

# Small Data, Big Results

## Tracking Website Conversions for Smaller Manufacturers

MatomoCamp 2023

# Dianna Huff

- Founder, President  
Huff Industrial Marketing, Inc.
- Industrial Marketing Expert
- Made in USA Advocate
- Avid cyclist and “mom” to a high-energy German Shepherd dog

**HUFF**  
INDUSTRIAL MARKETING



# James Alavosus

- Freelance software engineer
- Focus: Backend services and infrastructure
- Bitcoin, EVM Blockchains
- Gamer, fencer

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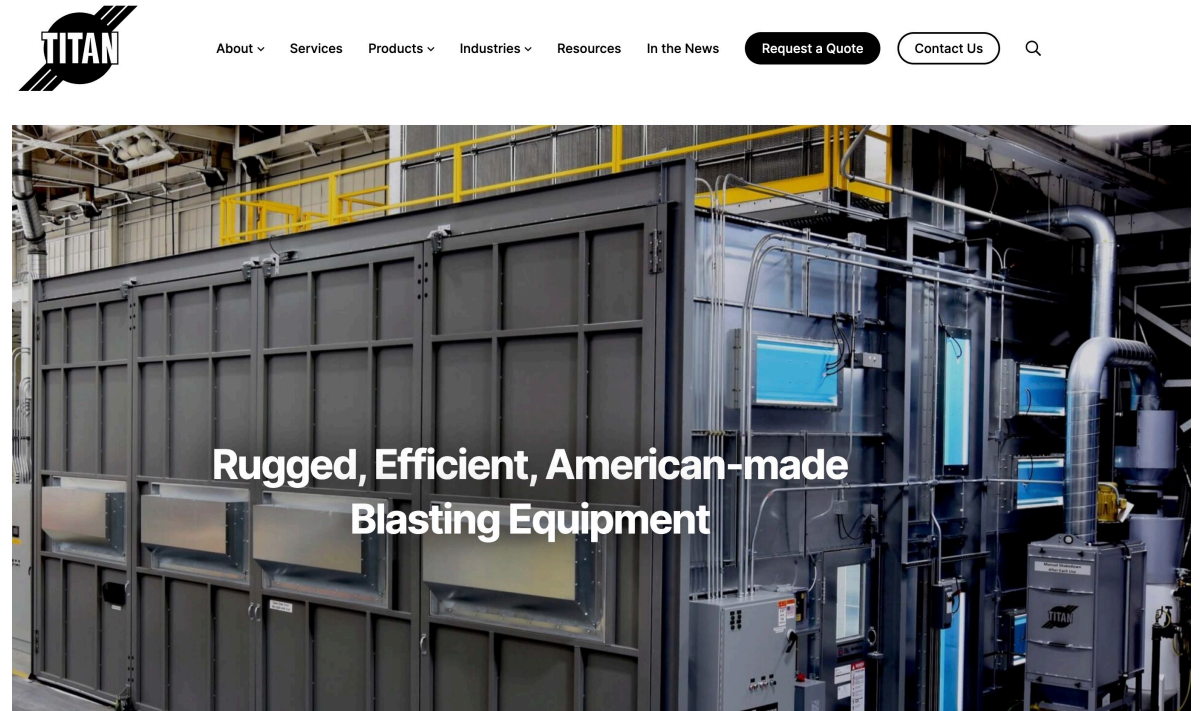




# Our clients

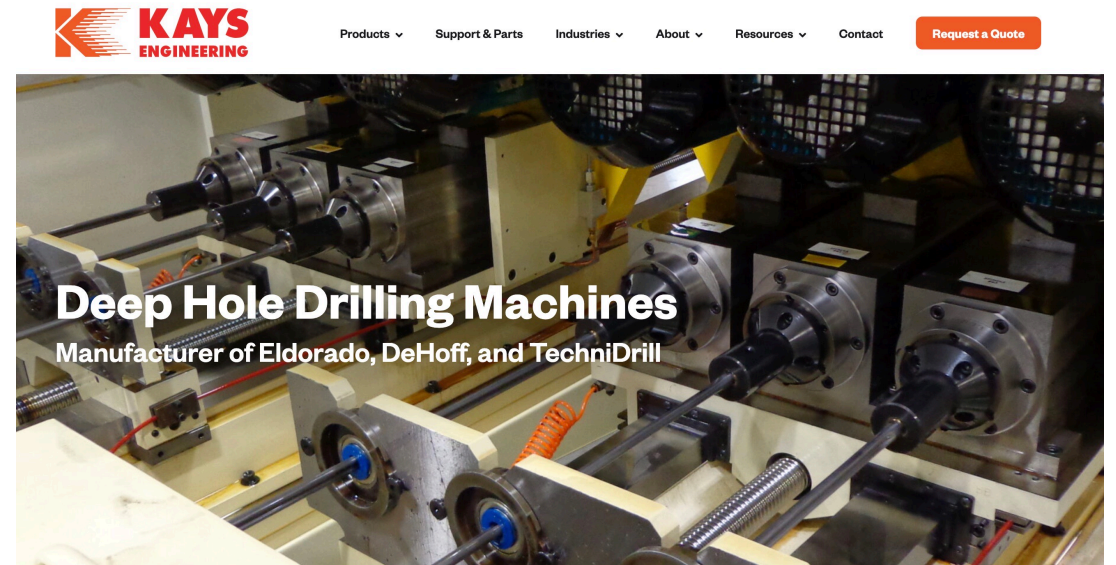
- Smaller industrial manufacturers
- Make stuff here in the US
  - Military, aerospace, industrial, non-invasive medical devices, etc.
- “Small” data ~2,100 visits / mo; little e-comm; no apps
- Desktop search rules: Mon - Fri

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# What we do (not a sales pitch!)

- Custom WordPress websites
- Follow-on marketing
  - Content
  - PPC
  - Organic / SEO
  - Whatever the client needs help with!



# Why Conversion Tracking

- **Leads not tracked:**

Clients didn't know where leads were coming from or how to set up UA Goals.

- **Low expectations:**

“How many leads do you need each month?”

*“Maybe five?”*

- **My solution:**

Set and track simple goals using UA.

- Weekly Conversion reports via email in 2018
- PPC, Organic, Direct
- The more we analyzed conversion data, the more we learned.

# Focus: Improving the website UX

- The more we focused on meeting goals, the more we paid attention to website UX and what caused distractions.
- The more UX improvements, the more RFQ forms were submitted.

The screenshot shows the APPLI-TEC website interface. At the top, there is a navigation bar with links for SDS, Products, Services, About, Resources, and Contact, along with a 'Request a Quote' button and a search icon. Below the navigation bar, a filter instruction reads: 'Use the filter tools below to help you choose a material by property or application type.' The filter tools include dropdown menus for 'Two-part Kit' (All), 'Category' (All), 'Material Type' (All), 'Low Outgas E595' (All), and 'Applications' (All, Bonding, Potting, Staking, Encapsulation). Below the filters is a table of products with the following columns: Product, Two-part Kit, Category, Material Type, Low Outgas E595, Viscosity (cps), Shore Hardness, Lap Shear 2024T3 Clad FPL Etch (psi), Volume Resistivity (ohm-cm), and TDS, SDS.

Product	Two-part Kit	Category	Material Type	Low Outgas E595	Viscosity (cps)	Shore Hardness	Lap Shear 2024T3 Clad FPL Etch (psi)	Volume Resistivity (ohm-cm)	TDS, SDS	
5390	PMF Only	Insulative / High Thermal Conductivity, 4.3 W/mK	Epoxy	Yes	Paste	D/90/0	1,130	7.1E+13	6.0	TDS, SDS
5200	Yes	Electrically Conductive, 2.5 W/mK	Epoxy	Yes	Paste	D/90/0	1,200	2e-3	0.5	TDS, SDS
5302	PMF Only	Insulative / High Thermal Conductivity, 1.85 W/mK	Epoxy	Yes	125,000	D/97/0	2,500	2.13E+16	4.0	TDS, SDS
5336	Yes	Insulative / High Thermal Conductivity, 1.48 W/mK	Epoxy	Yes	39,500	D/93/0	2,040	3.5E+15	1.5	TDS, SDS
0543	Yes	Insulative / High Thermal Conductivity, 0.7 W/mK	Polysulfide	No	Paste	A/55/0	400	>1.0E+12	2.0	TDS, SDS
0720	Yes	Insulative / High Thermal Conductivity, 0.8 W/mK	Polysulfide	No	Paste	A/70/0	350	>1.0E+12	2.0	TDS, SDS

# Big results over time

- 39 RFQs in 2019 to ~6x in 2022.
- Another client:  
46 RFQs in 2020 to ~3x in 2022  
= 81% revenue growth.





**So, I *really* needed to track conversions using GA4, but . . .**

# #GA4 sucks

- Me trying to figure out GA4 →
- Began looking for an alternative and found Matomo (on a GA4 Help thread 😂 )
- Signed on 11/22; moved all clients over 5/23



**Gill Andrews**  
@StoriesWithGill



I usually can find my way round any piece of software quickly. But Google Analytics 4 is making me cry...

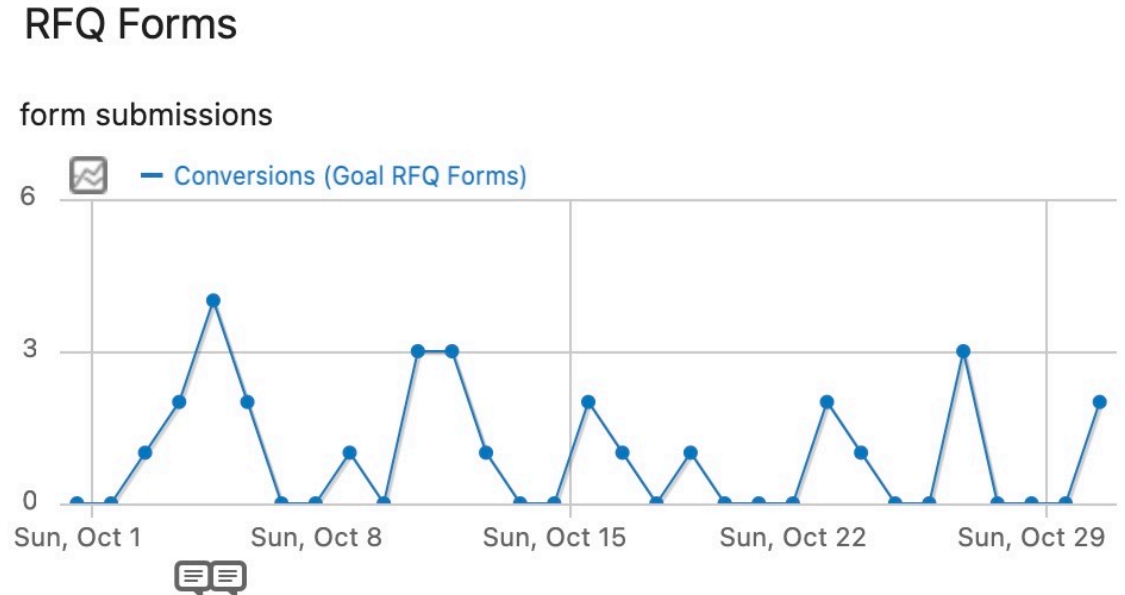
I've never seen a tool upgrade that made simple things sooo complicated 🙄 Non-tech business owners were already struggling to use it. But now they have NO chance.



8:23 AM · Jun 22, 2021

# What we track using Matomo

- **Form submissions**  
Email and Phone clicks
- **Google Ads**  
Use Matomo URL parameters
- **First click attribution**  
Apples to apples



 29 conversions ↑ +107.1%

# Matomo Setup: Goals

## Manage Goals

Id	Goal Name	Description	Goal is triggered when	Revenue	Funnel	Attribution
1	Email clicks		Send an event (Event Category) Pattern exact: Emails	-	-	✓
2	RFQ Forms	form submissions	Visit a given URL (page or group of pages) Pattern exact: https://www. /rfq/form/thanks/	-	-	✓
3	Request		Visit a given URL (page or group of pages) Pattern exact: https://www. thanks/	-	-	✓
4	Phone Number Clicks		Send an event (Event Category) Pattern exact: Calls	-	-	✓



# Tag Manager: Tags, Triggers

## Manage Triggers

Triggers let you define on which event a certain tag should be fired or blocked. For example when a filter to further restrict when a certain trigger should be triggered or not.


Name	Description	Type
Pageview		Pageview
mailto clicks		All Links Click
tel: clicks		All Links Click

**All of this was fantastic, but . . .**

# Hired James Alavosus

“Make it so I don’t have to manually compile conversion data each week!”

<b>First visit</b> Wednesday, October 25, 2023 - 7 days ago from Campaign:   www.google.com	<b>Last visit</b> Tuesday, October 31, 2023 - 1 days ago from Direct Entry
<b>Devices</b> 4 visits from Desktop devices: Generic Desktop (4x)	
<b>Location</b> 4 visits from different cities, United States  (show map)	

<b>Visit #3</b>	Monday, October 30, 2023 10:46:53 AM	1 Actions
<b>Visit #2</b>	Friday, October 27, 2023 1:10:51 PM	7 actions in 29 min 59s
		
Thank You for Submitting Your RFQ   . <a href="/rfq/form/thanks/">/rfq/form/thanks/</a>		
RFQ Forms		

# Process

- **Very** simple web frontend connected to a Go backend.
- Frontend leverages Matomo APIs to provide basic information both to the user and to calls made to the backend.
- Backend relies on parameters provided by the frontend (*idSite*, goal IDs, etc.)

Custom Reports      Summary Reports

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Select company

Select Goals

- Email clicks
- RFQ Form
- Contact Form
- Phone Number Clicks

Start Date      End Date

2023-10-23      2023-10-29

The report will be exported to a nicely-formatted Excel sheet 😊



# Visits Log API + Others

- Fetch all visit logs filtered by goals reached/events fired
- Build summary reports with more detailed information about individual goal events (visitor locations, phone numbers clicked, etc.)

```
205 {
206   "idSite": 1,
207   "idVisit": 10414363,
208   "visitorId": null,
209   "visitorId": false,
210   "fingerprint": false,
211   "actionDetails": [
212     {
213       "type": "action",
214       "url": "https://divezone.net/jobs",
215       "pageTitle": "Diving Jobs, latest Divemaster and Scuba Dive Instructor Job offers!",
216       "pageIdAction": 2,
217       "idpageview": "7475Pi",
218       "serverTimePretty": "Nov 7, 2023 23:55:34",
219       "pageId": 27912282,
220       "timeSpent": 6,
221       "timeSpentPretty": "6s",
222       "pageviewPosition": 1,
223       "title": "Diving Jobs, latest Divemaster and Scuba Dive Instructor Job offers!",
224       "subtitle": "https://divezone.net/jobs",
225       "icon": "",
226       "iconSVG": "plugins/Morpheus/images/action.svg",
227       "timestamp": 1699401334,
228       "dimension2": "admindz",
229       "dimension4": null,
230       "dimension5": "page",
231       "customVariables": {
232         "1": {
233           "customVariablePageName1": "page-author",
234           "customVariablePageValue1": "admindz"
235         },
236         "2": {
237           "customVariablePageName2": "post-age",
238           "customVariablePageValue2": "-435 days"
239         }
240       }
241     },
242     {
243       "type": "action",
244       "url": "https://divezone.net/jobs",
245       "pageTitle": "Diving Jobs, latest Divemaster and Scuba Dive Instructor Job offers!",
246       "pageIdAction": 2,
247       "idpageview": "92q9K0",
248       "serverTimePretty": "Nov 7, 2023 23:55:40",
249       "pageId": 27912283,
250       "timeSpent": 23,
251       "timeSpentPretty": "23s",
252       "pageviewPosition": 2,
253       "title": "Diving Jobs, latest Divemaster and Scuba Dive Instructor Job offers!",
254       "subtitle": "https://divezone.net/jobs",
255       "icon": "",
256       "iconSVG": "plugins/Morpheus/images/action.svg",
257       "timestamp": 1699401340,
258       "dimension2": "admindz",
259       "dimension4": null,
260       "dimension5": "page",
261       "customVariables": {
262         "1": {
263           "customVariablePageName1": "page-author",
264           "customVariablePageValue1": "admindz"
265         },
266         "2": {
267           "customVariablePageName2": "post-age",
268           "customVariablePageValue2": "-435 days"
269         }
270       }
271     },
272     {
273       "type": "action",
274       "url": "https://divezone.net/jobs/view/1-month-divemaster-internship-gran-canaria-23",
275       "pageTitle": "1 month Divemaster Internship - Gran Canaria at Blue Water Diving - Divemaster jobs and Dive Instructor Jobs!",
276       "pageIdAction": 404
```

## Weekly Conversion Report: Demo

### RFQs

Conversion Date	First Click Date	Name	Company	Desired Item	Medium	Landing Page
08/05/23	08/05/23	J. G.	Company 1	Product	Search (Google)	<a href="https://www.companyname.com/product">https://www.companyname.com/product</a>
08/06/23	08/06/23	R.R.	Company 2	Product	Paid (Google)	<a href="https://www.companyname.com/product">https://www.companyname.com/product</a>
08/07/23	08/07/23	C.R.	Company 3	Product	Referral	<a href="https://www.companyname.com">https://www.companyname.com</a>
08/08/23	08/08/23	P.F.	Company 4	Product	Search (Google)	<a href="https://www.companyname.com/product">https://www.companyname.com/product</a>
08/16/23	08/15/23	C.L.	Company 5	Product	Search (Google)	<a href="https://www.companyname.com/product">https://www.companyname.com/product</a>

### Email Clicks

Conversion Date	First Click Date	Location	Time	Medium	Landing Page
08/05/23	08/04/23	Racine, Wisconsin	10:49:07 AM	Direct	<a href="https://www.companyname.com">https://www.companyname.com</a>
08/06/23	08/06/23	Des Moines, Iowa	1:56:16 PM	Paid (Bing)	<a href="https://www.companyname.com">https://www.companyname.com</a>
08/11/23	08/09/23	Miami, Florida	8:10:07 AM	Paid (Google)	<a href="https://www.companyname.com/product">https://www.companyname.com/product</a>
08/11/23	08/11/23	Portland, Oregon	2:07:08 PM	Search (Google)	<a href="https://www.companyname.com">https://www.companyname.com</a>

### Phone Calls (Events)

Conversion Date	First Click Date	Location	Time	Medium	Type	Landing Page
08/11/23	08/11/23	Grand Rapids, Michigan	1:33:12 PM	Paid (Google)	Mobile device	<a href="https://www.companyname.com/product">https://www.companyname.com/product</a>
08/15/23	08/15/23	Los Angeles, California	4:44:13 PM	Paid (Google)	Manually dialed	<a href="https://www.companyname.com/product">https://www.companyname.com/product</a>
08/16/23	08/16/23	Fort Lauderdale, Florida	2:12:57 PM	Direct	Mobile device	<a href="https://www.companyname.com">https://www.companyname.com</a>

# For the technical folks . . .

- Used Matomo Bulk API call endpoint.
  - Kept the overall request count down and data processing fast.
- Unfortunately, no GraphQL/Graph API, so multiple API calls are still required along with a process for combining it in a way which can then be used in other parts of the backend.
- (Possible) Future endeavors: Storing goal metadata in a database to keep API round trips shorter.
  - Vercel has PostgreSQL and cron jobs available which make this much more feasible to set up for long-term use.

# How we use the data

- **First click**  
Easily compare lead sources
- **Landing page**  
Identify highest converting pages
- **Lead sources / Days to conversion**
- Close the loop on sales
- Help clients determine where to allocate marketing and sales dollars



# Why I love Matomo

- Super easy to use, even for clients
- Tools, such as Heat Maps and Session Recording
  - Helps us build better websites
- Privacy-oriented
- Used by big and small companies
  - Client: “NASA is using this?! Ok, that’s fine, you can add us.”

# Thank you!

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