



Website Metrics

Digital – Syngenta Crop Protection

April 2021

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Objectives

- Provide a comprehensive look at the performance of Q1 site insights for audiences who visit Crop Protection pages during their website sessions
- Evaluate data from tools including Inspectlet and Google Analytics to better understand user behavior on current experiences
- Identify opportunities for enhancements to current experiences
- Create consistent and helpful behaviors to be leveraged in future experiences focused on best in class UX/UI

Executive Summary

- Mobile usage in Q1 continued to increase and the gap in mobile vs desktop users widened. Continuing to optimize content befitting of smartphone devices will be crucial to site engagement.
- Mobile users scrolled slightly farther on product pages than those on desktop, according to scroll heatmaps. Moreover, product pages on all devices don't reveal a lot of scroll depth below the Benefits and Labels area. Users may be potentially finding what they need quickly on the page in these areas. About 2.8% of unique pageviews of product pages engage with the in-page navigation anchor links. A low volume of users reach "Where to Buy" area.
- Users identified linked files on Postharvest University contain data from 2017. Update content that contains outdated materials, if available. Or inform stakeholders of opportunities to address.

Audience – Findings and Recommendations

Of users who touch CP pages...

- Age range share of users is between 12% - 20%. Highest are 25-34 (19.8%) and 55-64 (19.4%).
- 11.7% of users are from Illinois (#1), followed by Texas, Pennsylvania, and Iowa.
- 137% increase in mobile usage (86.2k in Q1)
44% increase in desktop usage (43.9k in Q1)
13% increase in share of mobile users
- 80% of mobile users access via iPhones, mostly with screen widths 375px and higher

Recommendations

- Continue to design from a mobile-first perspective to align with search algorithms and user needs
- Optimize content (videos, images, text) to adjust accordingly for mobile screens. Content hierarchy considerations as well.

Behavioral Analysis – User Feedback Samples

Positive

- “It was easy to narrow my search to find the product I want.”
- “Easy to navigate, I like it a lot” (Agri Mek SC product page)

Quotes below are from users who submitted the Feedback survey on Syngenta-us.com Crop Protection category pages. From Q1 2021.

Optimization Opportunities

- “Give people a minute before you cover the page with this” (Likely a popover? Was seen on Gramoxone SL 2.0)
- “MRL's for Mentor on citrus need to be updated. Last revision was done in 2017 according footnote.” (Postharvest MRLs)

Users said “not helpful”

- Several people noted the Acuron page was blank. Internal tests show no active issues.
- “Takes too long to get to information” (Herbicides All Product Search)
- “No where can I find directions on how to use it. Something that would be helpful instead of all the marketing speak!” (Princep-4L)

Behavioral Analysis – User Feedback Considerations

- Search filtering of the three CP types having a Crop filter. Add “Crop Protection” Product Search as well.
- As a general guidance, popovers should not interrupt the user experience unless they are absolutely beneficial. Establish a minimum required effort and timing on triggers of all modals.
- All files on [Postharvest University](#) have data from 2017. Should these files be rectified with more recent data?

Behavioral Analysis – CP Products

Inspected the highest traffic pages in Q1 from Herbicides (top 4, > 2.9k pageviews), Insecticides (top, 1.2k pageviews), Fungicides (top 2, >4.5k pageviews).

Most Clicked Areas (clickable or not)

- Heading Title (no link)
- “Performance” in-page navigation
- Current/Previous EPA Labels
- Label Details (States, Crops, Weeds, Pests, Diseases)
- Researchers Graphic Carousel (Acuron)
- Carousels
- Desktop Marketing Banner, right half where there is no clickable element
- Specific to mobile: “Go To Section” expandable menu
- Related Products

Low to No Clicks (clickable)

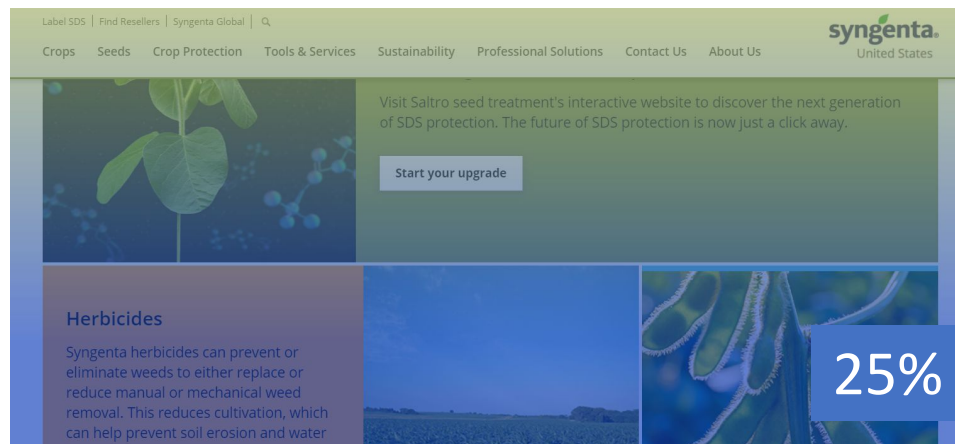
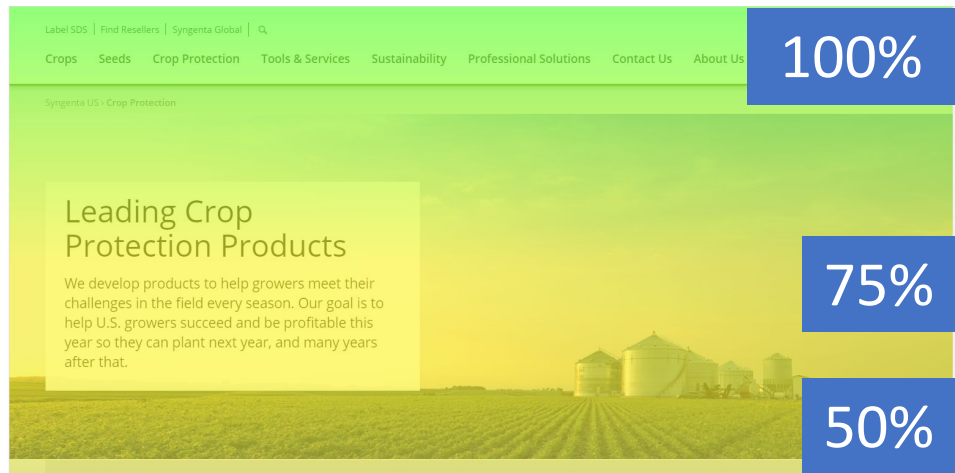
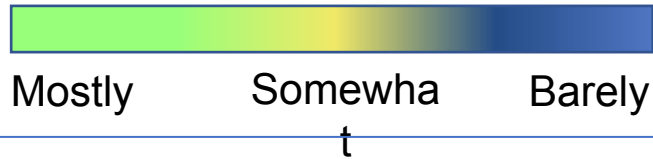
- Testimonials
- Other In-page Navigation
- Videos
- Thrive / KMGM

Behavioral Analysis – CP Products

- 50-75% of users do not scroll past the Label Details and Benefits area of product pages on desktop.
- According to GA, 491 unique clicks occurred on the 'Find More' button of the 'Where to Buy' area. This means 0.4% of all pageviews on CP product pages clicked it.
 - 8% of mobile and 15% of desktop pageviews, respectively, scroll down far enough for 'Where to Buy' to be visible in the viewport.
 - If this is an important conversion step for users, it's placed too far down on product pages.
- Internal mobile testing was done to confirm the following experience from recordings and the same result was received.
 - When users change their zip code in 'Where to Buy', the closest rep details load but once someone touches the screen, the page jumps back to the top and it takes several scroll attempts before users can scroll freely.

Crop Protection Main – Scroll Map

Do users see
this content?



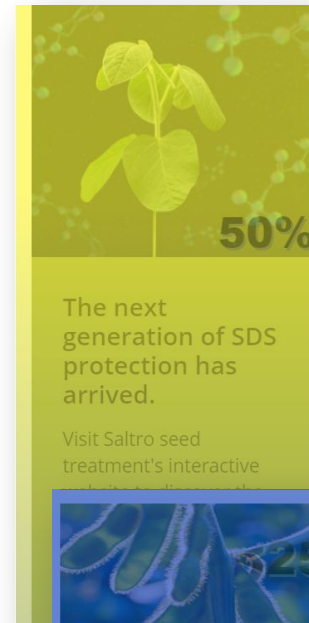
Inspectlet, 1/1/2021 – 3/31/2021

Desktop

- More than half of users appear to not scroll below the fold on the main CP page. The 25% mark to the left is only about 1/3 of the content of the page (excluding footer). This means 75% of users are not seeing the lower 2/3 of the page (Inspectlet).
- Depending on the screen width, only some users see the “Search By..” buttons above the fold. This may explain the lack of engagement overall on the customization CTAs (14% of pageviews triggered an event click).

Mobile

- Users scroll farther, with 25-50% of users seeing all three product types (Herbicides, Insecticides, Fungicides)
- Users also scroll down approximately 30% of the page’s content in their session



Crop Protection Main - Clickmap

Desktop

Find Crop Protection Products

Search By Brand

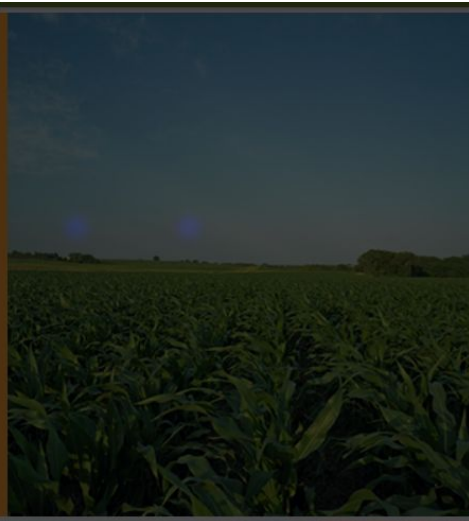
Search By Crop

Search By Pest

Herbicides

Syngenta herbicides can prevent or eliminate weeds to either replace or reduce manual or mechanical weed removal. This reduces cultivation, which can help prevent soil erosion and water loss.

View Herbicides



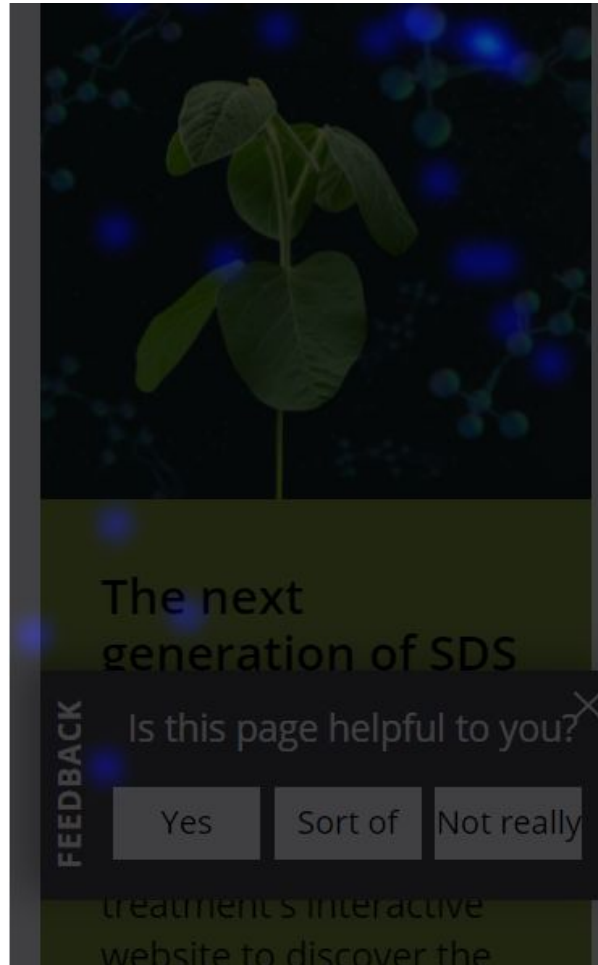
Areas of the site that are most clicked include:

- “Search By...” Buttons
- “View Herbicides”

The images to the left suggest that users have their interest piqued by these labels enough to click through to /product-search.

Crop Protection Main - Clickmap

Mobile



Notable areas of the site that are most clicked include:

- Images in the page which are not linked
- Search By...” Buttons
- “View Herbicides”

The image to the left suggests that users have their interest piqued by these labels enough to click through to /product-search.

User Flows

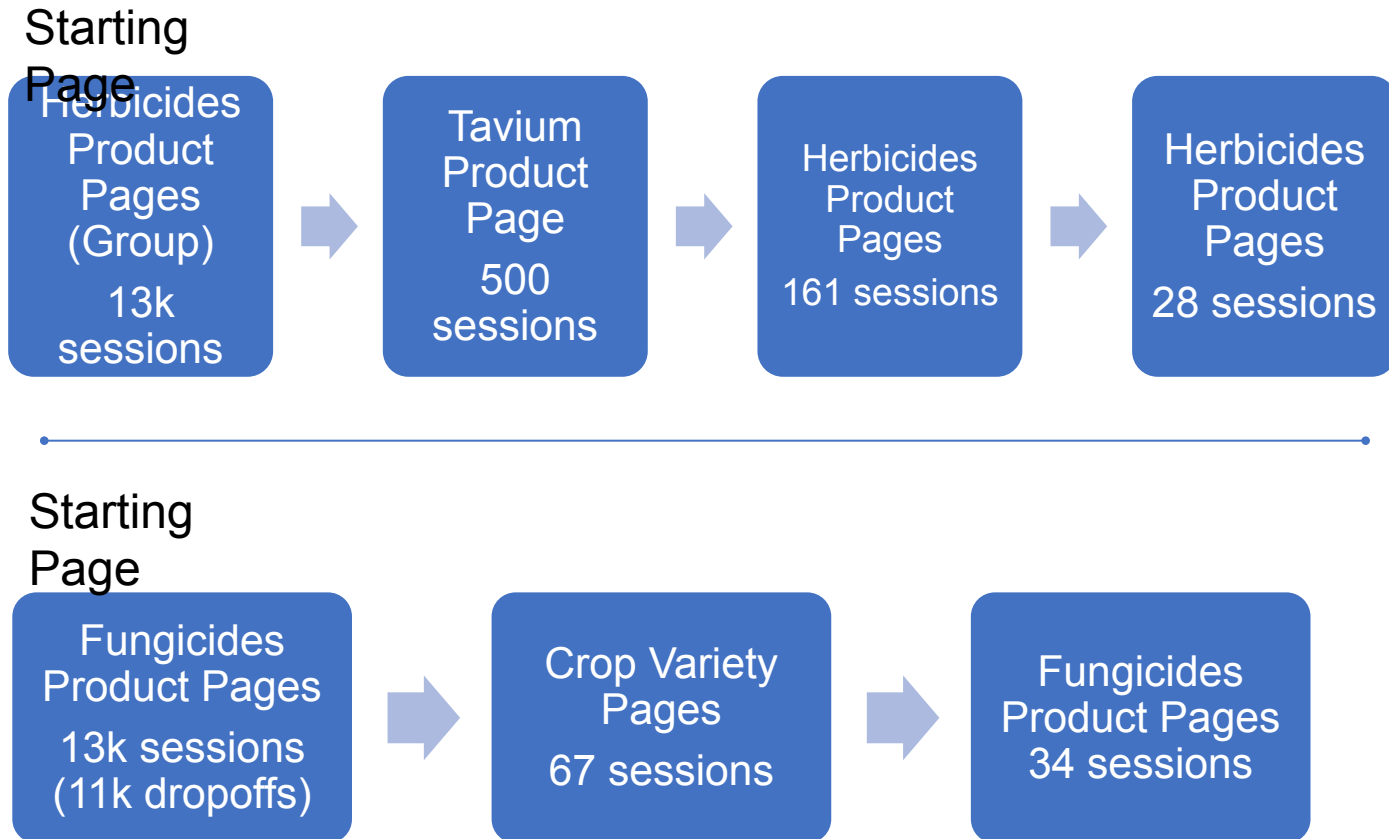
User Flow Analysis

- The User Flow report in Google Analytics charts the paths users took through your site, from the starting page to other interactions and where along their paths they exited your site.
- User Flows are based on sampled data, not 100% of all sessions, so the numbers may not match data in other GA reports.
- Dropoffs are where users exit the expected flow of content on the site. They are not always exits from the site, but where GA determines users diverge from the intended path.
- Data was filtered to only users who entered Syngenta-us.com through a Crop Protection page or related page.
- The report groups pages of similar URL structure together (ie. Any product page for Herbicides using *.com/herbicides/product-name*

Organic Search User Flow

Many users in CP from organic search start their session on one of the Herbicide product pages. The decrease in sessions from each level is a dropoff from the user path GA has identified. Of the users who do not dropoff, most click to Tavium, and then to other Herbicide product pages.

Over 84% of users entering any Fungicide product pages are dropping off from the user flow. Similarly, the total exit rate of Fungicides pages is 67% in Q1, suggesting there may be a lack of an apparent, clear CTA or next step for users.



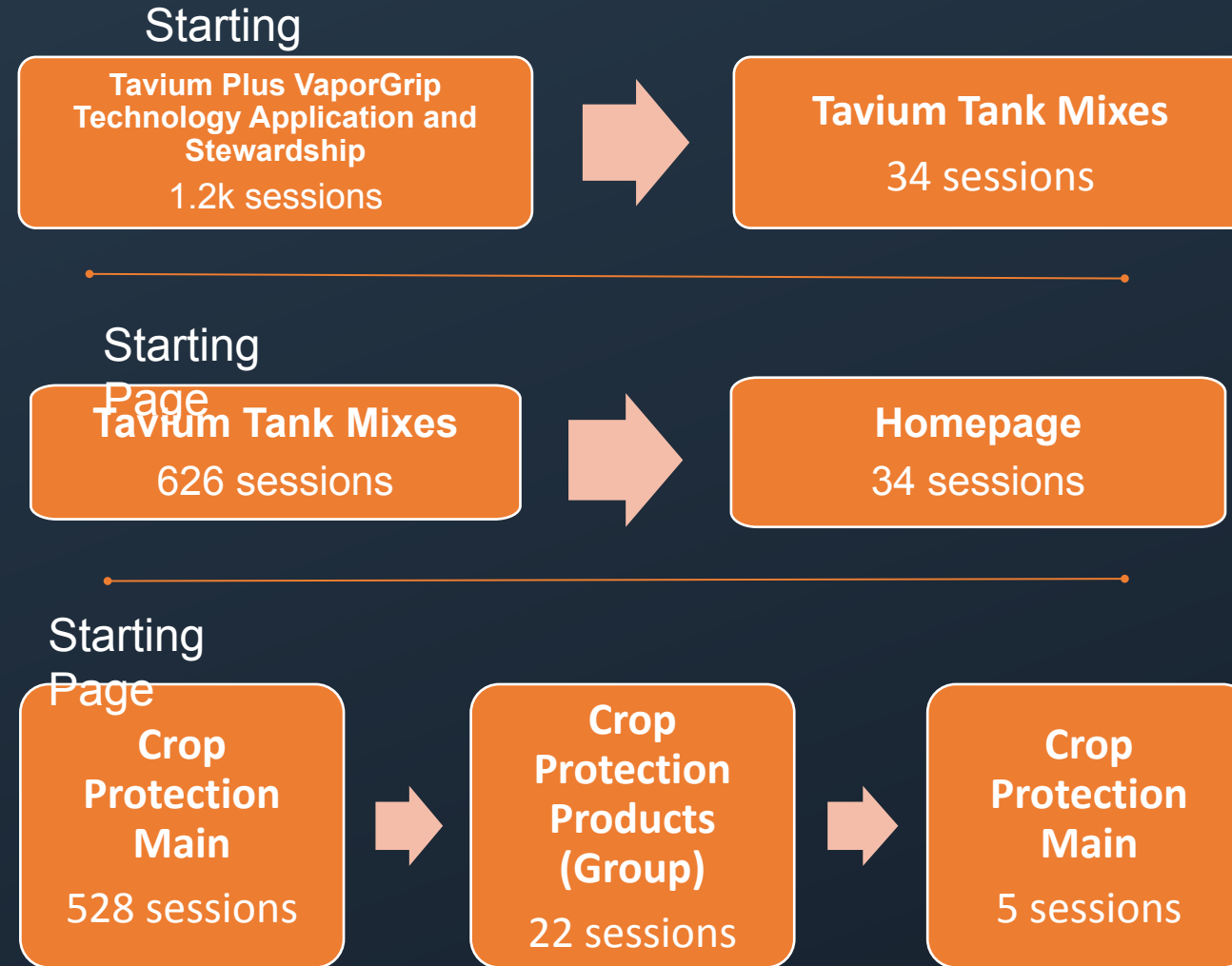
Direct User Flow

* Direct traffic included users who entered via unattributable acquisition areas within GA, making it hard decipher where users come from. This can include vanity URLs without UTMs and bookmarks.

All direct users who start on the Tavium Application page dropoff (56% bounce rate). Possibly due the two prominent CTAs being (1) an outbound link, and (2) a PDF opening in the same window.

Tavium Tank Mix has an exit rate of 85%, which may explain the vast dropoff. This page is very long with no clear next step unless users scroll 100% down.

Of note, there were 2.4k direct sessions which hit the Page Not Found URL. Configuring the site to not redirect to a 404 URL will help identify these error prone URLs and possible necessary redirects.



Organic Social User Flow

Looking at traffic from organic social posts, news releases receive the most amount of pageviews but many dropoff from the user flow, per GA. With a bounce rate of 68%, it suggests users read and digest the content, then exit the site if the release does not offer links to additional content.

Though the amount of sessions in the three pages to the right is low in comparison to many other channels, there is still a 100% dropoff on the first two product pages, possibly hinting that the site doesn't have a clear next step in the user journey. The "Grow Off" page does not exist but was still visited.

Starting Page

News Releases
852 sessions



Herbicides
Products
11 sessions

Homepage
10 sessions



Of the
homepage
sessions...

5 sessions go
to Thrive

The following have immediate dropoffs from first page

Tavium
Herbicide
Product Page
224 sessions

Saltro Seed
Treatment
97 sessions

Grow Off
(404)
40 sessions

Referral User Flow

Similar to the direct traffic user flow, the dropoff of referral traffic users from Tavium Application and Stewardship may be indicating a lack of a clear next step for users.

Users from referral sources who start on the main Crop Protection page and continue through the flow will click through to the Product Search page.

Starting Page

**Tavium Plus VaporGrip
Technology Application
and Stewardship**
627 sessions



**Tavium Tank Mix OR
Homepage**
5 sessions each

Starting Page

CP Homepage
149 sessions



**CP All
Products**
11 sessions



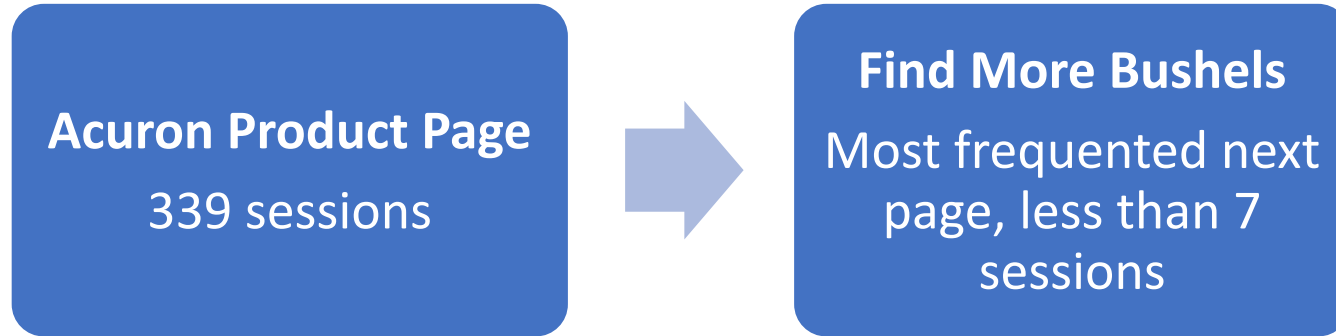
**Herbicides
Product Pages**
5 sessions

Campaigns (Non-paid, UTMs) User Flow

This includes users entering the site via QR codes, vanity URLs which include campaign parameters.

Most of the Acuron page sessions came from a vanity URL with an 86% bounce rate, which supports the dropoffs seen in the flow. Additionally, there were zero Label Download events within GA from the traffic source, which may be an issue with where this vanity URL is being shown. There could be a disassociation in the messaging on that collateral.

Starting Page



Starting Page



Next Steps

Necessary actions, improvements, helpful changes

- **(Global)** Update Product Page template so when “Where to Buy” is to be hidden, the in-page navigation also removes the link.
- **(Crop Protection)** Investigate why mobile users are experiencing page issues when changing the zip code in the “Where to Buy” section of product pages.
- **(Crop Protection)** Consider staggering popover activity so users are not bombarded with various interruptions. First time users will already see a Cookie policy and a Feedback on initial pages viewed. Product specific popovers need to be triggered accordingly.
- **(Crop Protection)** Leverage user recordings of Inspectlet during campaign activity to identify and fix any problematic areas before campaigns close.
- **(Global)** Investigate how the 'Page Not Found' page is currently configured to identify what URL users were attempting to visit.

Effort vs. Impact

1. Review the scroll depth on the key product brands for mobile and desktop respectively. Identify if performance data and assets are being seen frequently or need to be moved. Create additional element visibility events to account for subheadings within Performance section of pages.
2. Audit all active and recently active intercepts and third-party items (cookies, privacy policy) to identify and correct any conflicts and disruptions. Create intercept templates with predetermined firing triggers to be duplicated for new intercepts.
3. Create tracking events within GTM to know more about Qualtrics intercept performance and audiences
4. Investigate and remediate mobile scrolling issues, sessions jumping users to top of page.
5. Research direct traffic, exploratory of potential inbound drivers that need revision and resolve



All estimates are based on Digital time. Creative, Account, and Project Manager time is not reflected.



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Estimating

Task	Hours	Cost Estimate**	Frequency***
1. Review the scroll depth on product pages of key brands	21	\$2,646	One-time
2. Audit recent Qualtrics intercepts and other third-party visible elements; correct conflicts; create Qualtrics intercept templates	25	\$3,150	One-time
3. Create tracking events within GTM on Qualtrics intercepts	25	\$3,150	One-time
4. Investigate and remediate mobile scrolling issues*	4 – 10	\$504 - \$1,260	One-time
5. Direct traffic assessment of inbound drivers	15 – 20	\$1,890 - \$2,520	

**Reflects G&S time only. Infosys will also need to provide an estimate for their portion, hence it's higher rating.*

***Estimates are based on \$126/hr blended rate and only reflect Digital time. Creative, Account, and Project Manager time is not reflected.*

****Frequency of recurring items TBD.*



Thank you



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