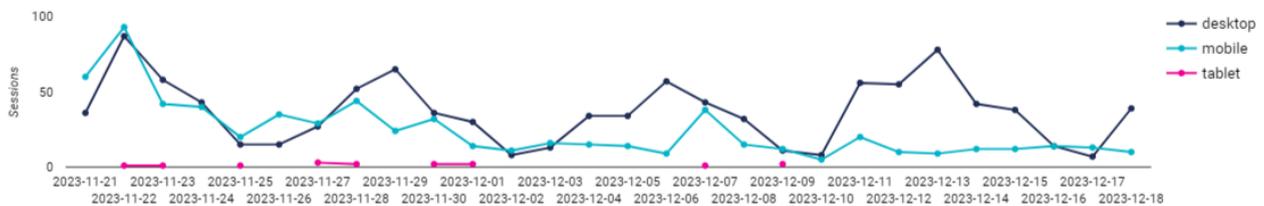




**TOP 5 ISSUES WE SEE IN  
PERFORMANCE  
REPORTING**

# TOP 5 ISSUES WE SEE IN PERFORMANCE REPORTING

This white paper outlines the top 5 issues that we find to be the most common when we do an audit of an organisation's marketing performance reporting process (as well as specific reports). Depending on your organisation some of these issues may have a higher/lower impact or complexity to fix them, however we recommend that you have all of these on your radar.



Browser	Sessions	Avg Engagement (sec)	Non-ecommerce conversions			Ecommerce conversions		
			Total Value	Conv Rate	Value / Session	Total Value	Conv Rate	Value / Session
Chrome	1,114	00:00:50	5,879	65.0%	5.3	\$0	0.0%	0.0
Safari	419	00:00:07	1,778	9.3%	4.2	\$0	0.0%	0.0
Android W...	49	00:00:04	224	0.0%	4.6	\$0	0.0%	0.0
Edge	34	00:01:47	230	67.6%	6.8	\$0	0.0%	0.0
Safari (in-a...	29	00:00:00	128	0.0%	4.4	\$0	0.0%	0.0
<b>Grand total</b>	<b>1,693</b>	<b>00:00:38</b>	<b>8,473</b>	<b>47.1%</b>	<b>5.0</b>	<b>\$0</b>	<b>0.0%</b>	<b>0.0</b>

1 - 10 / 11 < >

# ISSUE #1

## ONLY REPORTING ON MACRO CONVERSIONS

It's common to mainly report on the conversion that is the ultimate aim of a campaign (eg. leads or sales). These are called macro conversions but the longer your sales cycle the more important it is to also report on micro conversions as well (eg. downloading a PDF or watching a video). Otherwise your reporting will devalue campaigns that generate initial interest earlier in the funnel where the user isn't yet ready to convert.

The screenshot shows a website page with a navigation menu (Home, Start Here, Reviews, Tools, About, FAQ, Blog, Contact) and a search bar. The main content area features the article title "SOLAR 101: BUYING SOLAR POWER – 2023 EDITION" by Finn Peacock, a Chartered Electrical Engineer. A sidebar on the right contains a red call-to-action box: "Ready to get up to 3 quotes for solar, batteries or EV chargers?" with a "Enter Your Postcode" input field and an "I'M READY" button. At the bottom of the article, there is a light blue box with a printer icon and the text "Would you prefer to print this guide? Click here for printer-friendly PDF version." A red box highlights the link. In the bottom right corner, there is a blue button with a question mark icon and the text "Got any questions?".

*The longer your users' decision cycle the more sense it makes to report on micro-conversions like printing, chat etc.*

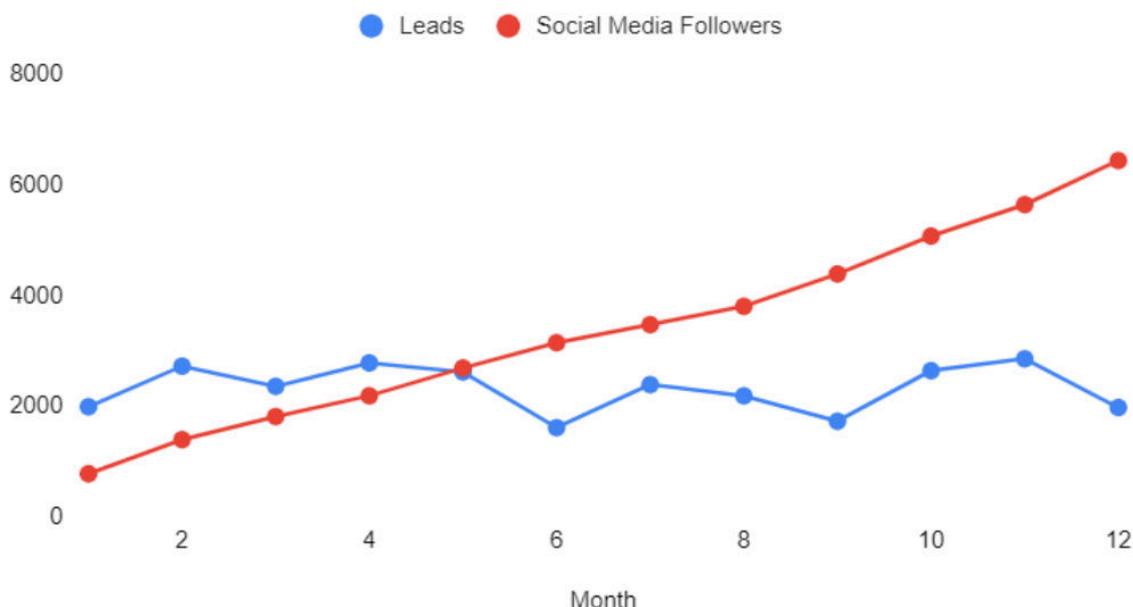
*[Source: [solarquotes.com.au](https://solarquotes.com.au)]*

# ISSUE #2

## FOCUSING ON VANITY METRICS

You can go too far in the other direction and report on metrics that are not tied to business objectives but are instead more about vanity or buzzwords. This will differ from org to org but often metrics like bounce rate or a page's total followers on social media are not really relevant to your campaigns. People are usually taking actions on your website or app which are much more specific to what your campaigns are promoting.

Leads and Social Media Followers



*You may be gaining new social followers each month but check if it correlates with actual conversions. Often it wouldn't, which would make social followers a vanity metric.*

# ISSUE #3

## REPORTING ON A SUBSET OF YOUR DATA

We often see reports that are something like "top 10 pages" or "top 10 keywords". A top performers snapshot is fine if you have a small data set but for a lot of orgs, the top performers might capture a tiny percentage of your total traffic. If you are dealing with a lot of data, you'd want your charts to deal with the totality. You may need to employ groupings (eg. group pages into buckets) to help express the totality in a readable chart.

---

<b>PAGE CATEGORY</b>	<b>PAGE VIEWS</b>
Home Page	1,207
Category Pages	2,096
Specific Articles	9,527
Product Pages	9,653
Utility Pages	2,584

*This is an example of a holistic report, with each row combining potentially dozens, hundreds or even thousands of pages. This makes it easier to spot large-scale trends.*

# ISSUE #4

## REPORT BLOAT

It's common to start with a reporting wishlist from stakeholders and to add to it as new questions arise. However over time, this makes the report longer and dilutes the most important visualisations, which leads to people not using the report or starting their own reports (which may contradict the original). A regular report is always a work in progress - you want to constantly be pruning it and evaluating what's useful and what's not.

And just like we group pages and data sets, don't be afraid to add filter options to your reports or break your reports up entirely into stakeholder-specific categories. The more useful the report, the more uptake it will receive.

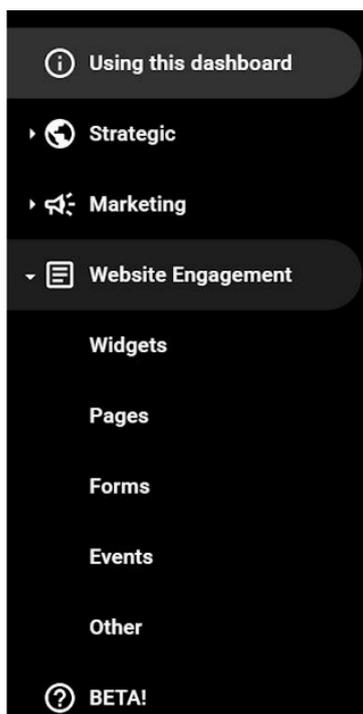
Campaign Name	Users	Sessions	Pageviews	Sessions /User	Pageviews /Session	Pageviews /User
Branded	7,437	11,156	37,929	1.5	3.4	5.1
Locations - NSW	1,224	2,203	4,847	1.8	2.2	4.0
Locations - VIC	3,850	4,620	11,088	1.2	2.4	2.9
Services	3,267	5,554	39,433	1.7	7.1	12.1

*A table with lots of metrics which all correlate with each other (and therefore don't add much new information) is an example of overcomplicating your reporting.*

# ISSUE #5

## NOT HAVING THE REPORT FLOW INTO A STORY

A cousin of a bloated report is a report that presents facts and charts in a seemingly random order. Without a coherent flow it becomes hard to find data and to draw insights. You could organise your report by the order of the user journey flow, by your organisation's pillars or even by your website categories. But without an overarching structure, finding actionable items will be a struggle.



*By structuring your report around themes or the user journey, you make it easier to tie the separate sections into a story (and find the right data)*

## Need a performance reporting audit?

- Your org's reporting needs
- Your reports' setup & accuracy
- Your team's reporting workflows & practices



[Click here](#) to learn more about a performance reporting audit.