

# Cinematix Entertainment

Behaviour Evaluation & Analysis Review



::Website Report::

Sample Report



This report was produced using [www.cinematix.co.za](http://www.cinematix.co.za)'s website statistics as gathered by Vigilmetrix (a product of Vigilmetrics) for the month of June 2011. The management of Cinematix has given their full permission for the analysis of these website statistics to take place in the preparation of this Online Behaviour Insight Report.

**Disclaimer:**

1. This Report has been prepared by Vigilmetrics ("Vigilmetrics") for the general information of Cinematix (Pty) Ltd ("Cinematix") and its employees.
2. While reliance is placed on data sourced from Vigilmetrics ("Vigilmetrics"), with the permission of Cinematix, Vigilmetrics does not hold itself responsible for the accuracy, currency and/or completeness of such data as used in this Report.
3. The content of this Report is made available to the Cinematix on an "as is" basis and Vigilmetrics makes no representations or warranties of any kind, whether express or implied, to the accuracy and/or completeness of the content or opinions as contained in this Report.
4. The use of the information provided to Cinematix in terms of this Report is entirely at the risk of Cinematix, and it is recommended that Cinematix verify any of the data, opinions expressed and/or representation made therein before placing any reliance thereon.
5. Vigilmetrics, its shareholders, directors, employees, suppliers, agents and/or representatives shall not be held liable for any loss or damage, whether direct, indirect, consequential, or any expense of any nature which may be suffered by Cinematix arising directly or indirectly upon Cinematix's reliance on this Report and/or its content.



This document was created and printed by:

Vigilmetrics  
The Gabba  
The Campus  
57 Sloane Street  
Bryanston  
South Africa  
2021

[www.vigilmetrics.com](http://www.vigilmetrics.com)  
[info@vigilmetrics.com](mailto:info@vigilmetrics.com)

## Content

1.	Description of Behaviour Insight Report.....	1
2.	Your Strategic Drivers .....	2
3.	Segment Definitions Used.....	2
4.	Dashboard (from Vigilmetrix Report) .....	3
5.	Dashboard (Online Behaviour Insight Report).....	4
6.	Key Findings Summary .....	5
7.	New Visitor Analysis.....	7
8.	Website Segmentation Analysis.....	9
8.1	Segmentation by Geography .....	11
8.2	Segmentation by Content .....	13
8.3	Segmentation by Session Length .....	15
9.	Conversion Rate Analysis .....	17
10.	Trends Analysis .....	19
10.1	Key Metrics for the Quarter .....	19
10.2	Comparative Analysis.....	21
11.	Glossary.....	22

## 1. Description of Behaviour Insight Report

This report supports the conviction that online visitors form the basis of any web based strategy. The motivation is simple: if you understand your visitors, are synchronised with their demands, meet their expectations and you are consistent with the fulfillment of your value offering, then you are better equipped to perform to your potential, on a sustainable basis. We have termed this process of striving to be the best you can be – performance actualisation! Key insights into your visitor's behaviour are the one critical ingredient with which to build and deliver on your strategic objectives and stretch your potential frontier.

To explore behavioural insight, this Online Behaviour Insight Report segments your online visitors into four behavioural categories (generically termed; One Time, Return, Committed and Entrenched Visitors). Entrenched visitors represent your definition of desired behaviour, and the purpose of this report is to assist with influencing your visitor's behaviour towards this preferred segment. To assist us with the best opportunity to provide effective decision making we look at these four behavioural segments from four key viewpoints. The four viewpoints provide a full 360<sup>o</sup> overview of your visitors, and are presented in four separate sections in the report.

*We have termed this process of striving to be the best you can be – performance actualisation!*

### 1 New Visitor Analysis

The acquisition of new visitors to your Site fulfills a few key strategic objectives:

- a. New visitors provide the quickest source of growth
- b. Creates more visibility and awareness - increasing the audience opportunity
- c. If properly profiled and targeted, new visitors will conform to desired behaviour quicker, improving the conversion rate cycle.



### 2 Website Segmentation Analysis

- a. By looking at our four behavioural segments individually we can gain better insight into the influence of geography (country, province and city – especially in South Africa), content and time spent (assumed to be the visitor's most valuable resource), in determining how visitors behave.
- b. By understanding the visitor segments we stand a better chance of shaping, guiding and influencing behaviour.



### 3 Conversion Rate Analysis

- a. In this analysis we now combine the visitor segments to try and understand the conversion bottlenecks that may exist when trying to migrate and promote behaviour towards the ultimate segment – the path to performance actualisation.
- b. We also look at Loyalty to try and understand what makes us a preferred destination on an ongoing basis.



### 4 Trends Analysis

- a. Once we have gained the metrics above we need to put them into context by making them comparable with other periods to gain a sense of direction.
- b. Further to this, we then compare the metrics to your sister Sites (if possible) to gain a sense of your competitive positioning.



We hope this report provides the desired decision making insight to assist you in meeting your online strategic objectives and that it contributes to your ongoing commitment towards performance actualisation.

## 2. Your Strategic Drivers

The following drivers were agreed with Cinematix management to be the key objectives for your online strategy:

- 1 Drive online bookings.
- 2 Understand the different visitor segments so that we can influence and guide desired behaviour.
- 3 Identify a best practice and preferred behaviour pattern so that we can attract new visitors to the Site, and ensure that they conform to the correct audience profile.
- 4 Build a metric overview so that we have a 'balanced' view of the performance of our Site, so that we can remedy insightfully and speedily.
- 5 Provide our visitors with a fulfilling, informative and fluent browsing experience.

## 3. Segment Definitions Used

The visitors for the Site have been segmented according to the definitions below. These definitions were agreed upon by the management of Cinematix and tested to ensure they are representative with the company's and the Site's strategy.

Visitor Segment	Definition
One Time	Visitors that fall into this segment have visited the site for the first time ever during the reporting period, and have not returned.
Return	Visitors who have been to the site before, but do not perform any behaviour during the reporting period that would move them into the Committed or Entrenched categories.
Committed	Visitors who have browsed one of the "Book Now" pages on the site and who have had a session (visit) length of at least 1 minute.
Entrenched	Visitors with a minimum of 2 sessions in this reporting period and who have browsed at least 2 "Book Now" pages. At least one of their sessions will have exceeded 1 minute.

**NB:**

- The definitions above can be changed to suit any developments or changes in policy or strategy. Please be mindful however, that this will affect your ability to compare performance over different periods.
- You may change the names of the segments to suit you whenever you feel it is appropriate or suitable.
- The layout of this report is presented as agreed with Management. The layout can be reviewed and adjusted.

## 4. Dashboard (from Vigilmetrix Report)

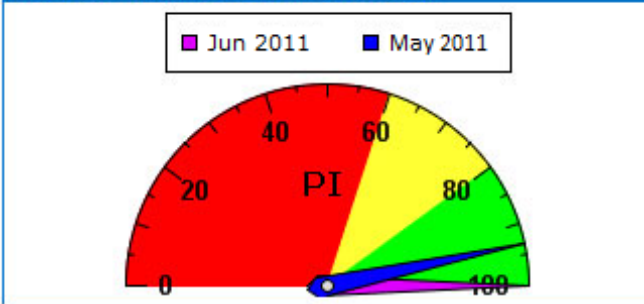
### SITE PERFORMANCE

Period	PI	Visitors	Sessions
Jun 2011	1,036,053	104,495	143,986
May 2011	966,431	92,081	130,123
Current Quarter	2,825,491	278,590	391,873
Last Quarter	2,859,389	316,345	458,321

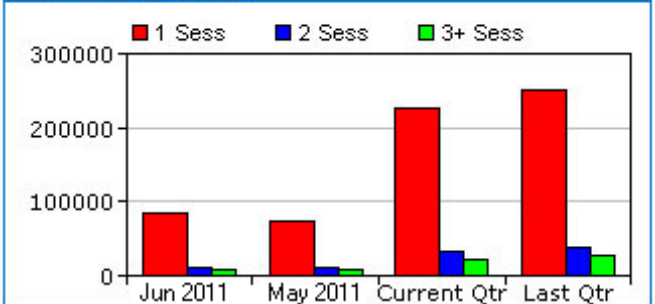
### VISITOR SESSIONS

Period	1 Sess	2 Sess	3+ Sess
Jun 2011	84,316	12,111	8,068
May 2011	74,552	10,334	7,195
Current Quarter	225,102	31,653	21,837
Last Quarter	251,033	37,841	27,522

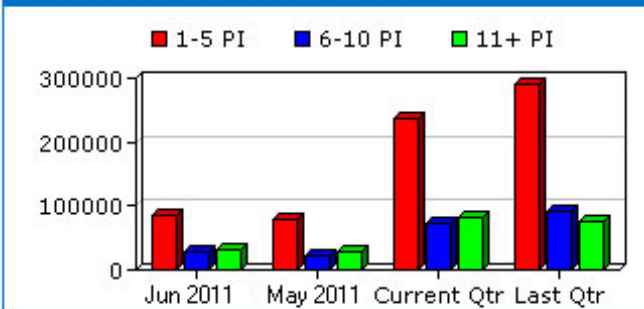
### PAGE IMPRESSION PERFORMANCE



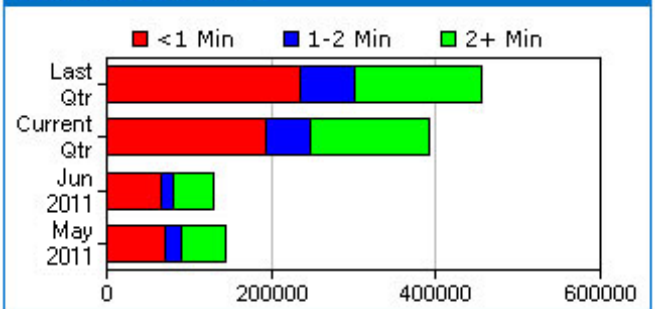
### VISITOR SESSIONS



### PAGE IMPRESSIONS PER SESSION



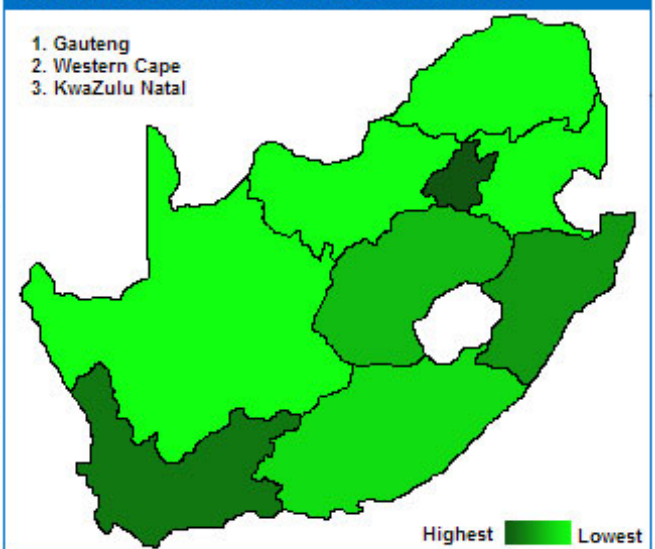
### SESSION DURATION



### VISITOR GEOGRAPHICS : CONTINENTS



### VISITOR GEOGRAPHICS : SOUTH AFRICA



### TOP 5 SOUTH AFRICAN CITIES

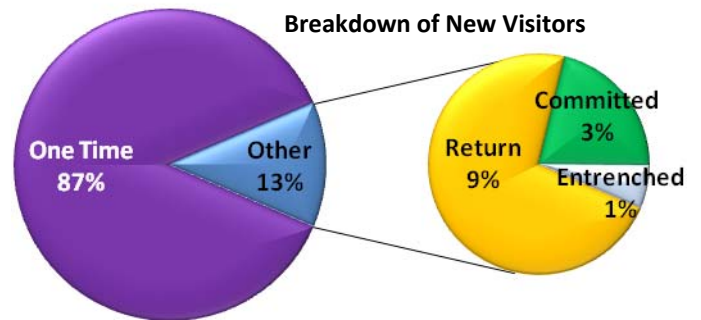
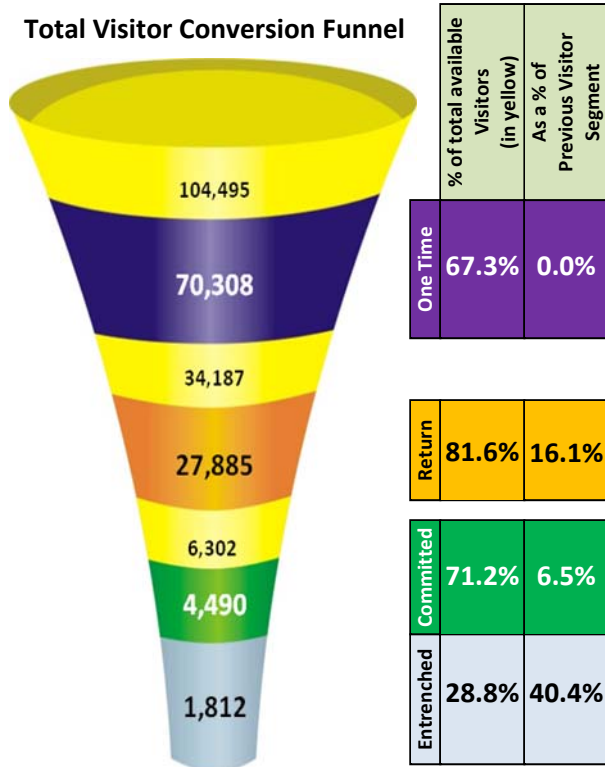
#	City	Visitors	Jun 11 %
1	Johannesburg	60,515	64.0
2	Pretoria	17,014	18.0
3	Cape Town	7,563	8.0
4	Durban	6,618	7.0
5	Bloemfontein	1,901	2.0

## 5. Dashboard (Online Behaviour Insight Report)

Visitor Segments	New Visitors	Existing Visitors	Total	% Overall
One Time	70,308	0	70,308	67.3%
Return	7,550	20,335	27,885	26.7%
Committed	2,230	2,260	4,490	4.3%
Entrenched	656	1,156	1,812	1.7%
	80,744	23,751	104,495	100.0%

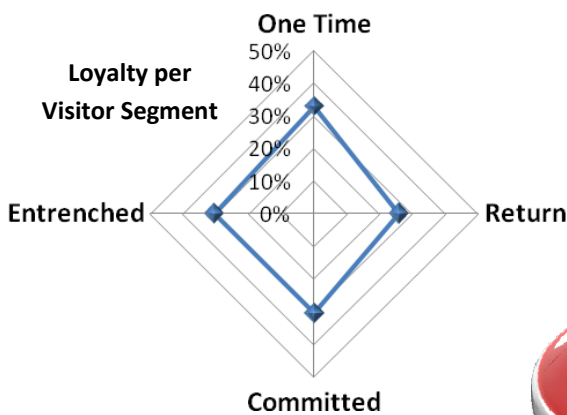


Total Visitor Conversion Funnel

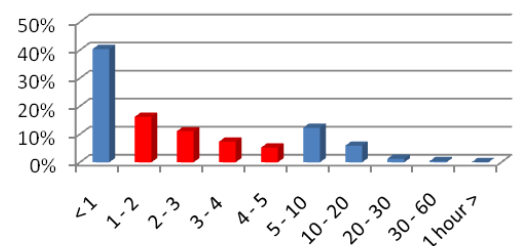


Segment	Average No. of Days since first visit	Days (365 is max.)
One Time	0	0
Return	90	90
Committed	64	64
Entrenched	83	83















Cities	Total	Total %	One Time	Return	Committed	Entrenched
Johannesburg	60,515	64%	64%	64%	64%	64%
Pretoria	17,014	18%	18%	18%	18%	18%
Cape Town	7,563	8%	4%	16%	16%	17%
Durban	6,618	7%	10%	1%	1%	1%
Bloemfontein	1,901	2%	3%	0%	1%	0%
Port Elizabeth	943	1%	1%	0%	0%	0%
	94,554		64,283	25,026	3,807	1,438














Average Session Length per Visitor








## 6. Key Findings Summary

Ref.	Description	Status
	<b>New Visitor Analysis</b>	
NVA 1	Acquisition initiative appears to be working (New visitors make up a large percentage (77%) of overall traffic.	
NVA 4	New visitors are showing signs of adopting desirable behaviour (Committed and Entrenched visitors are being attracted), but the conversion rate between One Time and Return and Return and Committed can still be improved.	
NVA 2	Robots and uptime tools appear to be skewing One Time visitors. These should be removed from the data.	
NVA 5	While New visitors are increasing the numbers, we are not converting enough visitors towards preferred behaviour (Entrenched) i.e. the visitor acquisition campaign is outstripping the content management campaign.	
	<b>Website Segmentation Analysis</b>	
<b>Geography</b>		
WSA (SbG) 2	Travelers (international) appear to show a higher propensity towards desirable behaviour. There is an opportunity for them to be targeted specifically online or through traditional media.	
WSA (SbG) 3	Gauteng and Cape Town show a relatively higher conversion rate towards the Committed and Entrenched visitor segments.	
WSA (SbG) 4	Durban has a similar number of visitors to Cape Town but a markedly lower conversion rate.	
<b>Content</b>		
WSA (SbC) 1	The top 3 pages on the site account for most of the traffic (43% of all page impressions). We should install PagePerformer on these selected pages to assess activity on the links and understand the flow through these pages.	
WSA (SbG) 2	The Entrenched segment search on more pages per visit (on average 51) than the rest of the segments put together (41 combined!).	
NVA 5	The book now functionality does not appear to be encouraging desired behaviour and needs urgent attention. In fact there is every indicating that the ineffectiveness of the book now process is driving behaviour away.	
<b>Session length</b>		
WSA (SSL) 2	All visitors combined spent an aggregated total of 7,338 hours (306 days) on the Site for the month.	
WSA (SSL) 3	The optimal session length is around 3 minutes. 39% of sessions were between 1 and 5 minutes.	

Ref.	Description	Status
	<b>Conversion Rate Analysis</b>	
CRA 1	The Loyalty Index for the month is 31.1% (this excludes One Time visitors). With the applied weightings (see Glossary for the calculation), the Loyalty Index per segment is fairly similar – Return 25.9%; Committed 30.6% and Entrenched 30.5%.	
CRA 2	The Entrenched visitor segment should have a higher Loyalty Index. More visitors beyond the last two months would improve the Entrenched Loyalty Index.	
CRA 4	There is a conversion bottleneck between Return and Committed visitors. Once Return visitors are converted they tend to go swiftly through to the Entrenched segment.	
	<b>Trends Analysis</b>	
<b>Key Metrics for the Quarter</b>		
TA (KMQ) 1	Key Website Metrics and the growth of the number of visitors in each segment have shown continued growth for the quarter ending June 2011.	
TA (KMQ) 3	The conversion rates between key visitor segments (Committed and Entrenched) over the quarter have been inconsistent.	
TA (KMQ) 2	The Loyalty Index is in constant decline. Again this is owing to the visitors from more than two months ago not contributing to desired behaviour.	
<b>Comparative Analysis</b>		
TA (CA) 1	New Visitor volume for Cinematix has performed admirably on a comparative basis.	
TA (CA) 3	Cinematix performed comparably worst on Entrenched visitors against all Sites.	
TA (CA) 5	Management's targets appear to be understated. Cinematix has outperformed management's targets, yet on a comparative level the Site is still underperforming against the sister Sites.	

**Status Descriptions:**

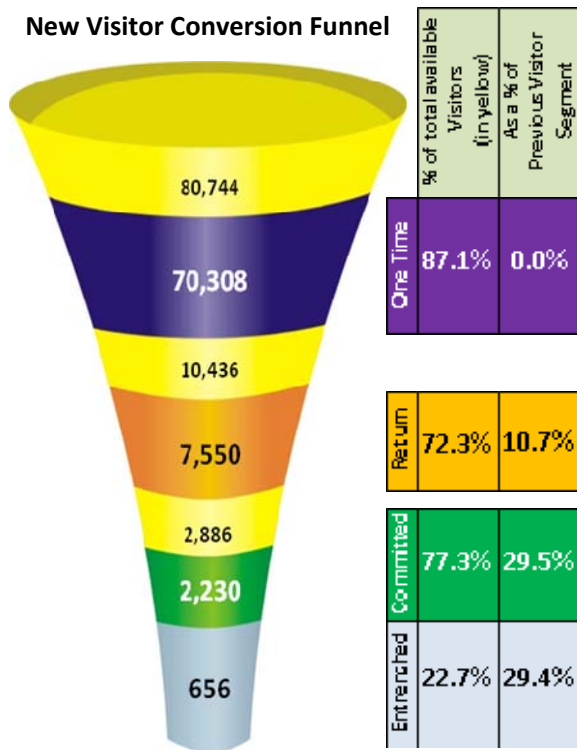
	<b>Looking Good</b>		<b>Needs Monitoring</b>		<b>Needs Attention</b>
	<b>Opportunity</b>		<b>Information</b>		

## 7. New Visitor Analysis



Visitor Segments	New Visitors	Existing Visitors	Total Visitors
One Time	70,308	0	70,308
Return	7,550	20,335	27,885
Committed	2,230	2,260	4,490
Entrenched	656	1,156	1,812
	80,744	23,751	104,495

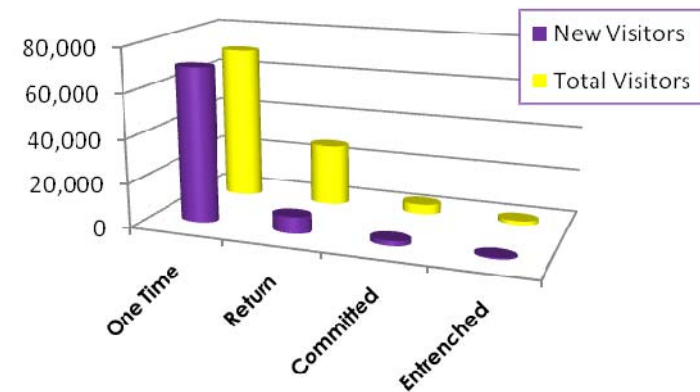
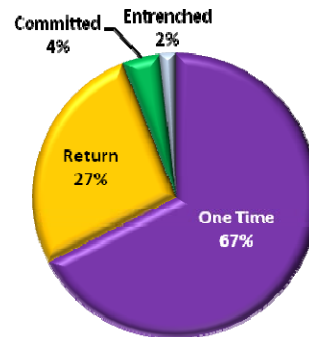
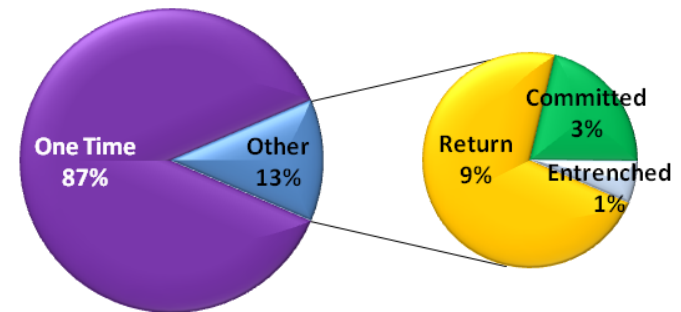
New Visitor Conversion Funnel








Breakdown of Visitors



Breakdown of New Visitors



Ref.	Key Findings	Interpretation	Recommendation
NVA 1	A high percentage of visitors to the Cinematix site are new (77% of overall visitors).	 The visitor acquisition campaign is paying dividends.	Keep the acquisition campaign going (be mindful of issues below – NVA 2.)
NVA 2	87% of these new visitors are one time visitors for the month.	 While it is the intention of the Site to aggressively attract new visitors, we must ensure we attract the right profile. It would be preferable if fewer of the new visitors were only one time visitors. Analysis of the data indicates that the skewing of one time visitors may be owing to trawling tools (e.g. uptime tools) and robots. If you look at the Segmentation by Geography report you will notice that 64,283 of the 70,308 (91%) visitors are from South Africa.	If the data for this segment is being skewed by 'non-human' visitors these can be excluded from the analysis if preferred. (Or reported on separately).
NVA 3	One Time visitors are skewing the data.	 If One Time visitors are overlooked temporarily, we notice that new visitors are 10,436 (30% overall) and existing visitors are 23,751 (70%). With our stated objectives these 'true' new visitors should be targeted to still grow higher.	The above recommendation should be considered. Furthermore, the current policy of attracting new visitors should be encouraged and continued.
NVA 4	New visitors have had a strong influence when contributing to the Committed and Entrenched visitor segments for the month.	 New visitors have contributed 49% to the overall Committed visitor segment and 36% of the Entrenched segment.	Once the One Time visitors have been removed there is definitely some alignment to correct targeting as the new visitor conversion rate then becomes fairly high.
NVA 5	Of the 23,751 existing visitors 20,335 are from the Return visitor segment (86%). This is very high and not enough are being converted to the Committed and Entrenched visitor segment.	 This behaviour could be because: <ul style="list-style-type: none"> <li>• Visitors are using the Site for information but are making their bookings elsewhere.</li> <li>• Booking online is cumbersome and slow.</li> <li>• Incorrect tagging. Visitors may be using the correct path or an alternative path with pages either not tagged or named incorrectly.</li> </ul>	<ul style="list-style-type: none"> <li>• Relook the booking process and assess the different steps and ease of making an online booking. (Including number of steps and time to complete.)</li> <li>• There is a conversion bottleneck between Committed and Entrenched. This relates to the booking process (see above bullet point).</li> <li>• Ensure tagging is correct.</li> </ul>

## 8. Website Segmentation Analysis



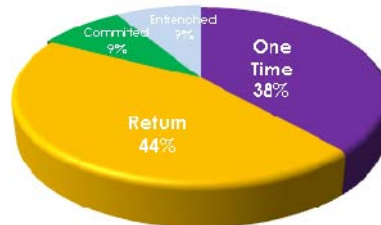
Visitor Segment	Frequency (No. of Visits per Visitor Segment)				
	No. of Visits (Sessions) per Visitor Segment				
	No.	%	Average	Median	Average for the Middle 75% of Data
One Time	70,308	49%	1	1	1
Return	50,303	35%	1	2	1
Committed	14,027	10%	3	2	2
Entrenched	9,348	6%	5	4	4



Average No. of Days since first visit	Days (365 is max.)
One Time	0
Return	90
Committed	64
Entrenched	83



Visitor Segment	No. of Page Impressions per Visitor Segment				
	No.	%	Average	Median	Average for the Middle 75% of Data
One Time	397,378	38%	5	2	3
Return	458,031	44%	16	11	16
Committed	90,034	9%	20	15	17
Entrenched	90,610	9%	51	42	40

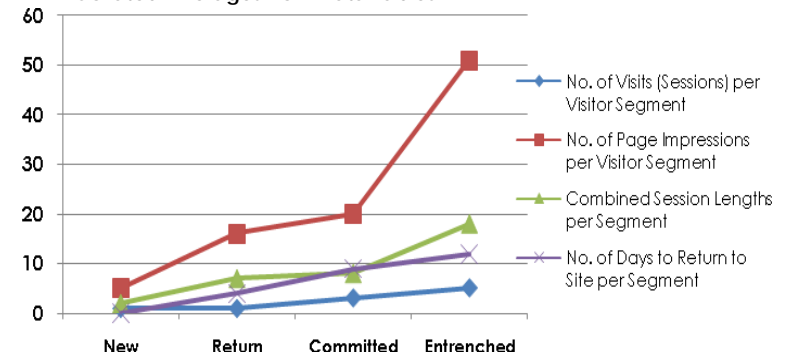







Visitor Segment	Recency (No. of Days to Return to Site per Segment)		
	Average (Days)	Median (Days)	Average for the Middle 75% of Data
One Time	0	0	0
Return	4	0	1
Committed	9	7	6
Entrenched	12	13	12

Visitor Segment	Combined Session Lengths per Segment				
	Minutes	%	Average (Mins.)	Median (Mins.)	Average for the Middle 75% of Data
One Time	164,767	37%	2	0	1
Return	206,655	47%	7	4	6
Committed	35,339	8%	8	4	5
Entrenched	33,538	8%	18	14	14



Collated Averages from Data Tables



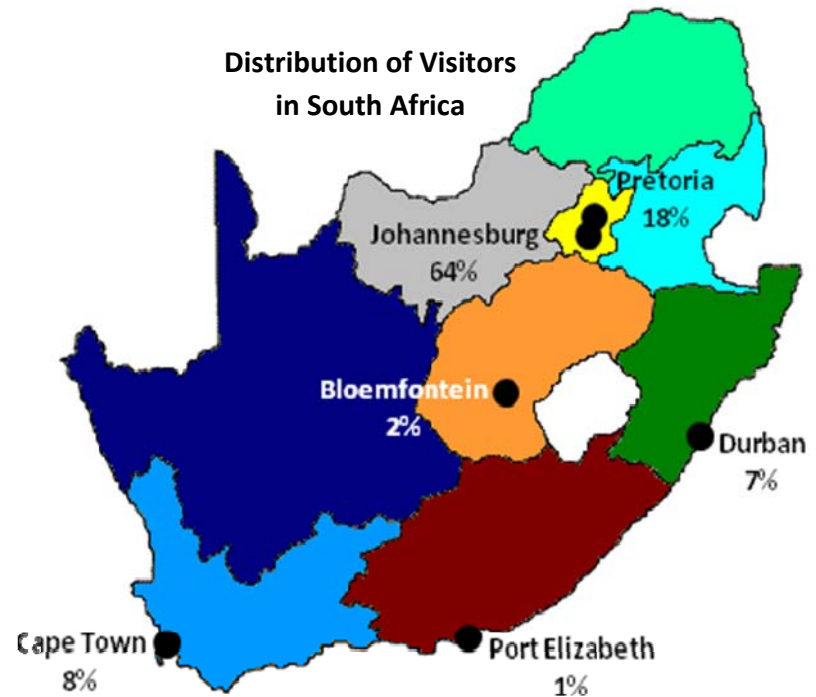
Ref.	Key Findings	Interpretation	Recommendation
WSA 1	There is definitely a behavioural dominance from Return visitors.	 While One Time visitors outnumber Return visitors in terms of visits, Return visitors dominate the number of page impressions viewed and combined session length. This indicates the return behaviour has a much higher level of activity within each visit and therefore the dominance.	<ul style="list-style-type: none"> <li>Address One Time visitors as mentioned earlier in the report.</li> <li>Need to convert more Return visitors. A more detailed analysis of Return visitors may be required to better understand conversion opportunities.</li> </ul>
WSA 2	Behaviour between Return and Committed appears to be very similar (especially in page impressions and combined session length).	 Visitors appear to have the willingness to fulfill the desired browsing profile, but are not visiting the desired pages.	By installing PagePerformer on the top pages viewed by return visitors (see page 14), we will be able to build a better sense of the links that are being used (or not used) as well as the interaction between pages.
WSA 3	Committed and Entrenched segments are returning to the Site on average 9 and 12 days respectively. (see Recency table above).	 This type of behaviour would suggest that these segments are likely attending cinemas twice a month on average. (The assumption is being made that this visitor segment is browsing the Site to gather information before making a booking or going through to the cinema.	<ul style="list-style-type: none"> <li>There is an opportunity to establish a promotional campaign to try and encourage these visitor segments to improve consumption i.e. incentivize them further to go to movies more frequently.</li> <li>Build functionality to intensify their search (e.g. "visitors who searched/booked this movie also searched for..... movie".)</li> </ul>
WSA 4	The combined time spent by all visitors on the Site is 7,338 hours (or 306 days).	 This just provides an indication of the amount of exposure your Site has had over the period. (most of the exposure has been from One Time visitors so it may be difficult to attach some branding indication to this number).	Compare visibility and effectiveness with other media.
WSA 5	Entrenched visitors on average view +/- 10 pages per visit takes about 3.5 minutes.	 The profile of Entrenched visitors should be used as the benchmark for attracting new and converting existing visitors.	Identify profiles that are similar to the Entrenched visitor segment and assess the audience size that could potentially be converted.





8.1 Segmentation by Geography

Countries	Total	Total %	One Time	Return	Committed	Entrenched
South Africa	94,554	90%	91%	90%	85%	79%
Norway	1,584	2%	2%	1%	1%	0%
United States	1,160	1%	1%	1%	0%	0%
United Kingdom	754	1%	1%	1%	0%	0%
Kenya	238	0%	0%	0%	0%	0%
Nigeria	218	0%	0%	0%	0%	0%
Germany	137	0%	0%	0%	0%	0%
France	92	0%	0%	0%	0%	0%
Netherlands	84	0%	0%	0%	0%	0%
Saudi Arabia	80	0%	0%	0%	0%	0%
Multiple Countries	1,980	2%	0%	4%	11%	17%
Other Countries	3,614	3%	4%	3%	3%	3%
	104,495		70,308	27,885	4,490	1,812

Cities	Total	Total %	One Time	Return	Committed	Entrenched
Johannesburg	60,515	64%	64%	64%	64%	64%
Pretoria	17,014	18%	18%	18%	18%	18%
Cape Town	7,563	8%	4%	16%	16%	17%
Durban	6,618	7%	10%	1%	1%	1%
Bloemfontein	1,901	2%	3%	0%	1%	0%
Port Elizabeth	943	1%	1%	0%	0%	0%
	94,554		64,283	25,026	3,807	1,438

Provinces	Total	Total %	One Time	Return	Committed	Entrenched
Gauteng	77,529	82%	82%	82%	82%	82%
Western Cape	7,563	8%	4%	16%	16%	17%
Eastern Cape	943	1%	1%	0%	0%	0%
KZN	6,618	7%	10%	1%	1%	1%
Free State	1,901	2%	3%	0%	1%	0%
	94,554		64,283	25,026	3,807	1,438

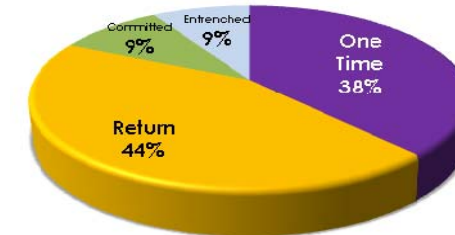


Ref.	Key Findings	Interpretation	Recommendation
<b>WSA (SbG) 1</b>	Johannesburg (South Africa, Gauteng) makes up nearly 58% of overall (and 64% of South African) visitors to the Site for the month.	 <p>This behaviour could be owing to:</p> <ul style="list-style-type: none"> <li>• Johannesburg has a much higher population and therefore typically skews the data.</li> <li>• Companies have registered with ISPs (e.g. Head Office) and the IPs are registered in Johannesburg even though employees may be based in other cities.</li> </ul>	Compare cinema attendances and cinema complexes across the country to assess if this behaviour is consistent with attendance numbers.
<b>WSA (SbG) 2</b>	A high percentage of visitors that have travelled to more than one country (Multiple countries) are in the Entrenched segment. Almost all of these include South Africa as one of the countries.	 <p>This behaviour could imply a correlation between those visitors who travel (internationally), having a high propensity to book for movies online and therefore fulfill our Entrenched segment definition.</p>	Look to target this segment when advertising, offering promotions or looking at loyalty incentives or opportunities.
<b>WSA (SbG) 3</b>	Gauteng and Cape Town (Western Cape) have a relatively high conversion rate.	 <p>These 3 cities (Johannesburg, Pretoria and Cape Town) make up 98% of the Committed visitor segment and 99% of the Entrenched.</p>	If we cannot find an explanation for the Durban and other cities being so much lower, focus resources and effort towards the cities that are showing preferred behaviour.
<b>WSA (SbG) 4</b>	While Durban has a similar number of visitors to Cape Town, it does not come close to matching Cape Town's conversion rate.	 <p>Durban has a much lower willingness to make online bookings compared to Cape Town.</p>	<ul style="list-style-type: none"> <li>• Assess whether there may be issues around network or server delivery speeds for different geographic areas.</li> <li>• Investigate whether the online behaviour between Cape Town and Durban visitors is matched by attendances at the cinemas.</li> <li>• Investigate whether there have been any differences in promotions between Durban and Cape Town that may account for the differences being witnessed.</li> </ul>

## 8.2 Segmentation by Content

Rank	Page Name	% of Top 10	Total	One Time	Return	Committed	Entrenched
1	<b>Movies Now Showing - Feature Info.</b>	31%	190,254	29%	31%	28%	37%
	/movies/nowshowing3.asp						
2	<b>Cinematix Homepage</b>	25%	155,337	27%	24%	27%	20%
	/home.asp						
3	<b>Movies Now Showing - Select a Feature</b>	16%	100,388	17%	16%	18%	16%
	/movies/nowshowing.asp						
4	<b>Venue Listing</b>	8%	48,802	9%	7%	8%	7%
	/venue/list_venues.asp						
5	<b>Forth Coming Attractions</b>	7%	42,763	5%	8%	7%	7%
	/movies/forthcoming.asp						
6	<b>Book Online - Venue</b>	4%	25,796	4%	4%	5%	5%
	/booking/nowshowing2.asp						
7	<b>Book Online</b>	3%	17,367	3%	2%	3%	3%
	/booking/nowshowing.asp						
8	<b>cinematix</b>	2%	14,080	2%	3%	2%	2%
	/movies/show_title.asp?id=1839						
9	<b>cinematix</b>	2%	12,398	2%	2%	1%	2%
	/movies/show_title.asp?id=1829						
10	<b>cinematix</b>	2%	11,063	2%	2%	2%	2%
	/movies/show_title.asp?id=1869						
<b>% of Total Page Impressions = 59.9%</b>			<b>618,248</b>	<b>236,229</b>	<b>270,851</b>	<b>57,522</b>	<b>53,576</b>
<b>Total Page Impressions</b>			<b>1,036,053</b>				

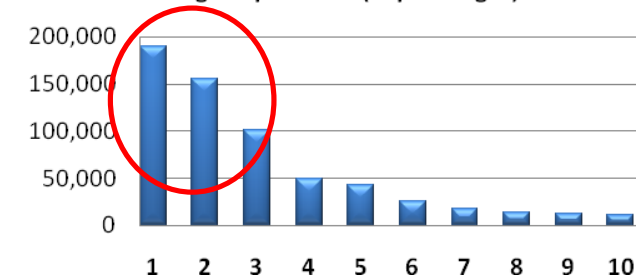
Visitor Segments in Top 10 Pages








Breakdown of Top 10 Pages



Page Impressions (Top 10 Pages)

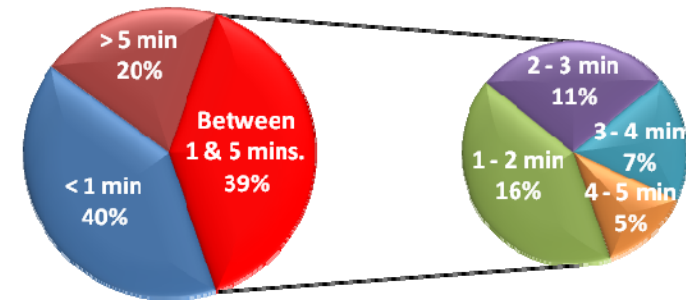


Ref.	Key Findings	Interpretation	Recommendation
<b>WSA (SbC) 1</b>	43% of traffic on the Site includes the top 3 pages.	 This content 'density' possibly means: <ul style="list-style-type: none"> <li>visitors have a common and focused interest and, or</li> <li>are reluctant to navigate deeper into the Site.</li> </ul>	<ul style="list-style-type: none"> <li>Make sure that these pages continue to load quickly.</li> <li>Load PagePerformer on the top pages to assess what the behaviour around links and clickthroughs is.</li> </ul>
<b>WSA (SbC) 2</b>	There is a large drop-off (50%) from the third most popular to the fourth most popular.	 There appears to be quite a bit of diversity in content after the top 3 pages. The top 3 pages are appealing to a common need, but the content from there appears to appeal to more personalized preferences. While the drop off is high at this point most of the rest of the pages have a similar popularity of around 7,500 to 15,000 views.	<ul style="list-style-type: none"> <li>While the top 3 pages dominate there appears to be interest in a broad range of pages outside of these. This content diversity should be encouraged, and geared towards continually driving behaviour conversion.</li> <li>Offer profiled content (i.e. visitors who looked at this.... also looked at.....)</li> </ul>
<b>WSA (SbC) 3</b>	The top 3 pages are also responsible for 73% of the Committed segment and 74% of the overall Entrenched visitor segments.	 Most visitors' sessions include the top 3 pages. The content on these pages should therefore be managed to ensure this winning formula continues.	<ul style="list-style-type: none"> <li>Make sure it is easy to navigate to these 3 pages from any point in the Site.</li> <li>Investigate options to drive more bookings from these pages to improve the overall Site conversion rate.</li> </ul>
<b>WSA (SbC) 4</b>	The Home page is not the most popular page on the site. It is second to the 'Now Showing' page.	 This behaviour may be owing to: <ul style="list-style-type: none"> <li>Visitors using other pages (e.g. 'Now Showing') more often during their sessions, and therefore the higher count.</li> <li>Now Showing has been bookmarked and therefore the Home Page bypassed when they enter the Site (Vigilmatrix also confirms that this page has high Entry Page activity.)</li> </ul>	Let Site developers know that this page name (Now Showing) should not be changed under any circumstances because it has been popularly bookmarked.
<b>WSA (SbC) 5</b>	The Entrenched visitor segment has a much more consistent breakdown of activity.	 Entrenched visitors view more pages on average (see Page 10) than the other segments put together. This high page count will account for this smoother distribution of page views.	<ul style="list-style-type: none"> <li>Ensure links on all pages are working to maintain an uninterrupted browsing experience.</li> <li>Ensure all pages are being served within accepted speeds</li> </ul>

8.3 Segmentation by Session Length

Average Session Length per Visitor						
Time (Minutes)	Total %	Total	One Time	Return	Committed	Entrenched
< 1	40%	42,158	52%	17%	22%	7%
1 - 2	16%	16,910	13%	20%	34%	22%
2 - 3	11%	11,546	9%	15%	17%	20%
3 - 4	7%	7,649	6%	11%	9%	14%
4 - 5	5%	5,450	4%	8%	6%	10%
5 - 10	12%	12,869	10%	19%	10%	23%
10 - 20	6%	6,183	5%	9%	2%	3%
20 - 30	1%	1,312	1%	1%	0%	0%
30 - 60	0%	400	0%	0%	0%	0%
1 hour >	0%	18	0%	0%	0%	0%
		<b>104,495</b>	<b>70,308</b>	<b>27,885</b>	<b>4,490</b>	<b>1,812</b>

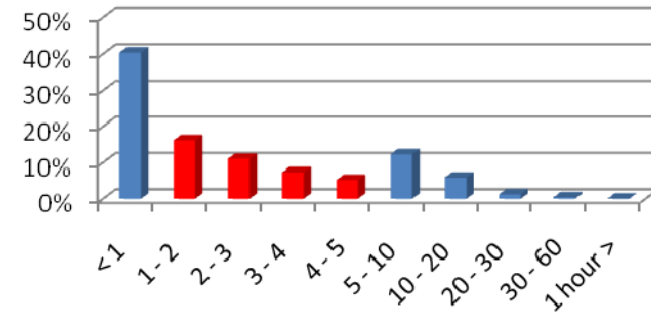
Average Session Length per Visitor






Average Session Length per Visitor Segment



Average Session Length per Session Segment



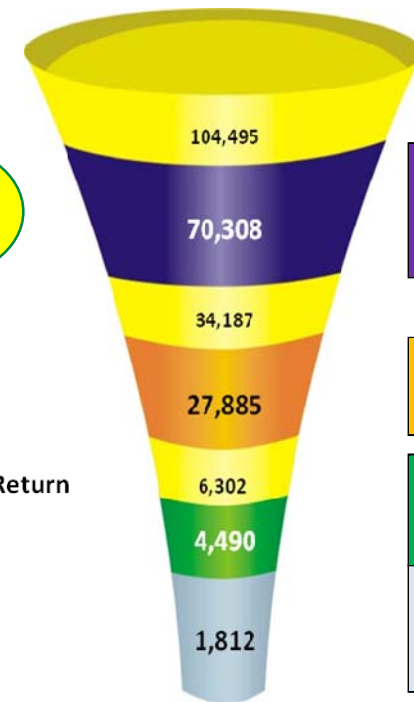
Ref.	Key Findings	Interpretation	Recommendation
WSA (SbSL) 1	40% of visitors are spending less than 1 minute on the Site.	 <p>The short stay at the Site could be from:</p> <ul style="list-style-type: none"> <li>• Mistakes – visitors have come to the Site and realized they are at the wrong place</li> <li>• Robots – crawlers over the Internet are in and out of your site</li> <li>• Visitors get what they want quickly (less likely)</li> </ul>	Ensure that any of your uptime products are not affecting your data (i.e. making queries similar to that of robots)
WSA (SbSL) 2	Visitor sessions between 1 and 5 minutes make up 39% of visitor activity. However if you remove the sessions of less than 1 minute they make up 66% of all activity.	 <p>Sessions less than 1 minute could be from bona fide visitors (i.e. they have got what they want quickly), but they are more than likely not demonstrating desirable behaviour, and therefore could be skewing the data.</p>	Investigate uptime tools as above.
WSA (SbSL) 3	52% of all sessions are between 1 and 10 minutes, but account for all Committed and Entrenched segments.	 <ul style="list-style-type: none"> <li>• The optimal attention span for the Site appears to be no longer than 10 minutes. This means that optimal clickstream paths and the creation of content and detail should bare this time frame in mind.</li> <li>• The conversion rates between segments (see Page 18) appear to be well below the 3 minute mark and this should therefore be an indicative benchmark.</li> </ul>	Look to optimise the session length at around the 3 minute level.

## 9. Conversion Rate Analysis



Loyalty Table	Visitor Segments (Jun 2011) Total	New Visitors from June 2011	% of Total	Returning Visitors from Last Month (May 2011)	% of Total	Returning Visitors from Previous 10 Months	% of Total	Loyalty Index (using weightings)
One Time	70,308	70,308	100.0%	0	0.0%	0	0.0%	0.0%
Return	27,885	7,550	27.1%	10,844	38.9%	9,491	34.0%	25.9%
Committed	4,490	2,230	49.7%	1,513	33.7%	747	16.6%	30.6%
Entrenched	1,812	656	36.2%	896	49.5%	260	14.4%	30.5%
	104,495	80,744	77.3%	13,253	12.7%	10,498	10.0%	31.1%

Total Visitor Conversion Funnel



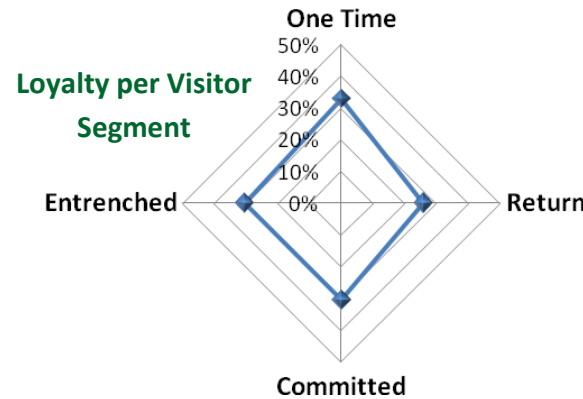
	% of total available Visitors (in yellow)	As a % of Previous Visitor Segment
One Time	67.3%	0.0%

Return	81.6%	16.1%
--------	-------	-------

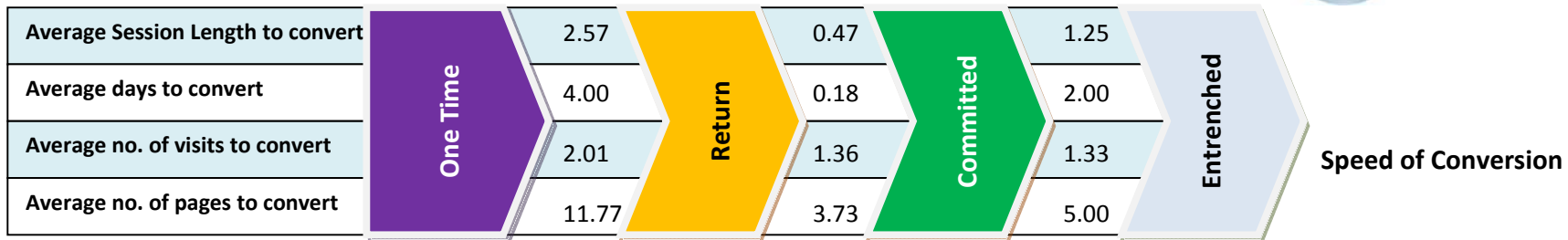
Committed	71.2%	6.5%
-----------	-------	------






Entrenched	28.8%	40.4%
------------	-------	-------

Loyalty Index 31.1%



Visitor Segment (From → To) (1=1 Time) (2=Return) (3=Committed) (4=Entrenched)	Speed of Conversion			
	Average Session Length to convert (minutes)	Average No. of Days to convert	Average No. of Visits to convert	Average No. of Page Impressions to convert
1 2	2.57	4.00	2.01	11.77
1 2 3	1.61	3.77	2.01	9.73
1 2 3 4	2.56	3.71	2.02	15.91
2 3	0.47	0.18	1.36	3.73
2 3 4	0.62	3.00	1.53	5.05
3 4	1.25	2.00	1.33	5.00



Ref.	Key Findings	Interpretation	Recommendation
CRA 1	The Loyalty Index of the Site is moderate at 31.1%.	 This implies that on average for every 3 visitors to the Site only 1 returns in the next period.	The conversion bottleneck appears to be between Return and Committed visitors. A more detailed analysis may be required to investigate this further.
CRA 2	The Entrenched segment should have a higher Loyalty Index.	 There are not enough visitors beyond the last two months that are contributing to this desired segment (Entrenched). Only 14.4% of the Entrenched segment are from this period.	We need to get Entrenched visitors to maintain their behaviour from month to month (If we look at the Trends Analysis – page 19, we note the Index is declining from month to month). We need to: <ul style="list-style-type: none"> <li>• Provide proactive content to drive behaviour.</li> <li>• Start tracking the weekly e-mails that are being sent to determine the true effect on influencing behaviour on the Site.</li> </ul>
CRA 3	One Time visitors have been excluded from the Loyalty Index.	 One Time visitors make up over 67% of overall visitors. If we included them in the Index It would weight it down quite heavily.	<ul style="list-style-type: none"> <li>• Address the One Time visitor issue by ensuring we are attracting the correct profile of visitors to the Site (see New Visitor Analysis on Page 8).</li> <li>• Ensure the correct ‘hooks’ are in place on the respective entry pages.</li> </ul>
CRA 4	The Loyalty percentage of the Entrenched segment, for last month is fairly high at 49.45%.	 Of visitors that display desirable behaviour half will return in the following month.	The behaviour of the Entrenched visitor segment is beginning to conform to our designated desired behaviour. We should build this into the benchmark that we aspire to and attempt to convert the other segments upward.
CRA 5	The averages to convert between Return and Committed are higher than the averages between Committed and Entrenched.	 There is a conversion bottleneck between Return and Committed visitors.	A more detailed analysis may be required to investigate this (see comments in CRA 1.)



## 10. Trends Analysis

### 10.1 Key Metrics for the Quarter

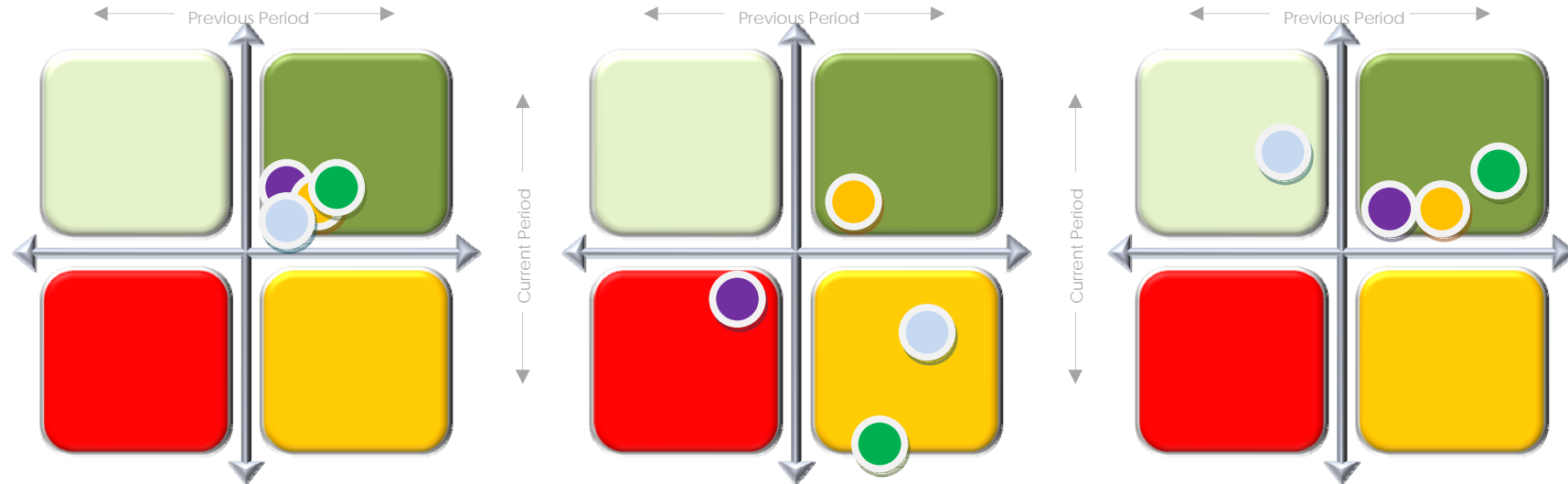


Table 1





Table 2

Table 3

Key Website Metrics			
Table 1	Apr 2011	May 2011	Jun 2011
No. of Pages	823,007	966,431	1,036,053
Sessions	117,764	130,123	143,986
Visitors	82,014	92,081	104,495
% New Visitors	70.2%	72.4%	74.3%

Conversion Rate Metrics			
Table 2	Apr 2011	May 2011	Jun 2011
Loyalty Index	36.8%	33.7%	31.1%
One Time to Return	5,327	6,291	7,327
Return to Committed	20	26	11
Committed to Entrenched	133	261	203

Visitor Segment Metrics			
Table 3	Apr 2011	May 2011	Jun 2011
One Time	53,605	61,477	70,308
Return	24,017	25,989	27,885
Committed	3,156	3,437	4,490
Entrenched	1,236	1,177	1,812

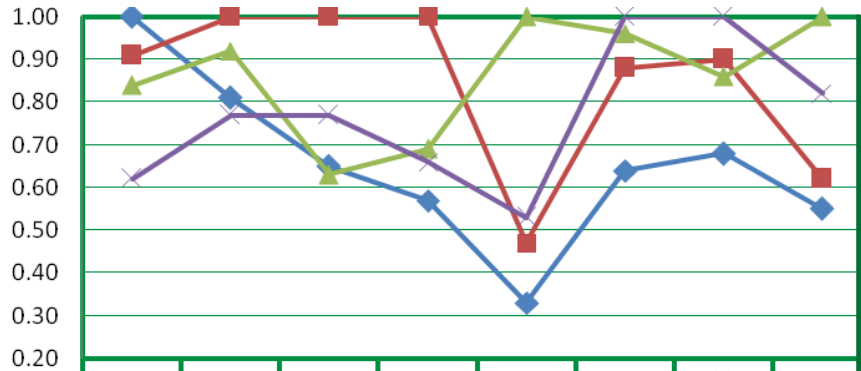
Ref.	Key Findings	Interpretation	Recommendation
TA (KMQ) 1	The Key Website Metrics (Table 1) and the Visitor Segment metrics (Table 2) indicate that growth is positive and on a continual upward trend.	 There has been steady growth in the actual numbers - mostly clustered in the top right handed quadrant of the graphs.	The acquisition campaign is producing the desired numbers. However, we may now need to place more emphasis on the content campaign so as to better convert behaviour (see below).
TA (KMQ) 2	The loyalty Index (Table 2) is in constant decline (i.e. from April to June 2011)	 Previous months visitors are not returning to the Site. From the Conversion Rate Analysis (see Page 18) the conversion rate from One Time to the Entrenched visitor segment (1-2-3-4) is relatively high, meaning behaviour is possibly converted within the first visit. However, once again it is the One Time visitors that are skewing the data i.e. the more they grow the more they are dragging down the loyalty index.	As mentioned in the New Visitor Analysis section we need to get the One Time visitors reduced. This can be done by improving our targeting, eliminating 'non-human' traffic and improving content layout.
TA (KMQ) 3	The Return to Committed conversion rates are consistently low (Table 2).	 The bottleneck continues to be migrating behaviour from the Return segment to the Committed and Entrenched segments. Although the numbers are low, the indication is that if there is migration from Return to Committed, it is almost as likely that they will continue through to Entrenched.	Conversion from Return to Committed must be investigated in more detail. More detailed reports can be run to analyse where the bottlenecks and problems are occurring.
TA (KMQ) 4	The Entrenched visitor segment (Table 3) has recovered well from the previous period's moderate decline.	 After an initial fall of 5% in the previous period, there was an impressive 54% increase in the current period.	This is encouraging and indicates that last periods conversion efforts are showing results.

## 10.2 Comparative Analysis






### Comparison to Sister Sites

Metrics for Cinematix are compared to Cinematix's sister companies. Values are normalized to 1 (i.e. each Sites data given as a percentage of the highest total for all Sites, per metric)

**NB:** All Sites used the same definitions (different goals pages were selected between the Sites)








	Page Impressions	Total Visitors	New Visitors	One Time Visitors	Entrenched Visitors	No. of Visits	Visits between 1 - 5 mins.	Loyalty Index
Cinematix (www.cinematix.co.za) Management Targets	1.00	0.81	0.65	0.57	0.33	0.64	0.68	0.55
Cinematix (www.cinematix.co.za) Current Month	0.91	1.00	1.00	1.00	0.47	0.88	0.90	0.62
Vini Vidi Home Entertainment	0.84	0.92	0.63	0.69	1.00	0.96	0.86	1.00
DigiGamez	0.62	0.77	0.77	0.66	0.53	1.00	1.00	0.82

Ref.	Key Findings	Interpretation	Recommendation
TA (CA) 1	New Visitor volume for Cinematix has performed admirably.	 In comparison to the other Sites it is ahead on these metrics by quite some way.	As mentioned earlier the acquisition campaign is successful. We should attempt to reduce One Time visitors though.
TA (CA) 2	Vini Vidi Home Entertainment (VVHE) has performed the most consistently over all metrics.	 Although it may not have always scored the highest its totals are constantly near the top.	We should interrogate the VVHE Site's set-up and statistics and see what lessons and insight we may be able to replicate.
TA (CA) 3	Cinematix performed comparably worst on Entrenched visitors.	 Cinematix was a third of the highest Entrenched visitor total (VVHE)	As mentioned earlier our conversion rate towards Entrenched visitors needs to be improved.
TA (CA) 4	In contrast Vini Vidi Home Entertainment performed comparably well on Entrenched visitors.	 VVHE has nearly double the number of Entrenched visitors as its nearest rival.	We should interrogate the VVHE Site's set-up and statistics and see what lessons and insight we may be able to replicate.
TA (CA) 5	Management's targets appear to be understated.	 Cinematix has surpassed management's targets, yet on a comparative level the Site is still underperforming against the sister Sites.	Management should strive to use the collated best practices of all the Sites in setting targets and performance benchmarks.

## 11. Glossary

Terms	Definition																				
<b>Abandonment (Site)</b>	This refers to the exit pages of your site (i.e. the page at which a session is completed). A high abandonment rate (exit rate) on a specific page may need to be investigated to assess the reason.																				
<b>Abandonment (Transaction)</b>	While completing a form or steps in a transaction the visitor may abandon before they have completed all the steps.																				
<b>Acquisition Rate</b>	The rate at which new visitors are visiting your site.																				
<b>Company vs Industry</b>	How does your performance stack against the other companies in your specific industry?																				
<b>Complimentary Threats</b>	Are products that are typically used in conjunction with our product maintaining the same type of relationship?																				
<b>Committed Visitor</b>	This is the third level segment of visitors to the site. The formula to create this segment can be determined by the website owner.																				
<b>Content Variance</b>	The amount of times (or number of periods) that content changes on your site.																				
<b>Conversion Rate</b>	Also referred to as the funnel. The number of people that visit your site that reach a specific target page, and then the number of visitors on this page that actually go on to complete the transaction.																				
<b>Cross Channel Impact</b>	The contribution that your online channel makes to overall sales and transactions.																				
<b>Entrenched Visitor</b>	This is the fourth and final level segment of visitors to the site. The formula to create this segment can be determined by the website owner. This type of visitor is the most desirable profile visitor to the site.																				
<b>Goal Page</b>	This is a page that you ultimately want all visitors to visit.																				
<b>Geo. Density (Int.)</b>	The number of different countries as a ratio that your visitors come from.																				
<b>Geo. Density (local)</b>	The number of different cities from South Africa as a ratio that your visitors come from.																				
<b>Ideal Path Consistency</b>	Your site's optimal path (to a specific goal page) as a ratio to other paths chosen. The more times the path is used the more popular it is.																				
<b>Industry vs Overall Market</b>	Performance for a specific industry compared to the aggregate of all the industries within the benchmarking population.																				
<b>Links Functioning</b>	The number of links that you have on the site,																				
<b>Local vs International</b>	The amount of traffic coming from South Africa versus traffic from overseas, broken down by country.																				
<b>Loyalty Index</b>	<p>The loyalty index assumes that visitors returning from previous periods and behaving according to our desired profile are more important than those in the more recent period. A weighting is attached to reflect the relative importance of period of loyalty and desired behaviour (i.e. visitor segment). The weightings in this report have been allocated as follows:</p> <table border="1"> <thead> <tr> <th>Weighting attached to each period</th> <th>Current Period (Month 12)</th> <th>Previous Period (Month 11)</th> <th>First 10 months of rolling year</th> </tr> </thead> <tbody> <tr> <td>One Time*</td> <td>x0</td> <td>x0</td> <td>x0</td> </tr> <tr> <td>Return</td> <td>x1</td> <td>x2</td> <td>x3</td> </tr> <tr> <td>Committed</td> <td>x3</td> <td>x4</td> <td>x5</td> </tr> <tr> <td>Entrenched</td> <td>x5</td> <td>x7</td> <td>x10</td> </tr> </tbody> </table> <p>* A loyalty index sometimes used for One Time visitors is the total of the number of Return, Committed and Entrenched visitors from New Visitors as a ratio to the Total New Visitors.</p>	Weighting attached to each period	Current Period (Month 12)	Previous Period (Month 11)	First 10 months of rolling year	One Time*	x0	x0	x0	Return	x1	x2	x3	Committed	x3	x4	x5	Entrenched	x5	x7	x10
Weighting attached to each period	Current Period (Month 12)	Previous Period (Month 11)	First 10 months of rolling year																		
One Time*	x0	x0	x0																		
Return	x1	x2	x3																		
Committed	x3	x4	x5																		
Entrenched	x5	x7	x10																		
<b>Market Attractiveness</b>	While companies are growing they want to gain a sense of the relevance of this growth i.e. performance growth on a growing industry is preferable to growth in a declining or shrinking industry.																				

Term	Definition
<b>New Page Popularity</b>	For each new page that is introduced to a site, the amount of visitors is recorded to gain a sense of the content's popularity.
<b>New Visitor</b>	The first time a visitor visits the site ever! This means a visitor may have visited your Site before the selected period in review.
<b>No. of Sessions</b>	Each visitor that comes to your site stays for a period. The period between when they come and then leave is called a session. A session is typically made up of a few page impressions. A visitor can have more than one session.
<b>No. of Visitors</b>	Number of people who have visited the site.
<b>Page Impressions</b>	The number of pages viewed by visitors.
<b>Page Response Rate</b>	The amount of time taken to download a page from different locations.
<b>Performance Actualisation</b>	The ability to develop a 360 <sup>o</sup> view of performance drivers so that one is able to gain full insight into one's market in order to perform at an optimal level on an ongoing basis.
<b>Proximity</b>	The aspiration of being as close to your visitors as possible so that you are well positioned to create the perfect fit between their ongoing needs and your service offering.
<b>Query Response Rate</b>	The amount of time taken to respond to queries that have been generated on your site.
<b>Recency/Return Rate</b>	The average amount of time between sessions made by returning visitors.
<b>Referral Rate</b>	The amount of referrals from the top 5 sites as a ratio of all referrals.
<b>Retention Rate</b>	The ratio that returning visitors to your site (regardless of period) make up compared to first time visitors.
<b>ROI Index</b>	The amount of money spent on your site (maintenance, support, advertising etc) as a ratio of the money generated by your site.
<b>Search Engine Density</b>	The top three search engines as a ratio of all search engines used to search your site.
<b>Search Term Variance</b>	The top three search terms as a ratio of all search terms used to search your site.
<b>SEO Rating</b>	Site ranking as completed on the three most popular search engines for that industry.
<b>Site Penetration Rate</b>	Of all the pages that have been tagged on your site how many pages are visited by 80% of visitors?
<b>Supplementary Threats</b>	Are products that are typically used as substitutes to your product maintaining the same type of relationship?
<b>System Suitability</b>	Based on the growth rate of traffic to your site the suitability of your infrastructure to serve at the levels that are required.
<b>Traffic Density (Pages)</b>	The number of visitors generated by the top 20 pages of your site.
<b>Traffic Density (Visitors)</b>	The number of page impressions visited by the top 1000 visitors to your site.

Symbol	Definition
	An idea, recommendation or opportunity to improve performance.
	Warning – the behaviour needs to be monitored and action may need to be taken.
	Feedback is provided for information purposes and no action needs to be taken.
	Things are going well, behaviour is desirable and objectives are on target.
	Immediate action is required; continuing as is will jeopardize performance.



[www.vigilmetrics.com](http://www.vigilmetrics.com)  
[info@vigilmetrics.com](mailto:info@vigilmetrics.com)