

Channels play different roles in the customer journey

Travel ▼

U.S. ▼

Check out whether each channel plays more of an “assist” or “last interaction” role. The “assist/last interaction ratio” helps illustrate this behavior. You can also view paths for different industries and regions.



Legend ● 2.2 A channel's position on the chart is defined by the “assist/last interaction ratio.” In general, ratios less than one mean the channel acts more as a “last interaction,” while ratios greater than one mean that the channel acts more as an “assist interaction.” The ratios in this report have been normalized to clarify channels' roles.

The Journey: Days and Steps to Purchase

Steps ▼

Travel ▼

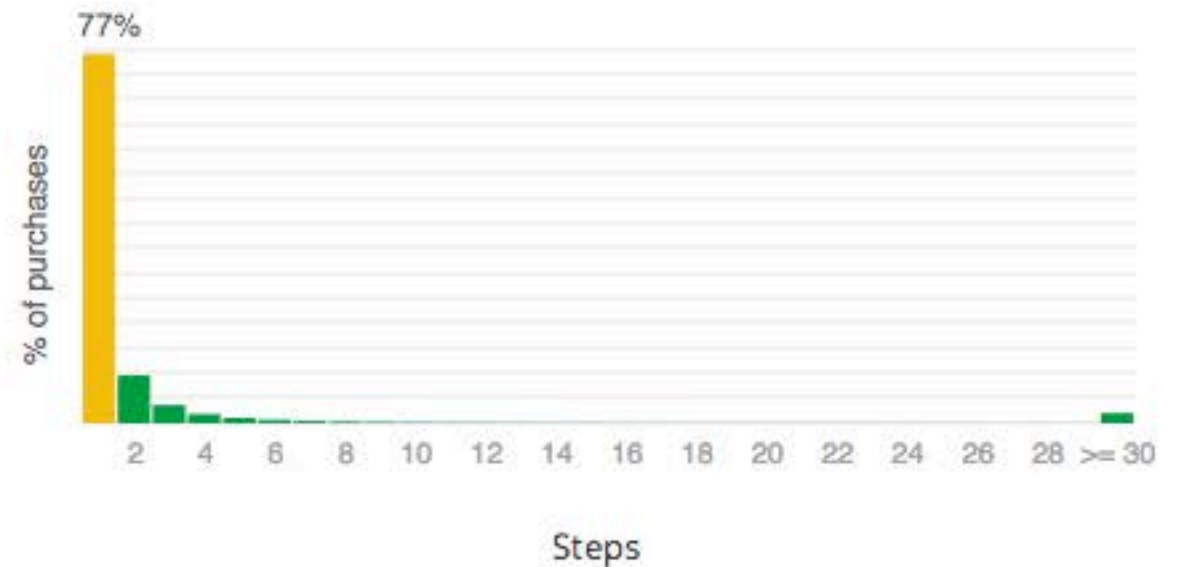
U.S ▼

Select "days" or "steps" (number of interactions) to see the length of the customer journey and purchase value. You can also change the industry or region.

Average Order Value (AOV) by Steps



Total Purchases by Steps



Average Order Value (AOV) refers to the size of a typical purchase. In order to compare across different businesses, the values have been normalized, setting the AOV at day 1 (or step 1) = 1.

The **revenue** shown here has been estimated based on AOV.

Total Revenue



25% of total revenue comes from purchases made in more than one step

The Journey: Days and Steps to Purchase

Days ▼

Travel ▼

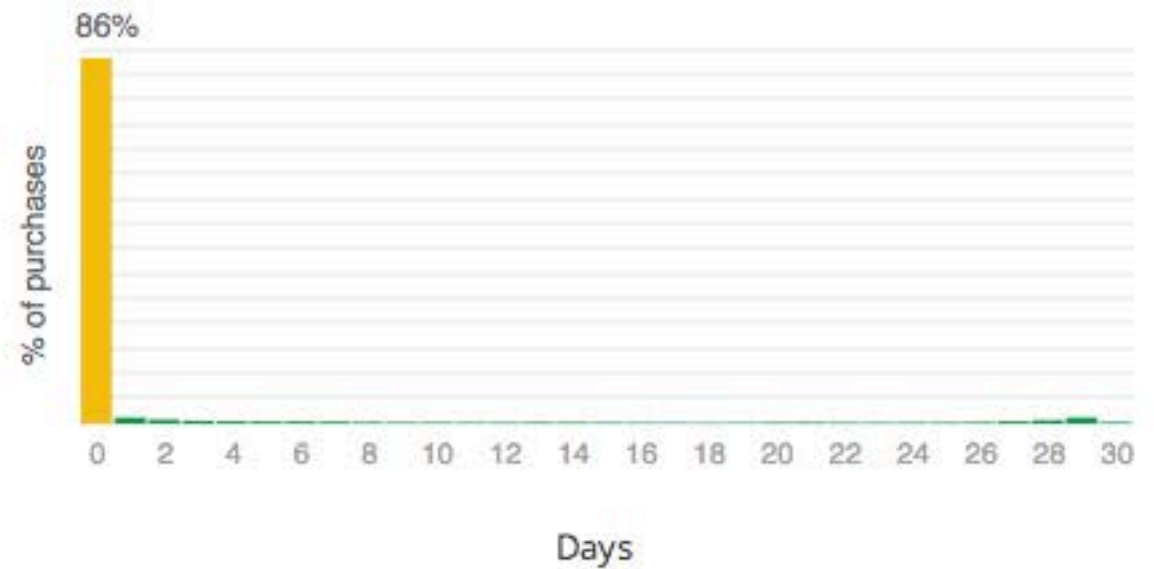
U.S ▼

Select "days" or "steps" (number of interactions) to see the length of the customer journey and purchase value. You can also change the industry or region.

Average Order Value (AOV) by Days



Total Purchases by Days



Average Order Value (AOV) refers to the size of a typical purchase. In order to compare across different businesses, the values have been normalized, setting the AOV at day 1 (or step 1) = 1.

The **revenue** shown here has been estimated based on AOV.

Total Revenue



15% of total revenue comes from purchases made in more than one day



ALL



AUTO



BIZ



CLASSIFIED/
LOCAL



CPG



EDU/GOV



FINANCE



HEALTH



MEDIA



RETAIL



TECH



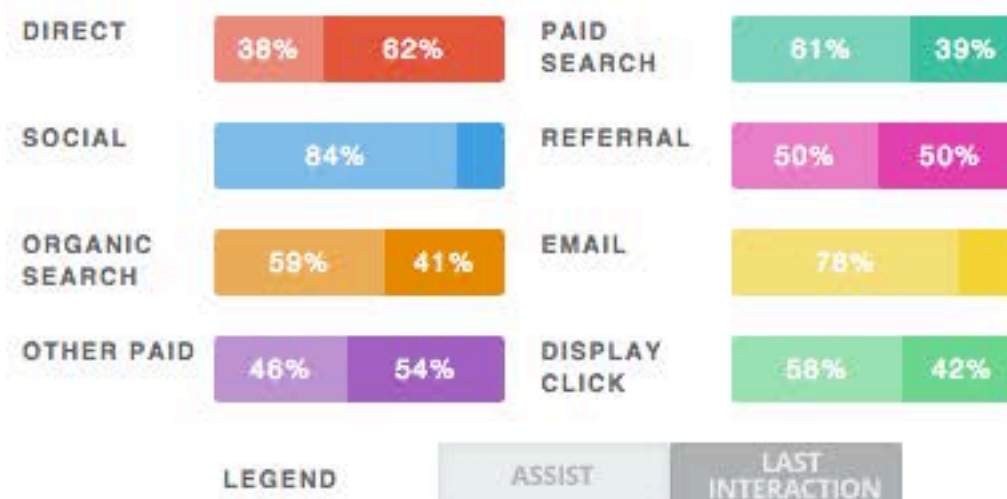
TRAVEL

U.S. ▼

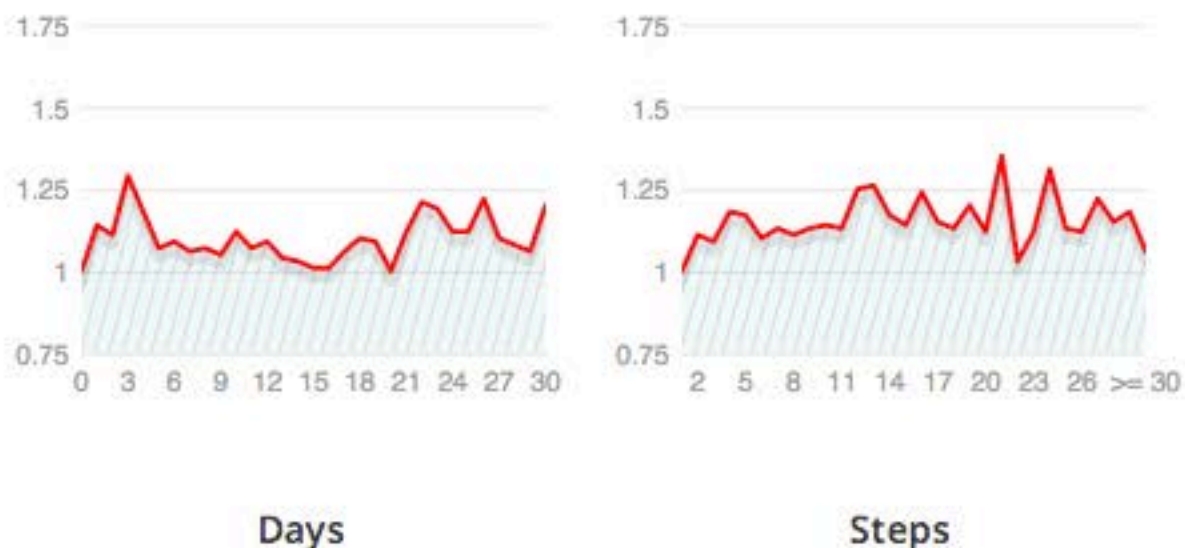
Where different channels impact the customer journey



Typical Channel Roles in the Journey: assist vs. last interaction



Average Order Value by Days / Steps



Total Revenue



15% of total revenue comes from purchases made in more than one day

25% of total revenue comes from purchases made in more than one step