

2 Conversions

What are conversions?

Conversions occur when a website visitor takes a specific action. The conversion action may be making an online purchase, downloading a whitepaper, or registering. These actions are defined as part of a marketing plan and typically measured as the conversion rate. This is the percentage of visitors who take the conversion action.

Why do I need conversions?

Simply put - to measure the success of any marketing plan! Conversions are specific actions performed by site visitors and recorded by the web analytics module. These are then compared to other web analytics statistics such as the number of visitors, which allows evaluation of the web site against the marketing plan and allows necessary adjustments to reach targets.

What a conversion is NOT

Conversions are not every possible action on a website. They are specifically defined actions included in a marketing plan. Conversions are well planned ways of engaging customers based on a defined set of goals.

Conversions – Basic techniques

- Define a marketing plan that includes measurable goals and the key conversions.
- Establish a lead scoring methodology that includes the highest value conversions.

Conversions – Advanced techniques

- Review key conversions to ensure that they meet expected campaign goals.

- Review the least used conversions to see how they can be improved.
- Use MVT and A/B testing to improve conversion rates.

Conversions optimization

- Constantly review the site to ensure that navigation, and content is relevant to your target audience.
- Review all conversions to ensure only essential information is collected.
- Continually review lead scoring and criteria to provide the most accurate score possible
- Review lead scores of won and lost opportunities to verify they included key conversions.
- Review leads with high scores that did not turn into opportunities. How could the conversions be improved?
- Review online behavior to see if conversions are really demonstrating the best leads and are being reflected properly in the score.

Top Resources

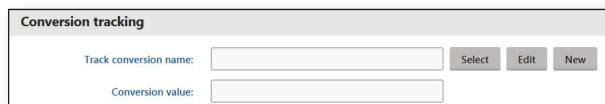
- Conversion overview:
<http://bit.ly/OR4Led>

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Conversion quick start

1. Web parts and widgets.

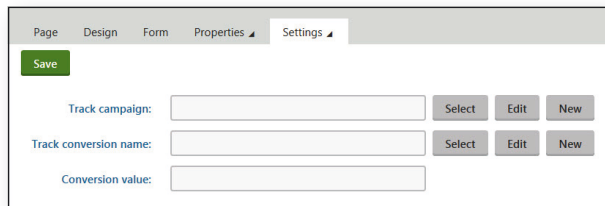
Many web parts and widgets offer conversions capability using the **Conversion tracking** section as shown in the following screenshot.



A screenshot of a 'Conversion tracking' form. It contains two input fields: 'Track conversion name:' and 'Conversion value:'. To the right of each field are three buttons: 'Select', 'Edit', and 'New'.

2. Document pages

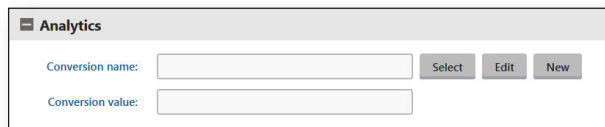
In any page in the Content tree select the **Analytics** tab and then the **Settings** tab as shown in the following screenshot.



A screenshot of the 'Analytics' settings form. At the top, there are tabs for 'Page', 'Design', 'Form', 'Properties', and 'Settings'. Below the tabs is a 'Save' button. The form contains three input fields: 'Track campaign:', 'Track conversion name:', and 'Conversion value:'. To the right of each field are three buttons: 'Select', 'Edit', and 'New'.

3. E-commerce products

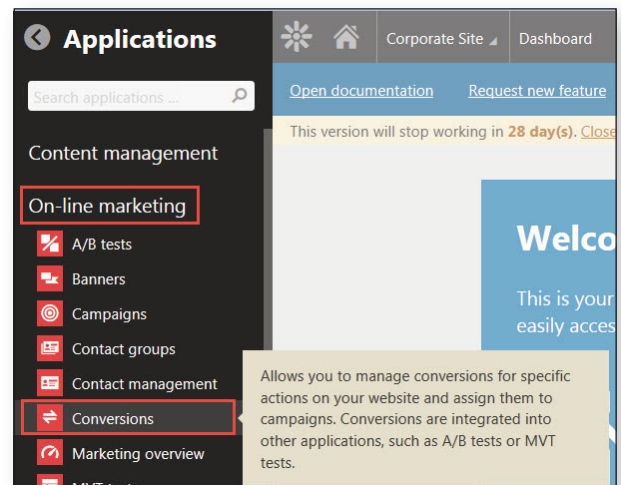
In the E-Commerce list select Products and within a product define a conversion as shown in the following screenshot.



A screenshot of the 'Analytics' conversion form. It has a title 'Analytics' and two input fields: 'Conversion name:' and 'Conversion value:'. To the right of each field are three buttons: 'Select', 'Edit', and 'New'.

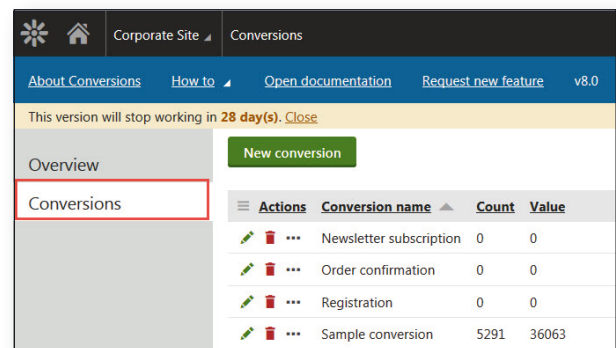
Viewing the Conversion list

1. In the Application list select **On-line marketing** and then click the **Conversions** button as shown in the following screenshot.











A screenshot of the 'Applications' menu. The 'On-line marketing' option is highlighted with a red box. Below it, the 'Conversions' option is also highlighted with a red box. A tooltip is visible over the 'Conversions' option, stating: 'Allows you to manage conversions for specific actions on your website and assign them to campaigns. Conversions are integrated into other applications, such as A/B tests or MVT tests.'

2. In the Conversions screen select the **Conversions** tab as shown in the following screenshot.



A screenshot of the 'Conversions' screen. The 'Conversions' tab is highlighted with a red box. Below the tab is a table with the following data:

Actions	Conversion name	Count	Value
  ...	Newsletter subscription	0	0
  ...	Order confirmation	0	0
  ...	Registration	0	0
  ...	Sample conversion	5291	36063