



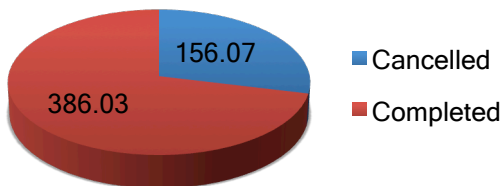
## Neuse Sport Shop Web-Commerce Team Meeting January 19, 2015

### Overview

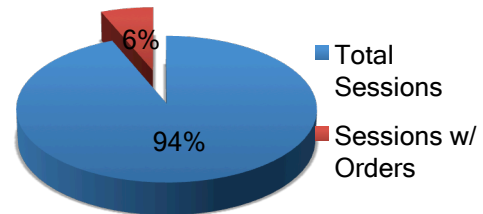
- 6% of current web traffic has lead to orders (up from 1%)
- 78% of customers who placed orders used Google hyperlinks
- Google Ads led to 41% of sales dollars
- 29% of orders cancelled due to stock issues
- Loyalty points have been activated for all purchases
- Free shipping pushes customers to order more

### Current Metrics

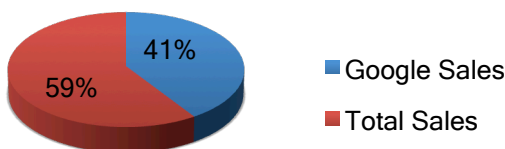
Web Sales | Jan 13 - Jan 19



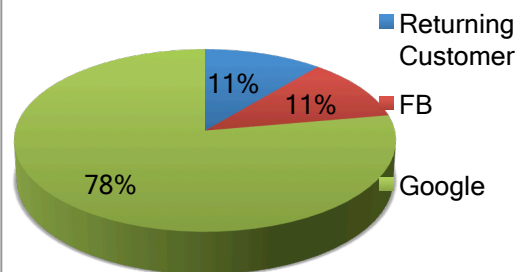
Web Visitors Who Place Orders



Sales Referred by AdWords Campaign



Links Used by Customers who Placed Orders



## Recommendations

- Expand target area to include more than just Eastern North Carolina
- Offer some sort of compensation to customers whose orders have to be cancelled, give them incentive to return and shop or monitor stock and alert customer when once can be completed.
- Expand Google ads to include Neuse slogan ("Neuse has got the gear")
- Integrate more specific product ads for AdWords campaign