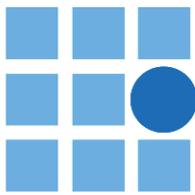


Leveraging Web Analytics for Customer Acquisition



Perceptive**Analytics**

New York | Miami | Hyderabad

Services: Data Analytics | Web Analytics | Spreadsheet Modeling

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The Client

The client is a financial services company based in New Jersey, USA. It focuses on financial planning, retirement solutions, and insurance. It has a dedicated loyal customer base and is essentially an offline company depending largely on sales people for lead generation. The customer base of the client is geographically bound to the surroundings of New Jersey and Maryland.

Business Challenge

The client started its online presence in the form of a website 10 years ago but hardly ever realized any business from it. It has also invested considerably on the web, in the form of advertisements and content, in an attempt to attract new customers. However, the investment has not produced any decent results. The problems identified include: *Low relevant traffic, inappropriate landing pages, high bounce rate, low engagement and poor conversion ratio.*

Majority of the traffic that visits the website constitutes people searching specifically for the company and its employees, rather than prospective customers seeking a financial service provider. The perpetually changing Google algorithms, newer AdWords rules and the resultant unwarranted situation of spam overtaking genuine businesses have made the task of tracking web activity and managing online strategy increasingly technical. With many links in the chain, the process calls for professional expertise and assistance. There is also a need for proper web design and result-oriented web marketing initiatives in order to leverage the website as customer acquisition tool. The client wanted to optimize its online activities so that the website can generate more business. *The sidebar lists the specific analytical tools we have used to perform the required analyses.*

Tools & Techniques

- Word Cloud
- Text Mining
- Word Tree
- Phrase Net
- Traffic Flow Analysis
- Onion Peel Technique
- On-page Behavior Analysis

Solution

We provided a complete analytical solution by focusing separately on organic and inorganic traffic. We performed the following analyses to identify the issues:

- Keyword Search Analysis
- On-Page Behavior Analysis
- Traffic Flow Analysis

We extracted all relevant search terms from the client's Google Analytics account and constructed word clouds, word trees, and phrase nets to identify promising keywords that can lead to new business. We suggested that the website be optimized for the narrowed down list of keywords.

Impact

The client has gained distinct competitive advantage by leveraging its web presence to acquire new customers at less cost. Using web analytics, we identified insights like specific high performing keywords that drive more relevant traffic and specific components of webpages that helped conversion of high potential customers. Implementing our suggestions, the client realized steep increase both in website traffic and in number of conversions. This has led to cheaper customer acquisition compared to the previous reliance on only sales force to generate new business.

Perceptive Analytics

Perceptive Analytics is a Data Analytics company, offering specialized services in Web Marketing Analytics, Data Visualization, Marketing Analytics, Financial Modeling and Spreadsheet modeling and application solutions. We serve medium to large companies in the USA, India, Australia, Europe and Middle East.

We provide analytics solutions for optimizing web presence. The following are samples of some of the other analysis we do: Traffic Generation Strategy and Consulting, Conversion Optimization, AdWords Analytics, Marketing Mix Optimization, and Revenue Analytics and Optimization. We adopt the right strategy and create web edge so you can enhance sales and convert web traffic into customers.

To know more you can reach us at cs@perceptive-analytics.com.



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