

Webtrekk Analytics Training Chapter

Analysis of Goal Achievement

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1 Website goals


Website goals depict all defined conversion points, that were reached.
They allow a quick analysis.

1.1 Configuration

Predefined is the website goal „Order“. Further goals can be added individually.

- Other website goals (e.g. registration, newsletter subscription) can be tracked via e-commerce parameters (a separate parameter for each website goal).
- The configuration is done at „Webtrekk Q3 > Configuration > Goals“.

Title	Description	Conversion Point
Order	Registered orders	Order
Download	downloading a document	Download

 Edit Goal

Title

Description

Conversion Point

1.2 Calculation „Conversions“

- Every achieved website goal is counted as conversion.
Thus, for the website goal „Order“ „Conversions“ equal „Qty Orders“.

Website Goals	Conversions ↓	Qty Orders
Registration	118,791	0
Order	7,345	7,345
Forum Post	13	0
Sum	126,149	7,345

1.3 Use Cases

- *Which website goals were achieved?*

Analysis: E-Commerce > Website Goals

Website Goals	Conversions ↓
Registration	118,791
Order	7,345
Forum Post	13

Reading example:

Conversions: 7,345 orders were tracked.

1.3 Use Cases

- How did the achievement of the website goals develop over time?

Analysis: E-Commerce > Website Goals > Time Series

Weeks ↑	Conversions	
	Registration	Order
2017/09	32,142	1,955
2017/10	35,319	2,163
2017/11	32,326	1,994
2017/12	29,777	1,872
2017/13	27,810	1,728

Reading example:

Conversions Registration: In CW 12 the website goal „Registration“ was tracked 29,777 times.

Conversions Order: In CW 12 the website goal „Order“ was tracked 1,872 times.

1.3 Use Cases

- Which campaign channels were responsible for the achievement of the website goals?

Analysis: Individual analysis

Website Goals Channel	Conversions ↓
▶ Registration	88,680
▼ Order	7,525
SEO	3,217
Affiliate Networks	1,661
Direct	994
Display	893

Reading example:

Conversions: The website goal „Order“ was tracked 1,661 times for the campaign channel „Affiliate Networks“.



The matching of campaign channel and website goal is done by the defined default attribution model. Further information can be found in the training chapter „[Analyses 3 – Campaign Analyses](#)“.

1.3 Use Cases

- *In which order are campaign channels accessed prior to the achievement of the website goal „Order“?*

Analysis: Marketing > Customer Journeys > Ad Media Path

Auto

Website Goals equal Order

Ad Media Path	Conversions ↓	Conversionvalue
Google Adwords.Brand.Fall_16.Newborn	78	1538,56 €
Google Adwords.Brand.Fall_16.Newborn ▶ Google Adwords.Brand.Fall_16.Newborn	64	1195,15 €
Google Adwords.Brand.Fall_16.Newborn ▶ Direct	39	735,30 €

Reading example:

Conversions:

In 39 conversions the ad media *Google Adwords.Brand.Fall16.Newborn* was accessed first followed by *Direct*.

Conversionvalue:

A conversion value of 735.30 Euros was generated, when the ad media *Google Adwords.Brand.Fall16.Newborn* was accessed first followed by *Direct*.



2 Depths of engagement

Depths of engagement focus on the visit, not on the visitor.

They depict the level of goal achievement within a visit and can be configured flexibly.

Only the depth of engagement with the highest priority is assigned.



2.1 Configuration

The main goal of the website should be defined as the best depth of engagement. Further depths of engagement show the intermediate steps in the course of reaching this goal.

Example: Depths of engagement for an online shop

Priority (1-low, 20-high)	Depths of Engagement	Description
20	Buyers	Purchased a product
15	Checkout Cancellations	Access of a checkout page, but did not purchase
10	Shopping Cart Cancellations	Product placed in the shopping cart, but did not access the checkout
5	Product Cancellations	Product viewed, but did not add it to the shopping cart
1	Other Visits	No other depth of engagement

Example: Depths of engagement for a content site

Priority (1-low, 20-high)	Depths of Engagement	Description
20	Ad click	Click on an advertising banner
10	Article view	An article page was viewed, but no ad banners were clicked
1	Not interested users	No articles viewed

2.1 Configuration

The setup is available at „Webtrekk Q3 > Configuration > Depths of Engagement “.

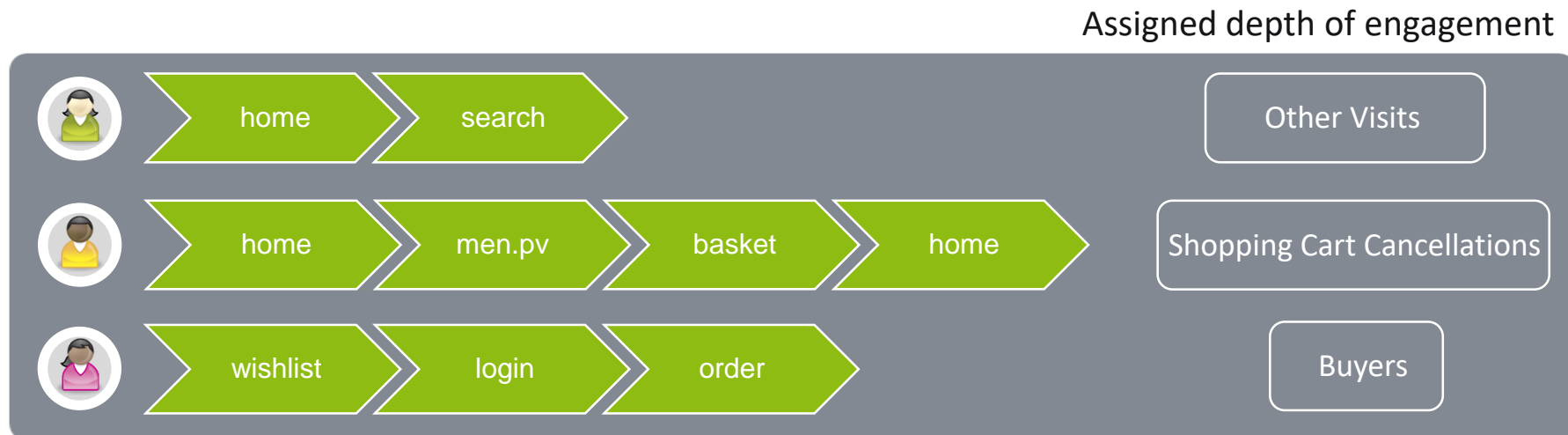
- A selection of dimensions and metrics are available as filters.
- The assignment of priorities allows the importance of the depth of engagements to be defined.

Name*	<input type="text" value="Buyer"/>
Description	<input type="text" value="An order was measured in the course of a visit"/>
Activate Depth of Engagement	Yes <input checked="" type="radio"/> No <input type="radio"/>
Filter*	<div style="border: 1px solid #ccc; padding: 5px;"><div style="display: flex; align-items: center; gap: 10px;">+ ↺</div><div style="display: flex; align-items: center; gap: 10px;">× Website Goals ▼ equal ▼ Order ▼ >></div></div>
Priority	Highest: 20, Lowest: 2 <input type="text" value="20"/>

2.1 Configuration

This example shows, how 3 visits can be assigned to different depths of engagement.

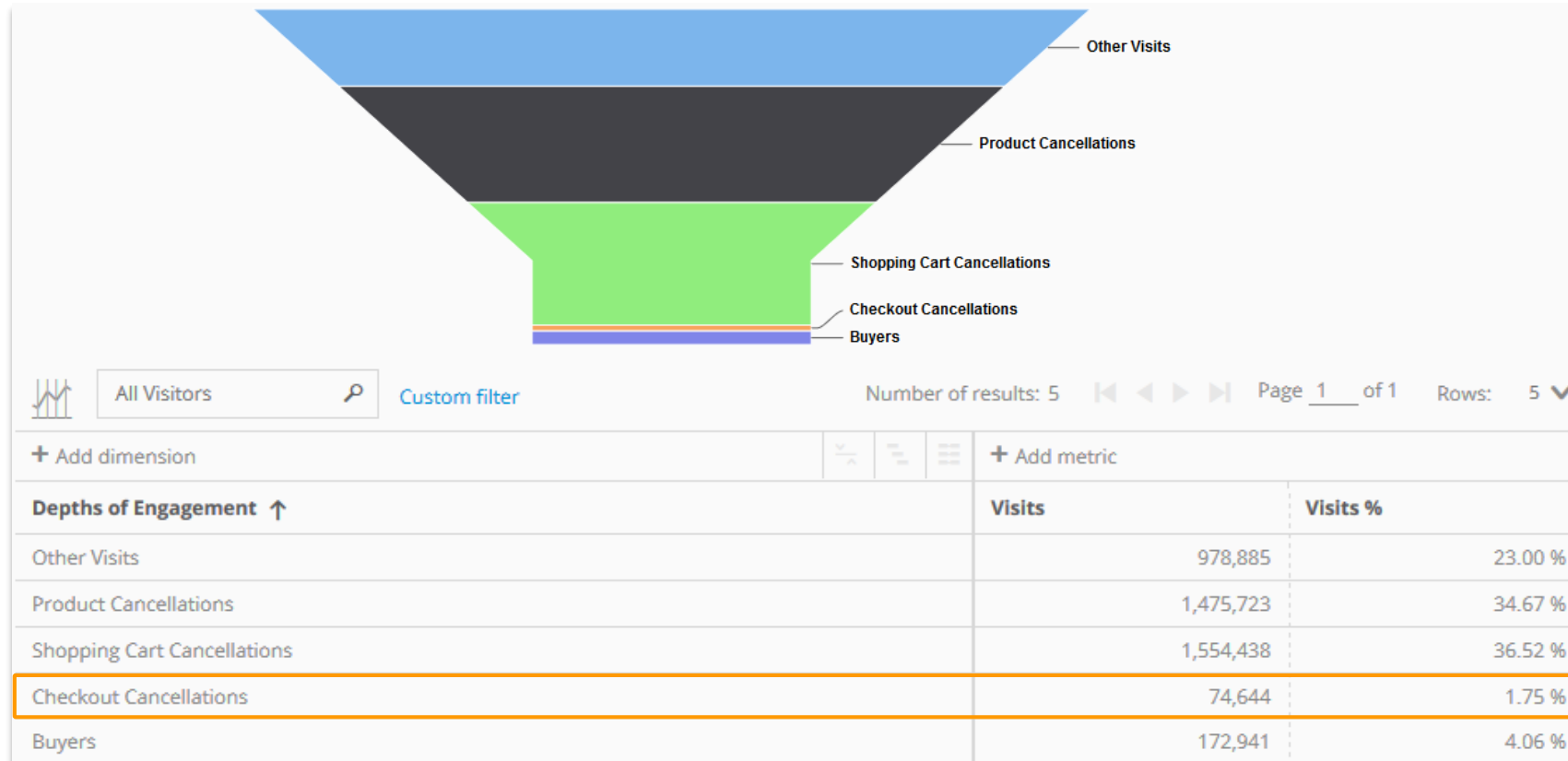
Priority (1-low, 20-high)	Depths of engagement	Filter
20	Buyers	Website Goals equal Order
15	Checkout Cancellations	Pages equal checkout*
10	Shopping Cart Cancellations	Pages equal basket*
5	Product Cancellations	Pages equal *.pv
1	Other Visits	No filter available



2.2 Use Cases

- At which points do users abort on the way to reaching the goal?

Analysis: Visitors > Visits > Depths of Engagement



Reading example:

Visits: In 74,644 visits the checkout was called, but a purchase was not made.

Visits %: In 1.75 % of all visits the checkout was called, but a purchase was not made.

2.2 Use Cases

- Where do users per device class exit on the way to reaching the goal?

Analysis: Individual analysis

Device Class Depths of Engagement	Visits ↓	Visits %
▶ PC / laptop	2,041,215	47.95 %
▶ mobile phone	1,561,524	36.68 %
▼ tablet	653,849	15.36 %
Product Cancellations	245,891	37.61 %
Shopping Cart Cancellations	222,992	34.10 %
Other Visits	142,525	21.76 %
Buyers	28,605	4.37 %
Checkout Cancellations	14,109	2.16 %

Reading example:

Visits: In 28,605 visits a tablet was used and a purchase was made.

Visits %: In 4.37 % of all visits via tablet a purchase was made.

2.2 Use Cases

- *In what percentage of all visits the main goal was reached?*

Analysis: Visitors > Time > Weeks

Weeks ↓	Conversion Rate % (Buyers)
2016/45	4.89 %
2016/44	4.07 %
2016/43	5.10 %
2016/42	3.82 %

Reading example:

Conversion Rate % (Buyers):

In 5.10 % of all visits in calendar week 43 a purchase was made.

2.2 Use Cases

- *How do the depths of engagement spread per campaign channel?* (1/2)

Analysis: Individual analysis

Campaign channel Depths of Engagement	Visits %
▶ Direct	41.73 %
▶ Newsletter	21.48 %
▼ SEO	15.10 %
Shopping Cart Cancellations	40.70 %
Product Cancellations	40.45 %
Other Visits	10.67 %
Buyers	5.37 %
Checkout Cancellations	2.81 %

Reading example:

Visits %: 15.10 % of all visits came via the campaign channel *SEO*.

2.2 Use Cases

- How do the depths of engagement spread per campaign channel? (2/2)

Analysis: Individual analysis

Campaign channel Depths of Engagement	Visits %
▶ Direct	41.73 %
▶ Newsletter	21.48 %
▼ SEO	15.10 %
Shopping Cart Cancellations	40.70 %
Product Cancellations	40.45 %
Other Visits	10.67 %
Buyers	5.37 %
Checkout Cancellations	2.81 %

Reading example:

Visits %: In 5.37 % of all visits via the campaign channel *SEO* a purchase was made.

2.2 Use Cases

Depths of engagement can also be used in the filter engine.

- Which products and product categories are added to the shopping cart, but not purchased?

Analysis: Individual analysis

Auto

Depths of Engagement ▼ equal ▼ Buyers ▼ ✕

+ Add new filter

Product Category 1 - Main Range Product Category 2 - Sub Range Product Category 3 - Product Type Products	Qty Abandoned Products	Abandoned Product Value	Shopping Cart Abandonment Rate %
▼ Men	6,246	1,367,518.00 €	54.05 %
▼ Clothes	4,562	797,556.15 €	43.21 %
▼ Pullovers	3,516	453,809.00 €	56.11 %
p46879125	2,356	297,215.75 €	48.03 %

Reading example:

Qty Abandoned Products:

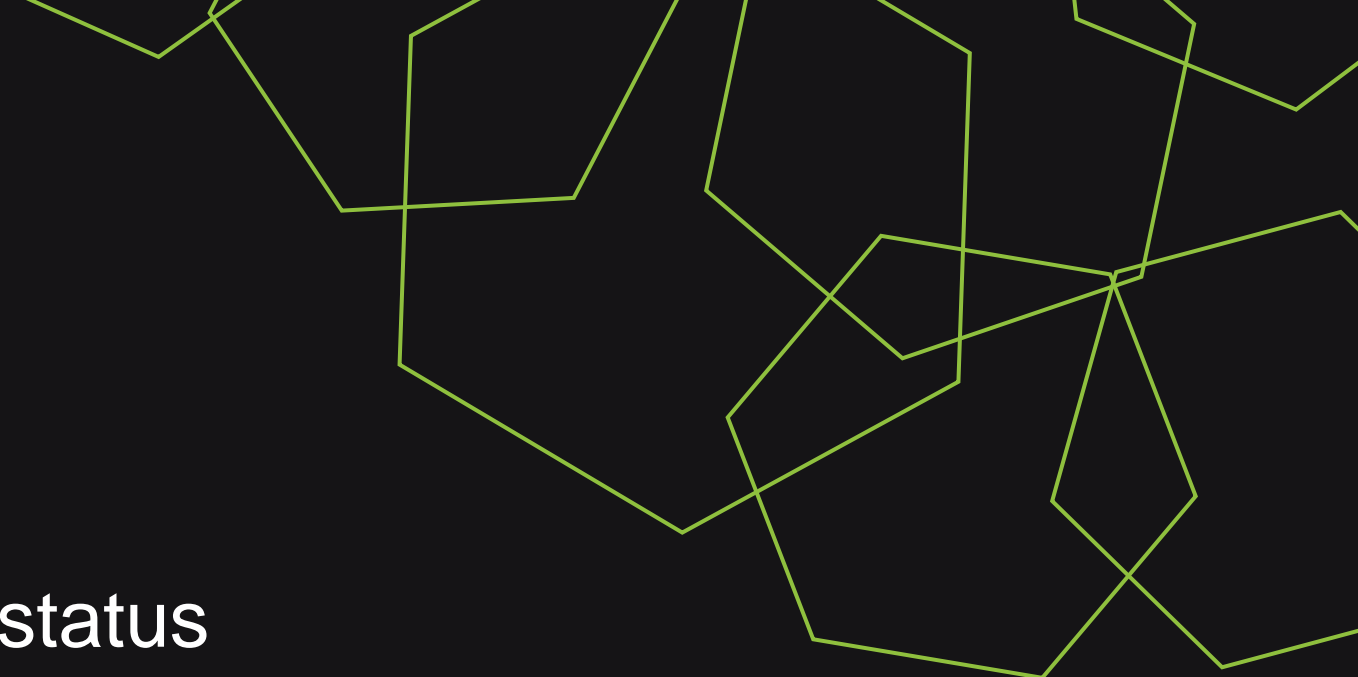
Abandoned Product Value:

Shopping Cart Abandonment Rate %:

The product p46879125 was added to the shopping cart 2,356 times, but not purchased within the visit.

The not purchased products had a total value of 297,215.75 €.

48.03 % of all products p46879125, that were added to the shopping cart, were not purchased.



3 Visitor micro and macro status

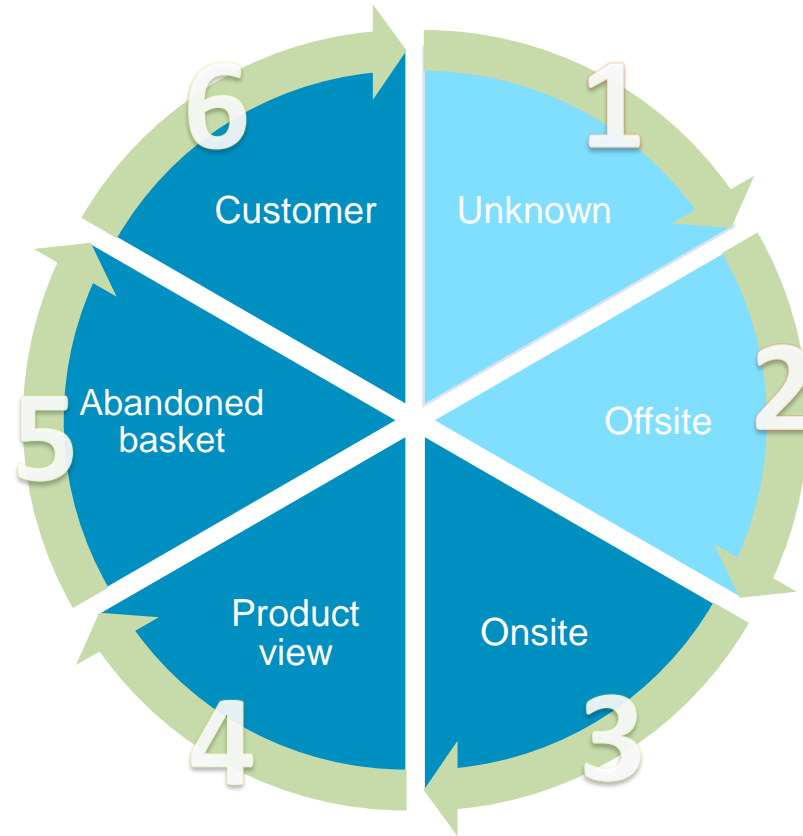
Visitor micro and macro status are used for analyzing the short- and long-term goal achievement of visitors.

The specific criteria are predefined by Webtrekk and are oriented on the requirements of a shop.



3.1 Visitor micro status

The visitor micro status shows the cycle beginning with the first contact until the purchase across multiple visits.



- Status 1 and 2 can be imported, the other status is automatically tracked by Webtrekk.

3.1 Visitor micro status

Priority (1-low, 20-high)	Micro Status	Description	
1	Unknown	Visitors for whom data were imported into Webtrekk (e.g. offline data, data from call centers)	Offsite
2	Offsite	Visitors with campaign views	
3	Onsite	Visitors who accessed the website	Onsite
4	Product view	Visitors with product views (based on product state)	
5	Abandoned basket	Visitors who added a product to their shopping cart (based on product state)	
6	Customer	Visitors who bought a product or completed an order (based on product state or order value)	

- Per visit a visitor always belongs to exactly the status with the highest priority, that he reached within the cycle.
- As soon as a purchase is made, a new cycle starts with the next visit.

3.2 Visitor macro status

The visitor macro status shows the process from the first contact until the repeated purchase across multiple visits.



- Status 1 and 2 can be imported, the other status is automatically tracked by Webtrekk.

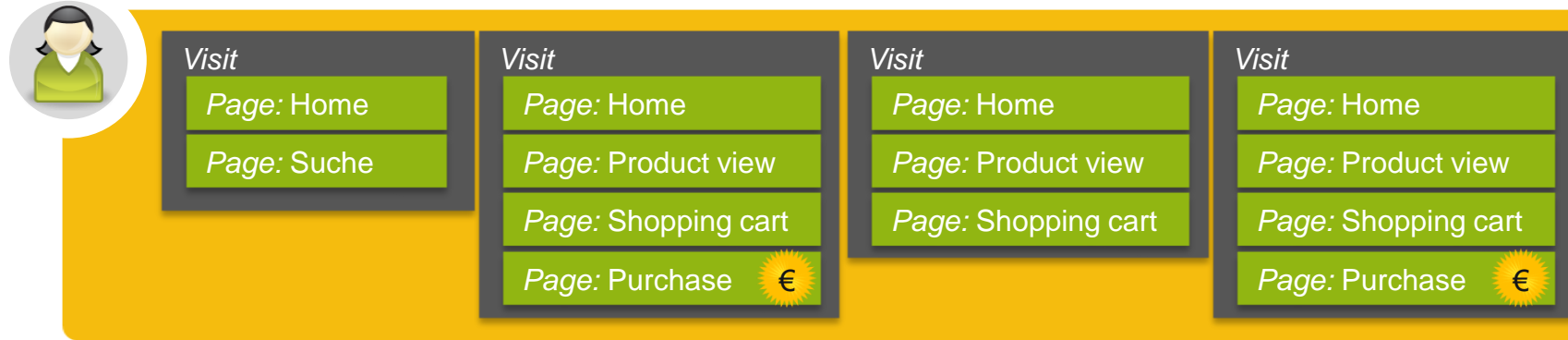
3.2 Visitor macro status

Priority (1-low, 20-high)	Micro Status	Description	
1	Unknown	Visitors for whom data were imported into Webtrekk (e.g. offline data, data from call centers)	Offsite
2	Offsite	Visitors with campaign views	
3	Onsite	Visitors who accessed the website	Onsite
4	Product view	Visitors with product views (based on product state)	
5	Abandoned basket	Visitors who added a product to their shopping cart (based on product state)	
6	Registration	Visitors who supplied their customer ID or email address (based on customer ID or URM – Email Receiver Id)	
7	New customer	Visitors who bought a product or completed an order (based on product state or order value)	
8	Returning buyer	Visitors who bought products or completed orders more than once (based on product state or order value)	

- Per visit a visitor always belongs to exactly the status with the highest priority, that he reached within the process.
- A visitor keeps his highest reached status for his lifetime.

3.3 Examples for assigning visitor micro and macro status

Example: Micro and macro status of a visitor



Micro Status:

Onsite Product view Abandoned basket Customer	Onsite Product view Abandoned basket Customer	Onsite Product view Abandoned basket Customer	Onsite Product view Abandoned basket Customer
--	---	---	---

Macro Status:

Onsite Product view Abandoned basket Registration New customer Returning buyer	Onsite Product view Abandoned basket Registration New customer Returning buyer	Onsite Product view Abandoned basket Registration New customer Returning buyer	Onsite Product view Abandoned basket Registration New customer Returning buyer
---	--	--	--

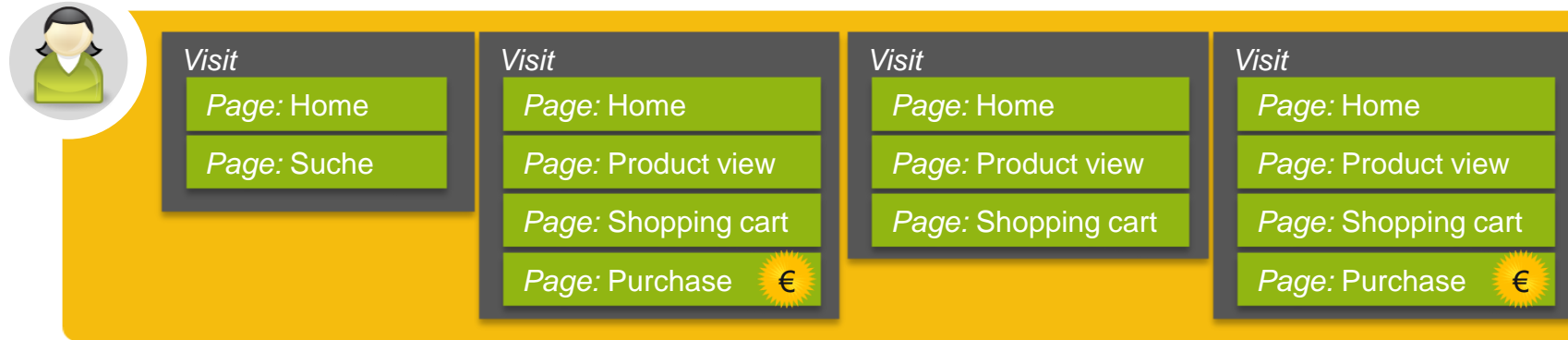
3.3 Examples for assigning visitor micro and macro status

It is differentiated between *customer* views and *customer profile* views.

- Customer: The value a user had at a specific date.
- Customer Profile: Solely shows the current status of the user (up to his last visit).
The last visit does not necessarily have to be within the analysis time period.

3.3 Examples for assigning visitor micro and macro status

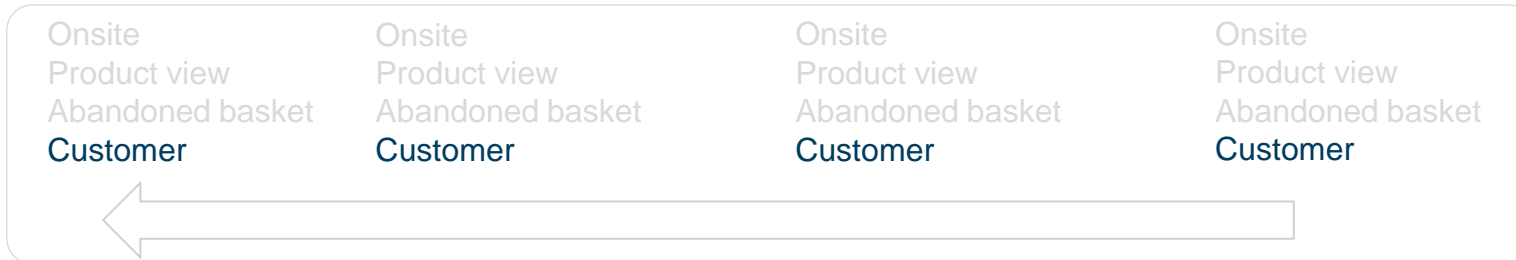
Example: Micro and profil micro status of a visitor



Micro Status:

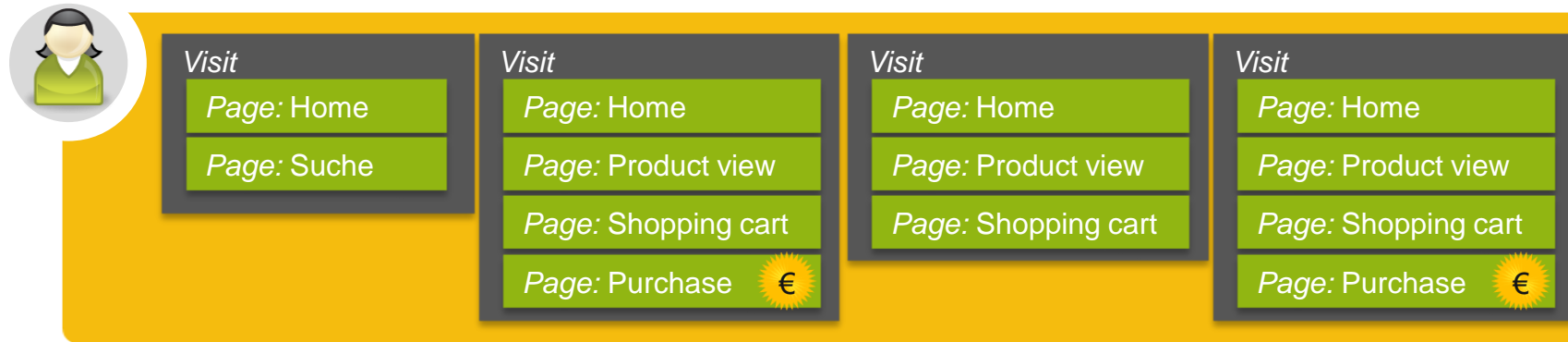


Profil
Micro Status:



3.3 Examples for assigning visitor micro and macro status

Example: Macro and profil macro status of a visitor



Macro Status:

Onsite	Onsite	Onsite	Onsite
Product view	Product view	Product view	Product view
Abandoned basket	Abandoned basket	Abandoned basket	Abandoned basket
Registration	Registration	Registration	Registration
New customer	New customer	New customer	New customer
Returning buyer	Returning buyer	Returning buyer	Returning buyer

Profil
Macro Status:

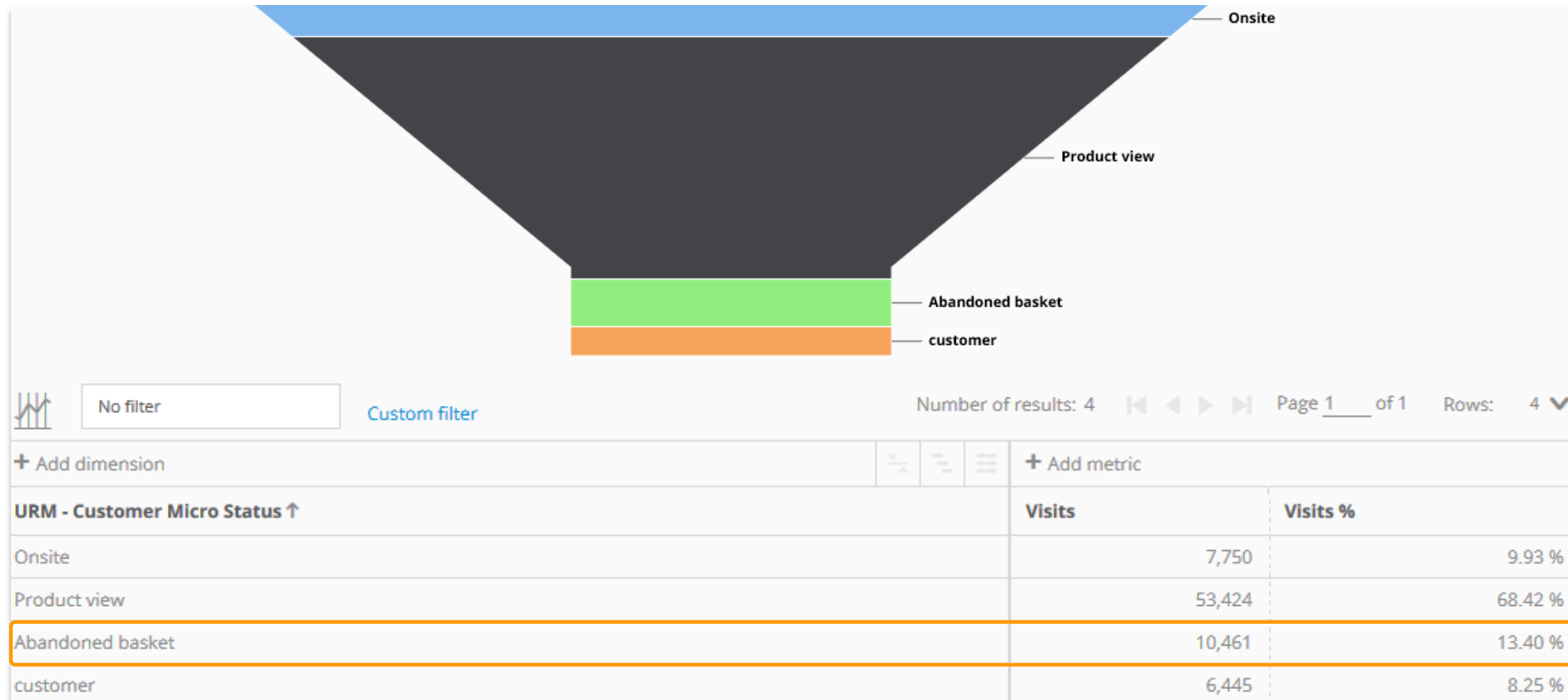
Onsite	Onsite	Onsite	Onsite
Product view	Product view	Product view	Product view
Abandoned basket	Abandoned basket	Abandoned basket	Abandoned basket
Registration	Registration	Registration	Registration
New customer	New customer	New customer	New customer
Returning buyer	Returning buyer	Returning buyer	Returning buyer



3.4 Use Cases

- Which micro status did visitors reach?

Analysis: Visitors > URM - User Relationship Management > URM – Customer Micro Status



Reading example:

Visits: In 10,461 visits users reached the status „Abandoned basket“.

Visits %: In 13.40 % of all visits users did have the status „Abandoned basket“.

3.4 Use Cases

- Which micro status did users reach in their last visit?

Analysis: Visitors > URM - User Relationship Management > URM – Customer Micro Status

Auto

URM - Last Visit equal Yes

Limits the analysis to the last visit of a user.

URM - Customer Micro Status ↑	% of All Visitors
Onsite	9.53 %
Product view	69.47 %
Abandoned basket	12.95 %
customer	8.06 %

Reading example:

% of All Visitors: 12.95 % of all users did have the status „Abandoned basket“ in their last visit.

3.4 Use Cases

- Which macro status did users reach?

Analysis: Visitors > URM - User Relationship Management > URM – Customer Macro Status

URM - Customer Macro Status ↑	Visitors	% of All Visitors
Onsite	5,173	7.58 %
Product view	35,489	52.01 %
Abandoned basket	6,671	9.78 %
Registration	15,171	22.23 %
New Customer	5,963	8.74 %
Returning buyer	748	1.10 %

Reading example:

Visitors:

748 visitors did make at least 2 orders so far.

% of All Visitors:

1.10 % of all visitors did make at least 2 orders so far.



Please note: A user who reaches several macro statuses in different visits is shown multiple times in the analysis!

3.4 Use Cases

- What macro status do users currently have?

Analysis: Individual analysis

URM - Customer Macro Status ↑	% of All Visitors	URM - Customer Profile Visits per Visitor
Onsite	7.58 %	1.98
Product view	52.01 %	1.15
Abandoned basket	9.78 %	1.35
Registration	22.23 %	1.61
New Customer	8.74 %	3.08
Returning buyer	1.10 %	5.53

Reading example:

% of All Visitors:

URM - Customer Profile Visits per Visitor*:

8.74 % of all users currently have the macro status „New Customer“.
On average „New Customers“ made 3.08 visits in total in their lifetime.

* This is a custom formula

3.4 Use Cases

- What micro status did users reach per macro status in their last visit?

Analysis: Individual analysis

Auto

URM - Last Visit equal Yes

URM - Customer Macro Status ↑ URM - Customer Micro Status	% of All Visitors	Visits %
▶ Onsite	7.58 %	7.34 %
▶ Product view	52.01 %	50.38 %
▶ Abandoned basket	9.78 %	9.86 %
▶ Registration	22.23 %	21.97 %
▼ New Customer	8.74 %	8.99 %
customer	8.40 %	81.70 %
Product view	0.66 %	8.68 %
Onsite	0.56 %	6.28 %
Abandoned basket	0.22 %	3.35 %
▶ Returning buyer	1.10 %	1.47 %

Reading example:

% of All Visitors:

Visits %:

0.66 % of all users did have the macro status „New Customer“ in their last visit and at the same time the micro status „Product view“.
8.68 % of all „New Customers“ did have the micro status „Product view“ in their last visit.

3.4 Use Cases

- *How many orders were made by new and existing customers?*

Analysis: Visitors > URM - User Relationship Management > URM – Customer Macro Status

URM - Customer Macro Status ↑	Qty Orders	Order Value Avg
New Customer	5,734	52.28 €
Returning buyer	1,611	60.18 €

Reading example:

Qty Orders:

1,611 orders were made by „Returning buyers“.

Order Value Avg:

The average order value of orders by „Returning buyers“ was 60.18 Euros.

Summary

You should now be able to answer questions like these:

- Whereupon are individual website goals based?
- What are priorities used for when defining depths of engagement?
- What is the difference between micro and macro status?

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