

CASE STUDY

An online investment brand optimizes the marketing funnel using session-level engagement scores



The Client

This project was implemented for a client of Digitl in the industry of online investment. The brand is a globally active player with billions in assets under management. The aim of the company is to lower investment barriers by providing a digital platform for people interested in investment instruments.

www.digitl.net

The Challenge

As part of the registration process, the company conducts an assessment to evaluate the ability of users to make decisions and take appropriate risks. Due to a low number of registrations, engagement-increasing tactics were needed so the client engaged in a conversation with Digitl.

The Approach

Through the analysis of onsite behaviors such as scrolling on the website, Digitl developed an engagement score model that enables onsite and offsite optimization. The team exported Google Analytics 4 raw data to BigQuery. Using exploratory data analysis, Digitl identified patterns in the data. A set of features/events that reflect and measure user engagement based on the frequency of occurrences was selected and the events were weighted according to their relevance to user registration. The process was automated and the results were provided in real-time so they could be used for onsite-personalization. A Looker Studio dashboard aimed at providing campaign performance insights.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science and marketing intelligence. With professionalism and quality, Digitl provides clients with optimal technical services tailored to their digital business goals.

The Results

To accurately reflect engagement levels, Digitl created four buckets that mirror the user journey down the funnel. The team discovered that 29% were at a lower level of engagement. Engaged and unengaged users could be distinguished by geography, traffic source, and other factors. Digitl helped identify content that was of particular importance to each engagement score group based on the distribution of pageviews per navigation content category. The foundation for onsite personalization was laid here. Further, Digitl helped identify the top 20% campaign activities that drift engaged traffic to focus the bulk of budget on in the next media planning cycle.

29%

sessions discovered that can be engaged by providing engaging content

top 20%

of campaigns identified measured by the KPI cost per engagement score

Integrations used

