

Vans

Marketing Web Analytics Project
Spring 2021

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Vans Company Description

Van's world's number one skateboard shoes

Style #95 "Off The Wall" Shoe
Thick pure crepe rubber sole for long wear and durability with Van's "EXCLUSIVE" waffle pattern for unreal grip and feel. Other outstanding features of this popular shoe is a cushioned insole and arch support with padded collar and reinforced heel.
PRICE Stock Colors: Navy Blue and Red, or any two color combination \$15.95 a pair; any three color combination \$16.95 a pair.
SIZES: Boy's 2½ to 6; Men's 6½ to 16.
Available in Narrow, Medium and Wide widths.

Style #36 "Off The Wall" Shoe
This is our NEW skateboard shoe with the same features as Style 95, PLUS these features of its own: leather cap toe and heel, leather eyelets with wild leather racing stripe.
PRICE Stock Colors: Royal Blue with White stripes, Red with White stripe, Gold with Black stripe (these colors only) \$18.95
SIZES: Boys 2½ to 6; Men's 6½ to 16.
Available in Narrow, Medium and Wide widths.

NEW

NEW! Van's "Off The Wall" Wheels
Designed for speed, made of exclusive "Van-A-Trane"
• Available in Red or Blue, 2½ high x 2½ wide.
• \$15.95 per set of four
VAN DOREN RUBBER COMPANY, INC. 704 E. Broadway Anaheim, Calif. 92805 (714) 772-8270

Vans OFF THE WALL

• See opposite page for order coupon
Terms available upon proven credit to established accounts.
DISTRIBUTORS, DEALERS (Except in Calif.)
For Detailed Information Please Write or Call Rich Jacobson

FOUNDED 1966

DESCRIPTION Manufacturer of Surf, Street and Skateboard Culture Inspired Footwear, Apparel, and Accessories. Vans Mission is to enable creative expression and inspire youth culture by celebrating and encouraging the "Off the Wall" attitude that comes from expressing your true self.

- Retail network of 370+ owned stores and outlets
- June 1999 Vans e-commerce site launched
- Strong online presence with its own website and other e-commerce marketplaces

Van's Company Marketing Objectives

Van's world's number one skateboard shoes

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BUSINESS OBJECTIVES

- Drive direct-to-consumer (Van's website) sales in the U.S. and other International Countries
- Increase Revenue from online store

KEY PERFORMANCE INDICATORS

- Increase eCommerce Conversion Rate
- Increasing AOV
- Improve Session Quality

2010

vs.

2020



International Opportunities:

"...the international momentum behind the Vans brand continues to build. In 2010, Vans opened more than 149 new stores and shop-in-shops in China, bringing its retail presence to 260, including a flagship store in the trendy Joy City Mall in Beijing, and a total of 21 stores throughout the Asia Pacific region. The brand is also expanding into new markets such as Israel and Eastern Europe."

The screenshot shows the Vans website homepage. At the top is the Vans logo and navigation links: Order Status, Find Store, Gift Card, Chat, Favorites (0), Sign In/Join Vans Family, and Cart (0). Below the navigation is a horizontal menu with categories: SHOP, MENS, WOMENS, KIDS, CUSTOMS, SKATEBOARDING, SURF, BMX, and MORE. A search bar is on the right. The main content area features a large image of a woman holding a white Vans sneaker, with a smaller image of a skateboarder to the right. The text "VANS SKATE" is overlaid on the images. Below the images is a section titled "ELEVATING OUR DTC BUSINESS, WHILE PRIORITIZING DIGITAL." with a sub-header "BUILT TOUGH". The text describes Vans' digital strategy and partnership with the Insights and Analytics team.

VANS SKATE

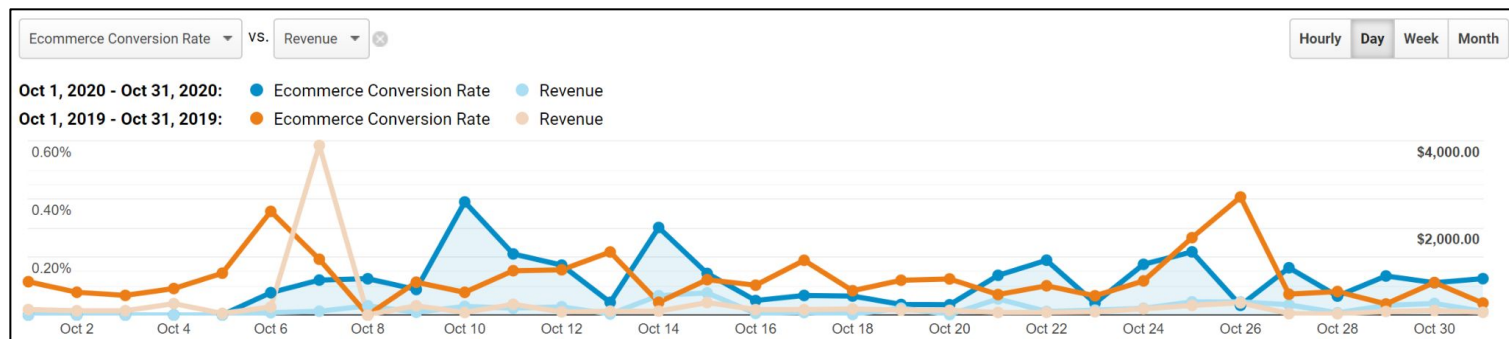
ELEVATING OUR DTC BUSINESS, WHILE PRIORITIZING DIGITAL.

We're ensuring that these platforms work together to create the pinnacle expression of our brands to drive even more powerful and authentic connections with our consumers. We appointed VF's first Chief Digital Officer, and we're investing to modernize our **Digital and Technology** infrastructure and enhance our overall capabilities with new talent and tools. In partnership with our **Insights and Analytics** team, the Vans® brand launched the Vans® Family Loyalty program in the U.S. – leveraging data to deliver customized experiences to the more than 7 million consumers who've joined.

KPI: Ecommerce Conversion Rate

Goal: Turnover Visitors to Customers/Revenue

Vans is a for-profit company which focuses on the retail of their footwear. Out of all eCommerce metrics it was determined that conversion rate has been performing as one of the lowest. Thus, the focus needs to be on converting visitors (sessions) into customers and their fulfilling orders (transactions).



Typically, as conversion rate increases, so does revenue which is the determinant of Vans' success.

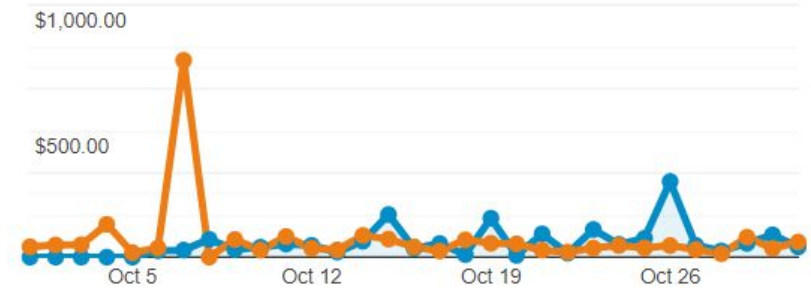
KPI:

Average Order Value (AOV)

Goal: Increase Average Order Value, resulting in revenue and profit growth. This can allow for increased ad spend to acquire new customers when transactions are up. When transactions are down, this can help maintain revenues.

AOV is an important metric for Vans because it offers insights into existing customer trends, the price of products, website layout and ad spend. AOV can be used to help plan segmented marketing strategies. Customers with high AOVs can be targeted with loyalty/rewards programs, whereas customers who spend less per order can be targeted with coupons and offers.

Oct 1, 2020 - Oct 31, 2020: ● Avg. Order Value
Oct 1, 2019 - Oct 31, 2019: ● Avg. Order Value

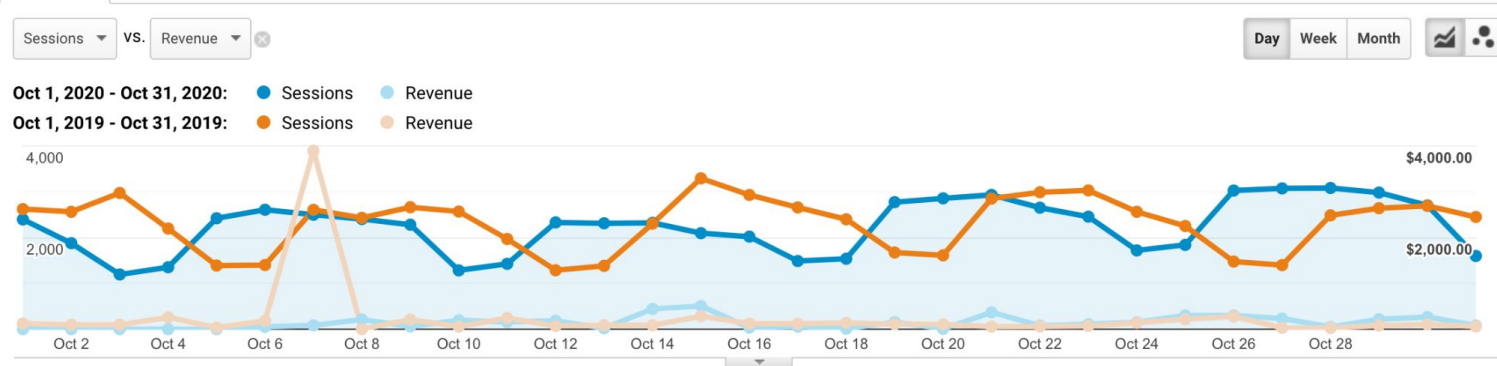


Performance: From Oct 1- Oct 5, 2020 there were **0 sales**, but it picked up mid month. Note: 5 sessions with an AOV of \$779.22 on Oct 7, 2019 may have skewed the AOV for October 2019.

KPI: Avg. Session Quality

Goal: Increase Average Session Quality to result in more sessions being closer to transacting.

Average Session Quality depends on machine learning to identify and calculate, and is reported on a scale of 1-100. Higher Average Session Quality scores translate into higher proximity to convert.



Improved Session Quality can lead to a higher source of revenue.

Summary of Vans' Ecommerce Performance

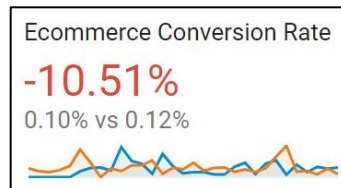
Metric	October 2019	October 2020	% Change	# Change
Ecommerce Conversion Rate	0.11569%	0.10353%	-10.51%	-0.01%
Average Order Value	\$89.70	\$60.11	-32.99%	-\$29.59
Session Quality	4.6	6	30.43%	1.4

Date	Transactions	Sessions	Ecommerce Conversion Rate
October 2019	83	71746	0.11569%
October 2020	72	69547	0.10353%

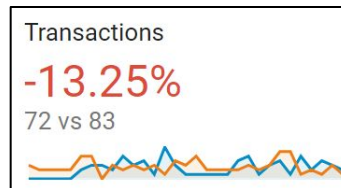
Factors Impacting Ecommerce Conversion Rate

Metrics

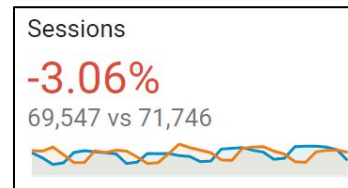
In October 2020 “Ecommerce Conversion Rate” decreased by 10.51% since October 2019.



In Google Analytics, Ecommerce Conversion Rate is defined Transactions/Sessions.



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A decrease of transactions in the numerator decreases conversion rate. A decrease of sessions in the denominator increases conversion rate. However, the decrease of transactions is stronger than sessions, therefore the overall effect of conversion rate is negative.

Factors Impacting Ecommerce Conversion Rate

Dimensions

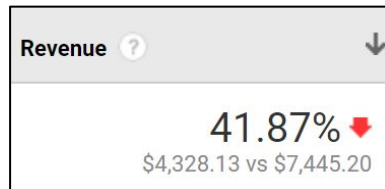
Dimensions that negatively affect Ecommerce Conversion Rate:

- **Language**
 - en-us: [.18% -> .09%] = -51.94%
 - Due to **51.28% decrease** in transactions
 - And a **1.37% increase** in sessions
 - en-ca: [.14% -> .11%] = -20.33%
 - Due to **25.52% increase** in sessions
- **Countries**
 - United States: [.26% -> .2%] = -25.06%
 - Due to **14.81% decrease** in transactions
 - And a **13.68% increase** in sessions
 - Canada: [.04% -> .03%] = -22.31%
 - Due to **28.72% increase** in sessions
- **Device Category**
 - Desktop: [.06% -> .04%] = -34.12%
 - Due to a **32.14% decrease** in transactions
 - And a **3% increase** in sessions

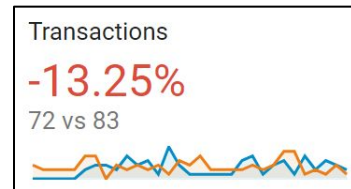
Factors Impacting AOV

Metrics

In October 2020 “Average Order Value” decreased by **32.99%** since October 2019.



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Transactions and Revenue: The number of transactions decreased slightly vs Oct 2019, but total revenue decreased by **41.87%**. If AOV would have stayed the same or slightly increased, the drop in transactions would have impacted revenues less..

AOV **\$89.70** at 72 transactions: **\$6,458.40** in Revenue (**-13.25%**)

AOV **\$98.67** at 72 transactions: **\$7,104.24** in Revenue (**-4.58%**)

Factors Impacting AOV

Dimensions

Dimensions that negatively impact Average Order Value:

- **Device Category**
 - Desktop: [\$189.56 -> \$93.19] = -50.84%
 - Due to a **66.64% decrease** in revenue
 - And a **32.14% decrease** in transactions
- **Day of the Week**
 - Monday (1): [\$406.51 -> \$106.70] = -73.75%
 - Due to a **84.25% decrease** in revenue
 - And a **40.00% decrease** in transactions
 - Tuesday (2): [\$49.67 -> \$30.27] = -30.27%
 - Due to a **42.94% decrease** in revenue
 - And a **18.18% decrease** in transactions
- **Country**
 - United States: [\$90.98 -> \$61.57] = -32.33%
 - Due to a **42.35% decrease** in revenue
 - And a **14.81% decrease** in transactions

Factors Impacting Avg. Session Quality

Metrics




Session Quality is not determined by transactions but rather how close a visitor got to making a transaction.

In Google Analytics, Avg. Session Quality is organized by different categories, which is why you need machine learning. While the exact formula is not revealed by Google, an example could include:

- **1-5:** First Page
- **5.1-20:** Second+ Page
- **20.1-50:** Viewed Product Description Pages
- **50.1-70:** Cart Additions
- **70.1-80:** Cart Review
- **80.1-99:** Information Input
- **100:** Transaction Complete

In this instance, a session quality of 4.6 in Oct 2019 means that that average visitor viewed the first page and left the site. In Oct 2020, the average visitor viewed at least a second page and then left the site.

In other words, while the session quality is this small, the main factors affecting the value include Bounce Rate and Pages/Session. Since both of these improved, the Session Quality also improved.

Behavior		
Bounce Rate ?	Pages / Session ?	Avg. Session Quality ?
1.90%  44.49% vs 45.35%	30.42%  4.98 vs 3.82	30.92%  6.0 vs 4.6

It is only later where other metrics come become more important such as Cart Additions and Transactions.

Factors Impacting Avg. Session Quality

Dimensions

While Average Session Quality went up, there are certain factors from preventing it from being higher.

Dimensions that Impact Average Session Quality:

- **Country**
 - United States: $[7.4 \rightarrow 9.3] = 25.53\%$
 - Due to **20.14% increase** in pages/session
 - And a **11.17% increase** in bounce rate
 - Canada: $[6.9 \rightarrow 7.4] = 6.57\%$
 - Due to **7.14% increase** in pages/session
 - And a **28.76% increase** in bounce rate
- **Landing Page**
 - There are 155+ landing pages that **lost 100%** session quality due to the fact that they received no views (hence no pages/session) in Oct 2020 compared to Oct 2019
 - `/google+redesign/brands/youtube/you+tube+socks.axd`: $[1.3 \rightarrow 1.1] = -15.73\%$
 - Due to **66.67% increase** in bounce rate
 - And **44.44% decrease** in pages/session
 - `/google+redesign/apparel/stan+and+friends+onesie+green`: $[7.4 \rightarrow 1.1] = -84.65\%$
 - Due to **75% decrease** in sessions
 - `/google+redesign/shop+by+brand/youtube/mayttevc86@`: $[3.6 \rightarrow 1.1] = -68.19\%$
 - Due to an infinite increase in bounce rate
 - And a **85.71% decrease** in pages/session

Actionable Recommendations for Business Improvement

Based on the dimensions affecting our metrics, Vans should:

1. Create a sales promotions (free shipping, discounts, coupons, rebates, etc.) on the website to increase transactions
2. Focus on the United States and Canada
3. Focus on Desktop
4. Higher Promotion on Monday and Tuesday for minimum orders of \$100
5. Reducing the number of landing pages that provide no value
6. Running UX tests on landing pages with high bounce rate and create improvement