



About Ligne-en-ligne

- Ligne-en-ligne.com
- One of France's leading website in the Diet & Well-being market since 2007, it has built a successful new diet approach, the "chocolate method", which focuses on what people feel and not just what they eat.

Goals

- Understanding the behavior of the customers coming from affiliates, the primary sales driver.
- Understanding how consumers who choose the highest value offers behave.
- Diversifying & optimizing the digital marketing budget.

Approach

- Use advanced segments to compare behaviors of affiliate consumers vs others.
- Measure long-run efficiency of each channel using the Model Comparison Tool.
- Maximize channels efficiency with "top conversion paths" tool.

Results

- Keley Consulting & Ligne-en-Ligne have a clearer view of the efficiency of affiliation, especially on the long run.
- SEO & Referrals proved to be key channels for the most valuable consumers.
- Increase by 11% in conversion rate and by 20% in turnover.

Ligne-en-ligne.com & Keley Consulting leveraged the features of Google Analytics' Multi-Channel reports to maximize marketing budgets & identify growth drivers.

The Players

Ligne-en-ligne.com is a leader on the French diet & well-being market. Its community gathers more than 800,000 free members and many thousands premium members. Through a unique highly-interactive diet and fitness program, a team of nutritionists guides each member to archive its diet goals.

For the past couple of years, Ligne-en-Ligne strongly relied on its affiliates network to draw in new, free and premium members. As a large part of the subscriptions streamed from affiliates, thus accounting for the largest part of marketing expenses, the team identified a potentially threatening dependence.

Since its launch, Ligne-en-Ligne.com worked with Keley Consulting, a Google Analytics Certified Partner, on the digital strategy of the site, the online user experience, monitoring and improving the conversion rate. They teamed with Keley Consulting again to analyze their traffic acquisition strategy.

Is Time Money?

"It was quite obvious that affiliate programs are a key short-term growth driver for Ligne-en-Ligne but we had no idea of the actual long-term impact on the revenue generated by the affiliation programs - especially compared to other acquisition channels. That's an indicator we wanted to grasp." explains Pierre Bertin, manager at Keley Consulting.

The team has tested several promotional offers to boost subscriptions. The most successful offer to date is a two-week 1euro welcome deal. In order to truly assess the ROI of the initiative, two key questions needed to be addressed: "Most of our customers initially register through the welcome offer, which are the acquisition channels that bring the highest long-term value members? And are the visitors streaming from our affiliate partners that don't register right away sunk opportunities?"

To tackle those issues the Keley Consulting team broke down the various conversion paths according to the acquisition channel and to the offer using Google Analytics' multi-channel funnels.

"We had already worked on Web-Marketing projects with Keley Consulting but had focused our investments on affiliate marketing. Thanks to the multi-channel funnels, we learnt that organic search & referrals were both much more important in the conversion path than we thought. We immediately understood that we were missing out on a tremendous potential for growth."

— Louis André, Ligne-en-Ligne.com

About Keley Consulting

- Keley-consulting.com
- Keley Consulting is a firm that specializes in digital strategy.
- Their clients range from some of the biggest CAC40 companies to promising startups.

Divide and Rule

Thanks to the Multi-Channel Funnels, personalized conversion segments can be created to better identify and understand how each channel interfere in the conversions of the different offers. The teams from Keley Consulting therefore decided to create new conversion segments to isolate affiliate from the other channels but also to split the welcome offers from other, higher value ones.

Then, the Model Comparison Tool allowed them to measure each channel's influence on the conversion rate according to different schemes already created by Google. They mainly used the last non-direct click value that is key in the consumer decision making process for subscription-based model like the one of Ligne-en-Ligne.

The results: diversify channels and create a brand to boost the growth

Keley Consulting started the study in May 2013. By June, some very useful insights emerged. For all the offers except the welcome one (81% of the company turnover), SEO & Referrals channels accounted for 73% of the last non-direct click value. The message was clear for the team and for Louis André: "When we saw the first results, we immediately brainstormed with Keley Consulting to figure out which simple actions would allow us to maximize those two high potential channels." But the results for affiliates segment were also very promising. Pierre Bertin explains: "The team didn't completely understand the potential of affiliate marketing. We actually discovered that in addition to the direct conversions, a real amount of consumers that had first come from the affiliate partners were coming back to the website afterwards to subscribe, notably using direct access."

Basic Channel Grouping	Last Non-Direct Click Conversions ↓
1. Referral	16.00
2. Organic Search	14.00
3. Direct	8.00
4. (not set)	7.00
5. Social Network	1.00

For all the offers except the welcome one, SEO & Referrals accounts for 73% of the last non-direct click value, a key step in the conversion path.

Those results in mind, the teams from Ligne-en-Ligne and Keley Consulting started to develop a new growth strategy. They started by working on SEO and by launching an action plan that included a radio campaign in a popular station and a new SEM campaign. As affiliate marketing was providing many new prospects, they also worked to improve the ergonomic experience of the website's most viewed pages to ensure that people coming through this channel would be efficiently caught.

The first results were so convincing (conversion rate up by 11%, turnover by 20%) that they decided to move up a gear in July 2013 and launch a TV campaign for even more well-being & happy consumers!