

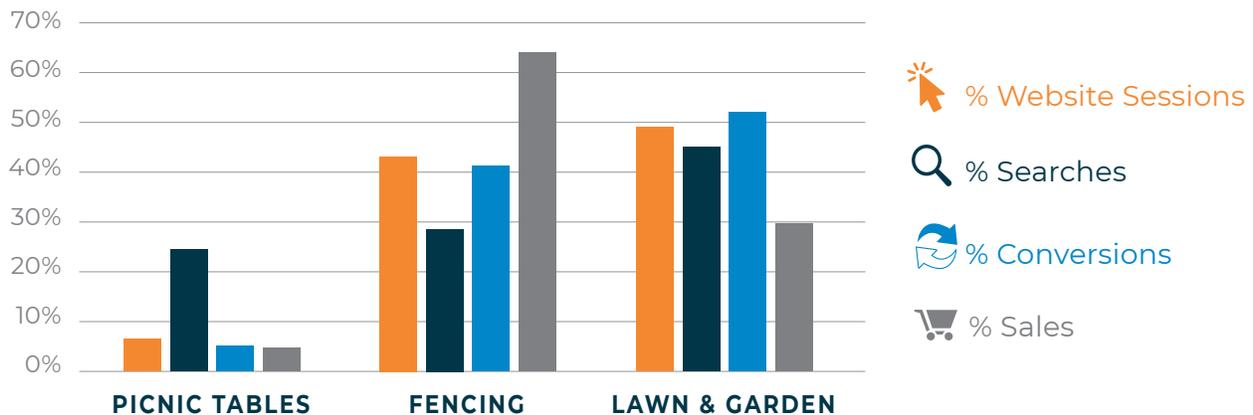
REAL WORLD EXAMPLE:

Traffic, Conversions, And Sales

What's most important: Site Traffic, Site Conversions, or Sales Dollars? Trick question. Separate but equal, each of these outcomes is inter-dependent.

Digital Campaign Performance vs. Sales

This graph shows the actual performance for three of our client's product lines.



Starting with **picnic tables**, the search volume is significant. At first glance at the search results alone, it appears this is a product collection in need of supportive advertising and additional attention. But if you look a little closer, the actual site conversions for this product are low, along with the percentage of total sales generated by picnic tables. This isn't where we should be investing our client's marketing dollars.

In contrast, the **fencing products** generated a similar amount of search volume, but accounted for a much larger share of actual conversions, site sessions (research!) and sales. In fact, for a similar search volume, the sales are more than 60% higher than that of picnic tables. This indicates that the return on the paid search investment is more than 13 times that of picnic tables. Knowing this, should we consider whether a change in the spend will increase the return percentage? Could we spend less and see similar results?

In **lawn and garden**, our spend hasn't generated the sales we'd hope to see. This might indicate that an optimization in our keywords is necessary, that our geographies should be reviewed, or that our content should be analyzed for SEO value.

What does your analysis tell you about your own business?

