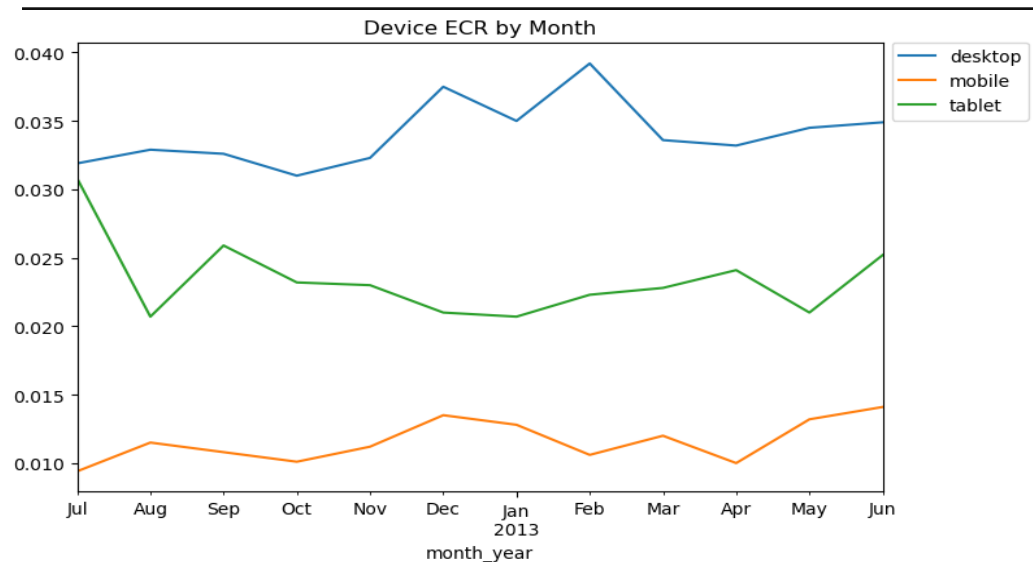
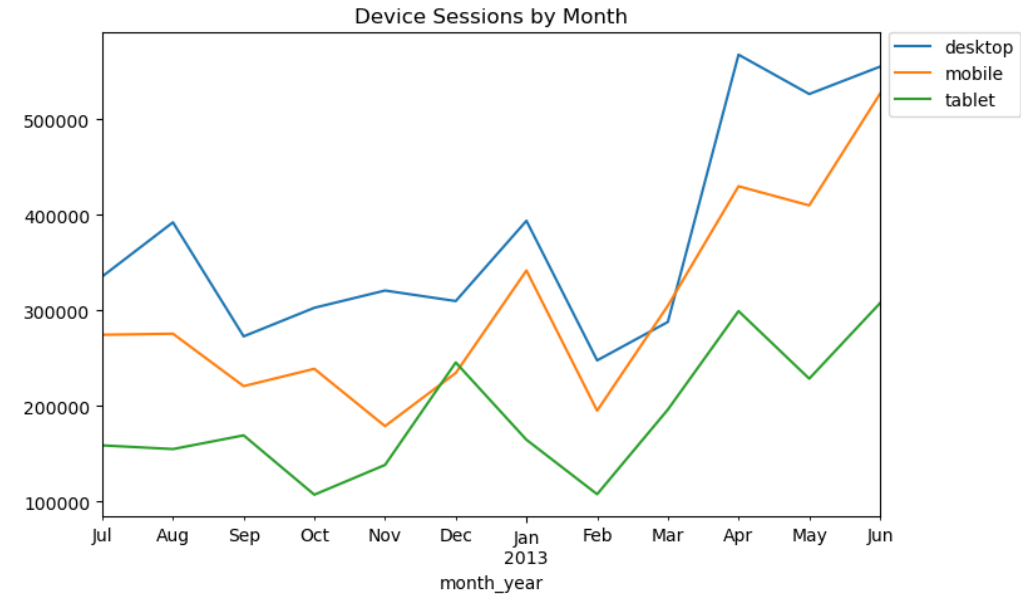


Online Retailer Performance Analysis

David Bardasz

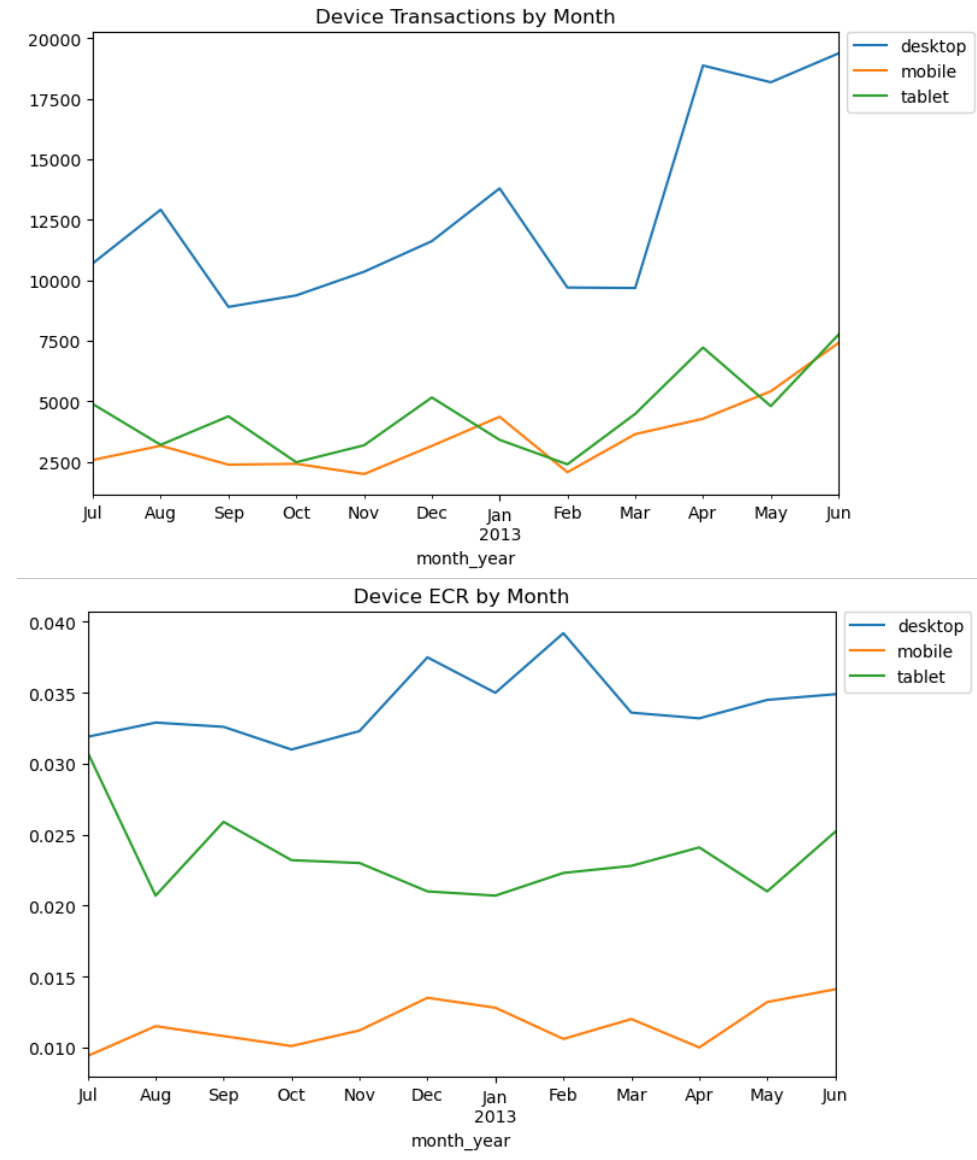
First Thoughts



- ▶ Sessions are skyrocketing
 - ▶ Desktop is on top by mobile is catching up fast
 - ▶ Tablet seeing growth as well
- ▶ Desktop holds a much higher Ecomm conv. Rate compared to tablet and mobile
 - ▶ Mobile is especially low for conv rate
- ▶ Possible causes of low mobile conversion rate:
 - ▶ Product offering is expensive, more comfortable purchasing on desktop
 - ▶ Purchasing process is slow on mobile
 - ▶ UI is easier to use on desktop/tablet for purchasing

Conversions

- ▶ Desktop dominates the transaction volume space
 - ▶ This would support the theory more people are comfortable purchasing on desktop, given that session rates between desktop and mobile are similar
- ▶ Mobile and Tablet have similar numbers of transactions each month
 - ▶ Tablet has higher ECR, does tablet have use mobile or desktop browser format? Desktop format would mean customers do not like the mobile purchase process
- ▶ Transaction volume is increasing overall, but ECR remains steady



Takeaways

- ▶ With an increase in traffic to the site, and ECR remaining steady this is a good sign
 - ▶ Product offering and marketing are doing well to convert new customers at the same rate
 - ▶ Site performance is keeping up with traffic so customers are not falling off from slow speeds when trying to purchase
- ▶ Mobile purchase process needs some work, customers would prefer to purchase on desktop or tablet instead
- ▶ There was a 3.97% drop in ATC rate, and a 21% drop in ATCs overall from last month to this month
 - ▶ Transactions were up, and ECR remained steady
 - ▶ I do not think this is something to worry about, I think this is a symptom of increased traffic
 - ▶ More customers but we are getting them to the right products and they are purchasing

Next Steps

- ▶ Look into mobile purchase process
 - ▶ Check site speeds to see if that's where customers are dropping off
 - ▶ A/B test UI to see what improves performance
- ▶ Continue to improve site performance, traffic is increasing which means more potential customers
 - ▶ Continuously A/B test with personalization, landing pages, design, UI/UX to improve not only mobile but desktop and tablet experience as well
- ▶ How can we improve ECR?
 - ▶ It has remained steady across all device types, with an increase in traffic this means that we are still seeing increases in transaction volume, but we want to convert more of the users on the site.
 - ▶ What can we do to help the users who are not purchasing to purchase? Where are they falling off in the conversion process?