

Conversion Analytics

Benefits

Enhanced Awin reporting for strategic decision making in the **fashion sector**

01



Drive Growth

Gain rich channel insights based on additional data parameters. Better access where to allocate your affiliate spend, and optimise your programme growth.

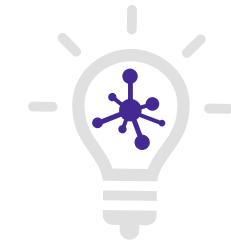
02



See publisher contribution

Get a better overview of partner performance and learn how publishers and channels are contributing to your wider business objectives.

03



Get comprehensive understanding

Gain a comprehensive understanding of your customers purchase journey, their lifetime value, and their purchasing behaviour. Identify trends and develop more personalised campaigns and partner specific strategies.

04



Set up dynamic commissions

Report on the performance metrics that are most important to your brand, whilst also rewarding your partners accordingly. Set up additional conditions to your commissioning rules to get more control of your ROI.

What

is Conversion Analytics?

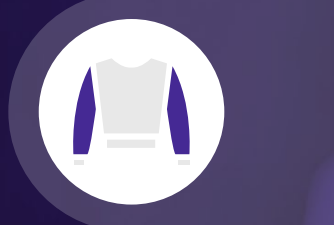
Conversion Analytics is an advanced tracking setup that provides advertisers with enhanced reporting and commission flexibility.

How

can I enable this?

By populating custom parameters, you can parse additional data values directly to Awin.

A full guide on the integration of custom parameters is available [here](#).



Conversion Analytics

Essential parameters

Enhanced Awin reporting for strategic decision making in the **fashion sector**

How

do I get the most valuable insights?

Although there are a variety of parameters that can be passed, we recommend sector-specific data that will add the most value to your programme performance.

Performance in the online fashion sector has increased significantly in recent years. It is a sector characterised by constant evolution. Consumers want a seamless shopping experience that focuses on simplicity, speed and value.

It is critical that advertisers track and monitor deeper insights at the individual transaction level to identify trends and gain insights from which to derive partner-specific strategies and an improved user experience.

For the fashion sector we recommend passing the following data points (P) for Conversion Analytics.

P1

Loyalty / membership number

"123456" or "ABC1234"

By passing back this information it will enable advertisers to see how often a customer returns through the channel. It will also allow you to provide insights into the publishers that repeat customers are purchasing through and whether or not they are returning through the same publisher.

P2

Delivery Method

"Click and Collect"
or "Home Delivery"

Typically parsed in a string (or as an integer if provided with an index), this key allows you to analyse the publishers that are driving customers that want specific delivery methods. It would be possible to target visitors to these sites with messaging around the service.

P3

Delivery town / location

"London" or "Berlin"

By profiling where customers are purchasing from, partners can be utilised to focus on particular geographical locations. It can also help to understand their distance from a store and potentially target new store launches. Advertisers can parse specific town names or overall regions.

P4

Billing City

"London" or "Berlin"

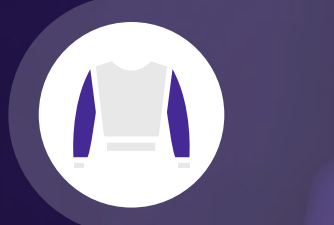
By combining this parameter with the previous one, it is possible to see if the billing address matches the delivery address. This will help to profile where customers are getting deliveries (home, work, another address – potentially as a gift). If they are collecting from a store, it will also help to identify how far they are travelling from home to store.

P5

Billing Country

"UK" or "United Kingdom"

This will highlight the publishers that are generating domestic vs. overseas orders (where an advertiser delivers internationally).



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How

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To the right is additional data to consider tracking for the fashion sector.

Advertisers may not track all the following parameters, and can leave P values blank if they do not track metrics.

Contact

If you're interested in implementing Conversion Analytics contact your account manager or [visit our wiki](#).

To keep up to date with our latest insights [follow our blog](#).

P6

Product Brand

"Burberry" or "Phase Eight"

This parameter tracks the name of the fashion brand, allowing aggregation and comparison of brands for an advertiser. For multiple products in a basket brands can be separated by a pipe "|" to easily delineate the data, e.g. P6=Burberry|Phase Eight.

P7

Product Name

"Cashmere Scarf" or
"Woollen Green Jumper"

This parameter tracks the name of products, allowing aggregation and comparison of products, and basket analysis. For multiple products in a basket as with P6 products can be separated by a pipe "|" to easily delineate the data, e.g. P7=Cashmere Scarf|Woollen Green Jumper.

P8

Product Size

"One Size" or "XL"

This parameter will list the size of the products purchased, allowing further analysis of this data point. For multiple products with varying sizes as with P6 and P7, this parameter can be separated by a pipe "|" e.g. P8=One Size|XL.

P9

Unit Price

"79.98" or "57.50"

This parameter could be used to split out the unit price of an item as a proportion of the total basket amount. As with the previous product parameters each item can be separated by a pipe "|" e.g. P9=79.98|57.50.

P10

Product Category

"Scarf" or "Knitwear"

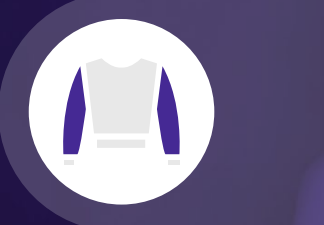
Use this parameter to categorise products for easier product group analysis. As with previous product P Values, product categories can be separated by a pipe "|" e.g. P10=Scarf|Knitwear.

P11

Product Quantity

"2" or "1"

For each product purchased the quantity can be tracked by item, helping to identify bulk buying trends or individual item costs. This parameter can also be separated by a pipe "|" for each product ordered, e.g. P11=2|1.



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Additional parameters

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P12

Delivery cost

"4.99" or "0"

Analysing the delivery cost as well as method, allows to see how free delivery, and varying costs in the sector influence purchase decisions, and typical threshold spends for free/ purchased delivery.

P13

New or Existing Customer

"New" or "Existing"

To help identify the publishers that are effective at driving new customer acquisition.

P14

Previous total spend

"250" or "250.00"

By understanding the cumulative spend of customers it allows you to identify the partners that are driving the most valuable customers and identify if they are returning through the same partner or promotional type when they purchase.

P15

Payment type

"Credit Card" or "Amex"

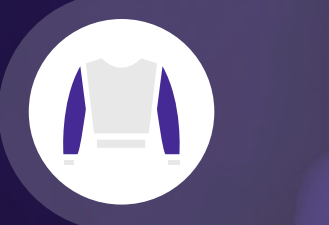
To gain an understanding of the payment types customers are using.

P16

Previous purchase date

"17/12/2015" or "17-12-2015"

Allows you to determine whether the customer was new and existing based on the logic behind new customers (someone who hasn't purchased in a year for example). This will also allow you to understand purchase latency and how this varies by promotional type/affiliate.



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P17

Discount from RRP for whole basket

"10" or "10.00"

To analyse the impact that discounting has upon purchasing behaviour.

P18

Gender

"Female" or "F"

To help better understand the demographics that publishers are able to target.

P19

Is Student

"Yes/no" or "NUS1234567"

To help understand the publishers that are able to attract students.