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Buyers vs. Browsers

Audience-based marketing
to acquire and engage more buyers

INTRODUCTION

Customer acquisition and optimization are the foundations of business growth. The most effective ways to increase revenues are to find new customers and convert leads into profitable sales.

These needs existed well before the digital age. But over the past decade, the internet has transformed how consumers search for, consider, and buy products and services. Martech has also transformed how businesses can reach their potential buyers.
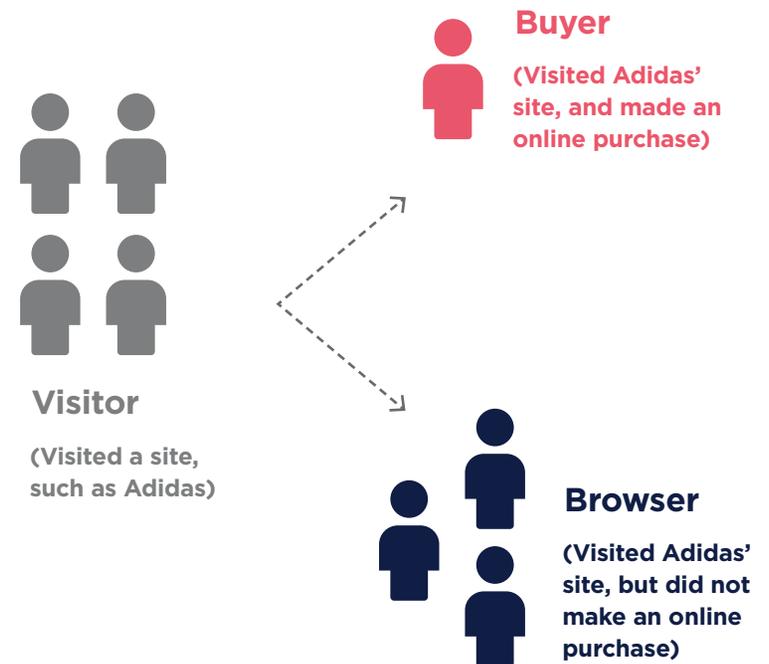
But, have evolutions made it *more difficult* to identify, convince, and acquire new customers?

Hitwise data simplifies and amplifies this process. In this report, we will showcase how online audience analytics can help:

- Differentiate buyers from browsers
- Grow buyers
- Convert browsers into buyers

Defining Buyers, Browsers, and Visitors

Hitwise models audience segments using onsite behaviors, over a set period of time:

Buyer
(Visited Adidas' site, and made an online purchase)

Visitor
(Visited a site, such as Adidas)

Browser
(Visited Adidas' site, but did not make an online purchase)

WHAT'S INSIDE

How to pinpoint buyers from general visitors
Segmenting audiences using digital behaviors

Audience Segmentation

SIZE UP YOUR BUYERS

Before growing a customer base, businesses need to start by knowing how many visitors become buyers.

Let's map that out for fashion brand, Zara.

Looking at the brand's peak trading period (October to December), Zara saw over 2 million visitors to their UK site. 11% of these visitors went on to make an online purchase.

Zara's buyers are more engaged on their site than their general visitor. On average, buyers **spent 3 more minutes** and **viewed 10 more pages** per visit.

So, how can Zara understand what makes their buyers unique?

Zara – Buyers vs. Visitors
Audience Size and Online Engagement

2.06M Visitors

23.4M online visits
7m 38s time/visit
12 page views/visit

225K Buyers (11% of Visitors)

4.35M online visits
10m 58s time/visit
22 page views/visit

Map out your buyers' online engagement, and compare this to your online visitor.

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IDENTIFY YOUR BUYERS' INTERESTS

Digital behavioral data, such as searches, visits, and purchases, helps determine what makes a buyer unique.

Compared to their general visitors, Zara buyers were more likely to search for specific products, like "velvet purse" and "leather boots". They also browsed on fast fashion and luxury sites, like & Other Stories and Net-A-Porter, but purchased on competitor sites, such as H&M and ASOS.

Using search insights, Zara could then promote products that their buyers are more likely to be interested in. Using purchase data, Zara could also keep tabs on competitors like H&M, to ensure their buyers are staying loyal to them.

Zara - Buyers vs. Visitors
Comparison of Digital Behaviors

	Zara's Visitor	Zara's Buyer
What were they looking for?	"Zara Bags" (2.8X *) "Zara Dresses" (1.9X) "Zara Baby" (1.9X) "Zara Winter Coats" (1.8X)	"Velvet Purse" (5.8X) "Leather Boots" (5.7X) "Black Fur Coat" (5.7X) "Zara Denim Jacket" (4.4X)
Where else did they browse?	Primark (2.3X) Superdry (2.2X)	& Other Stories (2.0X) Net-A-Porter (1.7X)
Where else did they buy?	Boohoo (1.2X) Argos (1.1X)	H&M (2.4X) ASOS (1.9X)

Use search, visit and purchase behaviors to see what makes your buyers unique.

Identify who is in your buyers' consideration set.

* Index comparing Browsers vs. Buyers, and vice versa.

FIND THE RIGHT MIX OF DIRECT AND INDIRECT BUYERS

Unlike Zara, very few brands only sell direct. The top 10 retailers account for over 40% of traffic in the US and UK. To compete, many brands need to sell indirectly through retailers and marketplaces.

Adidas is one such brand. Distributing through a number of retailers globally, Adidas would want to know how their products are converting on retailers, or if they are cannibalizing their own direct sales.

From October to December, 592K people bought directly from Adidas' US site. A further 45K people bought Adidas products on Foot Locker, and 43K people bought on Nordstrom. Looking at their indirect buyers, 59% of Foot Locker-Adidas buyers and 36% of Nordstrom-Adidas buyers also visited Adidas' site.

Visitors vs. Adidas Buyers
Direct (on Adidas) and Indirect (on Foot Locker & Nordstrom)

Adidas Visitor
5.1M

Adidas
Direct Buyer
592K
(12%)

Foot Locker Visitor
3.2M

Foot Locker
Adidas Buyer
45K
(1.4%)

Nordstrom Visitor
12.2M

Nordstrom
Adidas Buyer
43K
(0.4%)

59% of Foot Locker-Adidas buyers also visited Adidas' site

36% of Nordstrom-Adidas buyers also visited Adidas' site
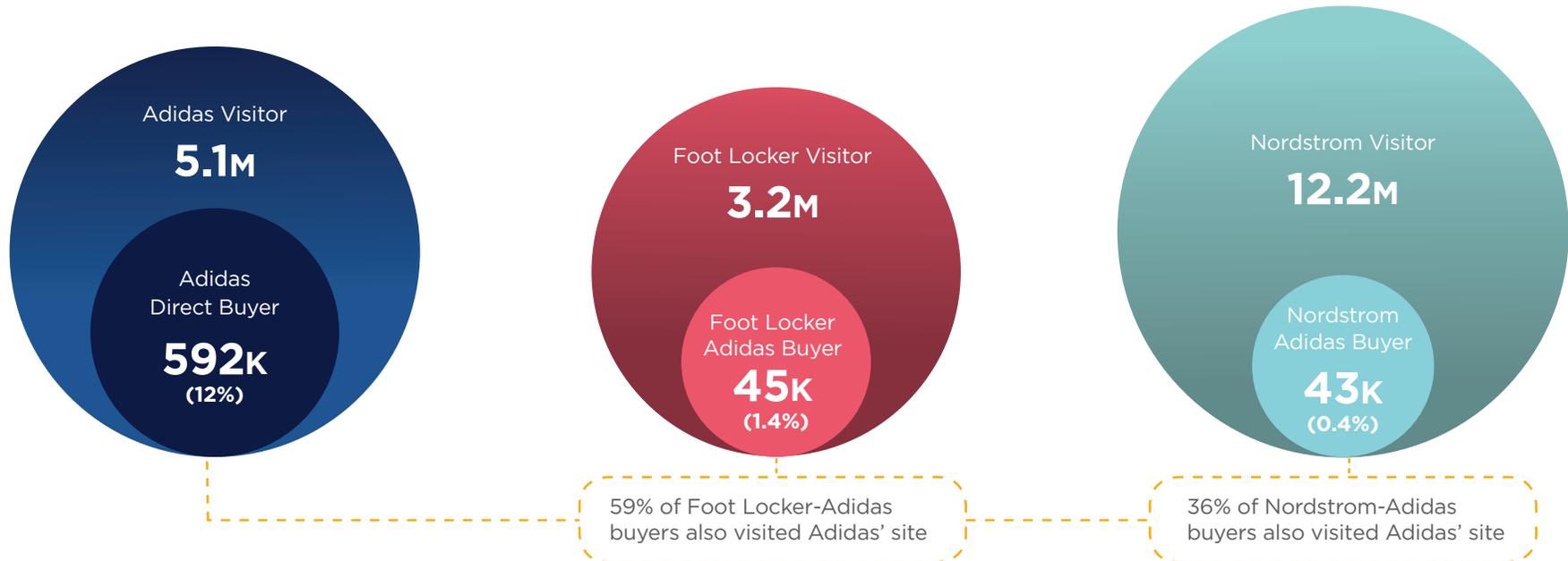
Track the overlap of indirect buyers visiting your site – are you cannibalizing your direct sales?

IDENTIFY WHEN YOUR DIRECT AND INDIRECT BUYERS PURCHASE

In terms of **when** they purchased, Adidas direct buyers and Foot Locker-Adidas buyers both peaked over Black Friday week. Nordstrom buyers, on the other hand, surged the week before Boxing Day.

Adidas Buyers - Weekly Share *
Direct (on Adidas) and Indirect (on Foot Locker & Nordstrom)

Foot Locker-Adidas Buyers spiked over Black Friday week

Adidas also saw more buyers over Black Friday and Cyber Monday weeks

Nordstrom had a higher share of Adidas buyers pre-Boxing Day

Legend:
— Adidas Direct Buyers — Foot Locker-Adidas Buyers — Nordstrom-Adidas Buyers

X-axis: 10/13, 10/20, 10/27, 11/03, 11/10, 11/17, 11/24, 12/01, 12/08, 12/15, 12/22, 12/29

Y-axis: 0, 5%, 10%, 15%, 20%, 25%, 30%, 35%

* The weekly proportion of buyers, over the 12 week period to December 29, 2018.

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PROFILE YOUR DIRECT VS. INDIRECT BUYERS

The overlap between Foot Locker-Adidas buyers and Adidas direct buyers could be worrying, but their **profiles** largely differed.

Adidas' direct buyers were younger, male, and from both upper and lower household incomes. Whereas, Foot Locker-Adidas buyers were comparatively older, and from suburban and affluent families. Nordstrom additionally attracted a higher share of females, from both affluent and aspirational families.

So with a deeper understanding of direct and indirect buyers, a brand can make more informed retailer decisions. Combined with product-level or search data, Adidas could then push different offerings and promotions to further engage each segment.

Adidas Buyer Profiles

	Adidas Direct Buyer	**Foot Locker-Adidas Buyer**	**Nordstrom-Adidas Buyer**	
Demographics:	18-24 yo Male	25-34 yo Male	18-24 yo Female	
Socio-Economic:	Wealthiest, educated households Lower-income, urban and active singles	Affluent, established families Suburban and financially comfortable families	Affluent, middle-aged and active families Lower-income, urban and active singles	Ensure you are attracting a different audience profile, directly and indirectly through retailers.
Household Income:	Less than 20K Over 100K	50-75K	20-30K Over 100K	

KEY TAKEAWAY

Through conversion points, Hitwise can model buyer segments, whether it's direct buyers on your site or indirect buyers on other retailers. With these segments, map out what makes your buyers unique, in order to grow and retain them. Additional search and profile insights can also inform your retailer decisions; reducing the risk of cannibalization and growing your total sales.

How to get more buyers
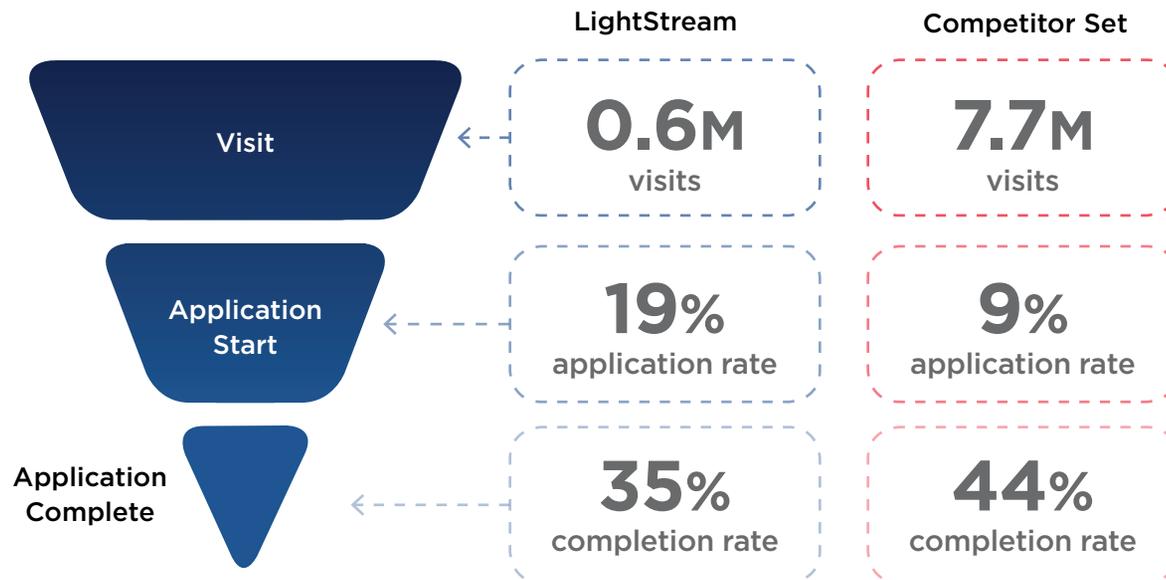Growing customers through search and clickstream insights

Conversion Funnel

BENCHMARK YOUR CONVERSION RATES

To grow buyers, businesses need to know at which points their visitors "drop off". This is a common question for any industry that has online purchases, bookings, and applications.

Let's look at an example for LightStream, the US consumer loan division of SunTrust Bank. LightStream saw a higher "start application" rate than their competitors, at 19% vs. 9%. But benchmarking their application completion rates, LightStream had fallen short, at 35% vs. 44%. So, how can LightStream acquire more applicants?

LightStream – Loans Applications Conversion Funnel

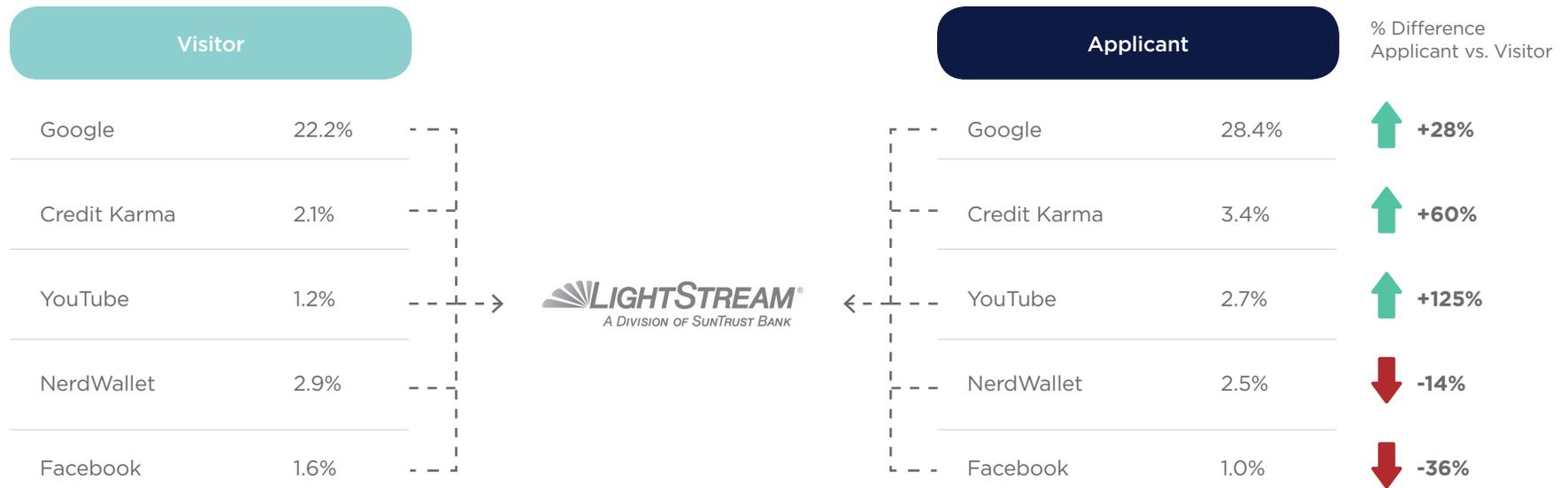|	LightStream	Competitor Set
Visit	**0.6M** visits	**7.7M** visits
Application Start	**19%** application rate	**9%** application rate
Application Complete	**35%** completion rate	**44%** completion rate

Regularly track your conversion funnel from visit-to-purchase. Address gaps compared to the competition.

UNDERSTAND HOW BUYERS GET TO YOUR SITE

LightStream could firstly look at the top traffic sources used by their completed applicants.

Compared to their general visitor, LightStream's applicants were more likely to click through Google, Credit Karma, and YouTube. In particular, YouTube attracted 125% more clicks for a completed applicant than a general visitor. In contrast, LightStream's visitors were more likely to use NerdWallet and Facebook before visiting LightStream's site.

LightStream – Completed Applicants vs. Visitors
Comparison of Traffic Sources

Visitor		Applicant		% Difference Applicant vs. Visitor
Google	22.2%	Google	28.4%	↑ +28%
Credit Karma	2.1%	Credit Karma	3.4%	↑ +60%
YouTube	1.2%	YouTube	2.7%	↑ +125%
NerdWallet	2.9%	NerdWallet	2.5%	↓ -14%
Facebook	1.6%	Facebook	1.0%	↓ -36%

LIGHTSTREAM®
A DIVISION OF SUNTRUST BANK

Prioritize sites and channels that drive converting traffic to your site.

USE SEARCH TO TARGET BUYERS

LightStream's applicants were more likely to search for general loans, like "personal loans" and "vacation loans", than a general visitor. They were also searching for specific queries, like "low interest" and "alternatives", as well as comparing reviews with other providers, like Discover, SoFi, and Avant.

By connecting traffic source data with search insights, LightStream can target the channels and terms that are driving their applicants. For instance, Google was attracting a higher share of clicks from applicants. LightStream could then target keywords like "loan calculator" through paid search. They could also develop content on topics like "interest and payment options for different loans", to attract more applicants organically.

LightStream – Applicants
Over-indexed Searches Compared to Visitors

General Searches	Descriptive Searches	Branded Searches
"**Personal** loans"	"Find **low interest** auto loans"	"**Lightstream** reviews"
"**Debt consolidation** loan"	"Loan with **low monthly payments**"	"**Discover** personal loans review"
"Loan **calculator**"	"**Alternatives** to debt settlement"	"**SoFi** personal loan reviews"
"**Vacation** loan"	"How does car loan application affect **credit score**"	"**Avant** loans reviews"

Identify keywords that your buyers are more likely to search for. Target these terms in paid search and content.

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IDENTIFY WHEN BUYING POINTS SPIKE OVER THE YEAR

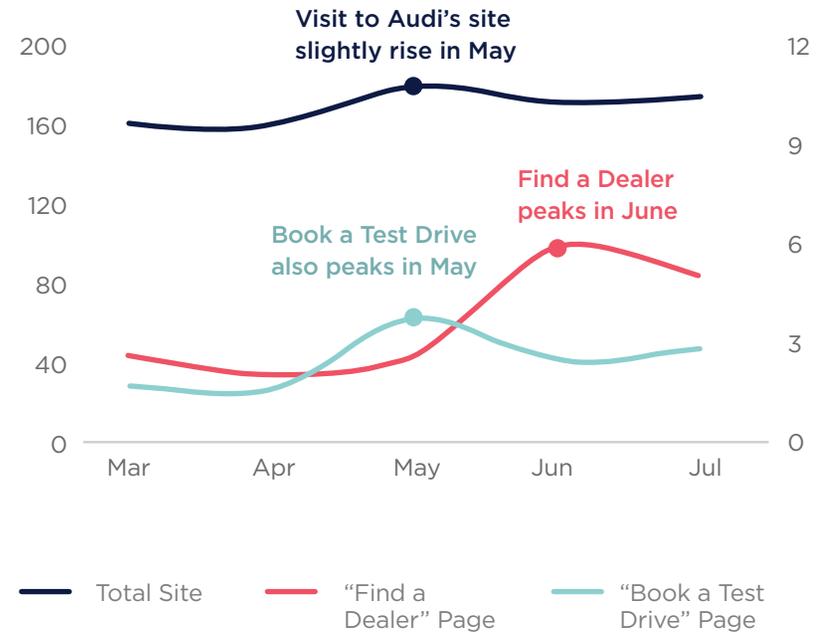**Businesses can also pre-empt their buyers.**

Looking at the automotive industry in Australia, new car sales peak in June, which coincide with end of financial year promotions.

For Audi, monthly visits are fairly stable throughout the year, but see a slight increase from May onwards.

Zooming into buying intent points on their site, clicks to Audi's "Book a Test Drive" section peaked in May. Clicks to their "Find a Dealer" page surged in June.

The research cycle for industries like automotive is extensive. How can Audi attract more buyers prior to their peak sales month?

Audi Monthly Visits
Total Site & Key Intent Points ('000)

Visit to Audi's site slightly rise in May

Find a Dealer peaks in June

Book a Test Drive also peaks in May

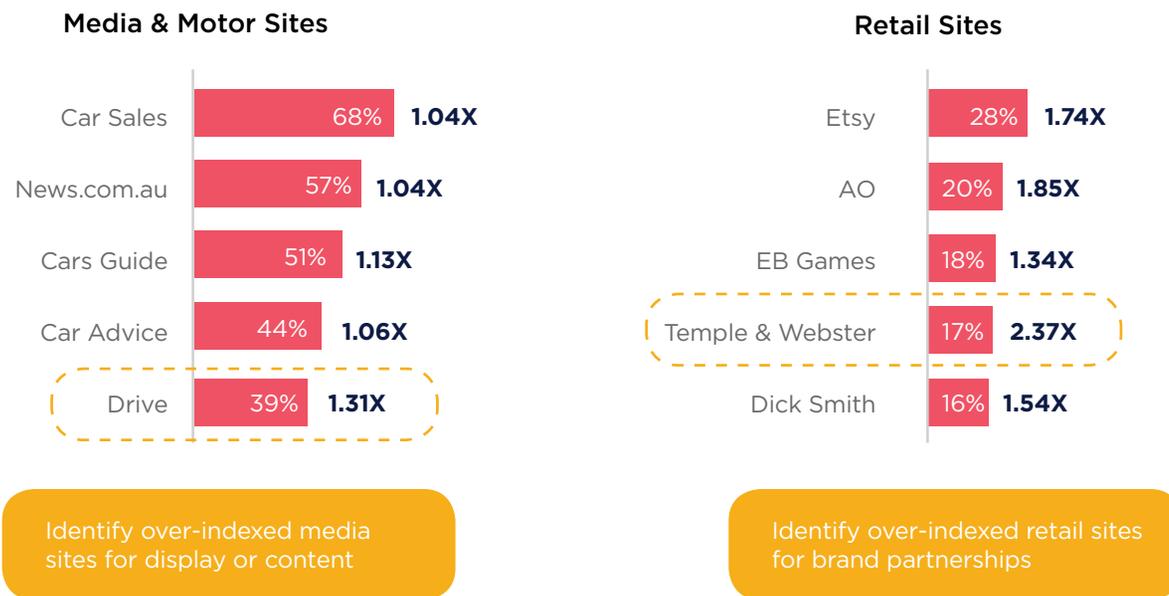Total Site — "Find a Dealer" Page — "Book a Test Drive" Page

IDENTIFY PARTNERS TO PRE-EMPT BUYERS

Audience reach is a key metric for identifying partnership opportunities. Audi's "Find a Dealer" audience were highly engaged with motoring sites. While a higher share of that audience had visited Car Sales (68%), they were 31% more likely to visit another site, Drive.

Audi's Dealership audience also over-indexed on a number of retail sites, like House & Garden retailer, Temple & Webster. To grow brand awareness and interest before their peak sales month, Audi could partner with Drive on display or advertorial content. They could also partner with Temple & Webster on a local co-branded campaign.

Audi - Find a Dealer
Audience Reach, Compared to Visitors

Media & Motor Sites			Retail Sites		
Car Sales	68%	1.04X	Etsy	28%	1.74X
News.com.au	57%	1.04X	AO	20%	1.85X
Cars Guide	51%	1.13X	EB Games	18%	1.34X
Car Advice	44%	1.06X	Temple & Webster	17%	2.37X
Drive	39%	1.31X	Dick Smith	16%	1.54X

Identify over-indexed media sites for display or content

Identify over-indexed retail sites for brand partnerships

KEY TAKEAWAY

Hitwise can address potential gaps in your conversion funnel by benchmarking your visit-to-purchase rates vs. the competition. Combined with clickstream and search insights, target the best channels and keywords to attract more buyers. Audience reach analysis can also help you identify strategic brand partnerships and media opportunities.

How to turn browsers into buyers
Identifying why potential customers go to the competition
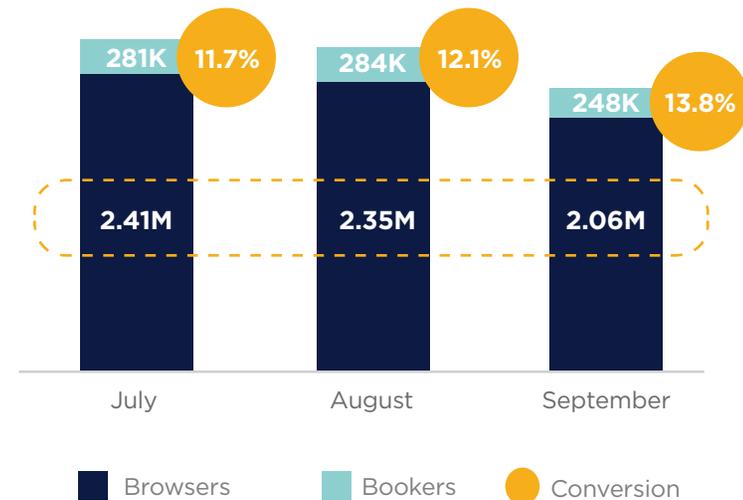
Audience Reach Analysis

GET TO KNOW YOUR BROWSERS

To optimize conversions, businesses need to know their browsers as well as their buyers.

Let's look at an example in the travel industry. Airbnb sees around 12-14% of its visitors convert into bookers in the UK. This figure grows over the summer months, from July to September.

With visits reaching millions each month, a small percentage uplift in Airbnb's conversions would then be significant.
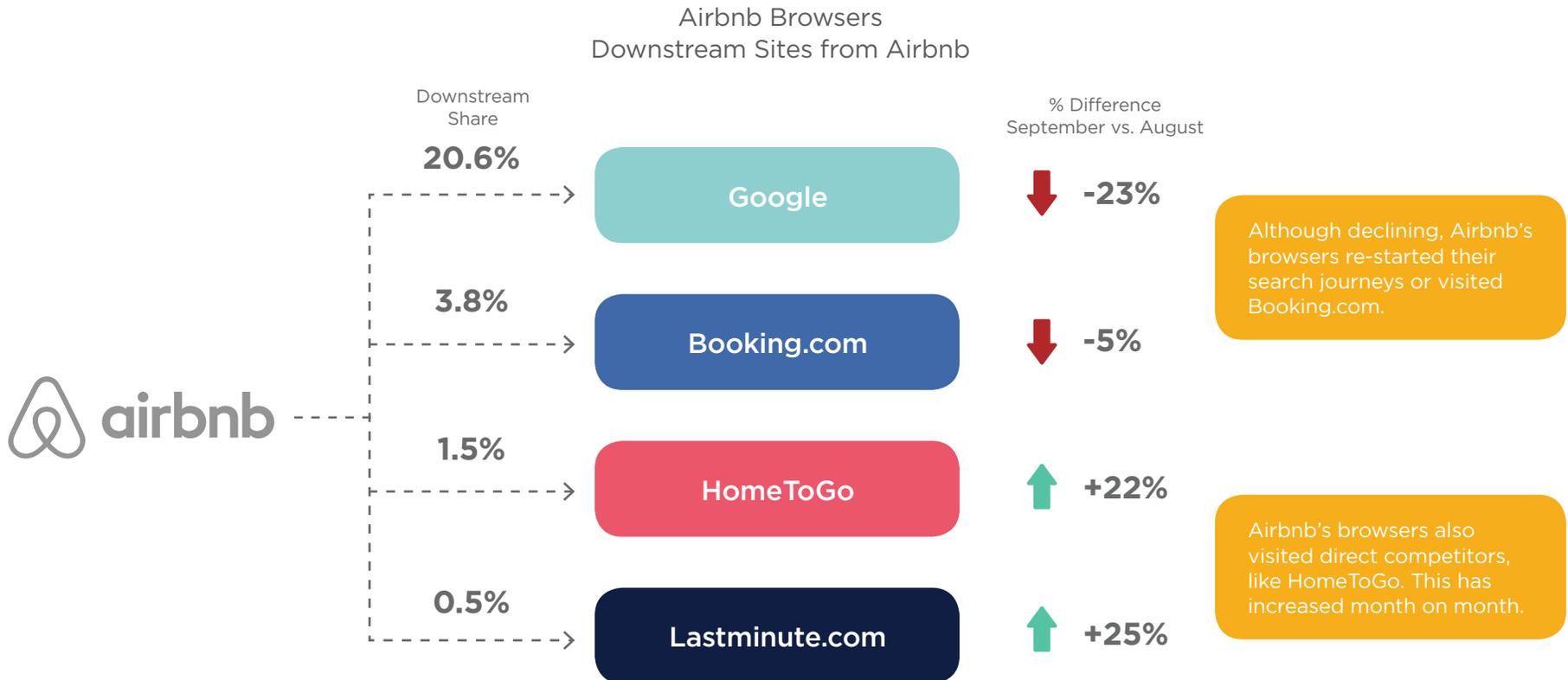
Airbnb – Browsers vs. Bookers
Audience Size and Conversions by Month

	July	August	September
Bookers	281K	284K	248K
Conversion	11.7%	12.1%	13.8%
Browsers	2.41M	2.35M	2.06M

■ Browsers   ■ Bookers   ● Conversion

IDENTIFY WHERE ELSE YOUR BROWSERS GO TO

To convert their browsers into buyers, Airbnb could firstly understand where their browsers go directly after their site. A significant share returns to Google, followed by other travel aggregators and rental competitors.

Airbnb could also track how these behaviors shift month on month. From August to September, clicks from Google and Booking.com declined, whereas clicks to competitor sites, like HomeToGo and Lastminute.com, had risen.

Airbnb Browsers
Downstream Sites from Airbnb

Downstream Share

% Difference September vs. August

Downstream Share	Site	% Difference September vs. August
20.6%	Google	▼ -23%
3.8%	Booking.com	▼ -5%
1.5%	HomeToGo	▲ +22%
0.5%	Lastminute.com	▲ +25%

Although declining, Airbnb's browsers re-started their search journeys or visited Booking.com.

Airbnb's browsers also visited direct competitors, like HomeToGo. This has increased month on month.

UNDERSTAND WHY THEY VISIT YOUR COMPETITION

Airbnb could understand why they are losing their browsers through search.

Airbnb's browsers visited Booking.com for generic hotels like Manchester, Amsterdam, and Edinburgh. They also visited HomeToGo for different types of experiences, such as bungalows and houses with pools, and had searched for cheap hotels and package deals on Lastminute.com.

So to win back their browsers, Airbnb could then target these keywords, like "bungalows Puerto Del Carmen" through paid search, or place promotions on specific locations, such as Manchester, Amsterdam or Causeway Coast.

Airbnb Browsers
Top Searches to Competitor Sites

Booking.com		HomeToGo		Lastminute.com	
"Hotels Manchester"	0.19%	"Bungalows Puerto Del Carmen"	0.37%	"Cheap Hotels Manchester"	0.25%
"Hotels Amsterdam"	0.16%	"Causeway Coast Rentals"	0.31%	"Last Minute Holidays from Belfast"	0.17%
"Edinburgh Hotels"	0.16%	"Tripadvisor Alicante City"	0.31%	"Cheap Hotels London"	0.14%
"Hotels Brighton"	0.13%	"Northern Ireland Houses with Pools"	0.29%	"Package Deal to Budapest"	0.10%
"Hotels in London"	0.11%	"Tenerife Adeje Apartments"	0.18%	"Edinburgh Town House"	0.08%

KEY TAKEAWAY

Get to know your browsers as well as your buyers. Hitwise can help you understand who you are losing your browsers to, and why, through downstream and search insights. These data insights can feed directly into your marketing tactics to win back these customers.

Key Takeaways

Whether you are trying to capture buyers, bookers or applicants, the goals to grow buyers and increase conversions transcend industries.

Hitwise can model various buyer and browser audiences, as a result of our data depth and proprietary modeling technologies.

These segments can be your direct buyers, like the Zara, LightStream, and Audi examples. They can also be your indirect buyers to partner sites, like the Adidas, Foot Locker, and Nordstrom example. Hitwise can also pinpoint browsers and understand where else they go to, as shown in the Airbnb and Booking.com example.

With these analytics, you will be able to:

Delve deeper than online visitors, and pinpoint your buyers.

Understand what makes your buyers unique through digital behaviors.

Tailor your search, display, content, and affiliate strategies to grow and retain your buyers.

Identify strategic partnerships to build brand awareness and interest.

Get to know your browsers as well as your buyers, in order to win them back.

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Hitwise is a global digital intelligence provider that helps brands and agencies, like Walmart, Goldman Sachs, Condé Nast, and Group M, segment and reach online audiences. As pioneers in data science for over 20 years, we deliver long-lasting improvements to our clients' marketing and sales performance.

Powered by leading data transformation and modeling technologies, Hitwise data is audience-first, actionable, globally-compliant, and unmatched in terms of granularity. This allows us to provide a complete understanding into how consumers behave online - from initial search to final purchase, at any moment in time, across any device.

Measure
Competitive
Benchmarking

Discover
Consumer
Insights

Optimize
Search & Channel
Optimization

Lift
Campaign
Performance

Ready to convert your
Browsers into Buyers?

hitwise will help uncover digital insights into your strategic audience segments.

CONTACT US HERE

APPENDIX

Chapter 1

Page 4-5: Hitwise, UK. Audience = Visited/Purchased on Zara's site. Period = 13 weeks ending December 30, 2017.

Page 6-7: Hitwise, US. Audience = visitors/buyers to Adidas' site, visitors/Adidas buyers on Foot Locker, visitors/Adidas buyers on Nordstrom. Period = 12 weeks ending December 29, 2018.

Page 8: Hitwise, US. Selected over-indexed attributes on Adidas direct and indirect audiences.

Chapter 2

Page 9: Hitwise, US. Conversion Funnel = Visited/Started application/Completed application on Lightstream's site, vs. key competitors. Period = 5 weeks ending November 3, 2018.

Page 10: Hitwise, US. Traffic sources to Lightstream's site.

Page 11: Hitwise, US. Top over-indexed searches to the Finance industry.

Page 12: Hitwise, AU. Visits to Audi/Book a Test Drive/Find a Dealer pages. Monthly visits over 2018.

Page 13: Hitwise, AU. Audience Reach to Media and Retail sites. Audience = Clicked on "Find a Dealer" on Audi's site. Period = 9 weeks to June 30, 2018.

Chapter 3

Page 14: Hitwise, UK. Bookers = Check out on Airbnb's site. Browsers = Visited, did not check out on Airbnb's site. Conversion Rate = Number of Bookers / Number of Total Visitors.

Page 15-16: Hitwise, UK. Downstream sites and top searches for Airbnb's Browser audience.