If you build it, will they come?

And shop???

Insights into the relationship between sessions and transactions
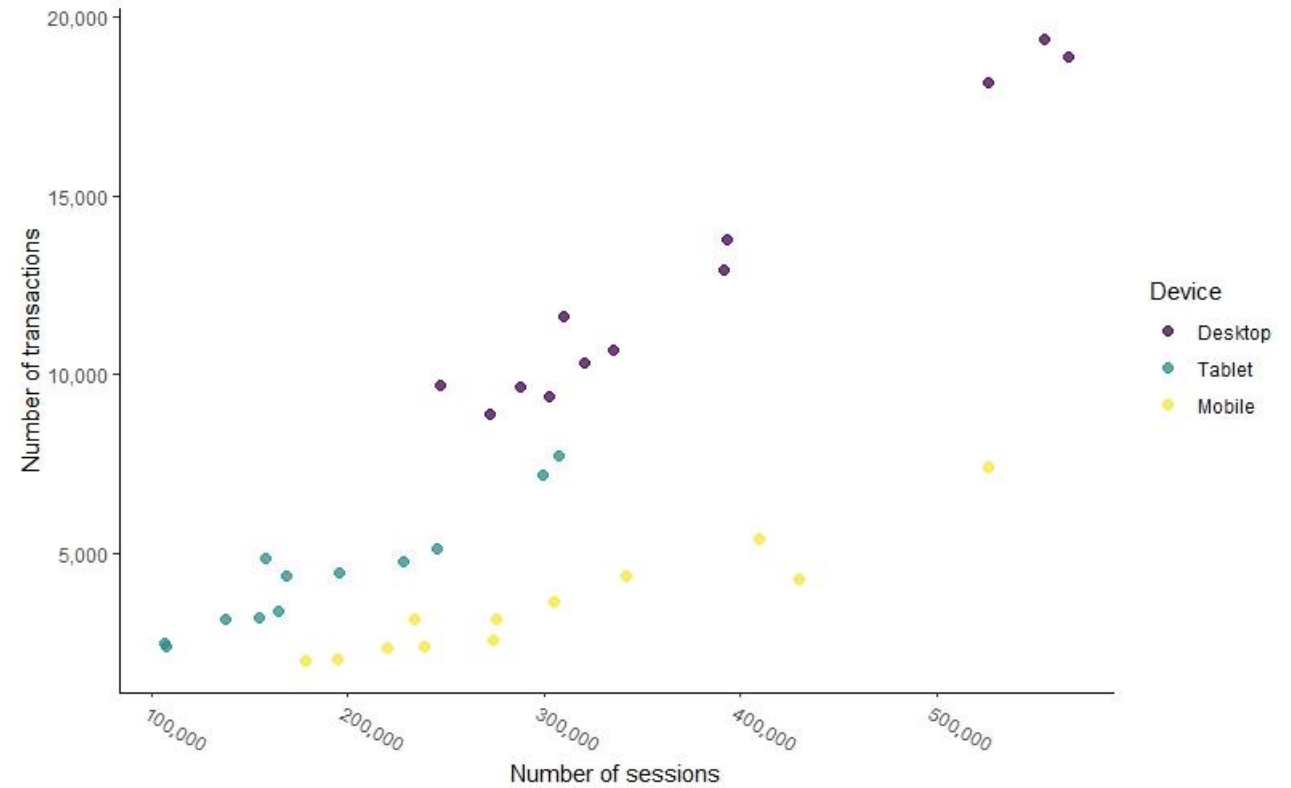
Evidence for insights

- Data over 1 year (July 2012 – June 2013)

- Monthly counts of:
  - Number of sessions
  - Number of transactions

- Grouped by the type of device:
  - Desktops
  - Tablets
  - Mobiles

Sessions vs Transactions

The number of transactions is positively associated with the number of sessions.

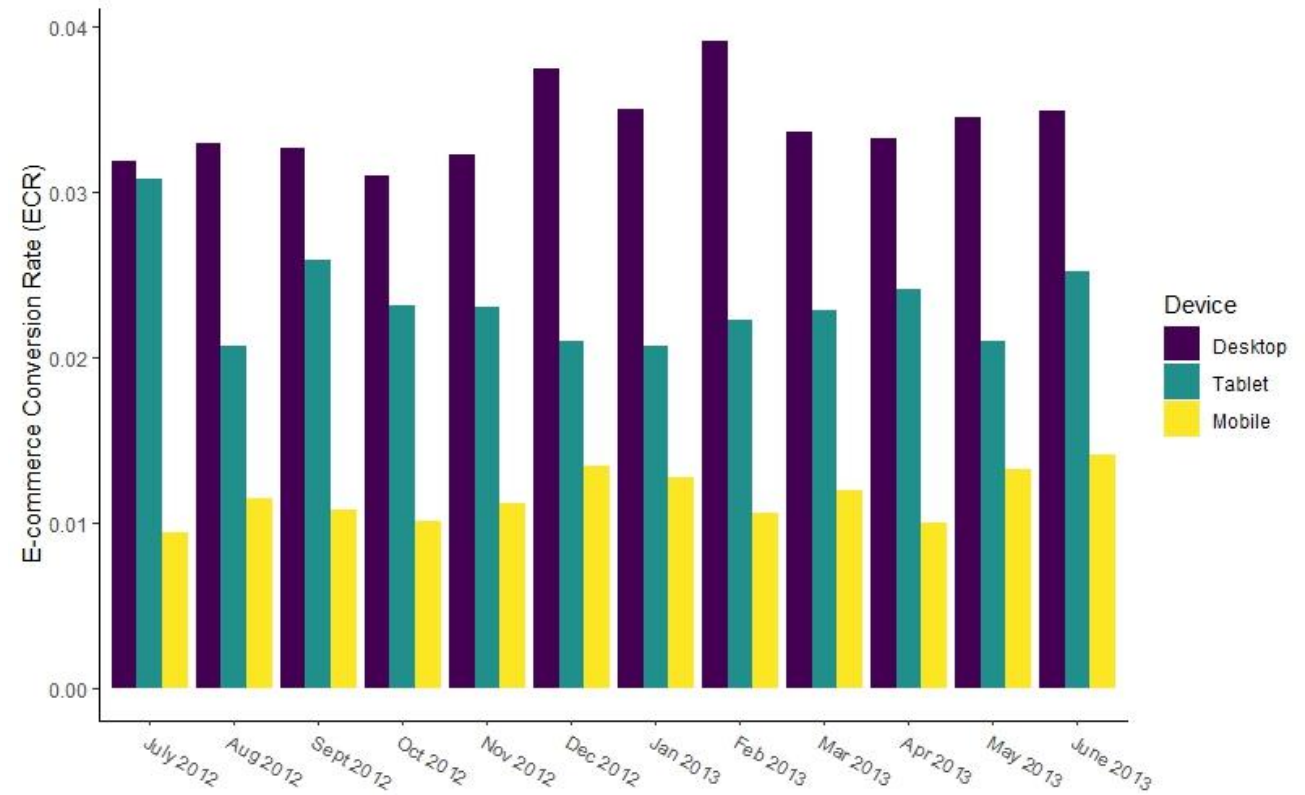The observed rate of increase is slightly less for mobile devices.

Among devices, Desktops and Tablets offer a greater number of transactions than Mobiles for the same number of sessions.

Impact of device on ECR

Overall increase in the ratio of transactions to sessions for Desktops and Mobiles

Increase observed in Mobiles may not offset the loss associated with the decline in ECR for Tablets.

Recommendations

- Increase ECR with additional investigations into:
  - Sessions with transactions to find what works
  - Features of sessions without transactions to avoid in the future
- Hierarchy of focus for developers
  1) Desktops
  2) Tablets
  3) Mobiles