

Visualize Visitor Behavior using Dynamic Funnel Analysis

The Dynamic Funnel Analysis Report



Current Funnel Analysis Methods

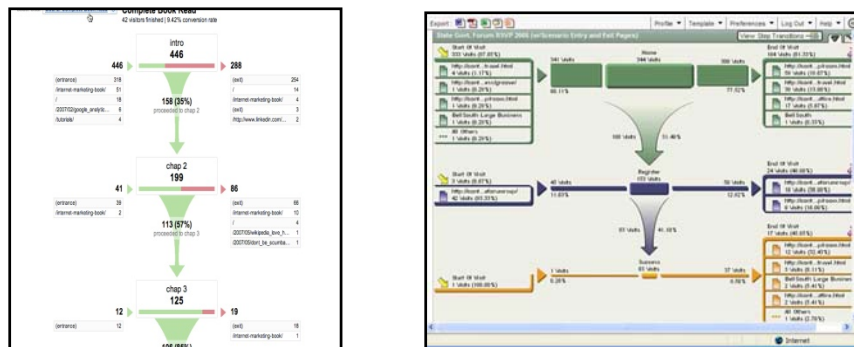
Visualizing web traffic and conversion rates using a traditional linear sales funnel generally fails to account for the nondeterministic nature of web traffic. Web traffic can initiate at any accessible page and may proceed to one of many accessible pages or files before reaching a conversion step like making a purchase, downloading a file, signing up, or submitting a request. Viewing traffic in a linear progressive manner towards a conversion step, does provide a glimpse into an important direction or flow, but does not help in understanding where and why visitors drop off from the conversion process, which is often where marketing attention should be focused.

A typical sales-funnel looks like this:



Linear Funnel Analysis

Most web funnels tools allow the grouping of one or more pages into page groups that are used as steps in the funnel process. In this way, steps can be swapped in and out to demonstrate traffic flow up until conversion. The current available web funnel analysis tools allow only visualizing a few steps at a time and offer a disjointed process for adding and removing steps. Although they demonstrate how visits funnel through certain page groups, this linear visualization obscures the branching and multidirectional nature of web traffic.

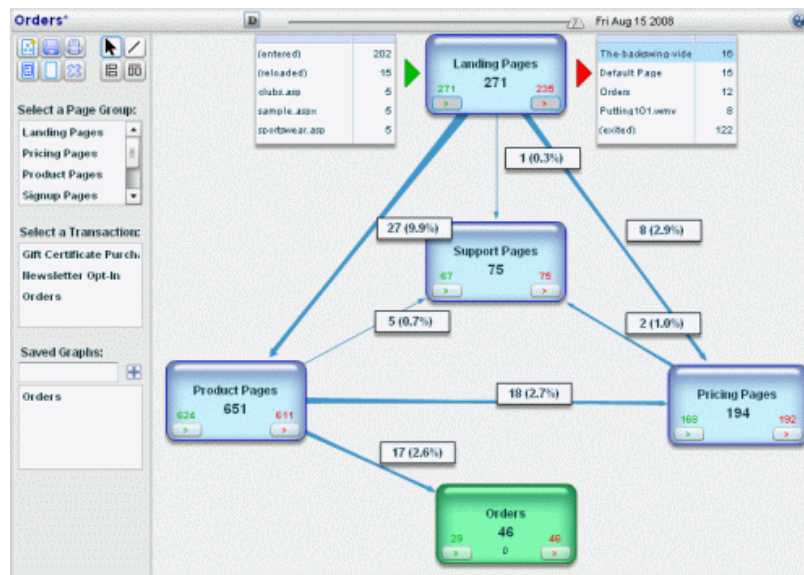


While this view may be useful for sites with a small number of pages or sites with a small number of viewed pages, it prevents one from getting a broad perspective of the flow of traffic throughout a website with a large number of pages. For example, if you have a website that does a myriad of

things such as sell products, provide news to readers, allow them to comment on articles, and show videos, your visitors can take many paths and simply viewing a path to an order completion page may not show much of the overall traffic that's necessary to draw conclusions from your visitors' behaviors as a whole.

Dynamic Funnel Analysis

To overcome these limitations in usefulness and usability, the **HitsLink Platinum Dynamic Funnel Analysis** report enables you to view your traffic with a real-world networked model that is much more intuitive and far easier to manage. HitsLink Platinum's Funnel Analysis report empowers you with the ability to see your data from a higher level to not only help you understand traffic flow and conversion rates better, but also to help improve your decisions on site optimization and user experience.



The Latest Generation of Web Funnel Analysis

The key features of the HitsLink Platinum Dynamic Funnel Analysis report include the following:

- The drag and drop method for adding many page groups and transactions
- Customizable layouts for intuitive displays
- The ability to view traffic flow and percentage of visits moving from one page group or transaction to another.
- Quickly viewing page group and transaction counts
- A summary of top pages entering and exiting the website at page groups and transactions
- And obtaining transaction sums for the ultimate view of conversion

The next section will demonstrate how these features can be used to better visualize traffic through a website.

Drag, Drop, and Build Multiple “Funnels” in Many Configurations

The basic units of the HitsLink Platinum Dynamic Funnel Analysis report are the page groups and transactions. The page groups can be defined as a collection of one or more partial or full page names along with wildcards and comparison operators such as equal and not equal. The transactions are specified for campaigns and when implemented correctly, bring in both the number and value sum of the transactions that occur on a website.

Linear Funnel Graph

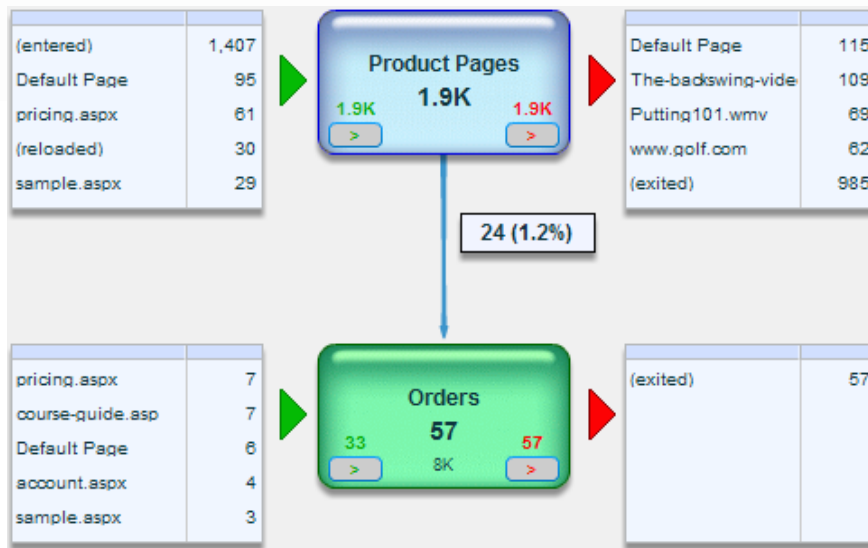


By itself, a page group or transaction box displayed on the graph provides useful information for the selected date range. As you link boxes together, you can see the traffic flow between them.

For example, let's say we have a website that sells golfing gifts called Golf-Gifts.com and we want to see the conversion rate of visitors that go from the product pages to successfully placing orders. We group together all of the pages detailing our products in a page group called “Product Pages.” We also make sure that we're properly tracking successful orders on an order completion page.

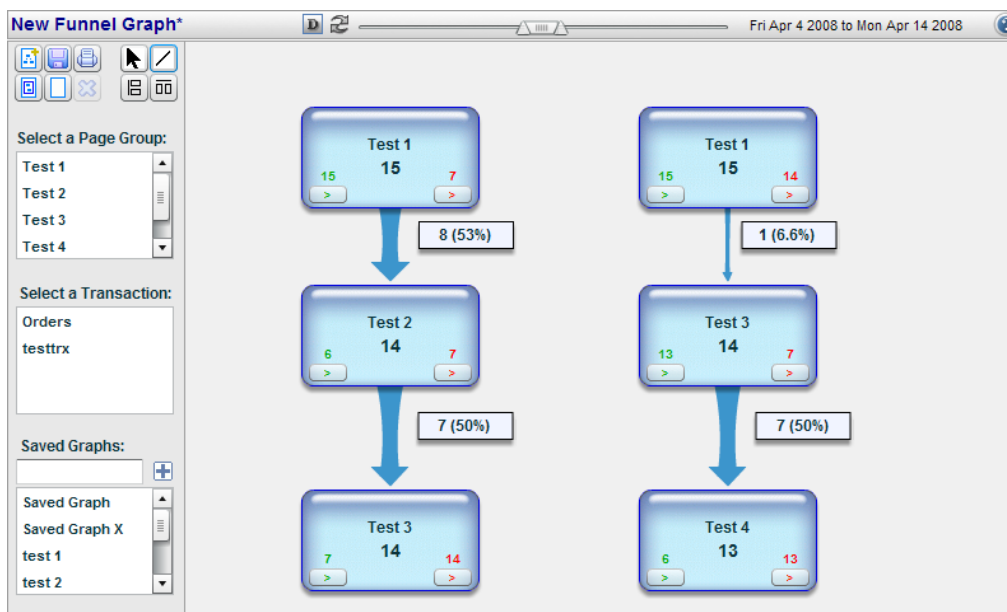
If we place the Product Pages page group and the Orders transaction onto the canvas, we can see the individual page view counts for them, the incoming and outgoing specific page counts, and the number of visitors that entered and exited the website at the product pages and the number of visitors that exited the website at the order completion page.

Similar to flow charting software, we can link together any of these objects in either direction and place them in any location on the canvas that we prefer. In this case, we see that from the product pages, we have 24 visits that result in an order which in that particular step is a 1.2% conversion rate.



Comparing Multiple Linear Funnel Graphs

You can easily construct multiple funnels on the canvas of the report to better visualize the different paths that web traffic takes through your website.

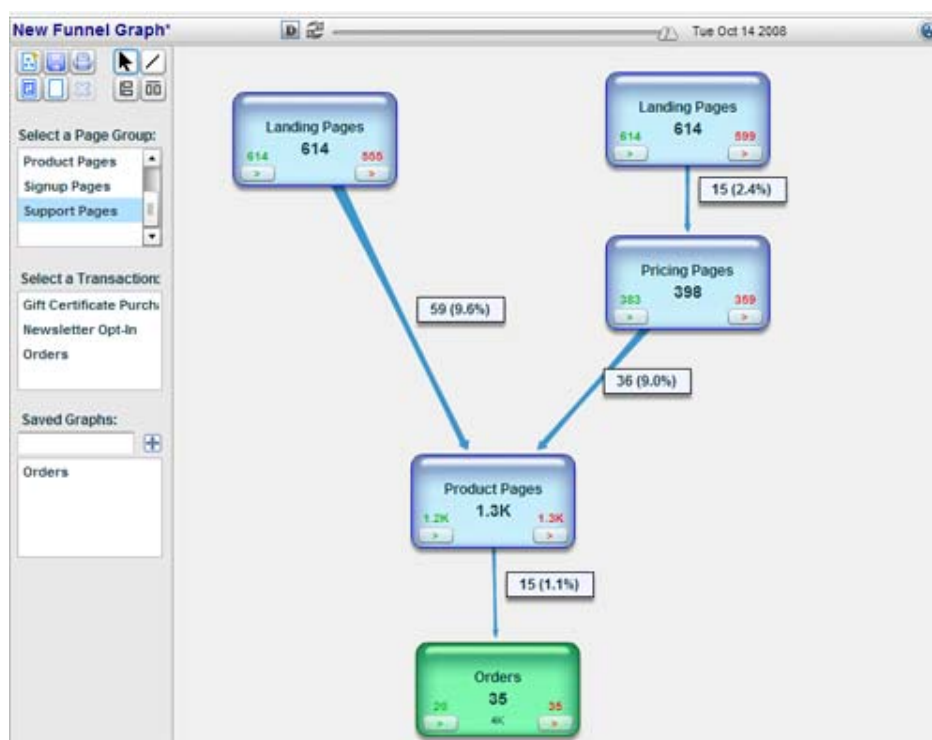


To illustrate the usefulness of this, let's say that you have two marketing campaigns: a web search ad campaign and an email campaign. Each of the campaigns directs users to a different landing page on your website. A side-by-side comparison from each of the landing pages may show you differences in the behavior of the visitors from the campaigns. If you see a much higher drop-off in web traffic from visitors that followed the search ad, you may infer that the search ad

or keywords for the search might not have been as relevant to your website as the content in the email; and perhaps the visitors from your email campaign have a much higher interest in your content and products.

Tree Funnel Analysis

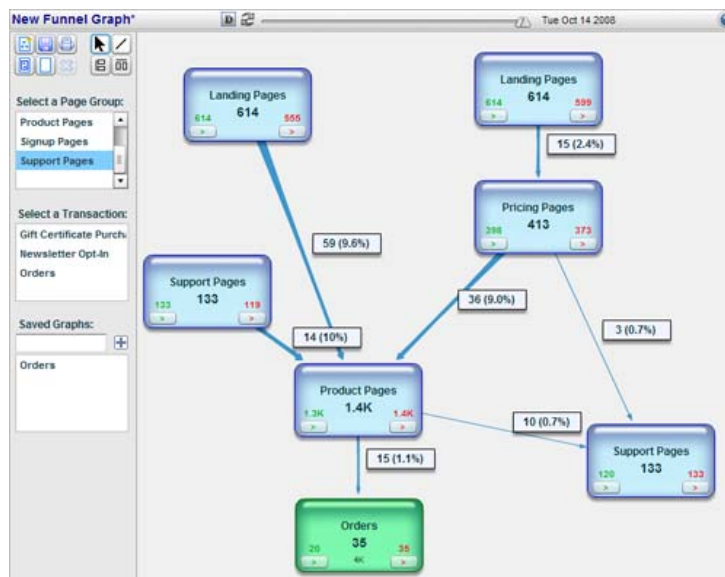
A useful way to view a branch of traffic through a website is to construct a tree of linked web traffic paths, which can demonstrate a funnel of funnels if you have traffic that fits this pattern.



Along the path from the top down, you may see multiple conversion steps depending on the website's flow and layout.

Dynamic Funnel Analysis

Perhaps the most important feature of the HitsLink Platinum Funnel Analysis report is that you can create a full network to show not only conversion but also the paths that web traffic takes before it drops off from your website, or to another conversion step, for example.



In the current example, we notice a drop-off of clients to the “Support Pages” page group and a large percentage that simply exited the website. We might respond by reviewing the support requests, testing the product pages, reviewing the content, and determining if anything prevents the conversion of visits to sales.

Results

The ability to drag, drop, and build web traffic networks is a far faster and superior method for funnel-analysis than the traditional linear funnel analysis approach taken by many other web analytics packages. Because of this more intuitive and real-world modeling of your traffic, using the HitsLink Platinum Dynamic Funnel Analysis report can help you to more easily identify areas on your website that contribute to visitor drop-off as well as those areas that promote higher conversion by empowering you with the vision to clearly see the paths that your web traffic takes through your website.

About Net Applications

Since 1999, Net Applications has been a leading source of Website Analytics, Internet Marketing and Internet Metrics applications and services. Headquartered in Aliso Viejo, California, and with data centers and operations in California, Nevada and Michigan, Net Applications distributes its services through over 8,000 partners and affiliates worldwide. For more information, e-mail us at: support@netapplications.com or visit our web site at: www.netapplications.com.