



# Media Influence on Customer Conversion: Key Patterns & Strategic Actions

Insights to improve pacing, sequencing, and cross-channel efficiency

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# Executive summary

- Users exposed to display are more likely to visit, quote, or purchase
- Converters show higher exposure to online media across formats
- Customer journeys vary and often include multiple site visits
- Different media formats contribute at different stages of the journey
- Latency effects indicate influence beyond immediate click activity



# Objective

- Understand how online media exposure relates to customer site behavior
- Identify patterns in visits, quotes, and purchases across audiences
- Explore customer journey paths and points of media influence
- Assess the timing and latency between exposure and site activity



# Approach

- Analyzed site behavior across multiple visit types (general visits, quotes, purchases)
- Mapped exposure to online media formats including display, sponsored search, and referrals
- Examined customer journeys to identify common paths and revisit patterns
- Measured timing between media exposure and subsequent site activity



# Overview of media activity and site behavior

## Media activity measured

### Media formats included:

- Display
- Sponsored search
- Organic search
- Referrals

## Visitor site behavior

### Observed activity distribution:

- Majority of users conduct general site visits
- Smaller share request a quote
- A subset progresses to purchase
- Overall conversion rate is low but stable



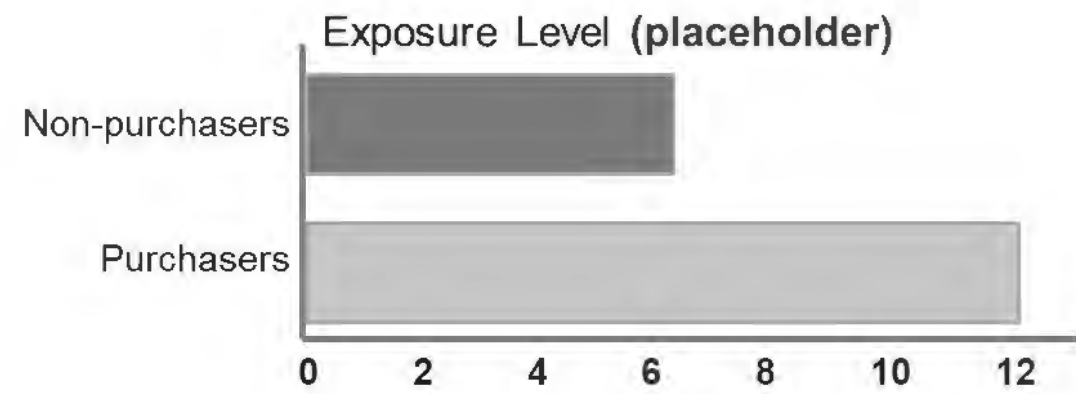
# Key finding 1: Purchasers have higher media exposure

## Key insight

Users who ultimately purchase tend to show **higher levels of exposure** to online media formats compared with non-purchasers.

## Supporting points

- **Exposure differences are directional**, not causal
- The relationship appears across multiple media formats
- Analyst to confirm final exposure ranges before publishing





# Key finding 2: Customer journeys are non-linear

## Key insight

Customer paths often include revisits before progressing to quote or purchase.

## Supporting points

- Journeys differ widely across users
- Some users move directly to quote; others revisit steps multiple times
- Purchase paths typically involve several touchpoints





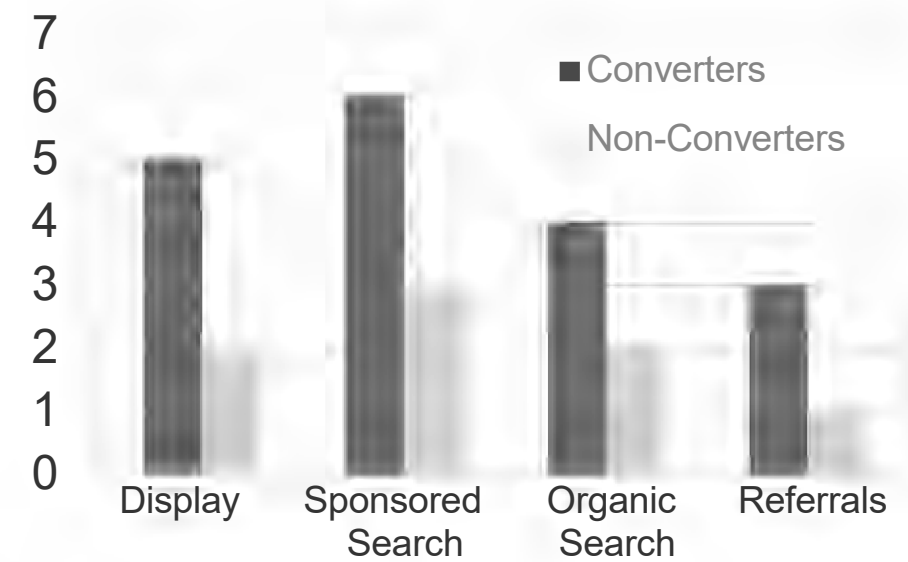
# Key finding 3: Converters show higher media exposure

## Key insight

Converters have higher levels of exposure to online media across all measured formats.

## Supporting points

- Patterns are consistent across all media formats
- Results are directional patterns, not proof of causality
- Converters are more engaged overall across formats



Converters consistently show higher exposure across all formats.



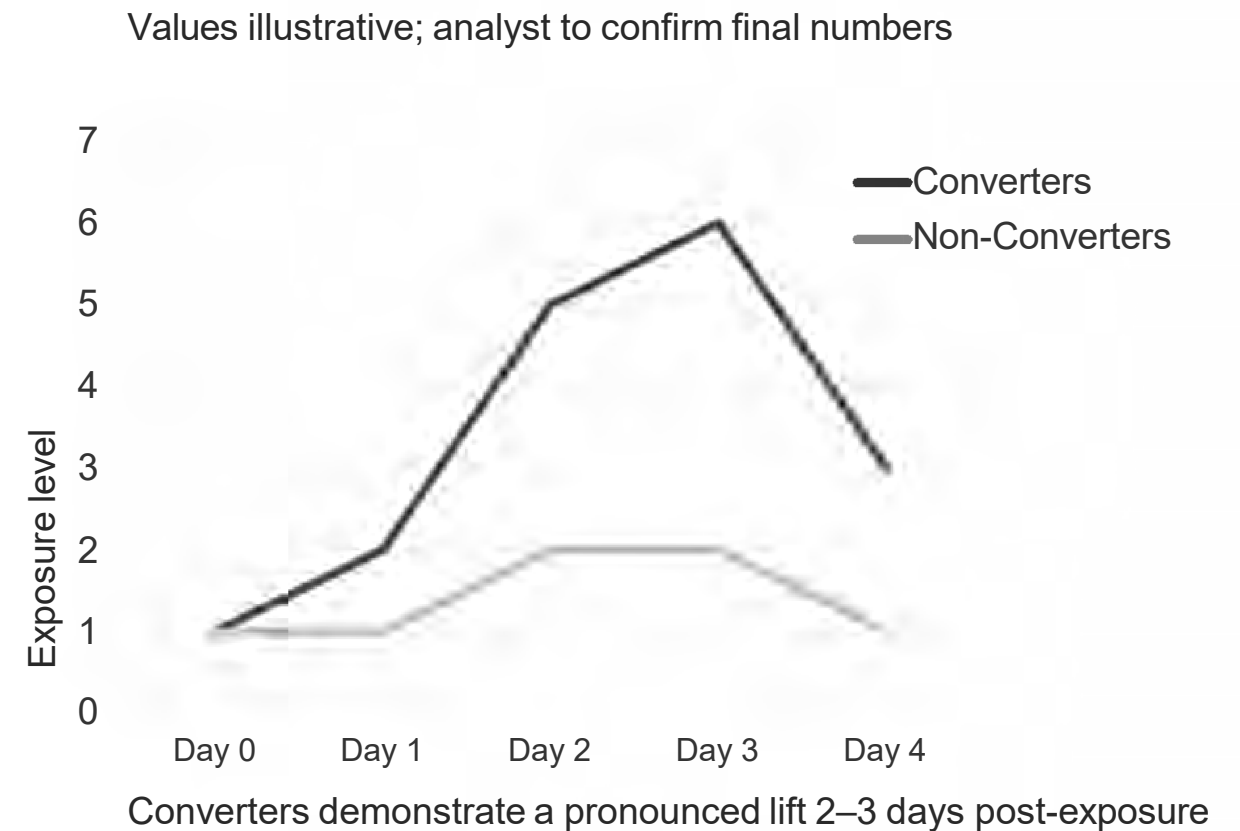
# Key finding 4: Media exposure drives delayed site lift

## Key insight

Site activity commonly rises 2–3 days after online media exposure, extending impact beyond Day 0.

## Supporting points

- Delayed lift appears consistently across media formats
- Peak lift most often appears **2–3 days post-exposure**
- Lag effects help guide **pacing, sequencing, and budget timing**





# What The Company Should Do Next

- 1. Use media exposure to drive full-funnel engagement**
  - **Coordinate** paid and organic touchpoints to drive both initial visits and downstream actions
  - **Reinforce** full-funnel messaging across paid and organic channels
- 2. Prioritize multi-channel orchestration**
  - **Invest** in cross-format presence to match how converters engage
  - **Unify** channel planning to avoid siloed optimization
- 3. Design for non-linear, looping journeys**
  - **Plan** retargeting and messaging sequences around expected revisits
  - **Adapt** pacing and bidding to support repeated steps, not just forward progression
- 4. Optimize pacing and sequencing for delayed lift**
  - **Shift** spend to align with the 2–3 day post-exposure lift window
  - **Time** media activation and follow-ups around lagged engagement patterns

Together, these actions strengthen Vanguard's full-funnel marketing.



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# What We Need From Leadership

- 1. Confirm priority channels and formats to focus upcoming investment.**
- 2. Authorize testing roadmap to validate pacing and lag-based optimizations.**
- 3. Endorse cross-channel orchestration as the working model going forward.**
- 4. Align on success metrics for evaluating full-funnel performance.**

These decisions enable the next phase of activation..



# What This Means Going Forward

- **Embed media signals across the full journey** to strengthen both initial visits and downstream actions
- **Prioritize cross-channel planning** to reflect how converters actually engage
- **Design sequencing for non-linear behavior** including retargeting, pacing, and message progression
- **Optimize activation around 2–3 day lift windows** to maximize downstream impact

These actions position Vanguard to drive stronger and more efficient digital performance.



# Thank You

*We welcome your questions and discussion.*