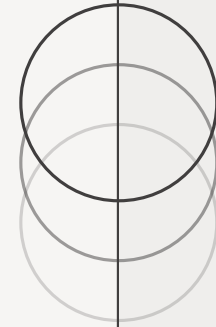


# ANALYTICS & PAID CHANNEL & STRATEGY OVERVIEW

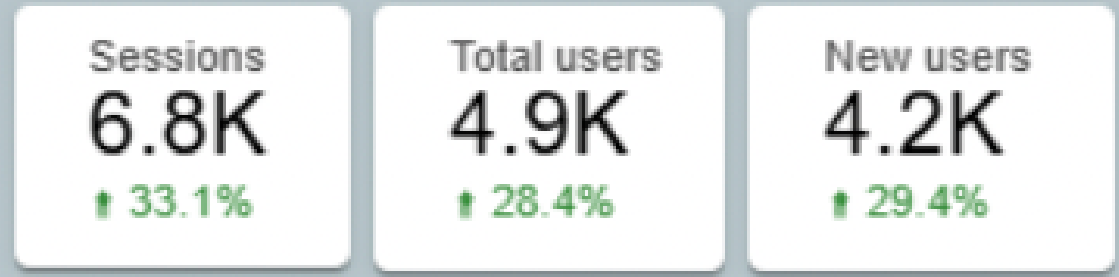


# Summary

- Website Traffic Overview
- Paid Channels Overview
- Follow-up analysis
- Quick wins & Long-term recommendations
- Webinar Promotion Key Metrics
- Strategic Initiatives for Lead Generation

# Website Traffic Overview

## Sessions & Users

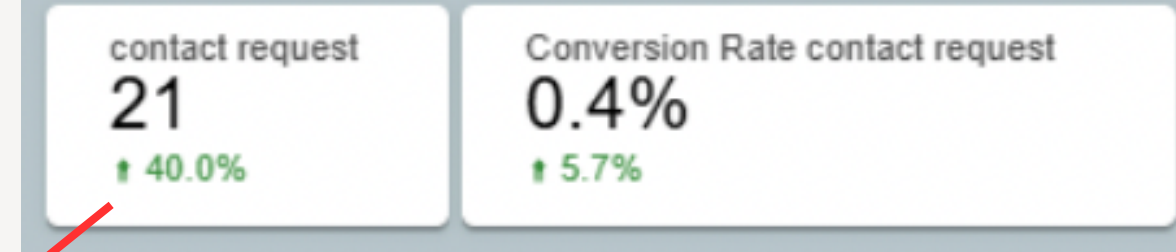


There is 33.1% increasing trend on the website visits led by **organic search traffic increase 102.1%** while **-28.4% decrease in organic social**.

Channel	Sessions	% Δ	Engagem...	% Δ	Av. Engage...	% Δ	contact req...	% Δ	Conversio...	% Δ
1. Organic Search	3.8K	102.1% ↑	71.06%	2.1% ↑	02:21	29.6% ↑	11	10.0% ↑	0.4%	-43.6% ↓
2. Organic Social	1.2K	-28.4% ↓	72.53%	18.6% ↑	01:53	-15.6% ↓	4	100.0% ↑	0.28%	124.0% ↑
3. Unassigned	1K	20.6% ↑	65.46%	13.1% ↑	01:55	14.5% ↑	4	100.0% ↑	0.41%	21.8% ↑
4. Paid Search	320	-0.6% ↓	75%	12.3% ↑	55	-21.3% ↓	0	-	0%	-
5. Referral	274	15.6% ↑	68.25%	-0.8% ↓	02:18	-11.3% ↓	1	-	0.56%	-
6. E-Mail	50	-28.6% ↓	70%	36.1% ↑	01:27	3.1% ↑	1	0.0%	2.7%	16.2% ↑
7. Direct	17	-10.5% ↓	88.24%	-1.4% ↓	55	48.1% ↑	0	-	0%	-
8. Organic Video	2	100.0% ↑	100%	0.0%	03:12	-10.7% ↓	0	-	0%	-
9. Paid Social	2	-93.9% ↓	0%	-100.0% ↓	01	-96.0% ↓	0	-	0%	-
10. Display	1	0.0%	100%	-	18	-	0	-	0%	-
<b>Grand total</b>	<b>6.8K</b>	<b>33.1% ↑</b>	<b>69.86%</b>	<b>8.5% ↑</b>	<b>02:06</b>	<b>9.3% ↑</b>	<b>21</b>	<b>40.0% ↑</b>	<b>0.39%</b>	<b>5.7% ↑</b>

Paid Search saw no conversions, hinting at a targeting or landing page mismatch.

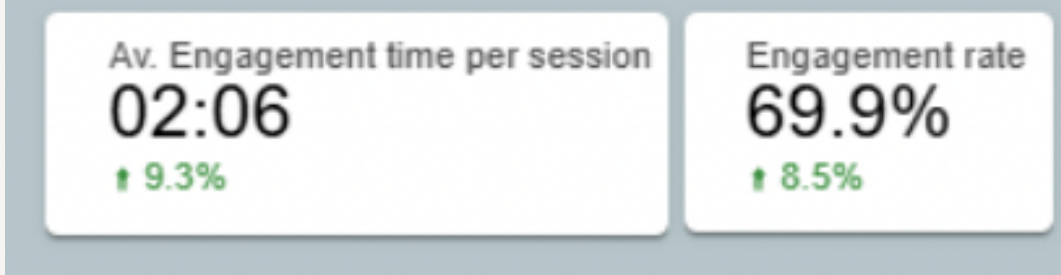
## Conversions



**Organic Search** drives the most conversions but at a **low 0.4% rate**, high volume, moderate quality. **Despite a drop in organic social traffic**, leads are still coming in.

Engagement time per session is **up**, showing users are interacting more with the site, **a great sign**.

## Engagement



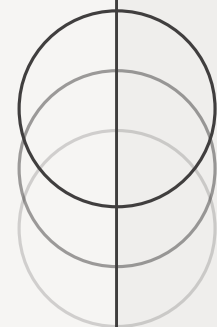
# Paid Channels Overview



Campaign	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Avg. CPC	% Δ	Conversions	% Δ	Click conversion rate	% Δ	Cost	% Δ
1.	7,285	-43.3% ↓	41,454	-58.1% ↓	17.57%	35.3% ↑	0.09 €	92.3% ↑	36.5	-38.1% ↓	0.5%	9.2% ↑	691.31 €	8.9% ↑
2.	361	-8.1% ↓	2,312	-14.4% ↓	15.61%	7.3% ↑	0.26 €	5.4% ↑	5.5	-8.3% ↓	1.52%	-0.2% ↓	94.32 €	-3.2% ↓
3.	457	-4.6% ↓	2,788	3.8% ↑	16.39%	-8.1% ↓	0.55 €	7.0% ↑	3	-24.8% ↓	0.66%	-21.2% ↓	249.38 €	2.1% ↑
4.	98	11.4% ↑	1,438	-34.9% ↓	6.82%	71.1% ↑	1.38 €	-14.4% ↓	2	-71.4% ↓	2.04%	-74.3% ↓	135.66 €	-4.7% ↓
5.	84	0.0%	2,954	-15.9% ↓	2.84%	18.9% ↑	3.88 €	4.5% ↑	2	0.0%	2.38%	0.0%	326.2 €	4.5% ↑
6.	72	-2.7% ↓	688	16.8% ↑	10.47%	-16.7% ↓	5.24 €	-0.4% ↓	1	-	1.39%	-	377.28 €	-3.1% ↓
7.	114	-5.8% ↓	2,620	-42.8% ↓	4.35%	64.7% ↑	2.59 €	8.1% ↑	0	-100.0%	0%	-100.0%	294.92 €	1.8% ↑
8.	72	-16.3% ↓	2,152	-5.4% ↓	3.35%	-11.5% ↓	8.74 €	16.6% ↑	0	-	0%	-	629.36 €	-2.4% ↓
9.	32	39.1% ↑	120	27.7% ↑	26.67%	9.0% ↑	1.32 €	-18.0% ↓	0	-	0%	-	42.18 €	14.2% ↑
Grand total	8,575	-39.6% ↓	56,526	-52.0% ↓	15.17%	25.6% ↑	0.33 €	68.6% ↑	50	-38.3% ↓	0.58%	2.3% ↑	2,448.9 €	1.8% ↑

- C1 – High clicks & strong CTR, but low CVR → improve landing page/offer.
- C2 – Good CTR & CVR → potential to scale.
- C3 – Good CTR, weak CVR, high spent and CPL → review targeting.
- C4 – Low CTR, highest CVR → boost volume with better ad copy.
- C5 – Very low CTR, moderate CVR → assess niche value.
- C6 & C7 – Low CVR → analyze targeting/creative.
- C8 – High CPC, 0 CVR → pause or restructure.
- C9 – reasonable CPC, high CTR, 0 CVR → review targeting and ad assets.

- Best CPL: C2 (€17.15) and C1 (€18.94)
- Worst CPL (with conversions): C6 (€377.28) and C5 (€160.14)
- Zero CVR, and high spent C8 (€629.36)



# Follow-up Analysis

ACTION	TASK
<b>Google Search Console</b>	Branded vs. non-branded keywords analysis
<b>GA4</b>	Check bounce rate & page load speed
<b>Google Ads</b>	Check paid Search keywords, ad copy, and landing page, budget, and competitors
<b>Organic Social</b>	Check what changed at the strategy, and refine it
<b>Organic Search</b>	Check website what would be the reason behind of low conversion despite high traffic, may require LP optimization accordingly
<b>GA4 key events</b>	Add key events showing how visitors interacted with the website (Which button they clicked the most) and include them in the Looker Studio report
<b>Conversion quality check</b>	Which channel had the highest likelihood of converting into a sale?



# Quick wins & Long-term recommendations

## Paid search optimization

Paid Search keyword optimization, assets & copy text, competitor, and budget check

## Organic social & Email

Create email campaigns that drive high conversions and be more active on social media to attract visitors and encourage them to reach out via the contact form.

## Increase Organic & AI Search

Check low keyword difficulty keywords to optimize the landing pages for the search engine

Find the ways to optimize the chatgpt searches

## Predictive & Lookalike audience targeting

Organize funnel campaigns with very targeted audience setups

Collect data for the bottom of the funnel campaign

# Webinar Promotion Key metrics

## KPIS

---

- **Website:** pageviews, webinar registration, and its conversion rate
  - **Data sources:** GA4 and Webex webinar registration data
- **Social media:** engagement rate, registration through organic social, clicks
  - **Data sources:** GA4, Webex webinar registration data, and social media channels
- **Newsletter:** Open rate, CTR, and webinar registration
  - Email marketing platform and Webex webinar registration data
- **Google Business Event, Google Ads sitelink:** Clicks, Webex webinar registration data, CTR
  - Google Business Profile, Google Ads, GA4



## INTERPRETATION

- Analyze each channel's traffic, engagement, key events data, bounce rates
- Conversion to see which channels drive registrations most effectively
- Compare performance across channels, and identify drop-offs
- Additional info needed includes;
  - audience demographics,
  - device information,
  - timing of campaigns.

# Strategic Initiatives for Lead Generation

## 1st Initiative

**Objectives:** Increase the number of **qualified** leads via paid channels globally

**Measures:**

- Optimize ad campaign with conversion tracking
- Funnel campaign with more targeted ad campaigns (predictive & lookalike audience)
- Automated email sequence via SAP integrated with ad channels
- Lead scoring via company size and industry
- Utilize webinars, whitepapers to generate more qualified leads

**KPI:** +30% MQLs

**Time frame:** 6 - 12 months

## 2nd Initiative

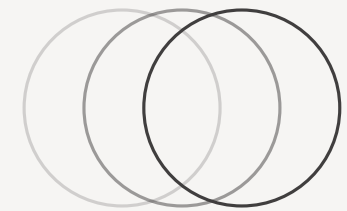
**Objectives:** Optimize the journey of the leads

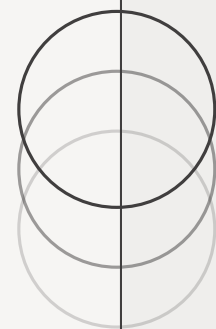
**Measures:**

- All new leads must be contacted within 48 hours
- At least 3 follow-up emails if there is no response; 1 another follow up email should be set up via SAP after 6 months no response based on lead scoring (especially for North America)
- Series of educational emails for nurturing

**KPI:** 50% faster response, higher conversion

**Time frame:** 6 - 12 months





**THANK YOU**