

CONVERSION RATE OPTIMIZATION

USING DATA ANALYSIS

The problem

- Worldwide digital marketing in numbers
- The case: analysis of the Olist sellers
- The conversion rate optimization

The data analysis

- Where are the good sellers?
- When they sell more?
- What type of products do they sell?

The solution

- The key features of a good seller
- How to optimize the conversion rate of the Olist campaigns

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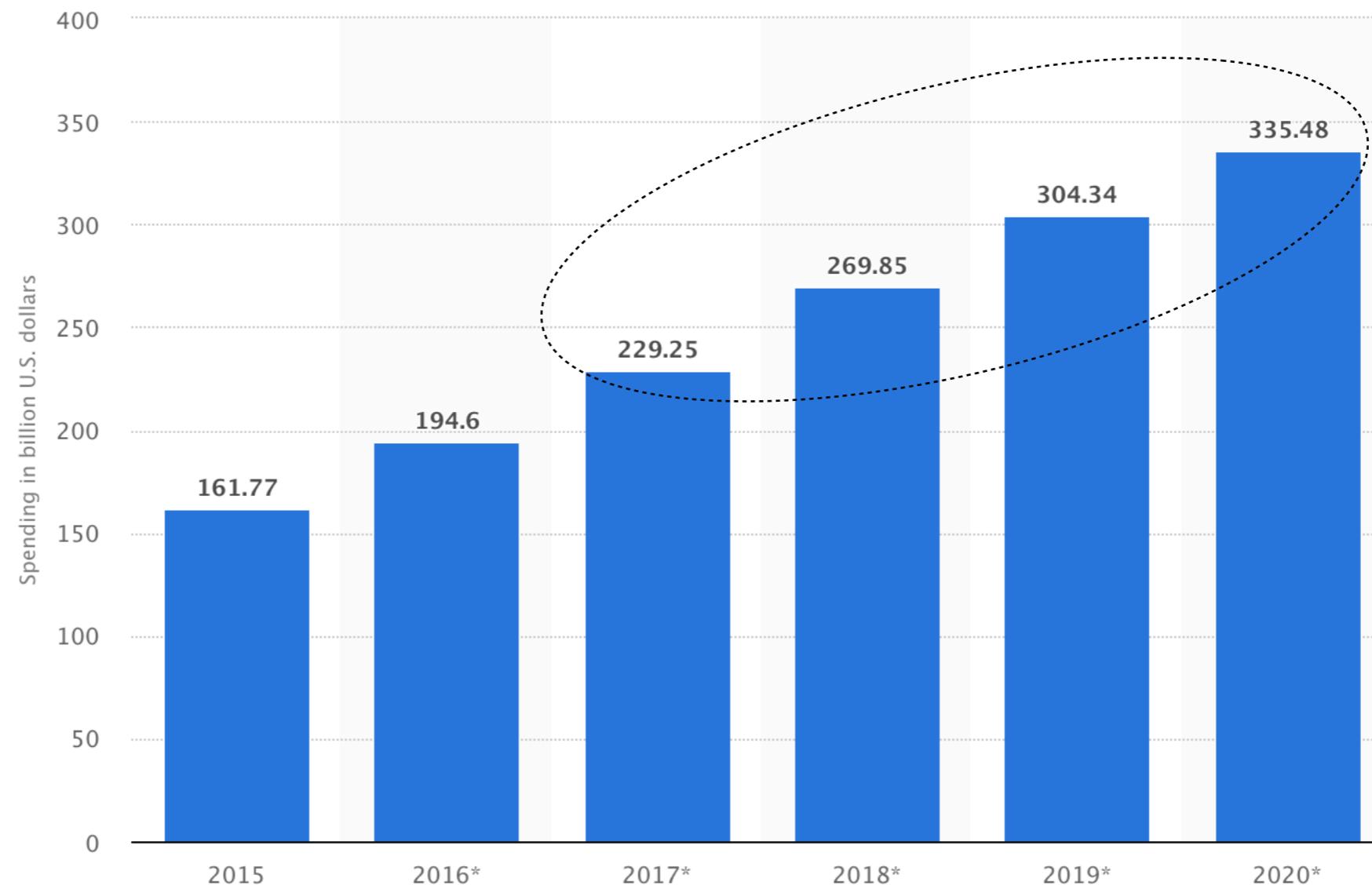
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THE PROBLEM

Worldwide digital marketing in numbers



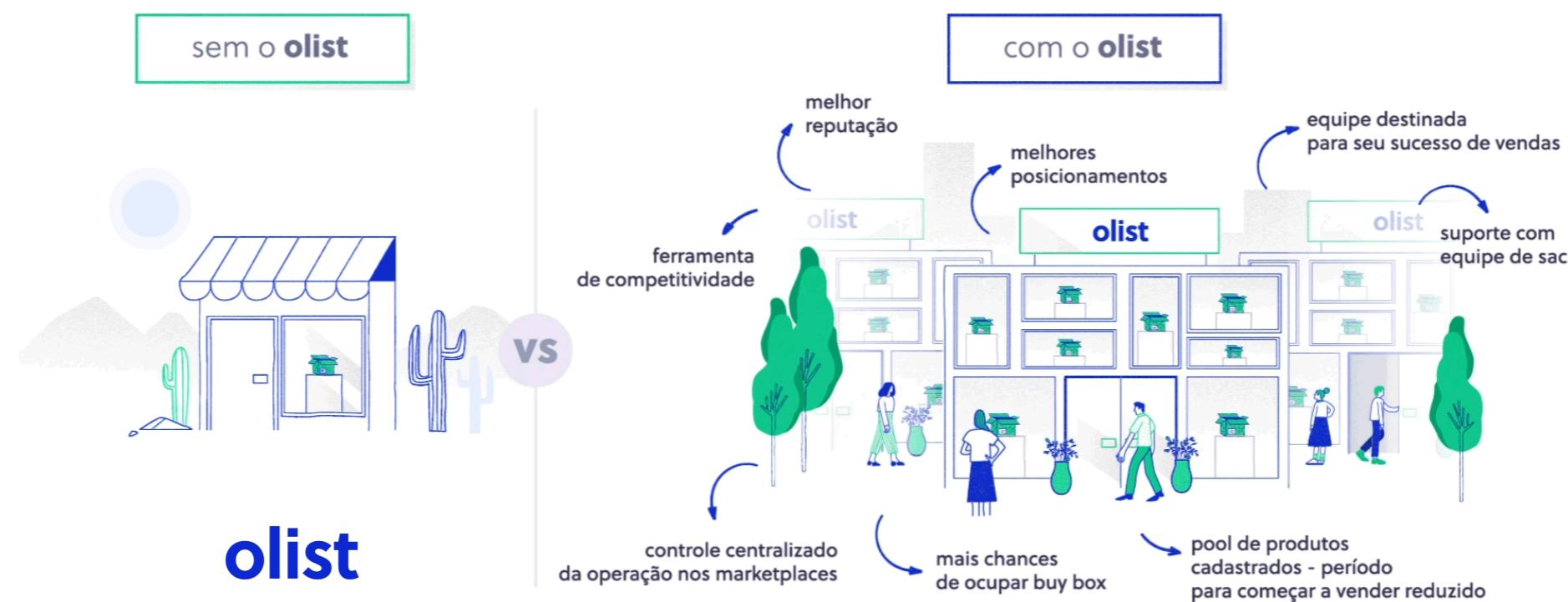
Source: Statista

THE PROBLEM

The case: analysis of the Olist sellers

Olist is a mega store that is present in the main marketplaces of Brazil and is formed by thousands of shopkeepers.

The sellers manage and sell their products on the marketplaces through Olist.



THE PROBLEM

The case: analysis of the Olist sellers

This screenshot shows the Mercado Livre Olist marketplace. The main search bar at the top has 'Decoração' entered. Below it, there's a sidebar for 'olist Loja oficial' with a count of 117,03 results. The main area displays several products: a white wallpaper roll (R\$ 11,54), a black wallpaper roll (R\$ 19,90), and a decorative metal plate (R\$ 13,42). Other visible items include a white crib with clouds (R\$ 38,70), a pink wall mural (R\$ 154,43), and a soccer-themed wall mural (R\$ 39,90).

This screenshot shows the Amazon Olist marketplace. The main search bar at the top has 'Novo Kindle Paperwhite' entered. The results page displays several electronic products: a green smartphone (Motorola Moto G7 Play, R\$ 994,90), a SanDisk microSD card (R\$ 34,90), Sony headphones (R\$ 64,90), a blue smartphone (Motorola Moto G7 Power, R\$ 1,239,90), a white power bank (Xiaomi, R\$ 249,99), and a silver stainless steel rolling pin (Mimo Style, R\$ 139,90).

This screenshot shows the Americanas.com Olist marketplace. The main search bar at the top has 'olist' entered. The results page displays a grid of products across different categories: a blue smartphone (Motorola Moto G7 Power, R\$ 1,590,00), a silver microwave (Philco, R\$ 685,90), a black smartphone (Samsung Galaxy J4, R\$ 880,00), a white printer (Brother, R\$ 645,00), and a silver smartphone (Motorola Moto E5, R\$ 569,00).

THE PROBLEM

The conversion rate optimization

WHAT IS CONVERSION RATE?

1_Marketing campaings



2_The landing page

This is the landing title

Why you should become a seller. This persuasive text will make you click on the button below!

The button to subscribe!

The data email, phone, etc.

3_Conversion rate n_1

New lead: a potential new seller for Olist marketplace!

3_Conversion rate n_2

Closed lead: by the sales team.
Olist have a new seller!

THE PROBLEM

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WHAT IS CONVERSION RATE?

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A diagram illustrating the components of a landing page for conversion rate optimization. It shows a flow from the main title, through a persuasive message, to a call-to-action button and data collection fields.

3_Conversion rate n_1

New lead: a potencial new seller for Olist marketplace!

3_Conversion rate n_2

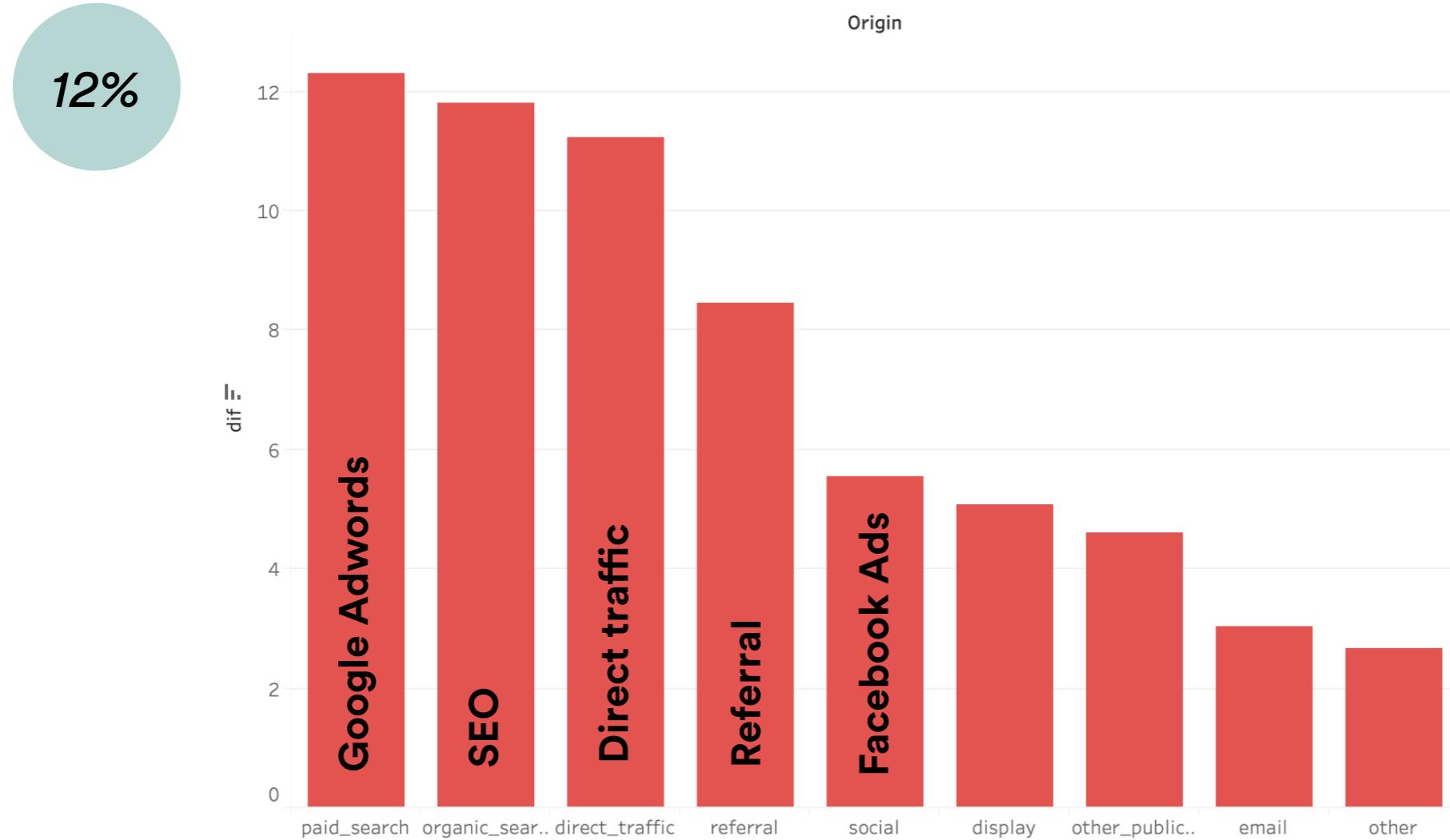
Closed lead: by the sales team.
Olist have a new seller!

THE PROBLEM

The conversion rate optimization

BECOMING A SELLER AT OLIST

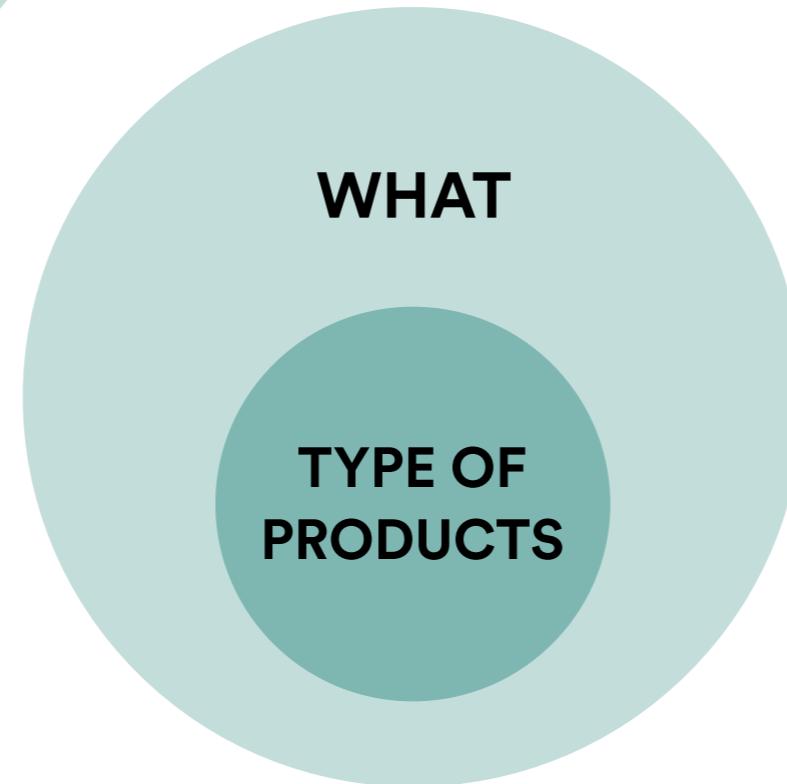
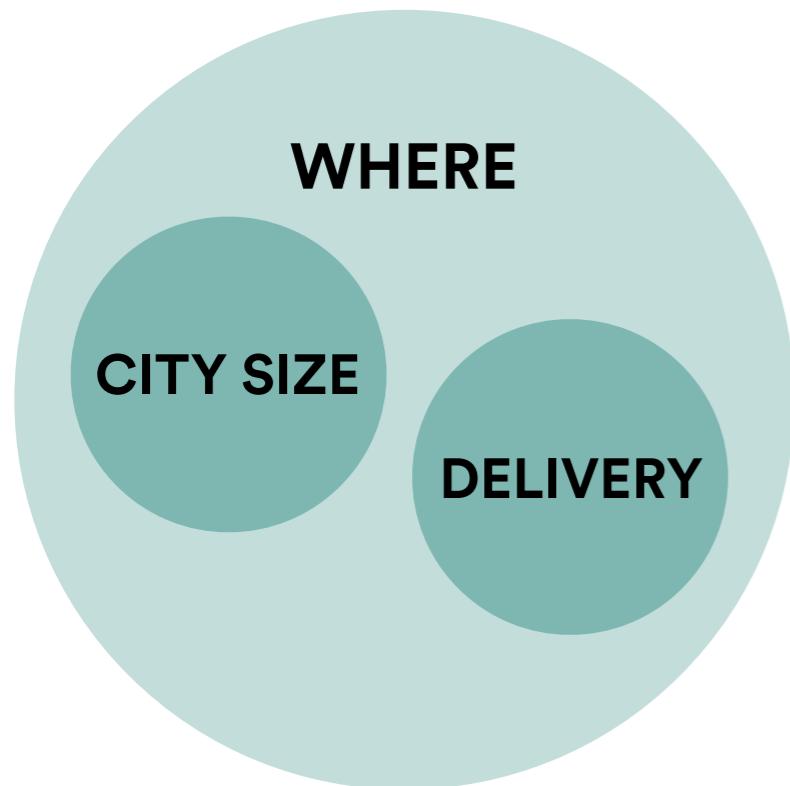
Conversion rate per origin %



THE PROBLEM

The conversion rate optimization

THE RELEVANT FEATURES FOR CONVERSION RATE_N2



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THE DATA ANALYSIS

Where are the good sellers?

WHERE

Average orders of the sellers per city size



City inhabitants:

Small: <1M

Medium: >1M & <4M

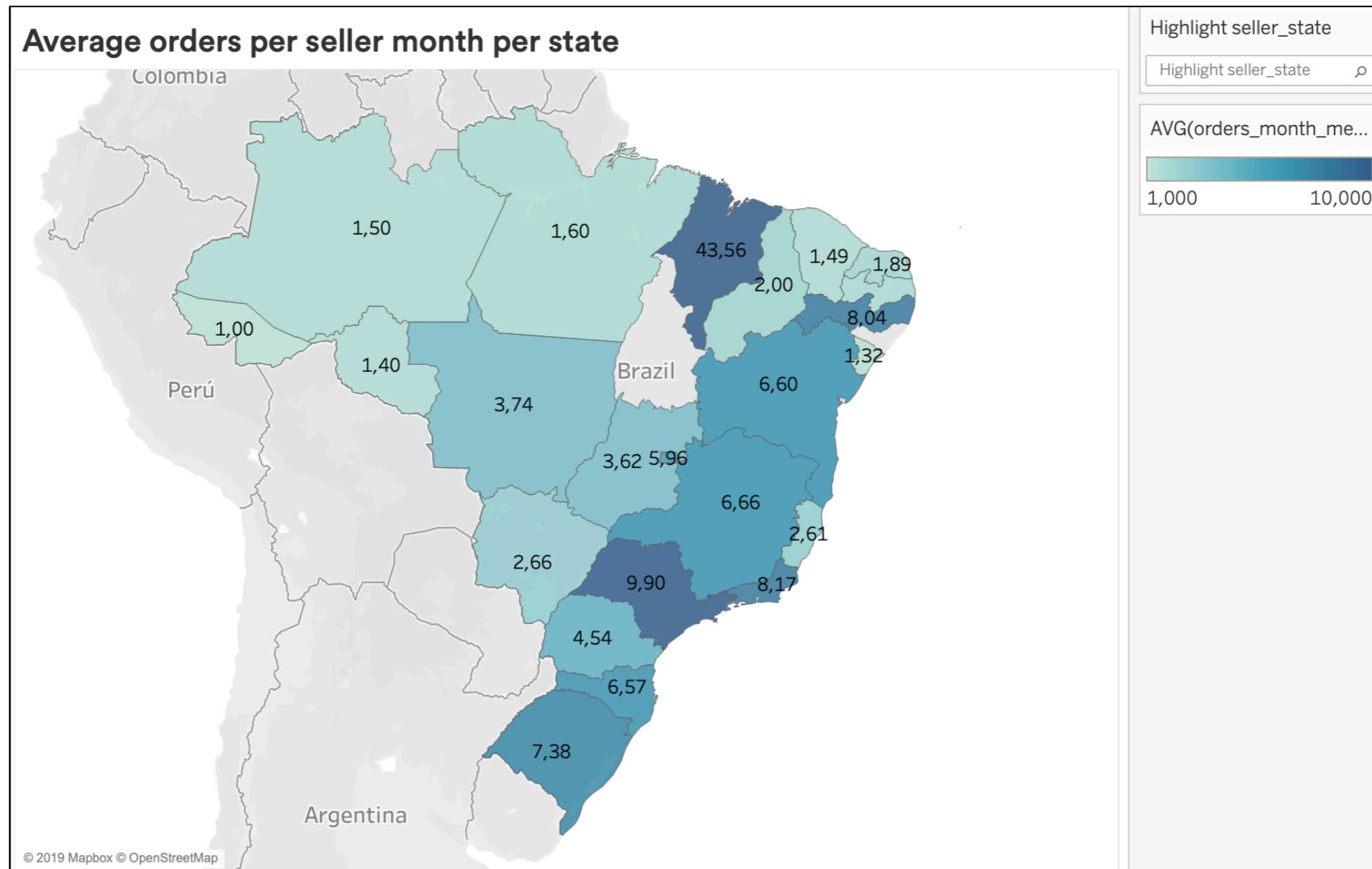
Large: >4M & <8M

Super Large: >8M

THE DATA ANALYSIS

Where are the good sellers?

WHERE

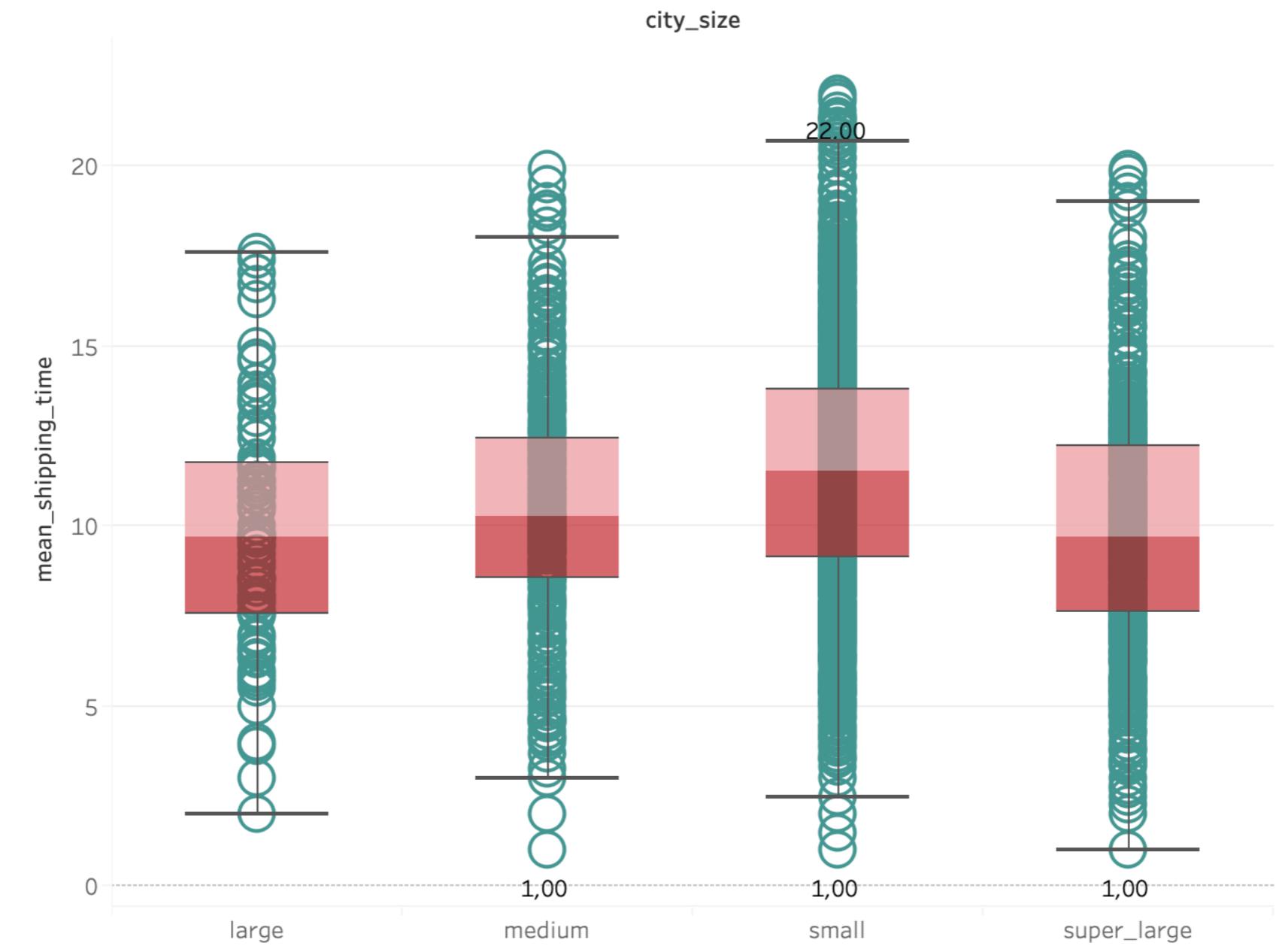


THE DATA ANALYSIS

Where are the good sellers?

WHERE

Mean shipping time per city size

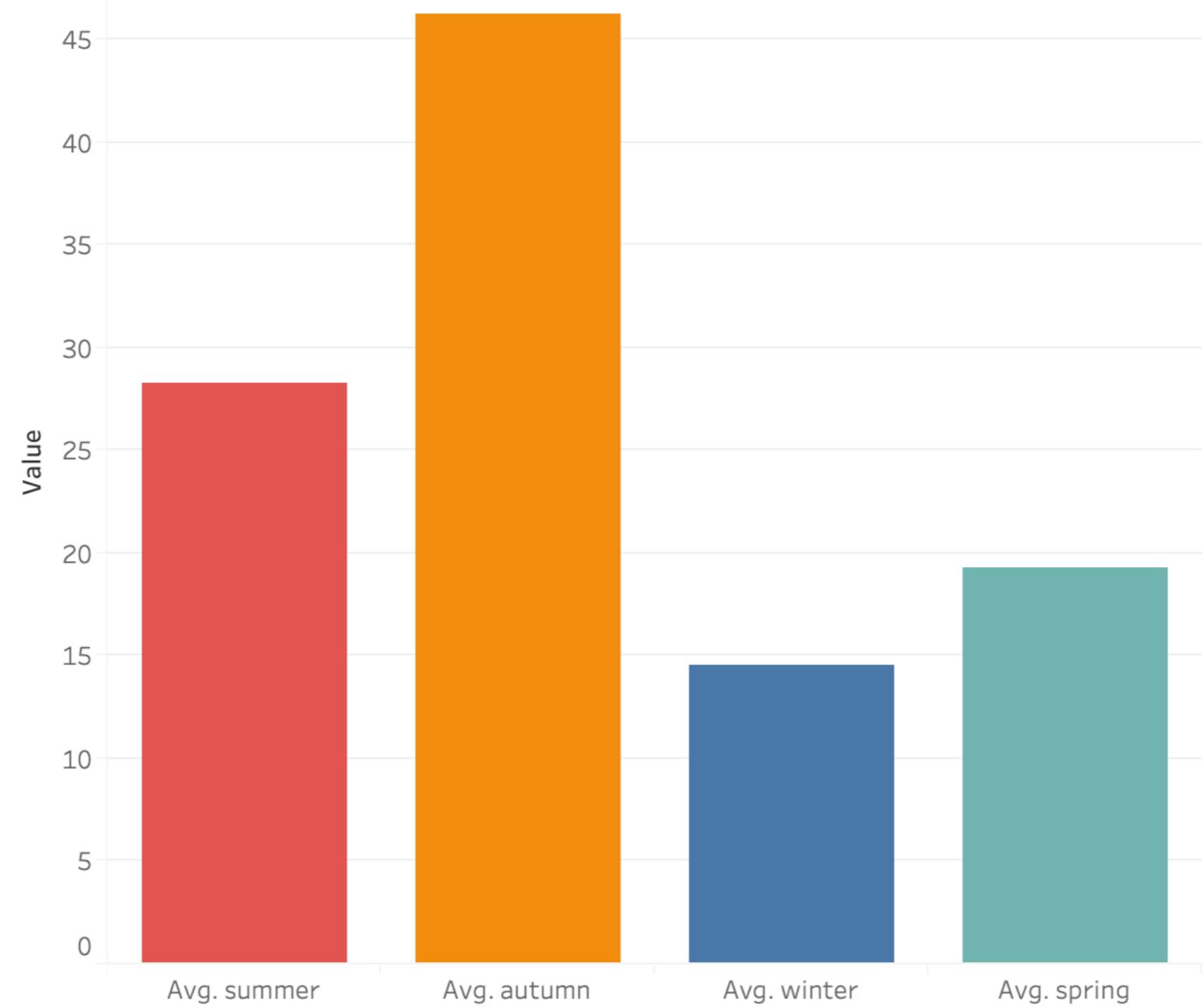


THE DATA ANALYSIS

When they sell more?

WHEN

Average orders per season

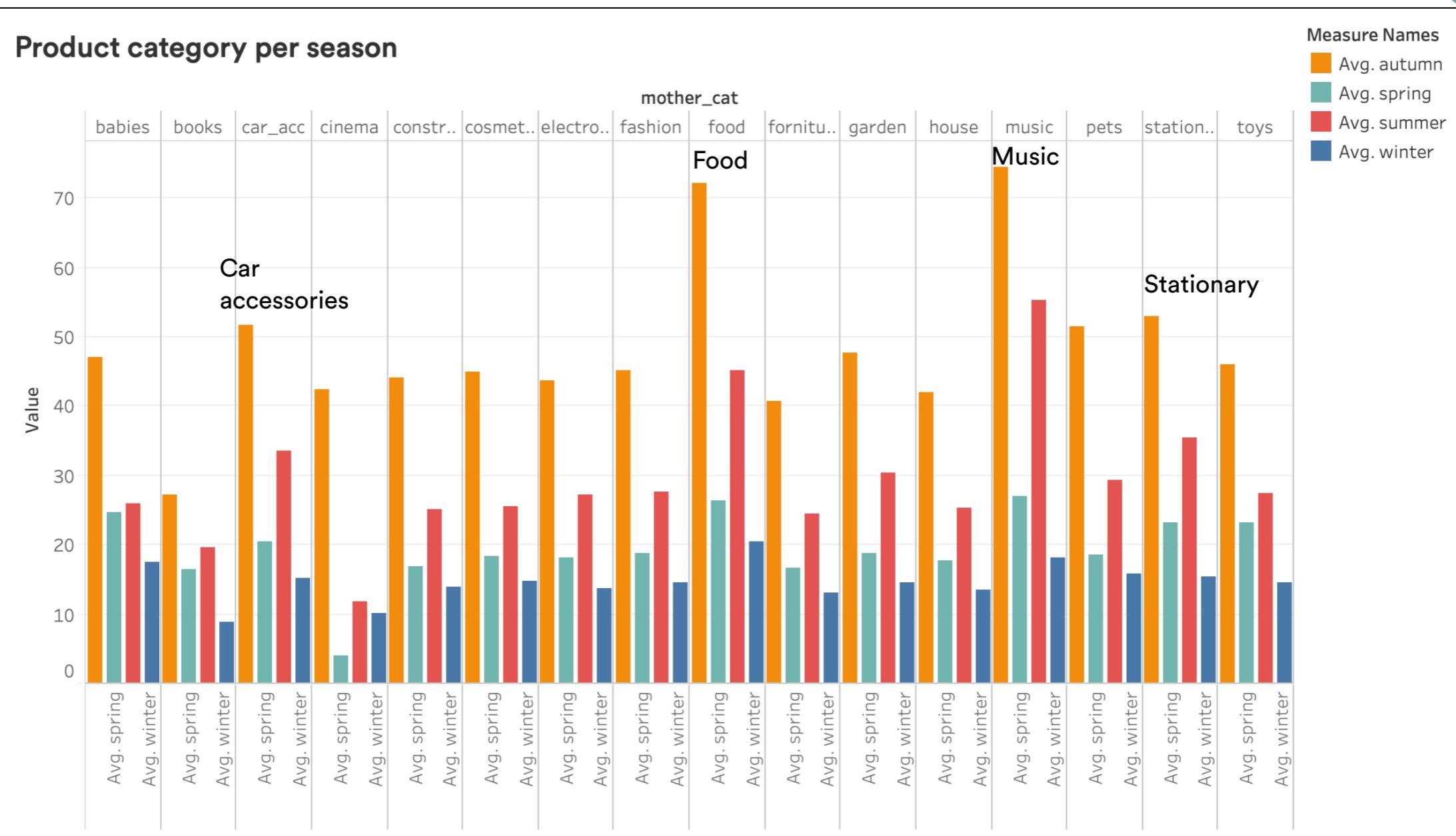


THE DATA ANALYSIS

When they sell more?

WHEN

WHAT



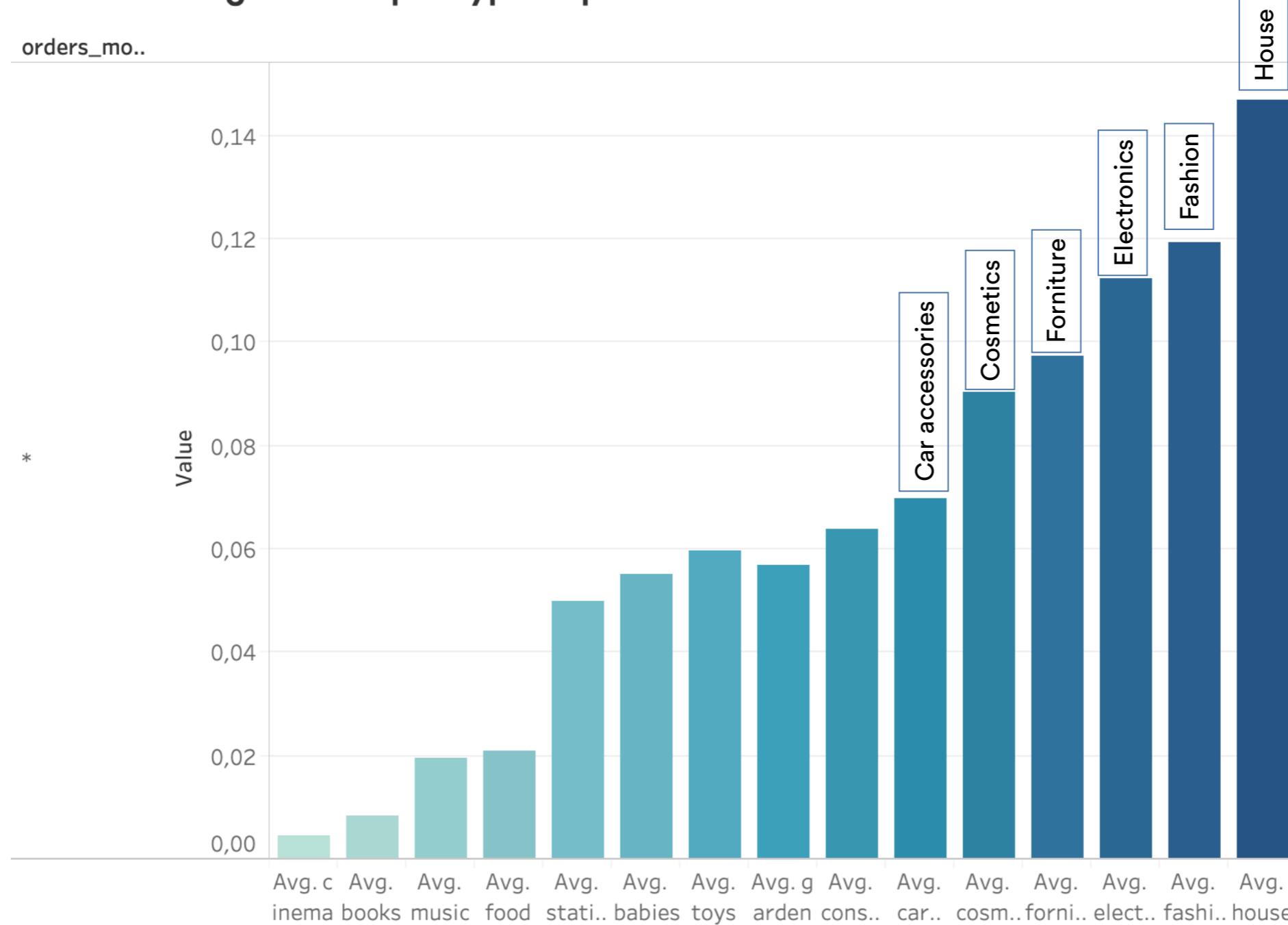
THE DATA ANALYSIS

What type of products do they sell?

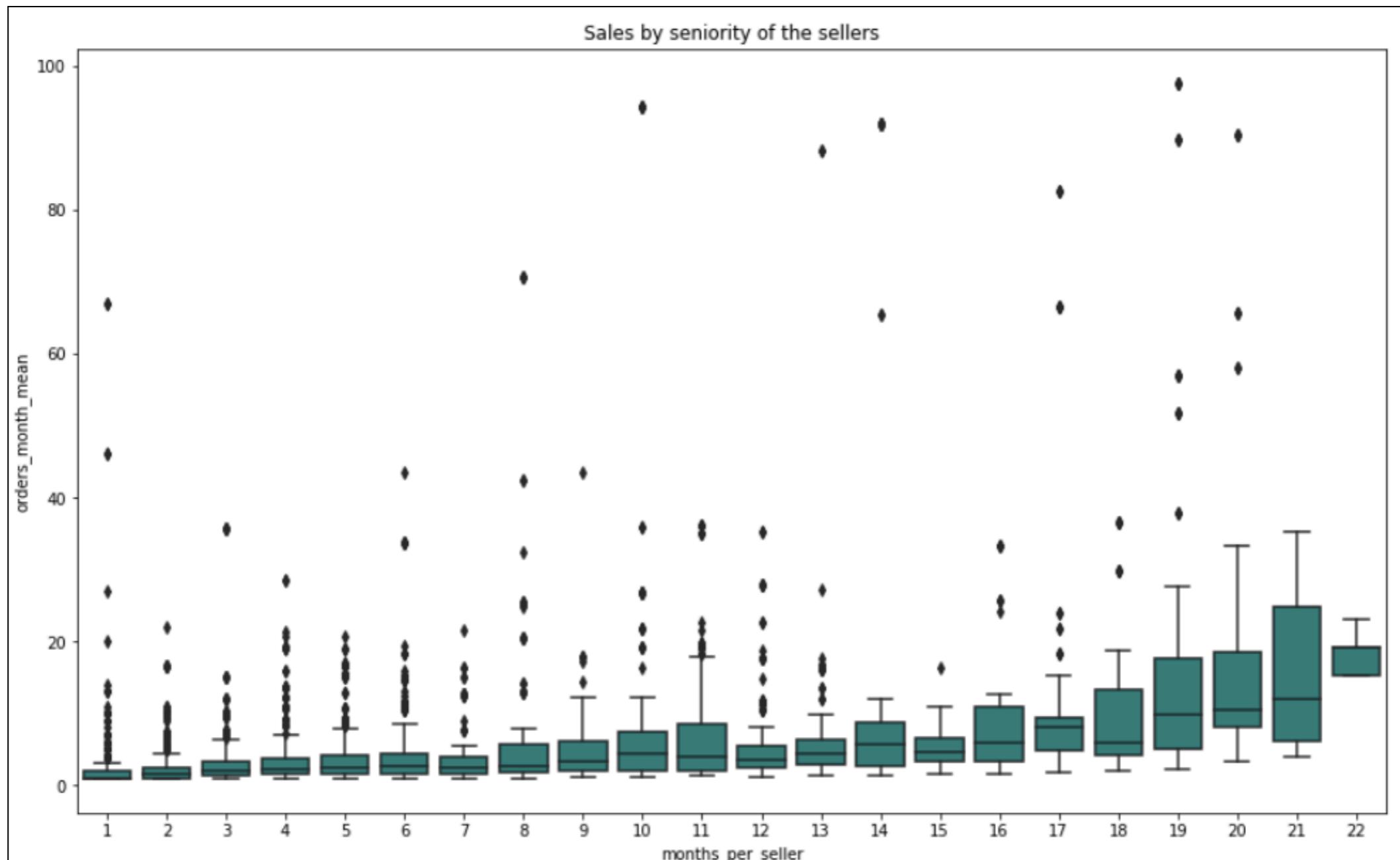
WHAT

Orders average month per type of product

orders_mo..



Seniority of the sellers



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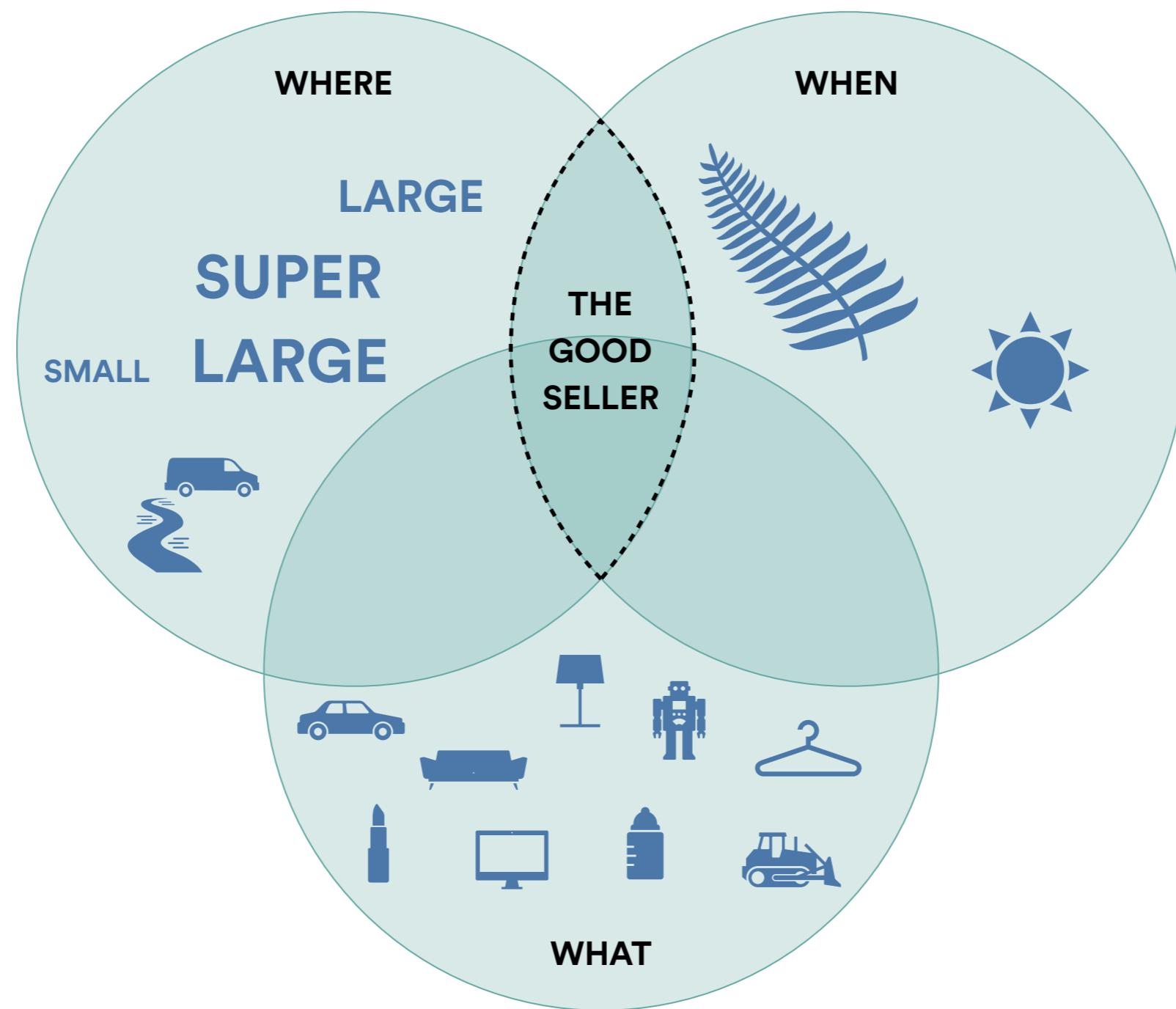
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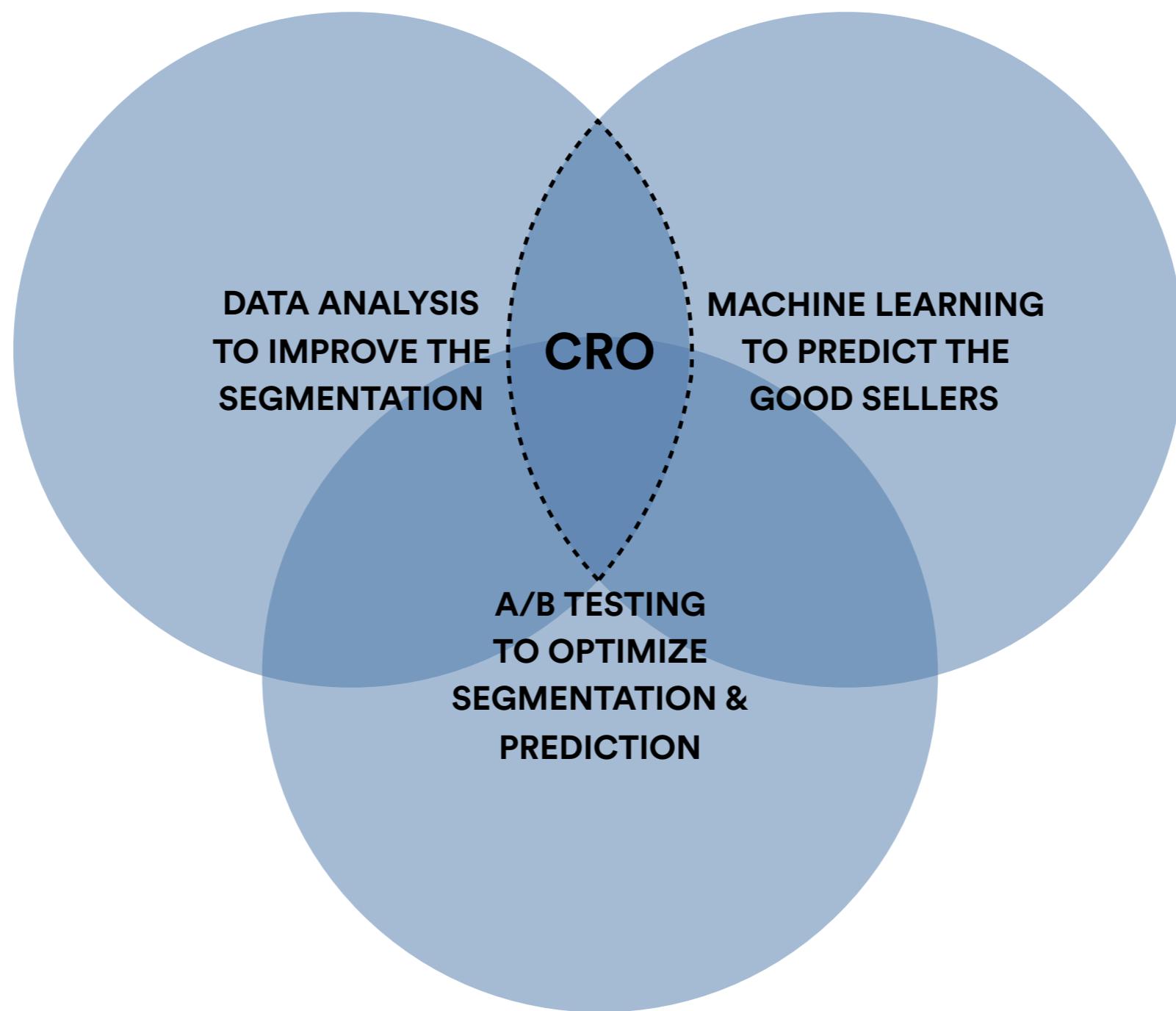
THE SOLUTION

The key features of a good seller



THE SOLUTION

How to optimize the conversion rate of the Olist campaigns





THANK YOU!

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