

Web & SEO Analytics Strategy

Impinj Strategic Communications

Working document: September 2024

Reach	Engagement	Effectiveness
Strategic category: Advancing Impinj as the trusted brand, global leader, and expert resource in RAIN RFID	Strategic category: Promoting Impinj products and solutions through positioning and differentiation that creates preference	Strategic category: Driving awareness, demand, and earning preference at target enterprises and the partner ecosystem to grow our silicon and solution wins
Objective: Spread awareness of Impinj, our experts, our partners, and RAIN RFID across digital channels	Objective: Capture interest in and encourage deeper learning about Impinj, our products, and RAIN RFID solutions	Objective: Convert website users into contacts with whom Impinj can directly communicate and drive sales
KPI: Organic impressions <ul style="list-style-type: none">• What: Shows the number of times people see Impinj links in their search results.• Target: X% QoQ increase• Resource: Google Search Console Why: Indicates SEO strength. Insights: <ul style="list-style-type: none">• Sitewide: Long-term upward trend suggests a general improvement in our use of SEO best practices.• Per page: Top pages represent opportunities to capitalize on prominence and increase organic CTR. Underperforming pages represent opportunities to improve page SEO.	KPI: Pages per session <ul style="list-style-type: none">• What: Shows the number of pages that an average user visits when they come to our website.• Target: X% QoQ increase• Resource: GA4 Why: Indicates user engagement with our content. Insights: <ul style="list-style-type: none">• Sitewide: Increases suggest we are successfully encouraging people to explore our website and do business with Impinj.• Per page: For landing pages, metric helps reveal how effective a page or campaign is in encouraging user engagement.	KPI: Key event conversion rate (by source) <ul style="list-style-type: none">• What: Shows the rate at which visitors to a page are performing actions that give us contact information or lead to inquiries.• Target: X% QoQ increase• Resource: Datorama (?) Why: Indicates effectiveness of converting visitors into contacts. Insights: <ul style="list-style-type: none">• Sitewide: Long-term upward trend suggests overall strategic improvement in writing CTAs and using forms.• Per page: Pages with higher conversion rates are likely to be using more effective conversion tactics.

<p>KPI: Targeted keyword visibility</p> <ul style="list-style-type: none"> • What: Based on CTR and SERP position, represents how visible Impinj links are in Google search results around a given topic. • Target: X% QoQ increase • Resource: SEMRush <p>Why: Indicates success at establishing Impinj as an expert/leader on a given topic.</p> <p>Insights:</p> <ul style="list-style-type: none"> • Sitewide: Increases show overall progress in creating authoritative and quality content on key topics. • Per topic: Underperforming topics suggest opportunities for creating more and/or improving existing content on key topics. 	<p>KPI: Bounce rate</p> <ul style="list-style-type: none"> • What: Shows the rate at which people leave our website after 10 seconds or viewing just one page. • Target: <X% bounce rate • Resource: Looker Studio <p>Why: Indicates whether a page meets user expectations and encourages further engagement.</p> <p>Insights:</p> <ul style="list-style-type: none"> • Sitewide: Increase suggest overall strategic progress in improving user engagement. • Per page: Pages with high bounce rate require attention to better match user expectations, improve links and CTAs, or fix broken links. 	<p>KPI: Key events (by source)</p> <ul style="list-style-type: none"> • What: Shows number of “key events” taken by visitors, including downloads of gated assets and form fills that give us user contact information. • Target: X% QoQ increase • Resource: Salesforce (?) <p>Why: Indicates success in choosing and prioritizing topics and content types.</p> <p>Key events to track:</p> <ul style="list-style-type: none"> • Click on “blog subscribe” • Click on “Contact Impinj” • Access gated content • Register for webinar • Other form fill • Navigate to support site • Navigate to partner directory • Use related content link • Play a video • Click on Insights page link <p>Insights:</p> <ul style="list-style-type: none"> • Sitewide: Decreases suggest opportunities for new content, new campaigns, or resurfacing existing content. • Per document: Performance of individual documents can inform strategy for future gated content.
<p>KPI: Organic non-branded sessions</p> <ul style="list-style-type: none"> • What: By excluding queries that include “impinj,” shows how many times users visited our website via topic-based Google searches. • Target: X% QoQ increase • Resource: Google Search Console <p>Why: Indicates SEO performance while filtering out the noise of just searches for “Impinj.”</p> <p>Insights:</p> <ul style="list-style-type: none"> • Sitewide: Increases show overall improvement in pulling users to our website from Google search. • Per page: Show effectiveness in reaching people searching for solutions without intentionally seeking us out. 	<p>KPI: Key Event CTR (by source)</p> <ul style="list-style-type: none"> • What: Measures the rate at which visitors click on our website’s call-to-action buttons and links. • Target: X% CTR • Resource: (Unsure) <p>Why: Indicates effectiveness of the copy, content, and appearance of our CTAs and other links.</p> <p>Insights:</p> <ul style="list-style-type: none"> • Sitewide: Commonalities among high-performing CTAs suggest successful copy and design strategies to apply to future CTAs. Commonalities among underperforming CTAs suggest the opposite. • Per CTA: Shows success of a CTA and whether it should be rewritten or rethought. 	

