



A HYPER ISLAND STUDENT PROJECT



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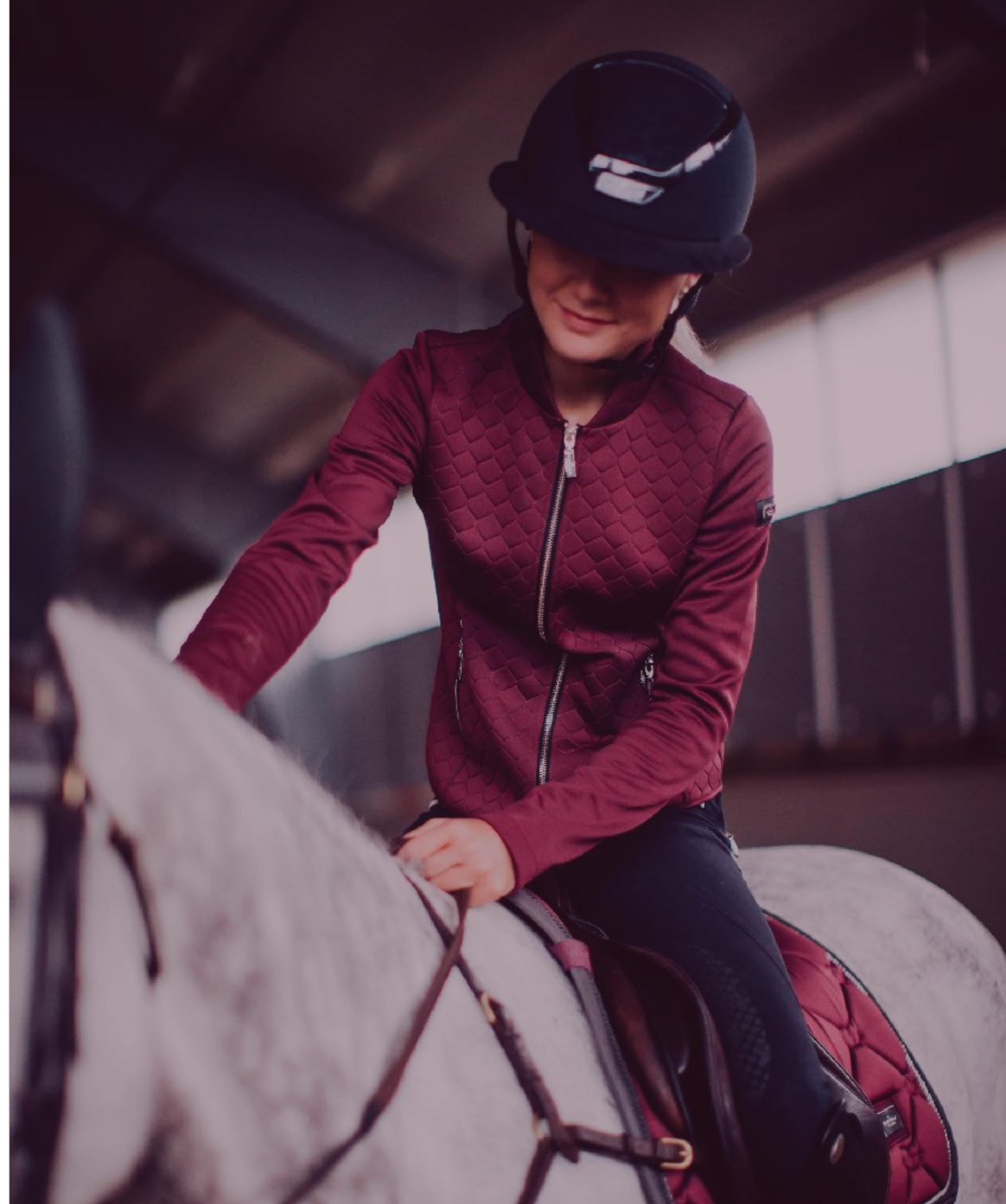
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01

INTRODUCTION

OUR TASK

For this project Equestrian Stockholm wished to get a better understanding of the traffic on their website and some suggestions for how they can develop their e-commerce business and optimize their website. They also want to get more insight in where their main visitors come from and where in the conversion funnel they lose their customer.



KPIs

KPI or Key Performance Indicators are performance measurements that clearly evaluate the success of a particular activity within an organization. The chosen KPIs should reflect the business strategies and tactics for achieving those objectives. Choosing the right KPIs relies upon a good understanding of what is important to the organization.

As ES wants to increase the online sales, we've based our chosen KPIs on conversion-related metrics that can help you gain insights in what tactics to choose for reaching those goals.

You can find live updates for most of the chosen KPIs in the Custom Google Analytics (GA) files "KPI Dashboard (all countries)" and "KPI Dashboard (Germany)" under the category "Customization" and "Dashboards".

01

NEW VERSUS RETURNING USERS

This indicates how well the ES website is at engaging their customers to come back to their site.

02

SHOPPING CART ABANDONMENT RATE

This number shows the number of website sessions where the customer had put something in the shopping cart, but left the website without completing a purchase. You find this number in GA under Conversions, E-commerce and Shopping Behavior.

03

CONVERSION RATE

This is the percentage of website sessions that turns into completed purchases. You can also measure the conversion rate from other completed goals, such as percentage of completed forms on a website.

04

CONVERSION RATE FROM NEWSLETTERS

How many of the customers that entered the website from a newsletter send-out and ended up completing a purchase.

05

NUMBER OF SESSIONS ON THE SUSTAINABILITY PAGE

This gives an indication of how important this page might be for the customers when making a purchase. This KPI could be looked at through Hotjar by analyzing the number of clicks and movements at the Sustainability page.

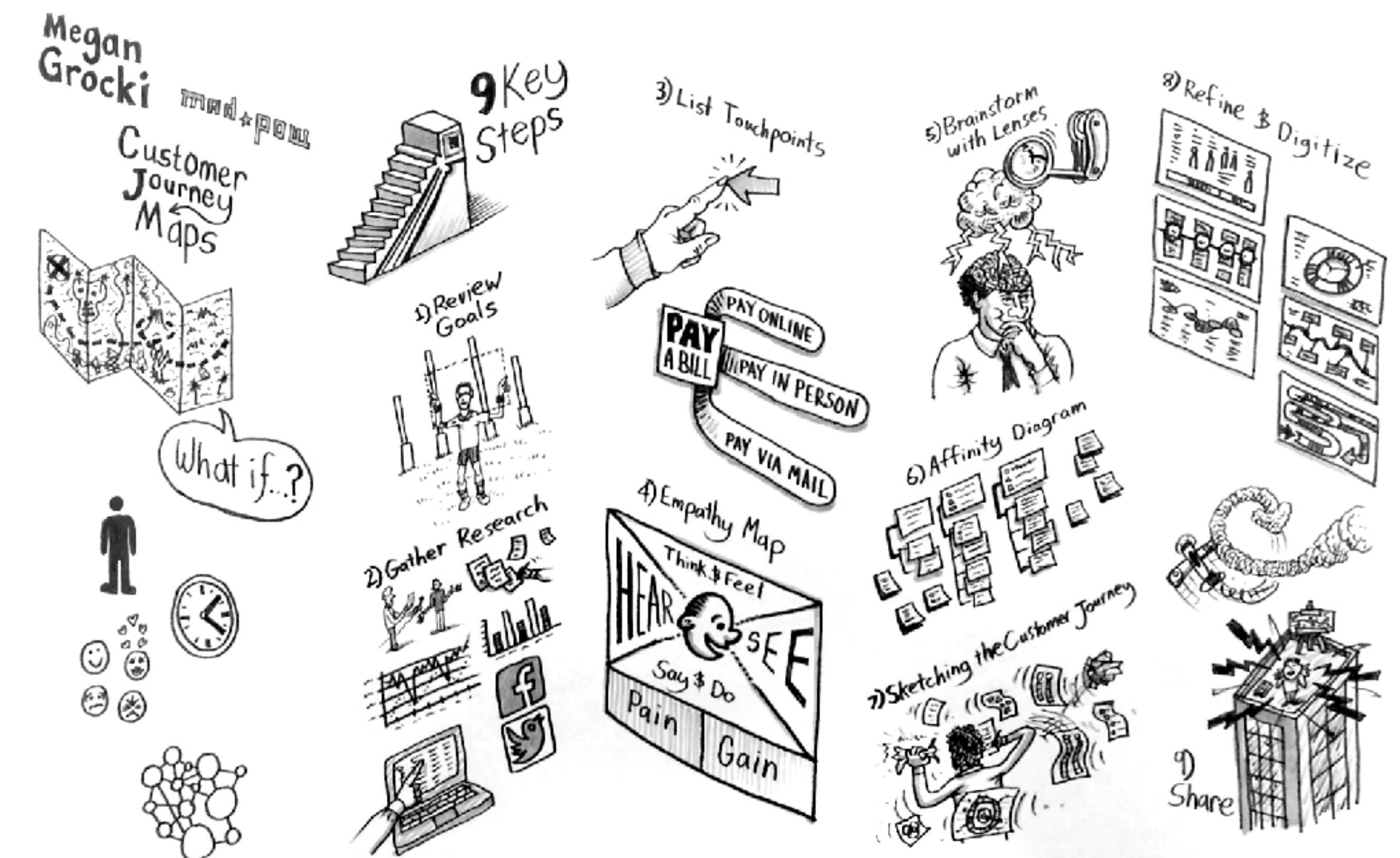
06

SEO RANKING ON GOOGLE

In order for a company to get discovered by new customers, it is crucial to have a decent SEO-ranking on Google.

Customer journey map

A customer journey map tells the story of the customer's experience: from initial contact, through the process of engagement and into a long-term relationship. It helps to identify key interactions between the customer and the organisation. It should focus on the user's feelings, motivations and questions for each of these touch points. The purpose is to understand the customers experience with the company and identify "pain points" and opportunities to enhance the experience. The goal is to make sure your customers are happy at every step of the way.

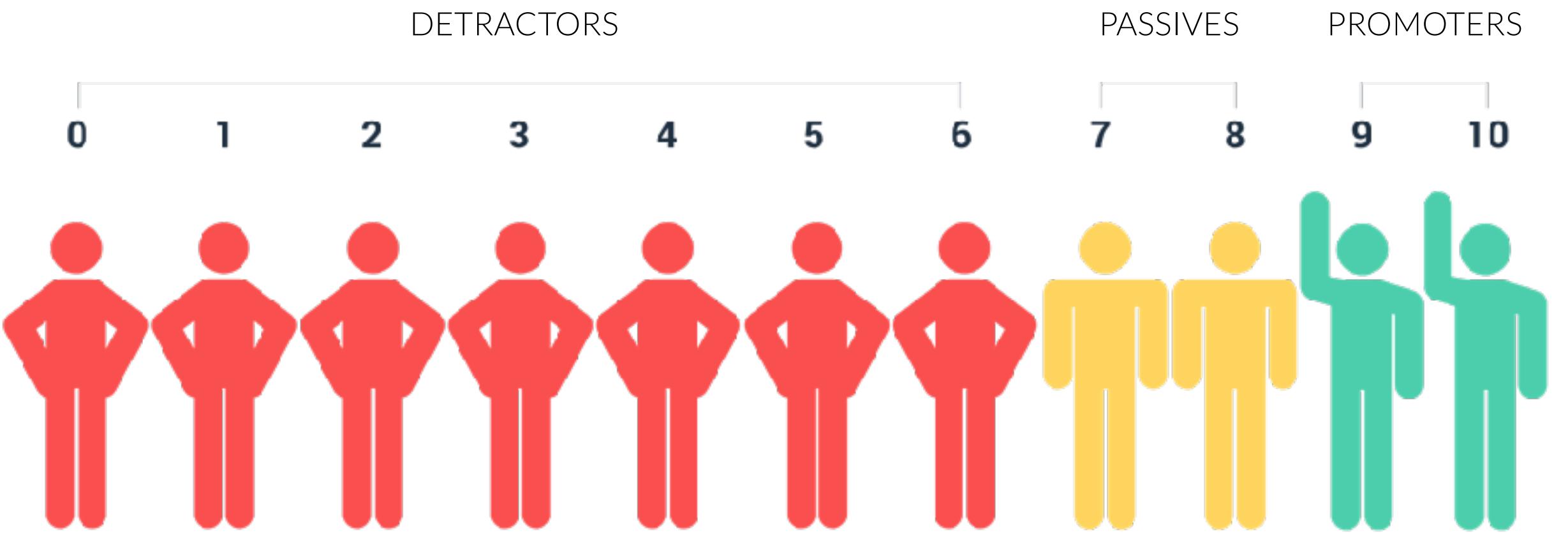


	AWARENESS	CONSIDERATION	DECISION	DELIVERY AND USE	POST PURCHASE
CUSTOMER ACTIVITIES	Googling Visit horse fares Visit ES retailer Exploring on Instagram Talking to friend (word of mouth)	Navigate on the website Compare with other brands Research the company Look for reviews Contact customer support	Add products to cart Proceed to checkout Discover shipping costs	Pick up parcel Try on clothes Return/exchange unwanted products	Share on Instagram Write product review Recommend to friend
CUSTOMER GOALS	Find equestrian clothing	Get inspired Access relevant information about products and ordering Find the best option Fast reply to queries	Product in stock Easy check out Preferred payment method available	Fast delivery Right size and fit Easy return/exchanges	Social Proof Loyalty reward (discounts, exclusive offers) Social media Engagement
TOUCH POINTS	ES Social Media Website Horse Fares Booth Equestrian retailers	Website Social Media Horse Fares Customer support - Phone/	Website Klarna Paypal	Order confirmation email Schenker Customer support	Social media Customer support
BUSINESS GOALS	Increase awareness & interest for the brand	The brand and it's values are perceived as intended by visitors Have a relevant and good product offering	Convert into sales Make customer shop for 2000 SEK to get free shipping	Product lives up/ exceeds customer's expectations Order delivered within set time frame	Build longterm relationship with customers Customer place more orders
KPI:s	Social media following and engagement Website visitors	Time spent on page Number of page views Customer service response time	Shopping cart abandonment rate Conversion rate	Return rate Delivery time	Click through rate on newsletters Retention rate Number of reviews
ORGANIZATIONAL ACTIVITIES	Frequently update social media channels with relevant & high quality content Social media influencer partnership	High quality pictures Clear product descriptions User-friendly website	Ease the check out procedure "You may also like..." to get customer to buy more	Quickly dispatch orders Handling of returns and exchanges	Engage with customers on social media
OPPORTUNITIES SUGGESTIONS	Increase the WOM Increase SEO ranking Higher engagement to increase reach of Social media	Make order FAQ Clarify refund/exchange policy and process Add sustainability page	Send the customer a notice when a product is back in stock Lower order value for free shipping Offer more payment methods	Evaluate what exchange/return policy benefit both the company and customer	Newsletter Encourage customers to post on Social Media (free promotion) Follow up email & ask customers to post reviews Customer surveys

Net promoter score

Net Promoter Score – Find out if your customers are recommending you to their friends.

NPS is a management tool used to get a better understanding of your customer satisfaction. You can find out your companies NPS by simply asking your customers the questions “How likely are you to recommend us to a friend? (scale 0-10)”



Based on how your customer rate you, they're divided into three groups which are the following:

- Promotors (9-10) they love the product or brand and are already recommending you to their friends.
- Neutrals (7-8) this group of people are satisfied with the products but are not particularly enthusiastic about it.
- Detractors (0-6) These are people that are unhappy with the product or service and can damage your brand through bad word of mouth.

The Net Promoter Score is the percentage of promoters minus the percentage of detractors.
Example:

30% replied 0-6 (Detractors) 20% replied 7-8 (Neutrals) and 50% replied 9-10 (Promotors). Then the Net Promotor Score is $50 - 30 = 20$.

Adding the question “Why?” after the rating can help the company to identify what they are doing well and what they need to improve. The NPS score should be analysed regularly to see if the company's score goes up.

Objectives

Objectives give the business a clearly defined target. Plans can then be made to achieve these targets. Clearly defined objectives, strategies, and tactics enable a business to measure their progress towards these stated aims.

Equestrian Stockholm's objectives were set out for this project as followed:

- Increase presence and sales online
- Increase the understanding of their consumer data
- Understand where they lose their customers
- Understand where their customers are coming from in the world
- Develop dashboards with appropriate KPI's
- Develop an action plan for their online strategy.

S.M.A.R.T.

Specific: objectives are aimed at what the business does.

Measurable: the business can put a value to the objective.

Agreed: by all those concerned in trying to achieve the objective.

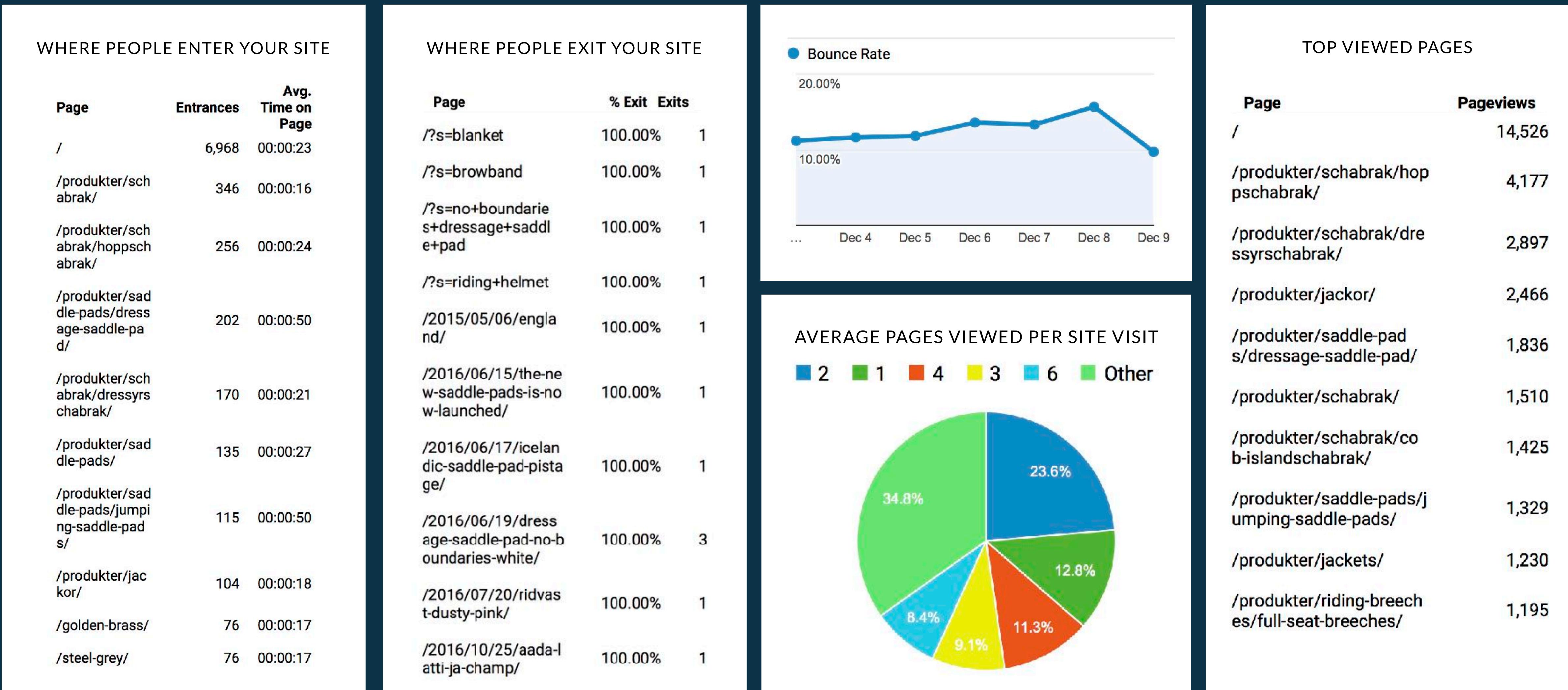
Realistic: the objective should be challenging, but it should also be able to be achieved by the resources available.

Time specific: they have a time limit of when the objective should be achieved.

02

DASHBOARDS

EXIT RATE DASHBOARD

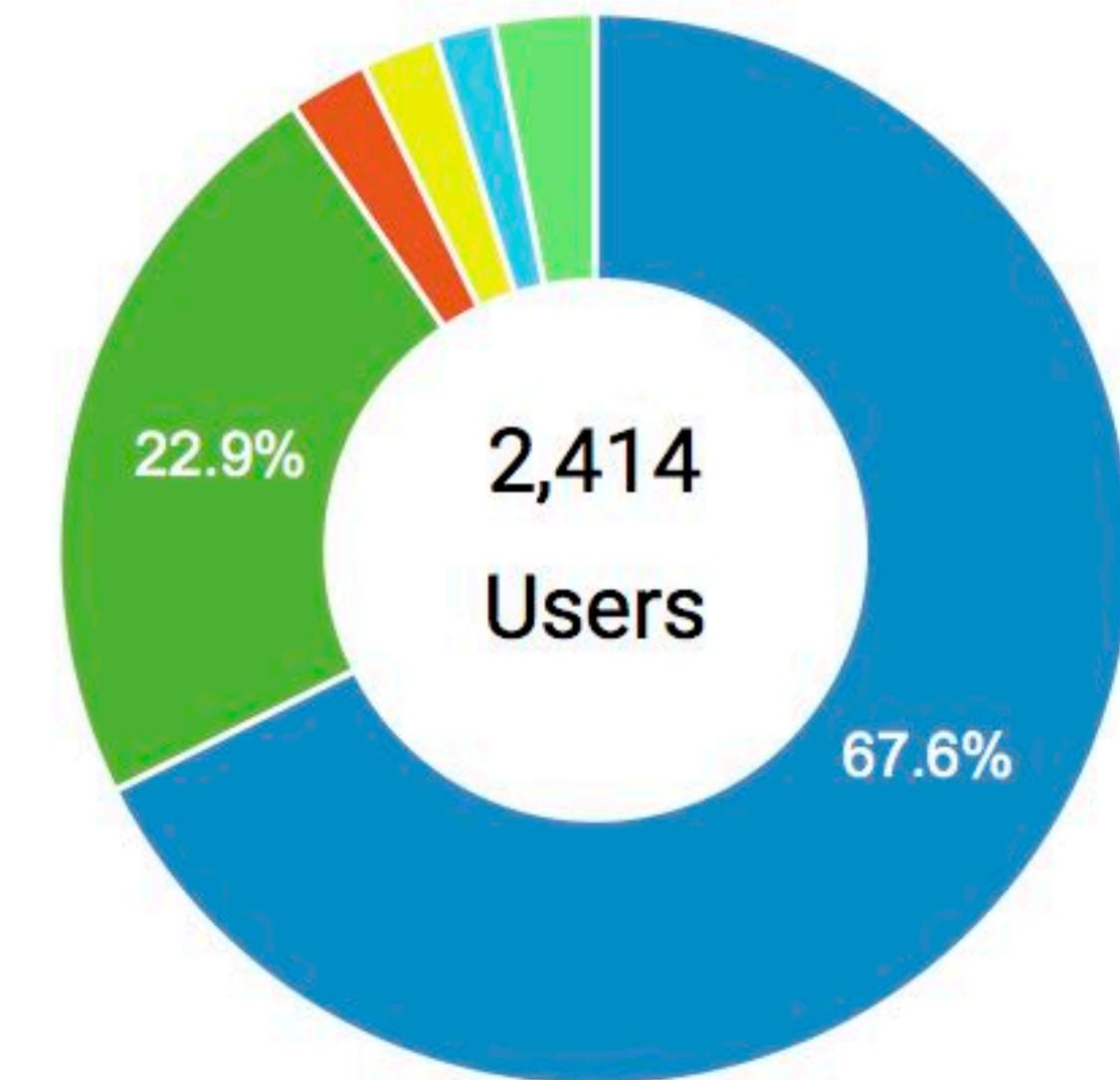


SOCIAL MEDIA DASHBOARD

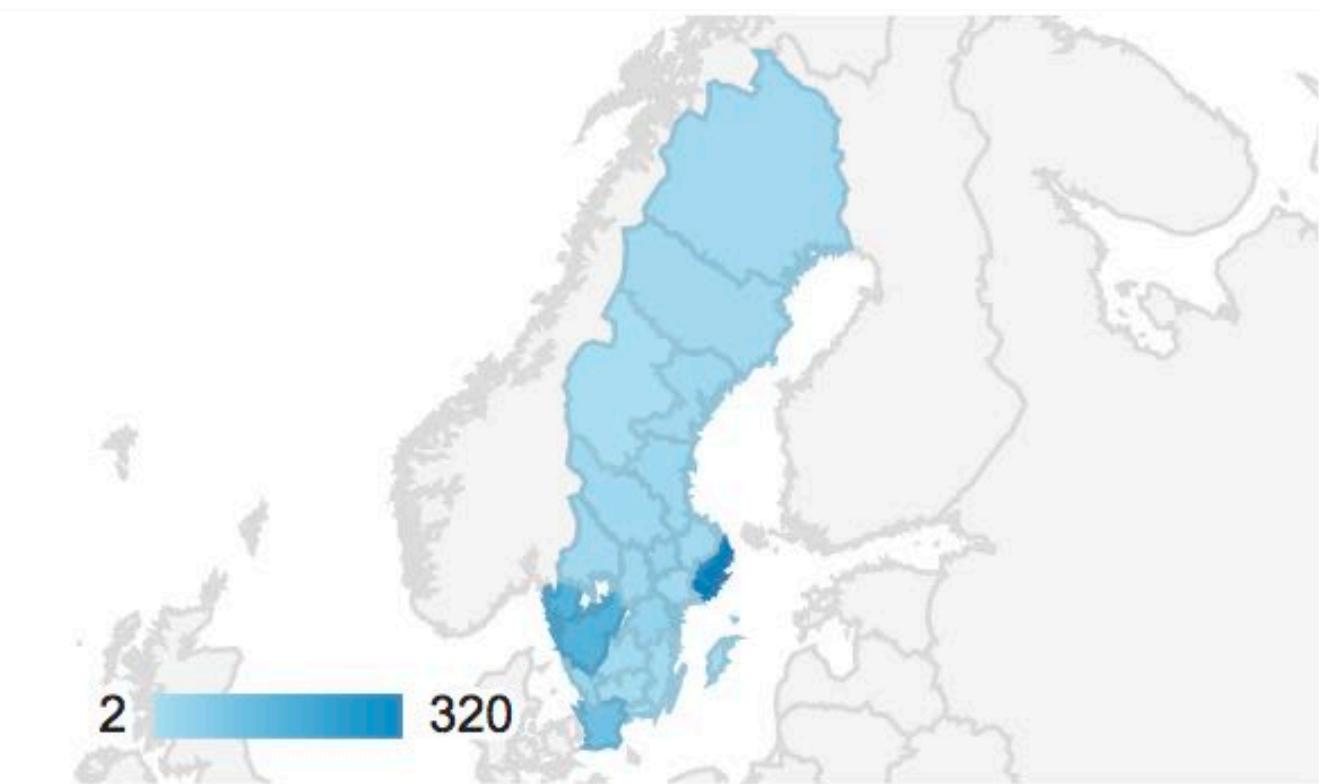
TRAFFIC FROM SOCIAL SOURCES



TOP SOCIAL NETWORKS



LOCATION OF SOCIAL MEDIA VISITORS



OVERALL SITE VISITS

10,832

% of Total: 100.00% (10,832)

**58.74%**

Avg for View: 45.61% (28.78%)

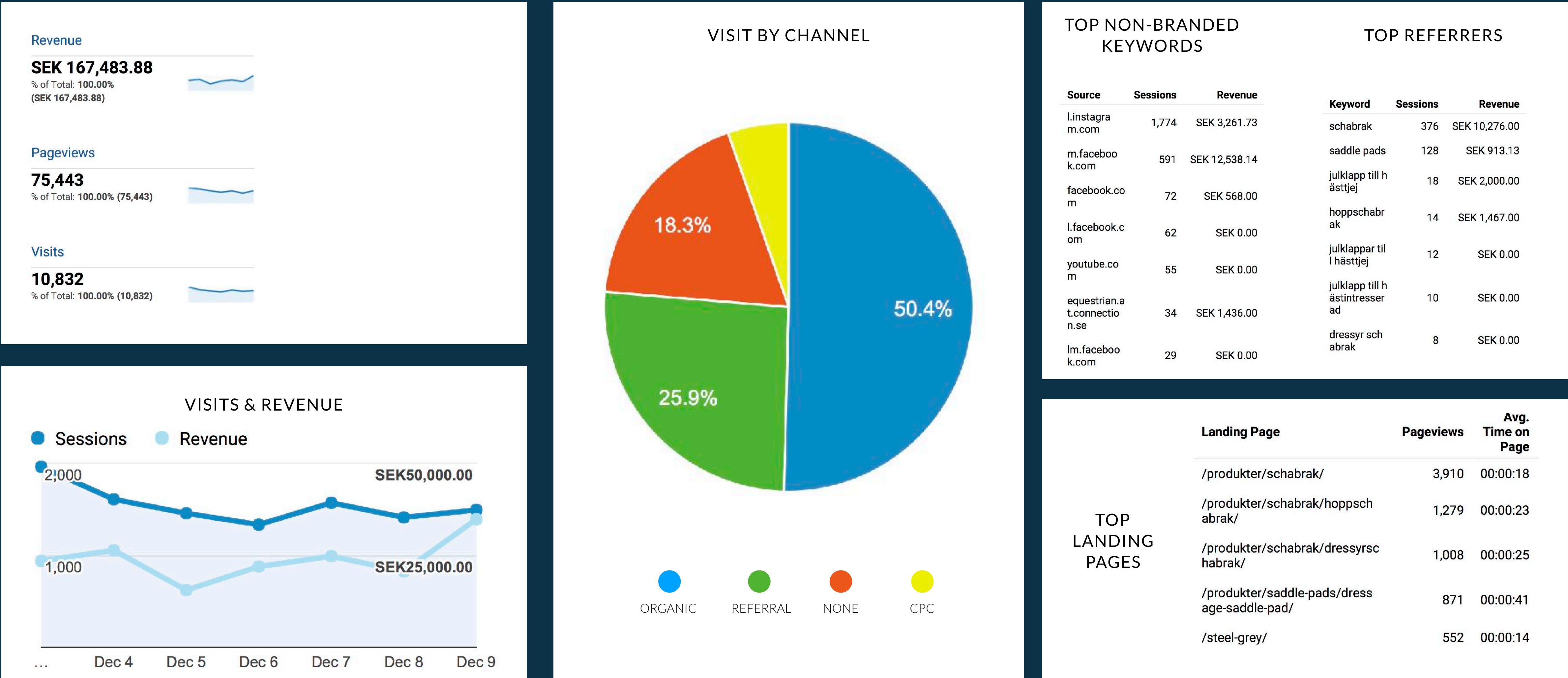


Social Network	Sessions	Bounce Rate
Instagram	1,788	9.96%
Facebook	754	13.93%
YouTube	55	1.82%
Pinterest	29	37.93%
Blogger	6	50.00%
VKontakte	5	20.00%

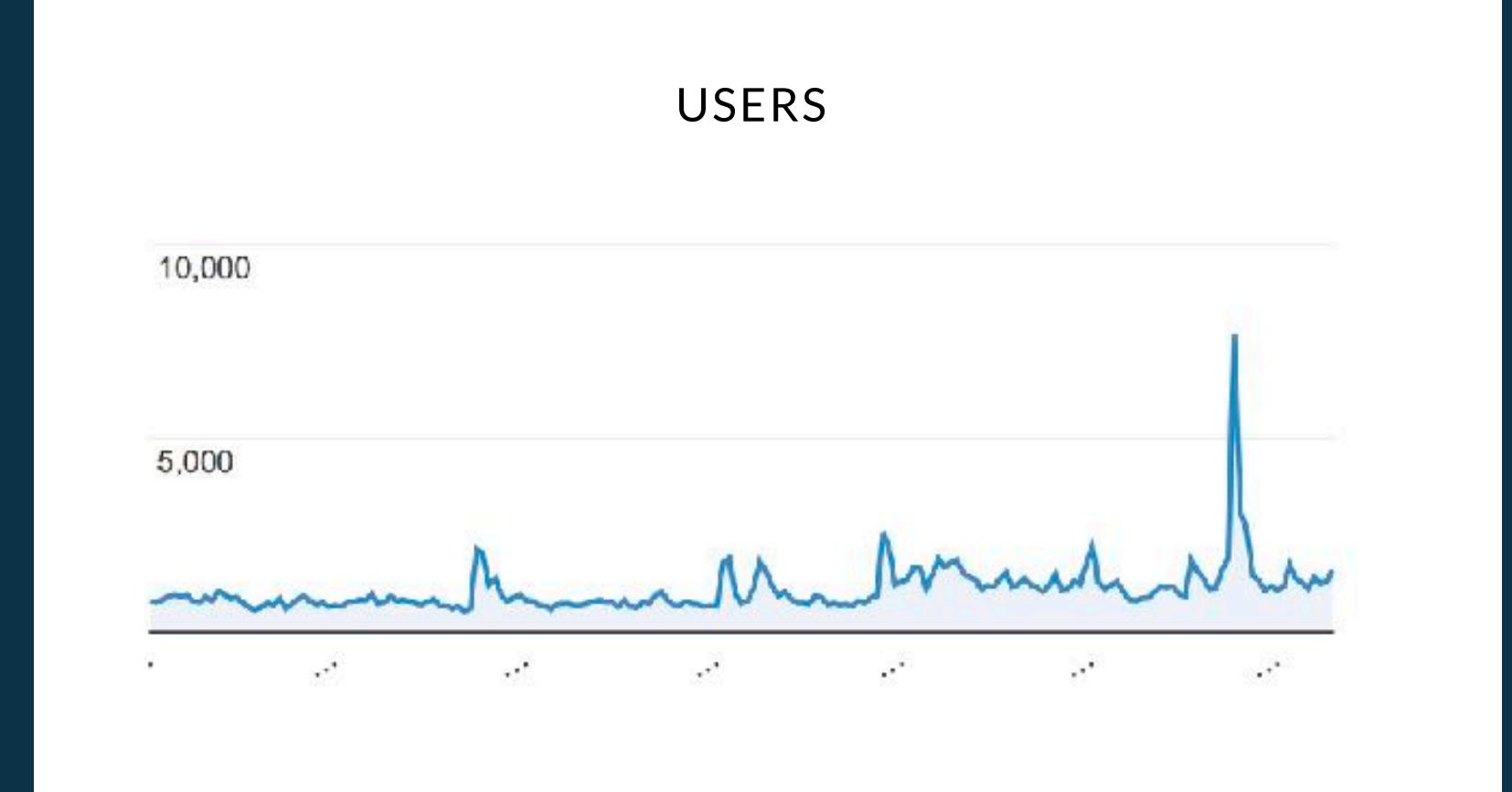
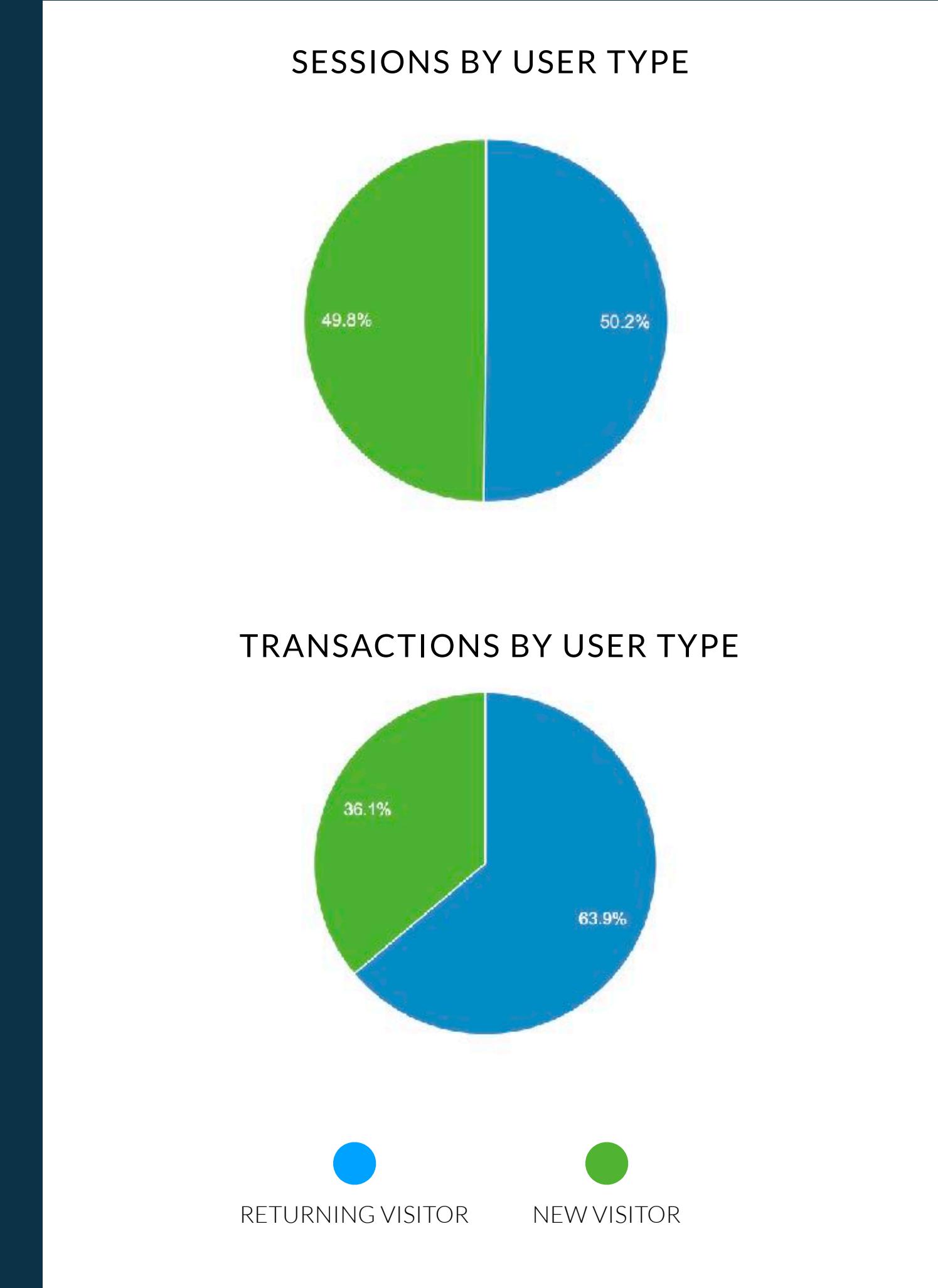
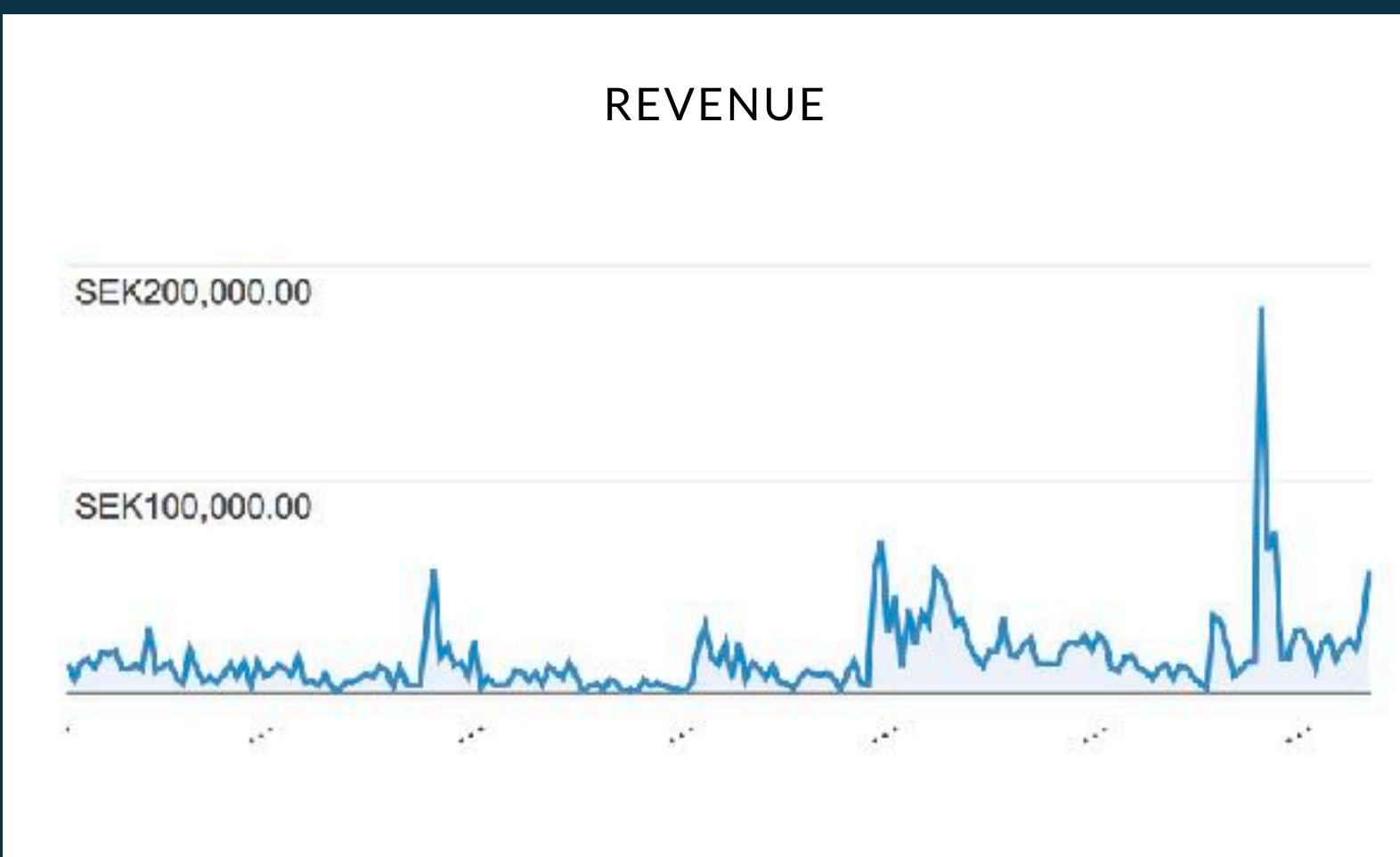
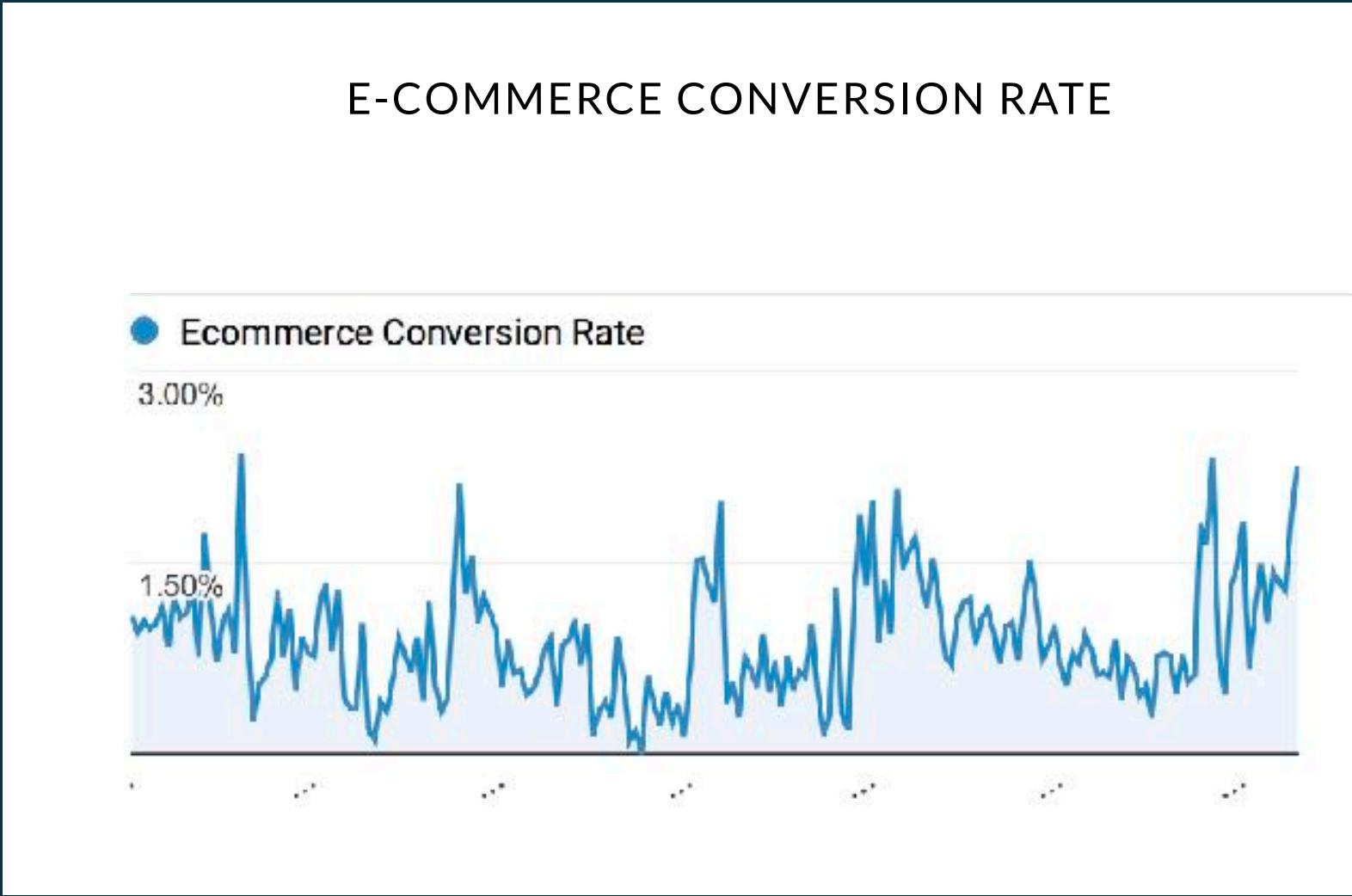
TRAFFIC FROM SOCIAL NETWORKS

- l.instagram.com
- youtube.com
- m.facebook.com
- l.facebook.com
- Other
- facebook.com

REVENUE DASHBOARD



KPI DASHBOARD



SESSIONS AND TRANSACTIONS BY COUNTRY

Country	Sessions	Transactions
Sweden	116,078	1,664
Germany	33,039	153
United Kingdom	18,653	152
United States	14,506	129
Finland	10,278	30
Australia	6,629	45
France	4,103	18
Netherlands	3,818	7
Norway	2,835	12
Denmark	2,614	17

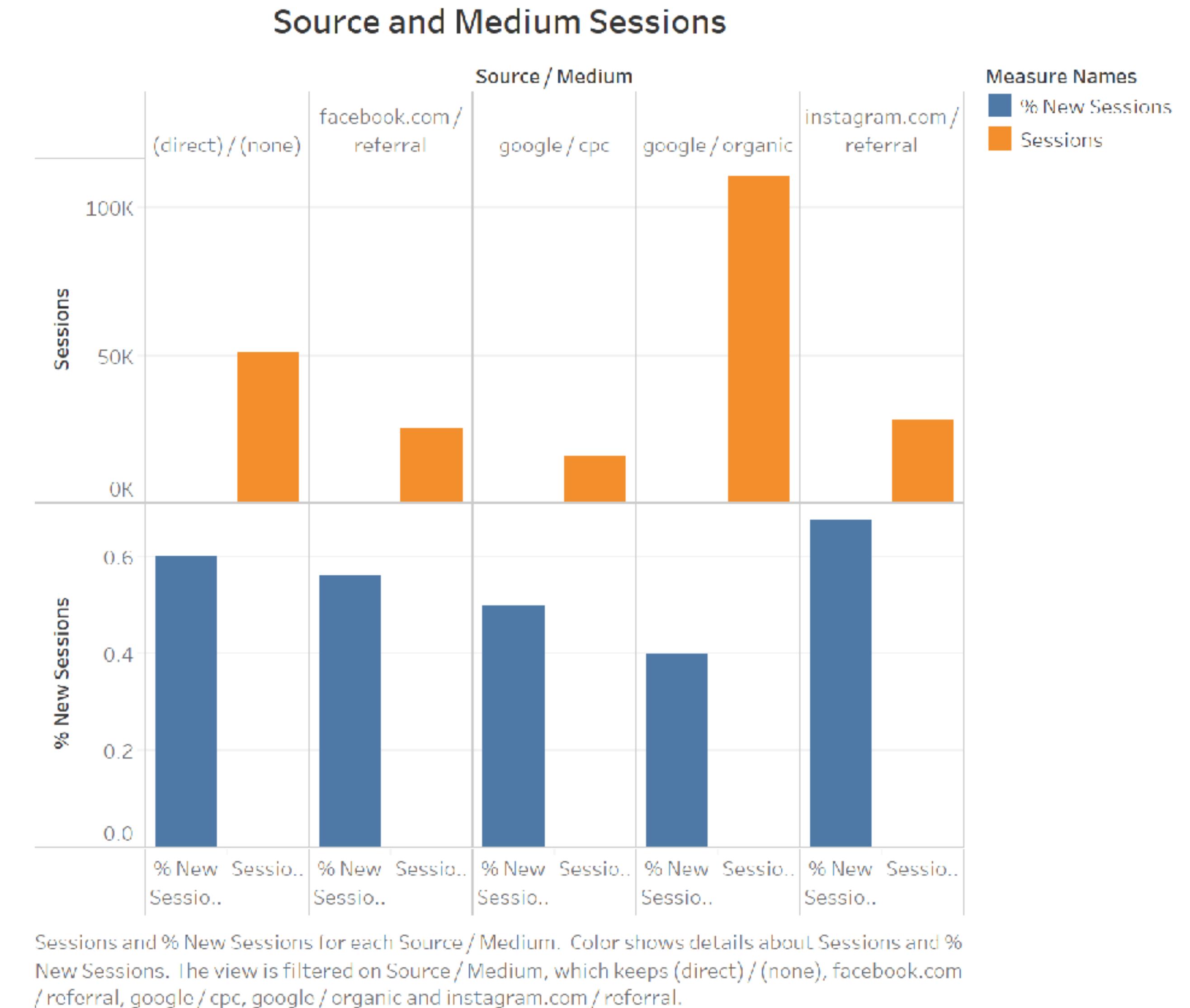
03

TRAFFIC

Source / Medium

Source/Medium is located under All Traffic in the Acquisition folder in your GA-account. This dimension shows where the traffic to your website comes from. Most of the website sessions comes from organic search and the second biggest traffic source is the direct typing of the website name in the customers own web browser. This means that most of the website visitors are returning customers who are familiar with the brand. The website also gets a lot of traffic from Instagram and Facebook. This traffic does not generate as much transactions and revenue as the first two sources. One can assume though, that this traffic leads to a higher brand awareness which eventually will lead to purchases.

The paid traffic generates good profit and have big potential in growing from bigger investments. When searching for "equestrian clothes", "ryttare kläder" or similar combinations on Google, Equestrian Stockholm does not show up as any of the first page results which means that it is hard for new customers to find the brand.



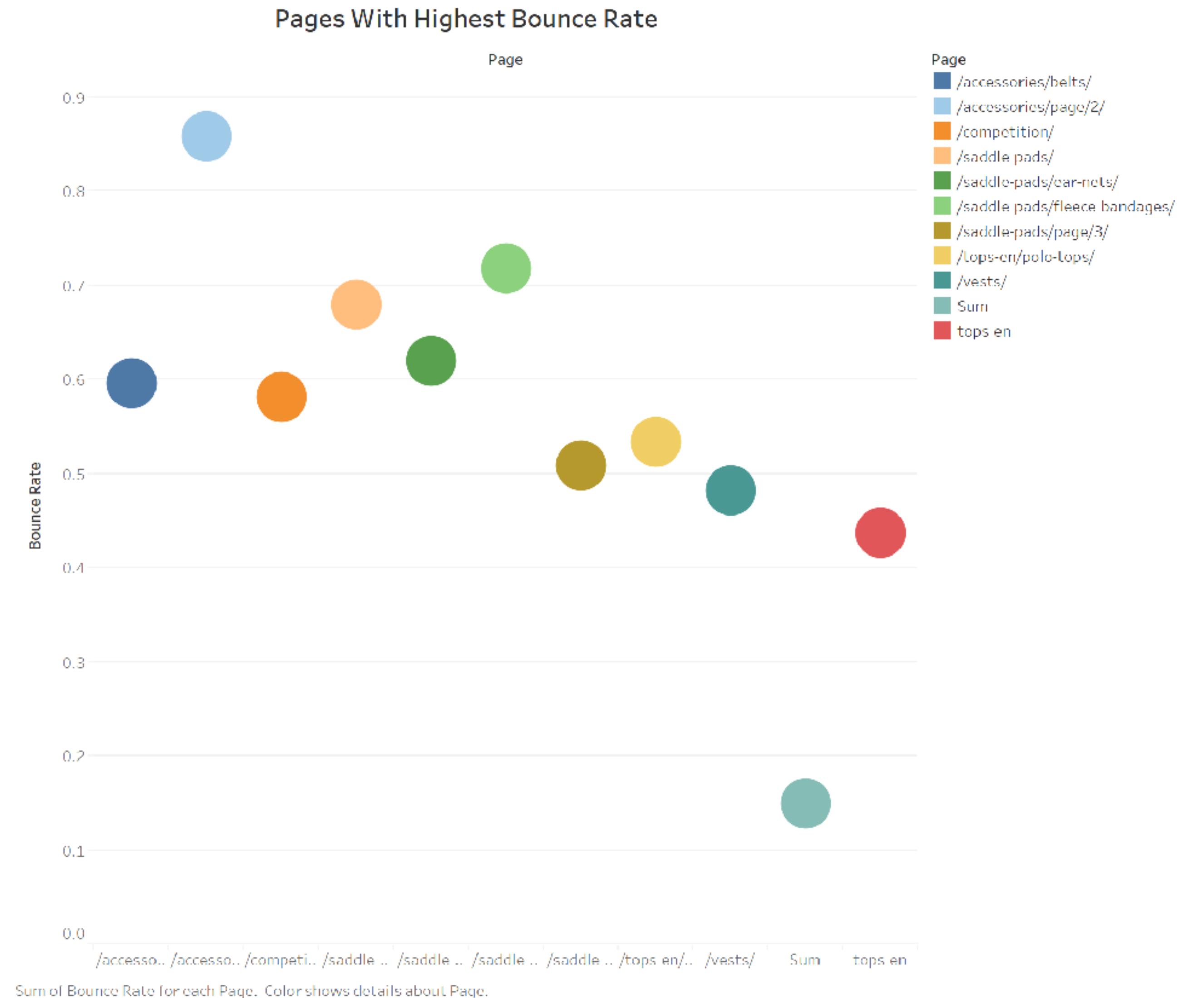
Bounce Rate / Exit Rate Landing page

Bounce rate is the percentage of visitors to a particular page on your website who navigate away from the website after viewing only that page. A high bounce rate could therefore mean that the visitors are not satisfied with the content they've found on the webpage.

Exit rate is the percentage of visitors to your website who actively leaves the website from a specific page, after possibly having visited other pages on your website. A high exit rate for a particular webpage could mean that the visitor loses interest in keeping interacting with the website at this particular page.

The bounce rate and exit rate are often confused with each other, but keep this in mind to separate them:

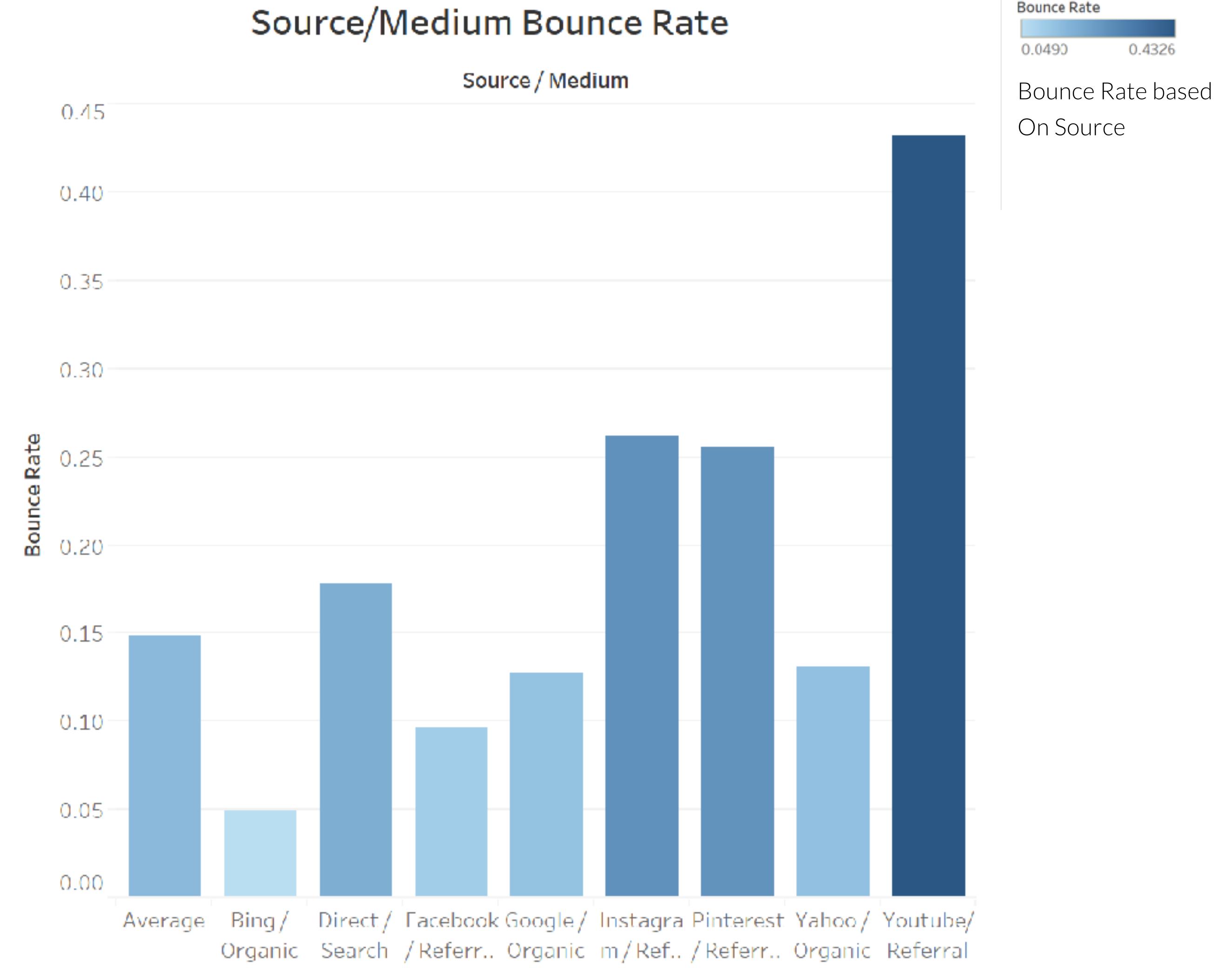
1. For all page views to a page, Exit Rate is the percentage that were the last in the session.
2. For all sessions that start with the page, Bounce Rate is the percentage that were the only one of the session.



Bounce Rate / Source

It could be useful to look at the bounce rate and the exit rate when looking at what sources the traffic comes from and what pages the users are visiting. A high bounce rate from a certain source indicates that the visitors coming from this source might have had different expectations of the website content.

A high bounce rate at a certain landing page indicates that the visitors who initially arrives to this page at the website are dissatisfied with the content of the page or somehow ended up there by mistake. A high exit rate at a certain landing page means that the website visitors tends to exit the website from this particular page.

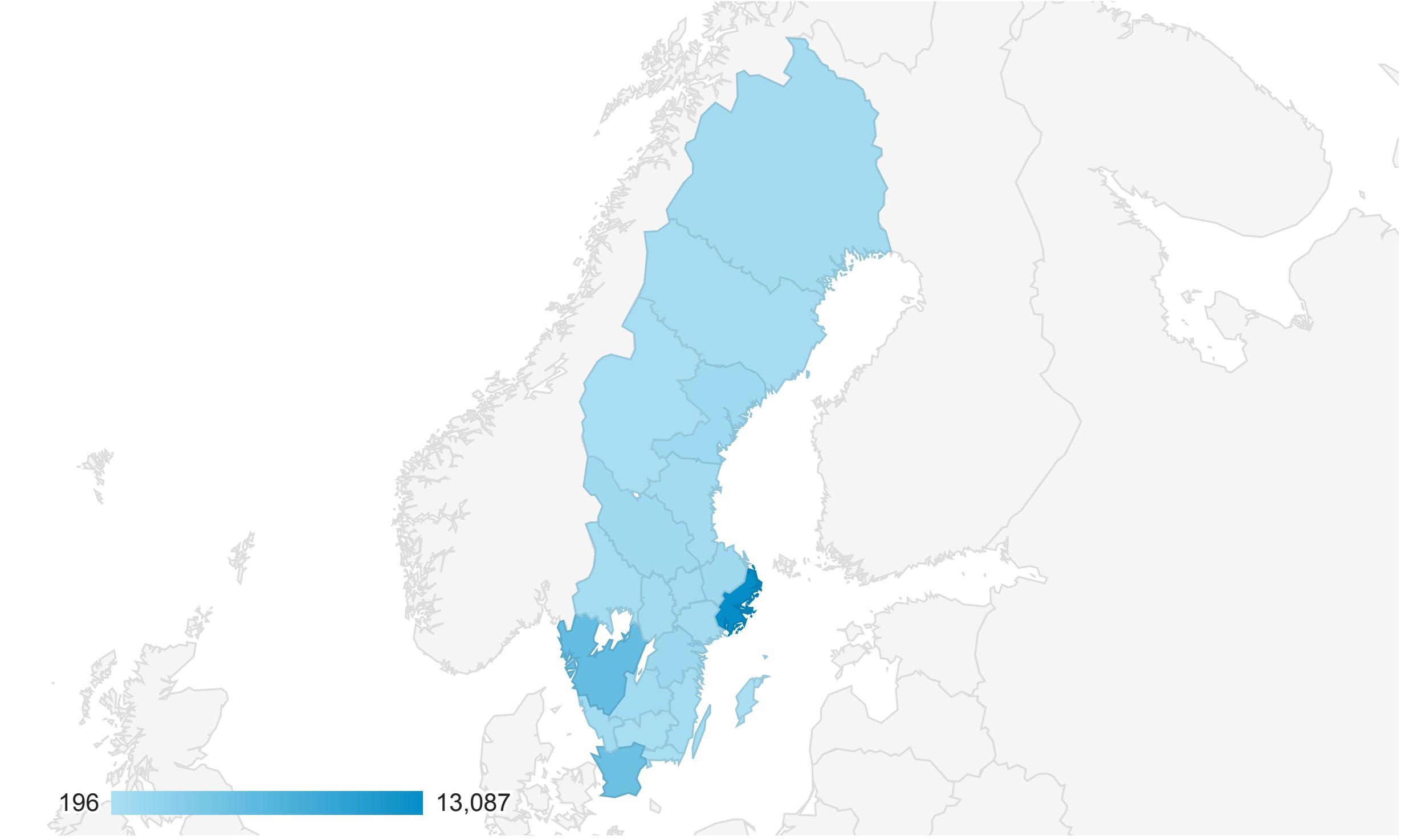


Sum of Bounce Rate for each Source / Medium. Color shows sum of Bounce Rate. The view is filtered on Source / Medium, which excludes Null.

Geographic Location of customers Sweden

This is a breakdown of ES's customers sorted by country. The illustration highlights all countries in blue, from which there has been a registered sessions on the ES website.

Additionally, we have included a table that lists countries by the amount of transactions they've had with the ES website. Although the table is sorted by transaction number it still includes: Sessions, % of New Sessions, New Users, Bounce Rate, Pages per Sessions, Avg. Session Duration, Transactions, Revenue and E-commerce Conversion Rate. We have only included the top 10 countries per number of Transactions.



Region	Acquisition			Behavior			Conversions	eCommerce	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration		Transactions	Ecommerce Conversion Rate
	37,053 % of Total: 46.33% (79,979)	41.02% Avg for View: 49.92% (-17.83%)	15,198 % of Total: 38.07% (39,925)	4.42% Avg for View: 15.39% (-71.29%)	8.99 Avg for View: 7.18 (25.25%)	00:02:48 Avg for View: 00:02:50 (-0.85%)	543 % of Total: 69.35% (783)	SEK656,353.00 % of Total: 58.54% (SEK1,121,268.68)	1.47% Avg for View: 0.98% (49.69%)
1. Stockholm County	13,087 (35.32%)	40.77%	5,336 (35.11%)	5.17%	8.50	00:02:42	184 (33.89%)	SEK216,133.00 (32.93%)	1.41%
2. Vastra Gotaland County	5,552 (14.98%)	42.09%	2,337 (15.38%)	4.32%	8.80	00:02:43	82 (15.10%)	SEK104,266.00 (15.89%)	1.48%
3. Skane County	5,040 (13.60%)	40.67%	2,050 (13.49%)	4.07%	9.02	00:02:45	62 (11.42%)	SEK82,756.00 (12.61%)	1.23%
4. Ostergotland County	1,388 (3.75%)	44.67%	620 (4.08%)	4.39%	9.37	00:02:43	25 (4.60%)	SEK30,901.00 (4.71%)	1.80%
5. Vasternorrland County	1,209 (3.26%)	36.56%	442 (2.91%)	5.46%	8.59	00:03:59	17 (3.13%)	SEK15,580.00 (2.37%)	1.41%
6. Uppsala County	950 (2.56%)	44.11%	419 (2.76%)	4.53%	9.29	00:03:03	12 (2.21%)	SEK13,739.00 (2.09%)	1.26%

Geographic location of customers: Northern Europe

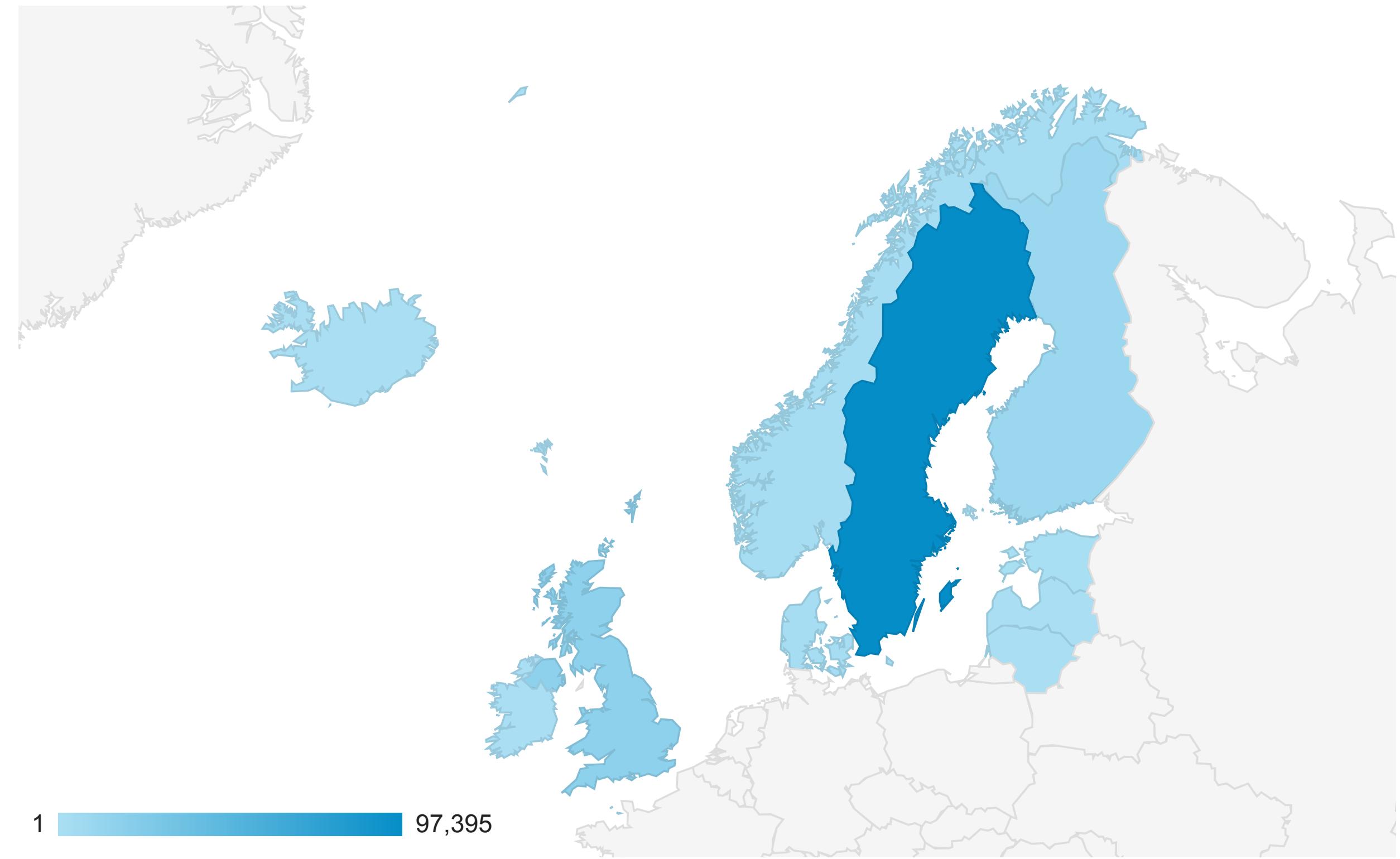
This slide continues the breakdown of ES's customers except with a more narrow scope, Northern Europe.

We created this view to highlight the significant disparity between users who only view and users who make a purchase from the website (Conversion Rate) in the countries surrounding Sweden.

While Sweden's Conversions Rate is 1.31% the rest of the Northern European countries all have rates of less than 0.70 % with some hovering around less than 20%

Given the close proximity of these countries to ES's base – marketing efforts should be expanded in order to drive up conversion.

Ideally, you would have your 2nd and 3rd biggest markets in Northern Europe to eliminate unnecessary shipping costs.

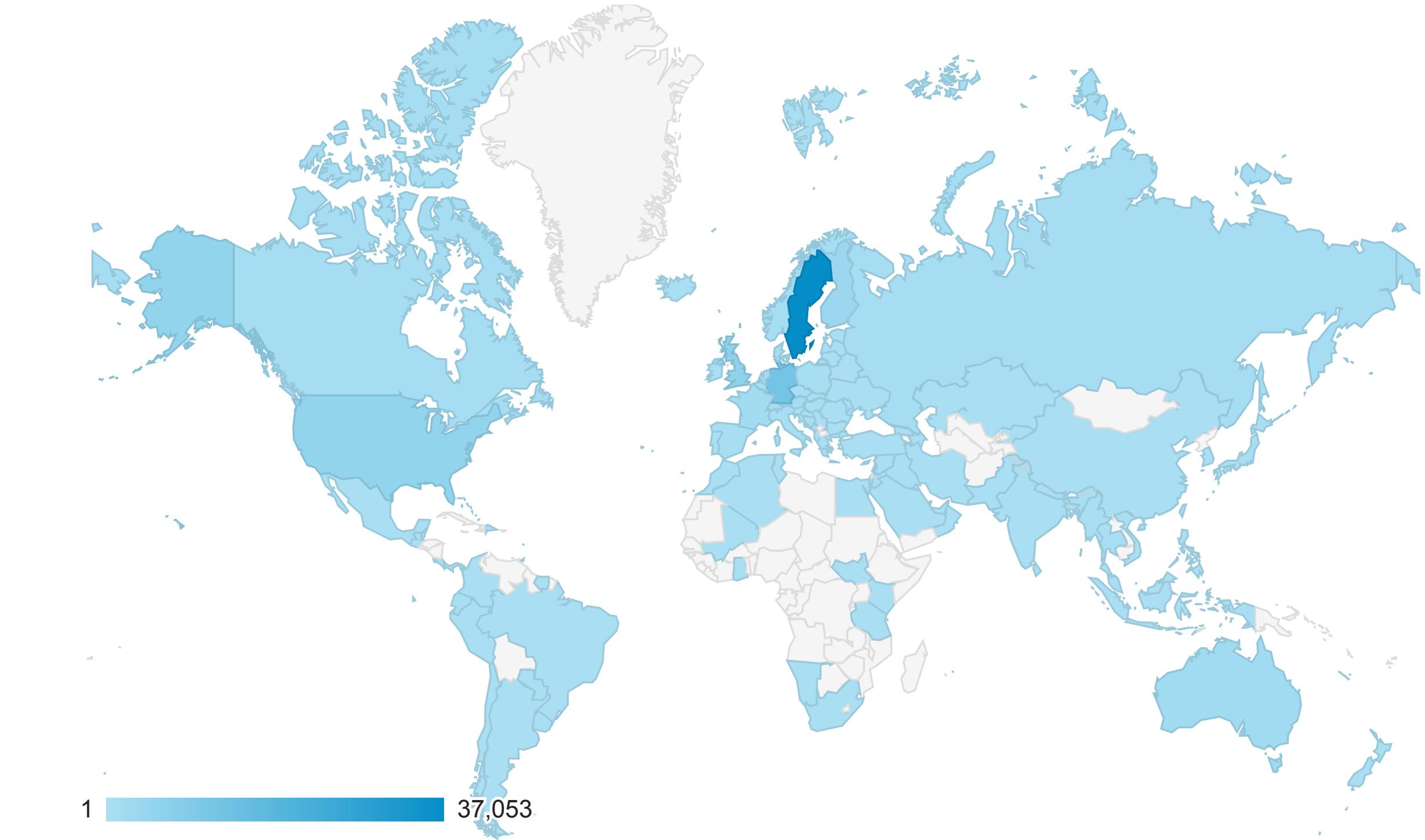


Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	129,407 % of Total: 63.68% (203,204)	46.98% Avg for View: 50.84% (-7.59%)	60,798 % of Total: 58.85% (103,314)	9.83% Avg for View: 14.65% (-32.95%)	7.82 Avg for View: 7.01 (11.54%)	00:02:36 Avg for View: 00:02:41 (-2.95%)	1,429 % of Total: 78.09% (1,830)	SEK1,691,731.73 % of Total: 68.39% (SEK2,473,507.78)	1.10% Avg for View: 0.90% (22.62%)
1. Sweden	97,395 (75.26%)	43.90%	42,754 (70.32%)	3.85%	8.63	00:02:36	1,273 (89.08%)	SEK1,444,071.74 (85.36%)	1.31%
2. United Kingdom	16,352 (12.64%)	58.13%	9,506 (15.64%)	36.02%	4.34	00:02:22	114 (7.98%)	SEK184,125.55 (10.88%)	0.70%
3. Finland	8,814 (6.81%)	54.47%	4,801 (7.90%)	22.46%	5.37	00:02:55	19 (1.33%)	SEK25,391.17 (1.50%)	0.22%
4. Norway	2,369 (1.83%)	51.54%	1,221 (2.01%)	7.51%	10.00	00:02:59	8 (0.56%)	SEK10,117.94 (0.60%)	0.34%
5. Denmark	2,194 (1.70%)	52.55%	1,153 (1.90%)	11.67%	8.18	00:02:57	11 (0.77%)	SEK14,372.11 (0.85%)	0.50%

Geographic location of customers: Worldwide

This slide breaks down our customer location report even further by only focusing on Sweden as a market.

By narrowing the view into a single country, we are able to highlight the county breakdown of our metrics for all of Sweden. This illustrates well where ES is very popular already, and perhaps where more efforts can be focused in order to drive up conversion rates in the rest of the count.



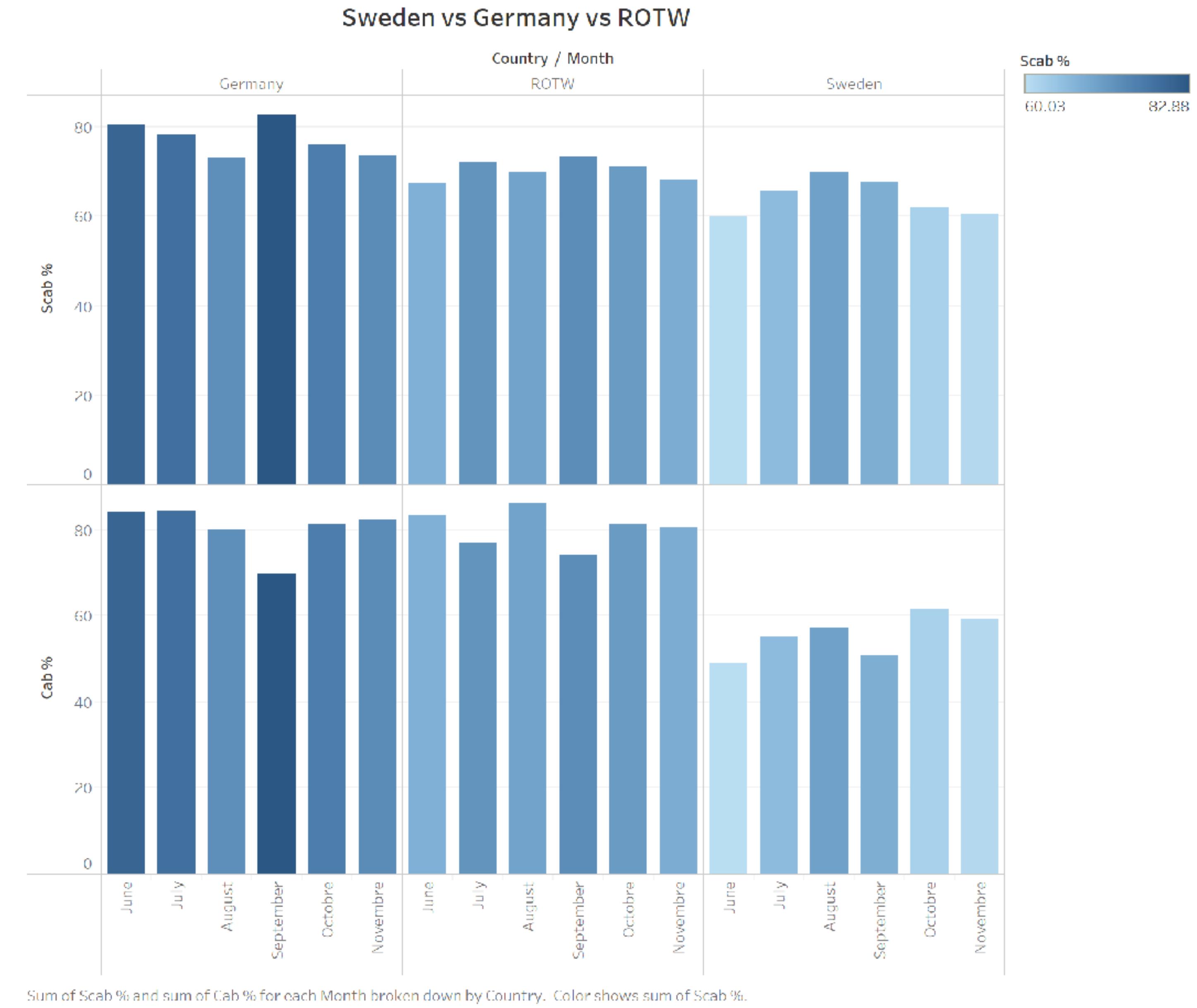
Country	Acquisition			Behavior			Conversions		eCommerce
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	79,979 % of Total: 100.00% (79,979)	49.92% Avg for View: 49.92% (0.00%)	39,925 % of Total: 100.00% (39,925)	15.39% Avg for View: 15.39% (0.00%)	7.18 Avg for View: 7.18 (0.00%)	00:02:50 Avg for View: 00:02:50 (0.00%)	783 % of Total: 100.00% (783)	SEK1,121,268.68 % of Total: 100.00% (SEK1,121,268.68)	0.98% Avg for View: 0.98% (0.00%)
1. Sweden	37,053 (46.33%)	41.02%	15,198 (38.07%)	4.42%	8.99	00:02:48	543 (69.35%)	SEK656,353.00 (58.54%)	1.47%
2. Germany	12,133 (15.17%)	61.08%	7,411 (18.56%)	23.09%	5.34	00:02:31	51 (6.51%)	SEK108,911.96 (9.71%)	0.42%
3. United Kingdom	5,743 (7.18%)	56.78%	3,261 (8.17%)	31.80%	4.68	00:02:35	48 (6.13%)	SEK84,847.08 (7.57%)	0.84%
4. United States	5,062 (6.33%)	57.41%	2,906 (7.28%)	27.87%	5.24	00:02:57	37 (4.73%)	SEK69,578.29 (6.21%)	0.73%
5. Finland	3,374 (4.22%)	53.35%	1,800 (4.51%)	24.27%	5.39	00:03:01	5 (0.64%)	SEK6,920.74 (0.62%)	0.15%
6. Australia	1,965 (2.46%)	56.64%	1,113 (2.79%)	24.94%	4.95	00:02:57	13 (1.66%)	SEK25,645.74 (2.29%)	0.66%
7. France	1,509 (1.89%)	52.62%	794 (1.99%)	22.86%	6.14	00:03:46	7 (0.89%)	SEK9,111.26 (0.81%)	0.46%
8. Netherlands	1,391 (1.74%)	64.05%	891 (2.23%)	24.30%	5.38	00:02:24	2 (0.26%)	SEK2,490.33 (0.22%)	0.14%
9. Denmark	1,044 (1.31%)	53.93%	563 (1.41%)	13.03%	7.92	00:02:32	5 (0.64%)	SEK6,857.19 (0.61%)	0.48%
10. Norway	1,042 (1.30%)	56.14%	585 (1.47%)	9.88%	10.03	00:02:59	4 (0.51%)	SEK4,006.53 (0.36%)	0.38%

Swedish Market vs. German Market

A prominent trend appearing in our analysis was the discrepancy in the amount of users in Germany who were viewing products, compared to the rest of the world markets, and the percentage of users who were completing transactions.

As highlighted in the displayed graphs, it is evident that the German users have a substantially higher average for Shopping Cart Abandonment % and Checkout Abandonment %. While at the same time, the German market also boasts the largest views of ES products, outside of Sweden.

We outline in our Action Plan some potential reasonings for this. However, we do encourage you to increase your marketing efforts in Germany to try and take advantage in the large market interest.



04

CONVERSIONS

Goals and funnels

Setting up Goals in GA is the best way to track important metrics (KPIs) for your company's website or app. By defining Goals, it is easier to keep track of how well you are performing towards your target objectives, like improving your E-commerce Conversion Rate in a secondary market.

There are four types of goals you can implement with GA:

- 1) Destination: This goal type is used if you want to treat a certain screen view as a conversion.
- 2) Duration: This goal is used to measure user engagement by treating a certain amount of time spent on a page as a conversion.
- 3) Pages/per session: This goal measures the amount of pages a user interacts with during a single session. For example, a conversion could be counted for a user viewing at least 3 pages.
- 4) Events: This goal counts conversion when a user interacts with your website in a certain way, like playing a video.

Under the Conversions field in the Goals tab in GA you can see how well your Goals are performing. You can also look further into your consumer tracking by setting up different funnels for your goals, we will address funnels in the following slide. By setting up and implementing Goals for your website in an effective way, you can draw insights on your user's consumption and interaction patterns.

How to set up Goals and Funnels

There are always a certain number of steps the customer has to take in order to complete a purchase. Goals and funnels give a visual representation of the conversion data between each step of this process. It helps us determine what steps during the website session that might be causing customer confusion or trouble.

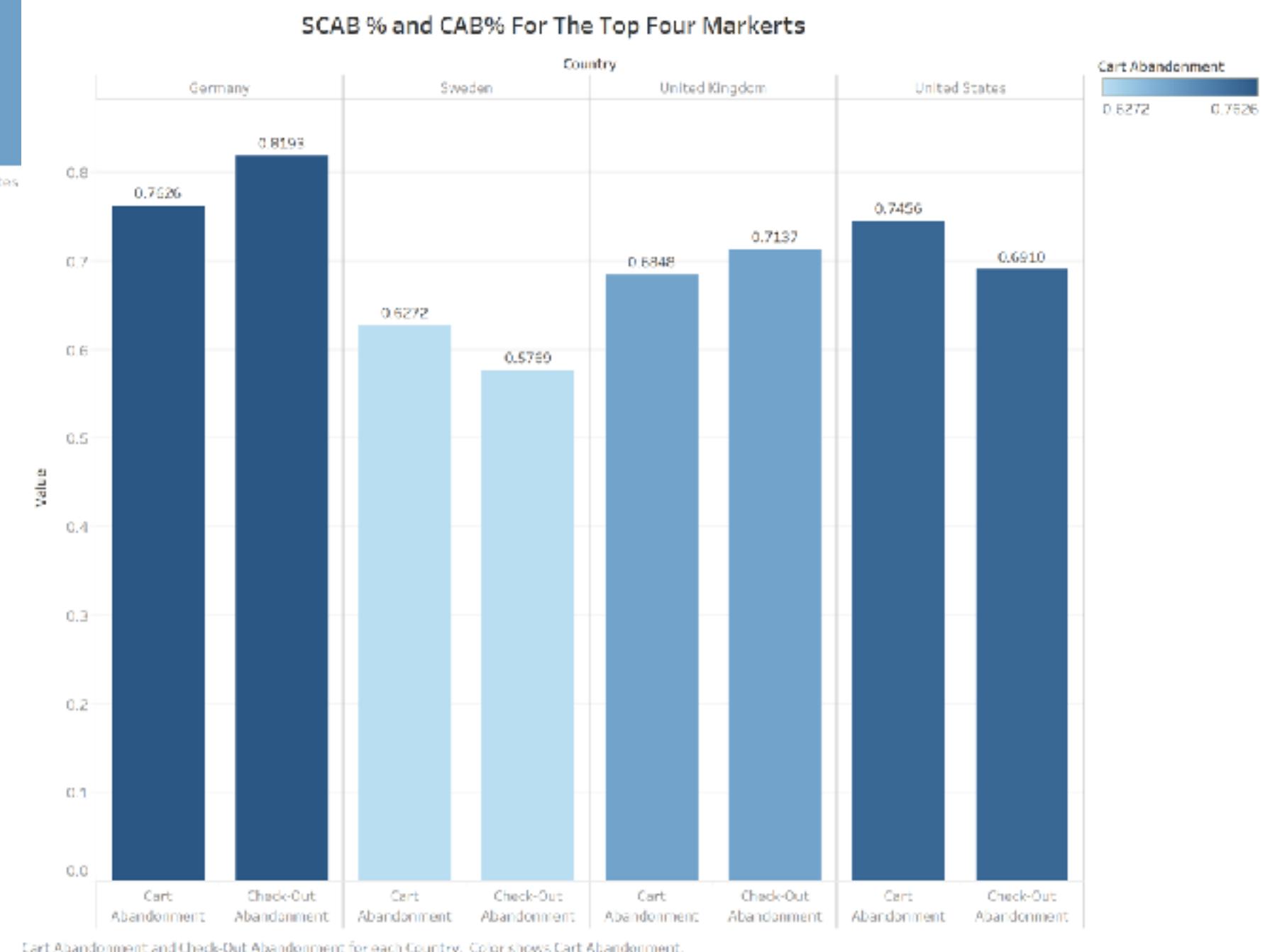
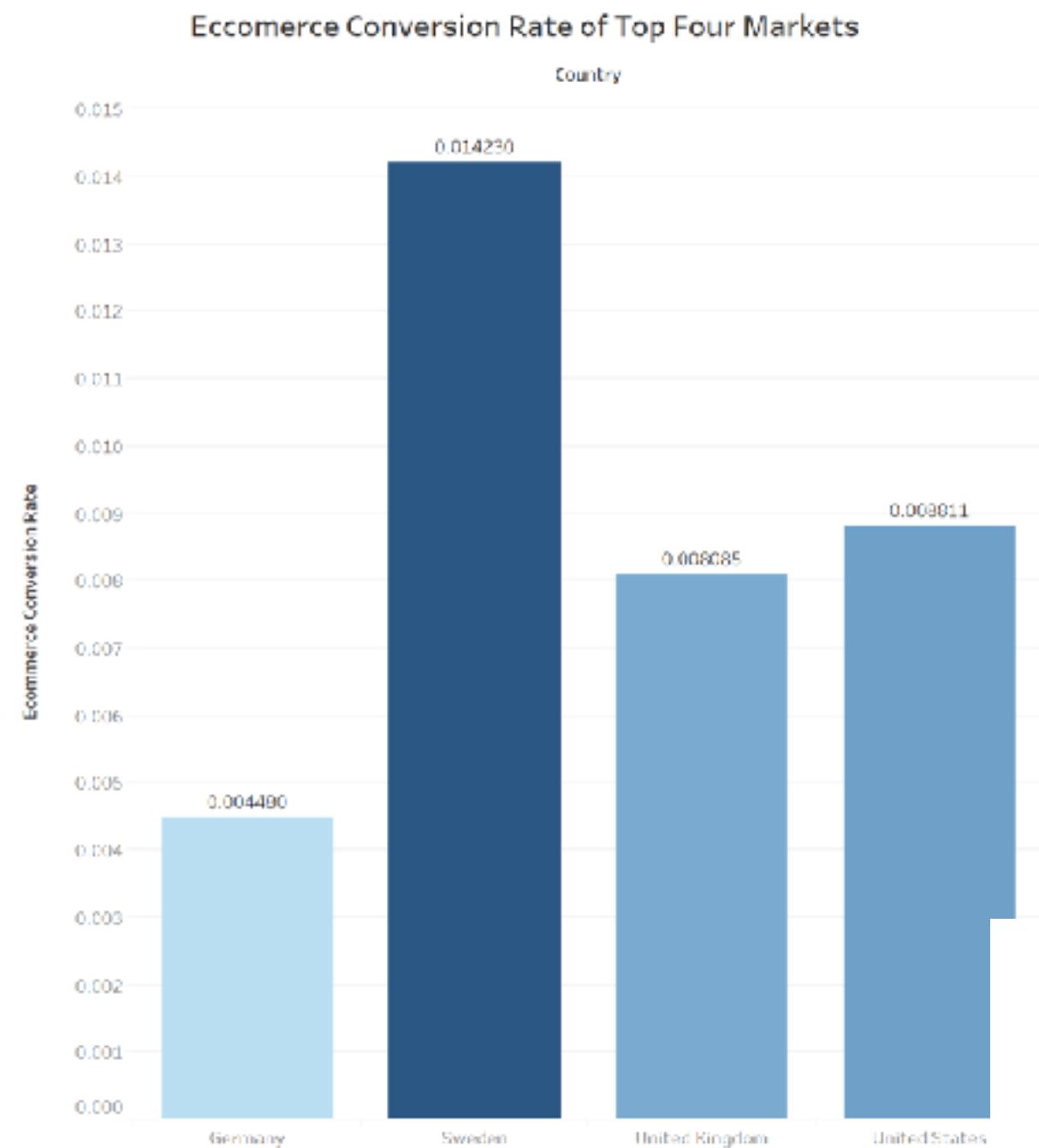
A funnel can't be created without first setting up goals in your GA-account. You create one or several goals under Admin, VIEW and Goals. Before saving your goal you have the option to add a funnel. Here you add all the steps that you want to add to your funnel, such as the homepage, product page, shopping cart page and checkout page. Remember that the final step of the funnel is your created goal, so there's no point of adding a "thank you page" (that shows up after making a purchase) as a last step in your funnel if you want to keep track of completed purchases.

You find the results from your created funnels in your GA under Conversions, Goals and Funnel Visualisation.

Conversions and Abandonments

Two of our most important KPIs are the Conversion Rate and the Shopping Cart Abandonment rate. You find these metrics under "shopping behavior" and "checkout behavior", in the Conversions file in GA. The Conversion Rate helps us understand how effective the site is at closing deals and does also suggest the quality of the traffic and website-content. This metric is probably also the most important one to track after making any changes to the website.

The Shopping Cart Abandonment Rate shows us the amount of visitors who decide to leave the checkout process and can help us gain insights of when and why this is happening. A high abandonment rate indicates that there might be issues with the "cart" or "checkout" site which prevent the customers from completing the purchase.

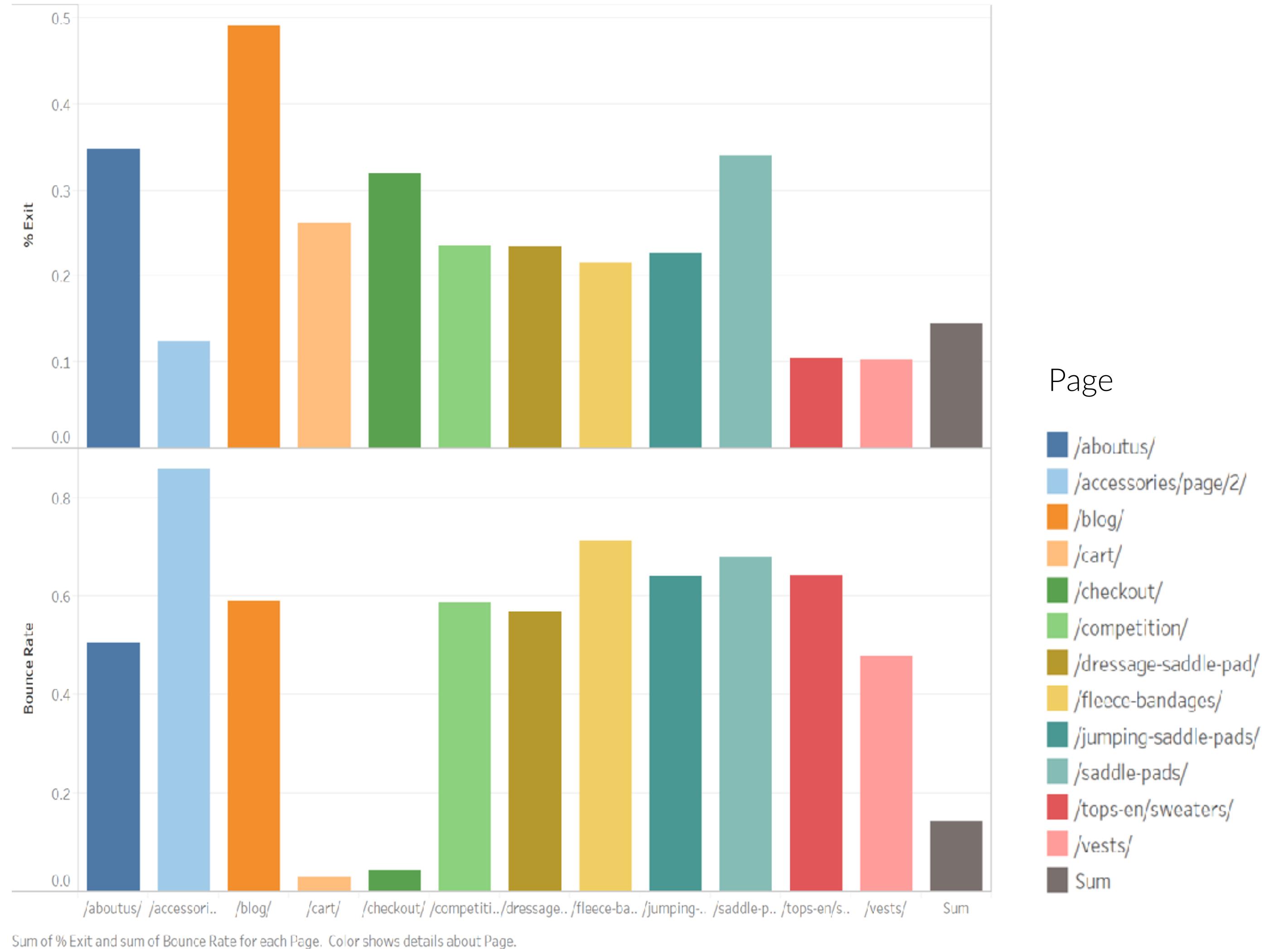


Customer drop off

Exit % and Bounce rate are the two best metrics at highlighting which pages your consumers end their sessions and leave your website from. The attached graphs are used to illustrate which of ES's pages are experiencing the most significant numbers in these measurements.

Perhaps the most significant conclusion we can draw from this is that although the "cart" and "checkout" pages have below average bounce rate, the more important metric for these two, Exit %, is substantially higher than the average of 14%. This could indicate that the users are arriving to these two pages after adding stuff to their cart, but do not proceed with the checkout whether it is because of limited payment options or the none progressive shipping system.

Exit % and Bounce rate



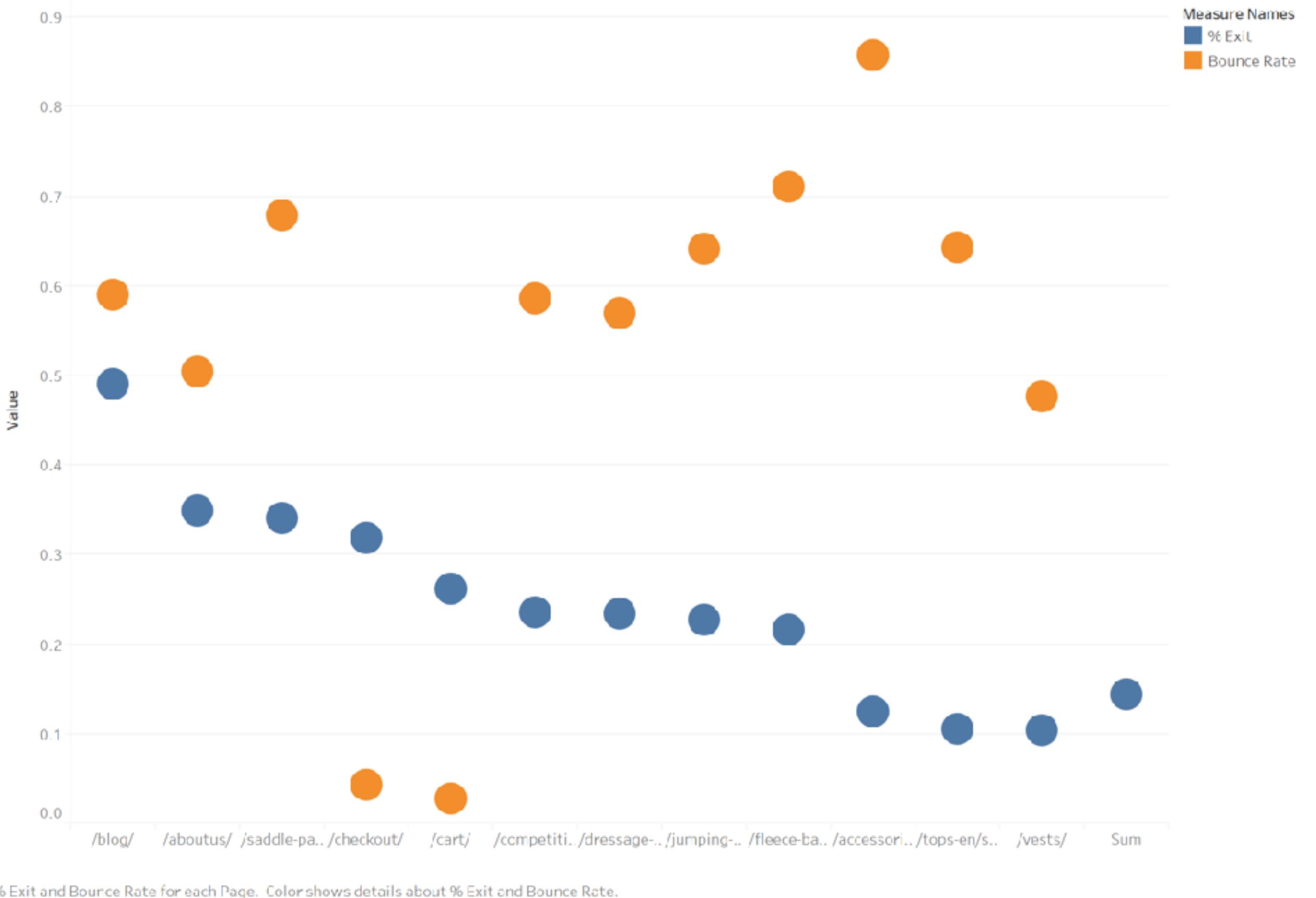
Customer drop off

This is another visualization of the same data from the previous slide.

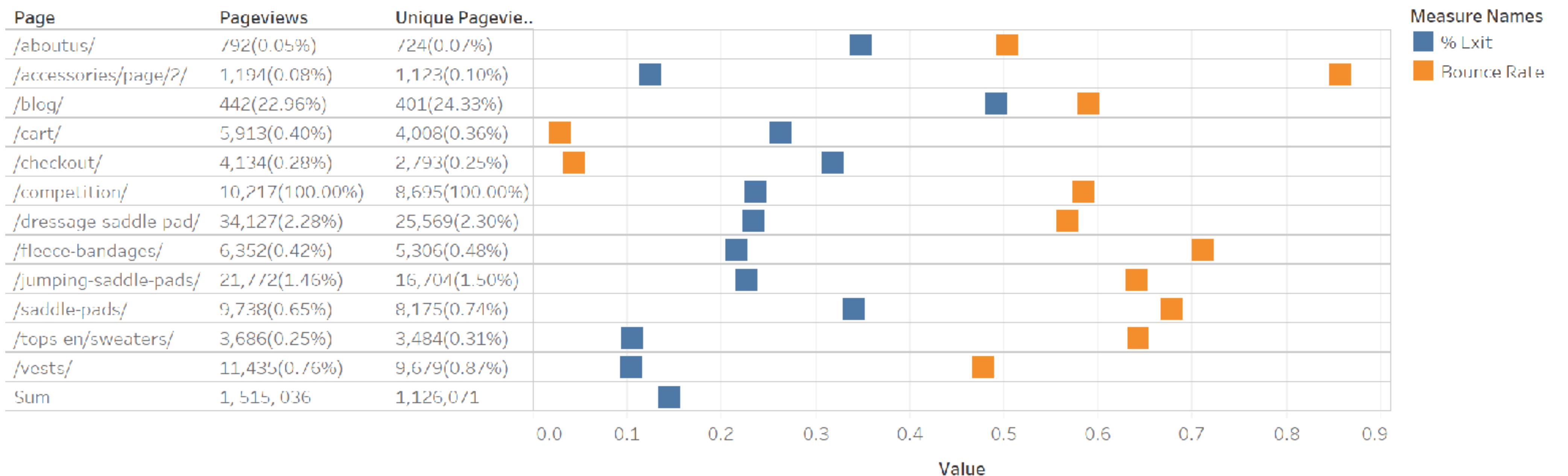
Some additional insights that we can draw from this is the extremely high bounce rates in the "/fleece-bandages", "accessories/page/2/", "saddle-pads", "tops-en/sweater" "/competition", "accessories/page/2" in comparison to the site average rate.

The reasons for this could vary. However, given that the majority of the traffic for the site comes from users on mobiles, it could be beneficial to optimize these product pages for mobile devices in order to make it easier for the customer to navigate.

Exit % and Bounce rate



Exit % and Bounce rate



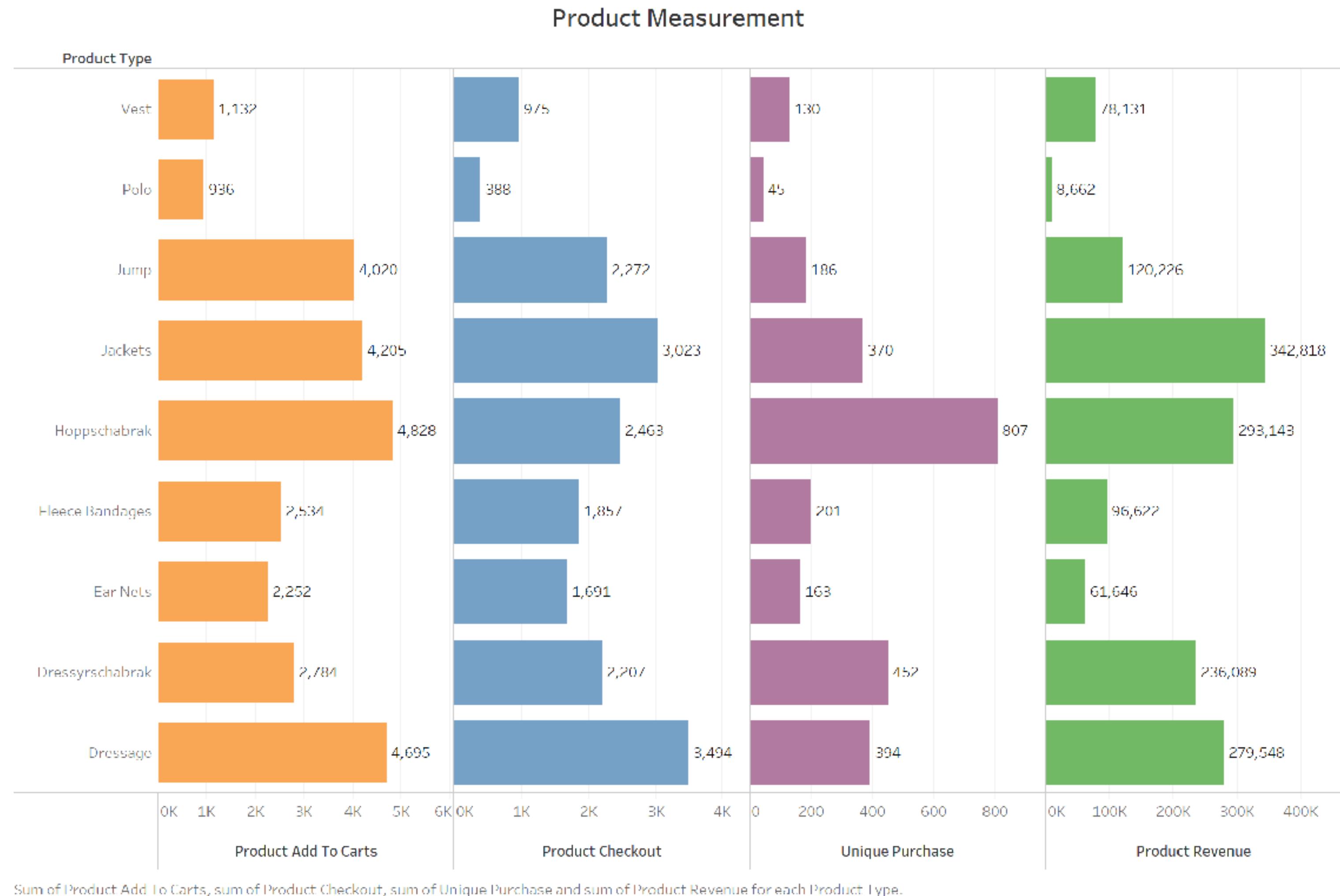
% Exit and Bounce Rate for each Unique Pageviews broken down by Page and Pageviews. Color shows details about % Exit and Bounce Rate.

Product Measurement

This graph illustrates different important metrics of some general product categories. Like products have been grouped in order to properly visualize these values against each other.

Different insights can be drawn when considering these metrics with some of your product groups. For example, it is clear that items under the "Dressyrchabrik" group generate the second most amount of unique purchases, but only the 4th most product revenue.

By slightly increasing the prices for items under this product group, ES could see a substantial increase in revenue.



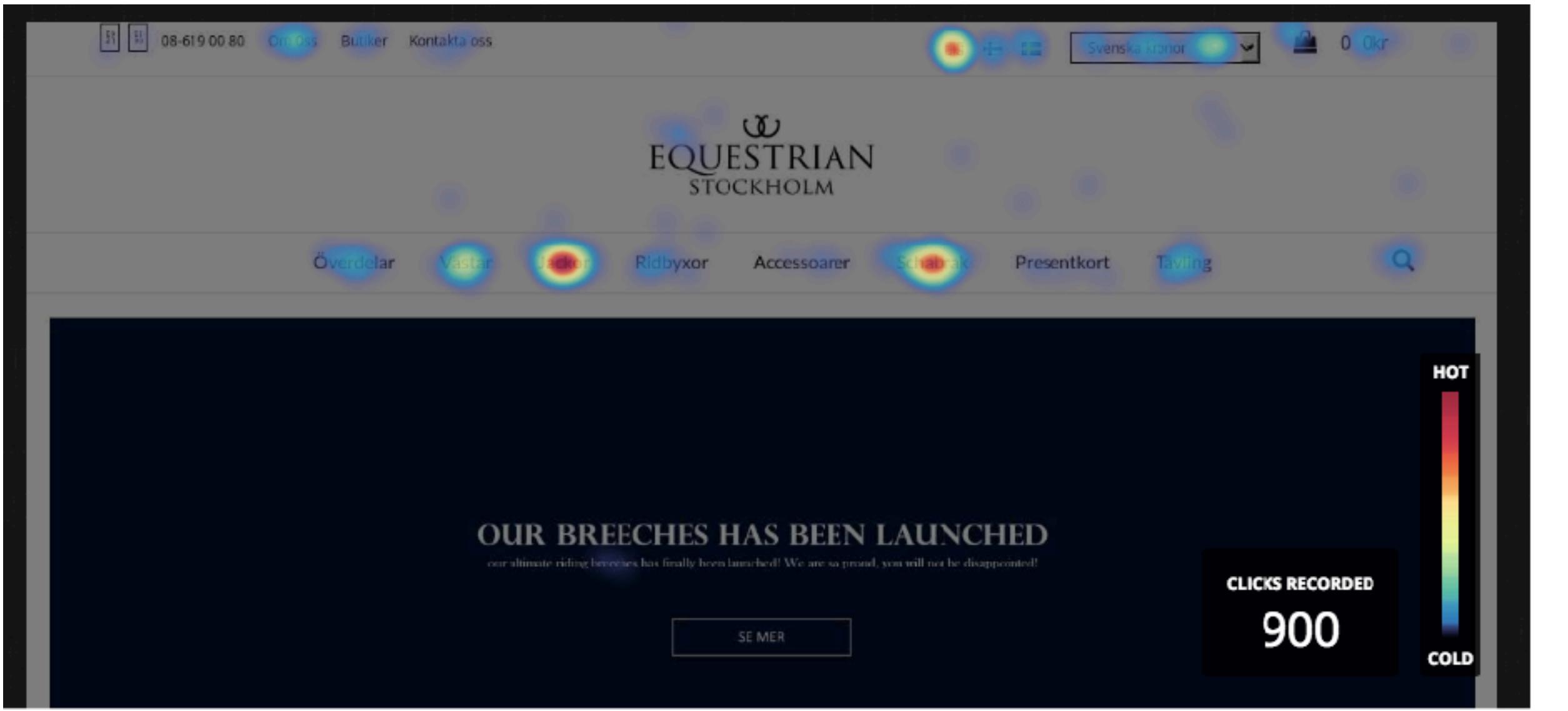
05

OPTIMIZATION

Hotjar

Hotjar is an easy tool to use for understanding the customer behaviour when navigating on the website. By setting up Heatmaps you can see where the visitors click and how far down they've scrolled on your webpage. You can easily set up a Heatmap for each page on your site and also check the navigating behaviour for different devices. Another tool for analysing the customer behaviour is by setting up Funnels that keep track of the Drop-out Rate between different pages. ES now have 4 Funnels which count the drop-out rate from sessions at different web-pages. Those Funnels help you to keep track of how many visitors that went from the homepage to any of the product category pages, continuing to a certain product page, before visiting the checkout and finally completing the purchase.

If you want to further analyse the behaviour of visitors from a certain country, device, browser or with a certain time-duration on the site, you can watch some of the Recordings in Hotjar. These allow you to look through individual sessions which could give you valuable insights in potential problems or misunderstood attributes at the website. ES now has a trial account for Hotjar which just expired. If you want to continue using this tool, check out the pricing details on their website, www.hotjar.com.



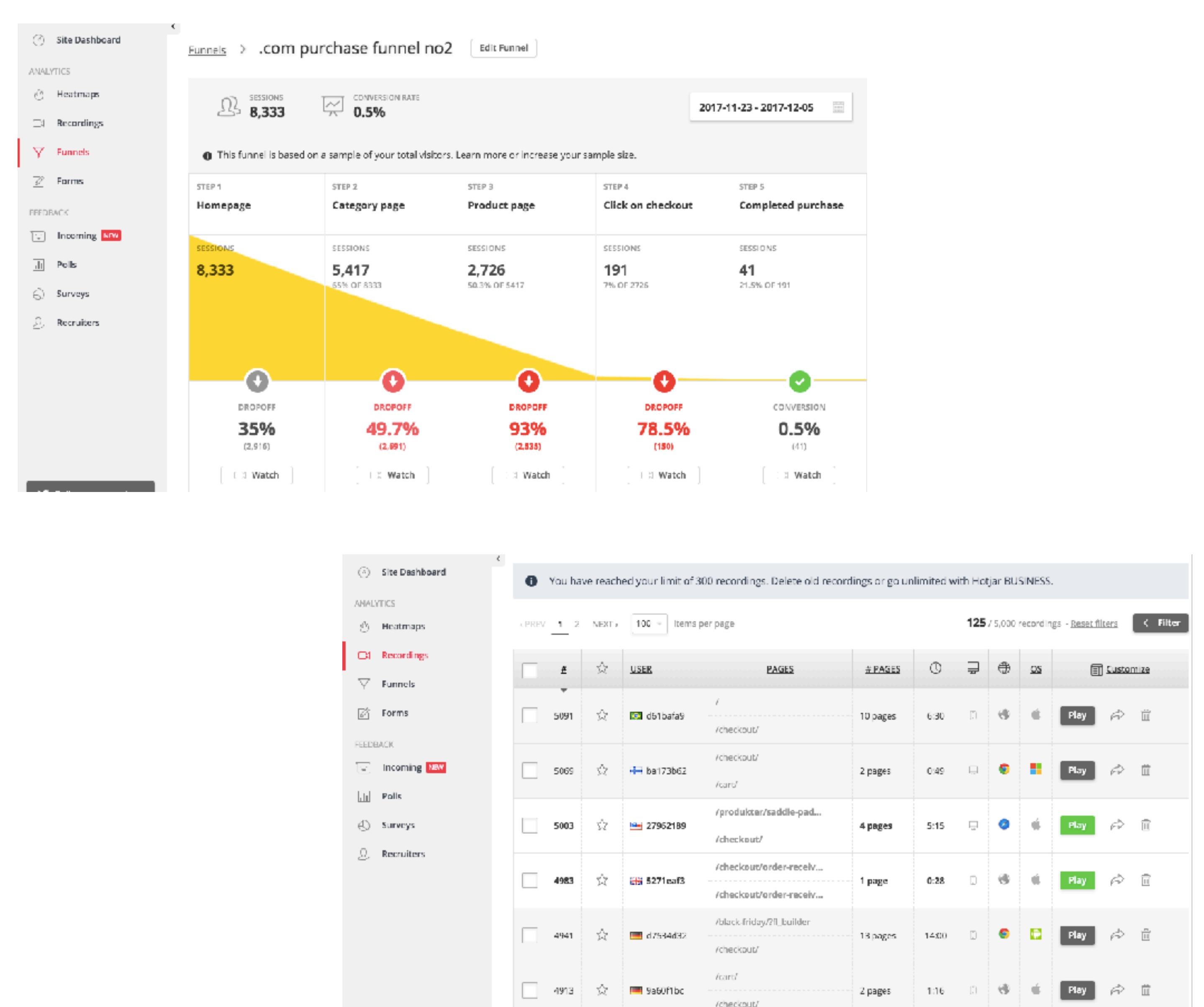
Site Dashboard										
ANALYTICS										
Heatmaps										
Recordings										
Funnels										
PREV 1 NEXT > 110 Items per page 125 / 5,000 recordings -Reset filters Filter										
<input type="checkbox"/>			USER	PAGES	# PAGES	0	0	0	0	Customize
<input type="checkbox"/>	5091		d51ba5f9	/checkout/	10 pages	6:30				
<input type="checkbox"/>	5065		ba173b62	/checkout/	2 pages	0:49				
<input type="checkbox"/>	5003		27962189	/produkter/cadillac-pad-/checkout/	4 pages	5:15				
<input type="checkbox"/>	4983		5271ea'3	/checkout/order-receive...	1 page	0:28				
<input type="checkbox"/>	4941		d7534d32	/black-mosayrn_tullor/checkout/	13 pages	14:00				
<input type="checkbox"/>	4912		SwedOff1cc	/cart/	2 pages	1:16				

Hotjar Insights

The Heatmaps are showing us what product category is popular to click at and which one is not. On both the Swedish and the international website, the product-category "Jackets" is clearly the most clicked, while "Gift cards" and "Accessories" are the least clicked ones. When analyzing the Heatmap for the Swedish and international homepages, we can also see how less than 12% of the visitors reach down to the section called "The world of Equestrian Stockholm". This indicates that improvements in web-design and content needs to be done in order for visitors to discover more pages and info on the website.

When looking at the set up Funnels in Hotjar we find where in the shopping journey the visitors leave the site. Here we see a big drop-off from visitors looking at certain products to visitors who clicks on the cart or complete a purchase. This suggest that the content and the attributes of these sites aren't convincing enough for the visitor to proceed to the payment.

By filtering the Recordings to the ones where the website visitors have reached the check-out page we can see how they navigate before ending their session. Based on some of these Recordings we see a pattern of visitors who seem confused by the payment methods. Many visitors clicks on the "What is PayPal" button and hesitate around the "Create an account" check-box and the "EU VAT number" text.

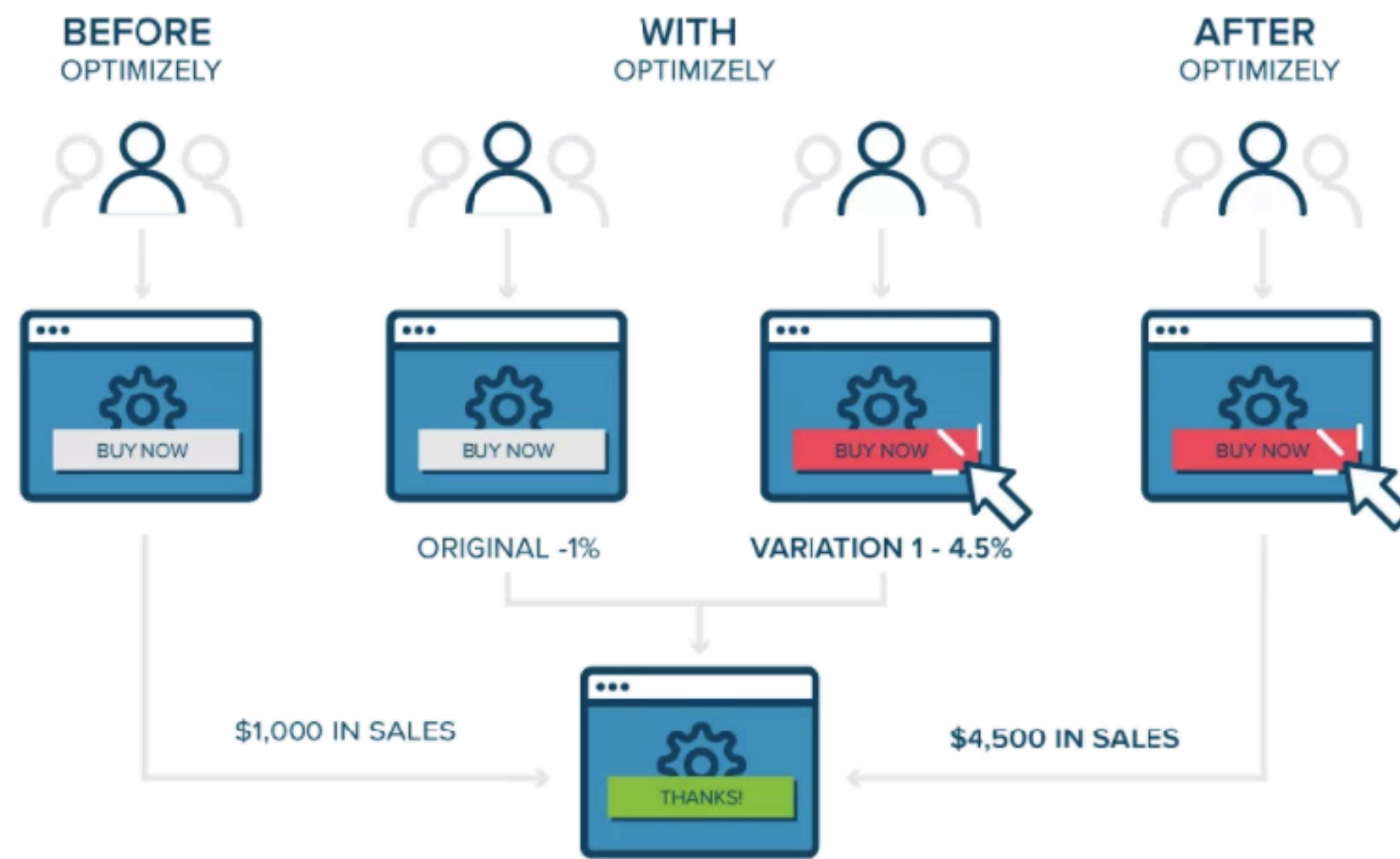


Optimizely

Optimizely is an American company that makes customer experience optimization software for other companies. The Optimizely platform technology provides A/B testing tools, in which two versions of a web page can be compared for performance, and multivariate testing.

Optimizely also enables personalization, which may be used for making data-driven decisions. The personalization capability can be used for serving online advertising. Optimizely's experimentation platform is called Optimizely X, with tools for web experimentation, personalization, recommendations, mobile, full stack and over-the-top content.

We believe that ES should use Optimizely when creating new additions or changes to the website in order to extract insights on the elements you wish to implement.

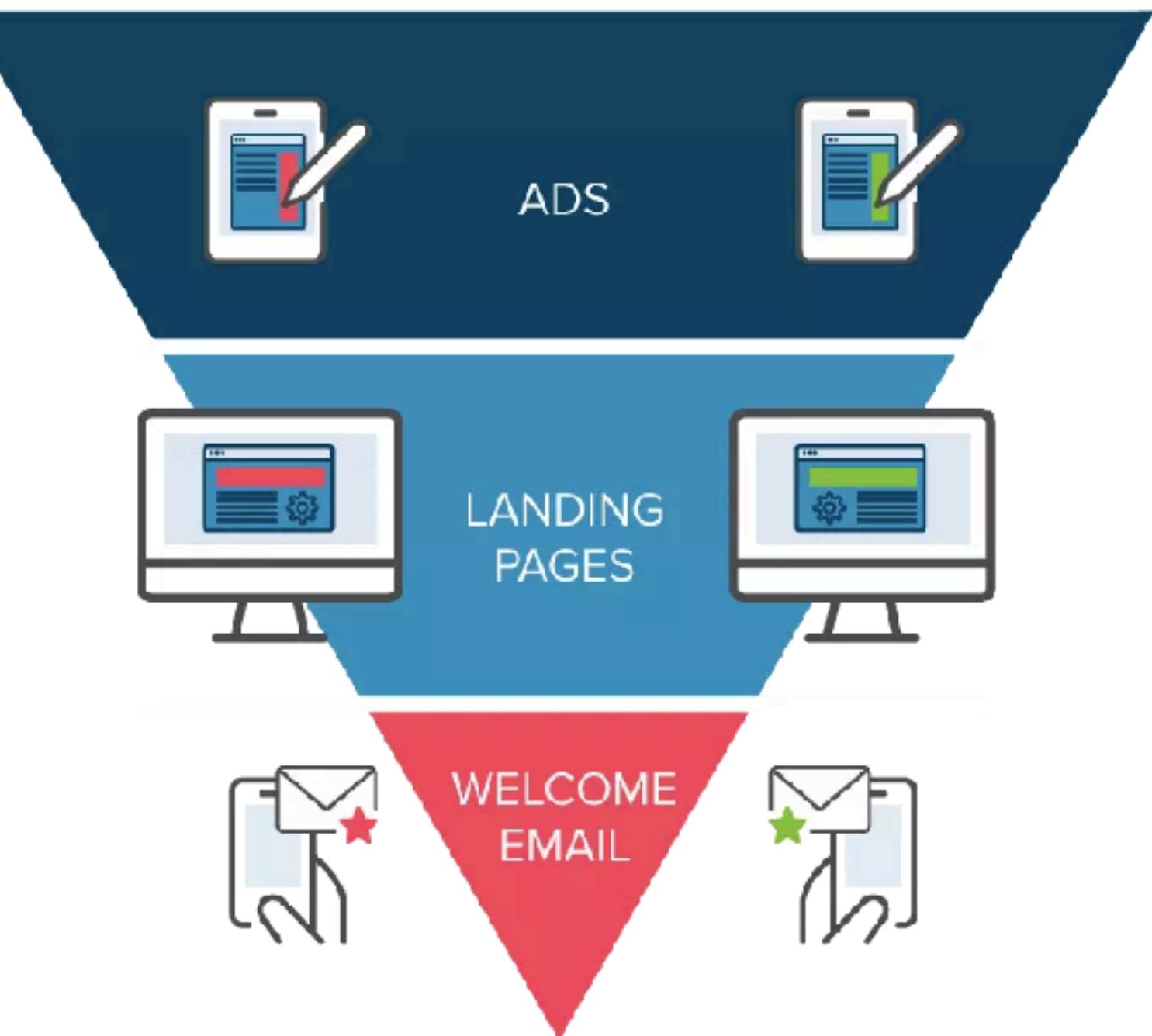


A/B Testing

When executing an A/B-test you simply take a webpage or app screen and modify it to create a second version of the same page.

You can modify anything from the structure on your landing pages to the content in your ads or the design of your newsletter. Then, half of your visitors is shown the original version of the page (known as the control group) and the other half are shown the modified version of the page (the variation group). With the result from this test you'll minimize the guesswork from the website optimization and can base your business decisions on real customer data.

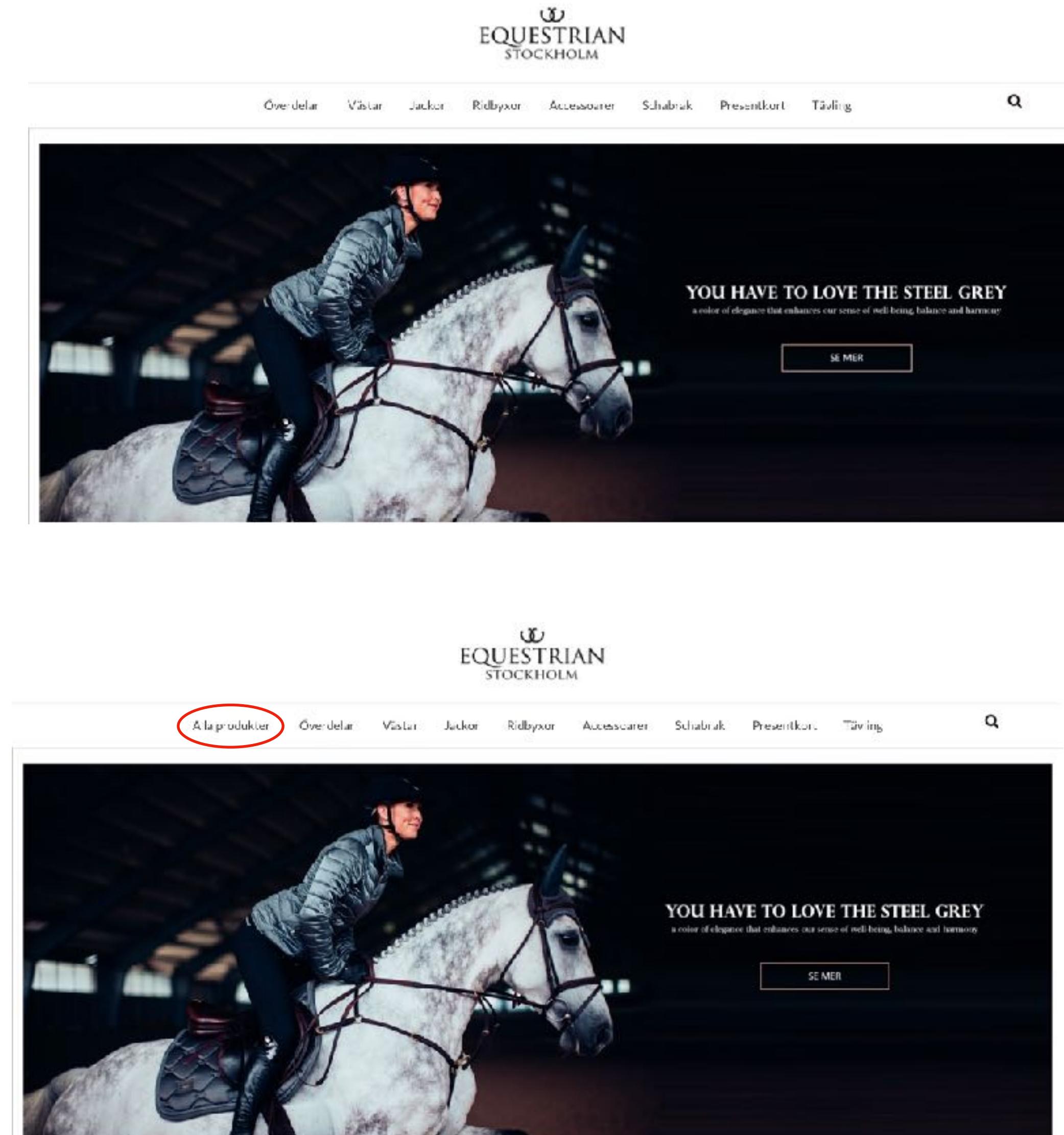
When working with A/B-testing, as mentioned before, we recommend using the web-tool Optimizely. Optimizely will provide you with all necessary tips and tricks of how ES could design and further improve the looks and content of the suggested features in the action plan.



A/B Testing Example

We have a hypothesis that online shoppers would prefer to scroll through a view that displays all products, instead of browsing through each separate category at a time. Instead of directly implementing a reconstruction of the website based on a guess, we conduct an A/B-test to confirm the hypothesis with data. An A/B-test could look like the example to the right where we have simply added the link "Alla produkter" in the menu. 50% of the website visitors will be shown the original version, and the other 50% will be shown the modified version.

Through this test we can measure how many visitors actually choose to click on the new button "All products", as well as comparing the Session Duration and Conversion Rate for both website. It is recommended to make only small modifications per test. If several changes are made at a time, it may be difficult to conclude which of the changes that resulted in the outcome.



06

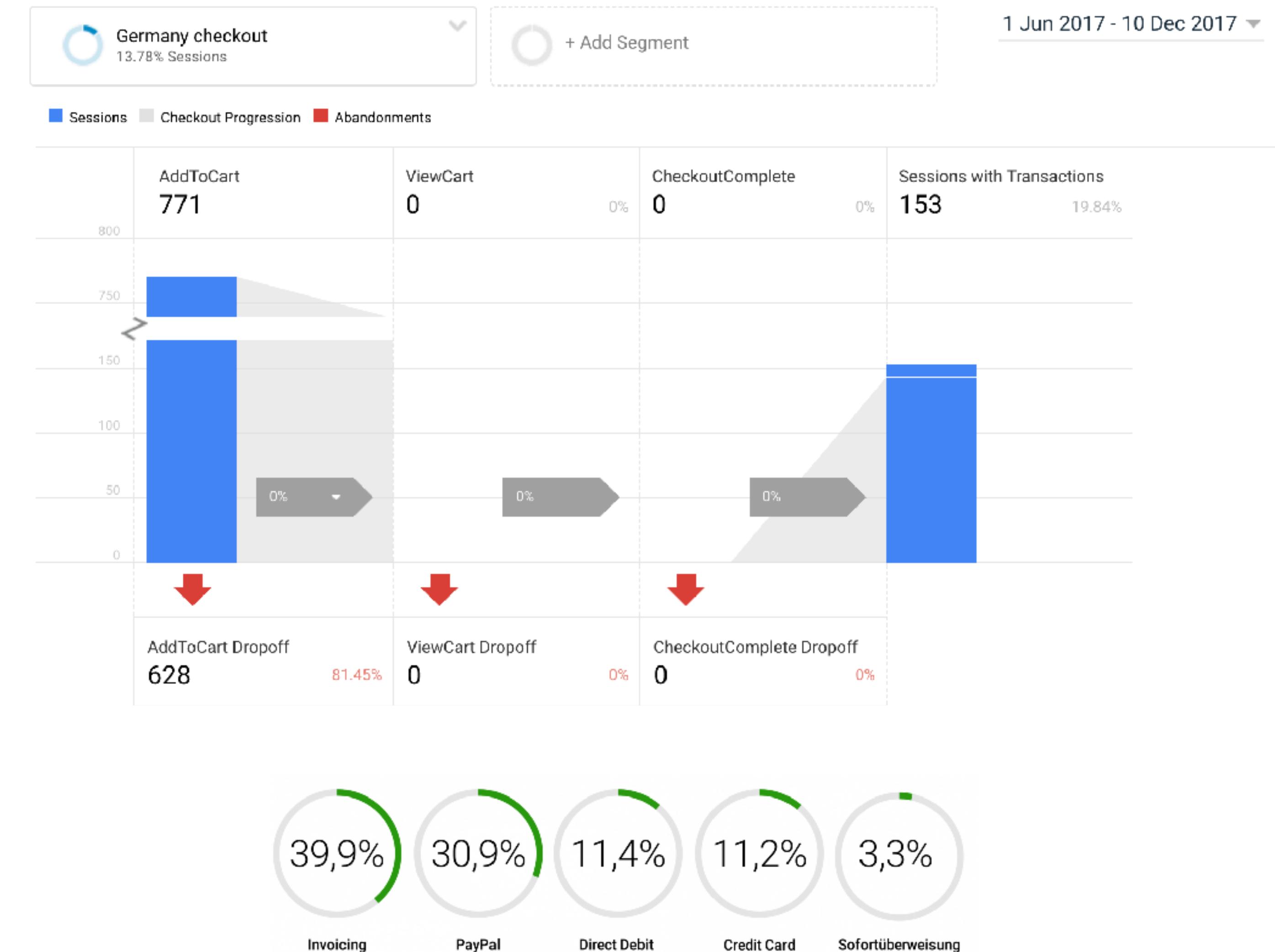
ACTION PLAN

Payment methods Improvements

ES is currently trying to expand their market share in Germany and we believe that the limited payment options available is hindering this. Our data analysis suggests this when we observe that Germany has the second highest number of users and revenue generated, but the lowest E-commerce Conversion Rate and the highest Shopping Cart and Checkout Abandonment Rate.

This means that ES is losing a lot of potential customers once they've already added items to the cart and have proceeded to the check out. By providing alternative payment options, we believe this will have a significant effect on decreasing the Shopping Cart and Checkout Abandonment Rate, and in turn, increase the E-commerce Conversion Rate.

In Germany, the most popular payment method is the invoice followed by digital wallets like PayPal. As the market shares on e-commerce are growing every year, it would be good to follow up with new trends of paying methods like mobile payment apps.



We suggest that for international markets ES would implement the option to use most common Debit/Credit-cards and option pay with the invoice in Germany.

SEO / Page speed

Having a good page speed on your website is crucial for keeping the user on your website. According to recent studies, 53% of mobile site visits are abandoned if pages take longer than 3 seconds to load. The ES homepage loads poorly on both mobile and desktop devices for the Swedish and the international site. The Google PageSpeed tool provides you with suggestions of how to optimize the page and reduce the loading time. Those suggestions include optimizing the pictures on the website and optimizing the Javascript and CSS code.

We suggest that you show this to your web consultant to look at. With a better website page speed you're more likely to catch your visitors attention and make them stay on your site.

(Google Data, Aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, n=3.7K, Global, March 2016)

The screenshot shows the Google PageSpeed Insights interface. At the top, it says 'PageSpeed Tools > Insights'. Below that is a blue navigation bar with 'GUIDES', 'REFERENCE', 'SAMPLES', and 'SUPPORT'. The main title is 'PageSpeed Insights'. A URL input field contains 'http://equestrianstockholm.com/' and a blue 'ANALYZE' button. Below the URL are two tabs: 'Mobile' (highlighted) and 'Desktop'. A large red box indicates a 'Poor' score of '37 / 100'. A message below says 'This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.' To the right is a mobile phone icon displaying the Equestrian Stockholm website home page.

	Page	Pageviews	Avg. Page Load Time (sec) (compared to site average)
		73,759 % of Total: 100.00% (73,759)	3.12 Avg for View: 3.12 (0.00%)
1.	/	13,817	57.19%
2.	/produkter/schabrek/hoppschabrek/	4,602	-30.39%
3.	/produkter/schabrek/dressyrschabrek/	3,046	0.39%
4.	/produkter/jackor/	2,490	-21.66%
5.	/produkter/saddle-pads/dressage-saddle-pad/	1,843	84.33%
6.	/produkter/schabrek/	1,595	-3.93%
7.	/produkter/schabrek/cob-islandschabrek/	1,533	-32.26%
8.	/produkter/saddle-pads/jumping-saddle-pads/	1,375	-5.27%
9.	/produkter/jackets/	1,184	-18.52%
10.	/produkter/vastar/	1,135	-24.09%

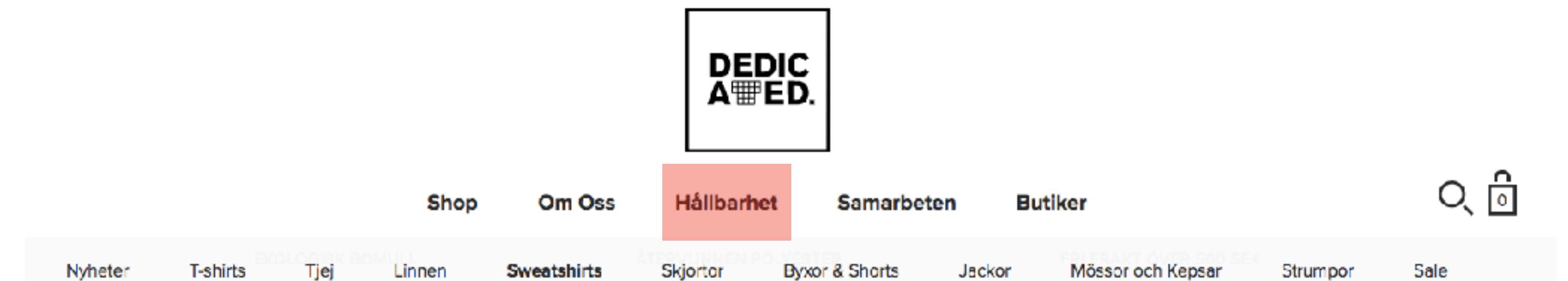
SEO / Adwords

Search engine optimization (SEO) is the method of getting a high ranking on search engine results pages, such as Google, when using organic search. The search engines wants to bring the most relevant content as possible to the users and there are multiple ways of making your website as relevant as possible to those search enginges. The top 5 search results are usually clicked on by 67.6% of the users while only 3,7% of the users clicks on the other first page results. If a website ranks up on the second page of results, the chances are small that it will generate any traffic to the website.

ES is now number 6 in ranking on Google when searching for "equestrian", but has extremely low ranking when searching for "equestrian clothes". When searching for Swedish words such as "ridkläder" or "ryttare kläder", ES does not show up as any first page result. We believe that it's of high importance that you start working with Google Adwords and include relevant words on the ES website so it will become more relevant in the Google search listing. With a better listing on Google you'll enable new customers to find you through organic search instead of all spreading awareness of your brand through word of mouth.

<https://www.theleverageway.com/blog/how-far-down-the-search-engine-results-page-will-most-people-go/>





Sustainability plan

Promoting your environmentally friendly materials and production methods can differentiate your business from competitors and attract new customers who want to buy products and services from responsible companies. Reducing the environmental impact of your business also helps improving the sustainability of your business. When you are less dependent on natural resources than your competitors and have ways to deal with rising costs due to climate change, your business will have a greater chance of long-term success.

It's also becoming an increasing trend among consumers to value, not only product sustainability, but company transparency. By continuing to improve the customers' awareness of the ES's eco- and animal friendly products, it will result in an increasing potential of customer choosing your products.

Vår vision

Vi har alla sett och hört de fruktansvärda rapporterna från dagens modeindustri, det är tydligt att det behövs ett positivt alternativ. Industrin är den näst största förorenaren i världen och arbetsförhållanden är under all kritik för både bomullsbonder och fabriksarbetare.

Vår vision är att vara det positiva alternativet, att alltid använda de mest hållbara materialen på marknaden och att säkra värdiga arbetsförhållanden för både bönder och fabriksarbetare. Vi säkerställer att detta inte bara är tomma ord genom att jobba med de strängaste certifieringarna på marknaden.



We've attached an example from the brand Dedicated, who we believe does an exemplary job at promoting their eco-friendly brand on their website. By adding a subtle but noticeable category to the header of your website and an eco icon on relevant product detail pages, this will substantially increase website visitors' awareness. However, when creating your eco page, we recommend prototyping multiple variations and A/B-testing them on different audiences to optimize customer reactions. A good tool for this is Optimizely.

Newsletter

Newsletters are the best medium to reach to your users directly. By using a relevant and personalized newsletter, users can be inspired and reminded of why they like ES and will help you keep customers coming back.

Connecting to your customers in person is a matter of being personable, presentable, and professional—and that's easy to do via email as well. Your newsletter can provide great value, beyond sales, by informing your customers with interesting content that resonates with them.

If you want people to visit your website, it's simply not enough to hope that your customers will gravitate to your site organically. Your e-mail newsletter plays an active role in site traffic and sales.

By adding campaign parameters to the destination URLs you use in your ad campaigns, you can collect information about the overall efficiency of those campaigns, and also understand where the campaigns are more effective. For example, your Summer Sale campaign might be generating lots of revenue, but if you're running the campaign in several different social apps, you want to know which of them is sending you the customers who generate the most revenue. Or if you're running different versions of the campaign via email, video ads, and in-app ads, you can compare the results to see where your marketing is most effective.

When a user clicks a referral link, the parameters you add are sent to GA and the related data is available in the Campaigns reports.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

* Website URL	<input type="text"/>
The full website URL (e.g. <code>https://www.example.com</code>)	
* Campaign Source	<input type="text"/>
The referrer (e.g. <code>google</code> , <code>newsletter</code>)	
Campaign Medium	<input type="text"/>
Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)	
Campaign Name	<input type="text"/>
Product, promo code, or slogan (e.g. <code>spring_sale</code>)	
Campaign Term	<input type="text"/>
Identify the paid keywords	
Campaign Content	<input type="text"/>
Use to differentiate ads	

! Fill out all the required fields above and a URL will be automatically generated for you here.

Personalization

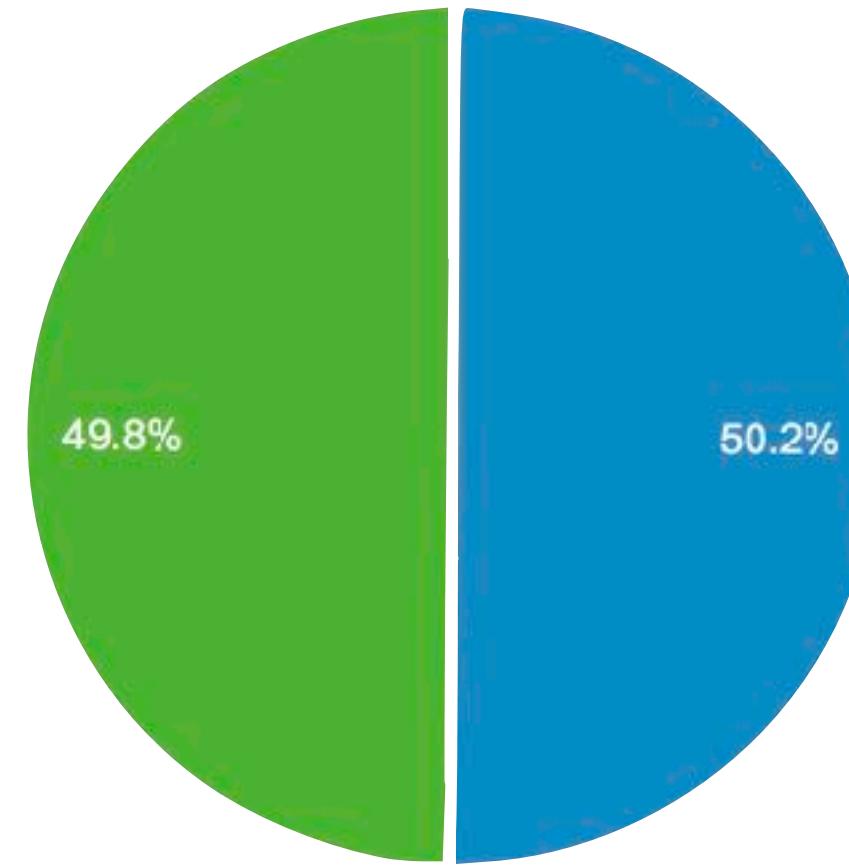
Making the customer experience personalized will benefit both users and the company. For example: 48% of consumers spend more when their experience is personalized. By providing a personalized website will make customer stay longer, buy more and decrease the bounce rate. For example 73% of customers prefer to do business with websites that use personal information to make their shopping experience more relevant.

Our suggestion is to further increase the personalization with the ES VIP customer account. By offering customer loyalty rewards, gift vouchers etc, you will incentive customers to not only return more frequently but also buy more.

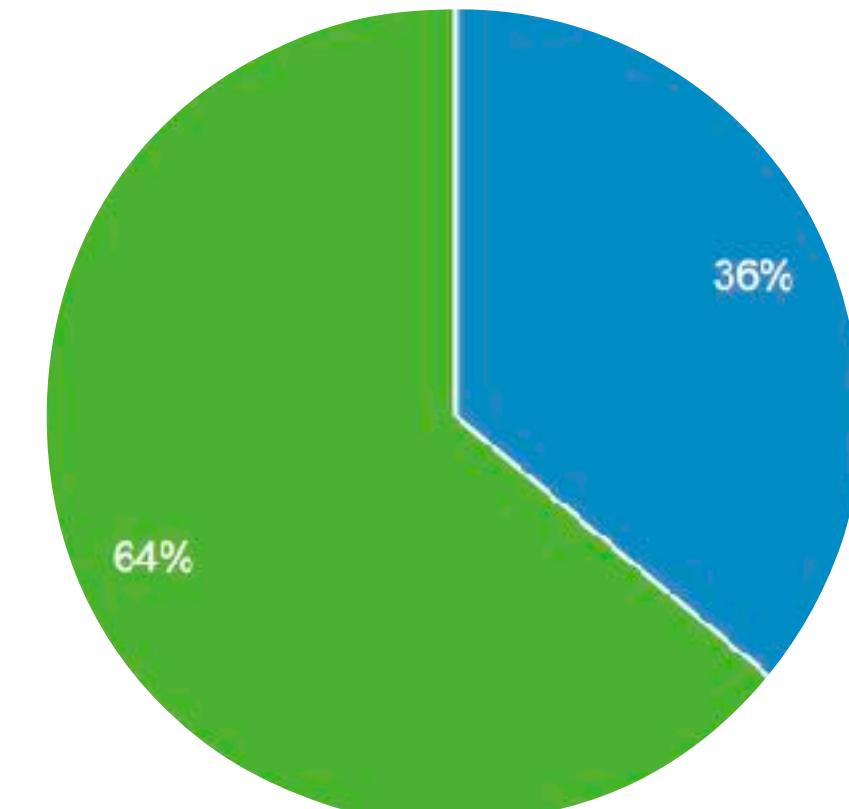
Given that returning customers make up 50% percent of all your consumers it is important to keep them engaged but also encourage them to be loyal ES customers.

USER TYPE

- NEW VISITORS
- RETURNING VISITORS



SESSIONS



TRANSACTIONS

06

SUMMARY

ACTIONS EQUESTRIAN STOCKHOLM

Start working with KPI's and clarify the ES business objectives.

Try to add findings and improve the Customer Journey Map.

Make SEO improvements to receive more organic traffic from Google.

Start using Google Adwords and increase the investments in paid traffic to enable a higher ranking on Google.

Upgrade your Hotjar-account to Hotjar Business for more valuable insight.

Start using Optimizely for A/B testing.

Use A/B testing through Optimizely to improve the design of the website (ex. add an "All products" category on homepage).

Optimize site speed by following the recommended guidelines by the Google PageSpeed tool.

Start sending out newsletters with valuable content to loyal customers.

Create a newsletter sign-up page on the website.

Add a "Sustainability page" to the website to increase the customer awareness of this product quality.

Develop the VIP-customer account with more relevant features and rewards for loyalty.

Start using the Campaign URL Builder to enable better tracking of performance of campaigns.

Add more payment method options and clarify the option of paying with credit card through Klarna and PayPal.



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