

# Measurement plan for NNN

## Background

The most important call-to-action (CTA) on the webpage NNN is the button "KÖP". This button leads to a page with the same text. On this page the user can choose which site he or she wants to go to in order to complete the purchase. The purchase of the fund is made outside of NNN and not recorded at NNN at all.

Since it is not possible to buy the product directly on the webpage, there are some problems with measuring conversions. Measuring how many of the visitors to the page buy the product is not easy to do. Theoretically it would be possible with the help of Google Tag Manager (GTM) to measure the users who click on the outbound links under "KÖP", but we can't say for sure what actions the users take after that. We don't have any access to the data from the other sites and due to privacy regulations they can not give us that information either.

## Customer journey 200908 – 210908

### Pageviews

In order to create a measurement plan we should have some idea of what the customer journey looks like on NNN's webpage. This is a sketch of the journey based on the statistics from Google Analytics going one year back in time from 8th September 2021.



If we break down the pageviews on page-level we can see that

- The startpage had 24,27 % of all the pageviews
- Page1 had 13,6% of all the pageviews
- Page2 had 9,42 % and
- KÖP had 4,13 % of all the pageviews.

## Exits

When it comes to exits it is clear that in NNN's case it is desirable to increase the amount of users who exit the website from the page KÖP so that they can buy the product from another site. Or with other words – **the exit-rate for KÖP should be as high as possible.**

If we look at the exits compared to pageviews we could see that during 200908 – 210908 54 % of the users who viewed the page KÖP exited from that page. This seems to be a rather high rate?

But on the other hand if you compare the exits from KÖP-page with the exits from the other pages we see that the rate is very low:

- Most of the users who exit the page do it from the starting-page (13,71 %)
- Page1 is next with 12,57%
- Page2 is on 3rd place with 7,56% and
- KÖP is on 4th place with only 3,3% of the total exits.

This has of course to do with that **the pageviews for KÖP is much lower than for the other pages.**

Let's take a closer look on the Behavior Flow (also from Google Analytics) for the same period to see if we can find more information about the customer journey.

## Behavior Flow

During this period the webpage registered 98 000 sessions.

From the starting-page 69,6 % of the users dropped off. This means that the session ended there, the users did not visit any other page but chose to leave.

The remaining continued from the starting page as follows:

- 15,17 % went to Page1
- 8,92 % went to Page2
- 3 % to KÖP

**Let's take a closer look at what happened at Page1 and Page2.**

We see three different paths from Page1.

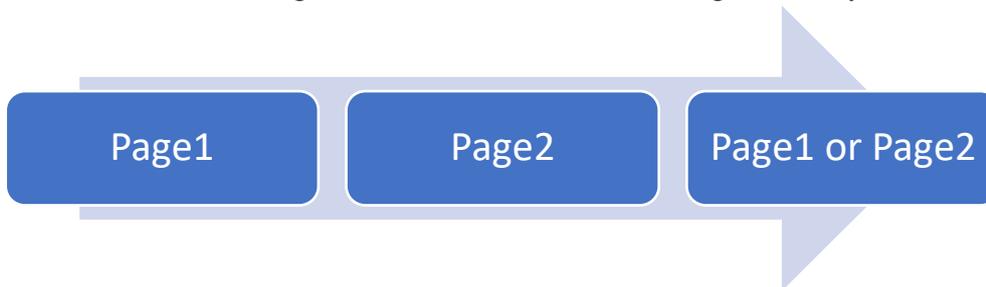
1. In the first path 61,4 % dropped off but 32,94% of the users went back to the Starting-page. There a majority dropped off too (53,1%) (at least we do not observe any visits from there to KÖP).



2. In the other path 21,94% went directly to KÖP.



3. In the third path 24,71% went to Page2. Here 52,3 % dropped off. The remaining either went back to Page1 or continued the session on Page2. **No steps were taken to visit KÖP.**



#### What about Page2?



At Page2 there was a drop off with 54,7%. The remaining went to Page1 where 59 % more dropped off. The rest went back to Page2. **No traffic went from here at all to KÖP.**

#### Summary

As we can see from this customer journey only a small percent of the users who come to NNN's page, views the page KÖP. The other pages that get more traffic don't seem to engage or drive the users to the goal of the site which is to make the users click on outbound links and start buying the product.

## The plan

This measurement plan is meant for NNN's launch into the other market and the audience consists therefore of new customers.

<b>Business Objective</b> Sell NNN's product		
<b>Strategy</b> Increase pageviews for the page KÖP		<b>Strategy</b> Increase traffic from outbound links
<b>Tactic</b> Increase power of CTA	<b>Tactic</b> Increase engagement	<b>Tactic</b> Increase CTA
<b>KPI</b> Number of clicks	<b>KPI</b> Pages / session	<b>KPI</b> Number of clicks
	<b>KPI</b> Duration on page	

Some explanations to the plan:

### **Increase power of call to action**

A few words about this tactic could be needed. There are some buttons on the starting-page that encourage the users to click on them, they have the text KÖP on them. But these buttons don't appear on the other pages of the site. On Page1 and Page2 these buttons don't appear at all. This means that the users who are on those pages have to scroll up to the top of the page or click backwards to the starting-page.

There are other ways to increase the CTA and that is by NOT highlighting Nyhetsbrev in the top menu. This highlighting removes the focus from the purpose of the page which is to get users to start buying.

### **Increase engagement**

While it is important to strengthen the CTA it is probably not enough in order to get more pageviews. It is reasonable to assume that customers want to get information about the product before they decide to buy it. You don't invest in these kind of products every day and, while the amount of money invested can vary, many people invest large amounts at the same time. With that being said it

is not surprising that many users want to read more about Page1 and Page2. What is troublesome though and should be corrected is that many users drop off from these pages or don't go to KÖP at all. If we could increase the user's engagement with these pages we can assume that they more likely will continue to the KÖP-page after that.

One assumption here is that those users who visit at least 3 pages per sessions are more likely to buy NNN's fond than other users (starting-page + Page1 OR Page2 + KÖP).

Another assumption is that those users who stay at the page for at least 5 minutes are more likely than others to convert into customers.

#### **Increase traffic from outbound links**

The other strategy is to increase the traffic from the page KÖP. Just because the user visits this page does not mean that they will actually click on the outbound-links. Even in this case the tactic could be to increase call to action, for instance by providing even more information about the product and why you should buy it. This page to this date only consists of a list of links and nothing else. Make it more persuasive!