



# HOW TO INCREASE CLICK-THROUGH RATE?

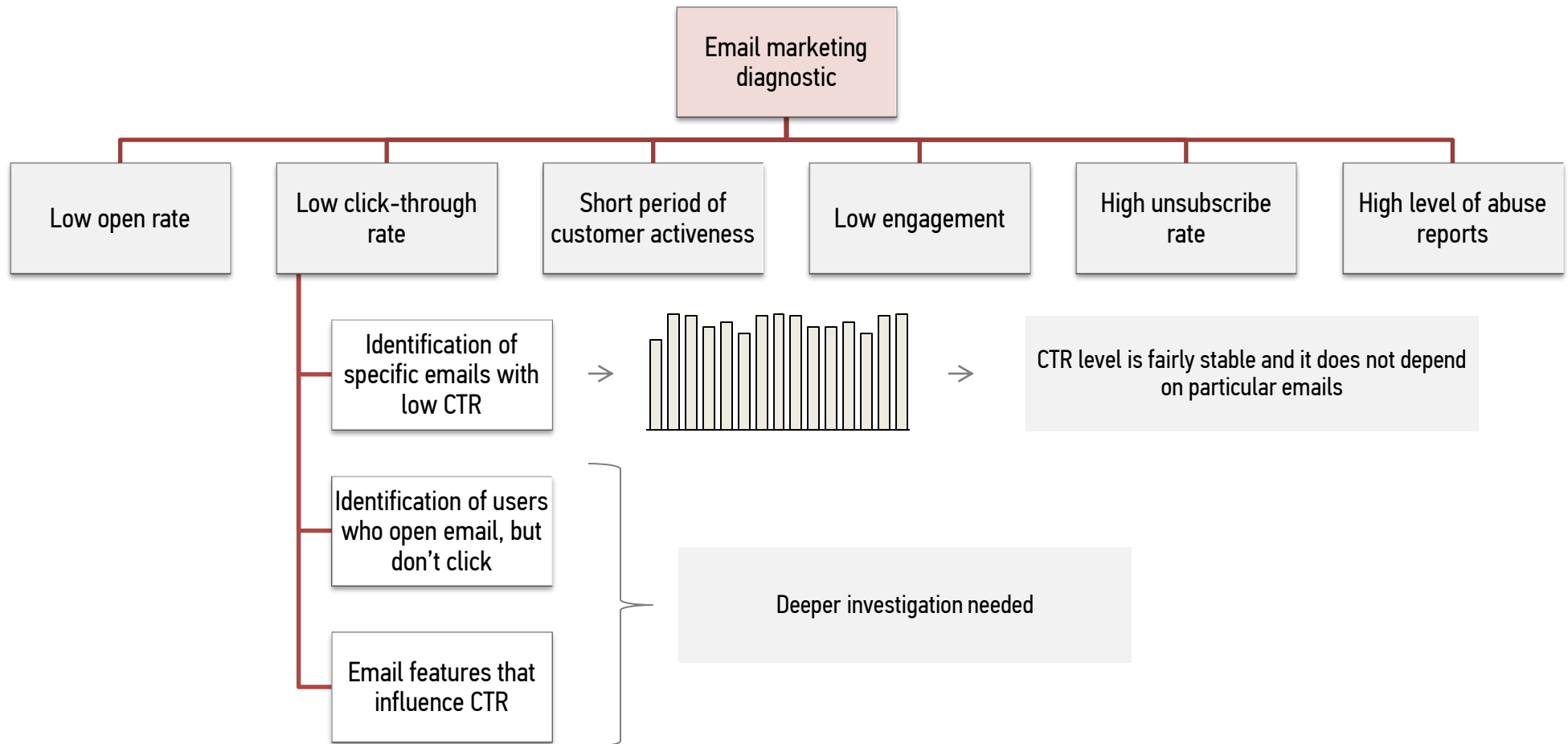
Case study

May 2015



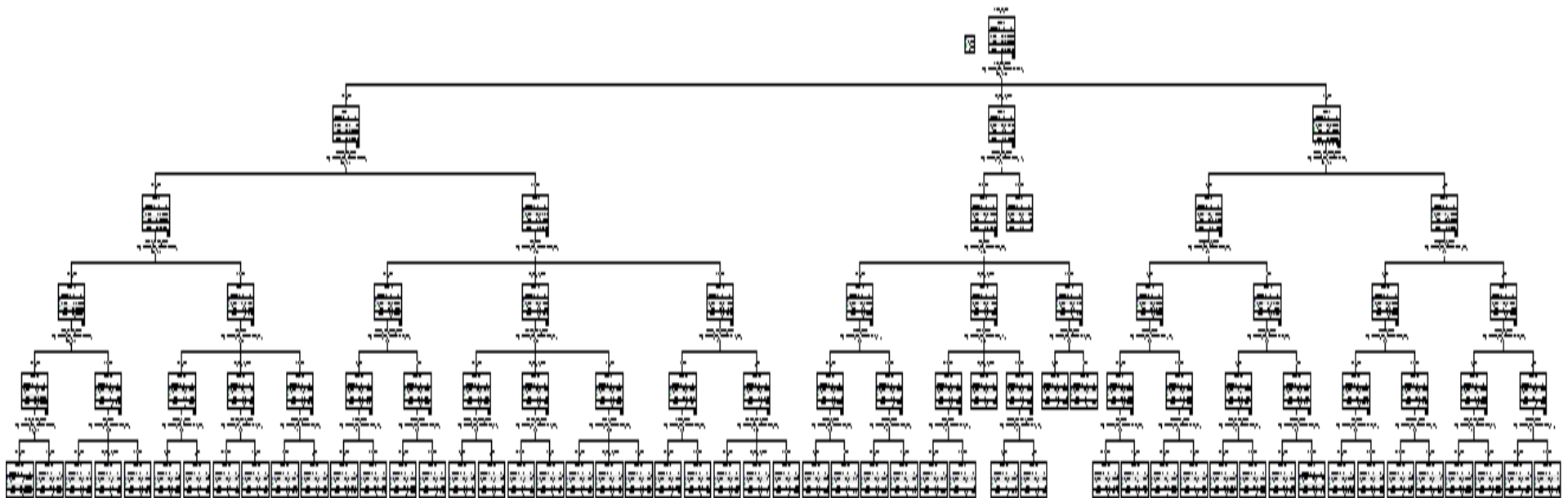
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# DETERMINING REASONS BEHIND LOW CTR IN EMAIL MARKETING

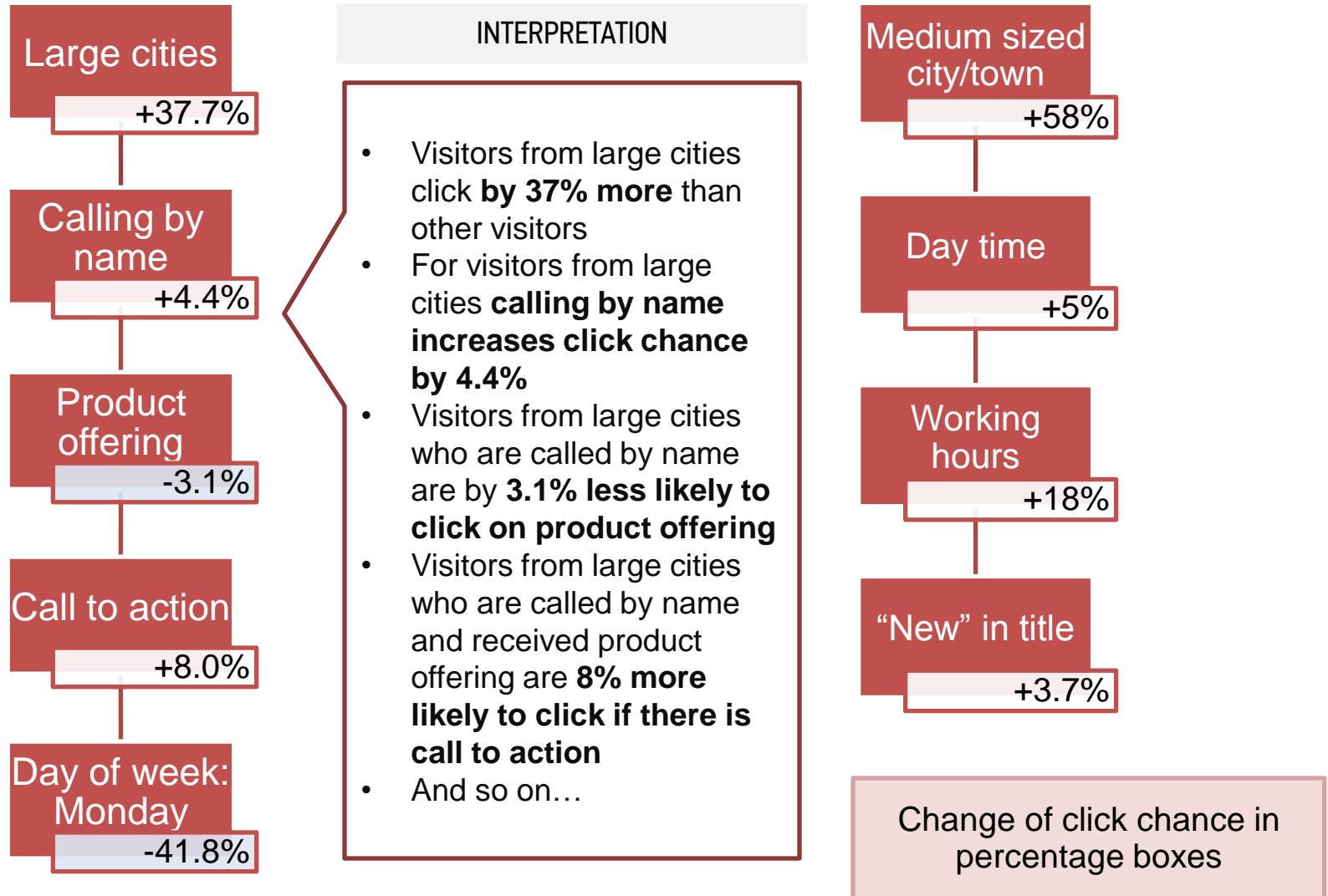


# KEY GOAL OF THE DEEPER INVESTIGATION IS UNDERSTANDING WHICH FACTORS DRIVE CLICKS

Key research question: to find out, what is the difference between sessions with clicks from sessions without clicks. The method of study – decision tree.



# SOME INSIGHTS FROM THE DECISION TREE



# RECOMMENDATIONS

- Large share of traffic comes from **foreign IPs**. Such visitors rarely make a click. It is recommended to check traffic sources.
- The company needs to engage **visitors from smaller settlements** better. Currently they are substantially less active in terms of clicks compared to other visitors.
- Click rates in the **morning** are substantially high, than in the evening. This fact should be taken into account in promotional campaign planning
- **Calling by name** is effective for increasing CTV
- Click rates are substantially **lower** on **Mondays and Fridays**
- **Calls to actions** are effective for click stimulation





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