

Account Manager - Test Task

Rampiq Agency supports a client selling premium massage chairs in the United States. You have an SEO specialist, PPC manager and a Web analyst on the project team. You are new to the project and receive the following communication from the client:

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Would you be able to look at our August analytics for the one-step-checkout?

Based on what I'm seeing for our YOY Buy-to-Checkout rate, it seems like we have a lower conversion rate for this August versus last August. It seems a bit odd to me, but I figured I would see if there were any issues affecting this number (perhaps the same issues causing inaccurate data in our Bounce rates?)

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You know that previously the client had some inconsistencies in their web analytics stats and their concern may be very valid.

How would you address this question?