

Executive Summary

What's working

Increase Adwords remarketing and Pinterest marketing.

Returning Adwords and first time Pinterest users contributed to the highest ROI.

2-3 months: Content marketing to male Pinterest users

Returning NYC Male visitors aged 25-34 from Pinterest who landed on the blog are 57% more likely to convert and contributed to 9% of all revenue.

What's not

Decrease Facebook marketing.

Only 14% of revenue is attributed to Facebook marketing, and it has the lowest ROI out of all the marketing campaigns with 12%.

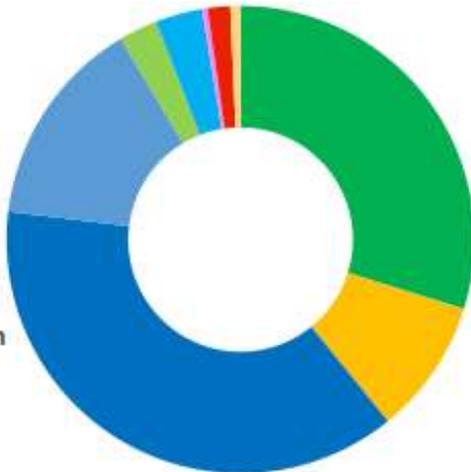
How to improve

Create a landing page in Norwegian for Oslo visitors.

English speaking visitors from Oslo have the highest conversion rate at 9%. Consider creating a Norwegian landing page to capture the rest of the market.

Revenue Acquisition

- Direct
- Google Organic
- Adwords
- Facebook
- Email
- Twitter
- travelguide.com
- tours.com
- Pinterest



Revenue

\$4396 +11%

Transactions

131 +17%

Return on Investment (ROI)

269%

Lead Generation

179 -6%

Content Engagement

The left of the chart shows how far users scroll down, and the right shows the lead generation and revenue users generated after landing on the page.

	Total Visitors	Scrolled Down 25%	Scrolled Down 50%	Scrolled Down 75%	Scrolled Down Completely	First Landing Page	Lead Gen	Revenue
/	1156	432	401	189	72	154	76	\$2,976
/tours	598	575	397	294	176	54	11	\$182
/top-tours	197	136	124	84	0	13	0	\$103
/contest	1120	1104	563	349	196	998	31	\$311
/blog	679	596	514	32	19	345	26	\$640
/5-tips-cheap-flight-tickets	2162	960	482	447	42	1976	20	\$131
/london-tours	322	276	243	198	4	12	2	\$0
/edinburgh-tours	179	150	112	68	18	32	0	\$32
/nyc-tours	76	64	20	4	0	54	0	\$21
/food-tours	43	21	15	9	2	0	1	\$0
/free-walk-tour	321	298	198	56	43	281	12	\$0

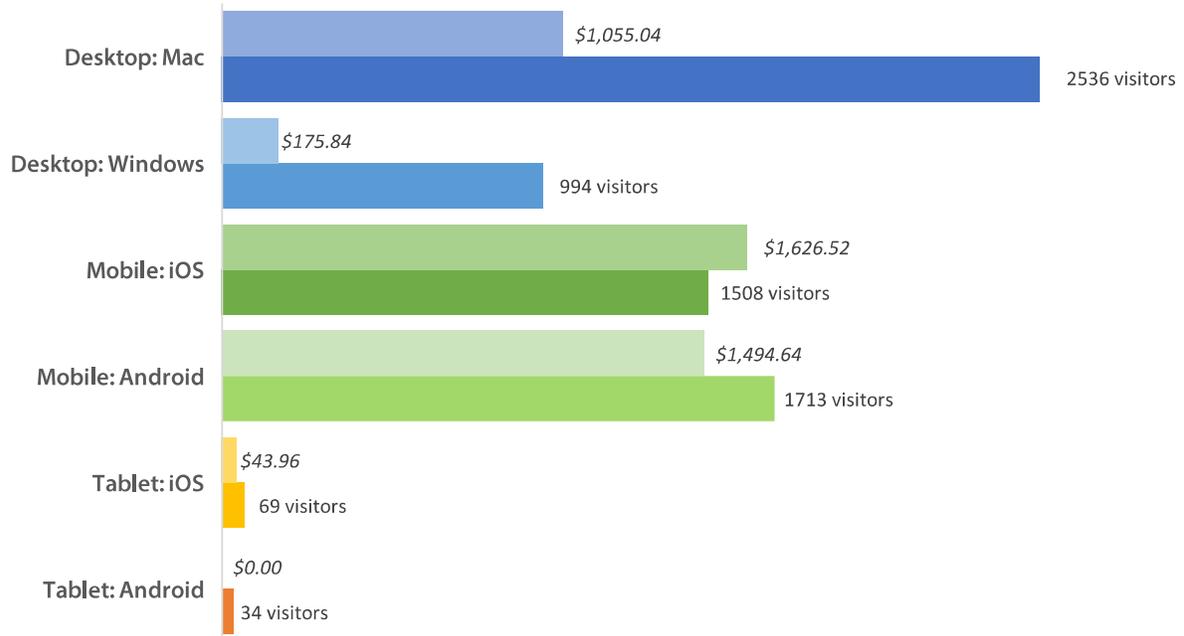
Despite being the most visited page, a large percentage of visitors left the blog post 5 Tips – Cheap Flight Tickets around the 25% - 50% mark - consider adding a call-to-action on the top of the page and cutting the length of the article to capture more leads.

Other blogs, while driving only a few visitors to the site, cumulatively brought 12% of the revenue. Continue making more blog posts.

Visitors who landed on the homepage converted exceptionally well, contributing to 27% of revenue. Drive more traffic to this page by picking it as a landing page for different channels of marketing.

Technology

This bar chart shows the number of visitors from each device and their respective revenue.



The majority of purchases and lead generation came from Mac Desktop. Visits from Windows increased dramatically from last month, but conversion value is still lower than average.

Mobile experience is also really high, with over 24% of visitors buying, compared to the average of 14%. iOS and Android provided similar conversion values.

Limit ad spending to mobile devices and Mac Desktop.

Acquisition Channels

This table highlights the key metrics for each acquisition source. Highlighted cells indicate higher values.

	Visitors	Lead Gen	Conversion %	Transactions	Average Transaction	Revenue/ Visitor	Revenue	ROI (if applicable)
Adwords	1645	33	2.01%	42	\$39.09	\$1.01	\$1,660.02	137%
Direct	1508	64	4.24%	22	\$59.77	\$0.87	\$1,310.07	
Facebook	1096	38	3.47%	26	\$24.55	\$0.58	\$639.13	12%
Google Organic	1088	23	2.10%	14	\$30.01	\$0.38	\$411.18	56%
Twitter	616	14	2.27%	4	\$34.71	\$0.23	\$142.65	39%
Email	754	4	0.53%	15	\$7.75	\$0.15	\$116.77	
tours.com	27	0	0.00%	4	\$16.67	\$2.54	\$68.53	
Pinterest	34	2	5.88%	3	\$11.16	\$0.90	\$30.59	234%
travelguide.com	34	0	0.00%	1	\$17.06	\$0.50	\$17.06	
Bing Organic	69	1	1.46%	0	\$0.00	\$0.00	\$0.00	

The increase in traffic from last month was a result of increased sessions from Facebook. However, Direct and Adwords continue to lead sales revenue.

Most of Facebook visitors buy on their 2nd session, the majority of it coming from the [/free-london-walking-tour]. While a high number of visitors convert, the conversion ratio is low compared to its high number of impressions, which in turn increased the average conversion cost, lowering the ROI. **Discontinue or change your Facebook strategy.**

Email brought 218 users back to the site, and contributed to 5 lead generations. 89% of the visitors who came back went during the Tuesday and Wednesday from 1–4pm. **Send all emails then to capture more leads.**

Travelguide.com saw a sharp decline from last month and contributed to only \$17.06 in revenue.

Pinterest, while maintaining similar visitors as May, brought 34% of total new visitors and increased revenue by 13% compared to the previous month. Moreover, most visitors buy on their first visit, reducing purchase time. **Continue marketing efforts in Pinterest.**

Twitter visitors perform moderately well, but had lower ROI than Adwords, Pinterest, and SEO. **Make small changes to optimize your Twitter campaigns.**

Multichannel Behavior

Multi-Channel Funnels shows the top conversion paths for the website over multiple visits. For example, a visitor might stumble on your site through organic search, and come back on a later time through direct:



The following chart represents the top conversion paths that led to revenue. Each box represents a separate visit.

	Top Conversion Paths	Conversion Value
1	Organic > Adwords > Direct > Direct	\$256.20
2	Adwords > Direct	\$183.50
3	facebook > Direct > Organic	\$171.66
4	Adwords > Direct > Direct > Direct > Direct	\$112.03
5	twitter > Organic > Direct > Direct	\$45.00
6	facebook > Direct	\$19.85

Adwords, and to a lesser extent, Facebook, was successful in bringing repeat customers.

43% of conversions are completed within the first visit, 28% are completed between days 1-12, and 29% between days 12-30.

2-3 months: 37% of Adwords visitors who purchased an item were returning visitors who came back after 3 days.

Acquisition Channel: Google Organic Search

This data represents the search queries for Robinson Travel.

Organic Search Terms	Impressions	Clicks	Change	Avg. Position
robinson tours	211	157	12%	1.2
robinson travel	102	74	1%	1.1
flight secrets	645	96	14%	4.6
london free tour	210	92	6%	3.2
travel planner new york	321	73	40%	5.2
edinborough pub crawl	788	55	-62%	2.7
flight secrets revealed	502	24	1%	2
new york travel secrets	327	21	-21%	3.1
travel republic	124	9	∞%	1.7

Most visitors continue to find the website by searching for branded keywords, suggesting strong word of mouth and brand awareness. Non-branded keywords remained stable in ranking this month.

Revenue from organic search has increased by 7% since last month. **Continue Search Engine Marketing efforts.**

Acquisition Channel: Adwords

Campaign Name	Clicks	Cost	CPC	Revenue	ROI
Brand Re-engagement	119	\$113.05	\$0.95	952	742%
Independent tours	102	\$52.02	\$0.51	293	463%
NYC	56	\$231.84	\$4.14	210	-9%
Edinburgh	8	\$15.84	\$1.98	34	115%
London	34	\$111.86	\$3.29	171	53%
Total	319	\$524.61	-	1660	216%

18% of the revenue came from 2 of the campaigns. The other 3 campaigns have low or negative ROI - consider changing the strategy or decreasing the revenue. Under a linear statistical model, **allocating the budget from campaign [NYC AW] and [London AW] to [Brand re-engagement] and [independent tours]** would increase revenue by \$1290.

[Edinburgh AW] had a statistically insignificant amount of visits for recommendations.

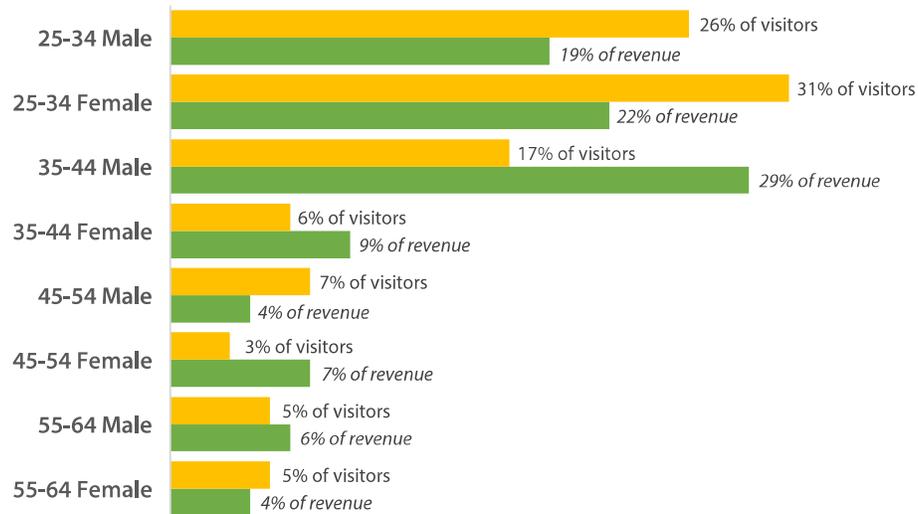
2-3 months: Returning 18-28 male Adwords visitors from [Brand re-engagement] who landed on the homepage are 1.3x more likely to convert than other demographics.

Top Keywords

Campaign: Brand Re-engagement	Clicks	Cost	CPC	Revenue	ROI
robinson tour	43	\$40.42	\$0.94	\$347.00	758%
robinson travel	31	\$27.59	\$0.89	\$209.00	658%
robinson travel agency	12	\$11.52	\$0.96	\$52.00	351%
robinson nyc	7	\$7.91	\$1.13	\$48.00	507%
robinson london	5	\$3.70	\$0.74	\$18.00	386%
Campaign: Independent tours	Clicks	Cost	CPC	Revenue	ROI
unique historical london tours	42	\$21.42	\$0.51	\$87.00	306%
trip advisor tours	17	\$7.14	\$0.42	\$63.00	782%
hidden tours	15	\$10.05	\$0.67	\$52.00	417%
unique tours	8	\$2.48	\$0.31	\$26.00	948%
hidden spots guide	8	\$2.88	\$0.36	\$22.00	664%

Visitor Profile

This bar chart shows the percentage of visitors from each demographic and their respective revenue percentage.

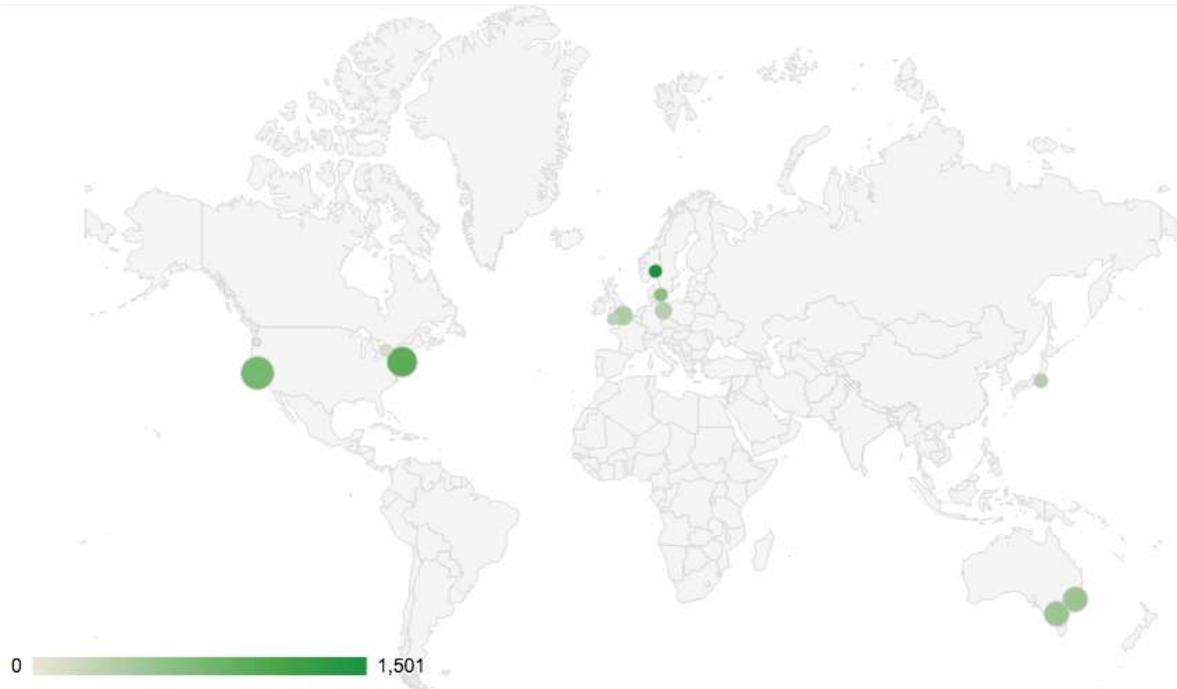


Females and Males aged 25-34 are more likely to purchase than anyone else. However, male visitors aged 35-44 contributed to the highest average revenue despite fewer transactions. **Consider targeting that demographic for higher profit margins and revenue.**

Most visitors who contributed to revenue have interests in travel, education/foreign language studies, dating services, photography, and are social media enthusiasts.

Location

The map shows the top locations. Larger revenue is represented by a larger circle, and high conversion rate is represented by a darker green.



City	Country	Session	Lead Generation	Revenue
San Francisco	United States	547	9	\$959
New York	United States	469	16	\$789
Sydney	Australia	154	37	\$522
Melbourne	Australia	120	29	\$513
London	England	63	21	\$243
Berlin	Germany	57	10	\$212
Tokyo	Japan	55	2	\$120
Oslo	Norway	43	7	\$101
Copenhagen	Denmark	21	1	\$82
Exeter	England	19	13	\$79

Traffic grew substantially in the UK market this month because of Facebook visitors landing on /contests. It led to few conversions compared to other efforts.

Visitors from the United States and Australia remained consistently high.

English speaking visitors from Oslo have the highest conversion rate at 9%. Consider creating a Norwegian landing page to capture the rest of the market.

Lead Details

This table shows when each lead signed up, where they came from, where they landed, and what devices were they using.

Date	Time	Source	Landing Page	City	Technology
05-Jan	2:34pm	Facebook	/	Oslo	iOS Mobile
05-Jan	3:30pm	Google Organic	/london-tours	New York	Mac Desktop
07-Jan	6:44am	Adwords	/	New York	Mac Desktop
08-Jan	2:21pm	Email	/contest	Berlin	Mac Desktop

E-Commerce

Tour Packages Sold	Purchases	Revenue (\$USD)
4 Day London Tour	11	\$1,318.80 +13%
+3 nights at the The Milestone Hotel (+\$77.66 commission)	2	\$527.52 +11%
London at Night Tour	5	\$263.76 +4%
London Food Tour	18	\$571.48 +6%
London Pub Crawl	33	\$483.56 +4%
Edinburgh Bike Tour	4	\$43.96 -24%
Edinburgh 2 Day Tour	13	\$219.80 -5%
Edinburgh Pub Crawl	27	\$395.64 +21%
Manhattan Day Tour	16	\$307.72 +14%
New York at Night Tour	7	\$263.76 -45%
Total	131 +17%	\$4,396 +11%

While cost per conversion is higher for 4 Day London Tour than other packages, the ROI is significantly higher. **Increase its marketing efforts to drive higher number of transactions.**

Decreased revenue from New York tours is in line the past two years' trend. Assuming the same model, it picks up after April.

2-3 months: Returning female Facebook visitors from Berlin are 3.4x more likely to buy [4 Day London Tour] between Monday and Thursday during work hours.