Trends in Customer Engagement That You Auto Know

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Can we predict transactions based on customers’ engagement with Edmunds.com?

**Explanatory Variables: Consumer Engagement**
- Page Views
- % Ad Clicks
- Non-Purchase Related Page Views

**Response Variables: Transactions**
- Did they purchase?
- MSRP-Actual Price
- Actual Price/MSRP
- Time Spans: date of site visit → lead date → transaction date

**Data Excluded:**
- Incomplete
- Incoherent
- Above 99th percentile
- Repeated transactions
Results

BOTH % Ad Clicks and Non-Purchase Related Pages
do NOT correlate with Transaction Behavior
Results

Number of Page Views WAS Correlated to Transaction Occurrence

- ~+15 Page Views for Transactions

Conclusion:

More time spent on edmunds.com correlates to more purchases!