



# Conversion Analytics

Benefits

Enhanced Awin reporting for strategic decision making in the **grocery 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.

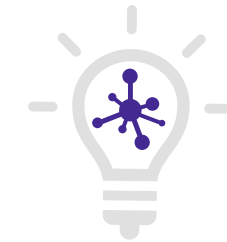
02



## 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 **grocery 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 grocery sector has increased significantly in recent years as more and more people do grocery shopping online. It's a sector characterised by constant evolution. Consumers want a seamless shopping experience that focuses on ease, speed and value. It is important that you track and monitor deeper insights at the individual transaction level to identify trends and gain insights from which to derive partner-specific strategies.

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

P1

### Loyalty / membership number

"123456"

See how often a loyalty card member returns through the channel by passing back this information. It will provide insights into the publishers that loyalty card members are shopping through and whether or not they are returning through the same partner. It also allows to analyse the repeat purchase patterns of loyalty card members.

P2

### Delivery Method

"Click and Collect"  
or "Home Delivery"

This key allows you to analyse the partners that are driving customers that want specific delivery methods. It enables you to target visitors to sites with messaging around the service. It is typically parsed in a string (or as an integer if provided with an index).

P3

### Delivery town / location

"London" or "Berlin"

By profiling where customers are purchasing from, affiliates 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

### Product details

"Fruits" or "Sweets"

If not part of standard affiliate tracking, custom parameters can be used to parse products that have been purchased. This can produce great insights around the product categories that are being bought and the partners that are able to target particular product ranges.

P5

### New or existing customer

"new" or "existing"

This could be flagged based on whether or not the customer has purchased before in a particular time period.



# Conversion Analytics

Additional parameters

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

## How

do I get the most valuable insights?

To the right is additional data to consider tracking for the grocery 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

### Delivery cost

"£4.99" or "0"

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

P7

### Payment type

"Credit Card" or "Amex"

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

P8

### Localisation

"GBP" or "England"

Typically passed back as currency or language if trading internationally.

P9

### Previous purchase date

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

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

P10

### Free trial used

"1" or "0"

This allows advertisers to see which partners are driving any free trials which are available from online grocers.

P11

### Loyalty boost used in sale

"yes" or "no" and "£x.xx"

To see if a customer has made a purchase where loyalty or bonus points have been redeemed and the value of these.

P12

### Customers cumulative spend to date

"£125.00"

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