2 Conversions

What are conversions?

Conversions occur when a website visitor takes a specific action. The conversion action may be making an online purchase, downloading a whitepaper, or registering. These actions are defined as part of a marketing plan and typically measured as the conversion rate. This is the percentage of visitors who take the conversion action.

Why do I need conversions?

Simply put - to measure the success of any marketing plan! Conversions are specific actions performed by site visitors and recorded by the web analytics module. These are then compared to other web analytics statistics such as the number of visitors, which allows evaluation of the web site against the marketing plan and allows necessary adjustments to reach targets.

What a conversion is NOT

Conversions are not every possible action on a website. They are specifically defined actions included in a marketing plan. Conversions are well planned ways of engaging customers based on a defined set of goals.

Conversions – Basic techniques

- Define a marketing plan that includes measurable goals and the key conversions.
- Establish a lead scoring methodology that includes the highest value conversions.

Conversions – Advanced techniques

- Review key conversions to ensure that they meet expected campaign goals.

- Review the least used conversions to see how they can be improved.
- Use MVT and A/B testing to improve conversion rates.

Conversions optimization

- Constantly review the site to ensure that navigation, and content is relevant to your target audience.
- Review all conversions to ensure only essential information is collected.
- Continually review lead scoring and criteria to provide the most accurate score possible
- Review lead scores of won and lost opportunities to verify they included key conversions.
- Review leads with high scores that did not turn into opportunities. How could the conversions be improved?
- Review online behavior to see if conversions are really demonstrating the best leads and are being reflected properly in the score.

Top Resources

Conversion overview:

http://devnet.kentico.com/docs/onlinemarketingguide/conversions_overview.htm

Kentico
Enterprise Marketing Solution

Conversion quick start

2

1. **Web parts and widgets.**
Many web parts and widgets offer conversions capability using the **Conversion tracking** section as shown in the following screenshot.

2. **Document pages**
In any page in the Content tree select the **Analytics** tab and then the **Settings** tab as shown in the following screenshot.

3. **E-commerce products**
In the E-Commerce tab select Products and within a product define a conversion as shown in the following screenshot.

Viewing the Conversion list
1. Select the **On-line marketing** tab and then click the **Conversions** button as shown in the following screenshot.

2. In the Conversions screen select the **Conversions** tab as shown in the following screenshot.

Analyzing Conversions
1. In the **On-line marketing** tab select the **Web analytics** button as shown in the following screenshot.

2. In the Web analytics screen expand the **Campaigns & conversions** node and then click **Conversions** as shown in the following screenshot.