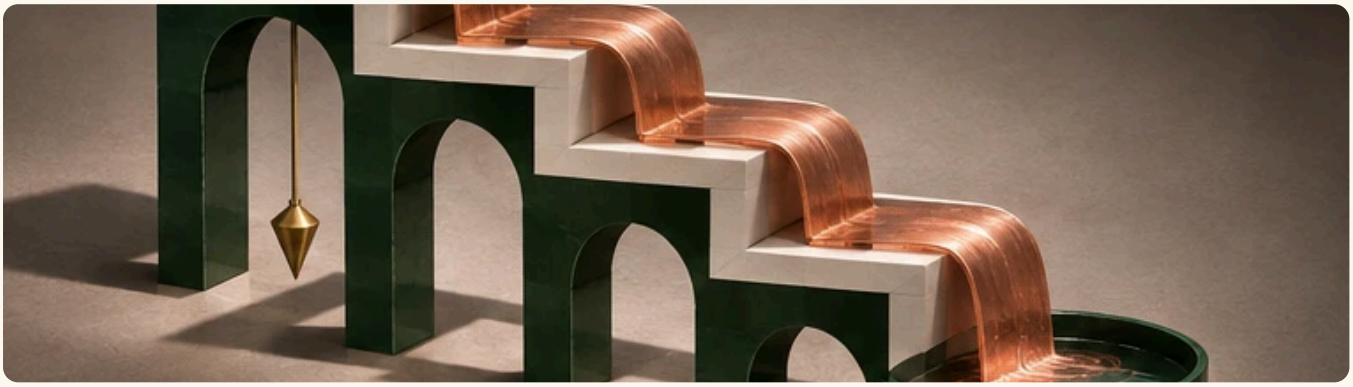
BUSINESS CASE WHITEPAPER · DAT-019

Conversion drop investigation

Locate the stage and customer segment behind a conversion decline.



The decision

A headline conversion decline masks changes in traffic mix or stage-level completion.

What the fee buys

We analyse one funnel and two periods to locate the stage and segment driving a decline.

When to commission

Buy when one funnel can be defined consistently and the result will influence a specific investigation.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

Mobile accounts for a larger share in the second period, and the combined conversion rate falls.

In this illustrative case

Compare stage-level counts and rates within each device segment before interpreting the combined change.

Inputs and ownership

Define one funnel, two comparison periods and the relevant counts and segments.

1. Check period comparability
2. Compare funnel stages
3. Locate affected segment

Using the handover

Use the findings to decide whether the next investigation belongs in tracking, the funnel experience or audience mix.

An alternative to buying

Repair tracking first if the event definitions changed between periods.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£699 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Licences, hosting and extra data sources require separate agreement. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 17.48 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Compare stage conversion with consistent denominators within the same two periods and segments. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Buy when one funnel can be defined consistently and the result will influence a specific investigation. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification DAT-019, GBP catalogue fee and an illustrative working case. View service scope.

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