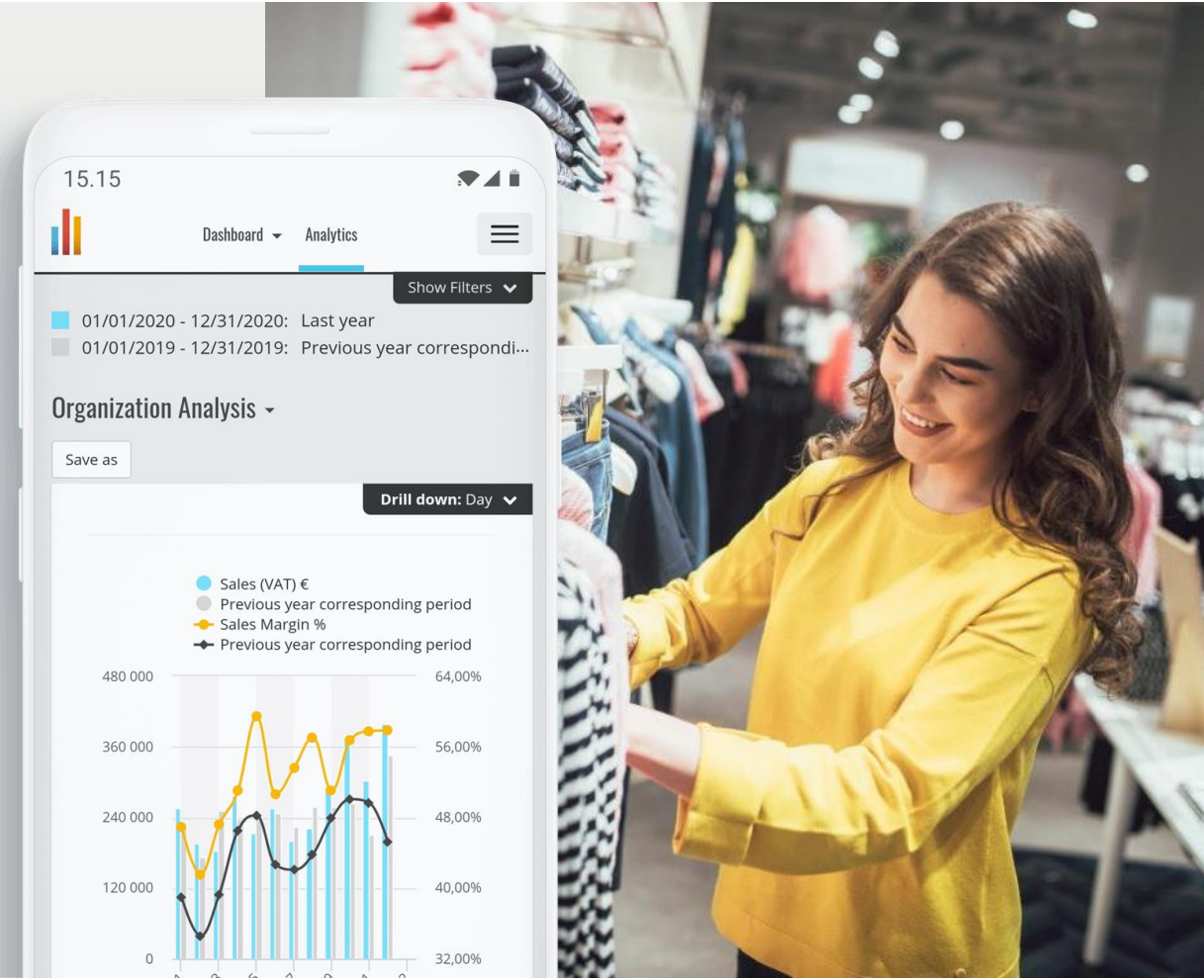


# Web Analytics



# Web Analytics

Zoined Web Analytics module provides integration with Google Analytics (GA4) data to be combined with other data sources like ecommerce systems and/or ERP/POS systems data.



## Conversion rates:

Understand your marketing performance by different explaining factors at different stages of the funnel.



## One version of truth:

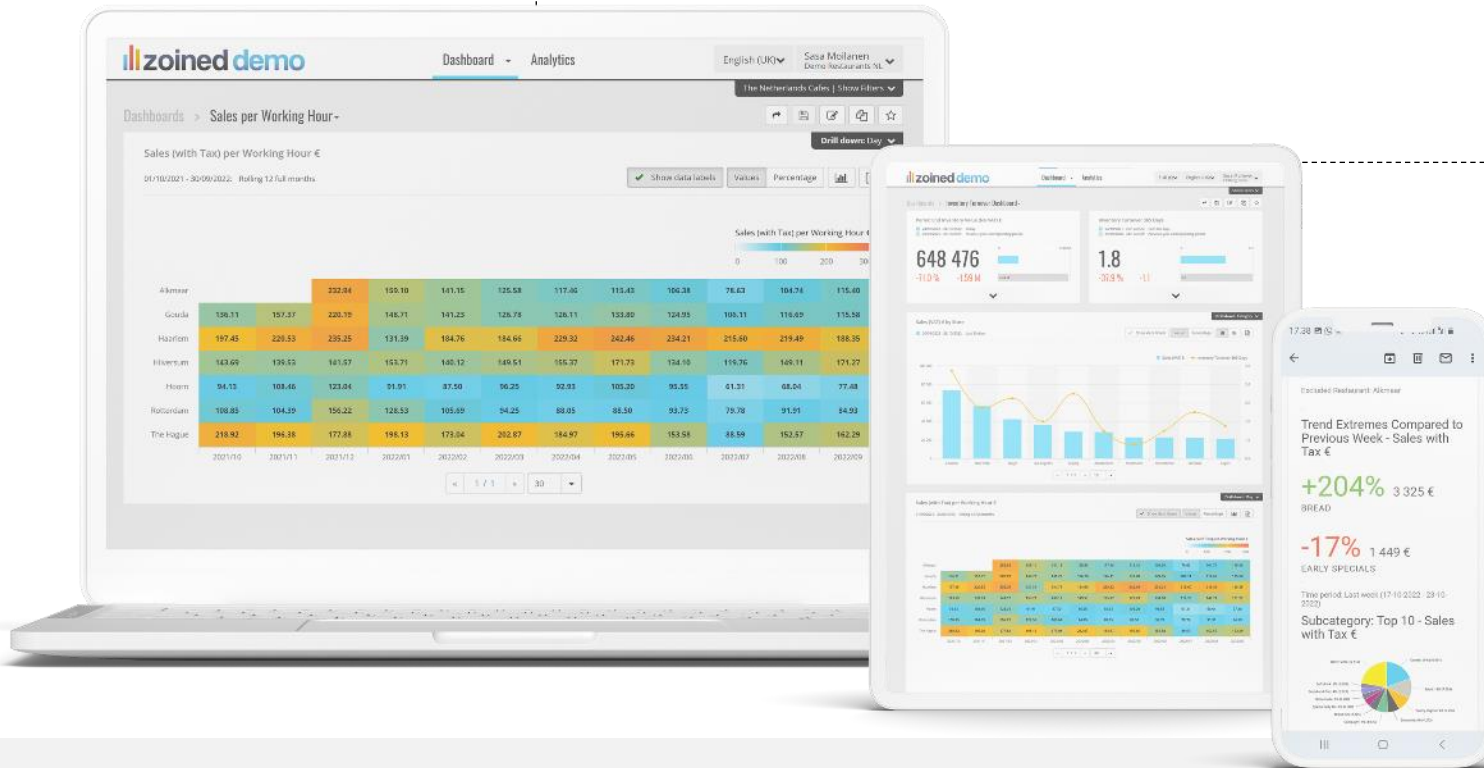
Use proper sales data from your ecommerce system combined with web analytics data.



GA4 data is especially relevant for understanding:

- **User behaviour:** Which landing pages work the best? Is some OS/browser combination performing poorly? Which channels, search types or search terms bring most visitors to your site? What does the full customer journey look like across digital and physical channels?
- **Traffic sources and conversion rates:** What are the explaining factors for differences in visitor conversion rates?
- **Marketing spend and ROI:** Which campaigns provide best returns on money spent?

# Value for Zoined Customers



## Increase conversion rates

Increase conversion rates by up to 10 %



## Increase customer lifetime value (CLV)

Increase CLV by up to **10%**

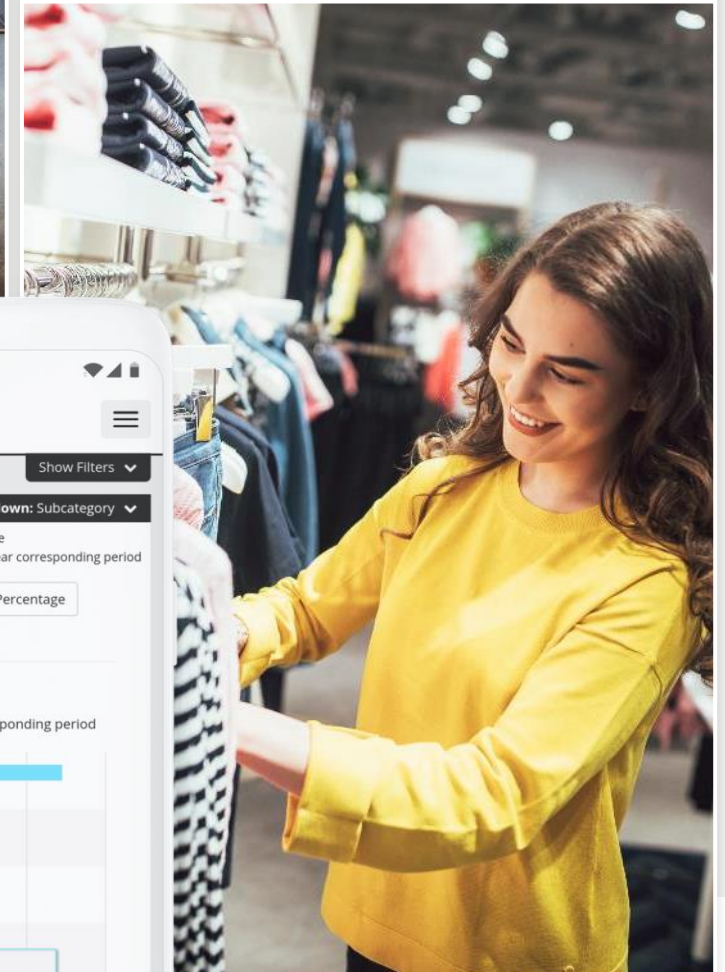
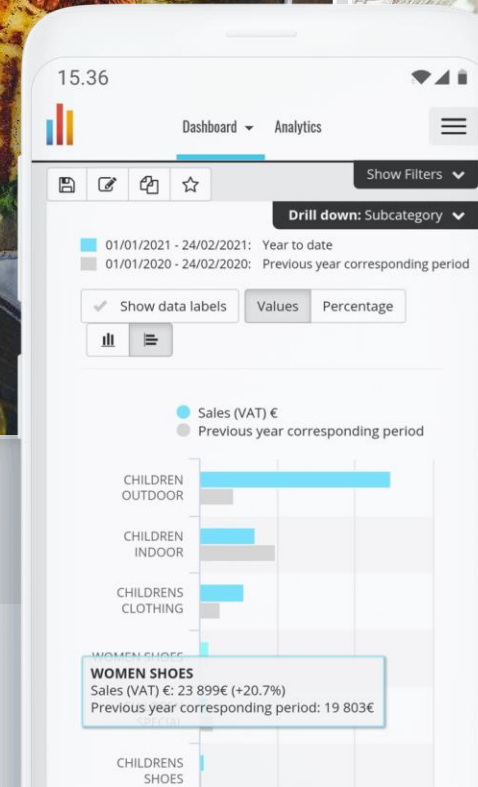
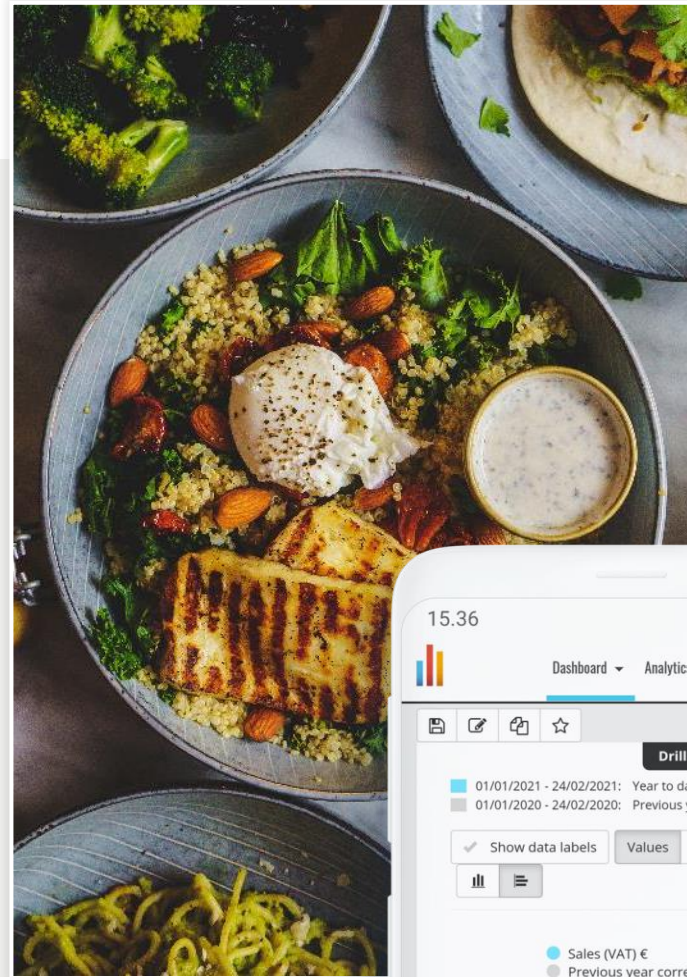


## Optimise marketing

Decrease advertising cost per conversion by up to **20%**



# Example Screenshots



## No. of Web Traffic Visits

87 087

-9.8 %

-9 513



## Web Product Views

217 766

+10.6 %

+20 847



Drill down: No default drilldown ▾

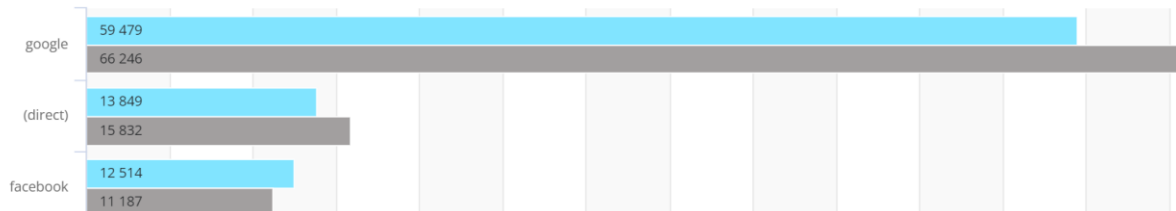
Web Traffic Source ▾

Metric value (descending) ▾

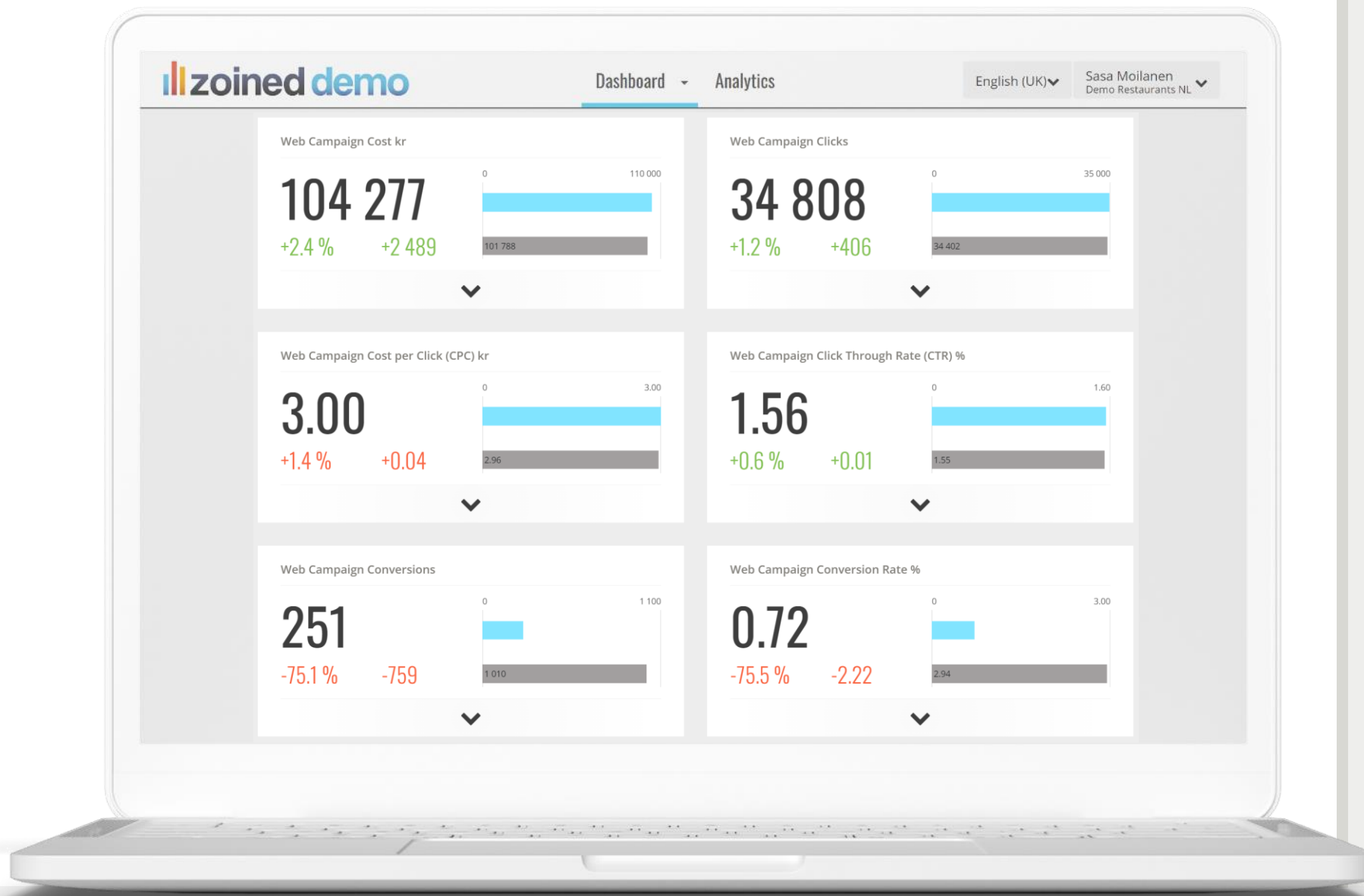
Values

Percentage

View report



Understanding the ecommerce visitor behaviour is made easy with access to relevant information about visitor traffic volumes from different traffic sources and channels and comparing progress over time and against corresponding relevant time intervals.



- Campaign performance can be analysed from multiple perspectives to identify cost and efficiency of different campaigns.
- By combining web traffic data from Google Analytics and sales data directly from your ecommerce system, it is possible to get more accurate understanding of sales and conversions metrics.
- From each metric it is always possible to drill-down further into more details.

Web Campaign Conversions by Web Campaign Device Category

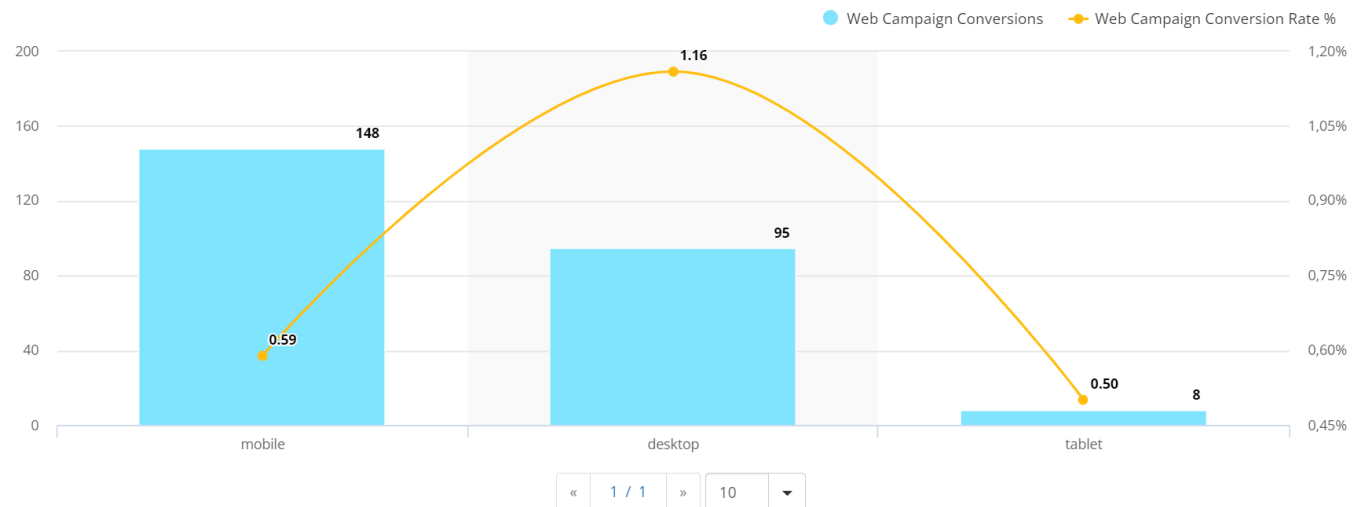
Drill down: No default drilldown

24/10/2022 - 20/11/2022: Rolling 4 full weeks

✓ Show data labels

Values

Percentage



It is easy to create also ad-hoc reports on topics such as campaign conversions