

Webinar: Analysis + Analytics: Ecommerce Marketing for Cannabis & Hemp/CBD

By:
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Agenda

We will explore and discuss:

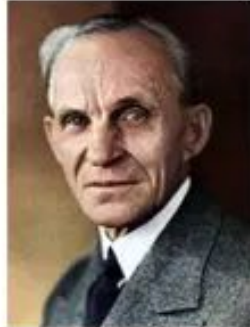
- What is a Metric vs KPI?
- Important Metrics & KPIs
- Understanding Customer Stages
- Understanding Competitive Landscape
- How to Measure Ecommerce Success
- How Often Should I Check My Ecommerce Metrics?
- Q&A



What is a Metric ?

“And that leads us to one of the beauties of the digital world... it’s not magical, it’s measurable.”

“A metric is any quantifiable, consistently defined measurement of website performance. It is a measurement you record to track some aspect of your business activity and measure the success or failure of the performance of that activity.”



“Half my advertising is a waste - I just don't know which half.”

-Henry Ford



What is a KPI ?



“KPI stands for key performance indicator. A Key Performance Indicator measures how effective the organization is at achieving the business targets or strategy. These are the numbers that you track for growth.”

For example, average order value (AOV) is definitely a metric, but it’s not a KPI. On the other hand, an AOV target of \$40 is a KPI.



Smart KPI



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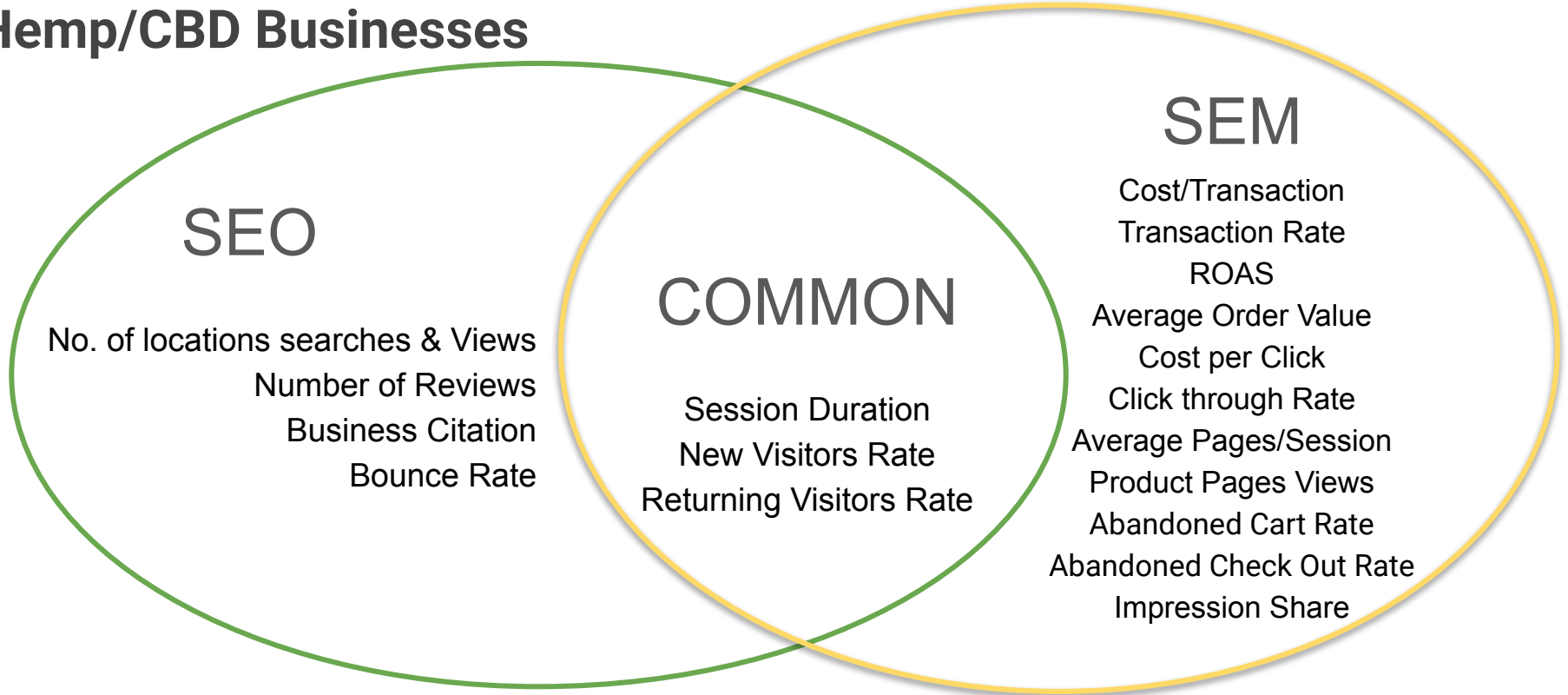


The Most Important Metrics & KPIs in E-commerce?

1. Impressions.
2. Reach.
3. Engagement.
4. Email click-through-rate.
5. Cost per acquisition (CPA).
6. Organic acquisition traffic.
7. Social media engagement.
8. Cart/Checkout Abandonment Rate.
9. Micro to macro conversion rates.
10. Average order value (AOV).
11. Sales conversion rates.
12. Customer Retention rate.
13. Customer lifetime value (CLV).
14. Repeat customer rate.
15. Refund and return rate.
16. Ecommerce churn rate.
17. Net promoter score (NPS)
18. Subscription rate
19. Program participation rate.



Break down of the Most Important Metrics & KPIs for Cannabis & Hemp/CBD Businesses



Typical Metrics & KPI Benchmarks for Dispensary & Cannabis/Hemp/CBD E-commerce Businesses

Dispensary Business	
Metrics	KPI Benchmarks
Cost/Session	\$3 - \$4
Cost/Click	\$1 - \$2
Click through Rate	Search - 3%, Display - 0.5%
No. of locations searches & views	1000 Searches & 1000 Views
Session Duration	2 to 3 mins
Number of Reviews	>50 Reviews
Business Citation	>100 Citations
Bounce Rate	30-40%
New Visitors Rate	60-70%
Returning Visitors Rate	30-40%
Impressions Share	70-100%

E-commerce	
Metrics	KPI Benchmarks
Cost/Transaction	<50% of AOV
Transaction Rate	7-12%
ROAS	200%
Average Order Value	NA
Cost per Click	<10% Of AOV
Click through Rate	5 - 10%
Average Pages/Session	>3
Product Pages Views	50-60%
Abandoned Cart Rate	<35%
Abandoned Check Out Rate	<5%
New Visitors Rate	60-70%
Returning Visitors Rate	30-40%
Impression Share	75-100%
Session Duration	2-3 Ms



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Understanding Customer Stages in Dispensary & Cannabis/Hemp/CBD Businesses



Product Discovery Metrics

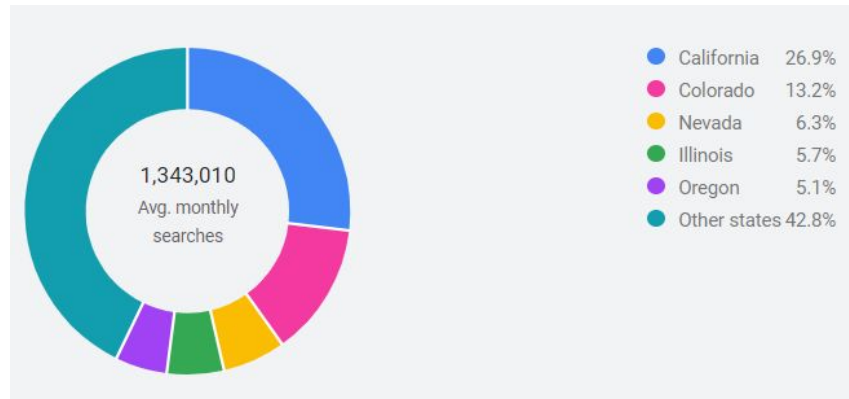
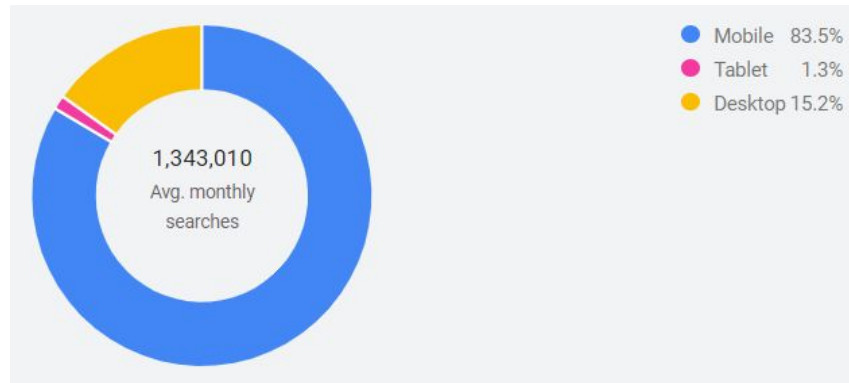
It seems pretty elementary, but you can't attract visitors to your site if you don't create the awareness that leads to their discovery of your brand. These metrics will help you measure your activities that help create awareness and discovery.

- **Impressions**
- **Reach**
- **Engagement**



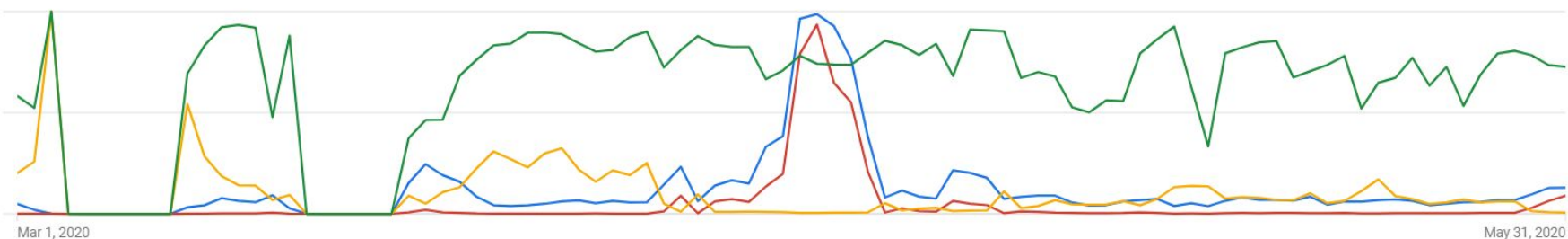
Case Study: Reach

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition
Keywords you provided		
<input type="checkbox"/> online dispensary	3,600	Low
<input type="checkbox"/> dispensary	1,000,000	Low
<input type="checkbox"/> recreational drugs	5,400	Low
<input type="checkbox"/> weed delivery	33,100	Low
<input type="checkbox"/> weed dispensary	40,500	Low
<input type="checkbox"/> tincture	74,000	Medium
<input type="checkbox"/> gummies	33,100	High
<input type="checkbox"/> cbdcream	40,500	Medium
<input type="checkbox"/> marijuana dispensary	90,500	Low
<input type="checkbox"/> preroll	22,200	Low

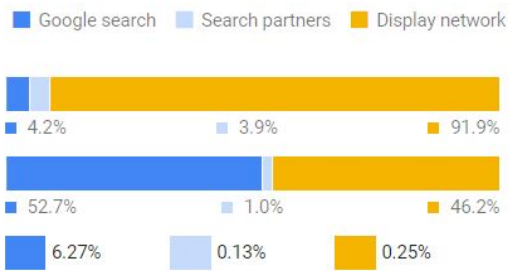


Case Study: Impressions & Engagement

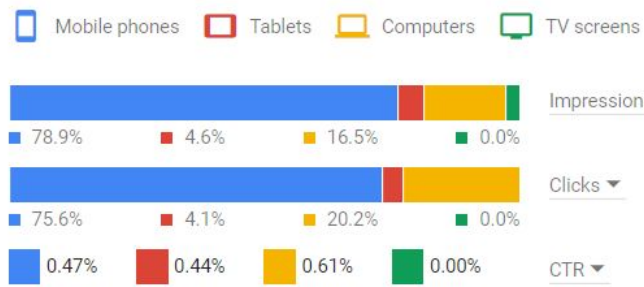
Clicks **15K** | Impressions **3.04M** | CTR **0.49%** | Search impr. share **68.16%**



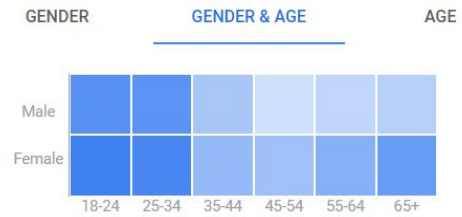
Networks



Devices



Demographics



Based on the 54% of your impressions with known gender and age. ©



Case Study: Keywords Ranking

Industry	Keywords	Search Volume	Ranking
Dispensary	dispensary near lax	1600	1
	oak park dispensary	1000	1
	west hollywood dispensary	880	2
	dispensary store near me	480	6
CBD	cbd turmeric	110	4
	cbd anxiety roll on	90	1
	cbd and turmeric	110	4



Case Study: Keywords Ranking

dispensary store near me

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

risecannabis.com > dispensaries

5. [Marijuana Dispensaries Near Me | RISE Cannabis](#)

Find a **Dispensary Near Me!** Try our Recreational and Medical Marijuana **Dispensary** Locator, Order Flower Online with RISE Online **Dispensary** Menus.

L: 9 LD: 10.8K I: 31.6K Rank: 113K Age: 2018|08|06 whois </> source
Rank: 10.5K Adv Disp Ads: 0 Pub Disp Ads: 0

www.marijuanadispensary.com > stores

6. [Marijuana Dispensary Locations | Dispensary Near Me - San Diego](#)

Marijuana dispensaries are located in California, Nevada, New York, Arizona, Illinois and Florida. **Marijuana Dispensary** offers marijuana delivery and the best ...

L: 349 LD: 11.7K I: 31.9K Rank: 90.0K Age: 2004|04|05 whois </> source
Rank: 10.9K Adv Disp Ads: 9 Pub Disp Ads: 0

cbd and turmeric

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

www.elixinol.com > collections > cbd-antioxidant > om...

3. [Omega Turmeric CBD Capsules | CBD + Turmeric + Omega 3](#)

CBD Capsules with Omega 3 DHA and **Turmeric** to help support brain function, ease joint pain and calm inflammation. Full-spectrum **CBD** in an easy to use ...

★★★★★ Rating: 4.8 - 24 reviews

L: 0 LD: 65.7K I: 12.0K Rank: 122K Age: 2014|06|27 whois </> source
Rank: 163K Adv Disp Ads: 0 Pub Disp Ads: 0

www.elixinol.com > products > relief-recovery-c...

4. [CBD + Turmeric Relief & Recovery Capsules | Elixinol](#)

Our Relief & Recovery **CBD** capsules leverage **Turmeric** and other powerful botanicals to leave you feeling refreshed and revived.

★★★★★ Rating: 5 - 4 reviews

L: 68 LD: 12.8K I: 5.64K Rank: 215K Age: 2016|05|21 whois </> source
Rank: 210K Adv Disp Ads: 0 Pub Disp Ads: 0



Case Study: Organic Acquisition Traffic

Source / Medium ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	54.21% ▲ 8,659 vs 5,615	55.90% ▲ 8,152 vs 5,229	63.04% ▲ 12,091 vs 7,416	33.57% ▼ 27.49% vs 41.38%	12.80% ▲ 3.72 vs 3.30	22.92% ▲ 00:02:32 vs 00:02:04	13.10% ▲ 2.64% vs 2.33%	84.39% ▲ 319 vs 173	155.03% ▲ \$34,695.71 vs \$13,604.37
1. google / organic									
Apr 1, 2020 - May 31, 2020	8,659 (100.00%)	8,152 (100.00%)	12,091 (100.00%)	27.49%	3.72	00:02:32	2.64%	319 (100.00%)	\$34,695.71 (100.00%)
Jan 31, 2020 - Mar 31, 2020	5,615 (100.00%)	5,229 (100.00%)	7,416 (100.00%)	41.38%	3.30	00:02:04	2.33%	173 (100.00%)	\$13,604.37 (100.00%)
% Change	54.21%	55.90%	63.04%	-33.57%	12.80%	22.92%	13.10%	84.39%	155.03%



Conversion Metrics

How can you measure your performance in converting a store visitor to a paying customer, adding products to their shopping cart and actually checking out? These metrics should help you do just that.

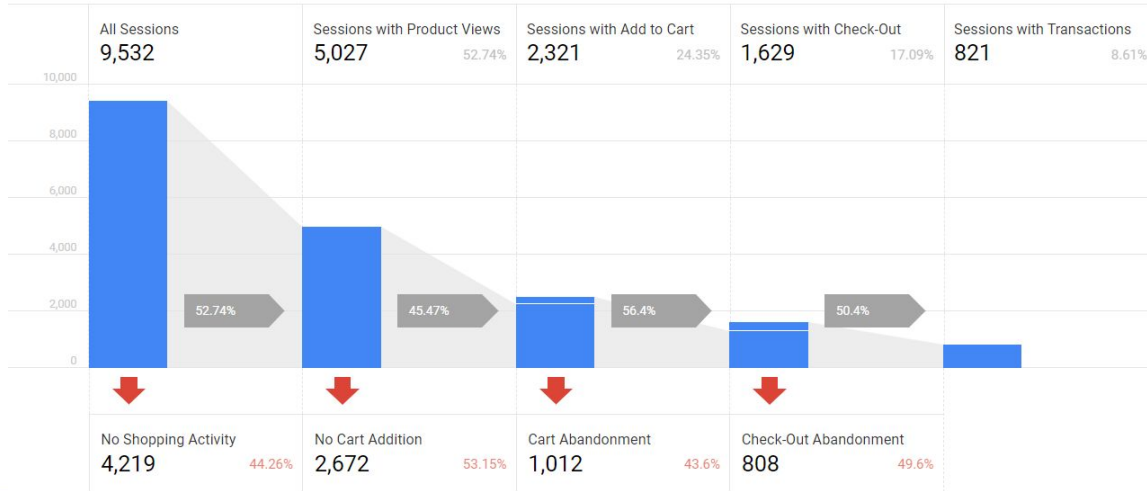
- **Shopping Cart Abandonment Rate**
- **Checkout Abandonment Rate**
- **Micro to macro conversion rates**
- **Average Order Value**
- **Sales Conversion Rate**
 - Set conversion rate by channel
 - Set conversion rate by category of products
 - Set conversion rate by campaign



Case Study: Cart & Checkout Abandonment Rate

Sales Performance						Shopping Behavior	
Product Revenue [?] ↓	Unique Purchases [?]	Quantity [?]	Avg. Price [?]	Avg. QTY [?]	Product Refund Amount [?]	Cart-to-Detail Rate [?]	Buy-to-Detail Rate [?]
\$117,805.93 % of Total: 10.43% (\$1,129,985.20)	3,193 % of Total: 9.99% (31,955)	8,837 % of Total: 10.05% (87,939)	\$13.33 Avg for View: \$12.85 (3.75%)	2.77 Avg for View: 2.75 (0.57%)	\$0.00 % of Total: 0.00% (\$0.00)	36.99% Avg for View: 21.52% (71.90%)	17.31% Avg for View: 7.63% (126.69%)

■ Sessions ■ Shopping Progression ■ Abandonments



Case Study: Product Category Conversion Rate

Product Category (Enhanced Ecommerce) ?	Sales Performance						Shopping Behavior	
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Avg. Price ?	Avg. QTY ?	Product Refund Amount ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
Net Sales Paid	\$117,805.93 % of Total: 10.43% (\$1,129,985.20)	3,193 % of Total: 9.99% (31,955)	8,837 % of Total: 10.05% (87,939)	\$13.33 Avg for View: \$12.85 (3.75%)	2.77 Avg for View: 2.75 (0.57%)	\$0.00 % of Total: 0.00% (\$0.00)	36.99% Avg for View: 21.52% (71.90%)	17.31% Avg for View: 7.63% (126.69%)
1. Edibles	\$38,367.78 (32.57%)	1,269 (39.74%)	2,033 (23.01%)	\$18.87	1.60	\$0.00 (0.00%)	45.76%	17.39%
2. Tincture	\$22,275.15 (18.91%)	280 (8.77%)	431 (4.88%)	\$51.68	1.54	\$0.00 (0.00%)	26.48%	10.70%
3. Vaping	\$10,311.00 (8.75%)	231 (7.23%)	263 (2.98%)	\$39.21	1.14	\$0.00 (0.00%)	33.77%	12.58%
4. Sublinguals	\$9,489.00 (8.05%)	156 (4.89%)	332 (3.76%)	\$28.58	2.13	\$0.00 (0.00%)	38.09%	14.35%
5. Pre-Rolls	\$8,307.00 (7.05%)	205 (6.42%)	256 (2.90%)	\$32.45	1.25	\$0.00 (0.00%)	37.75%	14.36%
6. Flower	\$7,838.00 (6.65%)	188 (5.89%)	222 (2.51%)	\$35.31	1.18	\$0.00 (0.00%)	36.00%	14.19%
7. Topicals	\$6,686.00 (5.68%)	108 (3.38%)	166 (1.88%)	\$40.28	1.54	\$0.00 (0.00%)	24.51%	8.43%
8. Driver Tip	\$4,930.00 (4.18%)	589 (18.45%)	4,930 (55.79%)	\$1.00	8.37	\$0.00 (0.00%)	0.00%	58,900.00%
9. Capsules	\$4,062.00 (3.45%)	41 (1.28%)	48 (0.54%)	\$84.62	1.17	\$0.00 (0.00%)	29.06%	17.52%
10. Pax Era Pods	\$3,650.00 (3.10%)	80 (2.51%)	108 (1.22%)	\$33.80	1.35	\$0.00 (0.00%)	37.55%	15.81%



Case Study: Campaigns Conversion Rate

Campaign [?]	Acquisition			Behavior			Conversions eCommerce ▾		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]
Unlabeled Paid	1,335 % of Total: 0.88% (152,168)	1,112 % of Total: 0.74% (150,559)	2,247 % of Total: 1.04% (215,038)	5.65% Avg for View: 10.17% (-44.42%)	3.41 Avg for View: 3.21 (6.27%)	00:03:34 Avg for View: 00:03:08 (13.35%)	4.81% Avg for View: 3.73% (29.00%)	108 % of Total: 1.35% (8,012)	\$15,612.13 % of Total: 1.17% (\$1,335,186.83)
1. PapaBarkley	517 (33.44%)	465 (41.82%)	659 (29.33%)	8.65%	2.58	00:03:00	2.73%	18 (16.67%)	\$3,220.89 (20.63%)
2. kiva	133 (8.60%)	97 (8.72%)	201 (8.95%)	2.49%	3.95	00:04:16	7.96%	16 (14.81%)	\$2,271.48 (14.55%)
3. plus	97 (6.27%)	63 (5.67%)	166 (7.39%)	2.41%	4.79	00:05:15	8.43%	14 (12.96%)	\$1,566.44 (10.03%)
4. cann	84 (5.43%)	44 (3.96%)	148 (6.59%)	6.76%	4.36	00:05:41	7.43%	11 (10.19%)	\$1,451.87 (9.30%)
5. pantry	83 (5.37%)	44 (3.96%)	127 (5.65%)	0.00%	3.09	00:02:46	3.15%	4 (3.70%)	\$539.18 (3.45%)
6. SundayGoods	80 (5.17%)	72 (6.47%)	98 (4.36%)	6.12%	4.01	00:04:04	6.12%	6 (5.56%)	\$941.65 (6.03%)
7. humble_flower	76 (4.92%)	68 (6.12%)	90 (4.01%)	6.67%	1.51	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. bloom_farms	67 (4.33%)	38 (3.42%)	102 (4.54%)	4.90%	4.05	00:04:04	3.92%	4 (3.70%)	\$641.90 (4.11%)
9. garden_society	58 (3.75%)	25 (2.25%)	91 (4.05%)	1.10%	3.63	00:02:41	4.40%	4 (3.70%)	\$757.89 (4.85%)
10. humboldt_apothecary	54 (3.49%)	33 (2.97%)	106 (4.72%)	3.77%	5.21	00:05:28	6.60%	7 (6.48%)	\$873.44 (5.59%)



Case Study: Channels Conversions Rate

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Ecommerce Conversion Rate [?]	Transactions [?]	Revenue [?]
	152,168 <small>% of Total: 100.00% (152,168)</small>	150,559 <small>% of Total: 100.10% (150,410)</small>	215,038 <small>% of Total: 100.00% (215,038)</small>	10.17% <small>Avg for View: 10.17% (0.00%)</small>	3.21 <small>Avg for View: 3.21 (0.00%)</small>	00:03:08 <small>Avg for View: 00:03:08 (0.00%)</small>	3.73% <small>Avg for View: 3.73% (0.00%)</small>	8,012 <small>% of Total: 100.00% (8,012)</small>	\$1,335,186.83 <small>% of Total: 100.00% (\$1,335,186.83)</small>
1. Organic Search	107,682 (67.52%)	104,392 (69.34%)	134,704 (62.64%)	6.65%	2.67	00:02:28	2.10%	2,830 (35.32%)	\$457,996.14 (34.30%)
2. Direct	23,285 (14.60%)	22,792 (15.14%)	34,153 (15.88%)	24.37%	3.80	00:03:55	6.09%	2,081 (25.97%)	\$367,803.57 (27.55%)
3. Referral	10,217 (6.41%)	8,367 (5.56%)	13,777 (6.41%)	8.87%	3.59	00:03:54	4.75%	654 (8.16%)	\$100,470.96 (7.52%)
4. Email	9,484 (5.95%)	7,289 (4.84%)	19,122 (8.89%)	11.69%	4.90	00:05:15	8.76%	1,676 (20.92%)	\$283,706.30 (21.25%)
5. (Other)	6,078 (3.81%)	5,122 (3.40%)	10,212 (4.75%)	8.18%	4.70	00:04:41	7.07%	722 (9.01%)	\$116,850.34 (8.75%)
6. Social	2,735 (1.71%)	2,597 (1.72%)	3,070 (1.43%)	9.77%	3.21	00:02:32	1.60%	49 (0.61%)	\$8,359.52 (0.63%)



Retention Metrics

Acquiring a new customer is more expensive than retaining an existing one. These metrics depend on good customer service, loyalty programs, repeat purchase campaigns, customer satisfaction.

- **Customer Retention Rate**
- **Customer Lifetime Value**
- **Repeat Customer Rate**
- **Refund & Return Rate**
- **Ecommerce Churn Rate**



Case Study: New vs Returning Users

User Type ?	Source / Medium ?	Acquisition			Behavior			Conversions eCommerce ▾		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
		54.21% ▲ 8,659 vs 5,615	55.90% ▲ 8,152 vs 5,229	63.04% ▲ 12,091 vs 7,416	33.57% ▼ 27.49% vs 41.38%	12.80% ▲ 3.72 vs 3.30	22.92% ▲ 00:02:32 vs 00:02:04	84.39% ▲ 319 vs 173	155.03% ▲ \$34,695.71 vs \$13,604.37	13.10% ▲ 2.64% vs 2.33%
1. New Visitor	google / organic									
Apr 1, 2020 - May 31, 2020		8,138 (82.46%)	8,152 (100.00%)	8,152 (67.42%)	23.39%	3.72	00:02:08	130 (40.75%)	\$14,493.98 (41.77%)	1.59%
Jan 31, 2020 - Mar 31, 2020		5,225 (83.17%)	5,229 (100.00%)	5,229 (70.51%)	39.87%	3.17	00:01:49	76 (43.93%)	\$5,709.42 (41.97%)	1.45%
% Change		55.75%	55.90%	55.90%	-41.33%	17.17%	17.43%	71.05%	153.86%	9.72%
2. Returning Visitor	google / organic									
Apr 1, 2020 - May 31, 2020		1,731 (17.54%)	0 (0.00%)	3,939 (32.58%)	35.97%	3.72	00:03:22	189 (59.25%)	\$20,201.73 (58.23%)	4.80%
Jan 31, 2020 - Mar 31, 2020		1,057 (16.83%)	0 (0.00%)	2,187 (29.49%)	44.99%	3.59	00:02:39	97 (56.07%)	\$7,894.95 (58.03%)	4.44%
% Change		63.77%	0.00%	80.11%	-20.05%	3.55%	26.99%	94.85%	155.88%	8.18%



Case Study: Churn Rate, Retention Rate & Repeat Customer Rate

Metrics	Jan-20	Feb-20	Mar-20	Apr-20
Unique Visitors	42,598	39,984	47,323	63,761
Change From Last Month	N/A	-2,614	7,339	16,438
New Visitors	40,636	37,827	45,043	61,269
Revenue	\$2,52,830.28	\$2,60,238.43	\$4,37,607.88	\$4,63,310.97
Retention Rate	N/A	5.06%	5.70%	5.27%
Visitors Churn Rate	N/A	6.14%	-18.35%	-34.74%
Revenue Churn Rate	N/A	-2.93%	-68.16%	-5.87%
Repeat Customers Rate	4.61%	5.39%	4.82%	3.91%



Case Study: ARPU & CLV

Channels	Users	Average Revenue Per User	Revenue	Customer Lifetime Value
Spokes	5,852	\$ 26.26	\$ 153,673.52	\$ 3,151.20
Organic Search	326,185	\$ 3.25	\$1,060,101.25	\$ 390.00
Direct	73,011	\$ 15.95	\$1,164,525.45	\$ 1,914.00
Referral	20,112	\$ 5.27	\$ 105,990.24	\$ 632.40
Email	17,538	\$ 22.42	\$ 393,201.96	\$ 2,690.40
Social	8,027	\$ 2.84	\$ 22,796.68	\$ 340.80



Case Study: Refund & Return Rate

Customer Service Performance

Aggregate View [Product View](#)

Example Metrics

Time Period	GMV	Orders	Orders 30 Day	Refunds 30 Day	Refund Ratio 30 Day	Orders 93 Day	Refunds 93 Day	Refund Ratio 93 Day
Target					< 5%			< 5%
Unacceptable					> 8%			> 8%
Warning (Risk of Suspension)					> 10%			> 10%

Your Metrics

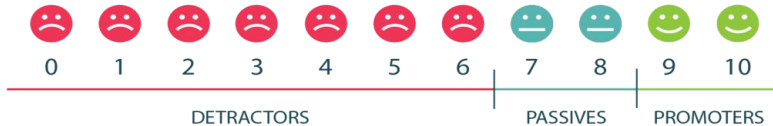
05/29 - 06/04	\$40,279.87	3,291	15,380	103	0.67%	18,339	1,786	9.74%
05/22 - 05/28	\$36,625.07	3,016	16,054	114	0.71%	18,668	1,898	10.17%
05/15 - 05/21	\$43,678.68	3,379	16,997	106	0.62%	19,229	1,981	10.30%



Advocacy Metrics

This part of the funnel is the most overlooked. These customers are your goldmine, so you better treat them as such. These metrics will help you measure the efforts you take to show them you care.

- **Net Promoter Score (NPS)**
- **Subscription Rate**
- **Program Participation Rate**



$$\text{😊 \%} - \text{😞 \%} = \text{NET PROMOTER SCORE}$$



Case Study: Offers & Coupons

Order Coupon Code ?	Revenue ?	Transactions ?	Avg. Order Value ?
	\$634,799.00 % of Total: 34.35% (\$1,848,255.54)	4,012 % of Total: 35.89% (11,178)	\$158.23 Avg for View: \$165.35 (-4.31%)
1. hello10	\$124,729.05 (19.65%)	789 (19.67%)	\$158.08
2. sen10	\$100,326.21 (15.80%)	533 (13.29%)	\$188.23
3. welcome10	\$52,938.17 (8.34%)	447 (11.14%)	\$118.43
4. kiva20	\$36,048.55 (5.68%)	241 (6.01%)	\$149.58
5. pb25	\$30,639.16 (4.83%)	154 (3.84%)	\$198.96
6. newyear10	\$27,784.12 (4.38%)	191 (4.76%)	\$145.47
7. love10	\$21,828.32 (3.44%)	149 (3.71%)	\$146.50
8. amc20	\$16,780.16 (2.64%)	109 (2.72%)	\$153.95
9. camino20	\$15,874.38 (2.50%)	109 (2.72%)	\$145.64
10. springbloom	\$14,787.68 (2.33%)	77 (1.92%)	\$192.05



Case Study: Subscription Sign Up

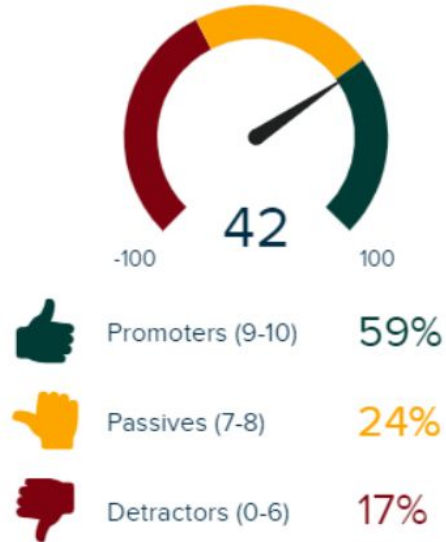
Acquisition			Behavior			Conversions
Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal 1: Trial Confirmation - Regular
4,836 % of Total: 11.00% (43,972)	21.01% Avg for View: 31.64% (-33.60%)	1,016 % of Total: 7.30% (13,912)	36.48% Avg for View: 33.66% (8.35%)	2.06 Avg for View: 2.07 (-0.28%)	00:01:57 Avg for View: 00:01:43 (13.64%)	<ul style="list-style-type: none"> All Goals ✓ Goal 1: Trial Confirmation - Regular Goal 3: Bleck - A Goal 4: Bleck - B Goal 6: Nav to Business Owner Goal 7: Nav to Marketer Goal 8: Nav to Partner Goal 9: Nav to Features Goal 10: Homepage > Trial Submitte Goal 11: More than 3 pages per visit Goal 12: Email Sign up
772 (15.96%)	3.50%	27 (2.66%)	63.34%	1.63	00:01:07	
645 (13.34%)	2.95%	19 (1.87%)	15.81%	2.07	00:02:03	
590 (12.20%)	7.12%	42 (4.13%)	25.08%	2.19	00:02:26	
454 (9.39%)	79.74%	362 (35.63%)	52.86%	2.70	00:02:11	8.81% 40 (48.19%) A\$0.00 (0.00%)
361 (7.46%)	87.26%	315 (31.00%)	67.59%	1.93	00:00:49	6.93% 25 (30.12%) A\$0.00 (0.00%)



Case Study: Net Promoter Score

NET PROMOTER SCORE (this month)

On a scale of 0-10, how likely is it that you would recommend our service to a friend?



N = 600



Agenda

We will explore and discuss:

- What is a Metric vs KPI?
- Important Metrics & KPIs
- Understanding Customer Stages
- **Understanding Competitive Landscape**
- How to Measure Ecommerce Success
- How Often Should I Check My Ecommerce Metrics?
- Q&A



Understanding Competitive Landscape: Turning Auction Insights into Actionable Data

Objectives

- Who has the majority of the impression share?
- Identify the gaps and opportunities
- Which days of the week are your competitors' ads showing?
- Which user devices are dominating?
- Who is making moves?

Oh, she doesn't understand the metrics!

Impression Share

How often a competitor received an impression as a proportion of auctions in which you were in

Overlap Rate

How often a competitor received an impression when you did

Position Above Rate

How often a competitor was shown above you

Top of Page Rate

How often a competitor was shown at the top of page

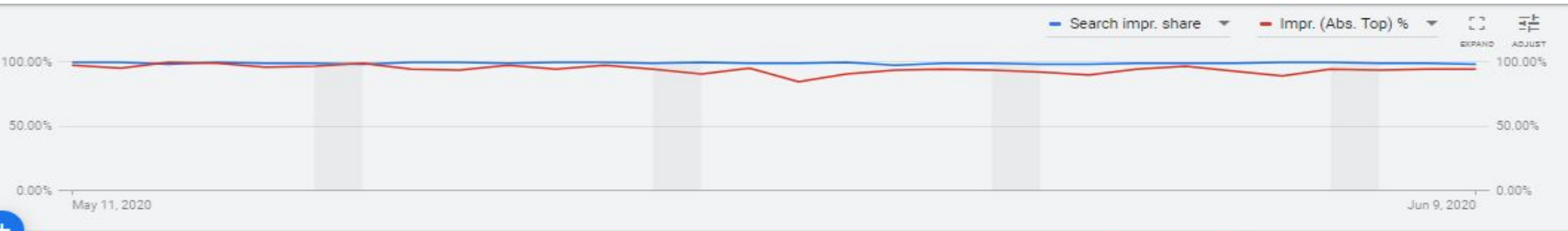
Outranking Share

How often you outranked a competitor



Case Study: Competitor Auction Insight & Impression Share

Display URL domain	Impression share	Overlap rate	↓ Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
findsimilar.com	19.37%	19.50%	0.10%	2.35%	0.10%	99.34%
reliefactor.com	< 10%	7.42%	0.00%	86.08%	0.00%	99.35%
painrelieftopicals.com	< 10%	7.11%	0.00%	25.13%	0.27%	99.35%
You	99.35%	-	-	95.32%	94.50%	-



Ad group status: All enabled [ADD FILTER](#)

Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	↓ CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Search impr. share
Brand Term	Eligible	\$3.00 <input checked="" type="checkbox"/>	Standard	1,034	5,377	19.23%	\$1.46	\$1,507.39	94.33%	99.36%



Agenda

We will explore and discuss:

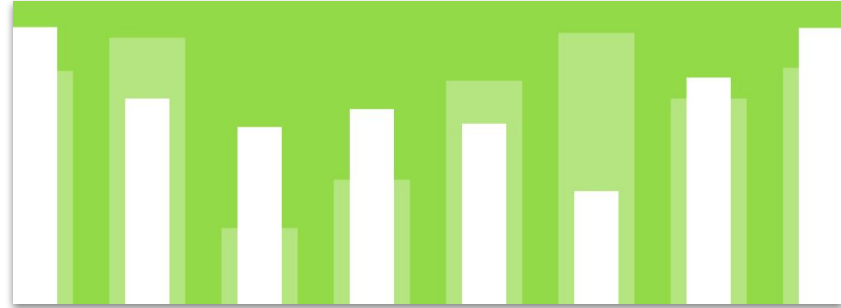
- What is a Metric vs KPI?
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Measuring Ecommerce Success

- Create a performance index (PI) summarizing your performance across selected marketing activities.
- Select metrics from those above, and determine the KPIs for each of those metrics.
- Enhance & weight metrics for your organization.

For Example: If out of 4 metrics you choose, 2 of those metrics are performing at 90% of your KPI goal, and the other 2 metrics are performing at 100% of your KPI goal, your index would be .95.



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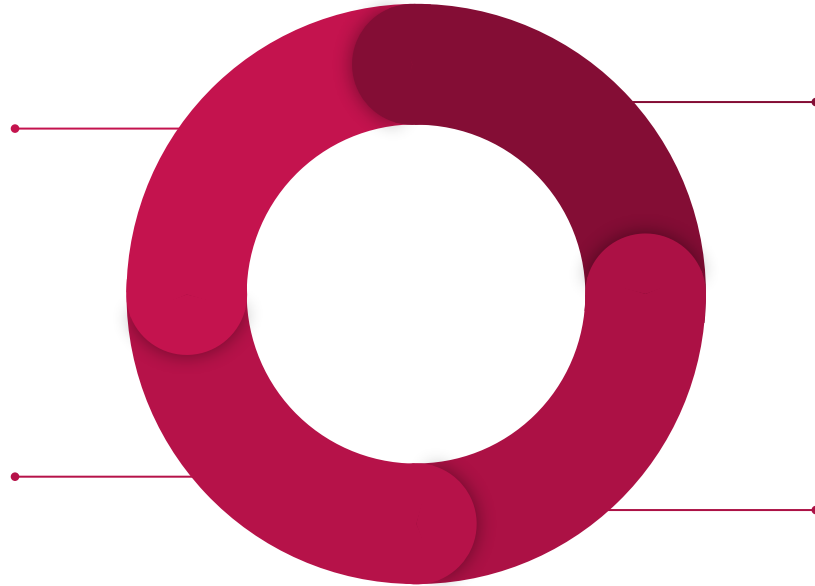
How Often Should I Check My Ecommerce Metrics?

Weekly

Some metrics should be checked on a weekly basis to ensure that the state of your business is healthy. E.g. website traffic, social media engagement, impressions, etc.

Bi-weekly

Bi-weekly metrics are best suited for a larger sample size, less influenced by any variations that may occur within a given week. These bi-weekly metrics might include average order value (AOV), cost per acquisition (CPA), and shopping cart abandonment..



Monthly

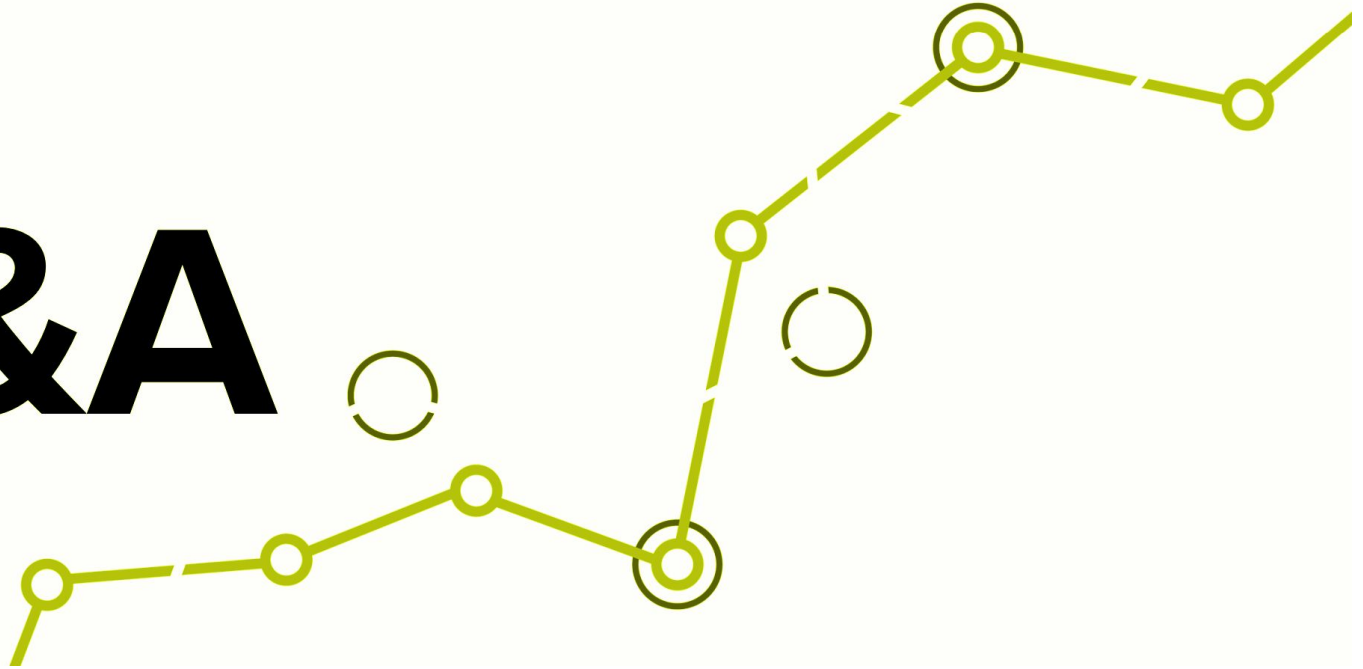
Monthly metrics require a longer data window due to traffic patterns or, more likely, your own marketing patterns. So these monthly metrics might include email open rate, multichannel engagement, reach, etc.

Quarterly

Quarterly metrics are the most strategic. These quarterly metrics will be the long-tail activities that prove that your business is flourishing and growing. These might include email click-through, customer lifetime value, and subscription rate.



Q&A





Amanda Denz
Co-founder & CMO
Sava

“ Spokes Digital is very well versed in SEO and digital ads, and we found it a pleasure to work with them. ”



Dawn Blackstone
Chief Marketing Officer
Earthly Body

“ I highly recommend Varun Patel, and his company, Spokes Digital, for any digital marketing needs. They are expert at SEO and SEM, and were able to increase my company's digital sales significantly and with an impressive ROI. Not only are they great to work with, they are extremely responsive, and good communicators - sharing results on a weekly basis, and optimizing digital efforts ongoing. ”



Abby Lipman
Digital Marketing Manager
MedMen

“ Spokes team came to me at a time when zero effort had been put into SEO. Being a cannabis company, SEM wasn't even on our radar given current regulations. Spokes team enabled us to leverage these channels in ways that we did not think were achievable and helped us see the value in allocating marketing budget to these areas. Spokes team continually pushed themselves to optimize campaigns and drive results. ”





Contacts

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