

# How Brands Are Closing the Gap Between Website and Foot Traffic

## A NinthDecimal and Ansira Study

### Operating with a “Blind Spot”

Despite the massive effort that goes into developing and maintaining a brand’s website, most marketers are “blind” to the interplay between their website and physical locations. As retailers focus more and more on getting customers to interact both online and in-store, they need a way to quantify and optimize for that behavior.

To solve this challenge, [NinthDecimal](#) teamed up with the data-driven marketing agency [Ansira](#) to pilot the industry’s first website-to-store attribution solution, Website LCI®. The pilot program generated some fascinating insights for Ansira clients spanning three verticals (QSR, auto, and retail), allowing them to better understand the effect of their online presence on driving offline visits.

### The Opportunity is Huge

Across all three verticals, the websites measured showed website-to-store conversion rates (i.e. exposed visits / page views) of less than 10 percent. Considering that omni-channel shoppers are some of a retailer’s most valuable customers ([HBR, 2017](#)), increasing that overlap by even a fraction can have massive benefits for a brand’s bottom line. **With the right tools, brands can test strategies to increase reach and engagement with omni-channel consumers.**



### How Brands are Taking Action

#### 1. Recalibrating KPIs and goals:

By looking beyond traditional website KPIs (clicks, page views, etc.) towards real-world impact, marketers across all verticals can reach more tangible goals – whether that is influencing overall visits or driving new ones.

#### 2. Prioritizing mobile websites:

Results show mobile websites drive a higher lift in offline visits than tablet and even desktop.



#### 3. Rethinking site traffic strategies:

Optimizing paid search, SEO, referral, and direct traffic towards real-world KPIs can have a significant influence on foot traffic.



# RECALIBRATING KPIs AND GOALS

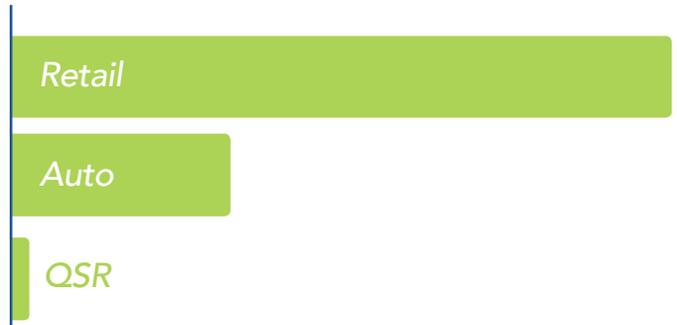
The first step to taking action is understanding the correlation between a brand's website and offline properties. The Website LCI® studies revealed striking differences across verticals. For example, the QSR and auto brands experienced a higher conversion rate than the retail eCommerce brand, but the pattern reversed when comparing which website drove more incremental visits. The bottom line for every brand is understanding how these dimensions play out for their own website, so they can test and adjust their marketing strategies to drive more offline engagement.

**Website-to-store overlap was 4x-4.5x higher for QSR and auto than retail...**



Average Website-to-Visit Conversion Rate

**but the retail site drove 3x higher incremental foot traffic**

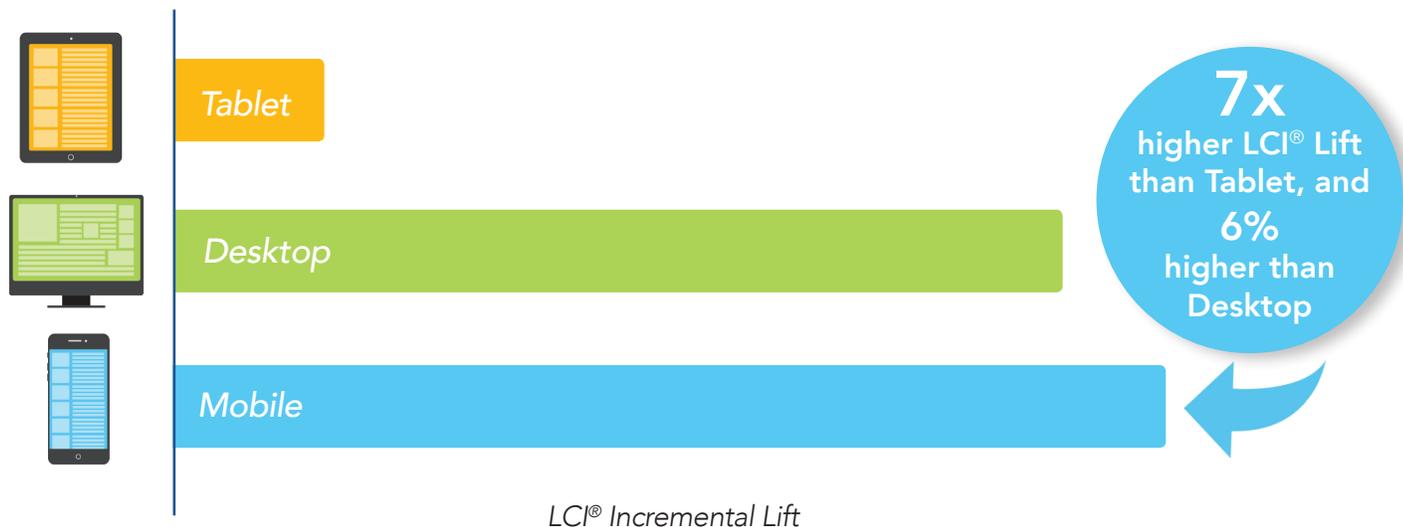


Average LCI® Lift

# PRIORITIZING MOBILE WEBSITES

Findings from the Website LCI® studies suggest that the device a person uses to access a website may have a direct correlation to whether they visit a physical store, and that mobile continues to play a significant role. For the retail eCommerce brand, not only was mobile equal to desktop for conversion rate, but it actually surpassed desktop in driving incremental foot traffic. This reinforces that mobile site design is critical, as are the marketing and advertising tactics that encourage mobile website visits.

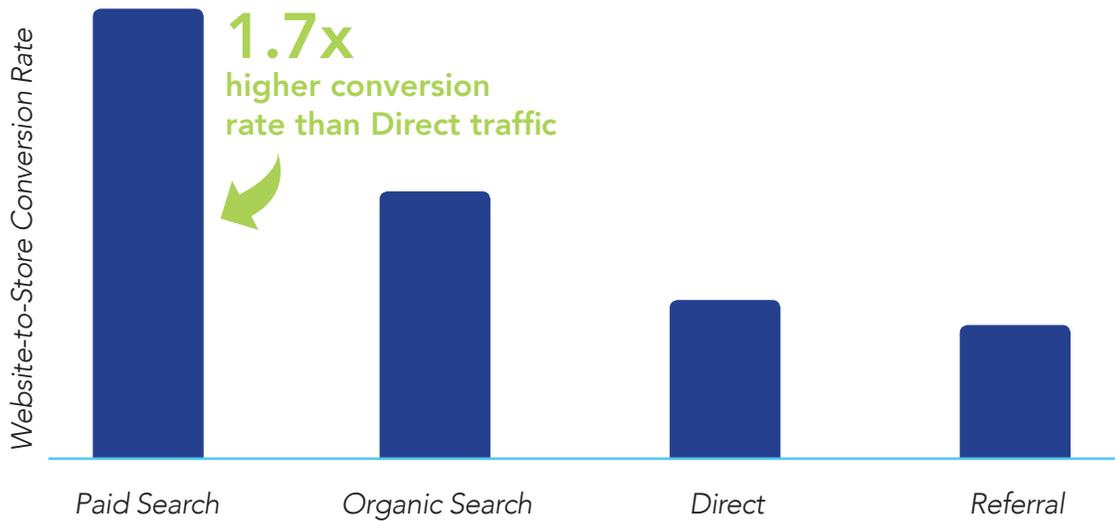
## The Device Used to Access a Website Influenced Lift in Foot Traffic



# RETHINKING SITE TRAFFIC STRATEGIES

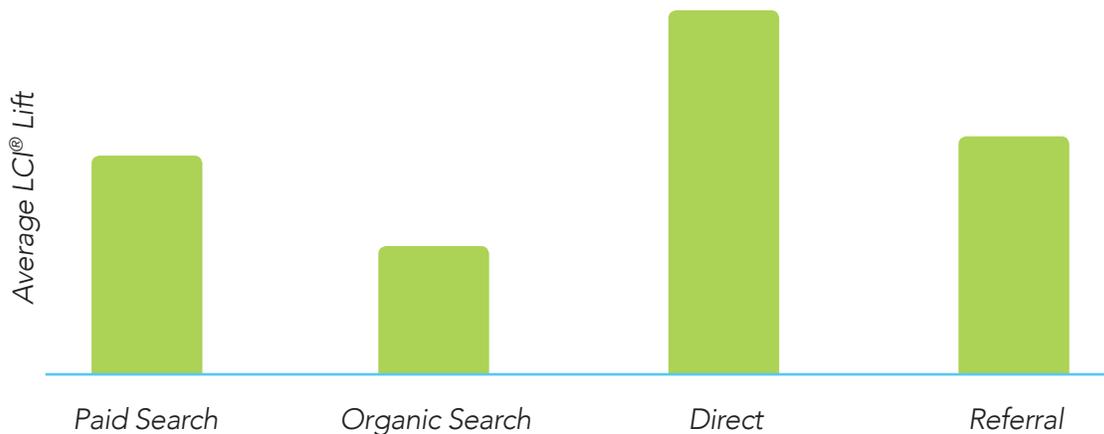
How a person entered a website also has a direct correlation with their likelihood of visiting a store. In initial Website LCI® studies, website-to-store conversion rates were higher among customers who entered the websites by clicking a search result – and interestingly, that conversion rate was highest when the search result was sponsored.

## Conversion Rate was Highest For Search Traffic...



When looking at incremental visitation, the most effective site strategies shifted. Direct and referral traffic surpassed search traffic in inspiring new visits to the brands' stores.

## ...Yet Direct Traffic Drove the Highest Lift in Incremental Foot Traffic



Armed with this information for their own websites, brands can prioritize and shift dollars towards different site traffic strategies, optimizing towards the outcomes that matter most to their organization.

## ANALYZE, LEARN & ADJUST

The growing impact of omni-channel shopping behaviors have forced marketers to constantly look for ways to improve profitability in an increasingly competitive market that is evolving every day. Having the insight into which elements of their website and overall marketing strategy are influential in driving offline conversions can help them make more effective data-fueled decisions. Equally important, with an always-on measurement strategy, brands can test and track the progress of those decisions to ensure their strategy remains relevant and effective.

**Want to learn more about Website LCI®?**  
Shoot us an email at [LCIhotline@ninthdecimal.com](mailto:LCIhotline@ninthdecimal.com)



**Editor's note:**

Website LCI findings vary, depending on the type of brand, focus of the website, and a whole host of other factors. As other Website LCI® studies are published, additional trends will emerge across verticals which can inform website strategies for the industry at large.

**Methodology:**

These initial findings are pulled from four pilot Website LCI® studies, which ran between December 2016 – July 2017. The brands spanned retail, QSR, and auto verticals. All brands have offline store locations, though only the Retail website had an eCommerce element.