



ABOUT GOOGLE ANALYTICS

Google Analytics tells you exactly how visitors got to your site and how they use it. It can help you identify bottlenecks and gives you ideas for improvements, leaving you to concentrate on your marketing campaigns and increase your returns.

Google Analytics is an advanced, easy-to-use tool. The software has all the functions that you'd expect from an advanced web analysis package.

You can use Google Analytics directly via the AdWords interface. It is also available separately via www.google.com/analytics/en-GB/. Google Analytics is the only programme that automatically logs AdWords ROI statistics, without you having to import separate cost data. You can also use Google Analytics to monitor the results of other online campaigns.

Google Analytics is free. Instead of spending money on a web analysis package, you can concentrate on optimising your marketing campaigns and improving your website and its contents.

For more information visit:
www.google.co.uk/analytics

Etstur and SEM partner to increase conversions and value per visitor

Etstur, a large travel agency in Turkey, specializes in selling plane tickets, tour packages and accommodation to destinations around the world.

Challenge

Etstur asked SEM, a Google Analytics Authorised Consultant (GAAC), to track marketing effectiveness and hotel sales performance on their website. The goal was to increase visitor satisfaction, conversions and overall return on investment

Solution

Having overhauled the Google Analytics implementation by identifying errors in tracking code, SEM created separate funnels for sign-ups and for online sales in order to determine bottlenecks in the conversion process. By examining these funnels closely, obstacles or distractions that were affecting conversions were determined. SEM reviewed Etstur's return on investment by implementing e-Commerce tracking to better understand channels of income and the effectiveness of each ad campaign. AdWords campaigns were then optimized according to the Google Analytics data. By finding out which keywords were converting ad clicks into sales, the ad budget could be reapportioned and used even more effectively.

Results

In the first two month period after making the changes recommended by SEM, Etstur reapportioned their marketing budgets and focused on the highest converting campaigns. As a result, although the site traffic decreased by 16%, call back requests had increased by 24%. Pages/Visit and Avg. Time on site both increased by around 22%. Transactions soared by 233% and revenue increased by 384%. The average order value increased by 45%. In monetary terms, the value per visit went up to 0.41 TL from 0.07 TL which is an increase of 523%! This information proved vital when reviewing plans for expansion and staffing.

In the following two months, traffic to the site picked back up and increased by 20%. Call back requests increased by a further 2% and sales by 22%. The value per visit went up even further to 0.20 TL from 0.41 TL, representing an additional 24% increase on the initial improvement.

"After starting to collaborate with SEM, we have restructured our Google Analytics implementation, KPIs and were able to track our ROI more effectively. So we could reach to the same number of customers with the same characteristics while spending 35% less when compared to the previous period"
says Cihan Tekbaş, Creative Director at Etstur.

