



Media Influence on Customer Conversion: Key Patterns & Strategic Actions

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



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



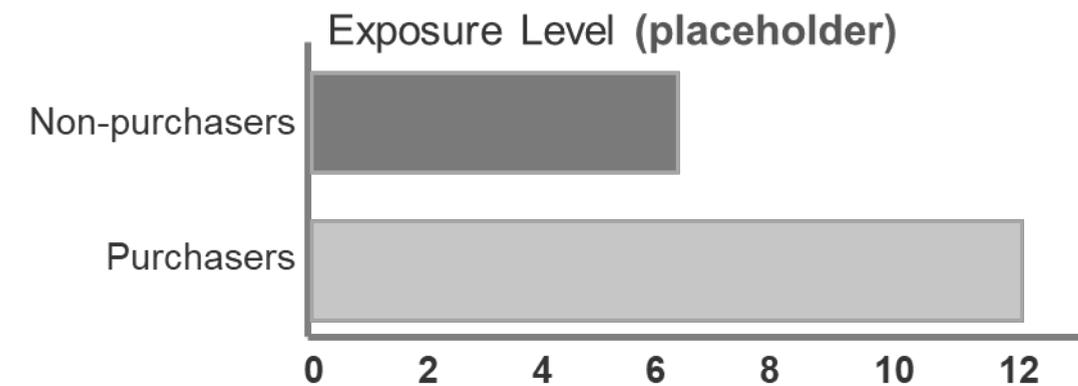
Key finding 1: Purchasers have higher media exposure

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





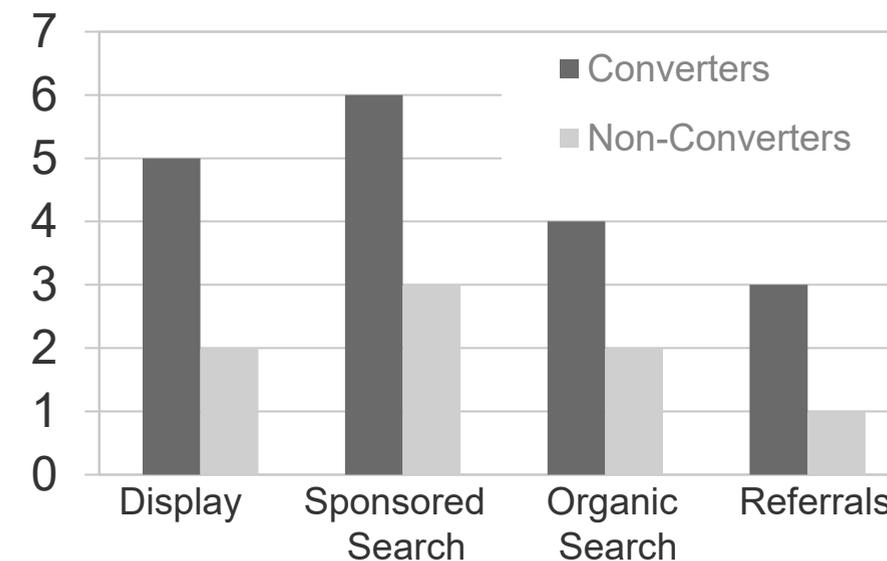
Key finding 3: Converters show higher media exposure

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.

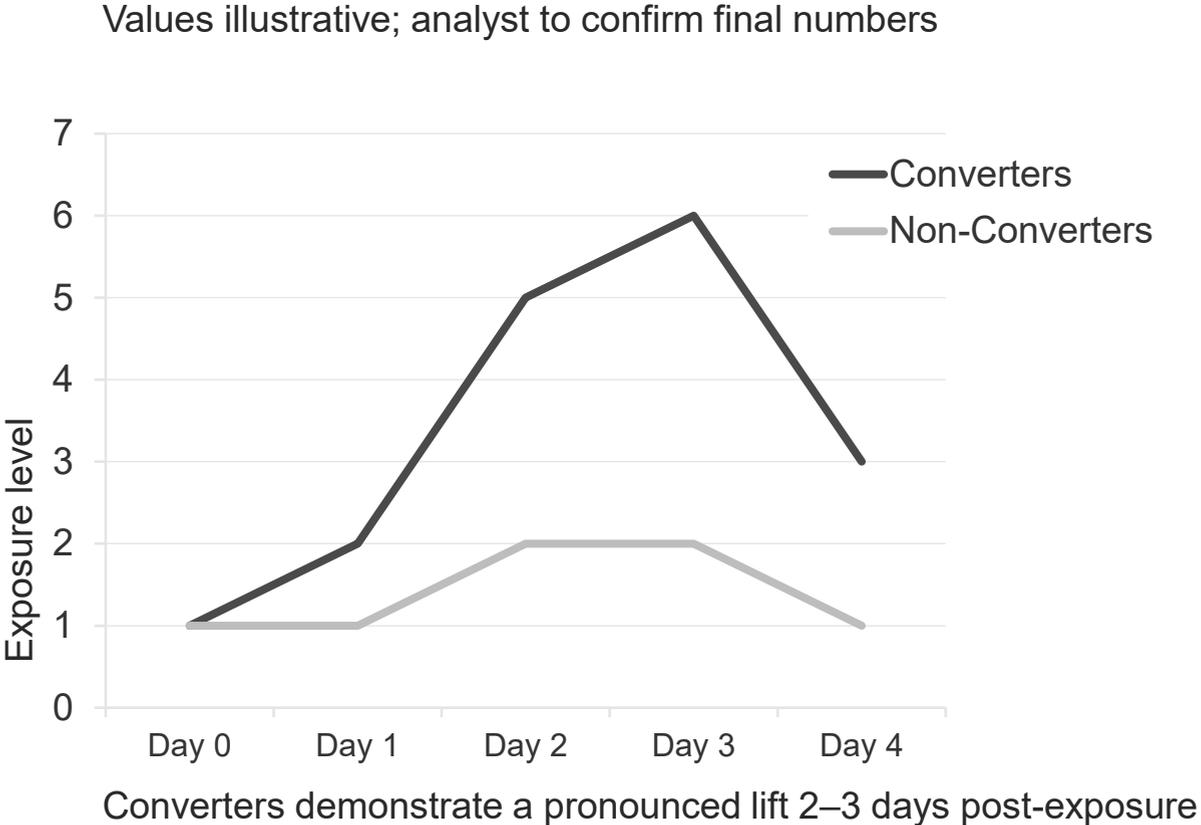
Key finding 4: Media exposure drives delayed site lift

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 Vanguard 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.



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.



How We Analyzed Media's Influence on Behavior

- Analysis covers **media exposure and site behavior** across paid and organic channels
- Exposure measured at the **individual-user level**, aggregated to anonymized cohorts
- Site actions tracked: **visits, quotes, revisits, and conversions**
- Results reflect **directional patterns**, not causal attribution
- Values shown are **illustrative**; final numbers to be confirmed by the analyst team





Data sources powering the analysis

- **Paid media logs:** display, sponsored search, organic search, referral activity
- **Web analytics:** sessions, revisits, page interactions, quote event
- **CRM IDs:** enable anonymous cross-channel stitching
- **Time-aligned data:** exposure timestamps and site activity logs normalized
- **Time window:** X-week period (final dates to be inserted)

These data sources were combined to capture a full view of exposure, site behavior, and downstream conversion signals.

Media Sources	Site Behavior Sources
Display	Sessions
Sponsored Search	Revisits
Organic Search	Page Interactions
Referrals	Quotes
Social	Conversions
Email	Funnel Progression Events



Definitions used in the analysis

- **Converter:**
User who completes a measured conversion event
- **Exposure:**
Interaction with a media format (impression or click)
- **Lift:**
Increase in site activity among exposed users vs. non-exposed users
- **Lag window:**
Days between exposure and the user's subsequent activity
- **Non-linear journey:**
Path where users revisit or repeat steps before converting



Normalization ensures fair, consistent comparison.

- **Scale alignment:**

Exposure and activity values converted to *relative scales* to remove volume bias.

- **Time alignment:**

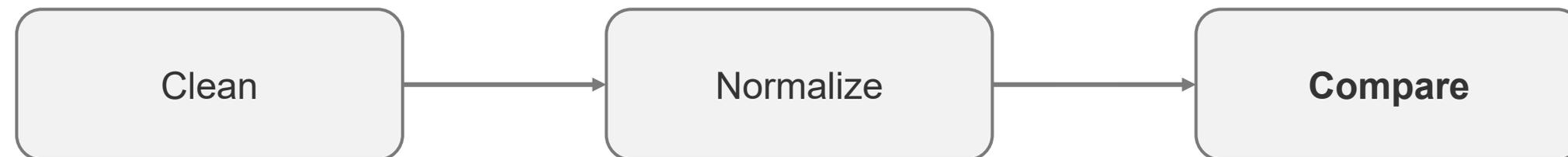
All users anchored to **Day 0 (exposure day)** for consistent lag analysis.

- **Cohort alignment:**

Users classified into **Converters vs. Non-Converters** with indexed performance.

- **Data screening:**

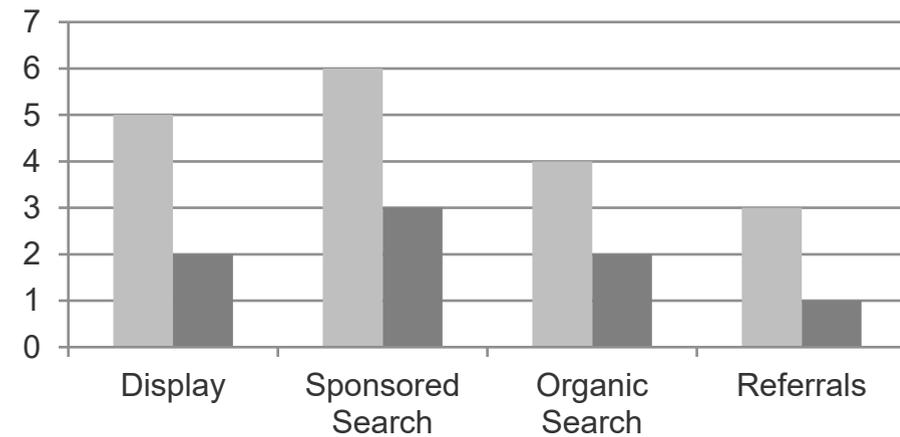
Bot filtering, noise removal, and anomaly checks ensure clean inputs.



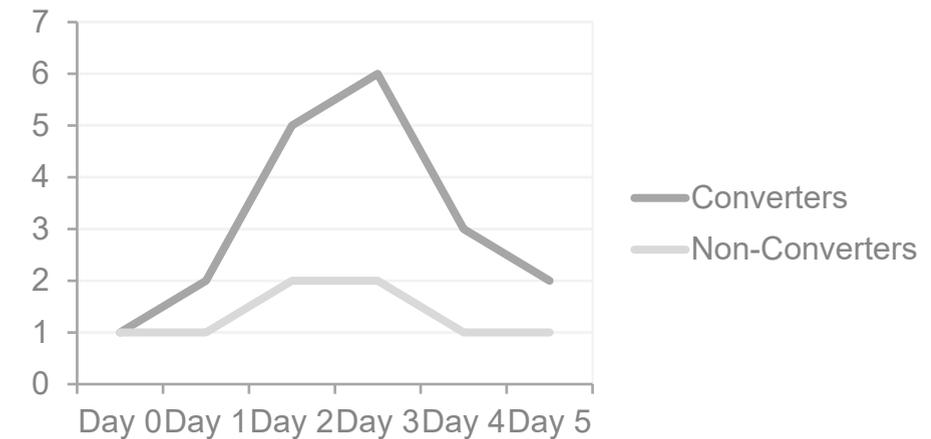
Produces a consistent foundation for cross-channel insight.

Supplemental charts for reference

Full bar chart of exposure by media format
(not simplified for design)



Secondary lag curves
(Day 0–Day 5)



Examples of non-linear path variations (4 examples)

Path A: Visit → Quote → Visit → Purchase

Path B: Visit → Visit → Quote → Drop-off

Path C: Visit → Quote → Visit → Quote → Purchase

Path D: Visit → Visit → Visit → Purchase



Caveats & Limitations

- **Results show directional relationships, not causal proof**
- **Exposure insights inform engagement strategy, not attribution or credit**
- **Patterns can shift by season, campaign, and audience segment**
- **Advanced modeling (MMM, MTA, incrementality) is out of scope for this analysis**
- **Insights should be validated through future testing**