
Our Storied Data

— Understanding our Google
Analytics Data —

Data tells you what...



but not why.

Quantitative Data vs Qualitative Data

Quantitative Data (e.g. Google Analytics)

tells us

- **what** they're doing
- **how often** they do it
- and for **how long**

but it does not tell us

- why they're here
- why they chose to click what they did
- why they stayed or left

Qualitative Data (e.g. from interviews)

tells us

- their **motivations** for coming to the site
- **why** they clicked on that thing
- what they **wish** they could do but can't
- their **impressions** of what they're doing

but does not tell us

- what they're actually doing (self-reporting errors)

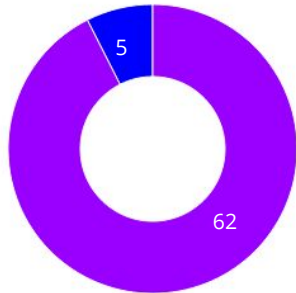
ReadyTalk.com Visitor Survey Data

About the Survey

Live Wed 10/14 - Mon 10/19 am on
- ReadyTalk.com as a banner ad
- Summit Club

Responses

- 48 ReadyTalk.com
- 19 Summit Club



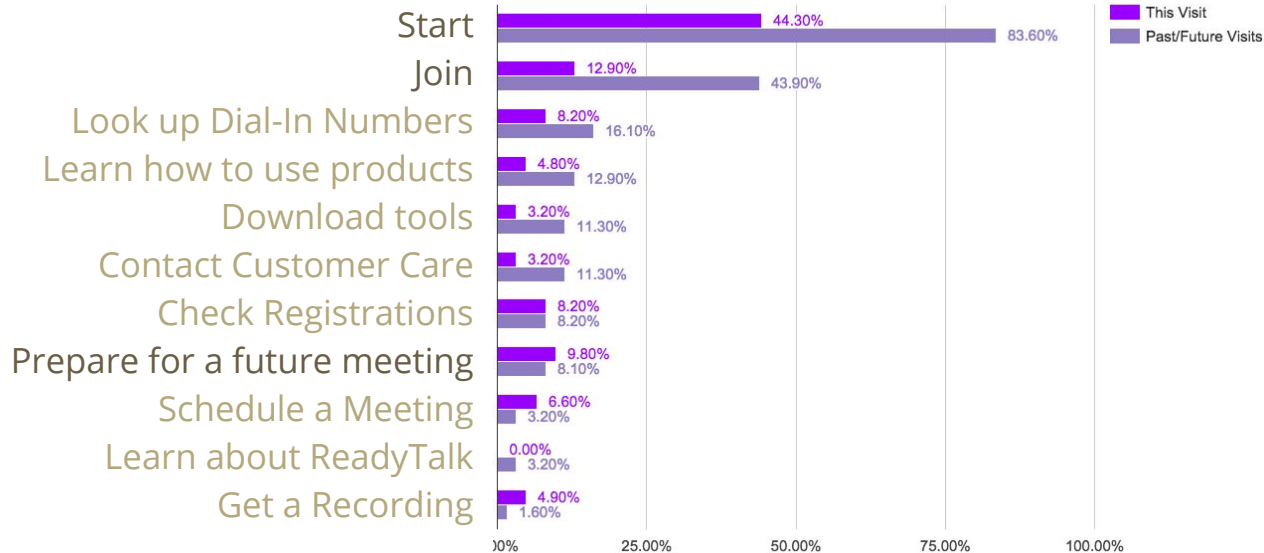
- 62 Customers
- 5 Non-Customer

10 Question Survey

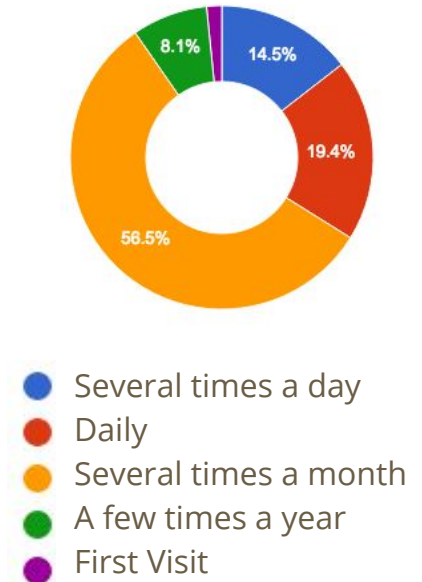
1. Are you currently a ReadyTalk customer?
2. What brought you to ReadyTalk.com today?
3. How often do you visit ReadyTalk.com?
4. What keeps you coming back to the site?
5. If you could use just one word to describe ReadyTalk.com, what would it be?
6. How does readytalk.com make you feel?
7. What do you find most useful or enjoyable about visiting readytalk.com?
8. What annoys you the most about readytalk.com?
9. If we could change one thing about readytalk.com to make your experience better, what would it be?
10. Please share with us at least 3 sites or apps that you enjoy using and why:

Our Customers

Purpose of Visit

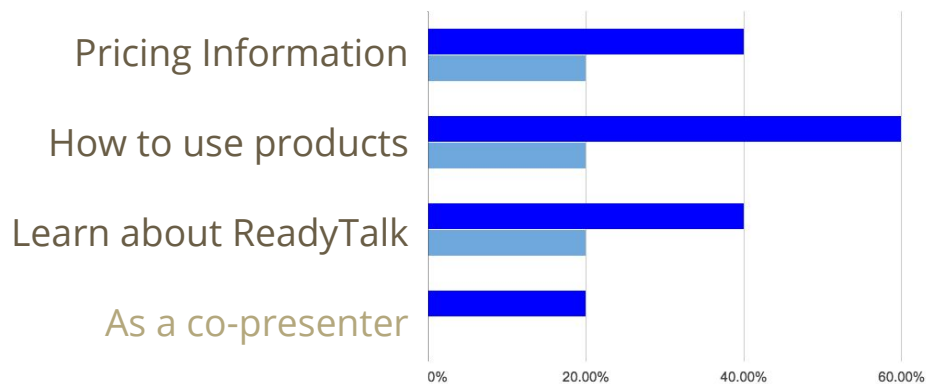


Frequency of visits

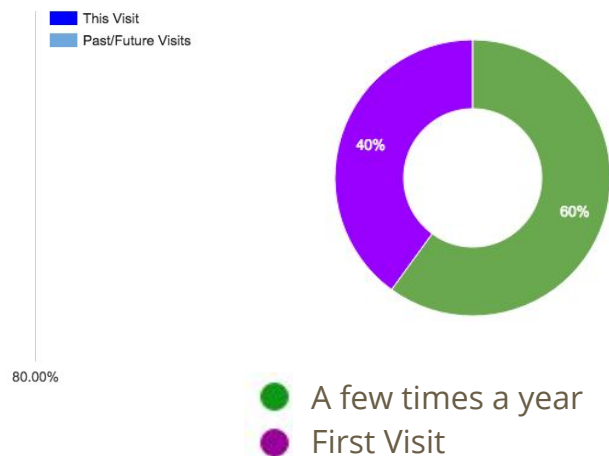


Our Non-Customers

Purpose of Visit



Frequency of visits



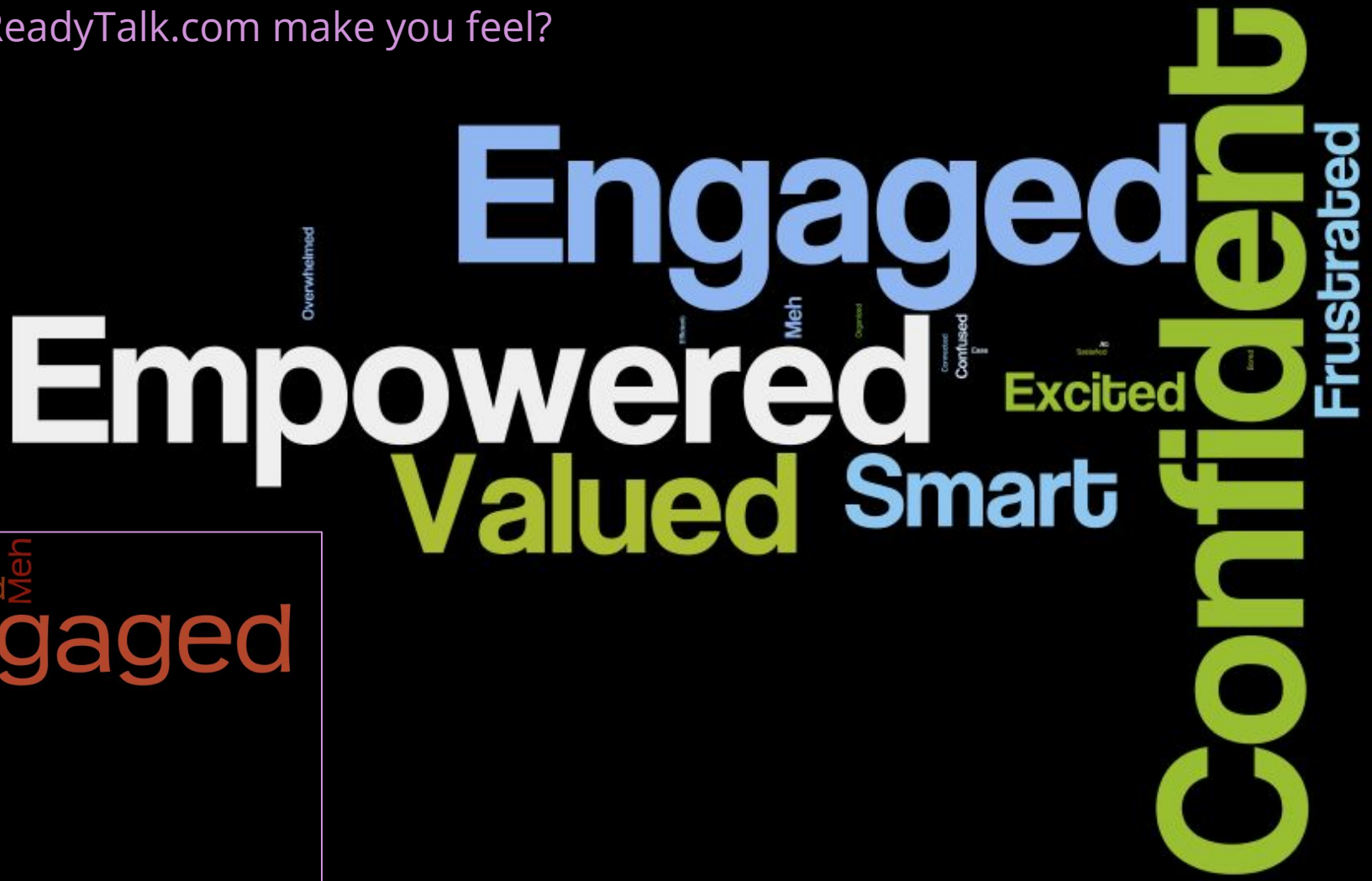
If you could use just one word to describe ReadyTalk.com, what would it be?



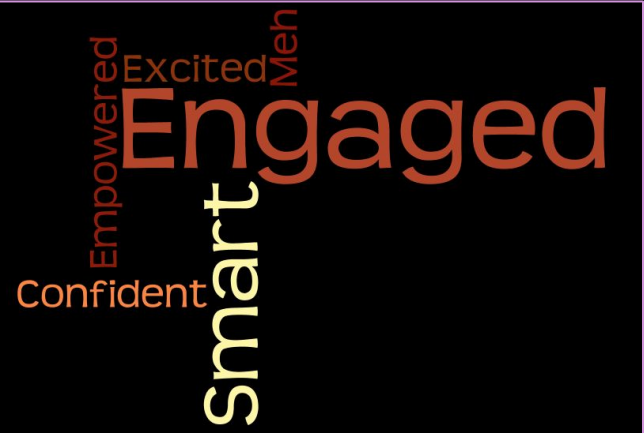
Non-Customers



How does ReadyTalk.com make you feel?



Non-Customers



Google Analytics Data

Who is visiting our site?

👑 Our Customers

👑 Customers' Customers (Participants)

♟️ Our Future Customers (Prospects)

🏠 Job Seekers

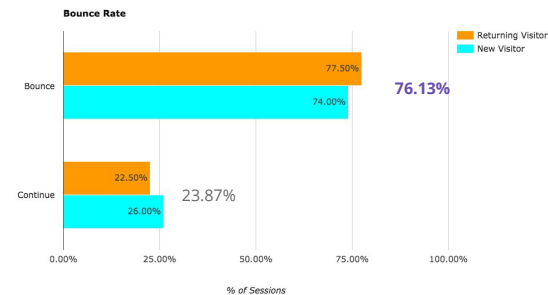
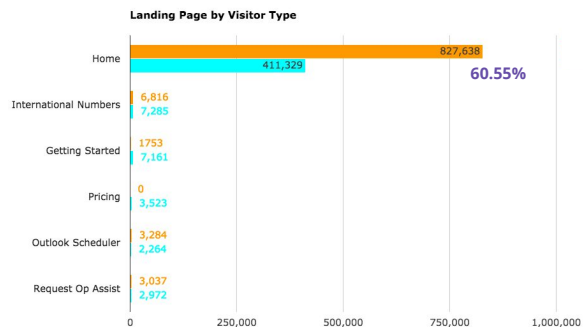
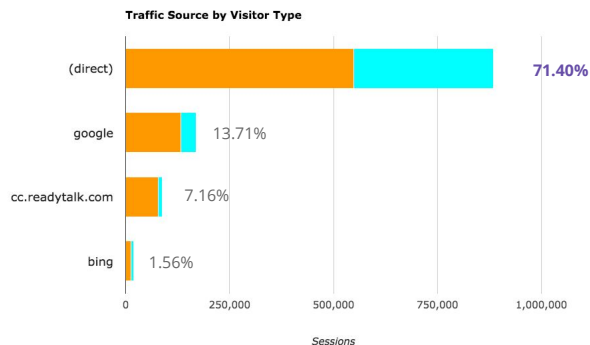
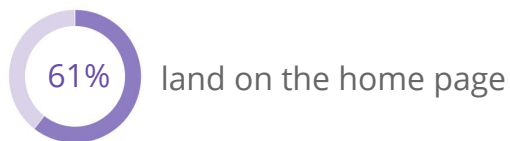
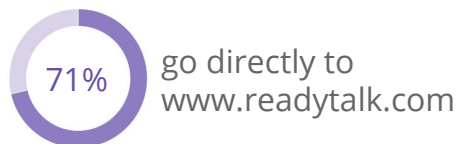
👤 ReadyTalk Employees



What are they doing?

2M Sessions

ReadyTalk.com | 6 months | Apr 4 - Oct 4 2015



What are they *really* doing?

1.3M Sessions

Homepage | 6 months | Apr 4 - Oct 4 2015

↙ we believe that we just lose track of most of these people ↘



PARTICIPANT, Join a Conference

Access Code

[Test Your Computer](#)

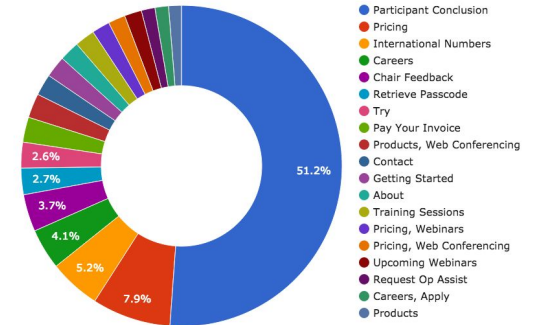
CHAIRPERSON, Start a Conference

Access Code

Passcode

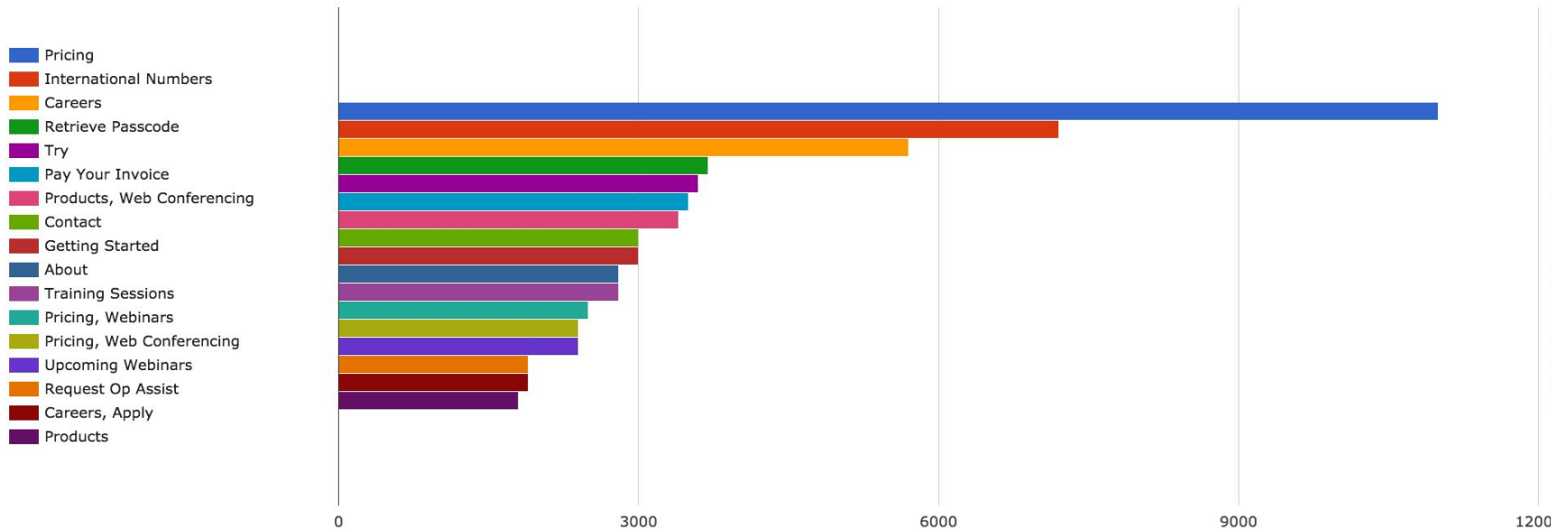
[Forget Your Passcode?](#)
[International Numbers](#)

Through Traffic



What do they do next?

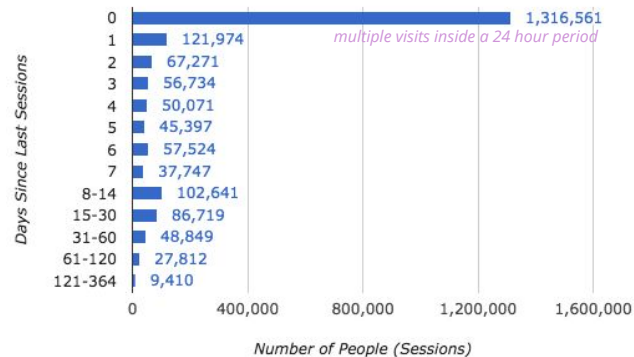
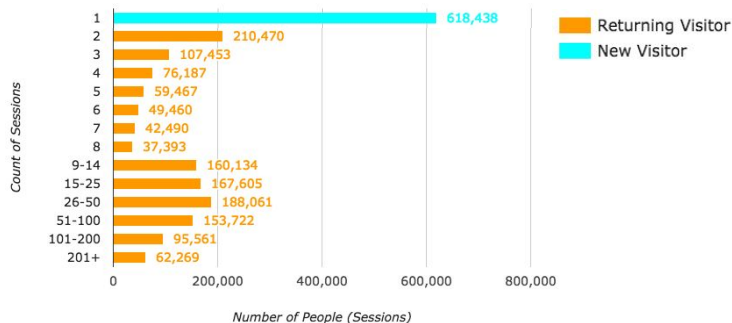
For those who did not start or join a conference, from the homepage they went to...



How often do they do it?

2M Sessions

ReadyTalk.com | 6 months | Apr 4 - Oct 4 2015



Why are they here?

We can look at the clues people have left in our data to take an educated guess at the why.



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Why

Why are they here?

Our Customers

1. To **access** their account
2. To **start** a meeting
3. To **join** a meeting
4. To get **dial-In numbers**
5. To retrieve **passcode**
6. To **pay** us
7. To **learn** about our stuff
8. To request **Op Assist**

Our Future Customers (Prospects)

1. To understand how we can **solve their problem**
 - a. Cost (Pricing)
 - b. Features (Products)
2. To gather enough information to be able to **compare us to our competitors**
 - a. Cost
 - b. Features
 - c. Trustworthiness
3. To **try our stuff** and see if it solves their problem

Why are they here?

Customers' Customers (Participants)

1. To **join** a meeting
 - a. Get Dial-In Numbers

Job Seekers

1. To check out **open positions**
2. To understand if ReadyTalk is the **right place for them**
3. To **apply** for an open position

What about ReadyTalk employees?

Essentially our activity just confuses the data.

However, we behave a lot like all of our other users combined. We also:

- Start and Join meetings
- Research our products
- Look for open positions to send to our friends

We can't remove our own traffic from the historical data so, yeah...



The Data

Last 6 Months Apr 04 - Oct 04 2015

- 2,028,710 Sessions
- 676,691 Users
- 2,933,554 Pageviews
- 1.45 Pages per Session
- 1m 57s Avg Session Duration
- 79.44% Bounce Rate
- 30.48% New Sessions

Gathered from Google Analytics

Most if not all data is “sampled”

Includes internal traffic

No historical click-tracking data on Homepage for Join and Login buttons