



EVERYONE

Needs to
understand

Cost per

Acquisition (CPA)



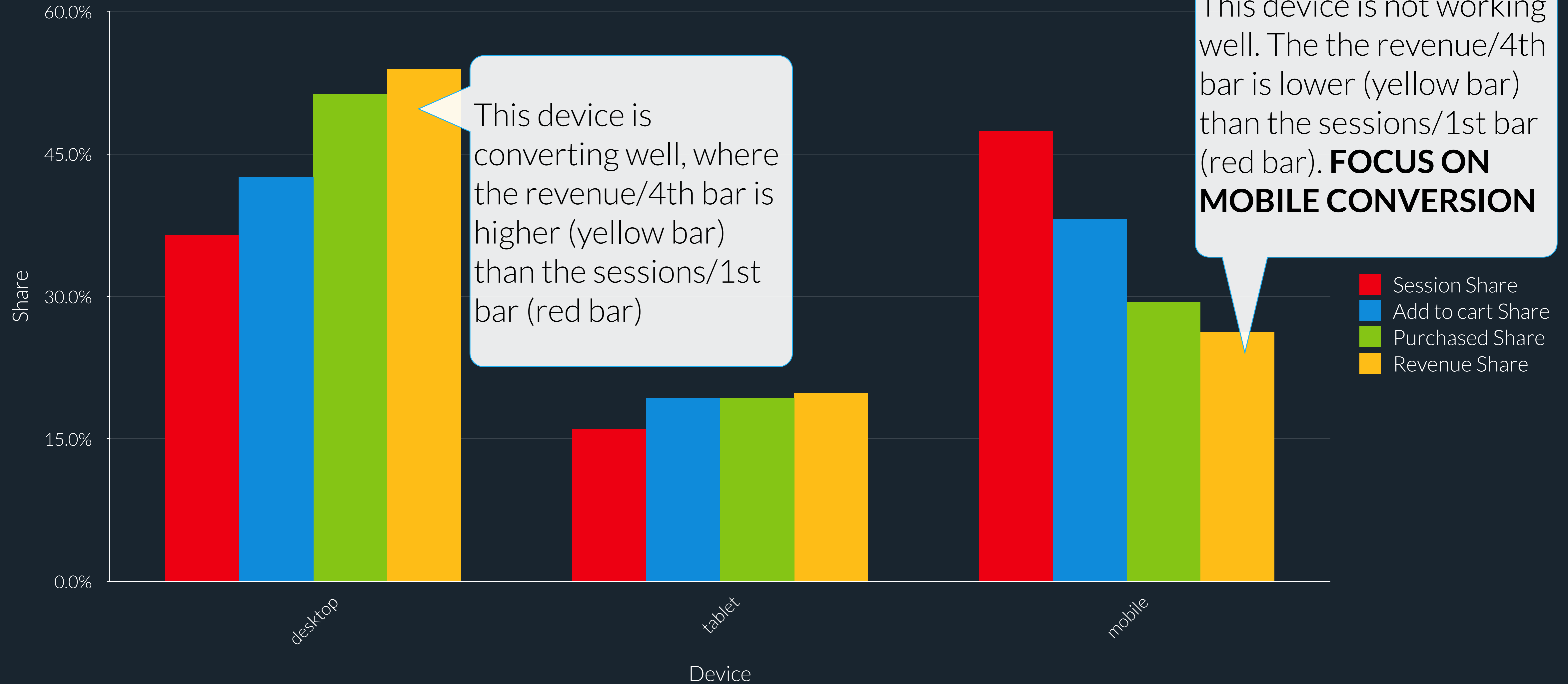


$$\text{Conversion rate} = \frac{\text{Number of conversions}}{\text{Number of visitors}} \times 100$$

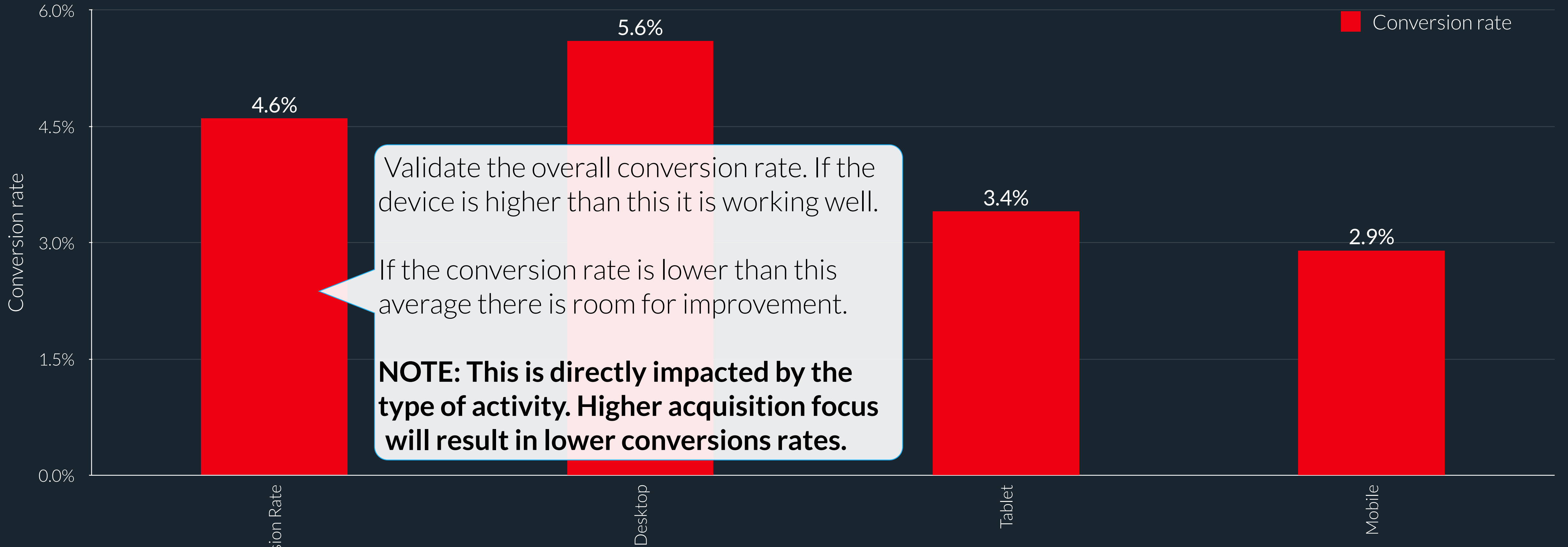
Where should I focus my effort to generated more revenue?



Engagement - Device Effectiveness



Where is my underlying conversion rate problem?



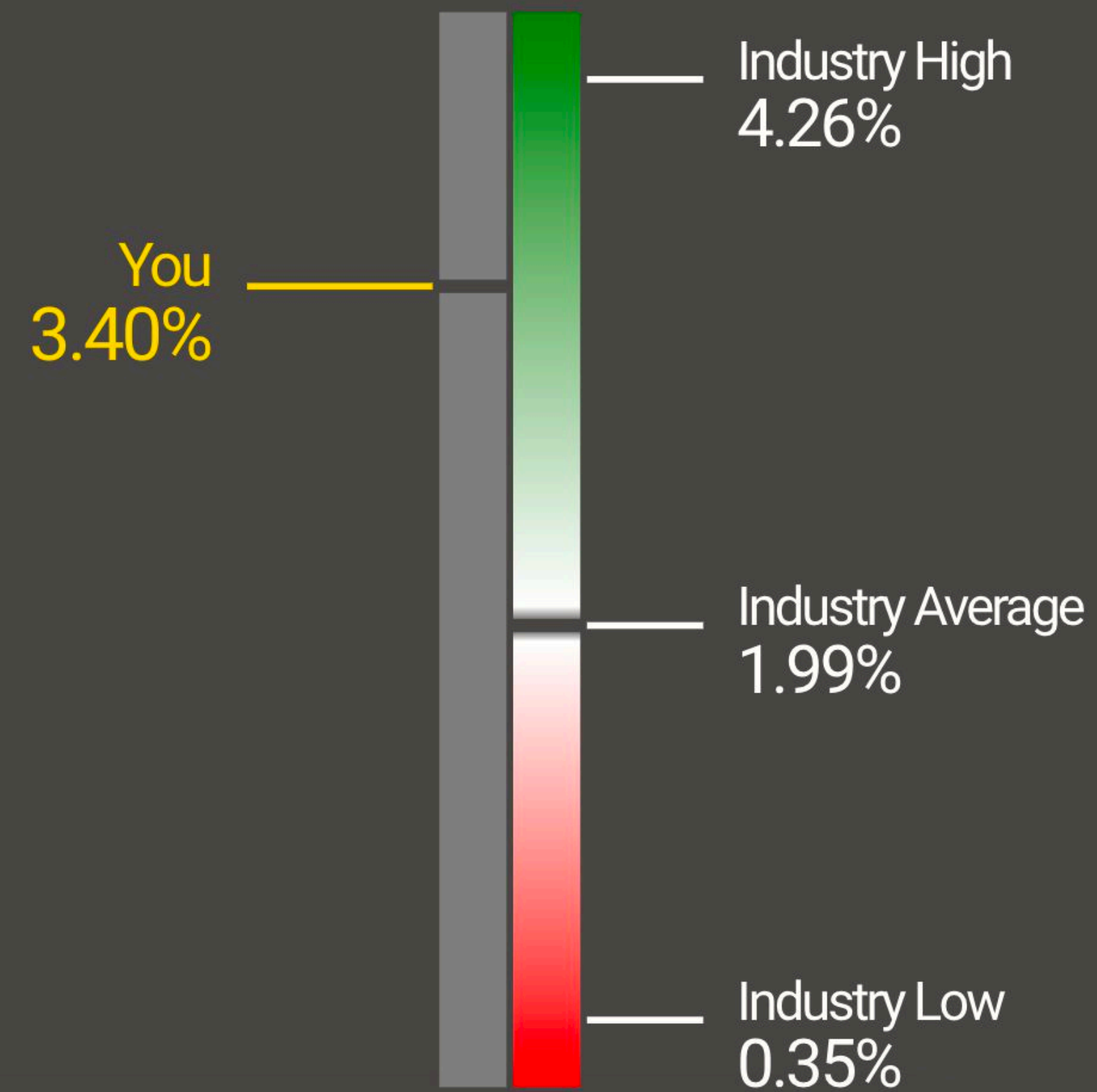
Device type and Overall Conversion Rates



Do you have A good Conversion rate?

[CLICK HERE TO
BENCHMARK
YOURSELF](#)

Conversion Benchmark for E-Commerce



Finding your Conversion rate in Google Analytics by channel



Channels ✓

Tablet and Desktop Traffic
64.47% Users

Jan 1, 2019 - Mar 17, 2019

TOP TIP: Always look at conversion by device to understand behaviour.

Google Analytics by default calculates conversion rate. **This number here, is the overall average. Sources above this are outperforming the average**

Users vs. Select a metric

Users

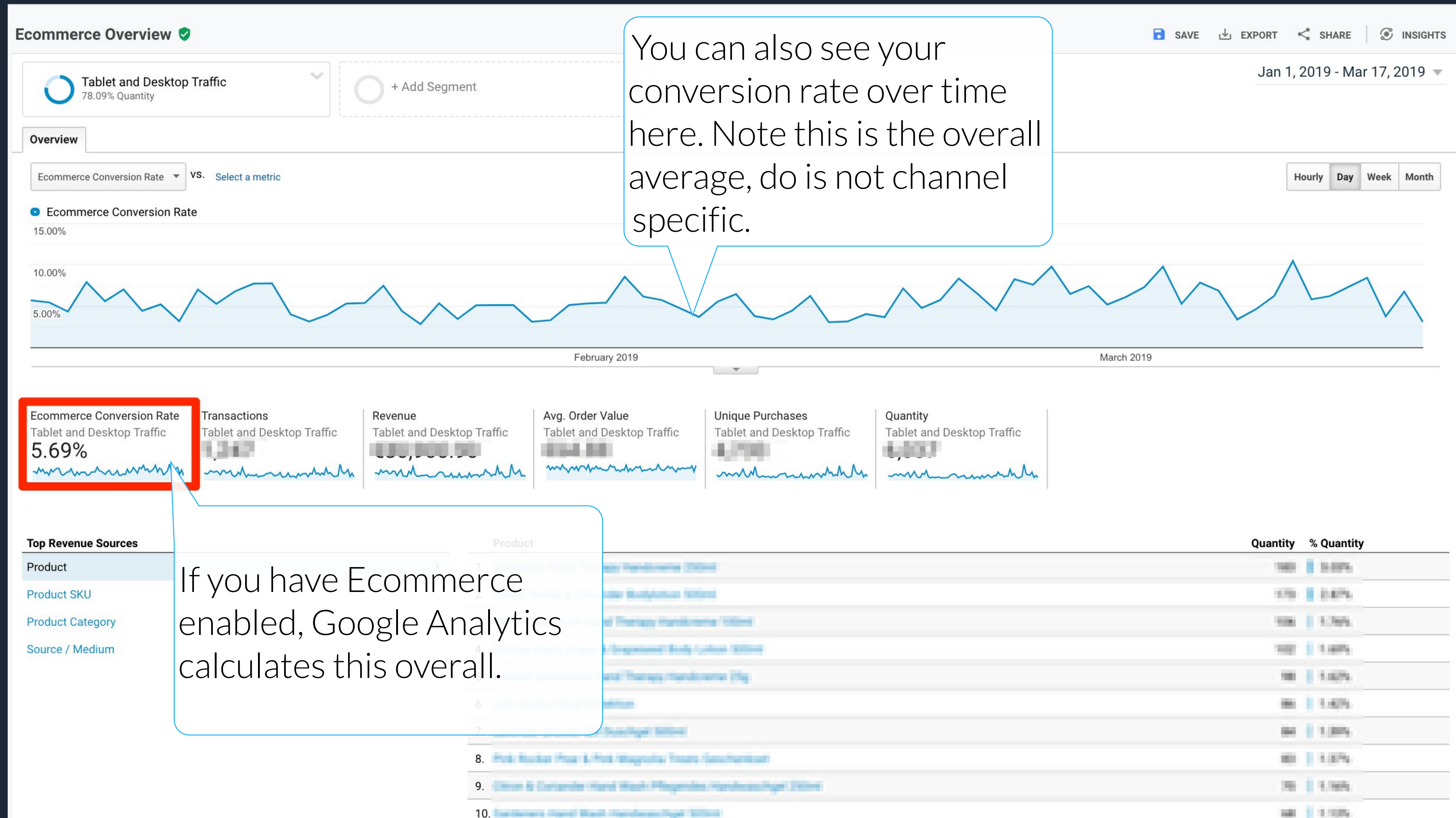
February 2019

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

	Acquisition			Behavior			Conversions	eCommerce	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
<input type="checkbox"/> Default Channel Grouping									
<input type="checkbox"/> Tablet and Desktop Traffic				36.60% Avg for View: 38.45% (-4.82%)	6.78 Avg for View: 5.97 (13.69%)	00:03:52 Avg for View: 00:03:28 (11.40%)	5.69% Avg for View: 4.64% (22.76%)		
<input type="checkbox"/> 1. Paid Search				31.27%	7.01	00:03:37	6.03%		
<input type="checkbox"/> 2. Organic Search				28.80%	7.81	00:04:43	5.68%		
<input type="checkbox"/> 3. Direct				53.85%	5.34	00:03:35	4.87%		
<input type="checkbox"/> 4. Email				32.33%	7.15	00:04:03	6.43%		
<input type="checkbox"/> 5. Referral				42.52%	6.01	00:03:18	5.46%		
<input type="checkbox"/> 6. Display				42.86%	5.91	00:02:59	2.81%		
<input type="checkbox"/> 7. Social				80.91%	2.45	00:00:46	0.91%		

Finding your conversion rate overall for your Ecommerce website



You can also see your conversion rate over time here. Note this is the overall average, do is not channel specific.

Ecommerce Conversion Rate
Tablet and Desktop Traffic
5.69%

If you have Ecommerce enabled, Google Analytics calculates this overall.



BEST WAYS

To diagnose
**Cost per
Acquisition (CPA)**



Ecommerce Conversion rate diagnosis - Overall for Desktop



		Key Metrics												
		Bounce Rate	Bounce rate change	Pages Per Session	Pages Per Session change	Avg. Session Duration	Avg. Session Duration change	Add to cart Rate	Add to cart Rate change	Checkout Complete Rate	Checkout Complete Rate change	Conversion Rate	RPU	CPA
Source of traffic/channel	All Traffic	45%	66%	4.67	-17%	183	-1%	52%	-10%	8%	14%	4%	£59.00	£45.00

Source of traffic/channel

Outline the key Ecommerce metrics for Desktop overall, to understand the averages. This will help you understand which traffic sources are over and under performing.

NOTE: Add in change over time to understand if the specific metric has changed.

NOTE: Ensure you look at your metrics and benchmarks by device. Looking overall will potentially hide what is really going on.

EXAMPLE: A high conversion rate might hide mobile conversion is low, because Desktop conversion rate is very high.

Ecommerce Conversion rate diagnosis - **Add in your channels**



		← Key Metrics →												
		Bounce Rate	Bounce rate change	Pages Per Session	Pages Per Session change	Avg. Session Duration	Avg. Session Duration change	Add to cart Rate	Add to cart Rate change	Checkout Complete Rate	Checkout Complete Rate change	Conversion Rate	RPU	CPA
Source of traffic/channel	All Traffic	45%	66%	4.67	-17%	183	-1%	52%	-10%	8%	14%	4%	£59.00	£45.00
	Paid Search Shopping											0.5%	£62.00	£186.00
	Email											7.5%	£75.00	£1.17
	Social											6%	£41.00	£18.04

Drop in your sources of traffic and look at these to understand problem and success areas.

There is a major problem with Google Shopping. Conversion is a lot lower than the 4% average.

Social is working well and has a low Cost per acquisition (CPA) against Revenue per user (RPU).

Ecommerce Conversion rate diagnosis - Desktop



		← Key Metrics →												
		Bounce Rate	Bounce rate change	Pages Per Session	Pages Per Session change	Avg. Session Duration	Avg. Session Duration change	Add to cart Rate	Add to cart Rate change	Checkout Complete Rate	Checkout Complete Rate change	Conversion Rate	RPU	CPA
Source of traffic/channel	All Traffic	45%	66%	4.67	-17%	183	-1%	52%	-10%	20%	14%	4%	£59.00	£45.00
	Paid Search Shopping	70%	764%	2.57	-45%	185	-25%	98%	-2%	1%	-48%	0.5%	£62.00	£186.00
	Email	23%	83%	3.1	-45%	184	-26%	44%	-22%	66%	-19%	7.5%	£75.00	£1.17
	Social	36%	15%	2.50	-23%	103	39%	65%	20%	50%	100%	6%	£41.00	£18.04

The root cause of low conversion in Google shopping is a high bounce rate.

Ecommerce Conversion rate diagnosis - Desktop



		← Key Metrics →												
		Bounce Rate	Bounce rate change	Pages Per Session	Pages Per Session change	Avg. Session Duration	Avg. Session Duration change	Add to cart Rate	Add to cart Rate change	Checkout Complete Rate	Checkout Complete Rate change	Conversion Rate	RPU	CPA
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	Email	23%	83%	3.86	-17%	184	-26%	44%	-22%	66%	-19%	7.5%	£75.00	£1.17
	Social	36%	15%	2.50	-23%	103	39%	65%	20%	50%	100%	6%	£41.00	£18.04

The issue was advertising products which were out of stock and priced incorrectly.



Too much

DATA?

Just want to know where to focus next?

Get in touch

To see how we can help you
translate your data into
marketing friendly actions



Crank

Providing your levers for growth

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- ▶ peter@wearecrank.com
- ▶ wearecrank.com
- ▶ [@wearecrank](https://www.instagram.com/wearecrank)