IS CONSUMER BEHAVIOR LINKED TO
purchasing intention?

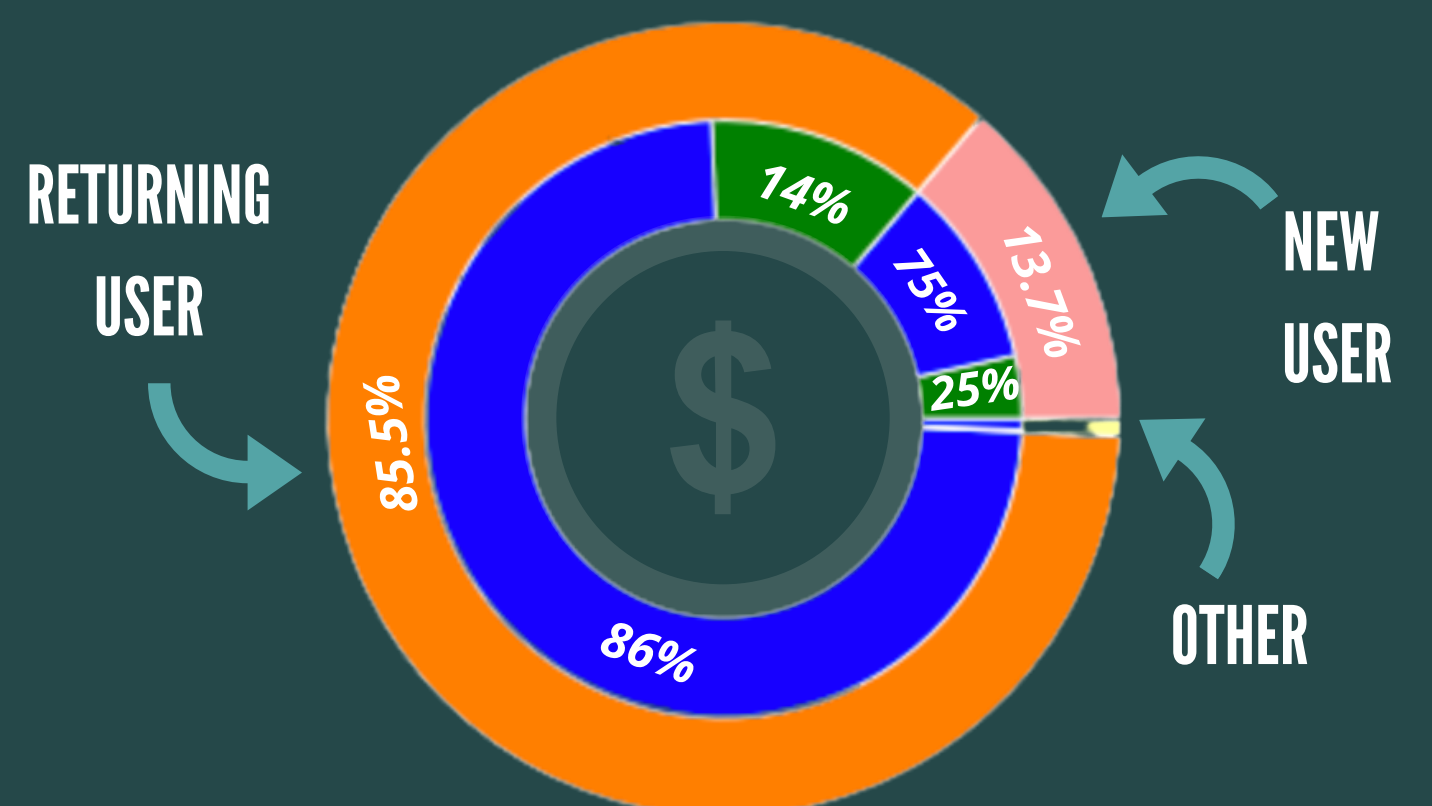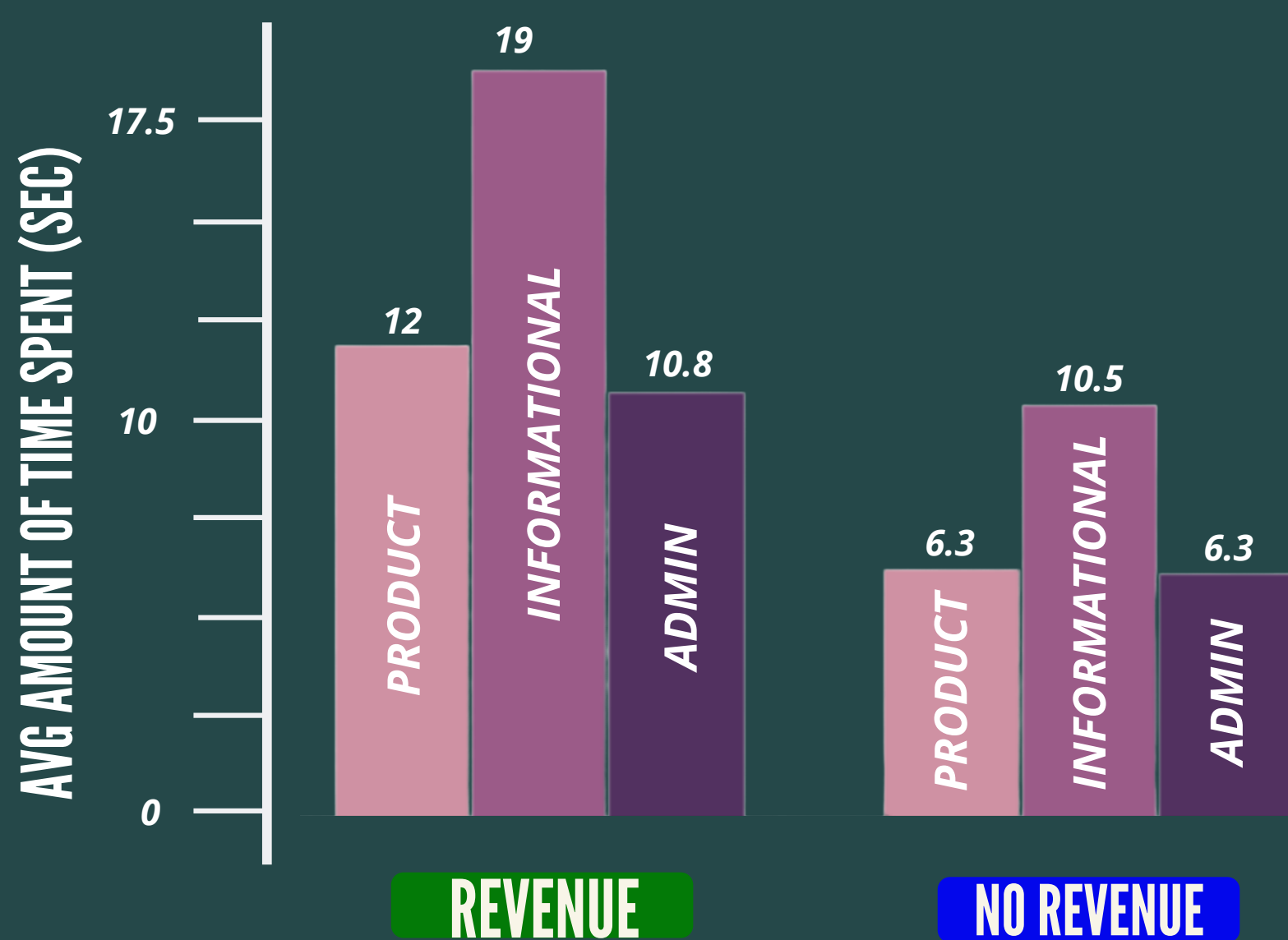At the end of an e-commerce session, users either produce:

REVENUE OR NO REVENUE

We want to be able identify users who seem to have an intention of producing revenue in real-time.

USERS WHO PRODUCED <u>REVENUE</u> SPENT, ON AVERAGE, ALMOST 2X LONGER ON EACH PAGE TYPE

&

HIGHER % OF NEW USERS PRODUCED <u>REVENUE</u>

AVG AMOUNT OF TIME SPENT (SEC)

17.5
10
0

REVENUE
- PRODUCT — 12
- INFORMATIONAL — 19
- ADMIN — 10.8

NO REVENUE
- PRODUCT — 6.3
- INFORMATIONAL — 10.5
- ADMIN — 6.3

RETURNING USER — 85.5% / 86%

NEW USER — 13.7%

OTHER

14% | 75% | 25%

$

IN ADDITION, % OF TOTAL USERS PRODUCING <u>REVENUE</u> GOES UP TOWARDS THE END OF THE YEAR

% OF TOTAL USERS

FEB	MAR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
2%	10%	11%	10%	15%	18%	19%	21%	25%	13%

1 out of 4 users purchased an item(s)

Sakar, C.O., Polat, S.O., Katircioglu, M. et al. Neural Comput & Applic (2018)