

Web metrics benchmarking to drive web traffic



For a major Communications Service Provider (CSP) in the UK

Business need

- The client's digital marketing team wanted to drive web traffic to improve the effectiveness of their website
- With this objective we analysed its web analytics in contrast with other leading global websites in the telecom industry as well as other industries.

To increase web traffic and adopt an effective digital strategy

The client outlined two key reasons for selecting RocSearch:

- Our ability to rapidly deploy customised teams with the necessary skills
- Our flexible client-centric engagement models

Approach and Methodology

- We conducted research to benchmark web metrics of the top websites of telecom operators as well as cross-industry players.
- Our research and advisory team leveraged multiple sources including the top web performance comparison sites to gather data for several parameters such as traffic and visitor's engagement, traffic sources, split of traffic by type and sources of social traffic.

We captured and analysed data on several metrics such as new vs. returning traffic, site speed, bounce rate, pay-per-click (traffic from paid search), click-to-open rate from organic search, page views per visit, minutes spent per visit.

- We also assessed: email marketing click-through rate (CTR), text marketing CTR, Facebook/Twitter click-to-open rate, cost-per-click & conversion rate, average order value, conversion rate, and shopping cart abandonment rate.

Business outcomes

- A view on how to bridge the gap between the client's current and desired digital marketing performance
- New real-time insights enabled a total revamp of the client's digital strategy based on user/customer behaviour
- Planning for digital marketing spend and key initiatives/focus areas

Optimised web performance and enhanced marketing efforts resulted in a significant increase in online sales.

About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

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