

IvoryStore

Pilot conclusions &
PN campaigns to conduct

Sign In methods

Insight:

It is clear to see that Sign In using Google is the most used for entering the main store screen

Addressing campaign:

In order to enlarge our reach for users that feel more natural in using Facebook, we will start to engage more using our Facebook page, that will naturally lead users to Sign In using their Facebook account.

We will conduct a PN campaign to lead users to our Facebook page

IvoryStore (Test)

Users Flow

1.0

Apr 30, 2018 - May 30, 2018

All

Overview

Sessions

UI Analysis

Insights

Screens

Popups

Menus

Users Flow

Navigation Paths

Analytics

Issues new

Conversions

Alerts

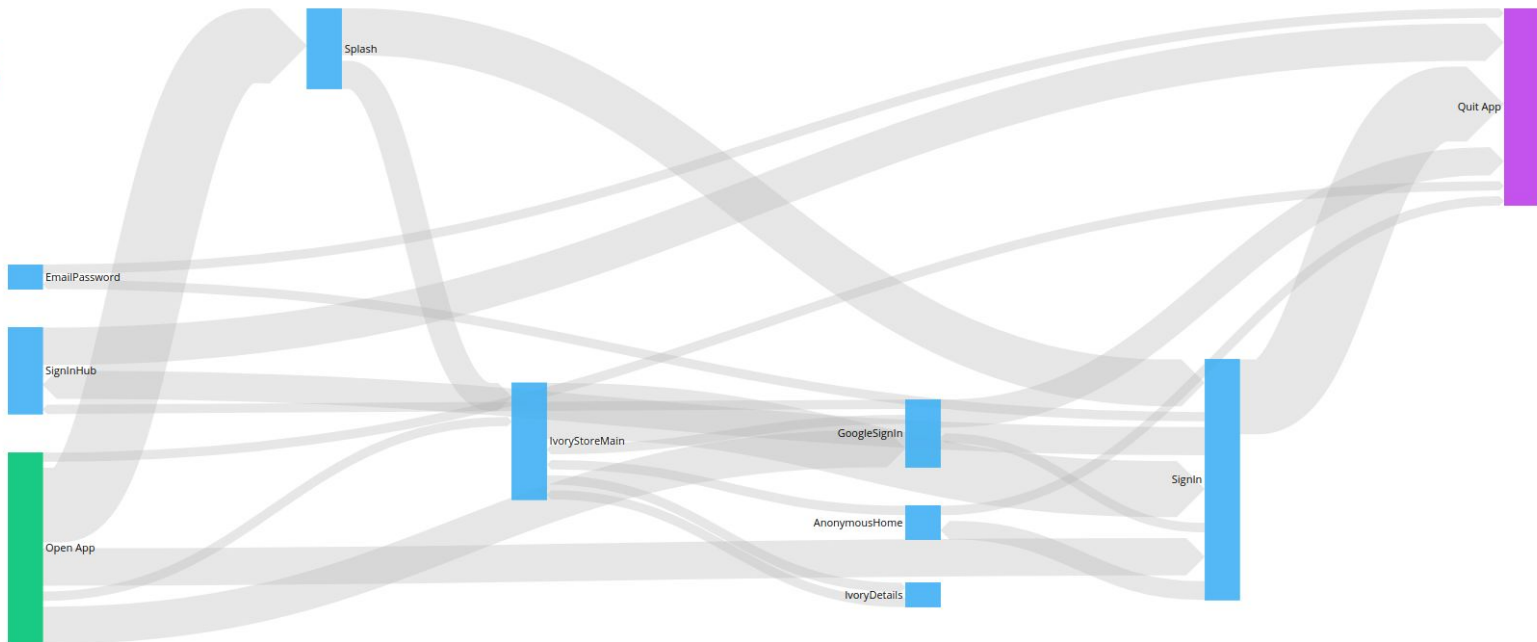
Settings new

Which feature would you like next?

All Users New Returning ?

Search...

Hide Popups & Menus



IvoryStore (Test)

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1.0

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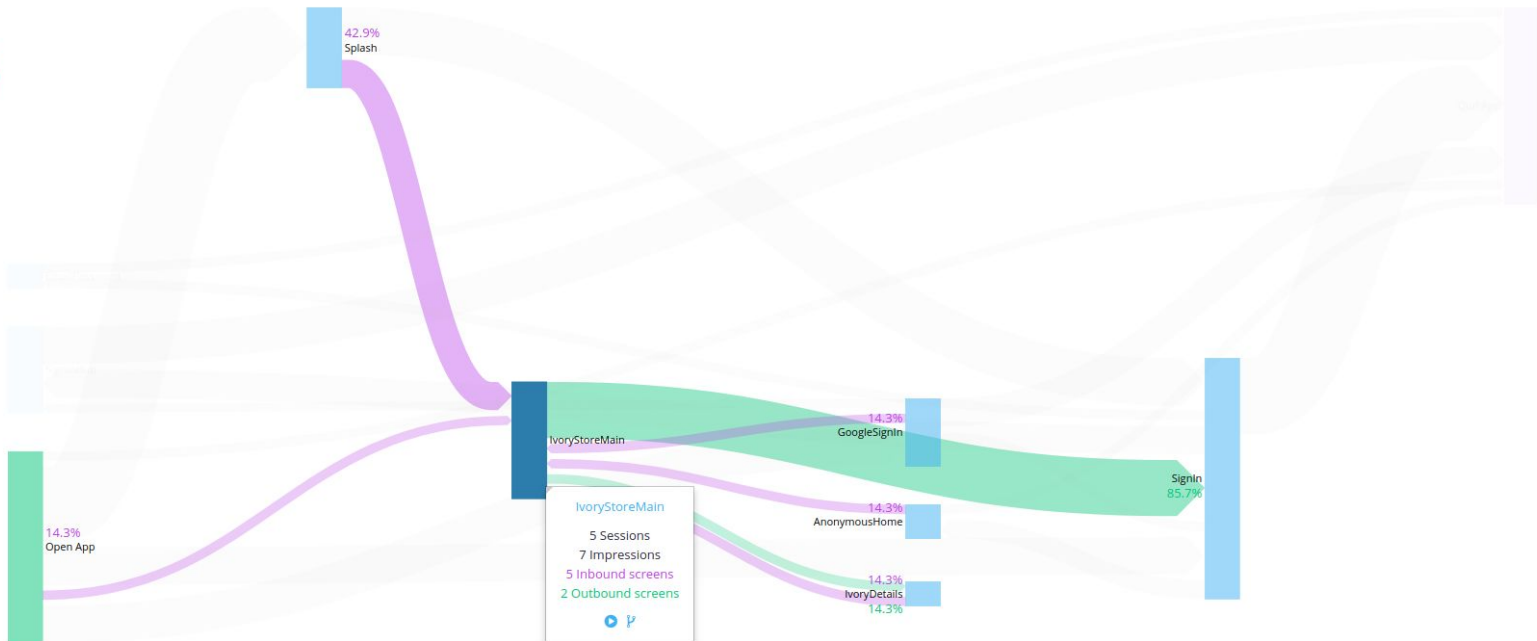
Issues new

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Alerts

Settings new

Which feature would you like next?





IvoryStore ^

Exclusive offers Facebook page

Visit our new FB page for exclusive updates:
<https://www.facebook.com/IvoryStore>

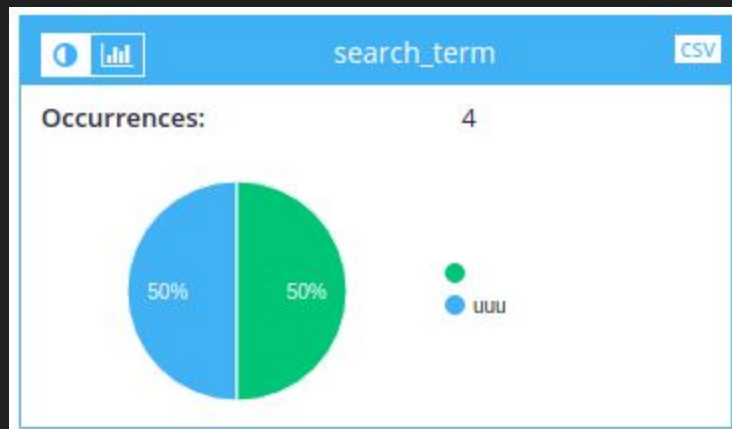
Desired Items

Insight:

Items called “uuu” are looked for the most

Addressing campaign:

We will add “uuu” items to our stock and conduct a “New Item” campaign





IvoryStore

A new item in store

New item available: "uuu" at all sizes

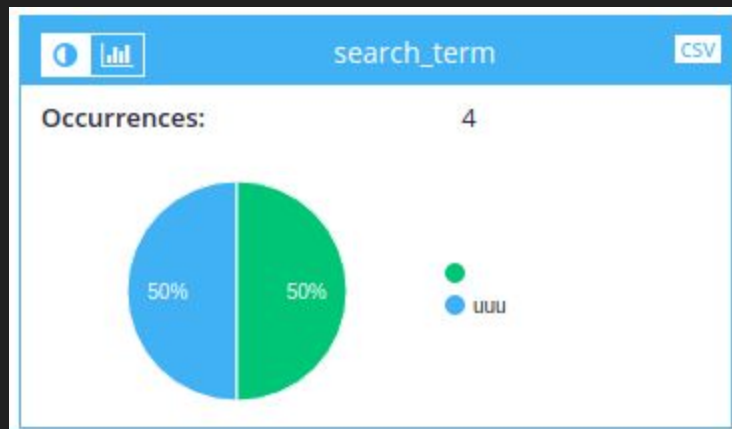
Geographics

Insight:

All of our users are from Israel

Addressing campaign:

We will conduct a sale campaign for shipments to outside of Israel





IvoryStore

Welcome EU, US and the rest of the world

Free deliveries abroad!