Improving the Online Experience Web Performance Analytics for Thunderbird
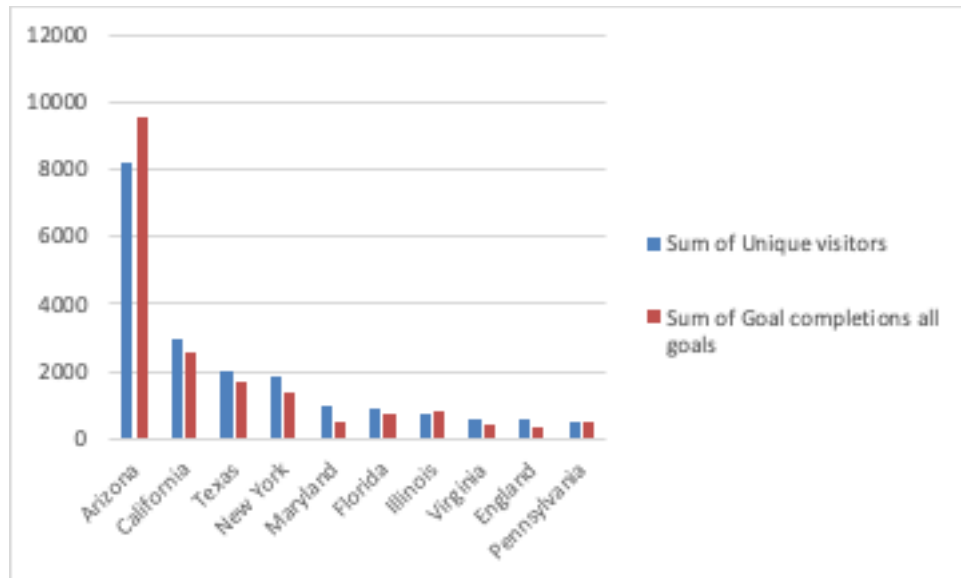
Recommendations for increasing ROI for digital marketing efforts

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Preliminary Data Analysis

To display how I got familiar with the data, I created a few graphs with different analyses.

Analysis by Region:

Through filtering direct sources like (direct) and thunderbird.edu, I can see that the Top 10 regions with the highest direct unique visitors are
 Arizona
 California
 Texas
 New York
 Maryland
 Florida
 Illinois
 Virginia
 England
 Pennsylvania

With that said, Thunderbird can decrease the spending in these areas and increase the spending in the places with the least number of unique visitors (all in a tie for the bottom).
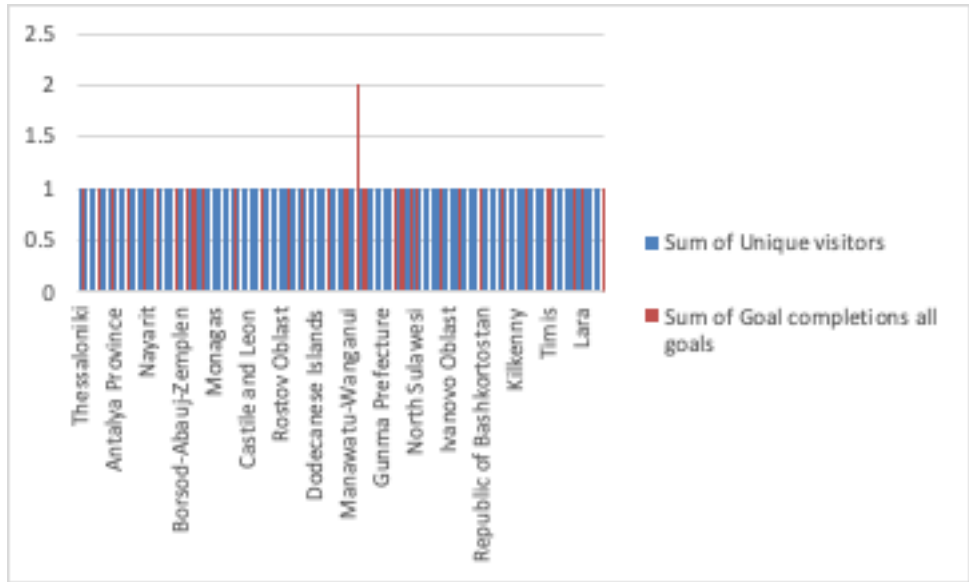
Analysis by Source:
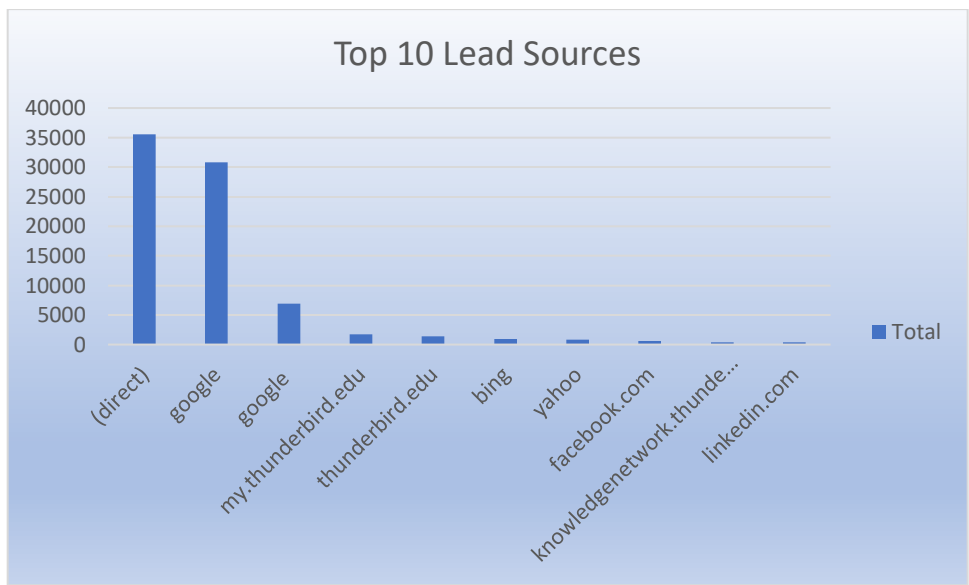
In this analysis by source, one can observe that as Julie McGough stated in the case, the leads that were coming directly to Thunderbird had higher levels of leads—which is defined by filling out the online form. Thunderbird.edu is another example of someone coming directly to the website. One can see that this came in fourth and fifth place with Google taking second and third place.

Analysis by Dates

Monthly Traffic
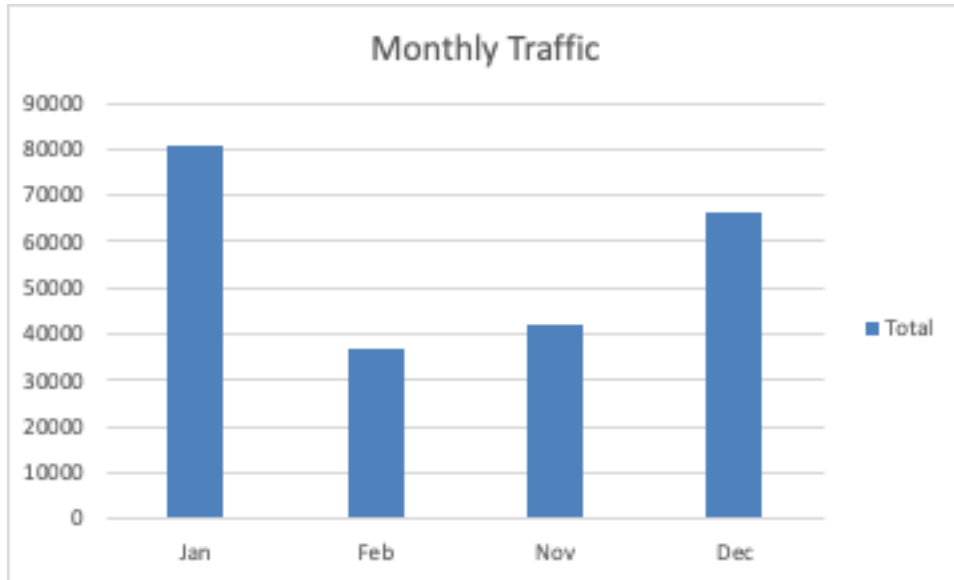
As one can observe in the above graph, January had the most visitors (traffic) and December came with a relatively close second. This could potentially be because people are beginning to search for new programs after the holidays when they are thinking about a new year coming up.

Average Daily Traffic

Average Daily Traffic
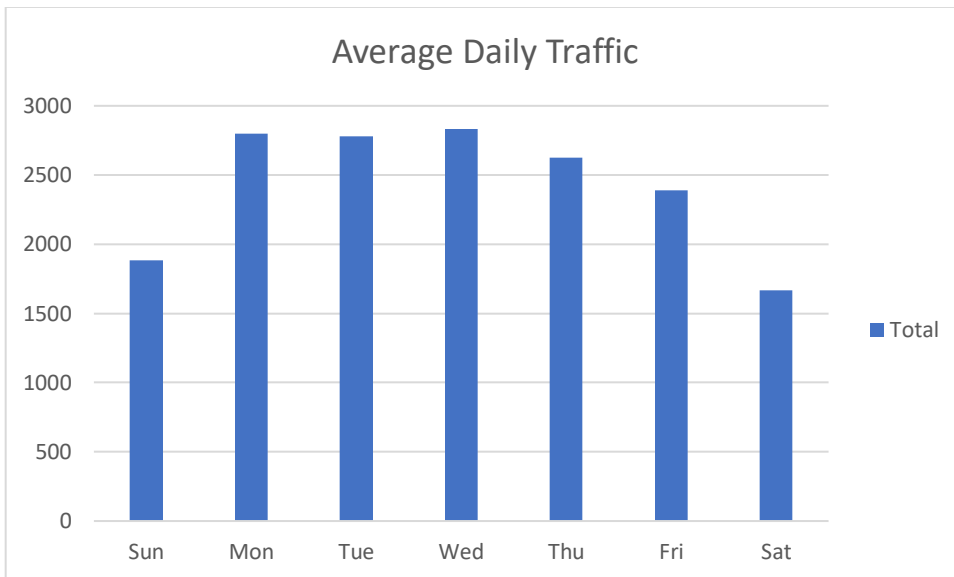
Because some months had less days than others in this sample, I used the average visitor traffic per day. Here you can observe that the busiest day for Thunderbird are Mondays and the "dullest" days are Friday, Saturday, and Sunday. This is most likely because these can be considered weekend days and people are trying to relax.

Key Metrics & KPIs Analysis

I have chosen to group KPIs under marketing goals and display my charts, graphs, and insights underneath the KPIs. I have not listed every KPI that I believe would be important, however, I have listed several and completed a few analyses on some of these KPIs through taking my own unique approach to making recommendations to Thunderbird.

<u>Generating Awareness (TOFU)</u>

- Average page views per visit
- Page views
- New Visits → increasing new visits will increase new business (lead to hopefully better conversion)

In this chart, we can see the top 10 regions with the newest visits that resulted from paid efforts.

Top 10 New Vists, Avg Goal Conversion Rate, and Goal Conversions by Region - Paid Mediums
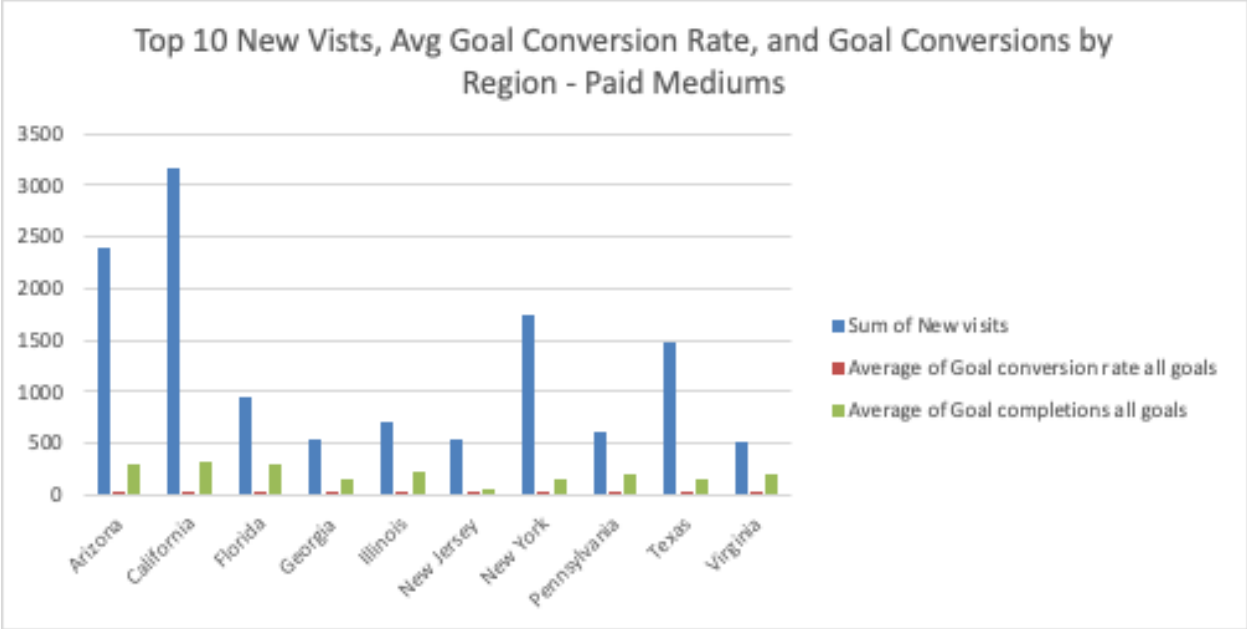
In this chart, I analyzed which regions had the highest average goal conversion rate, goal completions, and new visits that resulted from paid mediums. One can observe that though California had the most new visits, they still had a lower goal conversion rate as well as goal completions. It's also important to note that these top 10 regions all reside in the United States. This speaks to the fact as well, that there is higher goal conversion rates for regions in the United States—this could be due to the fact that there is higher brand awareness within the country.

Average New Visit Rate per Source - Paid Medium
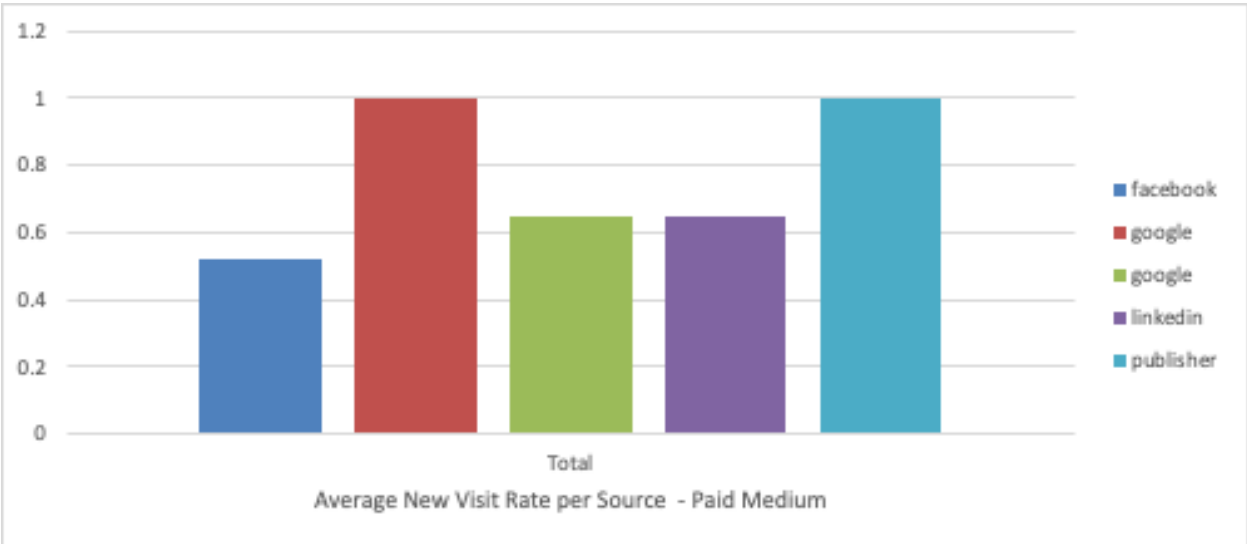
The new visit rate is key to seeing how many of these total visitors are new visitors (coming to the site for the first time). Here, I analyzed the paid medium average new visit rate to see which medium had the highest This is an extremely important metric because they need to see how much awareness they are generating and which sources are generating this new visitor traffic. Here, we can see that Publisher and Google have highest averages of new visitor rates through paid efforts. This shows that in terms of the goal to increasing traffic, using Google and Publisher are two valuable, provenly-successful methods that Thunderbird could do this.

- **Unique page views**
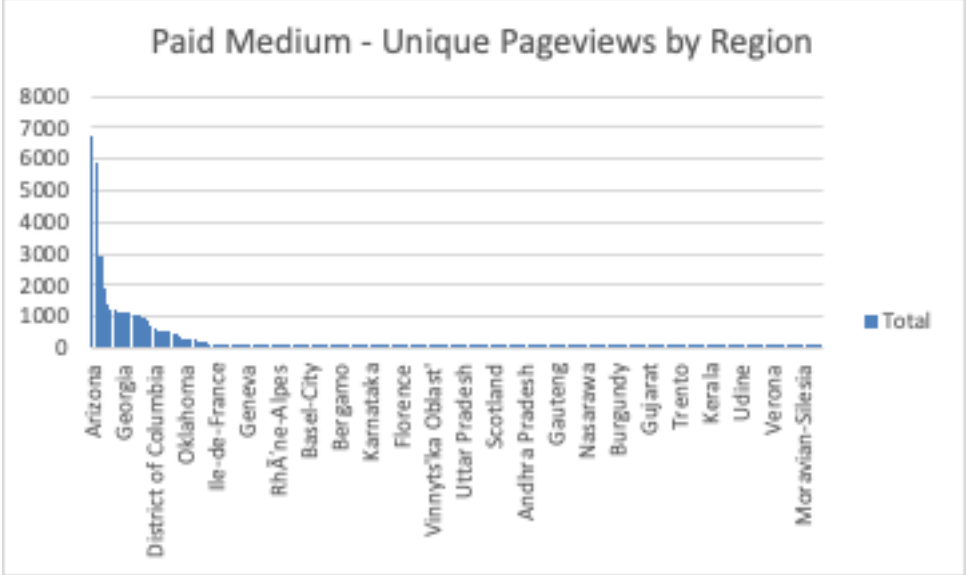
Here, I compared the unique page views that had come from a paid medium. One can notice here that similar to what I showed above (in relation to direct word), Arizona has the most unique visitors that resulted from a paid medium. This only adds to my recommendation to spend less time advertising in Arizona and to concentrate ad budget towards areas that have both less direct word-of-mouth/referrals unique page visitors and also less unique page visitors from paid efforts. This also shows that if Thunderbird is currently utilizing ad budget on these areas, that their efforts are ineffective. It also seems that Thunderbird is most effective in the United States with paid efforts. This could be because their paid efforts are not culturally correct, they are not understanding their international prospects, or cultural differences. Thunderbird must do thorough research into this to see how they can improve.

Consideration (MOFU)

- Average Time Spent on Page (organic and paid, region, sources, medium)
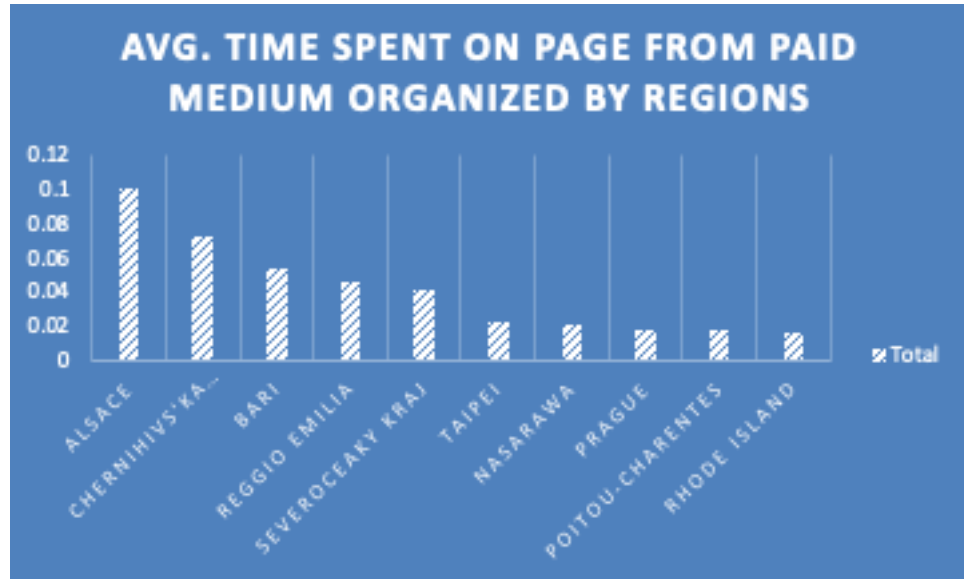
In this chart, I analyzed the average time spent per page organized by regions that came from paid mediums. Here we can see that these are all countries outside of the United States. With this momentum, Thunderbird could help increase its ultimate conversion rate by spending more on these regions as an initial step to broaden its international reach.

- **Bounce Rate**

Bounce Rate - Medium Type

Legend: cpc, social, cpc, (none), organic, referral, email, GradInstitute
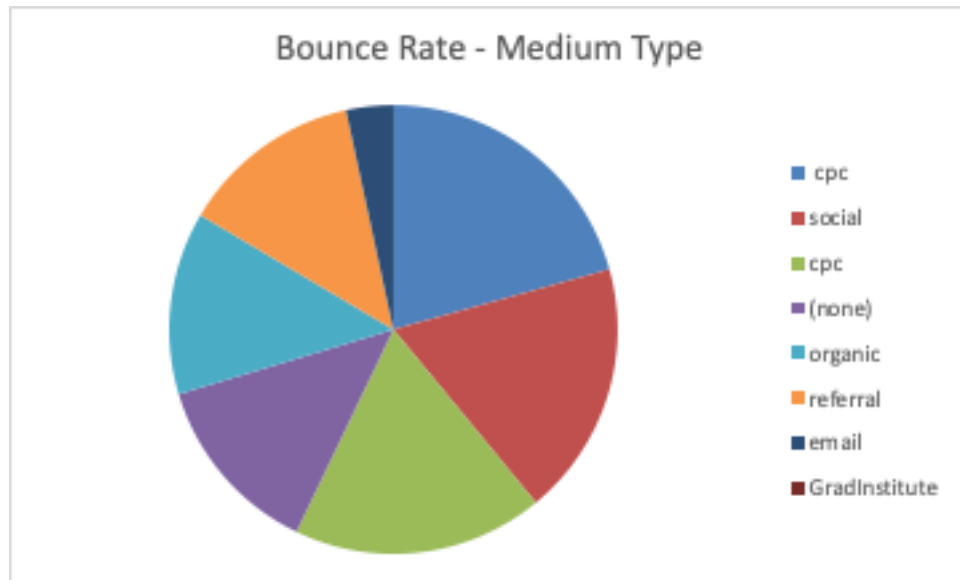
Within this analyzation, I looked at which source (direct, paid, referral) led to the highest and lowest bounce rates. The average bounce rate for this entire period is 49%. For an intensive university like Thunderbird, this actually seems like a good average as it lies between 40-60% (an industry average). It's important to note here that Grad Institute had a bounce rate of 0%. It's unclear what this is as it is not listed in the Thunderbird case. Additionally, the average bounce rate for CPC is around 71.4%. This could mean several things including but not limited to that they are not targeting the correct audience, that the content is not readable and/or that the content is not readable/user friendly. Thunderbird must reassess its content on its landing page to ensure that these valuable paid efforts are not going to waste – 71.4% bounce rate in this area is on the higher side.

Average Bounce Rate to Source
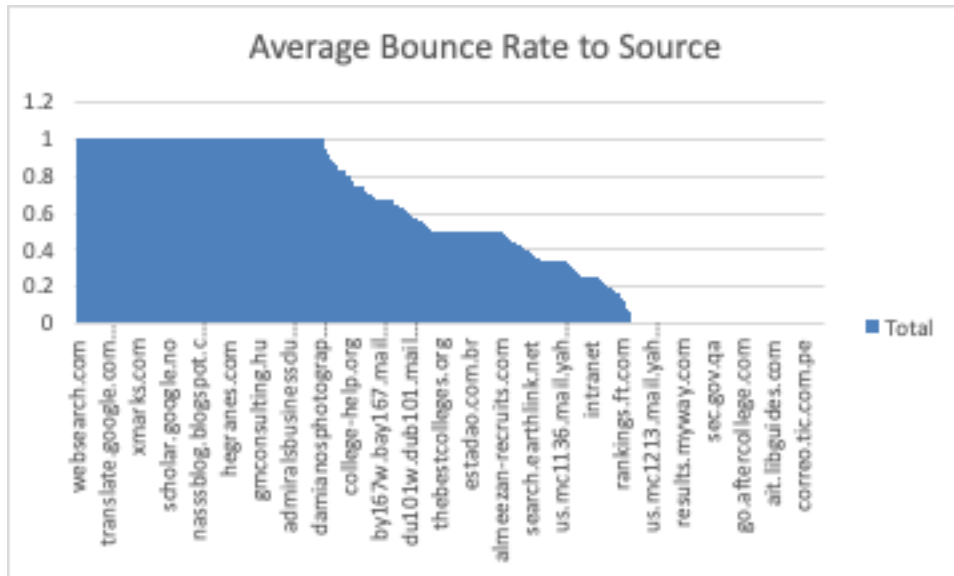
This graph displays the average bounce rate with sources with the highest bounce rate.

Lead Generation & Conversion (BOFU)

- Goal conversion rate of all goals

- Goal completion by new visitors (within each source, within each region)

- Average time spent and goal completions (linear regression)

Goal completions all goals

$y = 923.54x + 0.4112$
$R^2 = 0.0023$
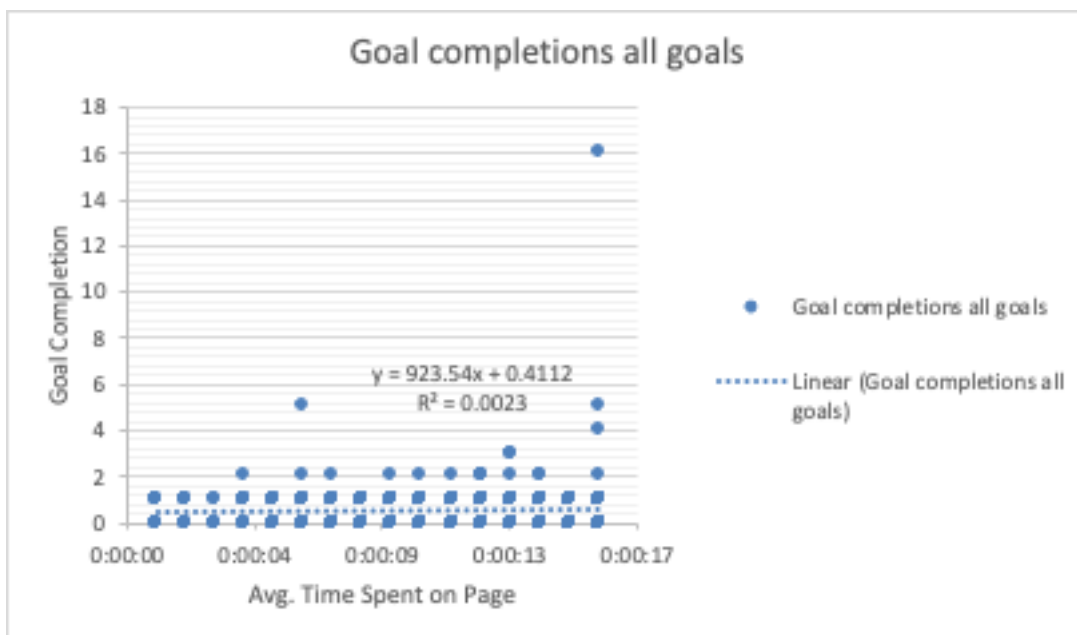
In the above chart, one can see that when looking at the comparison between average time spent on page (x-independent variable) and goal completion (y- dependent variable), there is an extremely weak positive correlation between the average time spent on page and goal completion. One could argue that the relationship is essentially non-existent. This could be because of outliers, however, one can see that even when users are spending time on the page, that it is has an extremely weak relationship with goal completion. This is an indication that Thunderbird must do further research and improve its content. Thunderbird needs to find a way to optimize its content and entice users to fill out the application form more or explore the website more to eventually fill out the form. Because as of right now, there is no real indication that the more time someone spends on Thunderbird's website, the more it'll lead to conversion, which is what Thunderbird needs to improve.

How my recommendations will impact conversion rates and overall ROI

My recommendation to Thunderbird to concentrate its efforts less on United States (especially in Arizona) will help Thunderbird concentrate gaining more market share in different countries. I recommended that if Thunderbird is currently making significant efforts (it's unclear as we cannot see their budget for these areas), then the efforts are not working and that Thunderbird needs to "go back to the drawing board" with their pad attempts. I believe that reassessing the ad placement in these areas as well as reassessing the ad content themselves will help increase the effectiveness of the display/sponsored ads as well as improve the placements and thereby, help increase conversion rates. Improving ad placement and figuring this issue out could also significantly help in increasing traffic.

In terms of increasing traffic, I displayed in a chart displaying paid medium sources, the highest average of the new visitor rate. I stated that the Google and Publisher were the two sources with the highest average new visitor rate and therefore, Thunderbird should continue to concentrate its efforts on these two paid sources as much as possible if they'd like to increase traffic. I believe that this could help in Thunderbird's goal to increase traffic by 25% and ultimately, lead to higher conversion.

I also recommended that Thunderbird reassess its landing page and reassess their paid advertising strategy to ensure that they were targeting the correct target audience as the average

bounce rate for paid advertising efforts was around 71%; doing a deeper analysis into these two key aspects will help Thunderbird solve the core issue of why the bounce rate is high and hopefully, solve it and therefore, increase the average time that visitors spend on the site, and hopefully end up become leads and therefore increases its conversion rate. Moreover, I also noticed within a different middle-of-the-funnel analyzation, that the regions that had the highest average time on pages on Thunderbird (that came from paid mediums) were in European countries. I recommended that Thunderbird should focus putting more of their budget, whatever it may be, into these regions as the people that are coming from paid mediums in these areas, are spending more time on Thunderbird's site. This could ultimately lead to better conversions and a better ROI for Thunderbird.

Furthermore, I pointed out that there was essentially no correlation between average time spent on page and goal completion. I recommended that Thunderbird conduct usability tests and further research into why this is. In the best-case scenario, there should be a positive correlation between the time someone spends on Thunderbird's page and goal conversions. Further research into improving Thunderbird's on-site content could help improve the positive correlation and ultimately improve its conversion rate. This could ultimately help Thunderbird increase its ROI because if it is paying money to get people to come to their site, and then people do, if they are not pleased with the site, this will not lead to conversions (and money). Doing more research into this will help solve this issue.