

www.foodnet.dk

WEEKLY REPORT
April 23 - 29, 2018



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KEY FINDINGS



Traffic

Traffic is measured in two core areas:

Inbound traffic: Development of the overall traffic on your site. The focus is on the development of business value of your different traffic sources over the last 7 days.

Conversion goal performance: How the traffic to your conversions.

9 % ▲ Traffic developments

3 % ▲ Conversion goals performance



User interests

User Interests identifies your user's main interests in three core areas:

Trending user interest

Declining user interest

Overall user interest

This week the following 5 topics have been of interest for your users:

1. Madkasser
2. Tilbud
3. Madordning
4. Økologisk
5. Friskt



User journeys

How well is your content and navigation converting users to your selected conversion goals?

-9 % ▼ foodnet.dk/firmamad

13 % ▲ foodnet.dk/

0 % ▲ foodnet.dk/oekologiskfirmamad



Social media

The effectiveness of your social media efforts based on following channels' ability to **convert** your users:

Facebook 40 % ▲

Twitter 15 % ▲

Instagram 8 % ▼

Snapchat 37 % ▲



CONVERSION GOALS PERFORMANCE

The table below shows your chosen conversion goals on your website.

During the last 7 days your website has had 212 sessions

Page	Conversions	Conversion rate
www.foodnet.dk/firmamad	-40 % ▼	71,2 % ▲
www.foodnet.dk/	27 % ▲	12,7 % ▲
www.foodnet.dk/ oekologiskfirmamad	30 % ▲	-15,1 % ▼

Select more conversion goals

You can select and adjust your conversion goals on www.canecto.info. As a default, Canecto selects the top 3 pages as your conversion goals. You can select 3 to 10 conversion goals of highest importance for your business

TIPS

If the patterns of your conversions are changing then you need to reason why. You may advantageously compare the conversion rate with a combination of the efficiency of your marketing and communications initiatives, with the quality of your website. Both of these aspects need to be optimal in order to support one another to convert.

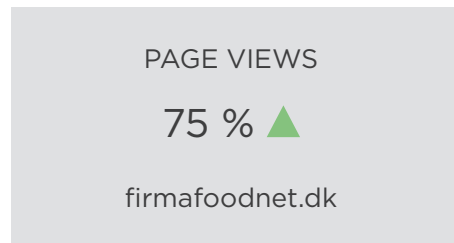


TRAFFIC

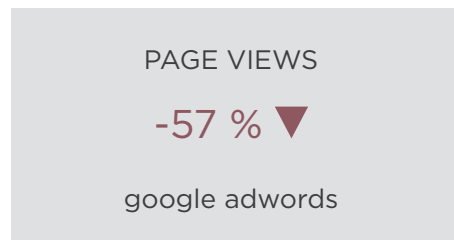
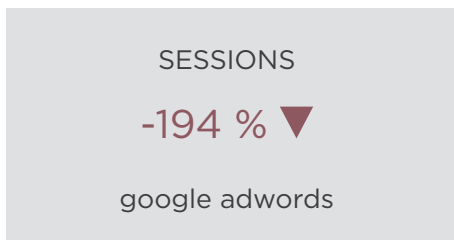
The traffic sections gives you an overview of your inbound traffic and the performance thereof.

Inbound traffic

Most significant positive changes in the past 7 days



Most significant negative changes in the past 7 days



Inbound traffic sources

Source	Sessions	Total hours on site	Total page views	First time visitors
Google	123	3 h 95 m	536	79 %
Direct	105	4 h 81 m	382	29 %
Google ads	83	0 h 14 m	123	72 %
Bing	10	0 h 29 m	52	80 %
imas.dk.googleapis.com	8	0 h 1 m	10	100 %
firmafoodnet.dk	3	0 h 1 m	4	66 %
Total 1200 62 %	340	8 h 72 m	1200	62 %

TIPS

if you notice significant changes in your traffic, then ask yourself:

1. Why are these changes happening?
2. Can I utilize these changes in anyway?



Hottest leads

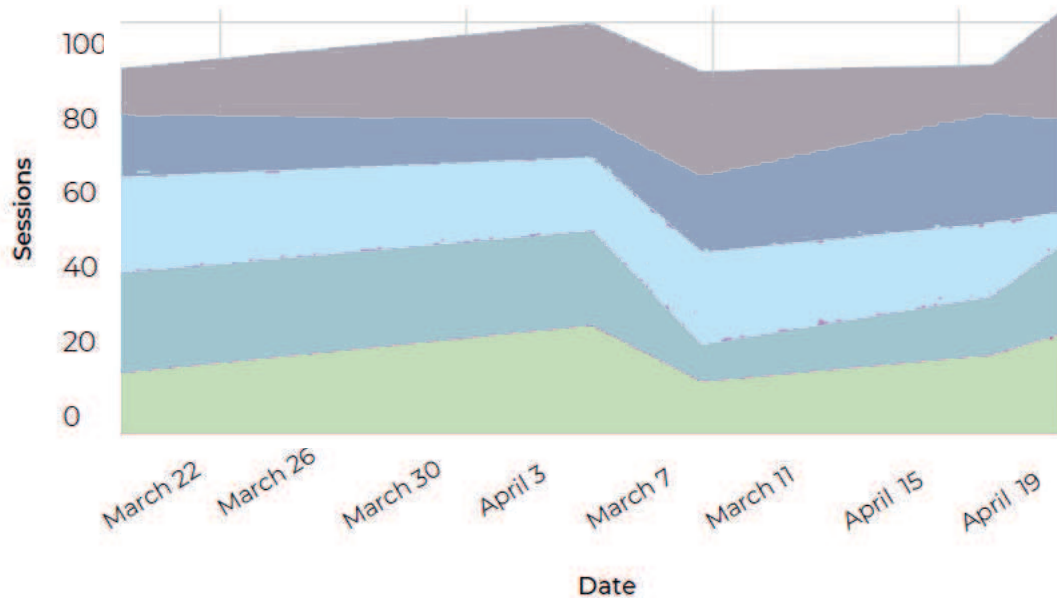
This section shows you which target groups are most likely to convert on the selected pages of your website. Use this information to take data-driven action within potential new target markets. We recommend that you test whether the target groups are worth pursuing before devoting too much time and money as it is an individual matter.

Conversion goal	Target group	Predicted conversion rate
www.foodnet.dk/ firmamad	Instagram, Denmark, Mobile	78 %
	Bing, Denmark, PC	42 %
	Google, Finland, PC	13 %
www.foodnet.dk	Facebook, Denmark, PC	23 %
	Google, Germany, Tablet	11 %
	Direct, Sweden, PC	2 %
www.foodnet.dk/ oekologisk firmamad	Direct, Germany, PC	31 %
	Instagram, Norway, Mobile	10 %
	Bing, Denmark, Tablet	15 %



Traffic development per source (past 28 days)

Use this graph to spot trends and the outcomes of your marketing initiatives over time.



Source

- Direct
- Google
- Facebook
- Bing
- Other

TIPS

If there are several peaks in the traffic it might indicate that a marketing or PR initiative was successful.

We recommend that you take advantages of the increasing traffic and utilize it as much as possible. If your traffic primarily consists of a steady stream of traffic, then you should consider how to increase this even more.

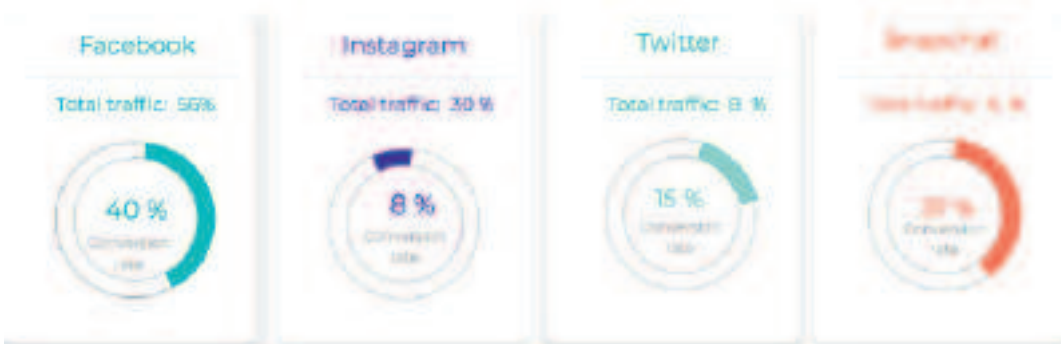


SOCIAL MEDIA

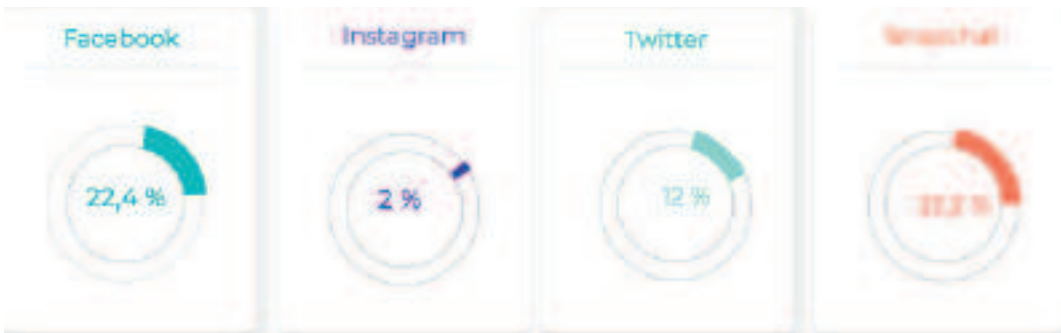
The effectiveness of your social media efforts are measured on the basis of how efficiently the individual platform converts your users. This gives you an opportunity to easily compare the success and effectiveness of your social media efforts across all your different channels.

Social Media efforts

Conversions from past 7 days



Effectiveness



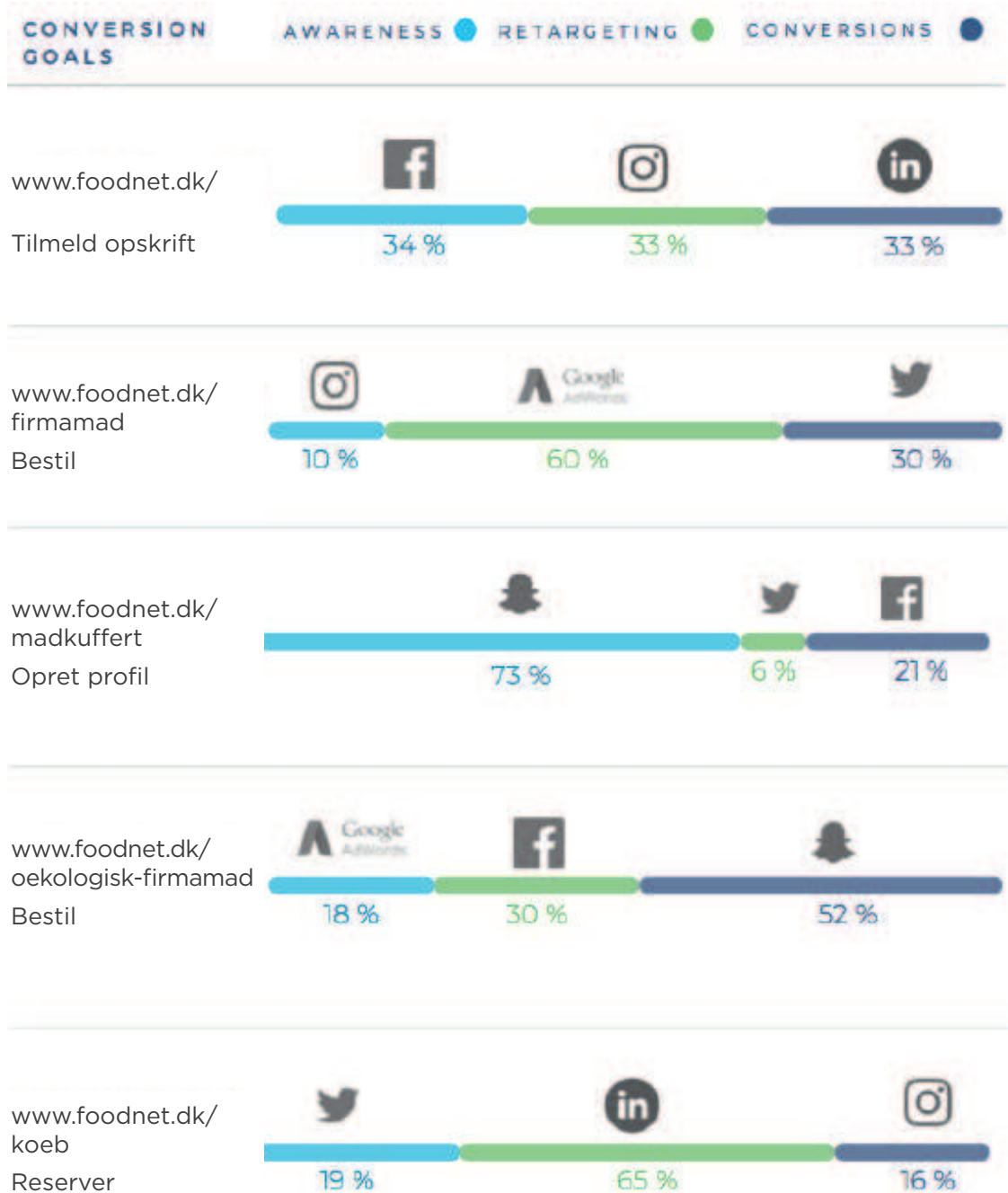
Shown here are your 4 top performing channels.

Would you like to know how much it costs you to convert customers on all the individual social media platforms? Get a transparent picture of your. Login to your online dashboard to find out. acquisition cost.



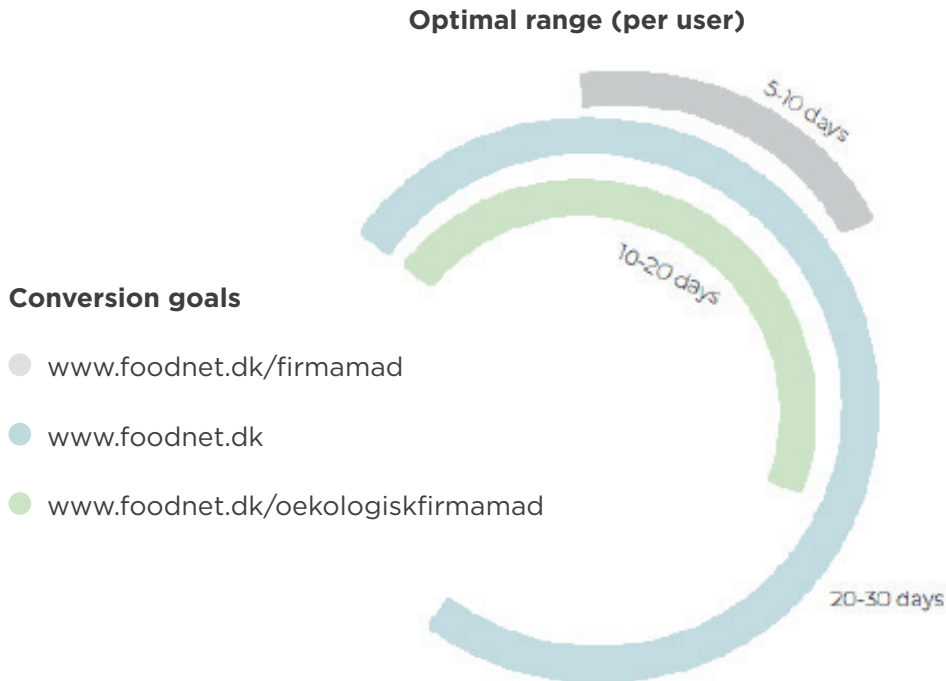
Optimal social media spendings

This graph illustrates how to divide your efforts across your social media platforms in order to optimize your conversion rate. It gives you insight into the most common journeys leading to conversion and thereby provides you with the ideal composition of effort across your various social media channels.



Recommended retargeting period

This retargeting tool is designed to help you retarget all of the users who didn't convert the first time visiting your website. We track your users behaviour and lets you know the ideal time for you to do retargeting in order to convert the most users. Simultaneously,



TIPS

Retargeting can be very effective because you focus your spend on people who have already visited your website and are familiar with your business. A higher return if investment can often be expected when doing retargeting marketing. It is important to be aware when is stops being profitable to retarget.

USER JOURNEYS

This chapter presents each of your selected user journeys for the following 3 destinations

- www.foodnet.dk/firmamad
- www.foodnet.dk
- www.foodnet.dk/oekologiskfirmamad



User journeys - part I



www.foodnet.dk/firmamad

The weakest links

The three pages below illustrates the weakest links on your website. The pages below should be seen in relations to your chosen conversion goal above. Focus on improving the user journey between the pages and increase your conversion rate.

Page	Conversion rate
www.foodnet.dk/oekologisk-firmamad	11.1 %
www.foodnet.dk/koeb	21.9 %
www.foodnet.dk/snacks	25.9 %

The weakest user journey:

The three pages below shows the pages with the highest dropout rates. The pages below should be seen in relations to your chosen conversion goal in the top. These are the weakest user journeys on your website and thereby hold the most potential for improvement.

Page	Drop outs
www.foodnet.dk/	71 %
www.foodnet.dk/firmamad	61 %
www.foodnet.dk/oekologisk-firmamad	44 %



User journeys - part II



The weakest links

The three pages below illustrates the weakest links on your website. The pages below should be seen in relations to your chosen conversion goal above. Focus on improving the user journey between the pages and increase your conversion rate.

Page	Conversion rate
www.foodnet.dk/madkuffert	10 %
www.foodnet.dk/mineralvand	13.3 %
www.foodnet.dk/koeb	14.3 %

The weakest user journey:

The three pages below shows the pages with the highest dropout rates. The pages below should be seen in relations to your chosen conversion goal in the top. These are the weakest user journeys on your website and thereby hold the most potential for improvement.

Page	Drop outs
www.foodnet.dk	78 %
www.foodnet.dk/firmamad	66 %
www.foodnet.dk/snacks	35 %



User journeys - part III



foodnet.dk/oekologiskfirmamad

The weakest links

The three pages below illustrates the weakest links on your website. The pages below should be seen in relations to your chosen conversion goal above. Focus on improving the user journey between the pages and increase your conversion rate.

Page	Conversion rate
www.foodnet.dk/snacks	12 %
www.foodnet.dk	14 %
www.foodnet.dk/om-os	15.4 %

The weakest user journey:

The three pages below shows the pages with the highest dropout rates. The pages below should be seen in relations to your chosen conversion goal in the top. These are the weakest user journeys on your website and thereby hold the most potential for improvement.

Page	Drop outs
www.foodnet.dk	87 %
www.foodnet.dk/firmamad	60 %
www.foodnet.dk/oekologisk-firmamad	43 %



USER INTERESTS

This section gives insights into your user interest. As usual it is divided into your three chosen conversion goals. The user interest is also divided into three main categories:

- Topics that leads to conversions
- Topics that occaintanly leads to conversion
- Topics that rarely leads to conversions

This information allows you to know what content is helping your convert user and gives you data-driven insights into what content to change and what to keep.

TIPS

Reflections on why only converting users as such interest could help you understand how to improve your content.

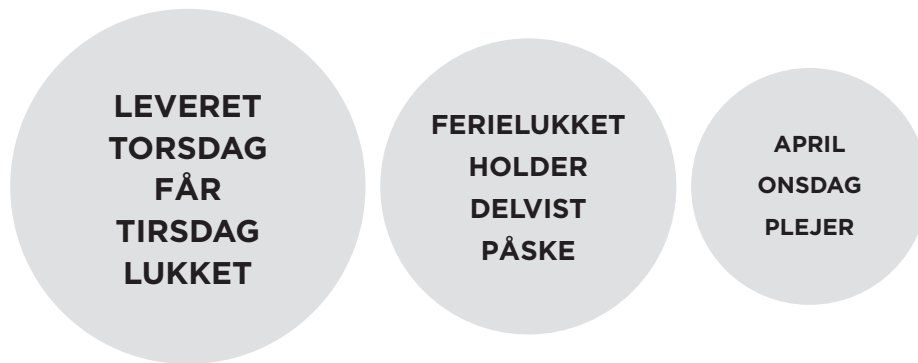
Se the full feature in your Canecto app at canecto.info



User interest - part I



Topics only of importance to converting users



Topics that occasionally lead to conversions



Topics only of importance to non-converting users



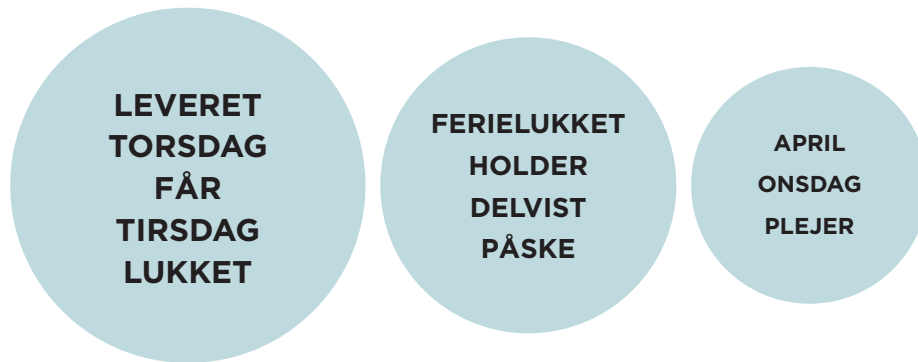
The topics are chronological categorized in high - medium and low order



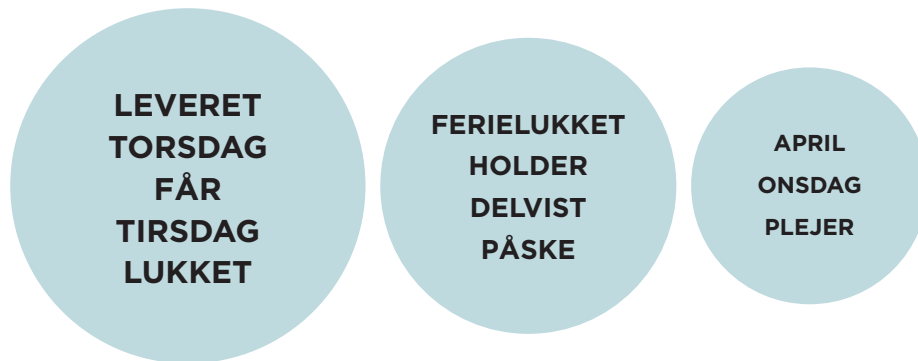
User interest – part II



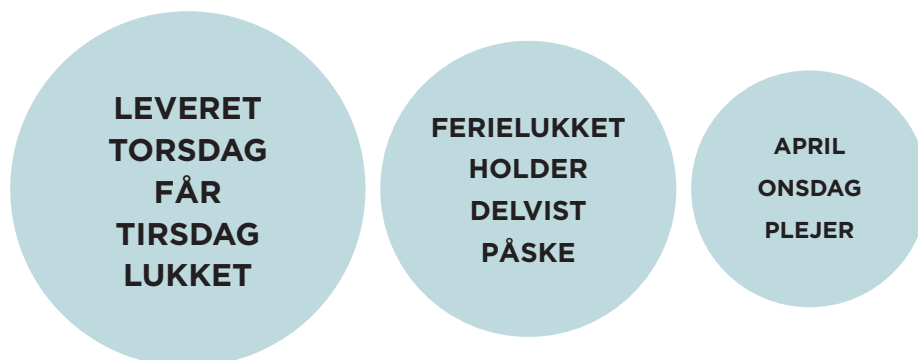
Topics only of importance to converting users



Topics that occasionally lead to conversions



Topics only of importance to non-converting users



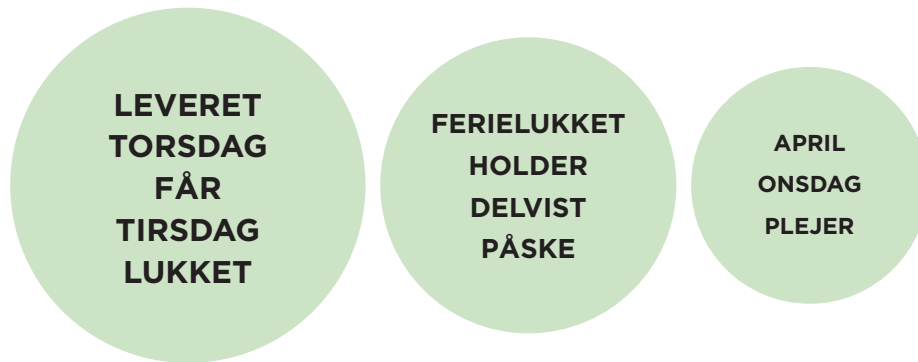
The topics are chronological categorized in high - medium and low order



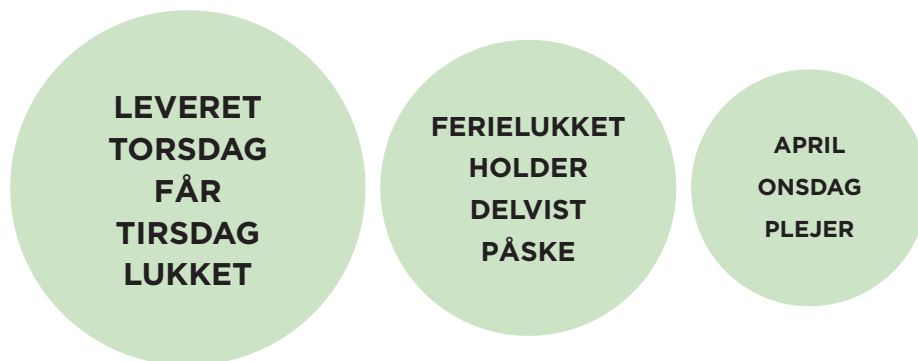
User interest – part III



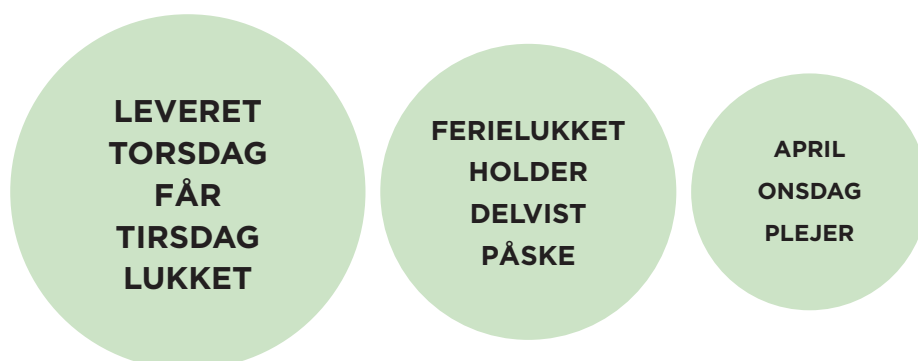
Topics only of importance to converting users



Topics that occasionally lead to conversions



Topics only of importance to non-converting users



The topics are chronological categorized in high - medium and low order



NEXT STEPS

Work with your user's data

This report has been generated automatically from your Canecto account. You can access more data and insights on your online dashboard. Additionally, you can change or add conversion goals and adjust how frequent you wish to receive your reports.

Log in to your account: www.canecto.info

Do you want further insights?

Work with your user data and use the knowledge to make data-driven improvements to your website and marketing strategy. Go to Canecto free toolbox and find information on how to create growth, convert user and retain customers. The toolbox is continuously updated with new guides, tips and tricks and templates.

QUESTIONS OR COMMENTS

If you have questions on how to read or interpret the findings of this report, feel free to visit our Report FAQ at canecto.com/support

