

Digital's web advertising conversion funnel Getting to grips with conversion models

Digital Training Academy

We use this model to explain the relationship between online advertising, traffic and sales. The advertising process in digital channels mirrors what marketers know from classic channels, and by unpacking the advertising effect into a funnel that describes the steps from ad attention, through advertising persuasion to sales results, marketers can better see the role advertising and the web plays in generating increased business. These handouts recap the principles and suggest a simple way any marketer can start to assess the impact of a campaign strategy.

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Summary notes from Digital Media Planning Academy
www.DigitalTrainingAcademy.com/mediaplanning

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About these notes

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These notes are the handout material that accompany a lesson at the Digital Training Academy. We developed Digital's Web Advertising Conversion Funnel several years ago to help marketers understand the role of click-throughs, their own website and how advertising can help boost business results. Many brands still see their own websites as being the place to create brand impact and change brand perceptions, but we would argue that it's often smarter to 'fish where the fish are' and take the message to the audiences inside online media sites.

Try loading in some example numbers into the spreadsheet and then try the short review exercise at the end of these notes.

How to get in touch...

Mail me more of your questions

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Previously...

Co-founder IAB: UK, Europe, many more
Vice-president: NBC's European web services
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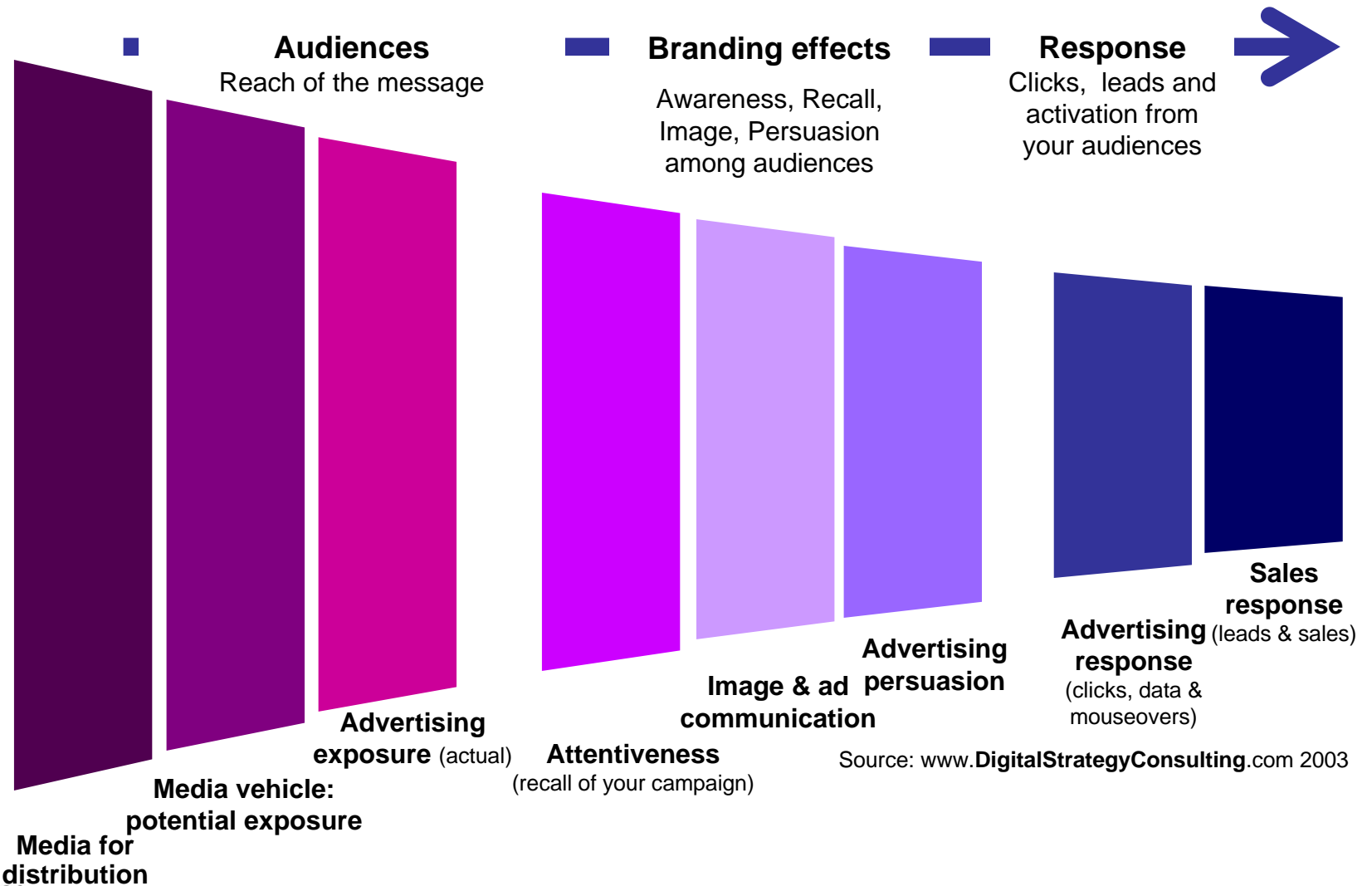
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Helping to unlock the steps in advertising

This technique:

- **Breaks down the steps in the advertising process**
- **Encourages marketers to consider the role of each element in their communications**
- **Makes marketing teams rethink the role of their websites in the process of brand building**
- **Can be a base for modelling the brand effect, calculating audience volumes and predicting the effectiveness of a campaign**

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Source: www.DigitalStrategyConsulting.com 2003

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Step	Conversion rate	Actual volume
<ul style="list-style-type: none"> • Sales response (leads & sales) • Advertising response (clicks, data & mouse-overs) • Advertising persuasion • Image & ad communication • Attentiveness (recall of your campaign) • Advertising exposure (actual) • Media vehicle: potential exposure • Media for distribution 	<p>?</p>	<p>?</p>

Source: www.DigitalStrategyConsulting.com 2003

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Applying the funnel

Boost your media planning by:

- **Modelling brand attentiveness**
- **Planning your expectations of brand uplift**
- **Making reasonable estimates of brand activation**
- **Using existing conversion data to model the sales response**

An exercise to consider:

- **When the calculations are complete, consider whether brand campaigns should involve bringing customers to the brand website, or simply deliver the message and the exposure within the media owner website, using the model of conventional advertising?**
- **Some marketers prefer to 'fish where the fish are' rather than drawing traffic to their own sites**

Reflection

What could
this mean for
your next
online media
plan?

What to do next...

Get further downloads...

Course handouts and accompanying study materials:

1. Discussion / comment

You can post your questions in the online classroom
www.DigitalTrainingAcademy.com/web2

2. Reports on 'Blended' marketing and 'Digital Media Planning'

Download these reports that accompany the talk
www.DigitalStrategyConsulting.com/insight

3. Fortnightly digital marketing news service

Sign up so you can learn more about online marketing
www.DigitalStrategyConsulting.com/digitalbriefings



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