

Objectives

Marketing Audit Principle

Your needs:

You have a specific marketing issue with your site:

- Where do my visitors essentially come from? Does their behavior change depending on their origin?
- Over the past month, which campaign had the greatest performance?
- Was the order validation process fluid? ...

and you would like some assistance with your thought process.

XiTi offers an analysis service for your interface marketing data:

- The Marketing Audit allows you to go even further in interpreting key information from your XiTi interface
- A consultant will assist you with your thought process: saving time in terms of analysis and providing added value through his objective vision

Service Objectives

- To pursue the analysis of your XiTi interface marketing data
- To benefit from an objective and expert analysis of the frequency data for your site related to your marketing activities
- To identify strong points and optimization points for your marketing activities to better conquer and gain the loyalty of your visitors

Relevant Professions

- Senior Management
- Editorial Department
- IT Department
- Marketing Department
- Communication Department

Analyses Available

Geographic Origin of Visitors

- Analysis of the distribution of visits in accordance with the location of the connection (countries, regions)
- The volume and interest indicators for the main connection locations: visits, pages viewed, rate of entering visits, pages viewed per entering visit, average duration of the visits, average duration per page, behavior quotient

Process Analysis (validation of an order, a newsletter subscription form ...)

The various process steps are studied to potentially identify a loss point

Marketing Campaign Analysis

- A study of the evolution of traffic generated by the campaign
- Analysis of the campaign's impact on the transformation of visits, sales generated ...

All the analyses may be conducted comparatively for various sites within a single group.

You may also benchmark certain data with data from your sector of activity via our Market Monitor offer.

Marketing Audit Implementation

Pre-Audit Form to be Filled In

- This will allow us to accurately identify your needs in terms of issues and periods to be analyzed,
- And to provide you with a customized estimate

Return of Results

A summary report, accessible by those who do not use the interface

- Key data is set out in parallel in order to define areas of reflection and action
- The technical terms of the interface are adapted to the context and current status of the site so that the study is easily understood by all employees involved in managing the site
- Ability to request an oral presentation of the results further to an estimate

Practical Information

Prerequisites

- Up-to-date XiTi contract

Schedule

- 15 days to a month, depending on the site

Deliverable

- Marketing Audit delivered in an electronic format

Other XiTi Studies

- Site Driving Audit
- Market Monitor
- Monthly Sector Barometer

Price

- Customized estimate according to your needs

Contact

Your usual XiTi representative: +33 5 57 92 34 56 or +33 1 56 54 14 30.