

Web Traffic Analysis

Web traffic analysis helps software company increase effectiveness of web marketing

👉 SUMMARY

- **Client**
Large enterprise software company*
- **Challenge**
To perform web traffic analysis to increase online marketing effectiveness
- **Solution**
Fractal's Advanced Web Traffic Analysis techniques
- **Result**
Helped client implement best mode of online promotion of their products and optimize marketing spend effectiveness

* This case study is based on a Fractal client that has requested anonymity

■ The Solution

Fractal developed metrics that are best indicators of the performance of the site. The business objectives of the client were clearly understood. The web log data was converted into a form where it could be used for analysis. This was combined along with the cookie data and the form data to form the complete dataset on which analysis could be performed.

These metrics analyzed the web traffic at the two sites along several dimensions. Some of the factors for which analysis was performed for the site include:

- Stickiness metrics
- Engagement metrics
- Conversion funnel
- Visitor path analysis

The analysis answered several questions related to web traffic such as key driver to target action, optimal path of the site, performance of the different segments of visitors etc.

■ The Business challenge

A leading enterprise software solutions company had developed two alternatives sites for a promoting a new set of products. It wanted to analyze the performance of the two sites and continue with the site that is more effective.

■ Result

The analysis helped the client identify the more effective of the two sites on the basis of performance on the key metrics. The site that was less effective was discarded and the other site was used by the company for the promotion of their products.

The company extended the use of this analysis for the entire website of the company as well as for future web campaigns. Regular performance reports of the company website are now sent to the client.

About Fractal

Fractal is a leading provider of customer analytics to consumer banks, credit card issuers, CPG companies and telecom companies. Fractal's analytical solutions have helped companies across the globe enhance profitability by powering their customer management efforts with scientific decision making.



INDIA

Fractal Analytics Ltd

Level 4, Corporate Enclave
B D Sawant Marg
Andheri, Mumbai 400099
Tel: +91 22 6704 2444 / 5
Fax: +91 22 6704 2446

SINGAPORE

Fractal Private Ltd

138 Cecil Street #03-02
Cecil Court
Singapore 069538
Tel: +65 6222 5101
Fax: +65 6222 5102

UNITED STATES

Fractal Analytics Inc

2500 Plaza Five
Jersey City, NJ 07311
Tel: 201 633 8728
Fax: 201 484 7201