

Flying Blind With Your Digital Marketing?

Set the Right KPI's



“We Believe in Creating and
Delivering Success”

The Big 4 KPI's

1. Traffic
2. AOV
3. Conversion Rate
4. Cart Abandonment Rate

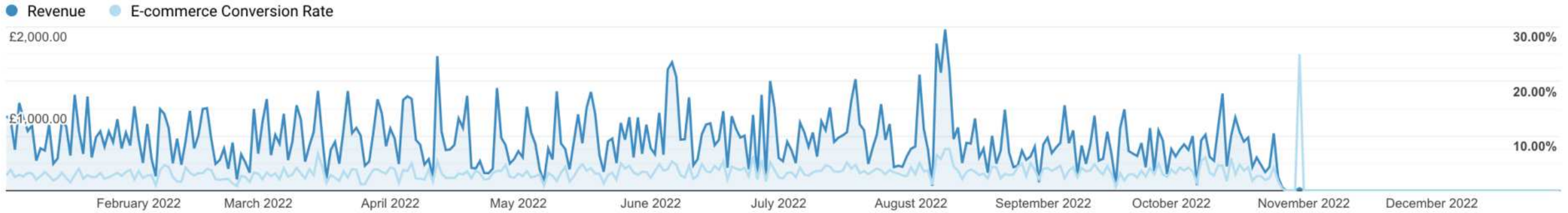
Team Building Client (B2B)



Session Custom Channel Group ▾ +		↓ Users	Sessions	Engagement rate	Event count All events ▾	Conversions All events ▾
		2,288 100% of total	2,804 100% of total	66.62% Avg 0%	19,257 100% of total	115.00 100% of total
1	Paid Channel	1,274	1,459	69.29%	10,098	57.00
2	Organic Channel	769	992	65.02%	6,813	35.00
3	Direct	267	344	59.88%	2,238	22.00
4	Unassigned	8	8	25%	43	1.00
5	Email	3	7	57.14%	65	0.00



e-commerce Client – all channels (B2C)



Revenue & Conversion Rate

Revenue

£189,835.49



E-commerce Conversion Rate

2.77%



Transactions

Transactions

3,807



Avg. Order Value

£49.86



Users

103,932

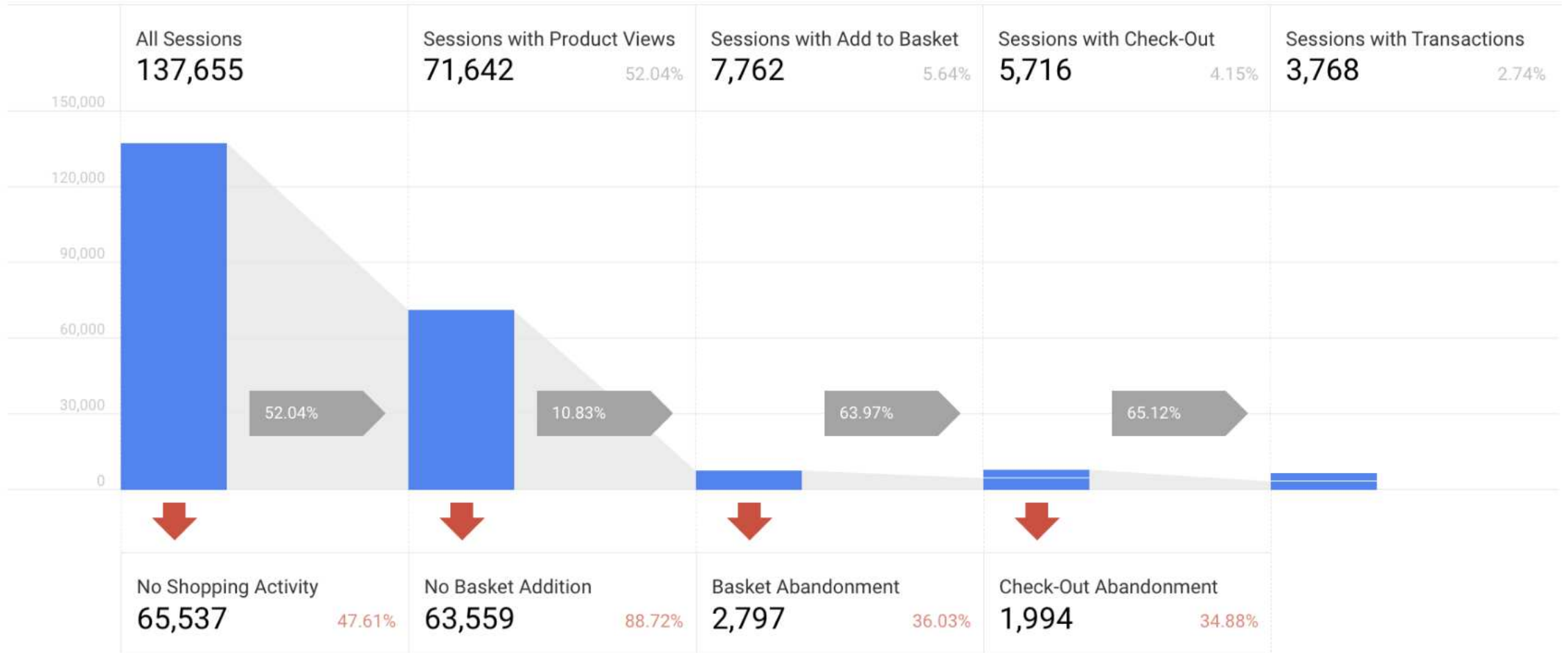


Product	Product Revenue	% Product Revenue
1. 110L Oxygen Can Replacement	£38,316.72	25.00%
2. 15L Oxygen Can with Mask and Tube	£37,230.06	24.29%
3. 15L Oxygen Can with inhaler cap	£35,551.66	23.20%
4. 110L Oxygen Can with Valve, Mask and Tube	£21,936.63	14.31%
5. 15L Oxygen Can Replacement for Mask and Tube	£10,726.05	7.00%
6. 10L Oxygen Can with Spray Cap	£2,083.92	1.36%
7. E18HT Oxygen Drink - Recovery - 14 Sachets	£1,665.47	1.09%
8. E18HT Oxygen Drink Recovery - 2 Sachets	£946.40	0.62%
9. E18HT Oxygen Drink - 14 Sachets	£923.88	0.60%
10. Replacement Regulating Valve	£688.72	0.45%

e-commerce Client – Cart Abandonment



■ Sessions ■ Shopping Progression ■ Abandonments



Google Ads tracking

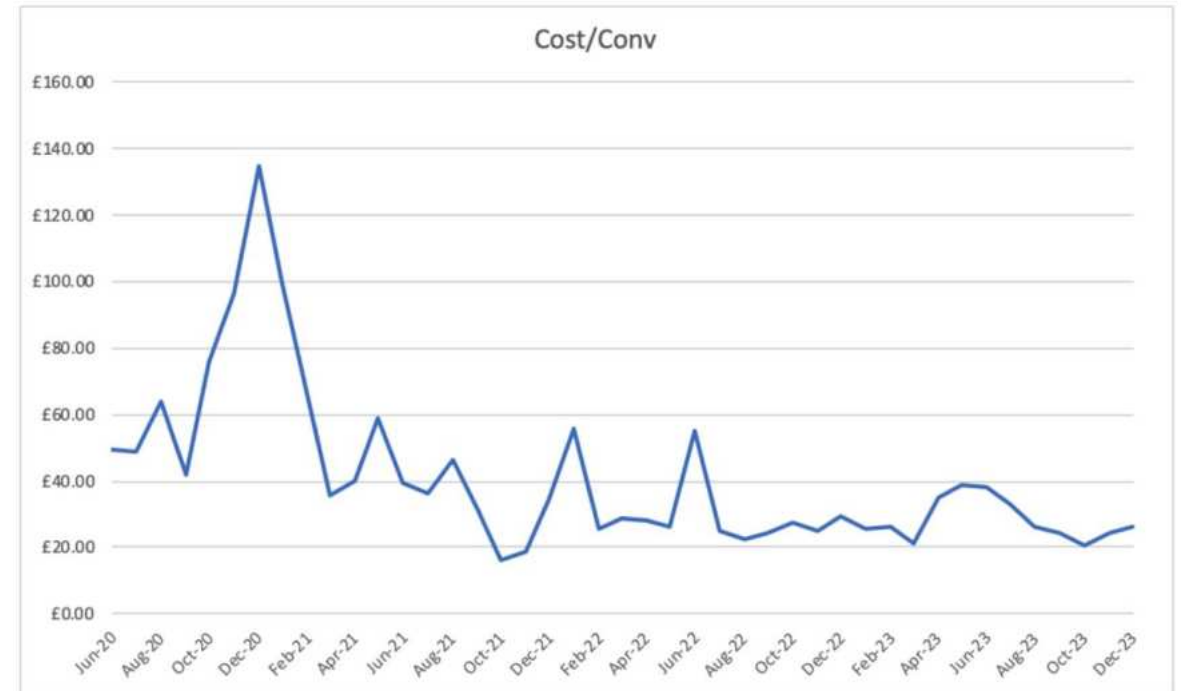
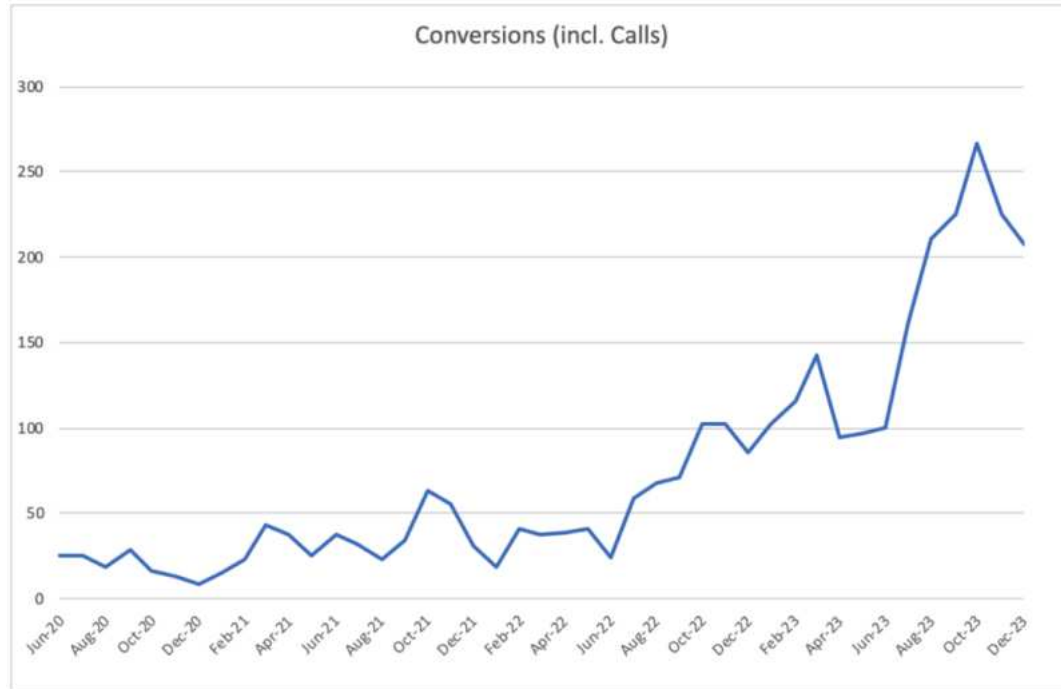


Google Ads - KPIs (B2B)



Campaign	Clicks	Impr.	CTR	Currency code	Avg. CPC	Cost	Conversion s	Phone calls	Cost / conv.	Conv. rate	Impr. (Top) %
Fire Risk Assessments	397	8,331	4.77%	GBP	8.42	3343.49	106.00	6	31.54	26.70%	82.11%
Fire Stopping	497	8,096	6.14%	GBP	4.28	2127.47	92.00	3	23.12	18.51%	82.29%

Google Ads - KPIs (B2B)



SEO tracking



SEO – KPIs (B2B)

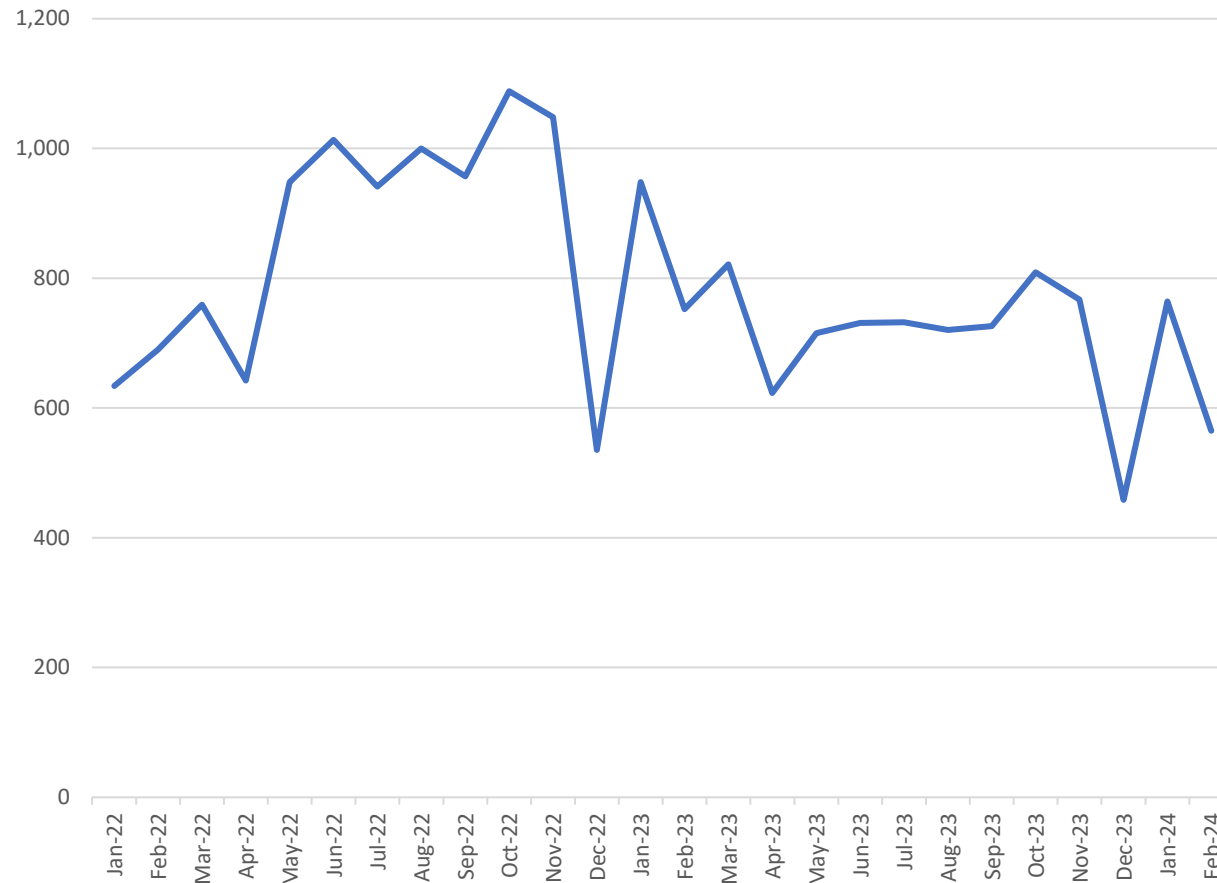


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SEO – KPIs Team Building Client (B2B)



Organic Traffic by Month

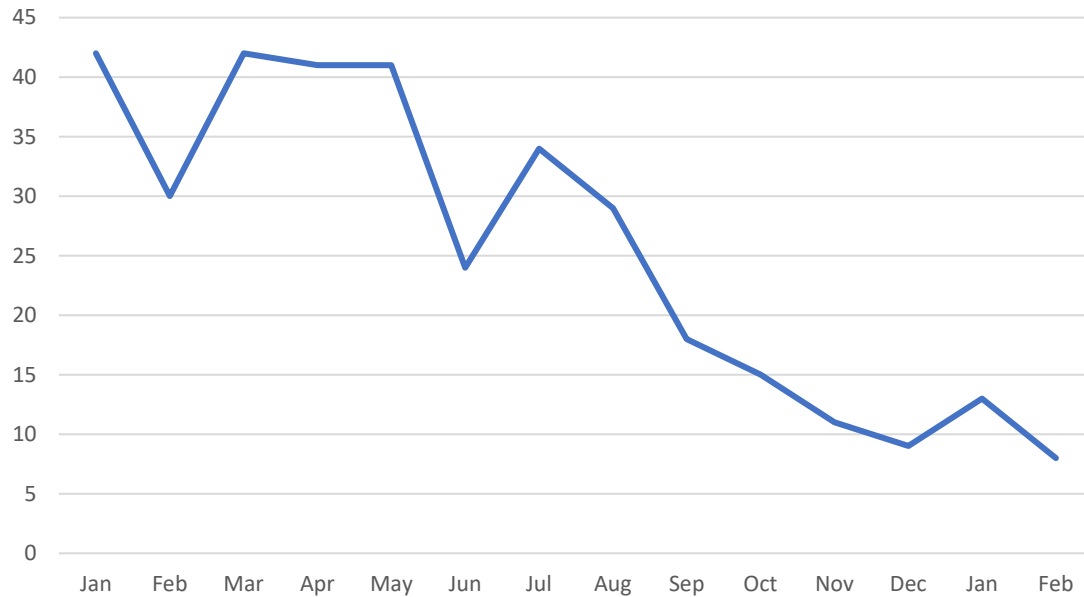


September 2022 started with a new agency, they started website changes began October 2022, from where there was a continued decline. We took over.

SEO – KPIs (B2B)

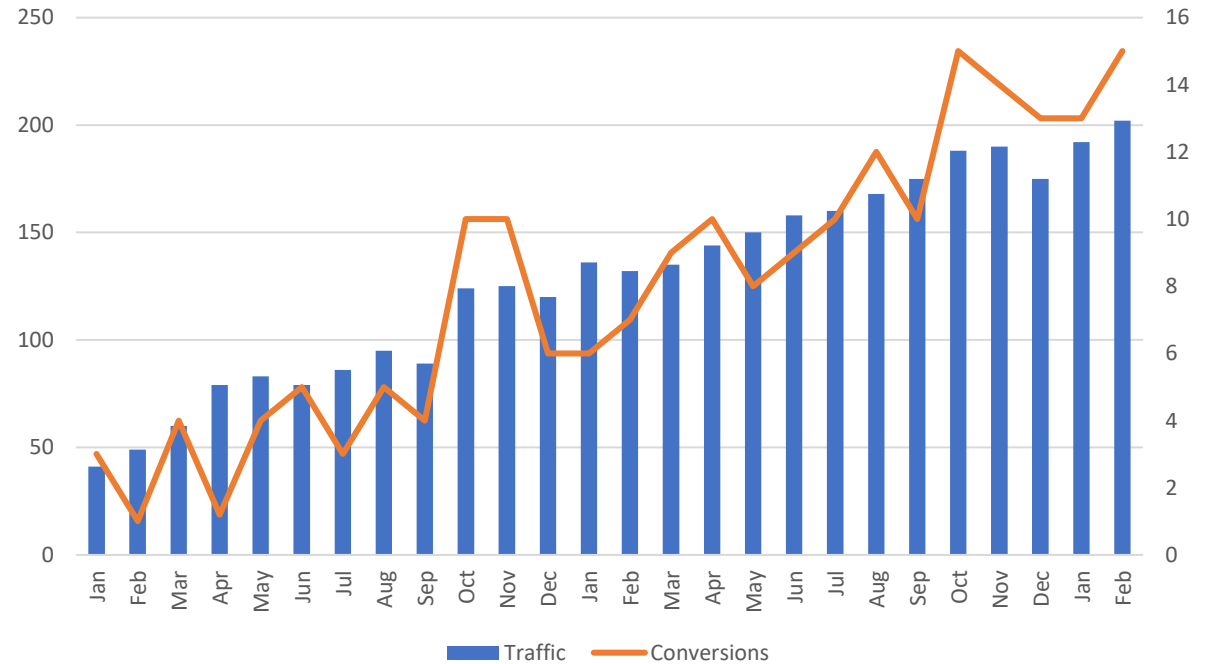


SERP ranking over time based on focus keyword



Keyword: Commercial Fire Doors

Organic Traffic vs Conversions



The Big 4 KPI's

1. Traffic
2. Average Order Value (AOV)
3. Conversion Rate (CR)
4. Cart Abandonment Rate (CAR)
5. Customer Acquisition Cost (CAC)
6. Customer Lifetime Value (CLV)

Brand Connect FOB for all attendees



- Request a Google Review with one tap
- Free to anyone attending this talk
- Programmed and take away today
- Stand number: **WL1643**
- While stocks last



Specialists available to chat with

Tim - Conversion Rate & UX Specialist (ex Amazon & Curry's)

Nikolay – Google Ads / Shopping Specialist (ex Google Ads)

Wioletta – Content Strategy and SEO Specialist

Jo – Google Certified Photographer & Review Specialist

Alex – Payment Gateway Specialist (WorldPay)

Relton – Digital Strategist (ex NATO, Tesco, TMG, Sony & USMC)



“We Believe in Creating and
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