

Your Segmented Conversion Baseline

⌚ approx. 25 min

Module: What is a good conversion rate?

Type: worksheet

Task: Open your analytics data from the past four weeks. Calculate the conversion rate separately for: (1) device, (2) your top three channels, (3) new vs. returning visitors. Enter the values into a table and highlight the three biggest deviations from the overall average. For each deviation, write down a hypothesis for why it exists.

Work areas

- ☐ Open your analytics data from the past four weeks. Calculate the conversion rate separately for: (1) device, (2) your top three channels, (3) new vs. returning visitors. Enter the values into a table and highlight the three biggest deviations from the overall average. For each deviation, write down a hypothesis for why it exists.

1. Which segmentation most changes how you evaluate your conversion rate?

2. Where in your business might you be using the wrong benchmark?

3. What would be the first step toward establishing a valid baseline of your own?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.