

Galactic Fed Marketing Lab: Issue 7

Greetings, Earthlings 🙌

We come in peace with Issue #7 of the Galactic Fed Marketing Lab.

The biggest news of the month, of course, is GA4 taking full control of the analytics game. If you haven't migrated yet, worry not - keep reading to see how you can fix it.

We'll also talk about the Meta learning phase, SaaS industry conversion rate benchmarks, SEO audits and website migration, and the effectiveness of the website popups.

Buckle up!





I didn't switch to GA4 in time - does it mean all my historical data is lost? What can I do to recover it?



In short: It's not lost. Yet.

We can understand the horror of those of you who logged in to Google Analytics yesterday and saw... nothing. As of last Saturday, Universal Analytics no longer collects data, so if you somehow haven't switched to GA4, here's what you should do now.

First of all, don't panic. All your historical data will be available to view for **at least a year**. You can also download individual reports and export them to GA4 - here's a [quick guide from Google](#):

How can I export data from my Universal Analytics property? ^

There are currently several ways to export data from your Universal Analytics property.

- [Export individual reports](#) into the following formats:
 - CSV
 - TSV
 - TSV for Excel
 - Excel (XLSX)
 - Google Sheets
 - PDF
- Use the [Google Analytics Reporting API](#) to export data
- Google Analytics 360 customers can also [export to BigQuery](#)

Second, migrate to GA4 right now. Yes, even before you finish reading our newsletter. If this [amazing guide from Google](#) isn't enough, we can help - just reply to this email, and we'll put you in touch with our data experts.

Third, assess how much data you've lost while transitioning to GA4. You won't be able to recover it, but you should certainly consider the gap when you compare YoY results or see a discrepancy between data sources.

▶ How can I skip or speed up the ad learning phase on Meta?

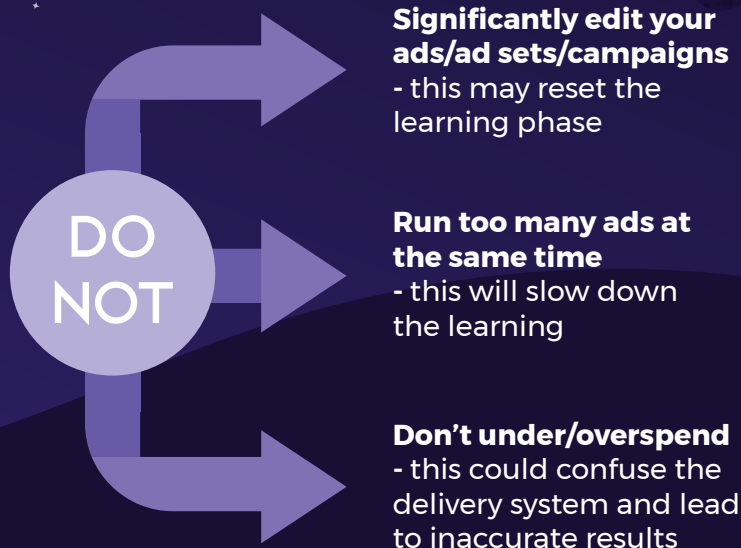
In short: You can't skip it, but you can graduate faster

The Meta Learning Phase is the period when the algorithm (or ad delivery system) gathers the data necessary for optimized campaign distribution. During this phase, the performance is rather unstable, and the cost per result is far from ideal. Annoying, right?

What does it take to exit the learning phase? Usually, around 50 **optimization events** in a week - in other words, the action you optimized your ad for (link clicks, video views, etc.).

If you want to speed things up, here's what you should (or, rather, shouldn't) do:

META LEARNING PHASE BEST PRACTICES



Read more about **Significant edits** from Meta (yes, even pausing an ad may reset the learning phase).

Lastly, what to do if you aren't getting 50 conversions a week? Try to either combine lower-spending campaigns or optimize for higher-funnel conversions (e.g. add to carts instead of purchases) to have a better chance of exiting the learning phase.

▶ Are website popups effective? What are the best practices or the Do's & Don'ts?

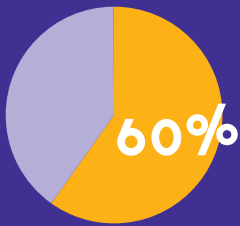
In short: Highly effective - in moderation.

Let's be honest - everybody hates popups. So how can they be effective? And by effective, we mean having an **average conversion rate of 11%**.

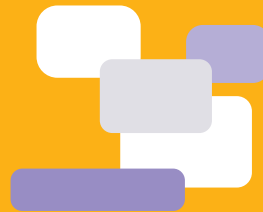
That's because popups are not made equal. And the key to making them work is to deeply understand your visitors' psychology. That means taking into account:

- ★ The timing: at what point of their journey do they see the popup
- ★ The placement: how intrusive it is
- ★ The request: what are you asking them to do

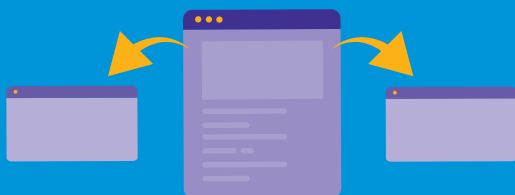
Here are some general best practices of effective popups:



Show popups after a visitor has been on a page for about **60%** of the average time spent on page or scrolled down $\frac{2}{3}$ of it



Employ **different types of popups** to fit user behavior on various pages



Limit to **1-2** popups per session

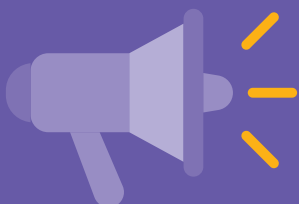
Offer an **incentive** for completing a requested action



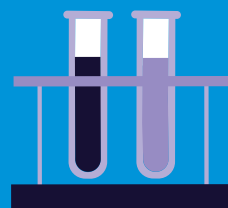
Have a clear **Close button**



Make the message **short, sweet, and simple** to quickly grab attention



Ensure the popups are **consistent** with your overall communication approach



A/B test regularly to see what works best

If you're not sure where to begin, here are some pretty much fail-proof popup ideas:

Offer a discount in exchange for their email address

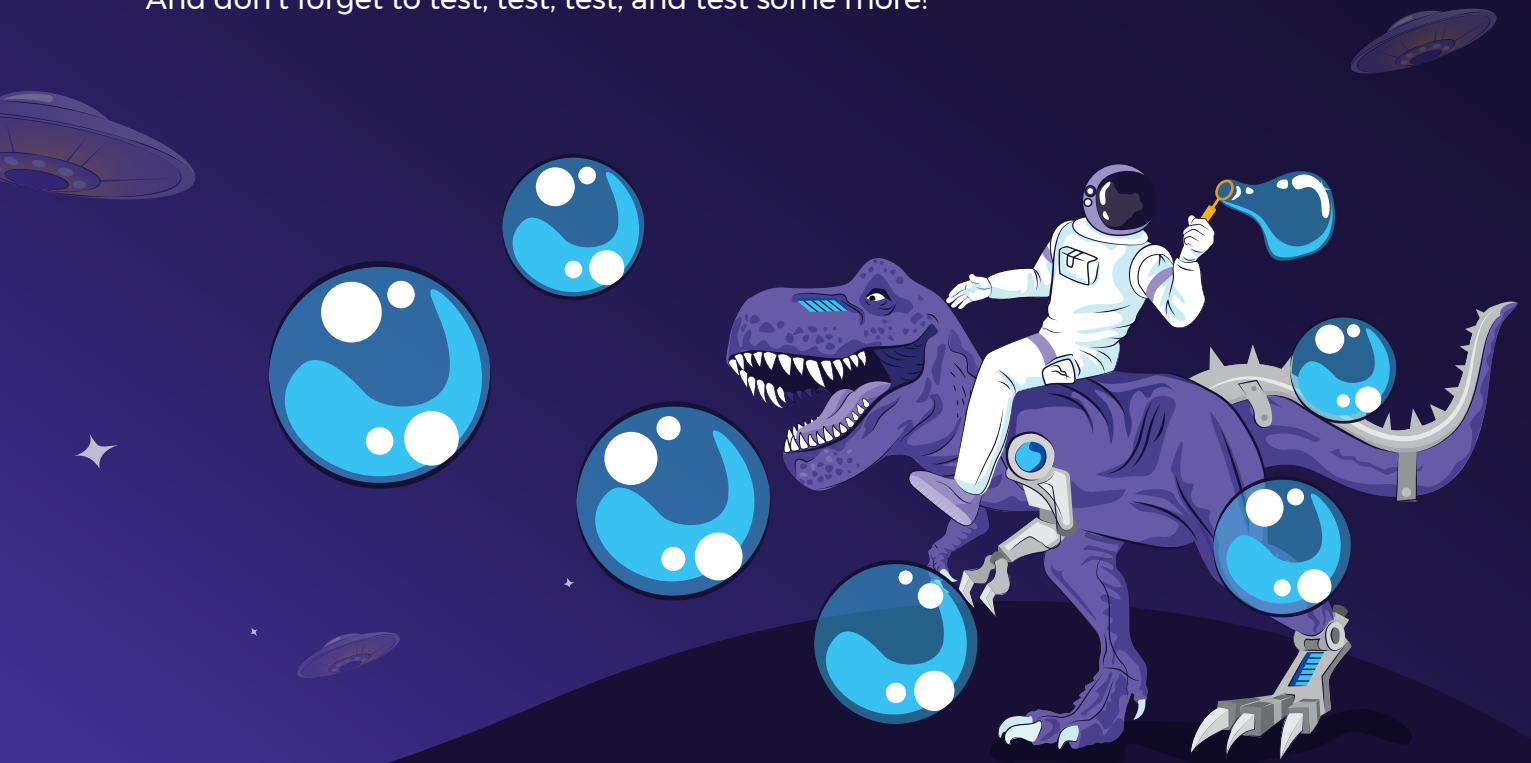
Promote an offer/new collection/new blog to drive traffic to a particular page

Invite to subscribe to your newsletter

Share a valuable resource

Conduct a quick survey

And don't forget to test, test, test, and test some more!



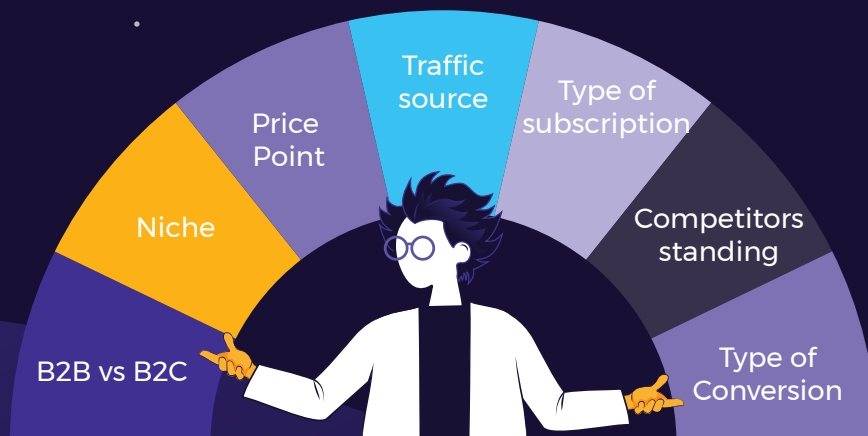
► Is there an industry standard for conversion rates on SaaS websites? Like, sign-ups, booked demos, whitepaper downloads, etc?

In short: There are ballpark figures, but there are many variables at play

Honestly, questions like this feel like asking “How many calories should I consume daily” - the involuntary response will be saying “it depends”.

Before setting any new conversion KPIs, take a few things into account:

Factors That Affect Conversion Rate



Let's take a look at the key ones:

First of all, you need to consider your niche. Usually, the smaller your market and the more targeted the traffic, the higher your conversion rate is. And vice versa.

Second, consider your main source of visitors. SEO, social media channels, and emails tend to have a **slightly higher conversion rate** than paid traffic.

Third, consider the difficulty of the conversion action and/or the price point of your product. Say, signing up for a freemium is less committing than starting a free trial that requires bank details. The same goes for paying \$1.99 for a month vs \$999. Oftentimes, the more demanding your conversion action, the lower your benchmark conversion rate.

If you're unhappy with your conversion rate, download our **free CRO toolkit** to analyze what could be improved and develop an action plan.

▶ Should I conduct an SEO audit before or after a website redesign?

In short: When migrating to a new platform - after.
In other cases, it's up to your judgment

As a rule of thumb, if you have enough resources, it's safer to conduct the audits both before and after the redesign. Just to make sure you fix the current issues while working on the new version of your website and don't make the same mistakes.

If you stay on the same platform/CMS and only give your website a makeover (e.g. You stay on WordPress and only change the theme), you can conduct a full audit prior and then afterward only check the website loading speed and other **core vitals**.

However, if you are migrating to a whole other platform (say, from WordPress to Shopify), it's best to wait until the website is successfully transferred to the new CMS. There will likely be some SEO-related issues, so you'll want to check everything, from image sizes and meta data to redirects and site architecture.



That's a wrap!

Thank you for reading our newsletter - we'll be back soon with more juicy insights.

See you next month!

