



Rosetta Stone:
The Science
of
Translating Web Performance
Into
Revenue Performance



Dan Boutin
dan@BlueTriangleTech.com
@DanBoutinGNV

Marketing Organizations vs. IT/eCommerce/Digital Operations



Rosetta Stone®



How do you communicate with each other?

So, why do I need to translate the word “Revenue”?

Lowe’s lays off over 120 tech workers in Mooresville. will send jobs to India

- *North America Revenue.* North America revenue in the first quarter decreased 17% to \$710 million. The decline was due to lower sales in both the retail and wholesale channels, driven by distribution and brand exits, a strategic reduction in shipments and promotional activity to increase quality of sales, as well as due to lower consumer demand. On a constant currency basis, comparable store sales in North America were down 8%, including a 4% decline in brick and mortar stores and a 22% decrease in e-commerce that reflected a planned reduction in inventory, reduced SKU count and reduced promotional activity.

Lego announces layoffs as it forces itself towards digital

CHNOLOGY

LISTEN | PRINT

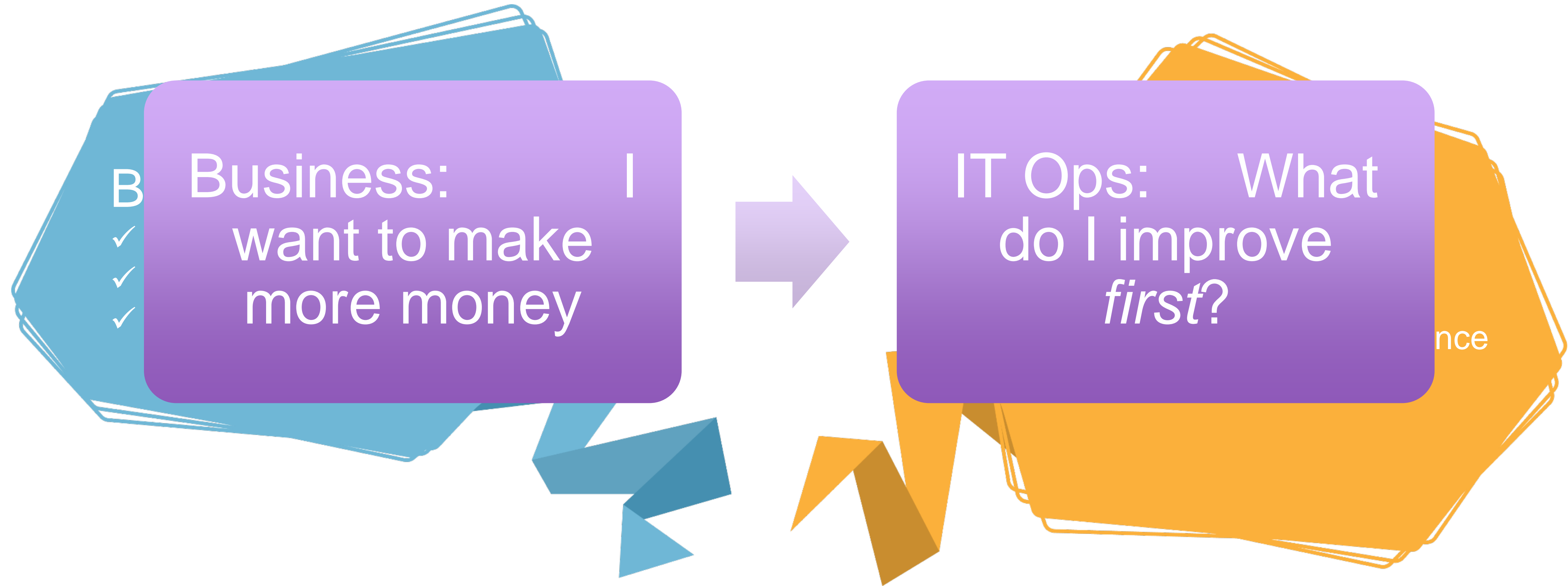
employees after posting its first sales slump in a decade. the future is digital as children's toys move onto phone . It said it will seek opportunities to "engage with kids and

“My e-Commerce/IT team owns web performance. If we aren’t meeting online revenue goals, they own that. It’s their job to make sure we meet our MBO revenue goals.”

– SVP of Marketing at Office Supply Retailer

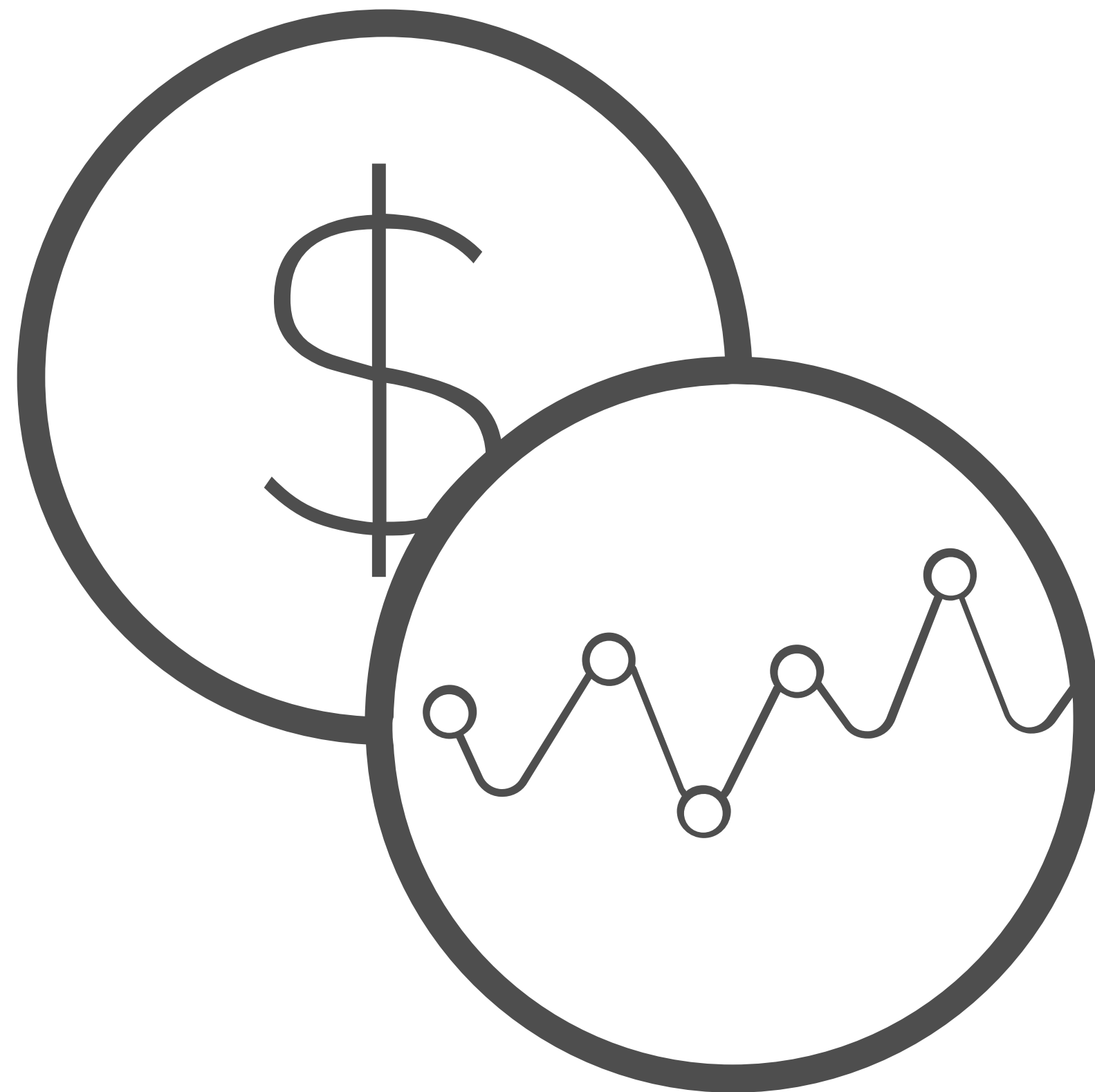
Why? Simple-Your future depends on it.

Business vs IT: The Balance in Performance Management



How do you balance the two?

The Challenge



“I know I am losing revenue on my site, but I can’t quantify how or why, so I am likely investing in the wrong areas.”

– VP of eCommerce at Sporting Goods Retailer

What am I leaving on the table?

- Revenue
- Brand equity
- Mobile Users
- Am I driving customers to my competitors?
- Am I missing the easy fixes?

Performance in Isolation: Revenue Killer

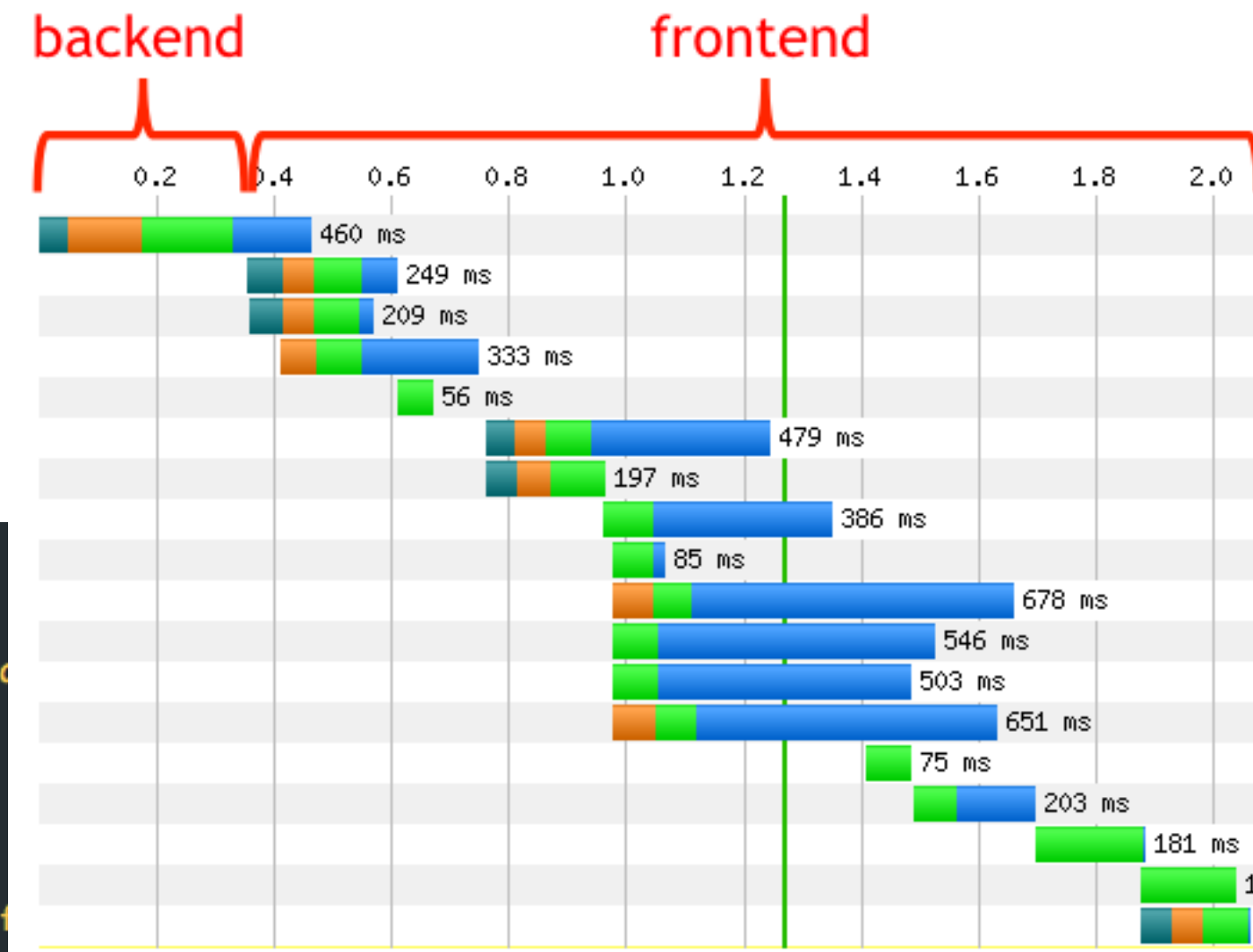
How quickly an object loads is important, however, where it loads is **CRITICAL.**



TRADITIONAL CAMPAIGN MANAGEMENT



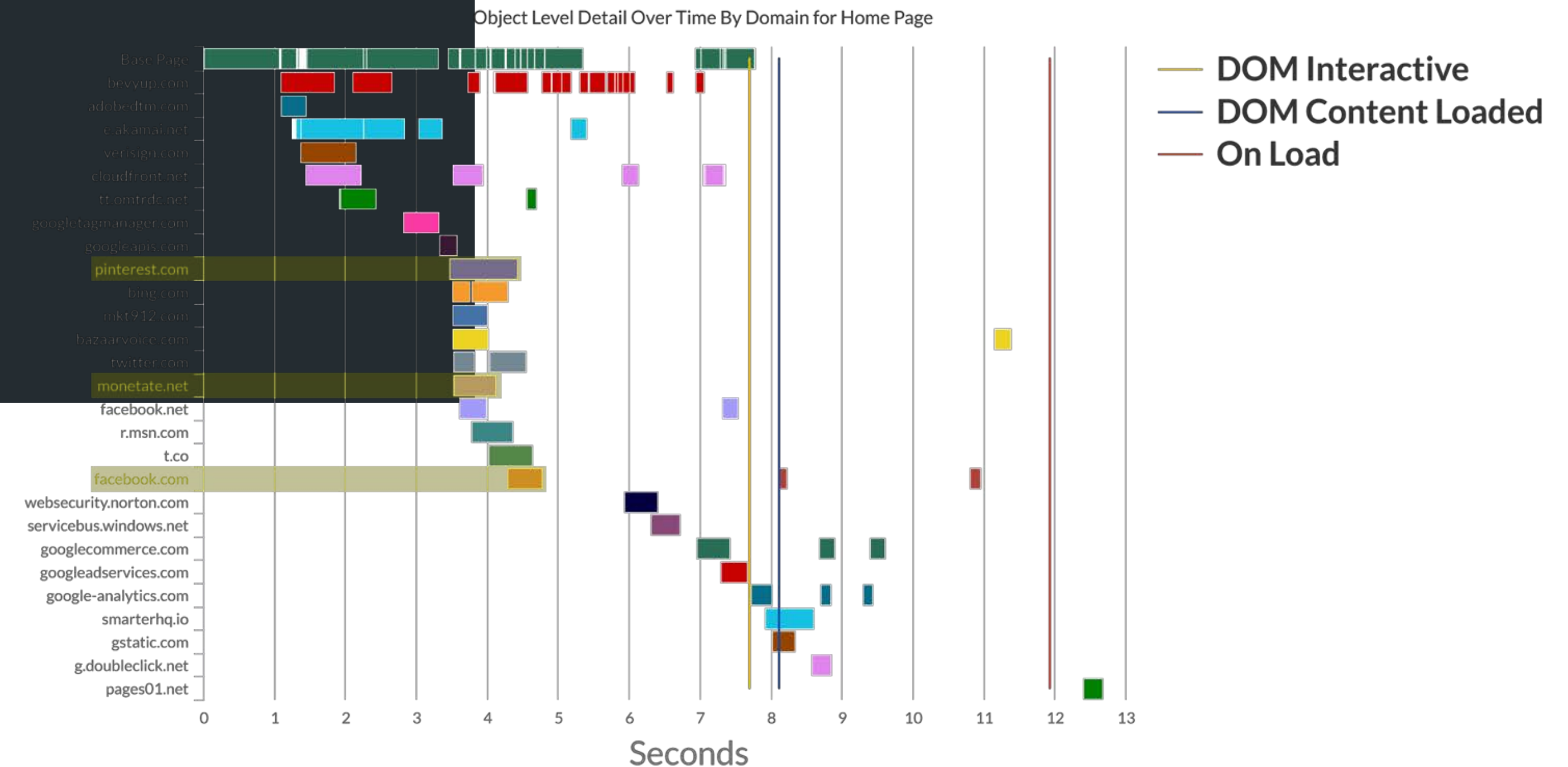
WEB PERFORMANCE MANAGEMENT



```

163     visibilitychange = 'visibilitychange';
164     visibilityState = 'visibilityState';
165 } else if ( typeof document.msHidden !== 'undefined' ) {
166     hidden = 'msHidden';
167     visibilitychange = 'msvisibilitychange';
168     visibilityState = 'msVisibilityState';
169 } else if ( typeof document.webkitHidden !== 'undefined' ) {
170     hidden = 'webkitHidden';
171     visibilitychange = 'webkitvisibilitychange';
172     visibilityState = 'webkitVisibilityState';
173 }
174
175 if ( hidden ) {
176     if ( document[hidden] ) {
177         settings.hasFocus = false;
178     }
179
180     $document.on( visibilitychange + '.wp-heartbeat', function() {
181         if ( document[visibilityState] === 'hidden' ) {
182             blurred();

```



Digital Marketing Campaign Management

Maximize revenue of campaigns and promotions by optimizing in real-time



**LOW
PRICES**

**GREAT
PRODUCTS**

See our current
online weekly ad

Identify campaigns that are:

- Highly effective
 - Stale
 - Ineffective
- Impacted by poor web performance



DIGITAL PERFORMANCE MANAGEMENT APPROACH

112816 <input type="text"/> <input type="button" value="Go"/> Advanced		Metrics <input type="text"/>			
Ext Tracking Code (30 days)	Revenue <input type="text"/>	Bounce Rate	Exit Rate	Conversion Rate (Visit)	
1. NMEM__112816_EVGCFHH	\$505,219 25.2%	26.66%	91.46%	3.56%	
2. NMEM__112816_EVGC	\$378,447 18.9%	17.32%	90.53%	3.02%	
3. NMEM__112816_EVGCFHH_RD	\$313,104 15.6%	24.10%	92.06%	3.74%	
4. NMEM__112816_EVGCFH	\$218,429 10.9%	33.31%	91.86%	3.32%	
5. NMEM__112816_EVGCSLFHH	\$193,004 9.6%	20.37%	94.30%	1.90%	
6. NMEM__112816_EVGCBEFH	\$118,896 5.9%	23.43%	89.25%	4.79%	
7. NMEM__112816_EVGCSL	\$103,312 5.1%	19.37%	94.27%	2.01%	
8. NMEM__112816_EVGCSLFHH_RD	\$104,257 5.2%	18.87%	93.26%	2.05%	
9. NMEM__112816_EVGCBE	\$52,923 2.6%	23.56%	86.27%	3.79%	
10. NMEM__112816_EDMA	\$3,597 0.2%	28.86%	87.50%	2.31%	
11. NMEM__112816__GT	\$2,185 0.1%	13.79%	93.75%	15.63%	
12. NMEM__112816_ETMWS_BE	\$1,682 0.1%	30.95%	93.68%	6.32%	
13. NMEM__112816_INTL_DE	\$395 0.0%	18.78%	98.47%	0.38%	
14. NMEM__112816_ETERT_CKT	\$0 0.0%	53.13%	92.00%	0.00%	
15. NMEM__112816_EDMAAC	\$0 0.0%	31.18%	85.71%	0.00%	
16. NMEM_112816_EVGCSLFHH	\$0 0.0%	0.00%	100.00%	0.00%	
17. NMEM__112816_EVGCFH2	\$0 0.0%	0.00%	100.00%	0.00%	
TOTAL		\$2,001,449	22.30%	96.52%	3.02%

DIGITAL PERFORMANCE MANAGEMENT APPROACH

Ext Tracking Code (30 days)		Revenue	Bounce Rate	Exit Rate	Conversion Rate (Visit)
1.	NMAF_J84DHJLQKR4&CS_003	\$36 100.0%	0.00%	100.00%	100.00%
2.	NMAF_J84DHJLQKR4	\$0 0.0%	33.33%	75.00%	0.00%
TOTAL		\$36	25.00%	80.00%	20.00%

Digital Performance Management ‘ “The Why” ’

- How does web **performance impact conversion, revenue** and user engagement?
- How can we **optimize revenue performance** from our digital campaigns and promotions?
- How to **prioritize areas for improvement** that have the greatest impact on conversion and revenue?

Correlate Performance With Revenue to Positively & Immediately Impact Your Business

Annual Opportunity if One Second Faster	Annual Opportunity if Two Seconds Faster	Annual Opportunity if Three Seconds Faster
\$1.2MM	\$1.8MM	\$2.1MM

Revenue Analysis Overview

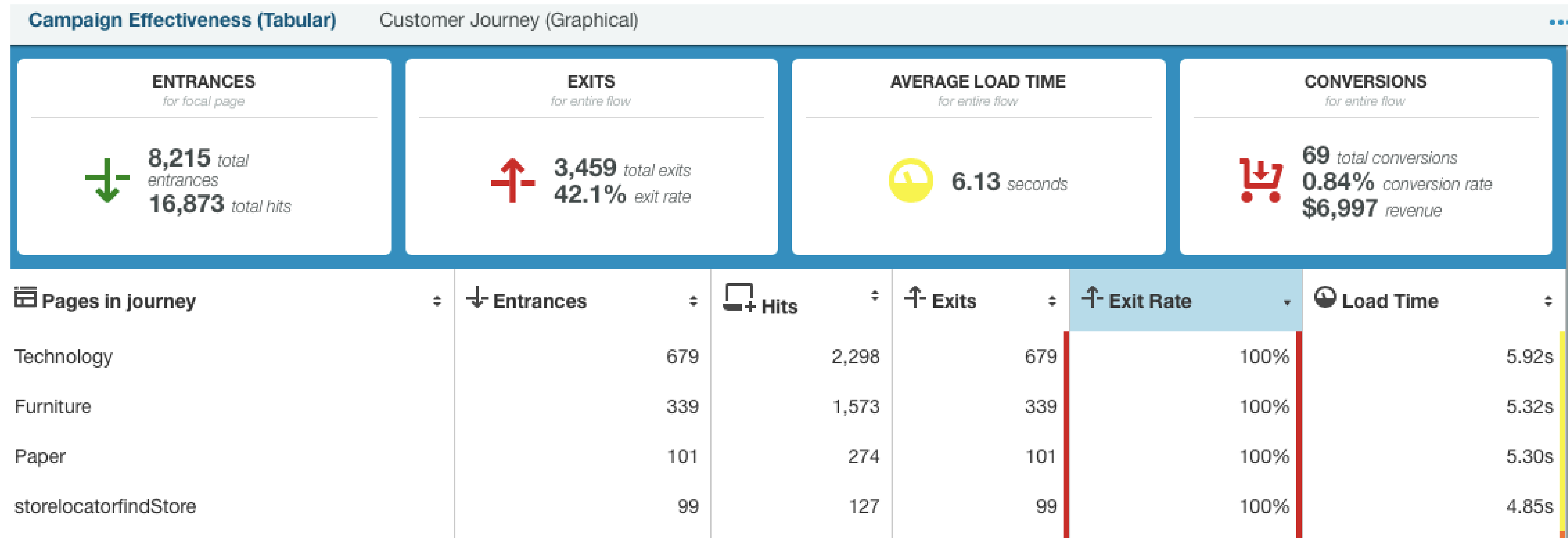
30 Days from 2017-04-17 through 2017-05-16

Page Name	Time for Web Page to Load (seconds)	What If Web Page Loads 3.0 sec Faster	What If Web Page Loads 2.0 sec Faster	What If Web Page Loads 1.0 sec Faster
Category	5.48	\$95,392	\$81,191	\$51,667
home	5.31	\$25,168	\$22,655	\$14,844
Search	5.38	\$19,980	\$16,410	\$12,905
US Global Home	4.09	\$17,515	\$16,349	\$14,205
EU Womans	6.05	\$4,696	\$4,275	\$3,150
US Mens	5.44	\$4,398	\$3,777	\$2,132
US Womans	5.68	\$1,967	\$1,967	\$1,099
EU Mens	7.90	\$1,317	\$1,113	\$640
Product	6.53	\$404	\$404	\$209
Cart	6.11	\$0	\$0	\$0
Totals:	5.797 (Avg)	\$170,836	\$148,141	\$100,849

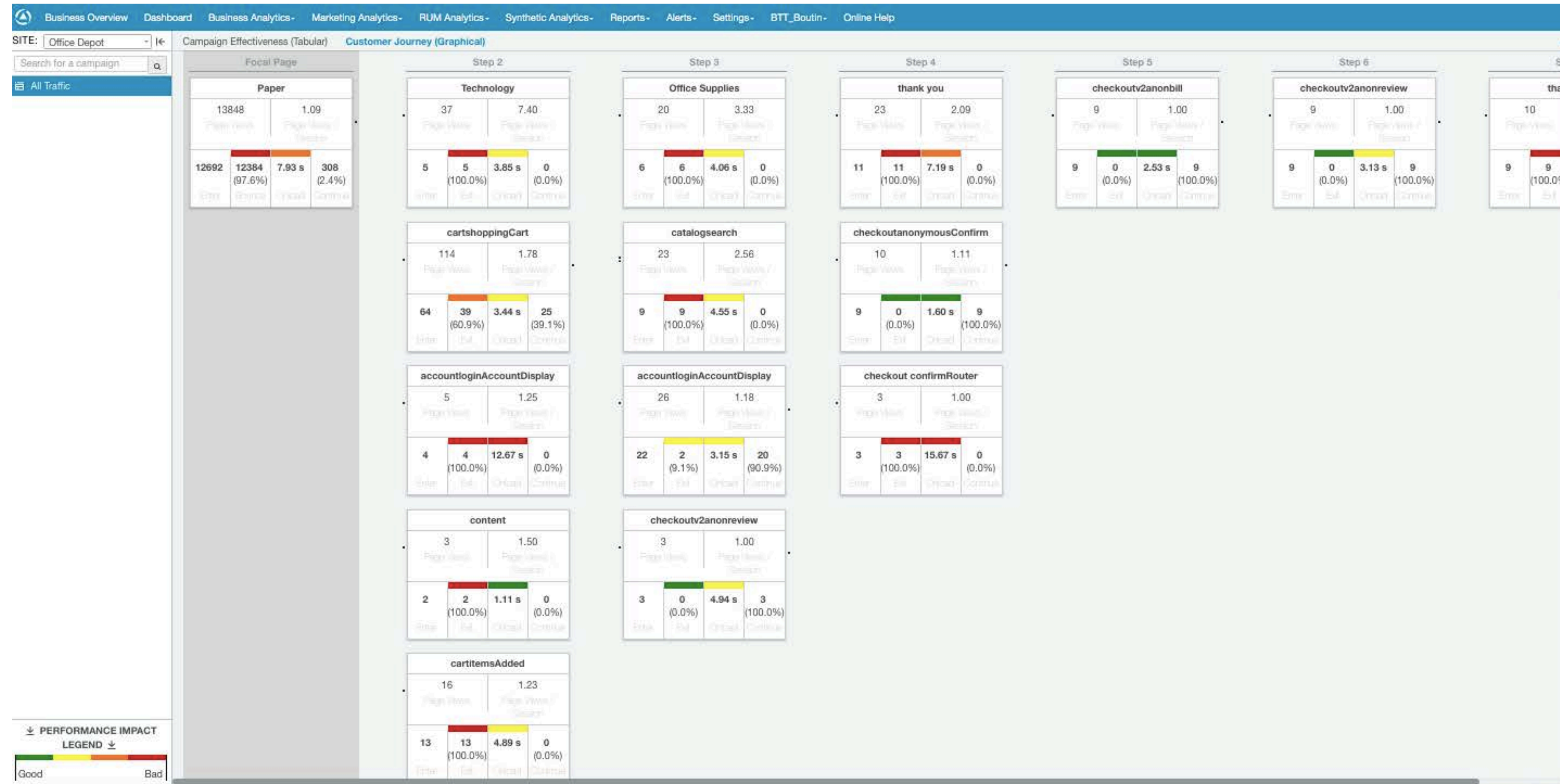
Speed up the Category page by 1 second = + \$52K per month

Speed up the Cart page by 1 second = + \$0 per month

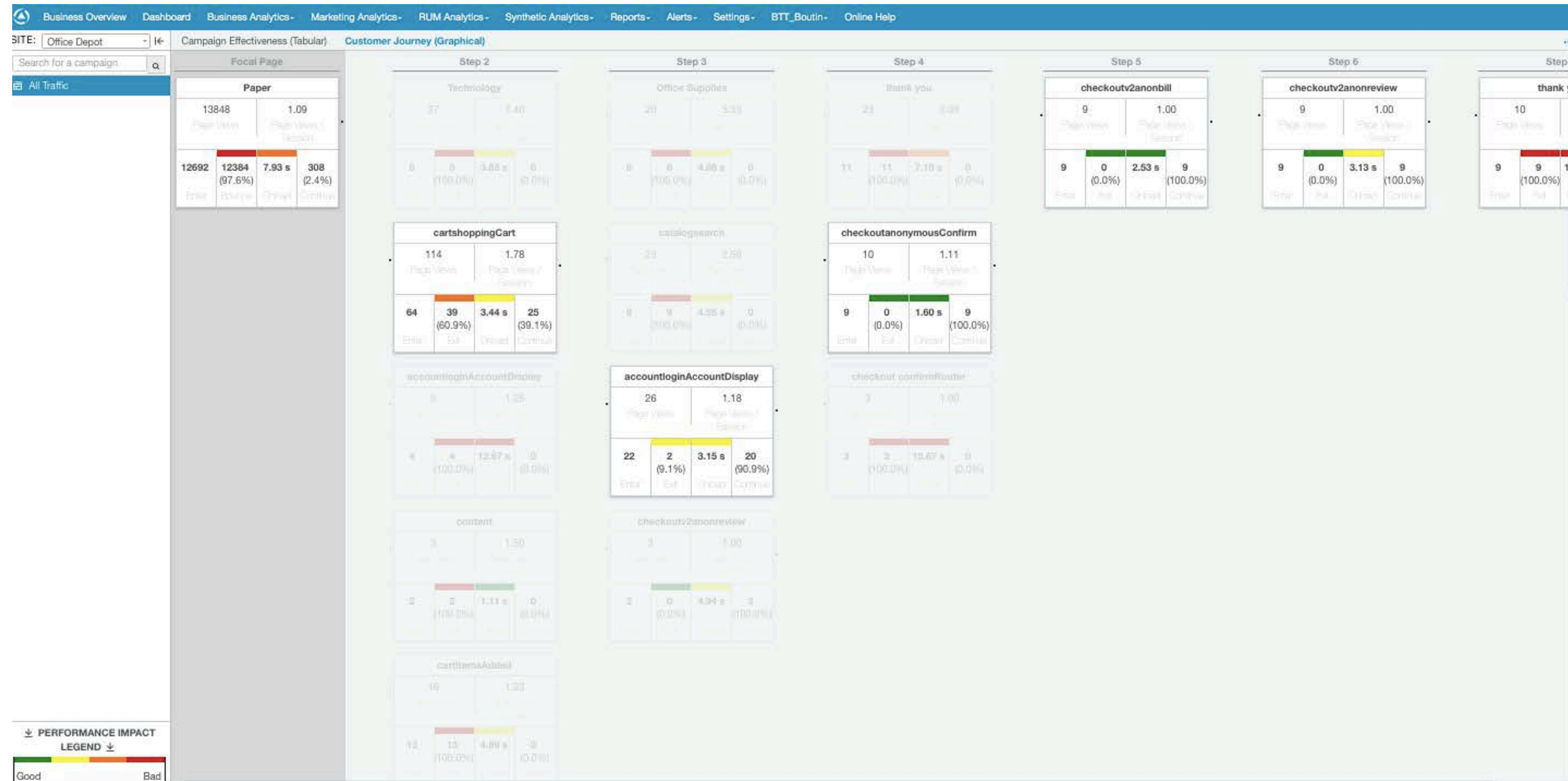
Customer Journey & Campaign Effectiveness



Customer Journey & Campaign Effectiveness



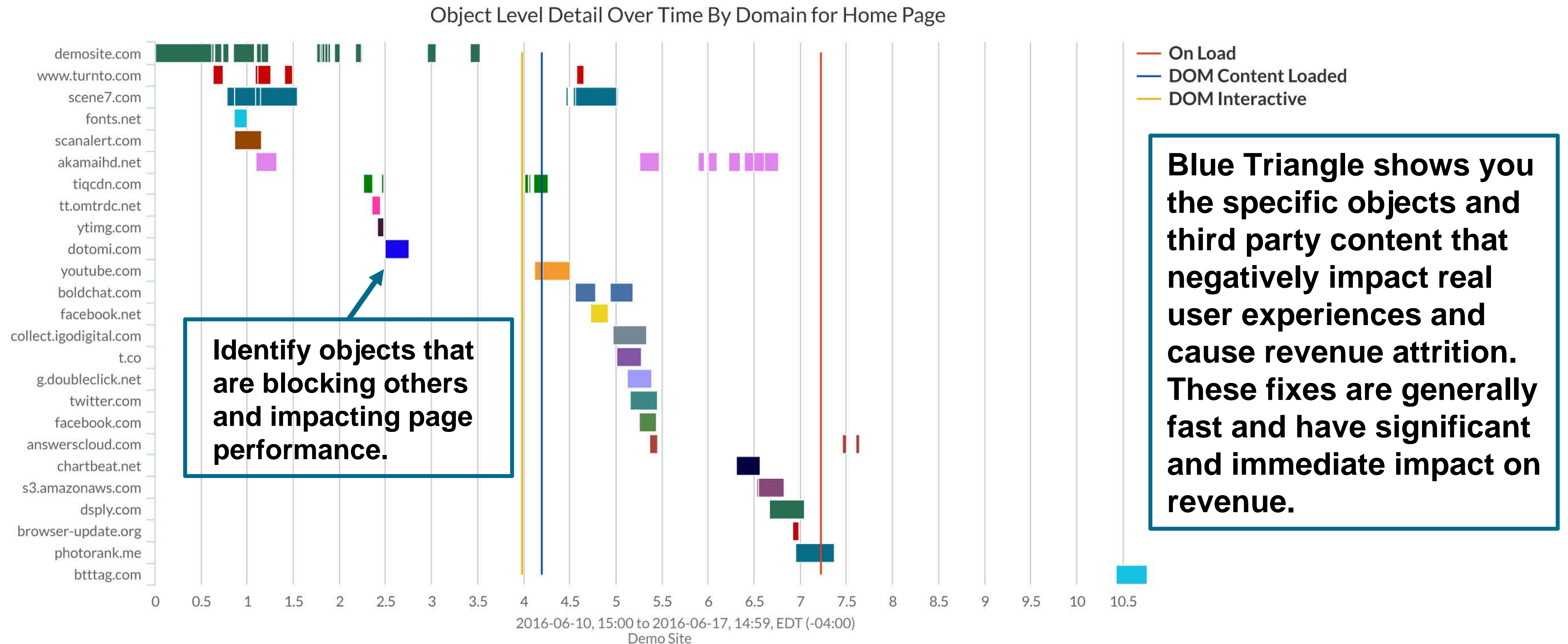
Customer Journey & Campaign Effectiveness



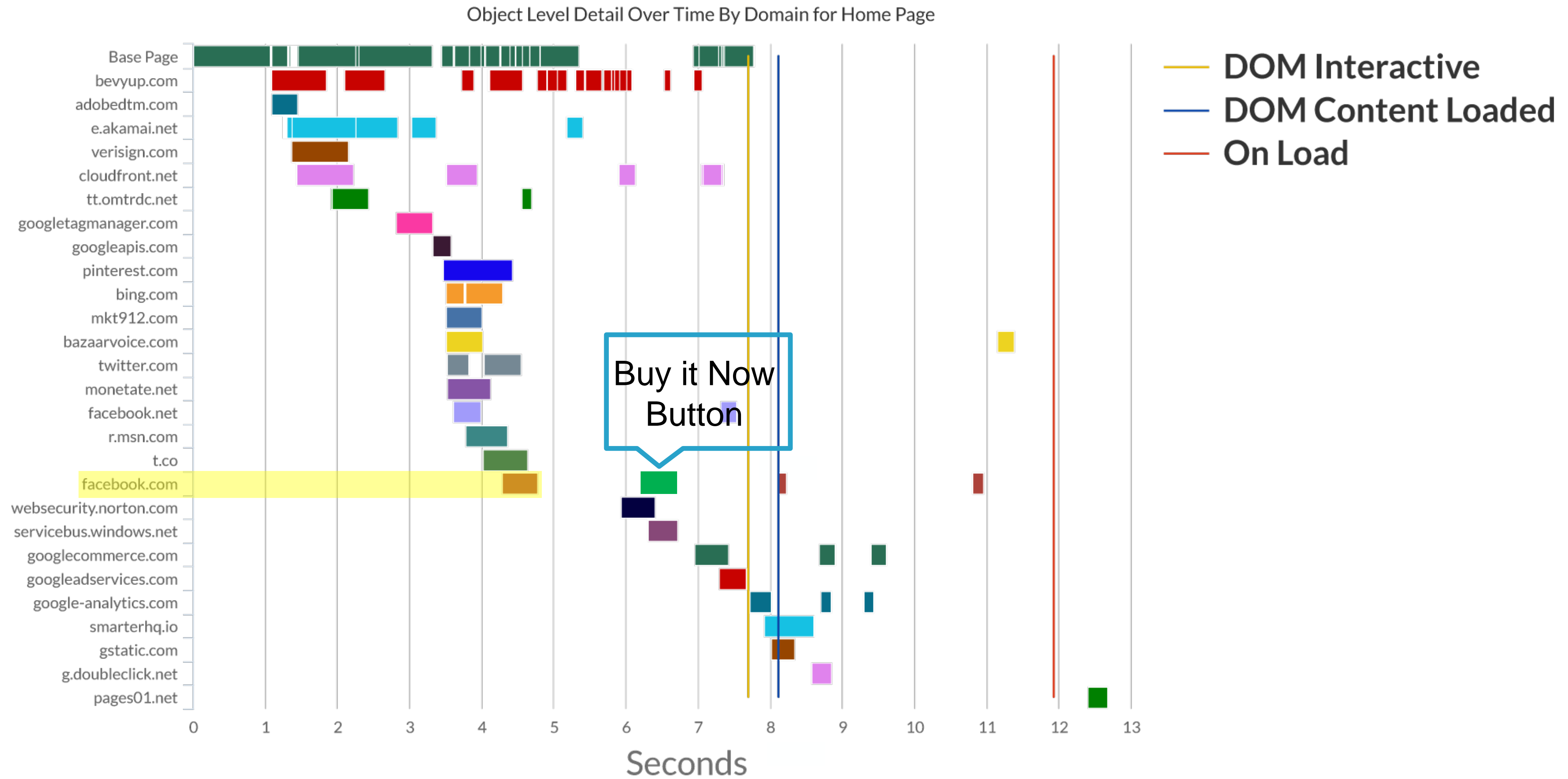
Customer Journey & Campaign Effectiveness



Object Level Detail Provides Your Tuning Roadmap

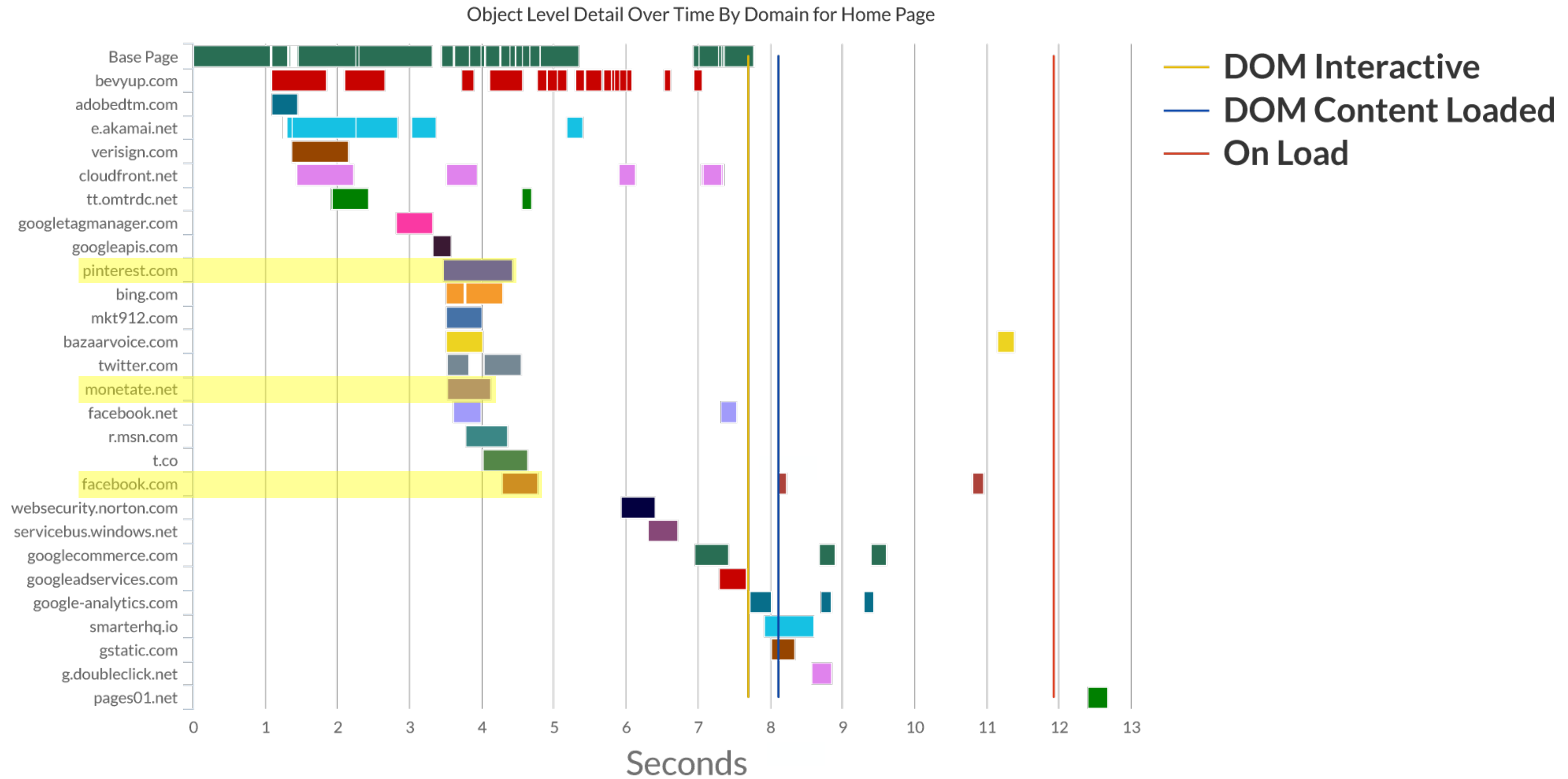


Object Level Detail Provides Your Tuning Roadmap



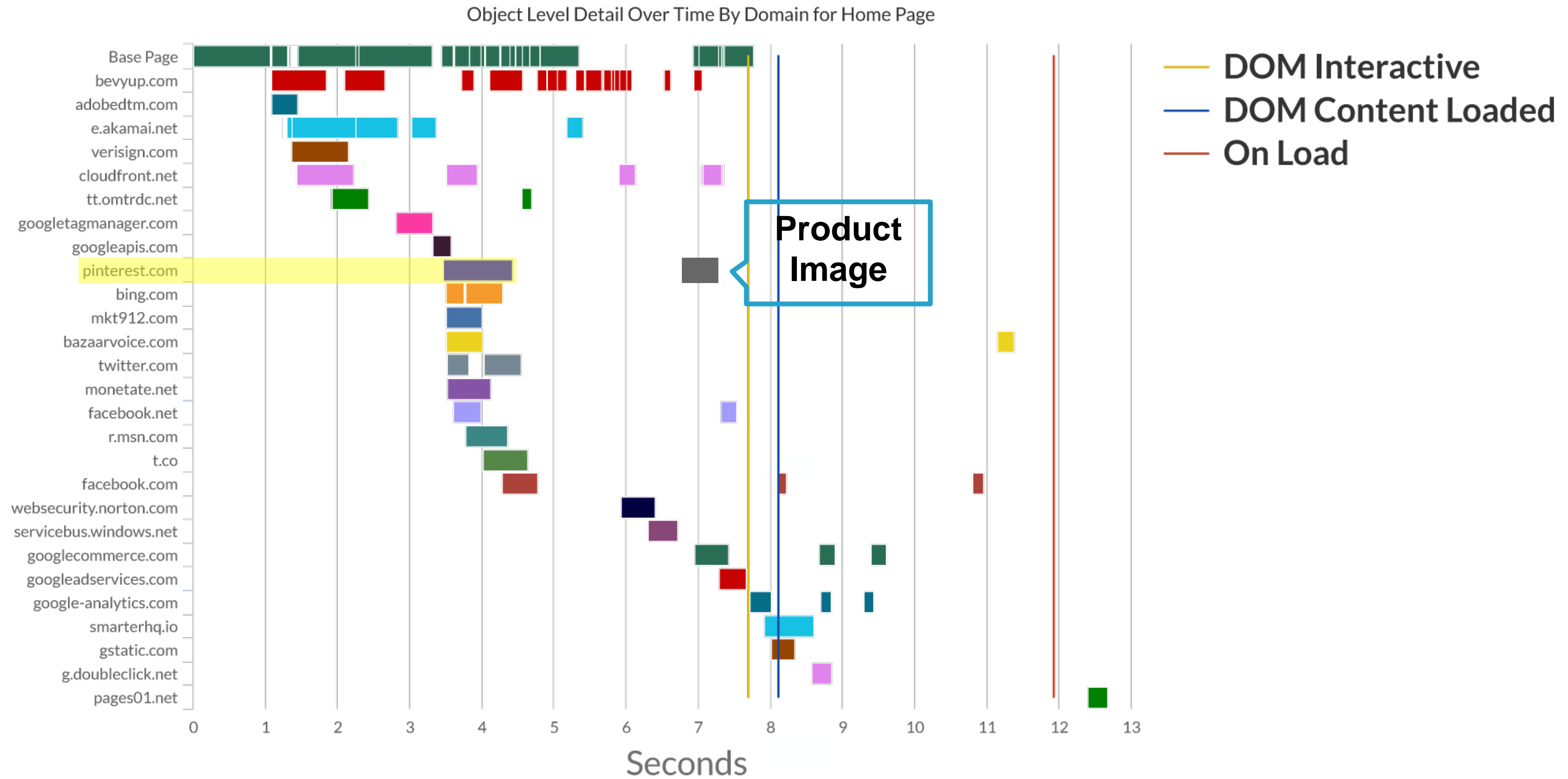
Blue Triangle Technologies, Inc.

Object Level Detail Provides Your Tuning Roadmap



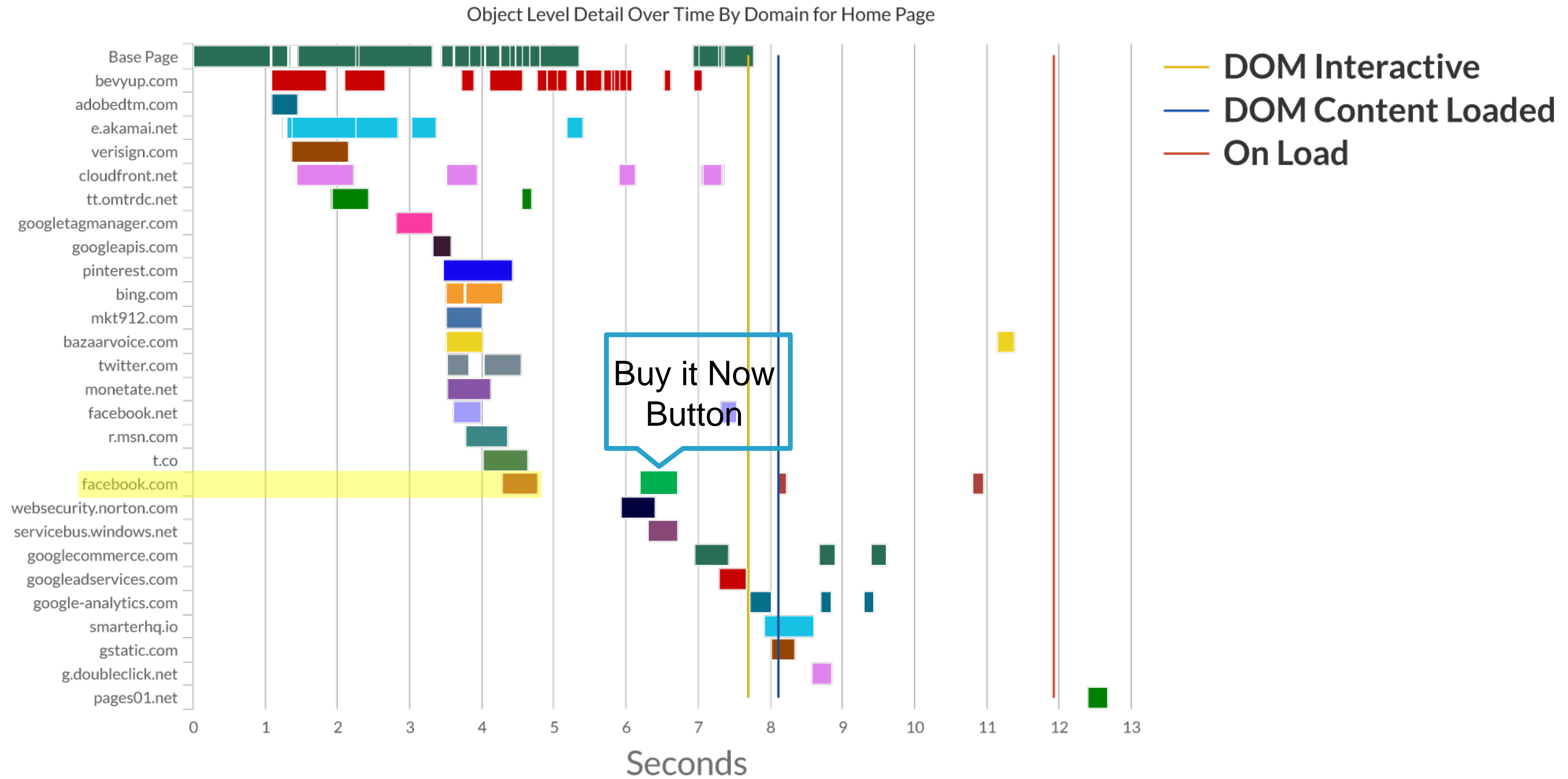
Blue Triangle Technologies, Inc.

Object Level Detail Provides Your Tuning Roadmap



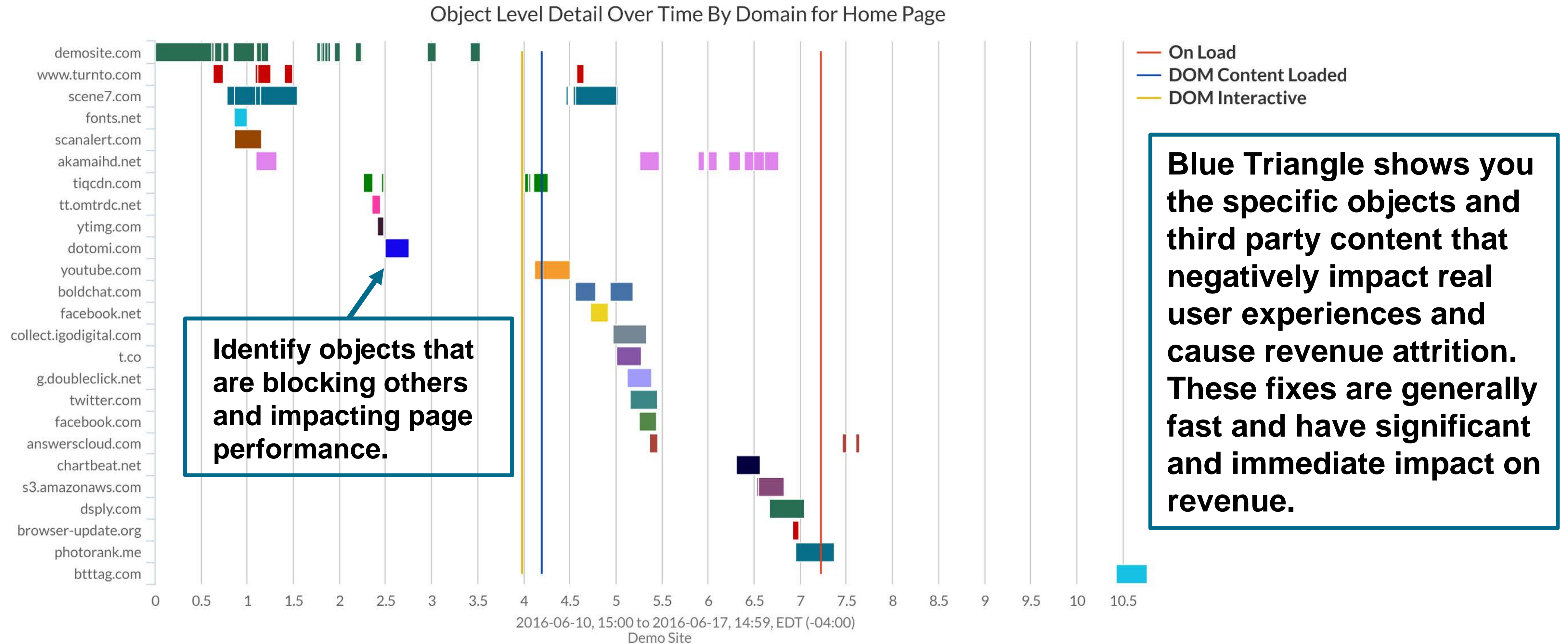
Blue Triangle Technologies, Inc.

Object Level Detail Provides Your Tuning Roadmap

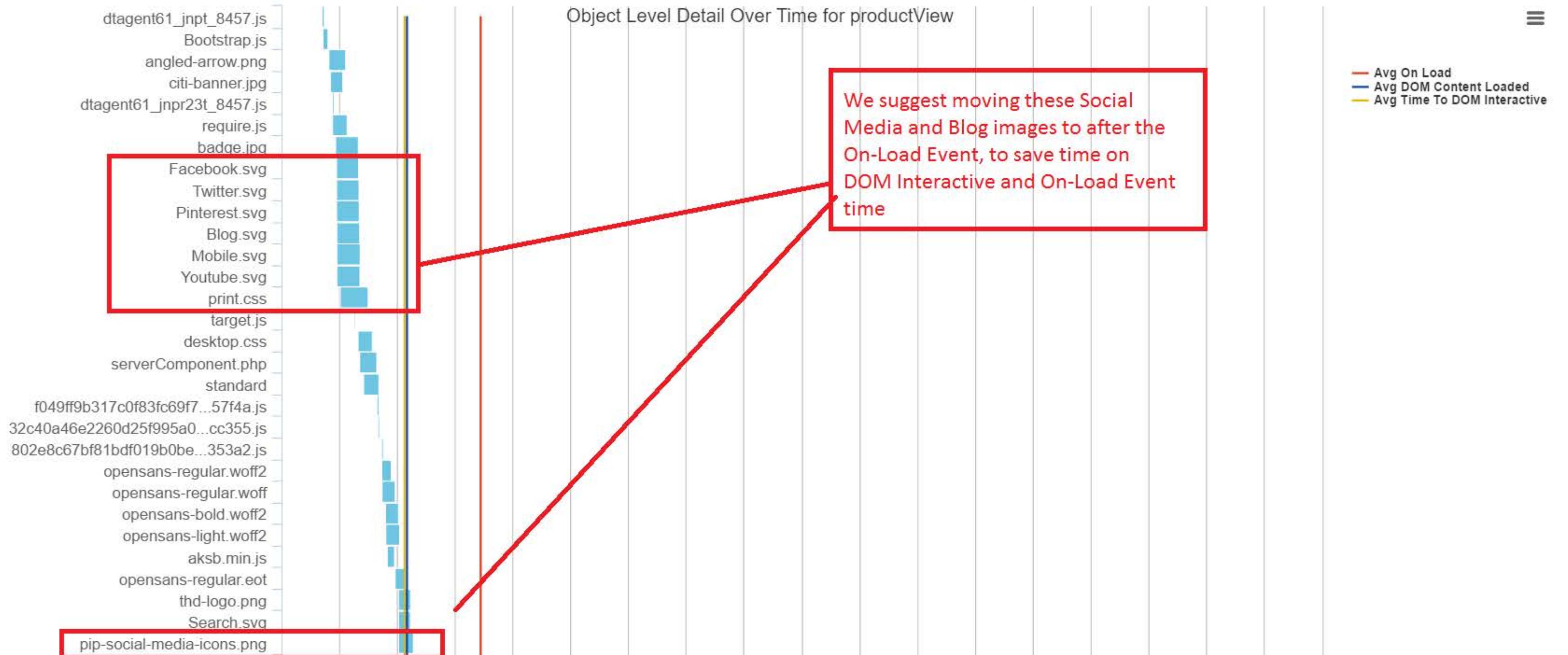


Blue Triangle Technologies, Inc.

Object Level Detail Provides Your Tuning Roadmap

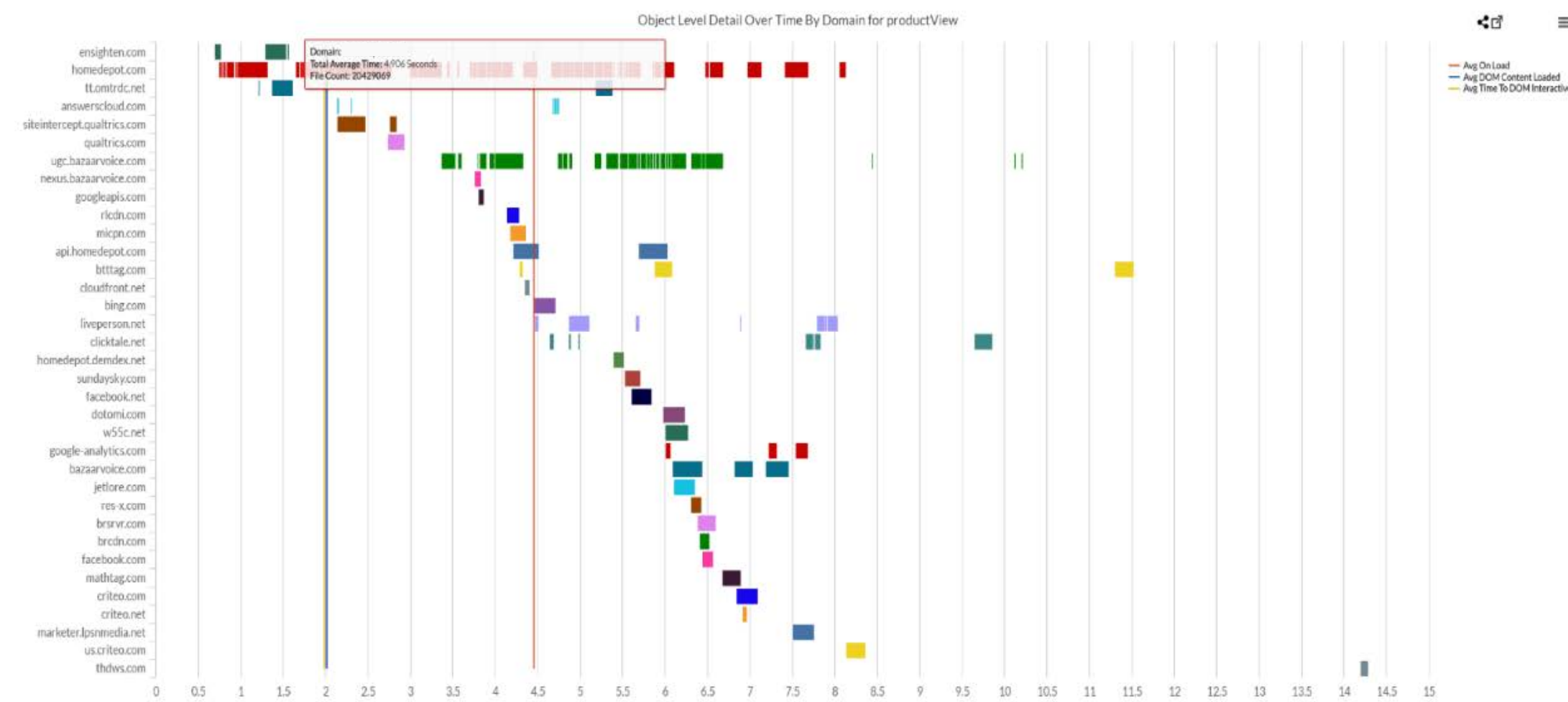


The Customer Experience Waterfall

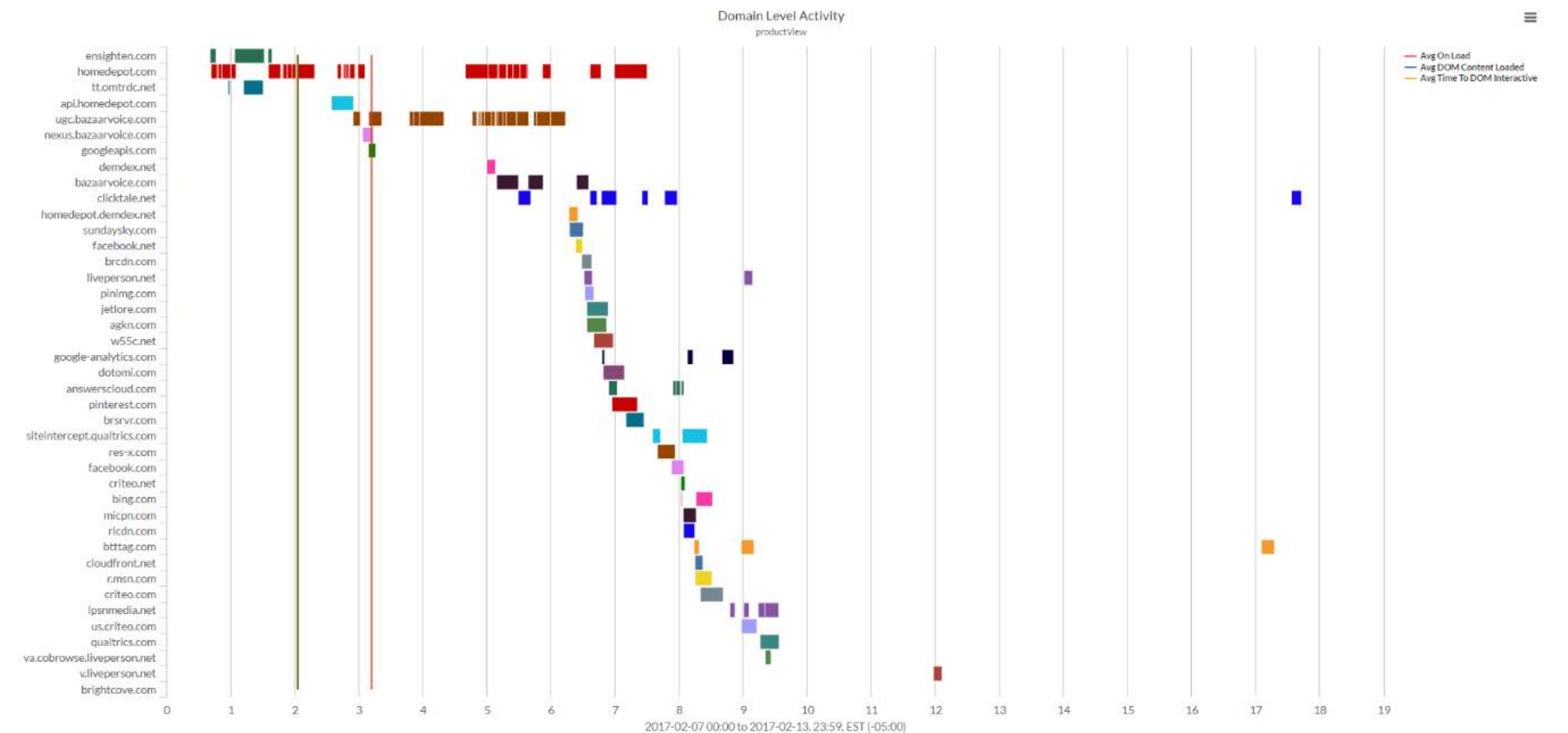


The Customer Experience Waterfall

Before (**Sub-Optimal** Tag Management)

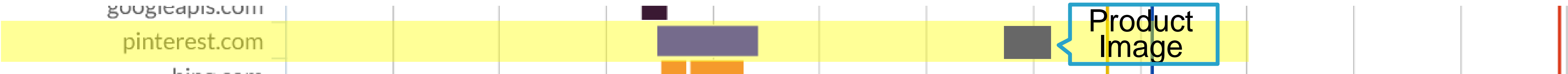


After (**Good** Tag Management)



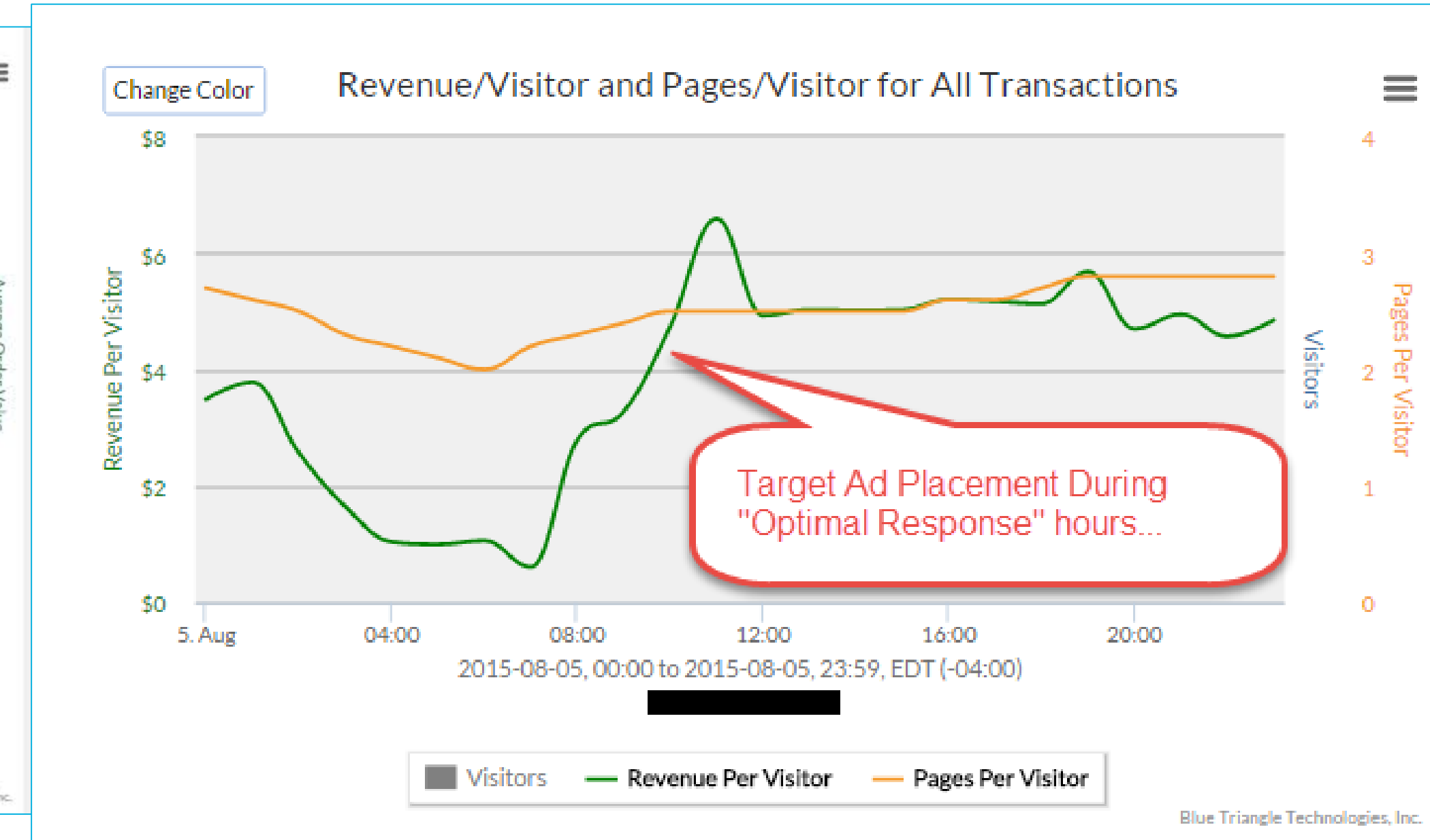
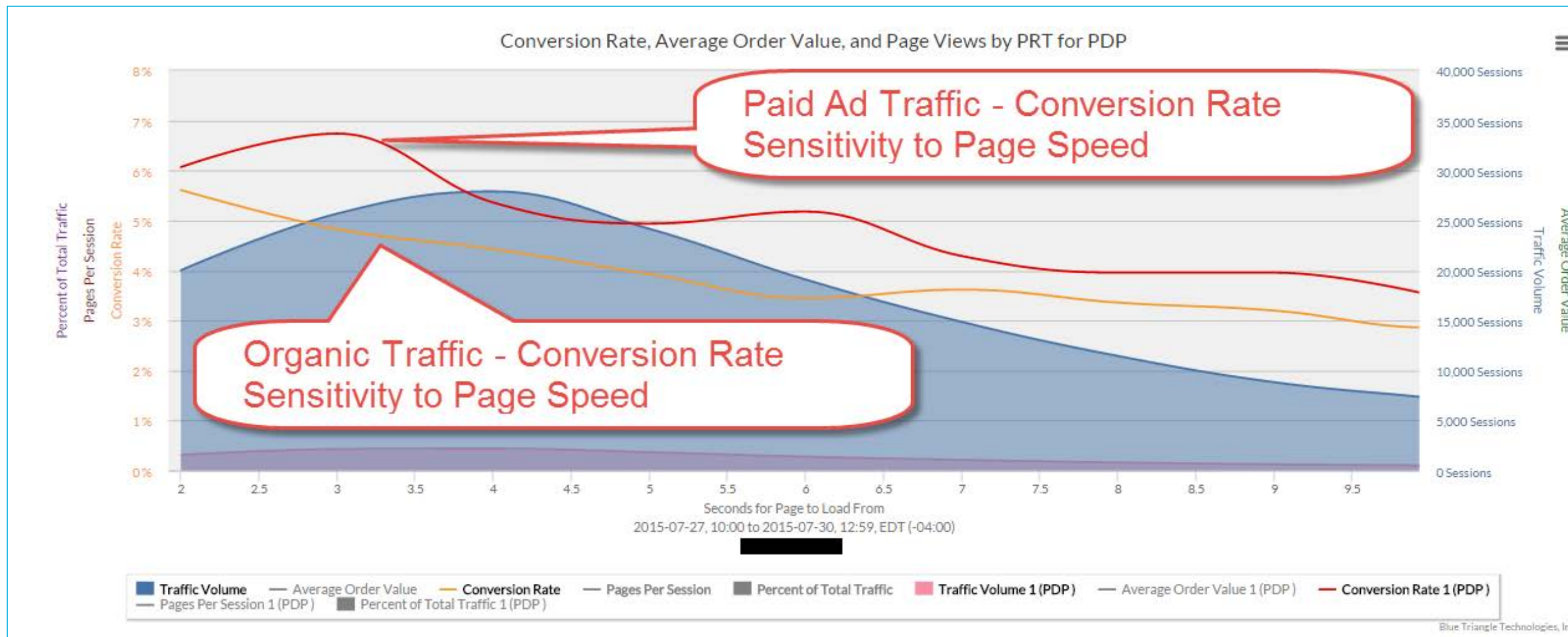
The page's **on-load time** improves from **4.5 to 3.2 seconds** after shifting tags.

Object Level Detail Provides Your Tuning Roadmap



**Move Pinterest Tag
After DOM Interactive:
+\$3.6K per hour**

Maximize Digital PPC Budget: Compare Digital Ad Spend Sources to see if Performance Impacts Conversion and show ROI for faster landing pages



Traffic Segmentation	Average Page Time	Sales(\$)	Conversions	Visitors	Pages	Revenue Per Visitor(\$)	Pages Per Visitor
Organic	9	1,655,537.89	10,786	382,366	949,909	4.33	2.5
eMail	7.9	1,434.83	5	175	659	8.2	3.8
Paid Bing	7.3	43,401.78	5	175	28,888	4.62	3.1
Paid Facebook	7.3	128.99	1	175	3,355	0.06	1.5
Paid Retargeting	7.1	56,071.85	350	11,489	35,346	4.88	3.1

Visibility to Paid Ad Effectiveness

Domain Level Activity – Product Page

Hotjar.com domain showing slower performance over past 7 days

Average Load Time By Domain For product

Overall Product page showed more than 20% slowdowns on most domains 14 April 2017

Domain	2017-4-17 (sec)	2017-4-16 (sec)	2017-4-15 (sec)	2017-4-14 (sec)	2017-4-13 (sec)	2017-4-12 (sec)	2017-4-11 (sec)	30 Day Avg (sec)	% Of Elements	Elements Per Page
bax-shop.es	0.677	0.688	0.474	0.723	0.576	0.632	0.568	0.654	48.61	32.38
bax-shop.co.uk	0.380	0.353	0.305	0.582	0.408	0.363	0.302	0.365	26.08	17.38
btttag.com	0.280	0.341	0.238	0.373	0.301	0.328	0.266	0.286	3.99	2.66
google-analytics.com	0.237	0.251	0.155	0.284	0.257	0.344	0.269	0.244	3.66	2.44
gstatic.com	0.232	0.297	0.109	0.295	0.219	0.216	0.197	0.228	2.84	1.89
hotjar.com	0.388	0.331	0.244	0.344	0.306	0.327	0.272	0.284	2.60	1.73
sociomantic.com	0.312	0.282	0.250	0.348	0.356	0.314	0.229	0.297	2.34	1.56
g.doubleclick.net	0.347	0.306	0.206	0.458	0.349	0.495	0.382	0.367	1.34	0.89
soundcloud.com	0.653	0.683	0.380	0.807	0.652	0.603	0.611	0.658	1.31	0.87
googletagmanager.com	0.276	0.281	0.192	0.265	0.249	0.270	0.252	0.292	1.29	0.86
facebook.com	0.296	0.274	0.219	0.379	0.287	0.321	0.217	0.258	1.30	0.87
googleadservices.com	0.147	0.077	0.076	0.123	0.184	0.113	0.092	0.116	1.24	0.83
google.com	0.358	0.302	0.238	0.534	0.398	0.376	0.362	0.380	1.04	0.69
googleapis.com	0.376	0.285	0.177	0.368	0.232	0.364	0.292	0.310	1.04	0.69

Some Best Practices – How IT can help Marketing

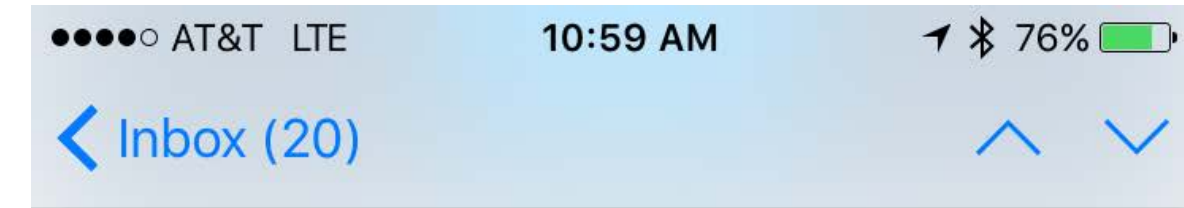


How should you help Marketing?

Marketing - Use cases

Promotions. A/B Tests. Inventory.

Promotion not performing?
...then be pro-active!



LAST DAY
\$26.99
Hammermill®
Copy Plus Paper,
10-ream case
Limit 5. Thur.



SHOP NOW

save
\$20
when you buy
\$200 or more
of HP Toner
Limit 2.

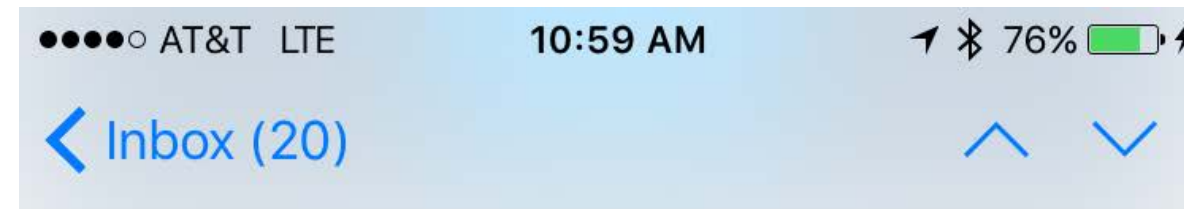


SHOP NOW



Marketing - Use cases

....cut the price. Send out another e-mail blast..



LAST DAY
\$26.99
Hammermill®
Copy Plus Paper,
10-ream case
Limit 5. Thur.

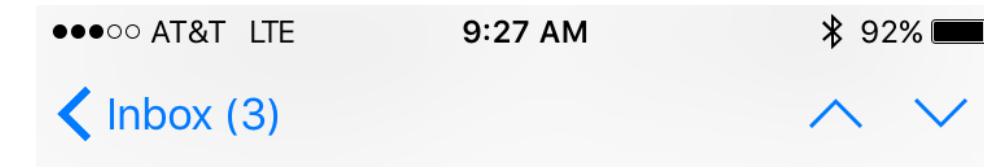


SHOP NOW

save
\$20
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SHOP NOW



Office DEPOT [Find a Store](#)
Ink & Toner | Paper | Supplies | Deals

Join Office Depot® OfficeMax® Rewards and start earning rewards today.

FREE \$20
Gift Card
with your online order of \$125
Online only. Expires 4/30/16.
Shop Now

BIG PRINT SALE



2 DAYS ONLY
\$25.99
HP Ultra White Copy Paper, 10-ream case
Limit 5. In-store & online. Valid Wed-Thurs.

SHOP NOW **PRINT COUPON**

buy 1, get 1
50% off
ALL HP Ink
cartridges
Online only. Limit 2.

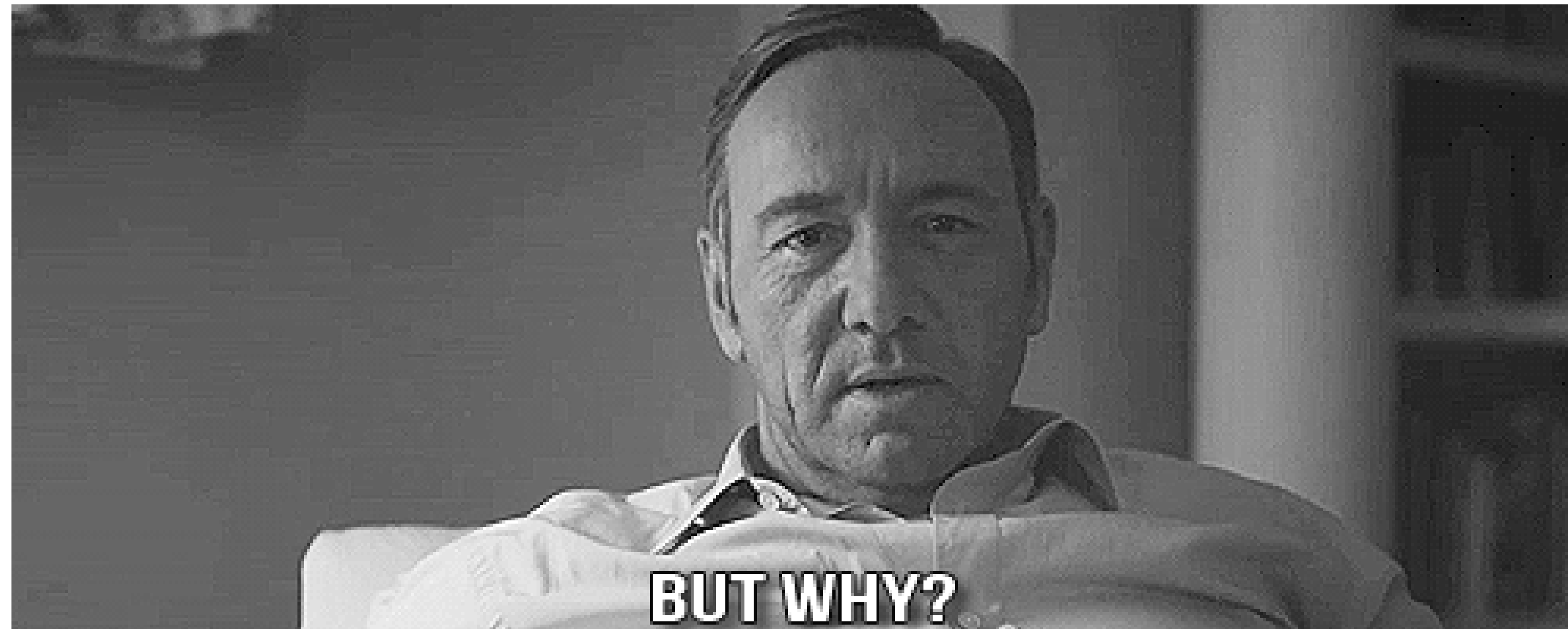


Marketing - Use cases

Get involved in the design. Build alternate scenarios.



Takeaway!!!



Questions?





Rosetta Stone:
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of
Translating Web Performance
Into
Revenue Performance



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