











IXIS Digital Technical Challenge

Timothy McAnany

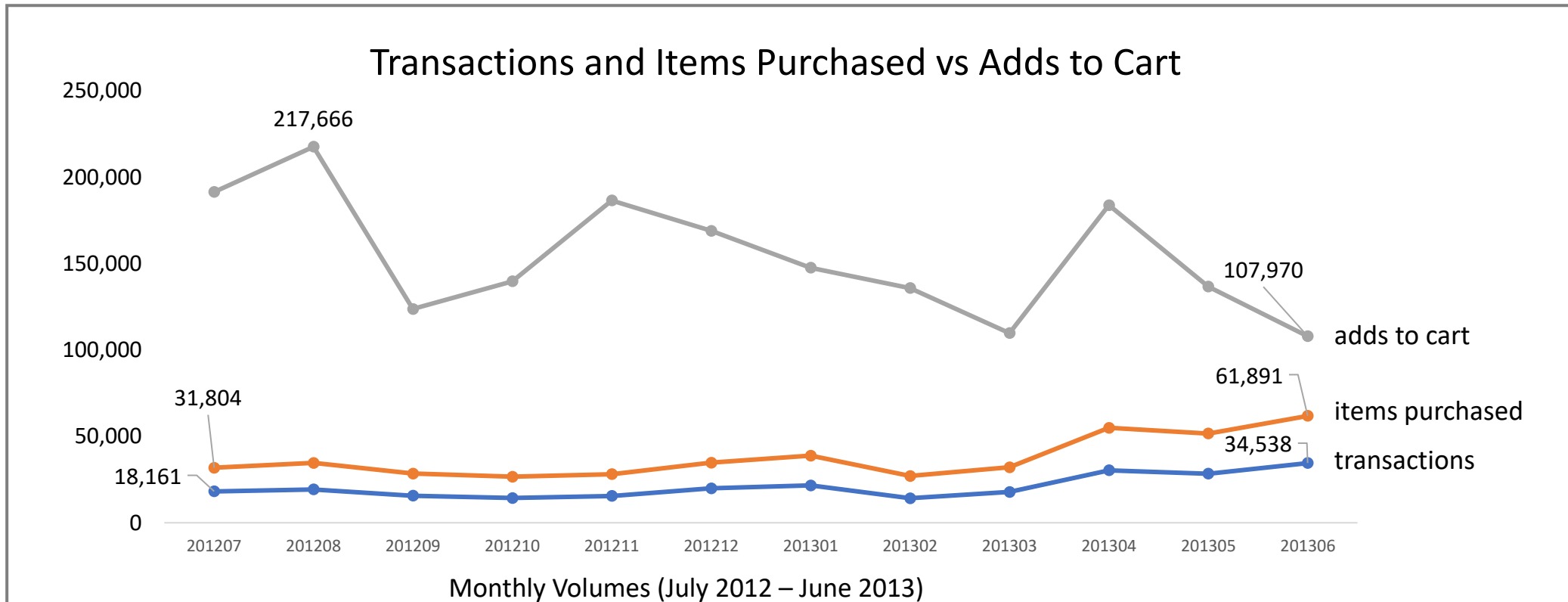
Overall eCommerce Performance

Key Trends

- Monthly sessions, transactions and items purchased increased over the year, with lifts of 80%+ since July 2021
- The session to transaction conversion rate stayed at roughly 2.5%
- In July 2012, monthly adds to cart were 192K, but trended down throughout the year, dropping 44% by June 2013 to 108K
- Similar to the yearly trends: sessions, txns, and items are growing ~20%, while the conversion rate slightly increased and adds to cart fell ~20% MoM

Metric	Yearly Totals (7/12 – 6/13)	Current Month	Yearly Trend (7/12 vs 6/13)	Month over Month Trend
Sessions	10,418,913	1,388,834	+81% 	+19% 
Transactions	249,655	34,538	+90% 	+22% 
Items Purchased	450,830	61,891	+95% 	+20% 
Conversion Rate	2.4%	2.5%	+5% 	+2% 
Adds to cart	1,850,073	107,970	-44% 	-21% 

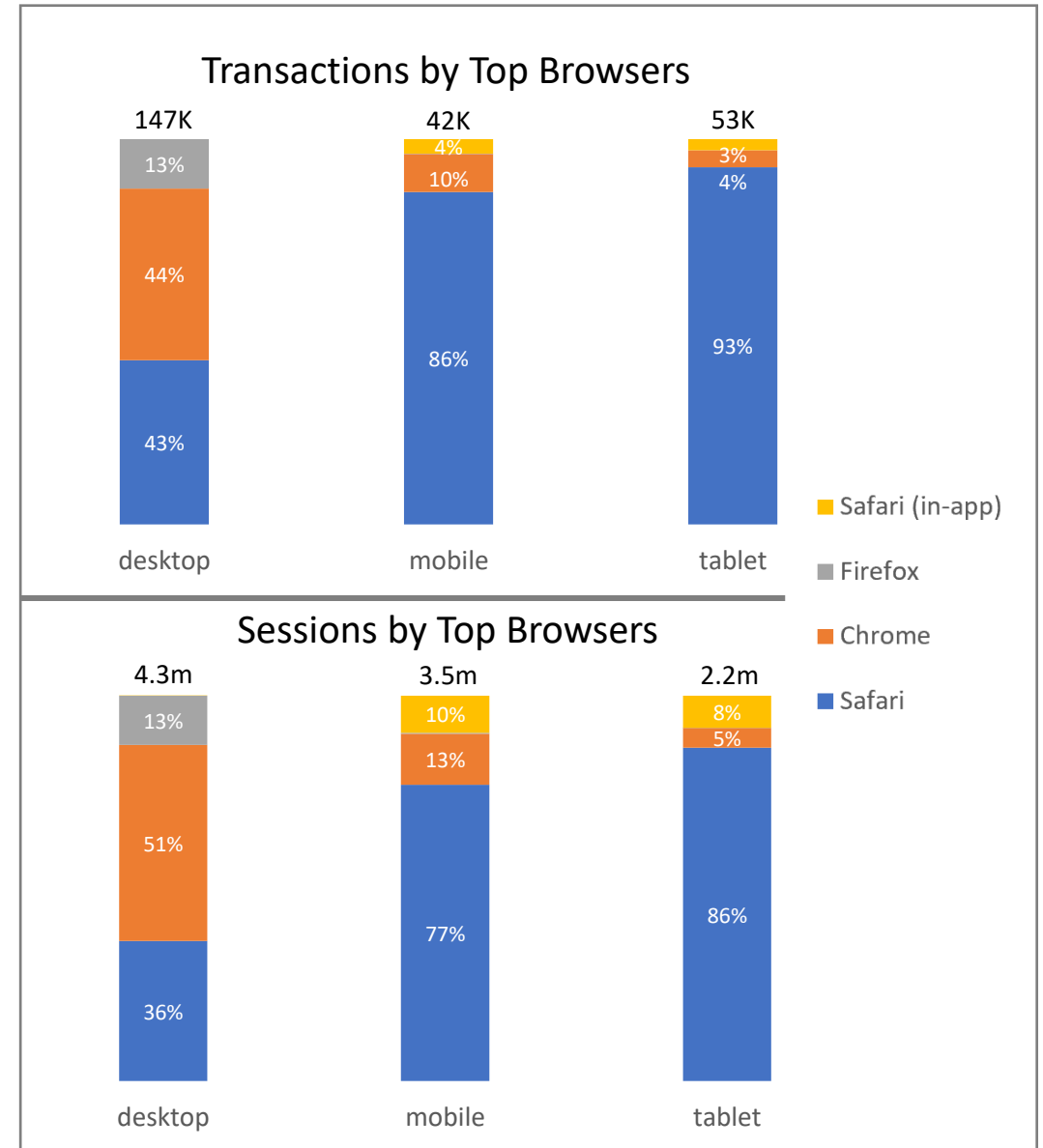
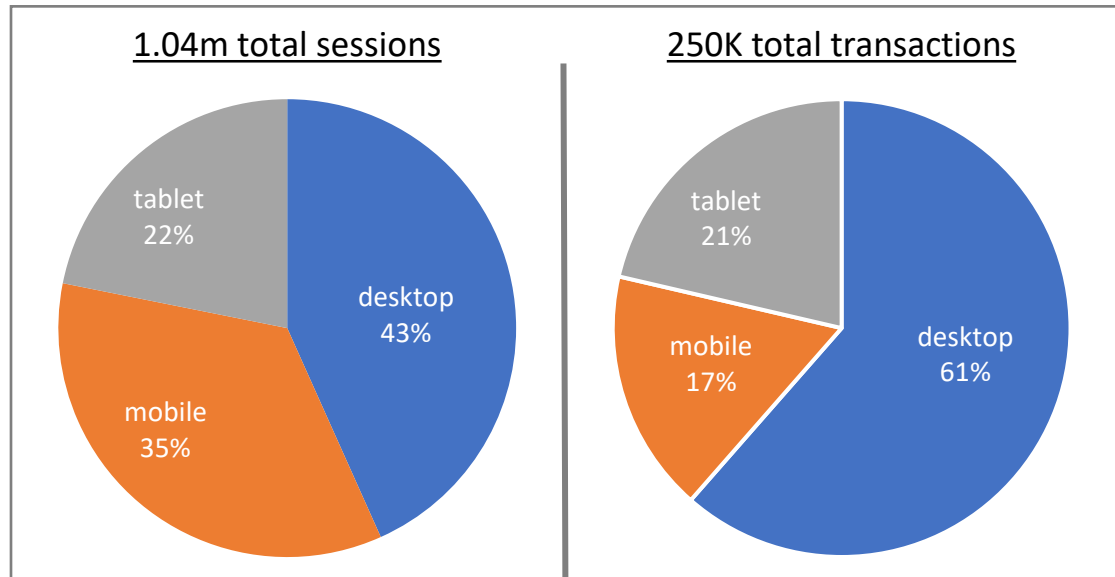
Yearly Trends




- Transactions and items purchased both show a sharp increase in the 3 most recent months
- Meanwhile, adds to cart saw a large spike in April followed by a steep decline in May and June

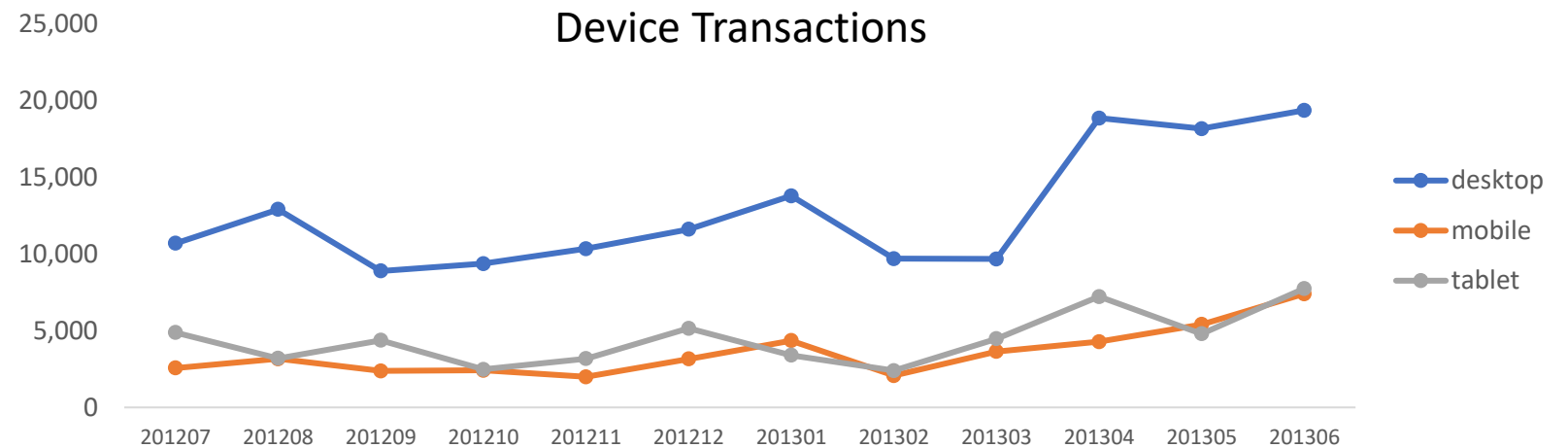
Device Breakdown


- Desktops account for 40% of the yearly sessions but 60% of the transactions
- Mobile platforms account for less than half the transactions they should have relative to session traffic
- Mobile and tablets see most of their activity from browsers, and less than 5% of their transactions are in-app
- **ECR: 3.4% desktop, 1.2% mobile, 2.4% tablet**

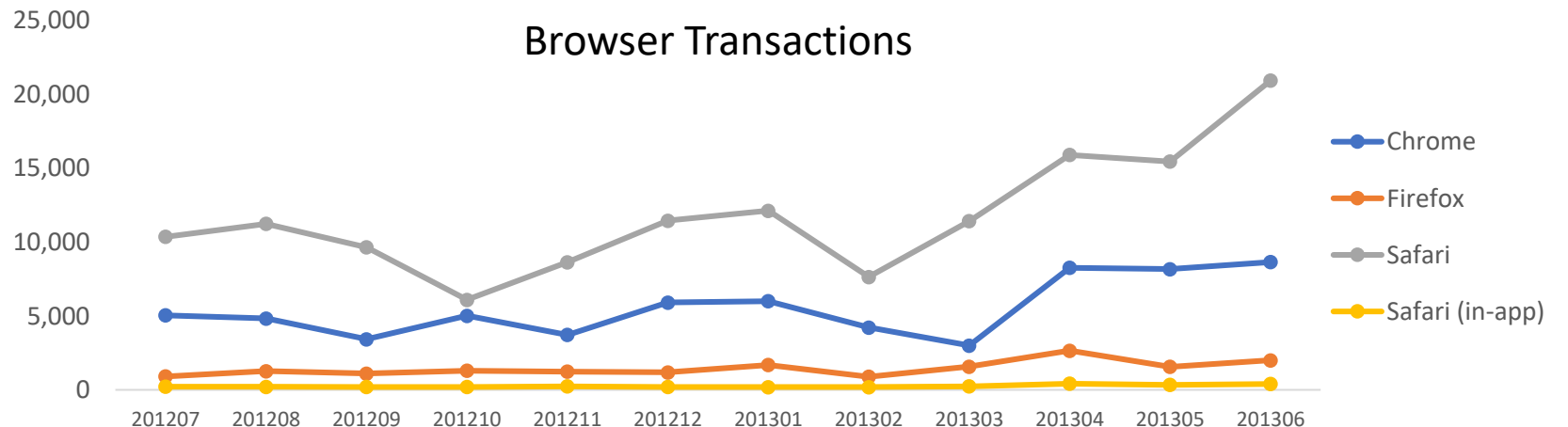


Device + Browser Yearly Trends

- All 3 devices have seen growth from July'12 – June'13:
 - Desktop +81%
 - Mobile +188% 
 - Tablet +59%
- Peak monthly txns occurred in the most current month for each device



- The top 3 browsers have seen growth as well:
 - Safari +102%
 - Chrome +71% 
 - Firefox +120%
- However, Chrome and Firefox stagnated over the last 2 months, while Safari txns increased +35% MoM



Insights and Next Steps

- Device differences + Opportunities
 - Mobile platforms over index on sessions but under index on transactions
 - phone users have 1m+ more sessions than tablet users but 10k+ less transactions with half the conversion rate.
 - Both phone and tablet users considerably underperform relative to desktop users
 - Increased focus on mobile platforms is vital for building a strong eCommerce business and strategies to increase transactions on mobile phones and tablets will drive incremental value
 - In-app purchases are very low relative to other options, and developing an engaging shopping app is a massive opportunity to greatly increase the reach of the business
- Encourage adding to cart to improve customer conversion
 - Even though sessions and volume increased considerably over the year, adds to cart diminished throughout the year
 - Changes to platform UIs and customer communication can encourage them to shop around more on the various platforms, leading to increased transactions (+ ECR) and stronger customer habituation
- Seasonal Considerations
 - Volumes appear to increase over the Spring and Summer months, while there is no sizable increase during peak shopping seasons (November and December)
 - Increased presence during the peak shopping season can contribute incremental transactions, and marketing strategies should be considered to take advantage of the time period