

BEST PRACTICES FOR ANALYZING CAMPAIGN TRAFFIC

Quality website traffic is essential for any successful direct response marketing campaign. Use this cheat sheet to monitor your traffic and drive ROI for your campaigns.



TOP TRAFFIC SOURCES FOR HIGH-PERFORMING CAMPAIGNS



Affiliate Marketing



Email Marketing



Social Media



Paid Search



Display Advertising



Telesales

PRO TIPS FOR QUALITY TRAFFIC

Focus on traffic sources that extend customer lifetime value

Don't let ecommerce fraud erode campaigns



Use an ecommerce platform to monitor traffic

Always diversify and test different traffic sources

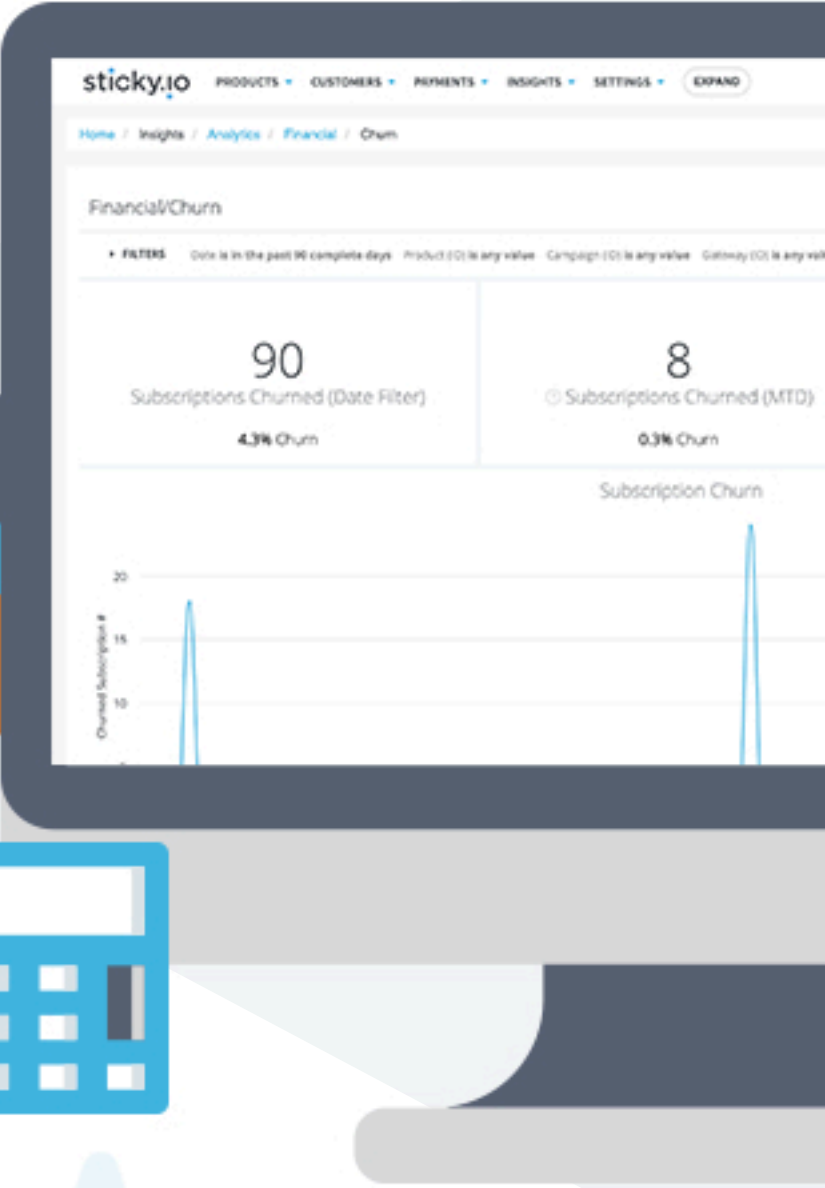
KEY METRICS FOR ANALYZING TRAFFIC

Conversion Ratio
(Orders ÷ Page Visits)

Churn Rate
(Lost Unique Customers ÷ Starting Unique Customers)

Average Order Value
(Gross Revenue ÷ Orders)

Return Ratio
(Returns ÷ Orders)



SIGNS OF QUALITY TRAFFIC

Here's how to tell you are on the right track.

- ✓ High conversion ratio
- ✓ High average order value
- ✓ High email click-through rate
- ✓ Low quick cancel ratio
- ✓ Low on-page bounce rates
- ✓ Longer time on page