



THE REPORTING TOOL

If you want to be able to make strategic marketing decisions while being fully informed of your current position, having a way to determine and decipher the reporting data will help you significantly!



CHECKLIST

Understanding the Traffic	
External Activity	
Results & Revenue	
The Journey	
Conversions	
Interpreting the Data	
Return on Investment	
Now What?	
Making Informed Changes	

		TRAFFIC					
Month	Dates	Traffic Total	Organic Search	Organic Social	Direct	Paid Search	Referral
Month #1	Week #1	246	34	22	126	32	1
	Week #2	287	44	36	136	34	4
	Week #3	297	32	24	136	36	3
	Week #4	251	37	24	111	35	3
Month #2	Week #1	269	66	36	159	17	3
	Week #2						
	Week #3						
	Week #4						

UNDERSTANDING THE TRAFFIC

Measuring traffic totals across the different channels—Traffic Total, Organic Search, Organic Social, Direct, Paid Search, and Referral—both weekly and monthly is helpful for understanding your website's performance and marketing efforts.

1. WEEKLY MEASUREMENT



- **Identify Short-Term Trends:** Tracking these metrics on a weekly basis allows you to identify short-term trends, such as spikes in traffic following a marketing campaign, content release, or event.
- **Adjust Strategies Quickly:** By monitoring traffic weekly, you can adjust your strategies in real-time if certain channels are underperforming or if unexpected issues arise. Weekly monitoring gives you a better opportunity to smash your monthly targets.

2. MONTHLY MEASUREMENT

- **Understand Long-Term Performance:** Monthly tracking gives you a broader perspective, helping you understand how your efforts contribute to overall growth or decline over time.
- **Seasonal Patterns:** Certain industries experience seasonal trends. Monthly data can reveal these patterns, allowing for better planning and resource allocation.
- **Strategic Planning:** The monthly data is essential for more strategic decisions, including budgeting, resource allocation, and planning for future marketing campaigns.



3. WHY EACH CHANNEL MATTERS:

- **Traffic Total:** This is the overall indicator of how well your website is attracting visitors, regardless of the source.
- **Organic Search:** Indicates how well your SEO efforts are working and how much organic traffic is being driven by search engines.
- **Organic Social:** Measures the effectiveness of your social media presence in driving traffic without paid ads.
- **Direct:** Reflects brand recognition and the number of visitors typing your URL directly, indicating the strength of your brand.
- **Paid Search:** Shows the success of your paid advertising campaigns, often directly tied to ROI.
- **Referral:** Indicates the effectiveness of your partnerships, backlinks, and mentions on other websites.

4. HOLISTIC INSIGHTS:

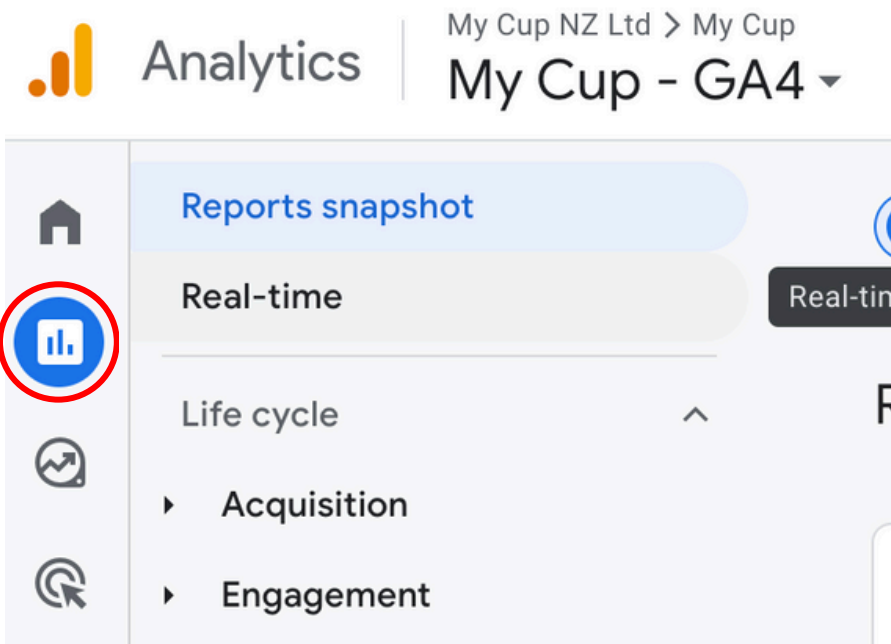
By tracking these metrics both weekly and monthly, you gain a holistic view of your website's (and marketing activities) performance. It helps you balance the immediate needs of quick adjustments with the broader strategy of long-term growth.

Regularly analysing this data empowers you to make informed decisions that can enhance your marketing efforts, improve user engagement, and ultimately drive business growth.



GOOGLE ANALYTICS

1.



Analytics | My Cup NZ Ltd > My Cup
My Cup - GA4

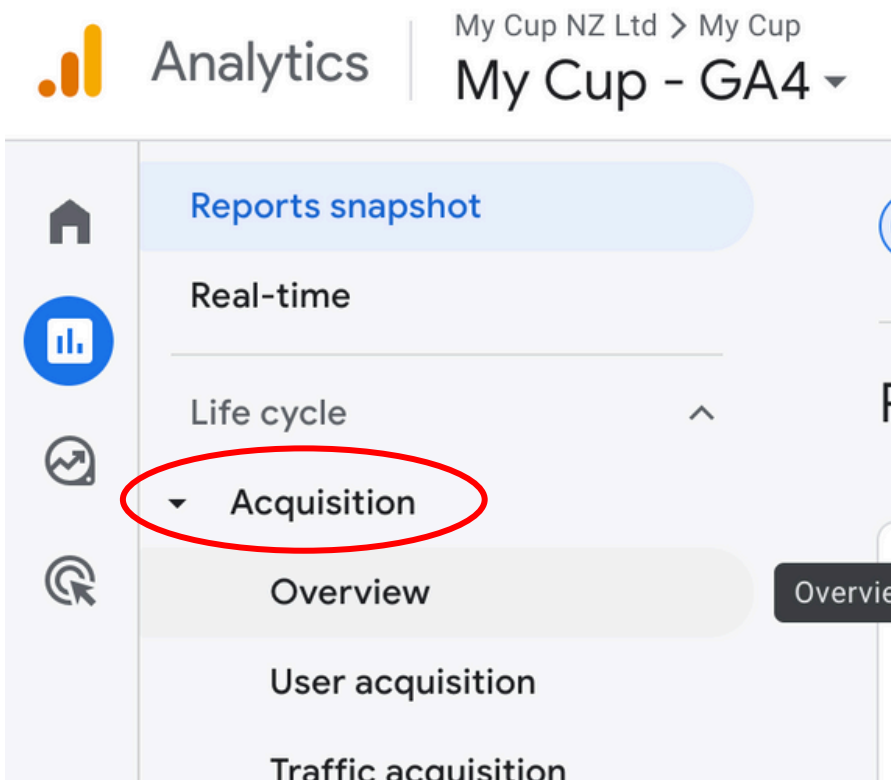
Reports snapshot

Real-time

Life cycle

- Acquisition
- Engagement

2.



Analytics | My Cup NZ Ltd > My Cup
My Cup - GA4

Reports snapshot

Real-time

Life cycle

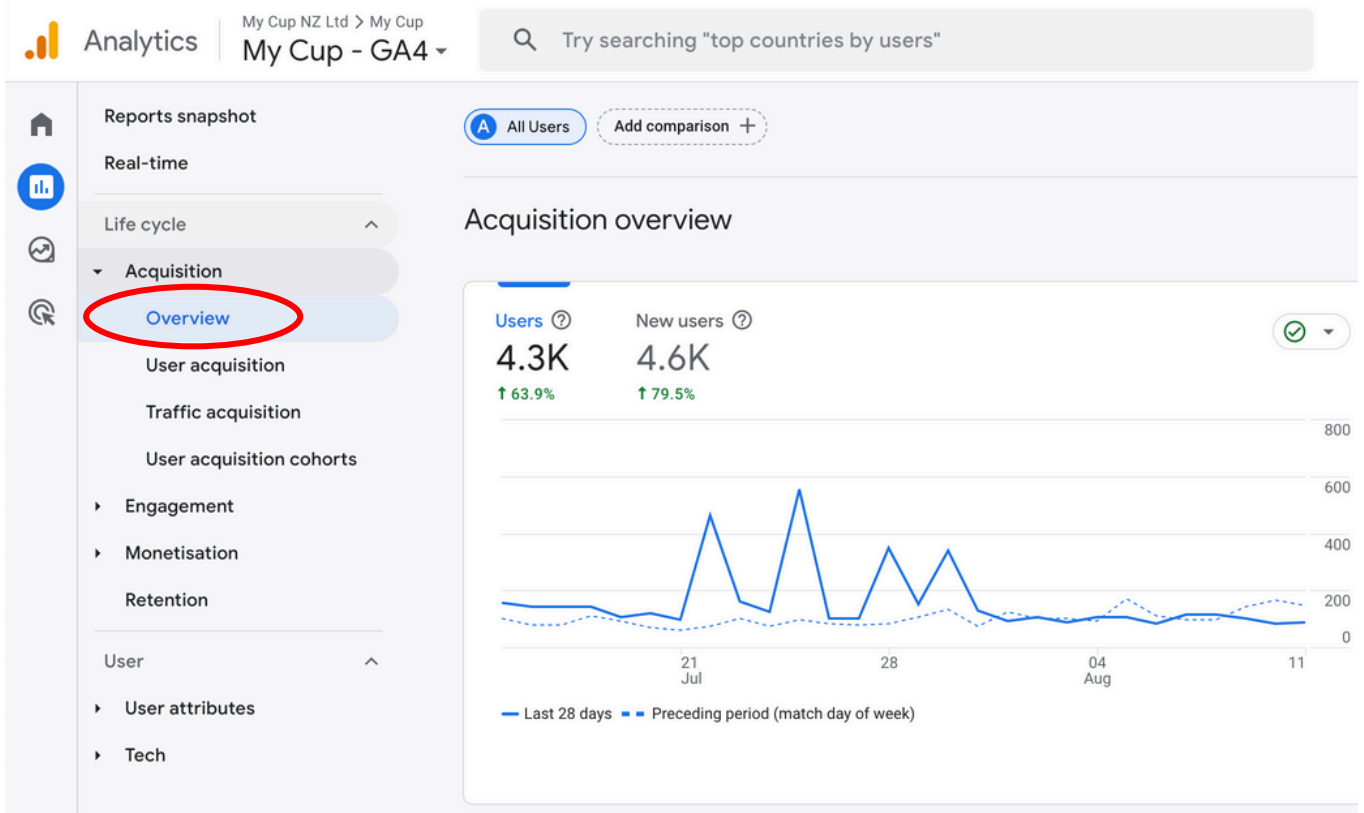
- Acquisition

Overview

User acquisition

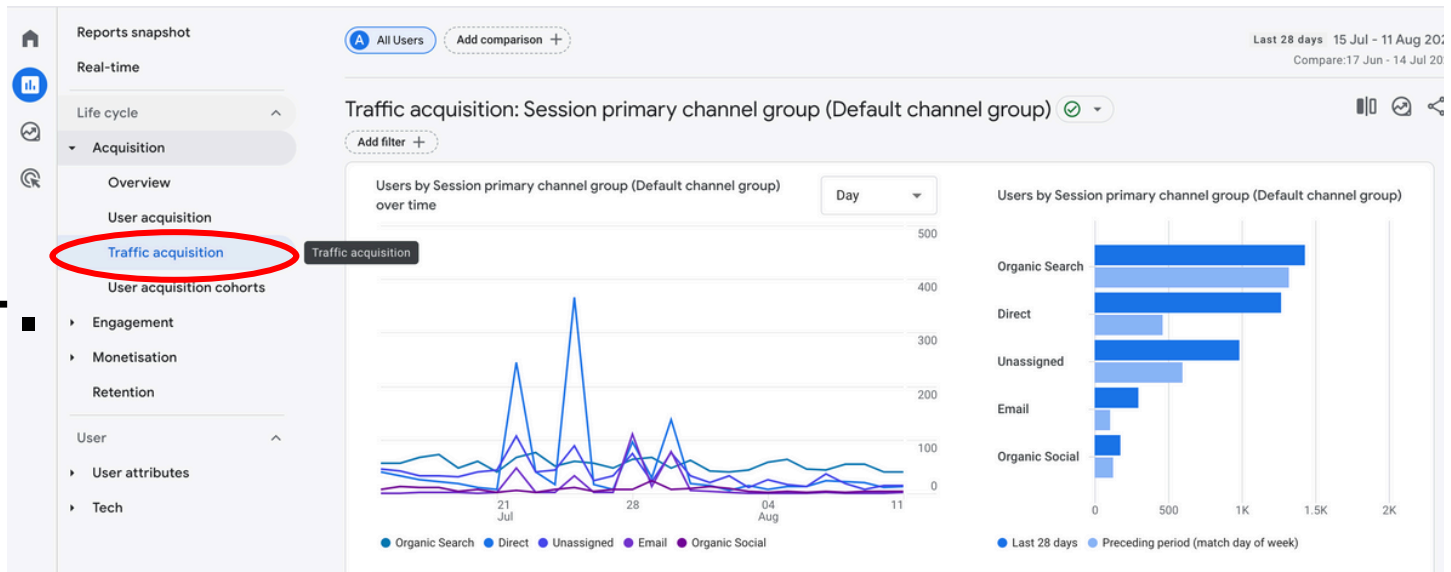
Traffic acquisition

3.



THIS IS WHERE YOU CAN FIND OUT YOUR TRAFFIC TOTALS:

4.



THE TRAFFIC ACQUISITION TAB



The Traffic Acquisition tab in Google Analytics provides insights into how visitors find your website. When you scroll down on the traffic acquisition tab you will see the sources. In the top right of the page adjust the dates to read week by week so you can report on the source of each line item of traffic in your report template.

Session primary...channel group) +	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Enga
	4,281 100% of total	4,957 100% of total	2,244 100% of total	4s Avg 0%	0.52 Avg 0%	7.63 Avg 0%	
1 Organic Search	1,428	1,757	886	8s	0.62	8.83	
2 Direct	1,267	1,394	637	3s	0.50	7.04	
3 Unassigned	984	1,090	341	1s	0.35	6.19	
4 Email	297	331	228	1s	0.77	8.55	
5 Organic Social	175	197	85	3s	0.49	8.14	
6 Paid Other	110	117	22	4s	0.20	5.41	
7 Paid Social	49	54	26	6s	0.53	6.96	
8 Referral	26	39	20	1s	0.77	7.41	
9 Organic Shopping	2	3	1	0s	0.50	6.00	

It categorises traffic into different sources and mediums, showing which channels drive the most visitors.

- **Overview:** A summary of traffic sources like organic search, direct traffic, referrals, social media, and paid search.
- **Channels:** Breakdown of traffic by channels (organic, direct, referral, social, email, paid search, etc.) to understand which channels are most effective.
- **Sources/Mediums:** Details on specific sources (e.g., Google, Bing, specific websites) and mediums (e.g., organic, CPC) that refer traffic to your site.
- **Campaigns:** Tracking performance of specific marketing campaigns, showing traffic, conversions, and ROI.
- **Keywords:** Insights into the keywords driving organic search traffic to your site.



✦ EXTERNAL ACTIVITY

This information is taken from your advertising platforms:

- Email send list
- Meta Ads - number of clicks
- Google Ads - number of clicks

✦ EMAIL SEND LIST

Purpose:

- You need to total the number of clicks received from the links included in your email campaigns. This data will be used to report on the amount of traffic driven to your website through your email marketing efforts.

Action:

- Gather the click data from each email campaign. This typically includes tracking the number of times recipients clicked on any links within the emails sent out. The goal is to compile these clicks to understand how effectively your email campaigns are contributing to overall website traffic.



META ADS (FORMERLY FACEBOOK ADS)

Purpose:

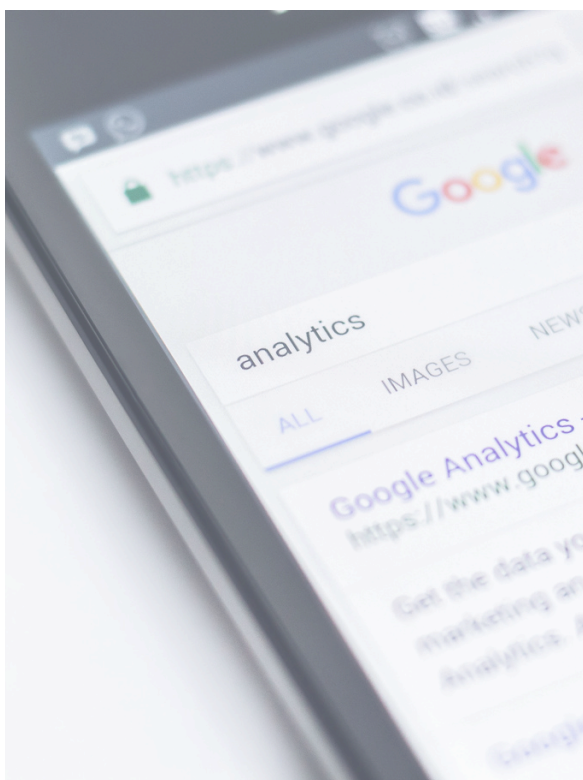
- Here, you are focusing on the number of clicks that your Meta Ads generate. This is crucial for understanding how well your social media advertising is performing in terms of driving traffic to your website.

Action:

- Access your Meta Ads Manager and retrieve the number of clicks for each ad or campaign. This data will give you insight into which ads are most effective at bringing visitors to your site. Make sure to sum these clicks for an overall total.



GOOGLE ADS



Purpose:

- Similar to Meta Ads, the focus here is on the number of clicks generated by your Google Ads campaigns. This will help you evaluate the effectiveness of your paid search efforts in driving traffic to your website.

Action:

- In your Google Ads dashboard, gather the click data for each ad or campaign. Like with Meta Ads, you want to total the clicks to get a complete picture of how much traffic your Google Ads are driving.

RESULTS & REVENUE



RESULTS & REVENUE			
Leads	Sales	Revenue	AOV
11			#DIV/0!
14			#DIV/0!
7			#DIV/0!
5			#DIV/0!

This information is taken from your internal reporting:

- Number of email leads
- Number of confirmed sales
- Amount of Revenue

The AOV will populate automatically to show you how your AOV is tracking.

Instructions for Gathering Sales and Revenue Data from Internal Reporting:

Number of Email Leads:

This refers to the total number of potential customers who have provided their email addresses, typically through sign-ups, inquiries, or downloads. This metric is crucial as it represents the size of your prospective customer base generated through your marketing efforts.

Action: Retrieve the total count of email leads from your internal systems, such as your CRM or email marketing platform.

INSTRUCTIONS FOR GATHERING SALES AND REVENUE DATA FROM INTERNAL REPORTING:

Number of Confirmed Sales:

This metric tracks the total number of sales that have been confirmed and completed. It's a direct indicator of how many leads have successfully converted into paying customers.

Action: Extract the number of confirmed sales from your sales records or internal reporting systems. This data is essential for evaluating your conversion rates and the effectiveness of your sales funnel.

Amount of Revenue:

This is the total amount of money generated from the confirmed sales within a specific period. It's a key indicator of your business's financial performance.

Action: Compile the total revenue from your accounting or sales software. This will give you a clear view of how much income your business is generating from its sales activities.

Automatic Average Order Value (AOV) Calculation:

The AOV (Average Order Value) will be calculated automatically based on the revenue and the number of confirmed sales.

Action: Compile the total revenue from your accounting or sales software. This will give you a clear view of how much income your business is generating from its sales activities.

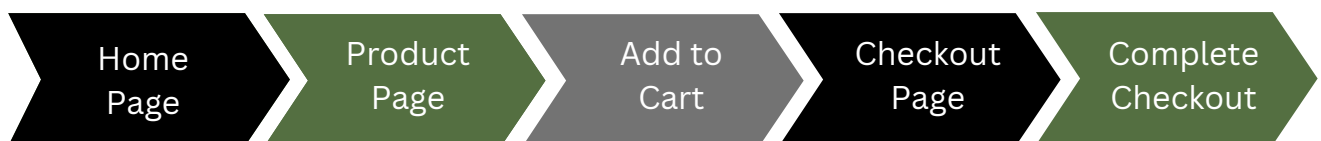
THE JOURNEY

		JOURNEY				
Month	Dates	Home Page	Product Page	Cart	Checkout / Lead Page	Complete Checkout / Complete lead form
Month #1	Week #1	1000	300	150	100	30
	Week #2					
	Week #3					
	Week #4					
Month #2	Week #1					
	Week #2					
	Week #3					
	Week #4					
Month #3	Week #1					
	Week #2					
	Week #3					
	Week #4					

This is where it gets a little more complicated!

Here you want to identify the pages that your users are taking on their way to becoming a converted lead or customer. This means you need to look at your website homepage just a consumer would, and make a list of the URLs that reflect your user journey.

A typical user journey is:



The conversion journey for physical product businesses is easier to track than that of a lead generation business.

THE USER JOURNEY CONTINUED . . .

Based on your user journey being the below list of pages, you can then use Google Analytics to help you identify the **UX (user experience)** and your conversion rates at different stages of the sales funnel. This helps you identify where in the sales journey you need to make messaging improvements.

- Homepage
- Product Page
- Add To Cart
- Checkout Page
- Complete checkout

The conversion journey for physical product businesses is easier to track than that of a lead generation business.

You need to find out the url for each of the pages, this may require navigating to your own website and doing the following.

From the homepage - what is the next step for people seeking information in order to make the purchase?

It will most likely be; a collection page, a product page, a service overview page, a page about one particular service or package you offer.



FROM THAT PAGE, WHAT IS THE NEXT STEP?

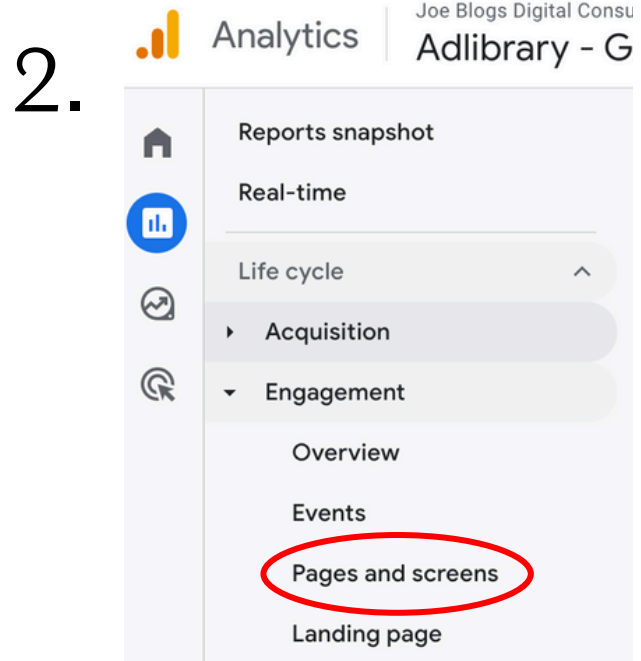
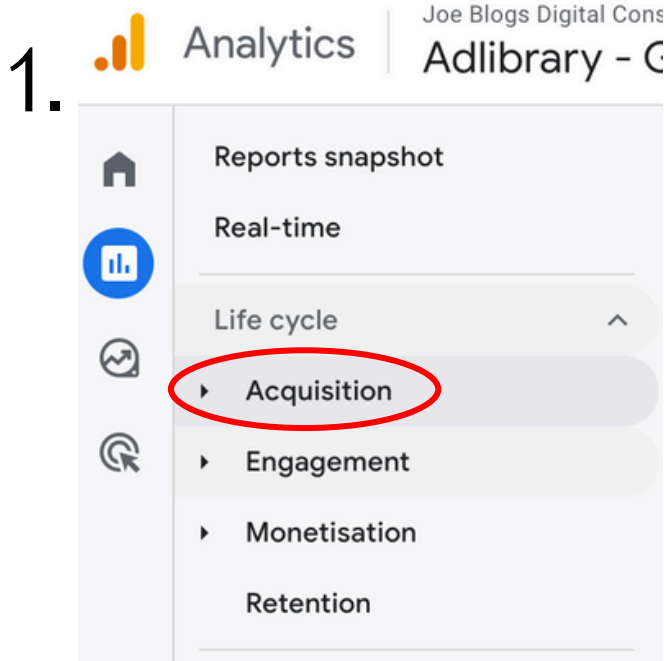


SUGGESTIONS:

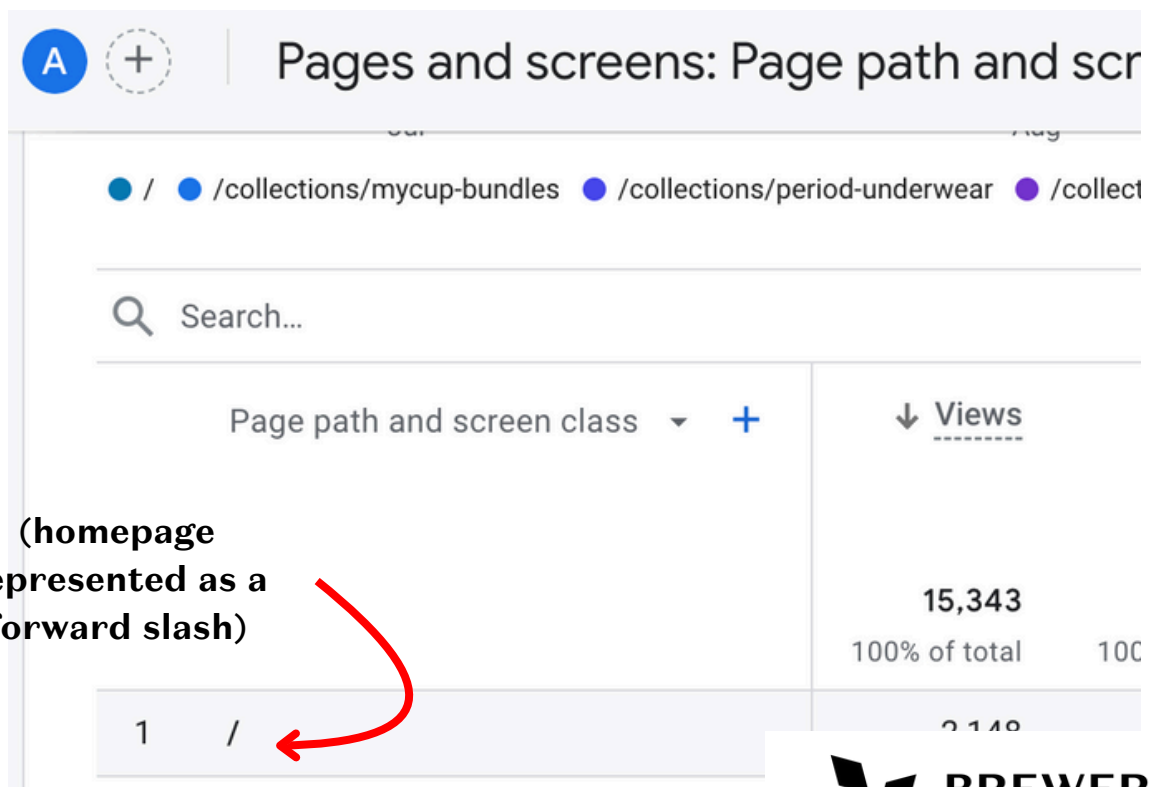
- From a product page, it is most likely to add to cart
- From a collection page, it most likely is to view a product
- From a service page, it is most likely a quote button or enquire now
- From a page about one particular service or page it is most likely to be a 'get in touch' or 'contact' page
- etc
- From the cart page, or lead form page, how many people are checking out?
- From checkout, how many are completing the transaction, or from the lead page, how many are arriving on the 'Thank-You' page (do you have a thank you page set up to measure these form conversions)?

CONVERSIONS:

To find the amount of people at each stage of the conversion journey head back to Google Analytics. Click Acquisition > Pages and screens.



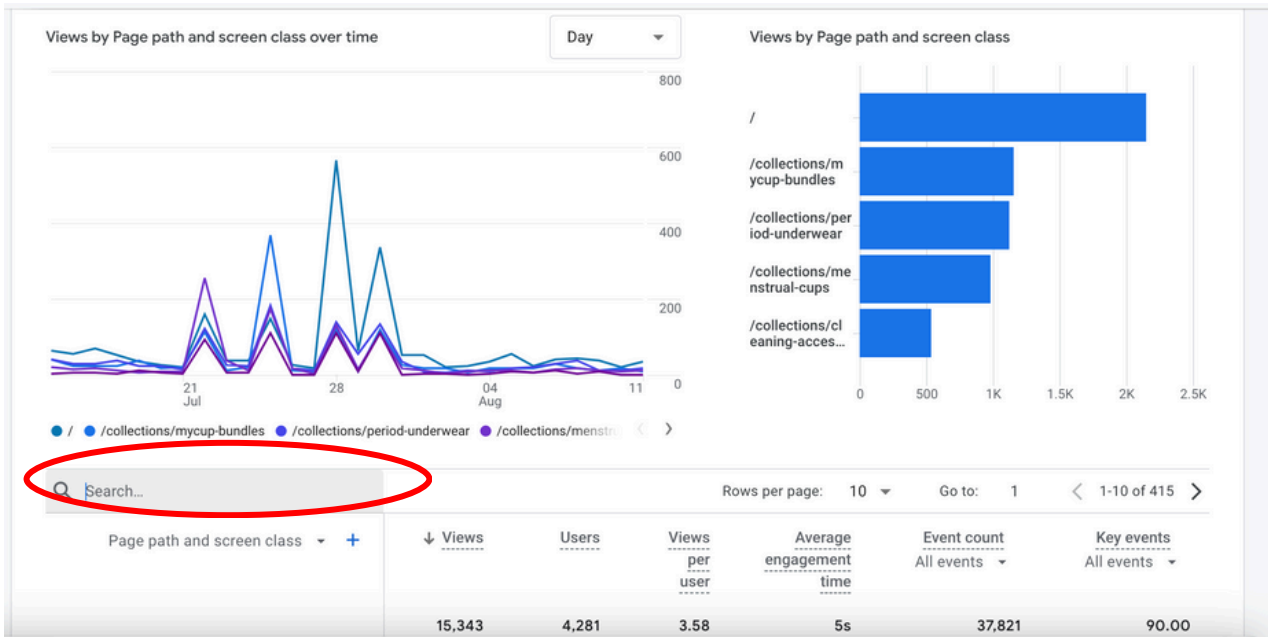
The default screen when you click on pages and screens will show you the homepage, usually the page is the highest visited, and represented by a forward slash in the report.



Type the portion of the URL in the search bar which helps you identify the page, for example, if the page is:

www.yourwebsite.co.nz/collections/winter-promo,

the portion of the URL you want to put in the search bar is 'collections'



YOU WANT TO IDENTIFY THE TOTAL NUMBER OF VIEWS AT EACH STAGE OF THE USER JOURNEY AND RECORD THESE IN EACH STAGE IN YOUR SPREADSHEET.

Page path and screen class	Views	Users
collections	5,953 38.8% of total	2,755 64.35% of total

You will include the identifier as found in the list of URLs you made when assessing the most likely user journey.

Q product		ⓧ
Page path and screen class	↓ Views	
	4,946	32.24% of total

Q cart		ⓧ
Page path and screen class	↓ Views	Users
	306	134
	1.99% of total	3.13% of total
1 /cart	306	134

Q checkout		ⓧ	Rows per page: 10	Go to: 1
Page path and screen class	↓ Views	Users		
	887	155		
	5.78% of total	3.62% of total		

Q thank		ⓧ
Page path and screen class	↓ Views	Users
	96	90
	0.63% of total	2.1% of total
1 /checkout/thank_you	96	90

TOP TIP:

If you don't have a thank you page, it is highly recommended to add one so you can easily monitor conversions to leads and sales



CONVERSIONS

		CONVERSIONS						
Month	Dates	Consideration	Action	Next Step	Complete Step		Conversion to lead / sale	Closing The Sale (primarily for lead generation businesses)
Month #1	Week #1	30%	50%	67%	30%		3%	50%
	Week #2							
	Week #3							
	Week #4							
Month #2	Week #1							
	Week #2							
	Week #3							
	Week #4							
Month #3	Week #1							
	Week #2							
	Week #3							
	Week #4							

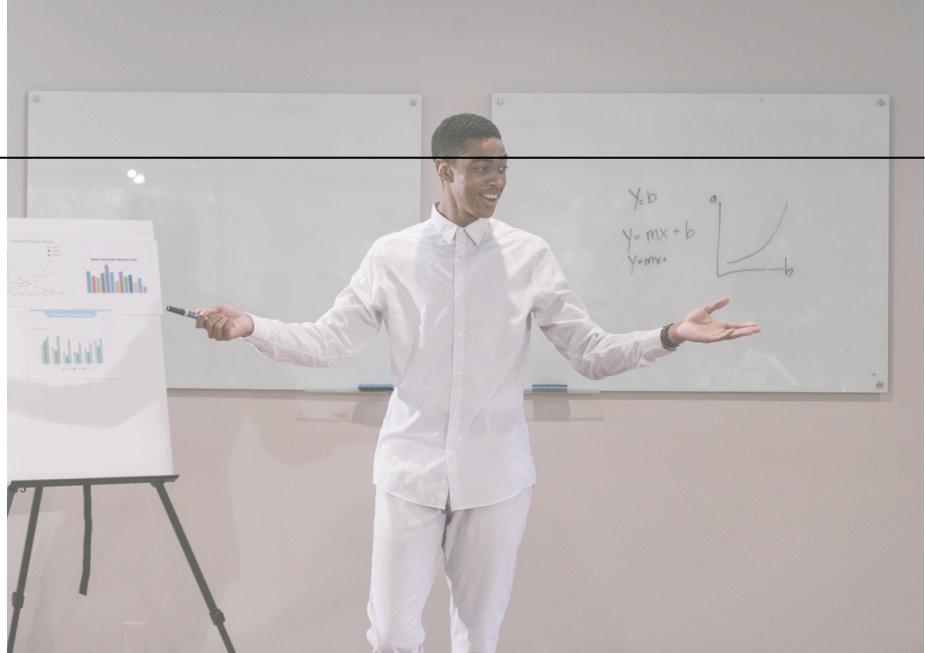
Conversion Rates

This information will automatically populate when you fill in the user journey, traffic totals and leads totals.

Monitoring conversions is important because it provides valuable insights into the effectiveness of your marketing and sales efforts, allowing you to measure success, optimise strategies, and enhance the user experience.

By tracking conversions, you can make data-driven decisions to improve revenue, better understand customer behaviour, and reduce resource wastage. Ultimately, conversion monitoring helps you achieve your business goals more efficiently and effectively by continuously refining your approach based on real-time performance data.

There are industry-standard conversion rates at various stages of the customer journey. These benchmarks can help you assess the effectiveness of your website and identify areas for improvement.



INTERPRETING THE DATA

1. Consideration

Industry Standard: Typically ranges from 30% to 50%.

A strong homepage should effectively guide visitors to the product pages, whether through clear navigation, compelling product images, or targeted promotions. A conversion rate in this range suggests that your homepage is engaging enough to prompt users to explore your products further.

2. Action

Industry Standard: Usually falls between 10% to 25%

Once on a product page, the goal is to convince the visitor to add the item to their cart. High-quality images, detailed descriptions, user reviews, and clear calls to action can help achieve a higher conversion rate at this stage. A rate in this range indicates that your product pages are doing a good job of persuading visitors to consider a purchase.

INTERPRETING THE DATA

3. Next Step

Industry Standard: Ranges from 30% to 40%.

After adding an item to the cart, the next step is for the customer to initiate the checkout process. This step often sees a drop-off due to factors like too many lead form questions, unexpected shipping costs or a complicated checkout process.

A conversion rate within this range suggests your website is relatively successful at moving users from the cart to the checkout page.

4. Complete Step

Industry Standard: Typically between 60% to 80%.

The final step in the conversion funnel is completing the checkout. At this stage, customers are committed but may still abandon their purchase due to factors like payment issues, concerns over security, or a lengthy process. A higher conversion rate in this range indicates a streamlined and user-friendly checkout experience that successfully converts shoppers into paying customers.





INTERPRETING THE DATA

5. Conversion to Lead / Sale

Industry Standard: Typically 3%

This is the total number of leads divided by the total number of users.

6. Closing the Sale (Lead Generation Only)

Industry Standard: Typically 30%

This will vary industry to industry, if below 30% we suggest improvements are possible. These industry standards serve as a guideline. Actual conversion rates can vary based on factors like the type of products you sell, your target audience, and the overall user experience of your website.

Understanding these benchmarks helps identify where your website may be losing potential sales. If your product page to cart conversion rate is lower than the industry standard, it might indicate the need for better product descriptions, images, or user trust signals.

Continuous Monitoring: It's important to regularly monitor and optimise each stage of the conversion funnel to improve overall sales (or lead generation) performance. Small improvements at each stage can lead to significant gains in overall conversion rates.



RETURN ON INVESTMENT

Monitoring ROI (Return on Investment), GA (Google Analytics), and Meta Spend is important.

		ROI	
Month	Dates	GA	Meta Spend
Month #1	Week #1	170	6.61
	Week #2	170	21.33
	Week #3	170	21.28
	Week #4	170	21.05
Month #2	Week #1	23.62	20.95
	Week #2		
	Week #3		
	Week #4		
Month #3	Week #1		
	Week #2		
	Week #3		
	Week #4		

ROI (Return on Investment):
Tracking ROI helps you understand the profitability of your marketing efforts by comparing the revenue generated to the amount spent.

Monitoring ROI is essential to ensure that your marketing investments are yielding positive returns and to identify which strategies are most effective in driving growth.

It allows you to optimise your budget allocation and focus on the most cost-effective tactics.

GA (Google Ads)

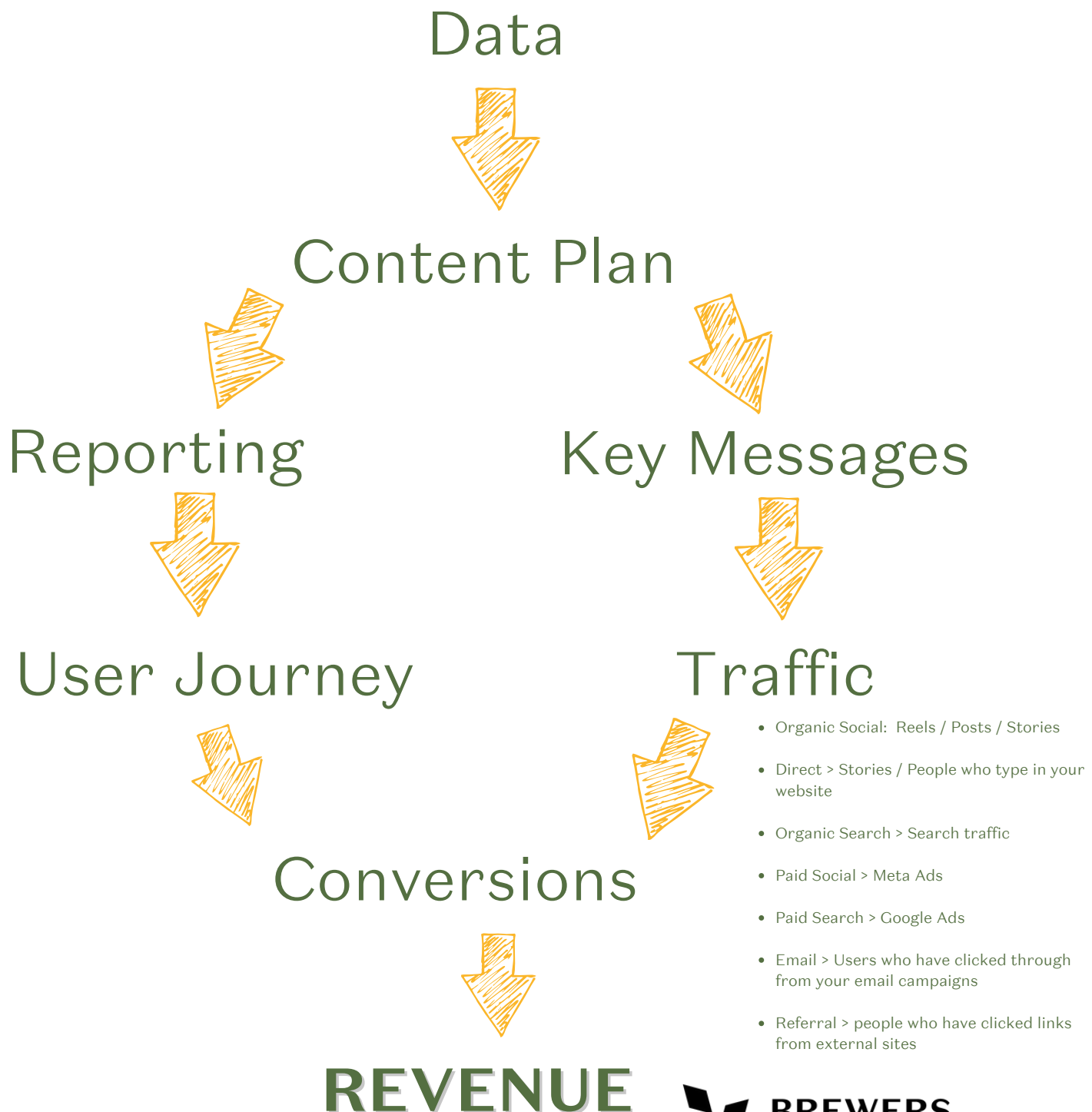
This provides insights into how effectively your ads are driving traffic and generating leads or sales. By closely monitoring GA, you can optimise your ad spend, refine targeting, and improve ad copy to maximise ROI and achieve better overall campaign performance.

Meta Spend:

Meta Spend refers to the budget allocated to advertising on Meta platforms (formerly Facebook and Instagram). Monitoring your Meta Spend is important to ensure that your ad spend is being used efficiently to reach your target audience and generate results.

NOW WHAT?

This cycle will help you smash your sales goals. The data is the beginning of your marketing journey each month, when you pay attention, you can take action to improve your position, save time, and improve your sales.



MAKING INFORMED CHANGES

By the time you are looking at 3 weeks of data stacked against itself, you will see patterns, spikes, and anomalies.

Marketing should send high quality traffic to your website. To do this, you have the opportunity to increase traffic through lots of different channels. This report is focusing on:

- Organic Social > Reels / Posts / Stories
- Direct > Stories / People who type in your website
- Organic Search > Search traffic
- Paid Social > Meta Ads
- Paid Search > Google Ads
- Email > Users who have clicked through from your email campaigns
- Referral > people who have clicked links from external sites

If you can see consistent conversions to sales and leads, you can send more traffic to your website confidently. This means investing in ads is most likely going to drive sales for your business. Worst case, you will get a whole lot of data around where improvements are needed!

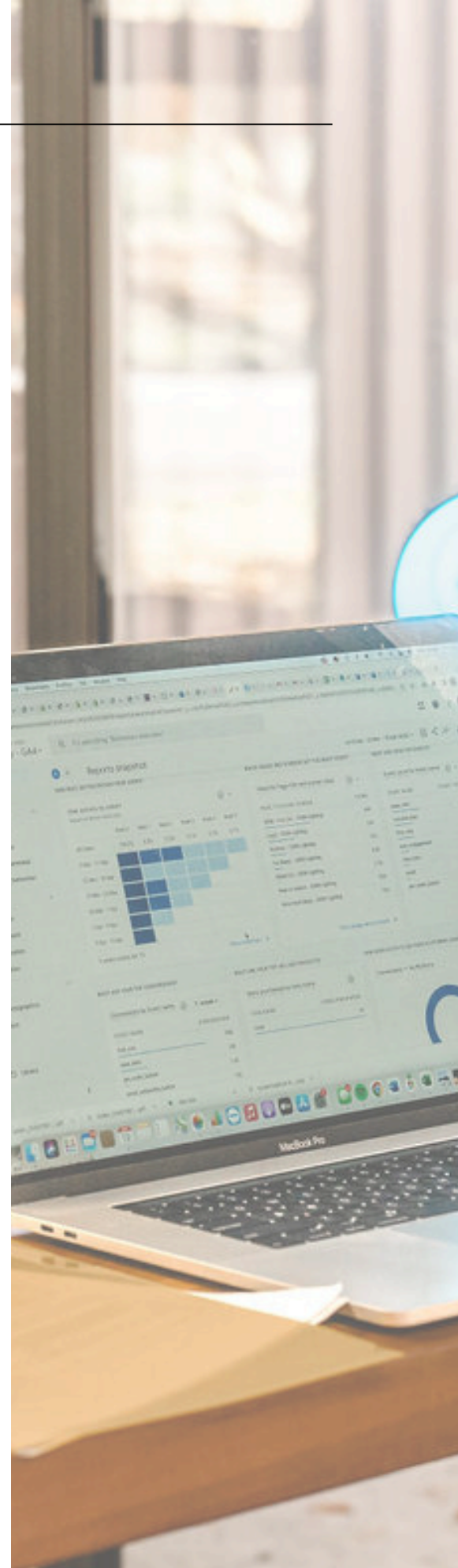
MAKING INFORMED CHANGES

If conversions are not consistent, it means you can look at organic ways to increase traffic or use sporadic ad campaigns to drive traffic rather than invest heavily on traffic.

Sometimes, in order to test the required number of visitors to provide adequate data on the user experience, it is recommended to engage ads for a short period of time.

The reason for that is you can spend 6 weeks driving 2000 people through social media, SEO and a lot of hard work, or you can invest in ads to drive 2000 people to your website over 5 days and have the data required to make changes quickly.

It comes down to personal preferences and the availability of budget versus time!



**BREWERS
GUILD**
OF NEW ZEALAND

MAKING INFORMED DECISIONS

Content Planning

Use your data to plan more content that causes spikes or consistent traffic. Plan to use the available channels and ensure you are giving your Organic Social line the best chance at performing well.

Check your meta data and image alt text to improve your SEO and increase organic search traffic.

Increase the number of emails (or try to send at least 1) each month so you can build on the click rates from the previous campaigns. Add your link in your stories on Instagram and Facebook so you can increase the direct traffic.

Reporting

The information contained within our Reporting Tool will allow you to do this step, or you can create your own reporting spreadsheet to monitor your data. If you are going to effectively monitor the data across multiple platforms and channels a spreadsheet is the most effective way we have found to do this.



MAKING INFORMED CHANGES

Key Messages

These are used to help talk about what you really sell in a consistent way across all your marketing activities. Key Messages are the messages which trigger actions and should be used for content planning, and refined through the reporting process.

Traffic

You can drive high quality traffic by making sure your key messages highlight the problem your product or service solves, and includes effective calls to action.

User Journey

Based on your user journey conversions provided in the report, you can identify where in the sales journey you need to make messaging or UX improvements.

Conversions

The goal is to increase these, and monitor them so you can see what messaging and / or marketing activity triggers conversions. Increased conversions means increased



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