page Impr. Per Visit: (the average number of page impressions per visit)

Note: Please contact Webtrekk support if you wish to record campaign views.

2 Campaign Contact

Success indicators (e.g. „Qty Orders“) can be evaluated using the common metrics and formulas. No unique allocation is provided, however.

Source	Campaign Clicks	Qty Orders
SEO	15,695	1,034
Display	3,662	0
Direct	3,100	141
SEM Non-Brand	722	32

Edit Metric

Title* Qty Orders

Description

Default Metric Qty Orders

Object Reference Automatic (Object of Chosen Analysis)

Scope Visit

Important: Standard metrics work without any reference to a specific campaign. They do not, for example, consider any "last advertising media wins" logic. These key figures are not generally unique. An order may be recorded under multiple campaigns, if they were a part of the visit. This metric shows the number of Orders placed in visits during which the advertising media was clicked.

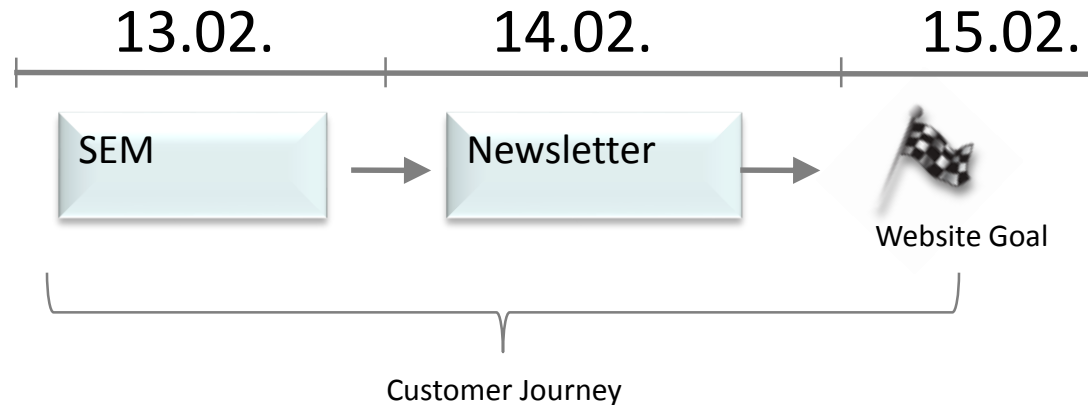
As a result of this, **campaign-specific indicators** (with attribution models) are available for evaluating campaigns, which are based on the **Customer Journey**.

3 The Customer Journey

**Campaign contact
prior to reaching a website target.**

3 The Customer Journey

The Customer Journey is made up of the various campaign contact events of a visitor prior to attaining a website goal. By definition, a Customer Journey always includes the attainment of a website goal at the end of this Customer Journey.



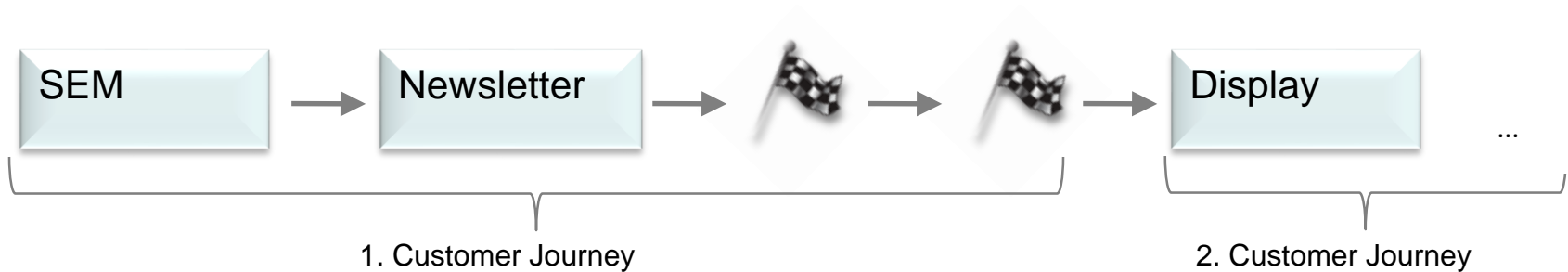
The Customer Journey enables a post-click evaluation of campaigns based on the website goals, as well as attribution rules such as 'last ad media wins'.

Note: The Customer Journey includes up to 15 ad media contact events. If the visitor generates more, Webtrekk only saves the first one (including for the attributions "first ad media") and the last 14.

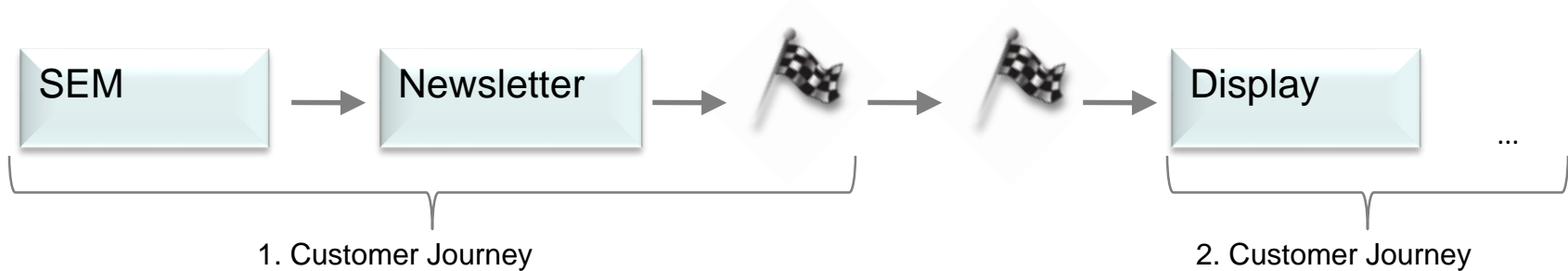
3 The Customer Journey

The Customer Journey begins with the first campaign contact and ends when one or more website goals are reached.

The first subsequent campaign contact always starts the following Customer Journey.



Alternatively, Customer Journeys can be concluded when the first website target is reached. Contact Webtrekk Support if you wish to use this option.



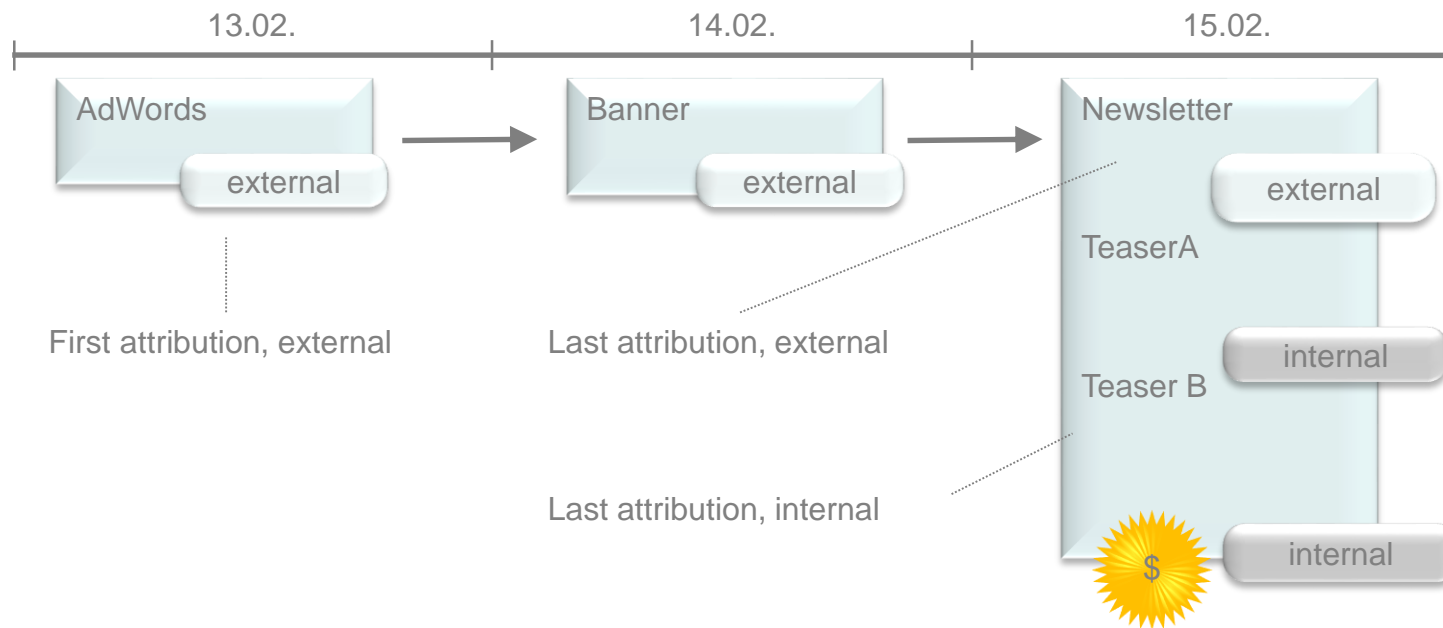
Note: The Customer Journeys of two website goals are not related.

3 The Customer Journey

The entire Customer Journey is saved once the website target is reached.

Example:

Customer Journey to the website target 'Order'.



Note: The Customer Journey represents bundled information for Webtrekk. The relationship between all items of information in the customer journey therefore relates to the search scope 'Action'.

3 The Customer Journey

The Customer Journey is only available for analyses once the website target has been reached.



Special **objects** are therefore available, which only belong to concluded Customer Journeys:

- "Media ads in Customer Journey"
- "[Campaign category] in the Customer Journey"
- "SEM Keywords in Customer Journey"
- More...

- Category in the Customer Journey ?
- Channel in the Customer Journey ?
- Media ad (Landingpage) ?
- Media ads in Customer Journey ?
- SEM Keywords in Customer Journey ?

A screenshot of a software interface showing a filter bar. The filter is set to 'Media ads in Customer Journey' with a dropdown arrow, followed by an 'equal' operator and an empty input field. Above the filter bar are icons for adding (+) and refreshing (circular arrows).

4 Attributions

„last campaign wins“ and other attributions.

4 Attributions

Example:

How many orders did my campaign generate based on the attribution 'last ad media wins'?

1. The analysis:

Source		
Summary		
Channel	Campaign Clicks	Qty Orders (Attribution last, external)
Action		
Advertising Media		
SEO	15,695	587
Display	3,662	-
Direct	3,100	158
SEM Non-Brand	722	26
Referrer	673	21
Newsletter	181	-
Affiliate Network	160	-
Social Media	26	1
SEM Brand	8	-
Total	24,227	799

Result:

There were 26 orders for which an ad media in the 'Source' 'SEM Non-Brand' was the last ad media in the customer journey.

These orders may include orders, for which the last click was prior to the visit in which the order occurred.

4 Attributions

What can be evaluated?

The **attributions and key figures** that are available for the customer journey must be configured for each **website target**.

Example:

Configuration of key figures, which are allocated to the last ad media in each customer journey.

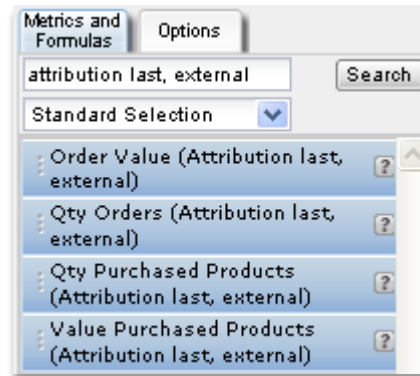
The screenshot displays the 'Edit Goal' configuration interface. The 'Title' field is set to 'Order', and the 'Conversion Point' is also set to 'Order'. Under the 'Calculate Customer Journey' section, the 'Yes' radio button is selected and highlighted with a green box. The 'Attributions' section is set to 'Last Campaign, Consider all Ad Media', with a gear icon and a close button also highlighted with a green box. A 'New Attribution' button is visible below. To the right, a 'Attribution Metrics' panel lists several metrics with checkboxes: 'Order Value' (checked), 'Qty Campaign ID' (unchecked), 'Qty Credit Card Type' (unchecked), 'Qty Discount' (unchecked), 'Qty Orders' (checked), 'Qty Payment Method' (unchecked), 'Qty Purchased Products' (checked), and 'Qty Shipping Cost' (unchecked).

Note: The attributions and key figures are **not** calculated retrospectively.

4 Attributions

The metrics used for the Customer Journey include a reference to the attribution rule in their names, e.g.:

‘Qty Orders (**Attribution ...**)’

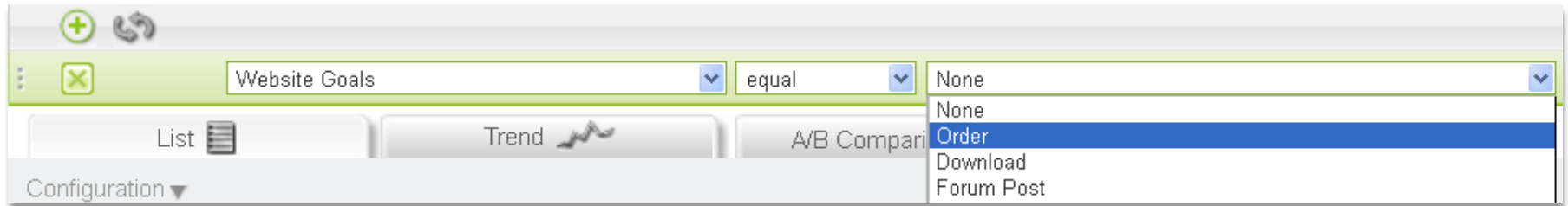


5 Customer Journey Analyses

Special Customer Journey Analyses.

5 Customer Journey Analyses

If there are multiple Website Goals defined, then you may want to isolate Website Goals when analyzing Customer Journeys by filtering on the desired Website Goal.



5 Customer Journey Analyses

A campaign can be part of the customer journey, even if it is not recorded as the original campaign based on the attributions.

No.	Media ads in Customer Journey	Campaign Lifecycle Contacts	Conversion Initiator %	Conversion Supporter %	Conversion Transformer %
1	SEO	2,077	21.09 %	17.09 %	61.82 %

Metric

Explanation

Campaign Lifecycle Contacts

The ad media 'SEO' was recorded 2.077 times within a Customer Journey.

Conversion Initiator %

21,09 % of the 2.077 Contacts for the ad media were with 'SEO' as the first contact within the customer journey.

Conversion Supporter %

17,09 % of the 2.077 Contacts for the ad media were with 'SEO' as neither the first nor the last contact event within the customer journey; somewhere after the first contact and before the last contact.

Conversion Transformer %

61,82 % of the 2.077 Contacts for the ad media were with 'SEO' as the last contact within the customer journey.

5 Customer Journey Analyses

The analysis ,Campaign Lifecycle Contacts' shows how many contact events were measured within the Customer Journeys.

Campaign Lifecycle Contacts ▲	Conversions	Conversionvalue	% Conversions
1	1,065	106.50 €	63.85 %
2	348	34.80 €	20.86 %
3	104	10.40 €	6.24 %
4	61	6.10 €	3.66 %
5	35	3.50 €	2.10 %
6	12	1.20 €	0.72 %
7	10	1.00 €	0.60 %
8	10	1.00 €	0.60 %
9	7	0.70 €	0.42 %
10	3	0.30 €	0.18 %
Total	1,668	166.80 €	100.00 %

Example:

Conversions:

3 campaign contact events were measured for 104 conversions.

Conversion value:

The order value for the 104 conversions was 10,40€.

% Conversions:

The % of all conversions for the time period. Exactly 3 contacts was 6,24%.

Note: Please note these Conversions include all Website Goals, even Goals that are not orders. Thus, if you have multiple Goals and want to focus only on Orders then you need to filter the Website Goals on Orders.

5 Customer Journey Analyses

The analysis ,Campaign Lifecycle Duration (Days)' shows how many days the Customer Journeys lasted.

Campaign Lifecycle Duration (Days)▲	Conversions	Conversionvalue	% Conversions
0	1,612	161.20 €	96.64 %
1	10	1.00 €	0.60 %
2	5	0.50 €	0.30 %
3	2	0.20 €	0.12 %
4	2	0.20 €	0.12 %
5	4	0.40 €	0.24 %
6	3	0.30 €	0.18 %
7	3	0.30 €	0.18 %
13	2	0.20 €	0.12 %
14	3	0.30 €	0.18 %
Total	1,668	166.80 €	100.00 %

Example:

Conversions:

1.612 conversions took place within 24 hours of the first campaign click.

Conversion Value:

The order value for the 1.612 conversions was 161,20€.

% Conversions:

96,64% of all conversions took place within 24 hours of the first campaign click.

Note: Please note these Conversions include all Website Goals, even Goals that are not orders. Thus, if you have multiple Goals and want to focus only on Orders then you need to filter the Website Goals on Orders.

5 Customer Journey Analyses

The analysis 'Individual Campaign Lifecycles' shows a pivot diagram with the order numbers for each Customer Journey.

Order ID
Order Time
Position since Customer Journey Start▲
Media ads in Customer Journey
Time in Campaign Lifecycle
64209055
64209018
64208986
64208980
2012-09-15 23:43:55
1
SEO
2012-09-01 19:07:45
2
3
4
5
6
SEO
2012-09-15 23:43:55

Example:

The order number 64208980 was recorded on 15 September 2012 at 23:43:55.

6 campaign contact events were recorded within the Customer Journey.

The first campaign contact took place via the ad media 'SEO' on 1 September 2012 at 19:07:45.

The sixth and last campaign contact for the order took place via the ad media 'SEO'.

5 Customer Journey Analyses

With path analyses the order in which campaigns are used can be reviewed.

For this purpose special analysis options are provided in the area "Marketing > Customer Journeys":

- Ad Media Path, Ad Media Path (Aggregated)
- Traffic Sources Path, Traffic Sources Path (Aggregated)
- Search Phrases Path, Search Phrases Path (Aggregated)

In the "aggregated" analyses, a sequence of multiple contact events from the same source is only recorded 1x ("Display > Display > Microsite" becomes "Display>Microsite")

Complex filtering is possible:

The screenshot shows a web-based interface for customer journey analysis. It features a filter bar with three conditions: 'Campaign Lifecycle Contacts' between 3 and 4, 'Action in the Customer Journey' equal to 'SEO', and 'Website Goals' equal to 'Order'. An 'Apply' button is located at the bottom right of the filter bar. Below the filter bar is a table with the following data:

No.	Ad Media Path	Conversions▼	Conversionvalue
1	SEO ► Direct ► SEO	64	6.40 €
2	Microsites ► SEO ► SEO ► Microsites	21	2.10 €
3	SEO ► Microsites ► SEO ► Microsites	7	0.70 €

5 Customer Journey Analyses

Example: Which order number did the traffic source "Affiliate Network" have?

The screenshot shows the Webtrekk interface with a navigation bar at the top containing buttons for Start, My Reports, Bookmarks, Overlay, Visitors, Marketing, Navigation, and E-Commerce. The breadcrumb trail indicates the current view is 'Orders seperately'. A filter configuration box is highlighted with a green border, containing two filter rules:

- Rule 1: Source in the Customer Journey (dropdown) equal (dropdown) Affiliate Network (dropdown)
- Rule 2: and (dropdown) Attribution (last, external) of Order (dropdown) equal (dropdown) All (dropdown)

An 'Apply' button is located to the right of the filter rules. Below the filter configuration, a table displays the results of the analysis:

Configuration		Analysis Notes
Order ID	Order Time	Order Value
E 64209055		0.10 €
2012-09-15 23:59:29		0.10 €

Explanation: The order numbers displayed have an attribution based on 'Last ad media' wins and the winning traffic source is 'Affiliate Network'.

6 FAQs

FAQs

6 FAQs

What could be the reasons to explain why an advertising medium was not measured?

1. It must be ensured that the data source of the ad media (e.g. URL parameter, referrer or similar) is configured in the Q3 account. Ad media contacts are not recorded until configured correctly, and data cannot be recorded retrospectively.
2. With the data source "URL parameter" it must be ensured that the parameter remains in place until the landing page is reached (check redirects!). With framesets you must ensure the data source is passed within the content frame.

Why does Webtrekk measure different figures (from the agency)?

1. It is possible that the same figures are not compared, e.g. campaign clicks vs. visits.
2. Measurements are taken in different areas. The agency, for example, may measure the actual ad click and Webtrekk, on the other hand, measures how many users have viewed or loaded the landing page in full (before the pixel was sent). Users that click backwards or forwards quickly cannot be recorded by Webtrekk.
3. The agency may clean up data by removing any quick sequences of clicks. Webtrekk does not do this and counts each ad media request as a new contact event.

Two procedures, which use different techniques to take measurements in different areas, do not usually produce the same results. It is important that the deviation ratio is kept relatively constant within a "justifiable" framework.

Thank you for your participation!

We would appreciate your feedback on the training document.

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