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Site Analytics

Tip 1:

Calculate How Many ____ Before a Visitor's First ____?

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Business Problem

The ask:

> ### *How many ____ before a visitor's first ____?*

Example: How many product details pages viewed before a visitor first contacts a seller?

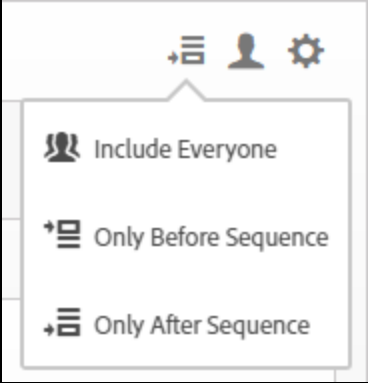**Stakeholders want to know how long it takes visitors to do things!**

**Note: Make sure the "how many ___" you're asking about can't be 0 for a visitor

Resolution

With some careful use of advanced segmentation and calculated metrics, we can craft a metric that will give us the average ___ before a visitor's first ___.

- Manipulate the "Only Before/After Sequence" feature of sequential segmentation using Exclude to segment hits before the first occurrence of an event.

Understand "Only Before/After Sequence" Segmentation

Example: Sequence B THEN D:

Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E

To answer "How many B before the first D", we need to first segment activity before the first D.

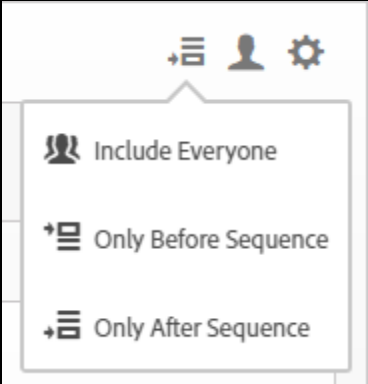# Understand "Only Before/After Sequence" Segmentation

	Include Everyone	Only Before Sequence	Only After Sequence

Example: Sequence B THEN D:

Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E

But the "Only Before Sequence" option in sequential segmentation is misleading. It captures hits before the <u>LAST</u> occurrence of a sequence, plus the initial step of the last sequence occurrence.

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Understand "Only Before/After Sequence" Segmentation

Example: Sequence B THEN D:

Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E

Looking closely "Only After Sequence" captures the **opposite** of what we are looking for – All activity after and including the first D.

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An Unexpected Solution

Example: Sequence B THEN D:

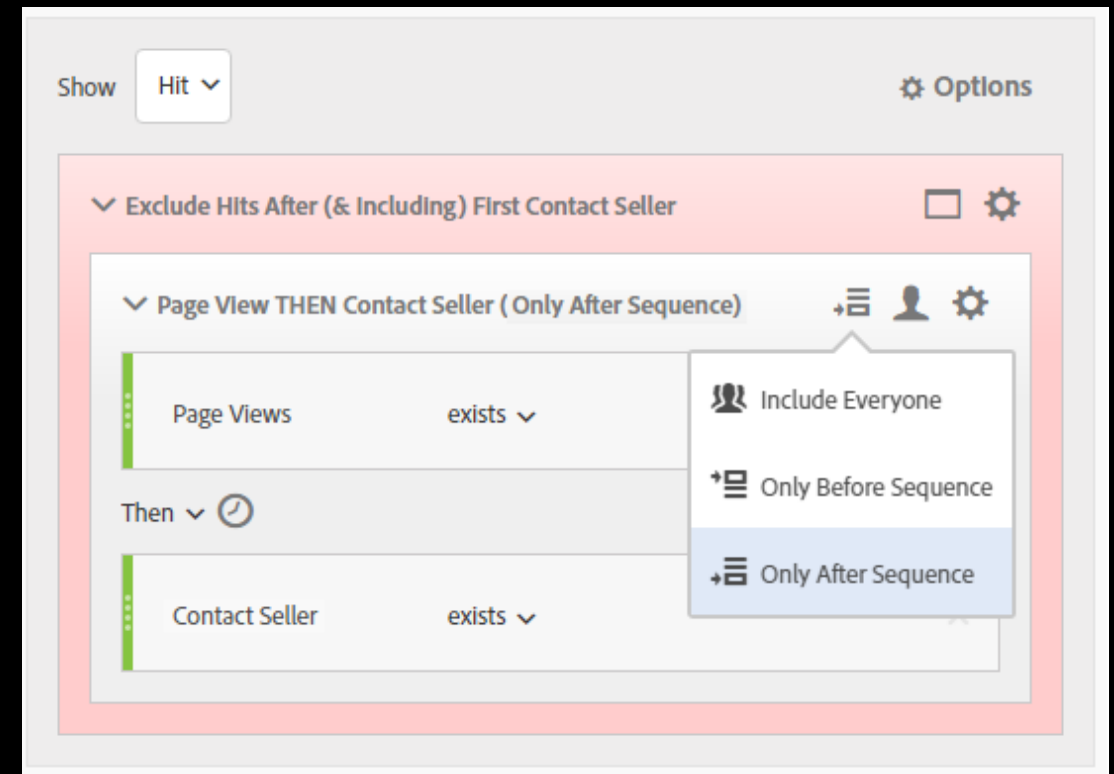| Example	A	B	C	B	C	D	B	C	D	B	C	D	E
Include Everyone	A	B	C	B	C	D	B	C	D	B	C	D	E
Only Before Sequence	A	B	C	B	C	D	B	C	D	B			
Only After Sequence						D	B	C	D	B	C	D	E
Exclude Only After Sequence	A	B	C	B	C								

Using Exclude, Only After Sequence, and some nested segment containers, we can segment exactly what we are looking for:
the activity before the first D

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Solution – Step 1

Create A "Hits Before Contact Seller" Segment

1. Create a Hit segment with Visitor container
   - Page Views exists <u>Then</u> Contact Seller exists
   - Enable "Only After Sequence"

2. Nest the "Only After Sequence" container inside a Hit container and enable Exclude
   - Nesting the "Only After Sequence" visitor container inside a hit returns only the hits after and including the first Contact Seller.
   - Enabling "Exclude" then returns the opposite – *only the hits before the first Contact Seller*

Hits before a visitor first contacts seller

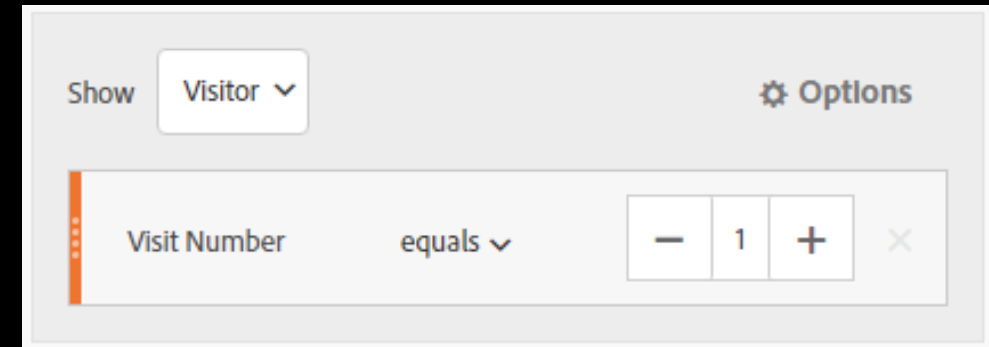*to be used with segments on next slide*

Solution – Step 2

The "hits before first success" segment needs to be used with two additional segments:

New Visitors

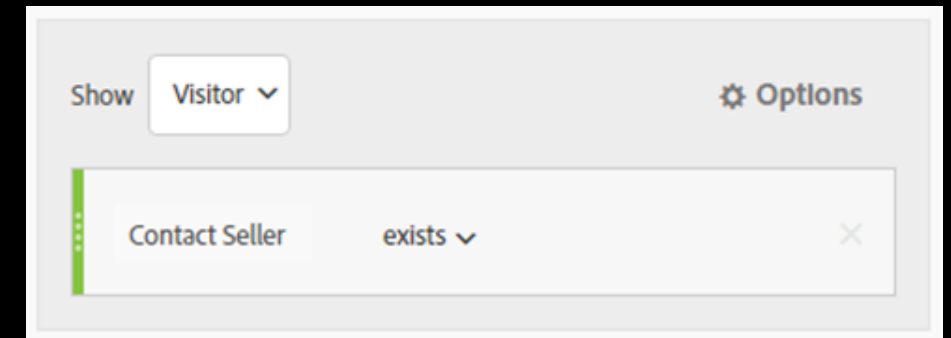- Only include new visitors so all activity prior to the success event is captured

Contact Seller Visitors

- Only include visitors who had the success event Contact Seller from the end of our sequence

New Visitors

Show Visitor ⌄   ⚙ Options

| Visit Number | equals ⌄ | − 1 + × |

Contact Seller Visitors

Show Visitor ⌄   ⚙ Options

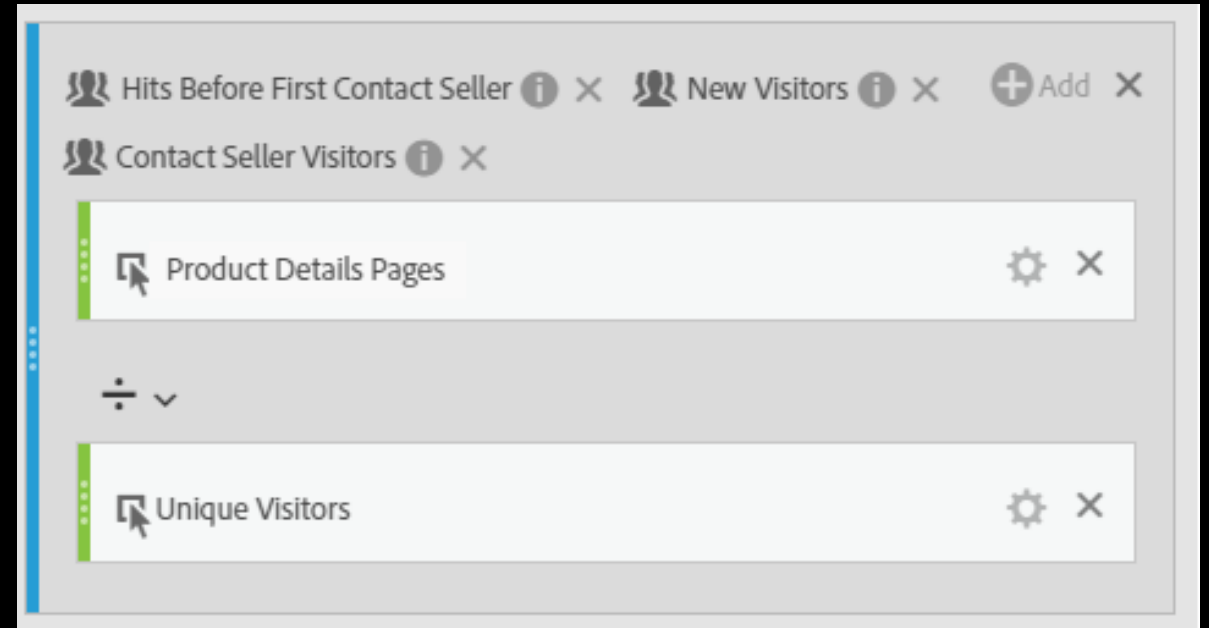| Contact Seller | exists ⌄ | × |

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Solution – Step 3

Create Calculated Metric

1. Add the three segments
   - Hits Before First Contact Seller
   - New Visitors
   - Contact Seller Visitors

Avg PDPs per Visitor Before First Contact Seller
(New Visitor)

2. Calculate
   Product Details Pages ÷ Unique Visitors

   = Average PDPs Per New Visitor
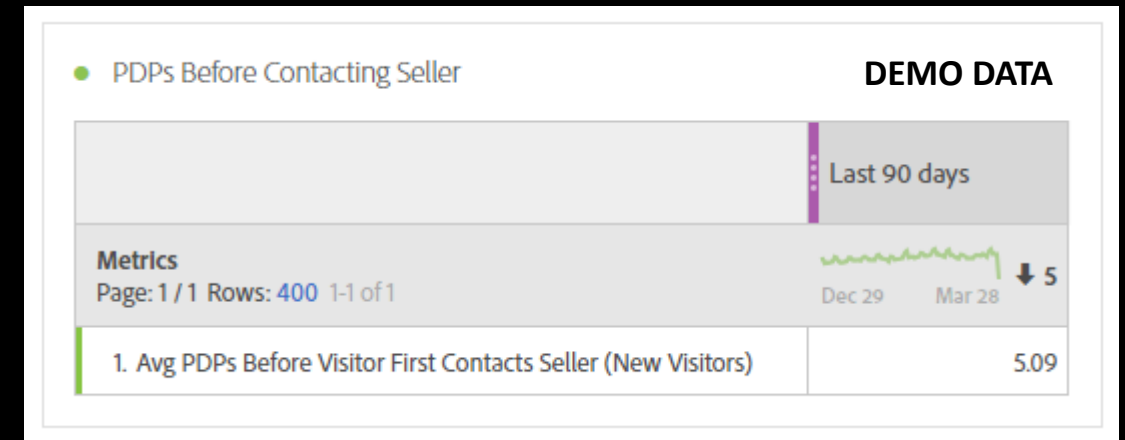   **Before First Contact Seller**

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Solution – Step 4

Q: How many average Product Details Pages does a visitor see before contacting their first seller?

Build Report

- Pay attention to date range for new visitor engagement

A: New visitors in the last 90 days viewed an average of 5 PDPs before first contacting seller.

PDPs Before Contacting Seller **DEMO DATA**

Last 90 days

Metrics
Page: 1 / 1 Rows: 400 1-1 of 1

Dec 29   Mar 28   ↓ 5

1. Avg PDPs Before Visitor First Contacts Seller (New Visitors)	5.09

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Key Takeaway

Understand how long it takes users to reach their first success event

Analyze average consumption of various key pages or actions before a chosen success event.

And finally manipulate those "Before/After Sequence" parameters to segment data in a meaningful way!

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