

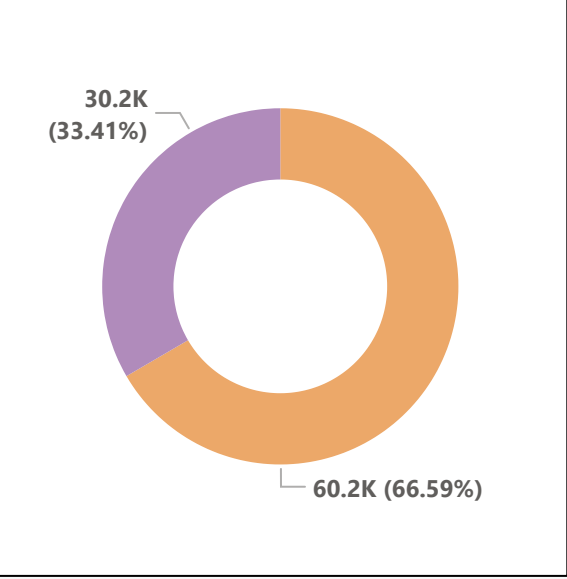
E-commerce Website Conversion Rate Analysis: Mobile vs. Desktop Performance and Optimisation Strategies

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Sessions Breakdown by Device and Page: Application and Website Behaviour and Performance

Desktop Devices Account for 67% of Sessions

The Percentage of Sessions by Device

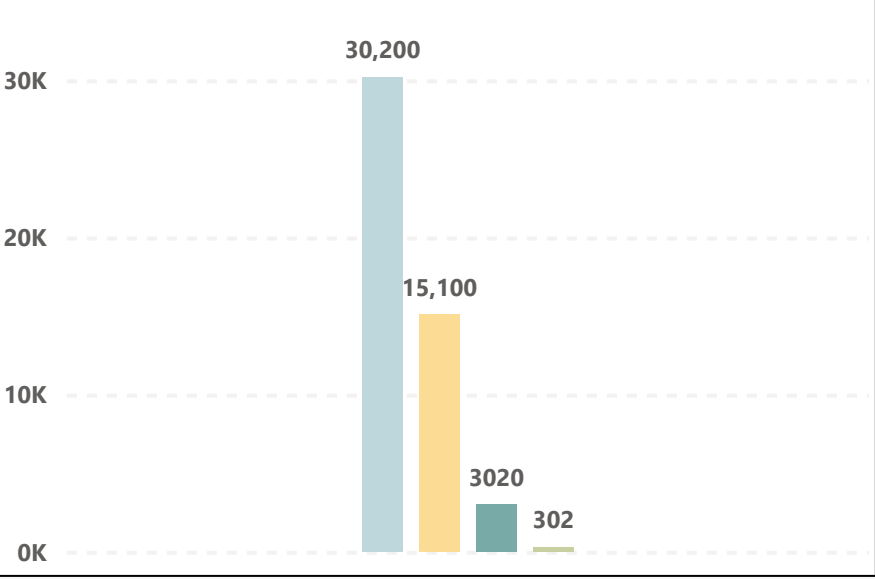


From January to April, we've had over 90,000 sessions. Of these, half involved searches, 13% of those who searched initiated payment, and 7.5% completed a purchase.

Though mobile accounts for only 33% of the sessions, the conversion rate from payment initiation to purchase is double that of desktop, which has a rate of 5%.

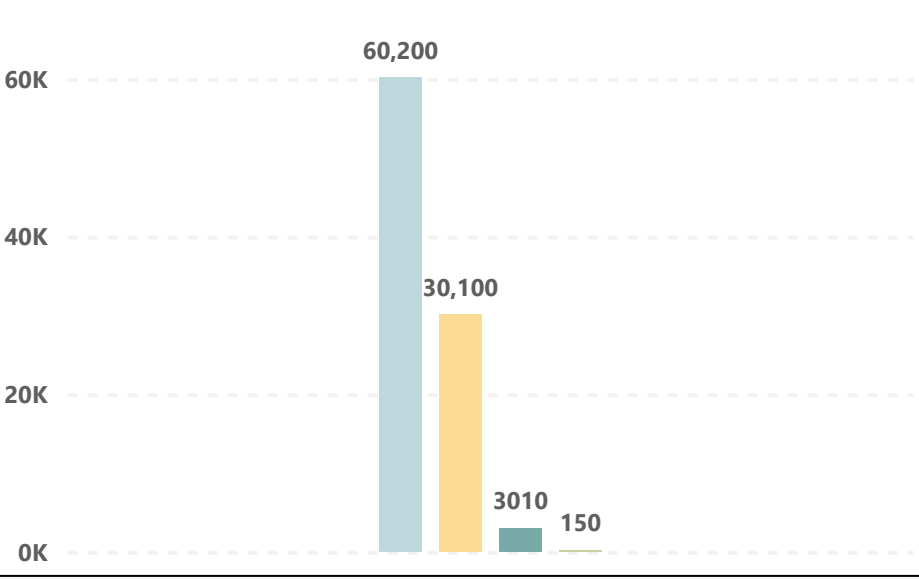
1% of Mobile Sessions are Converted Into a Purchase

Mobile Sessions by Page



25 Out of Every 10,000 Desktop Sessions Result in a Purchase

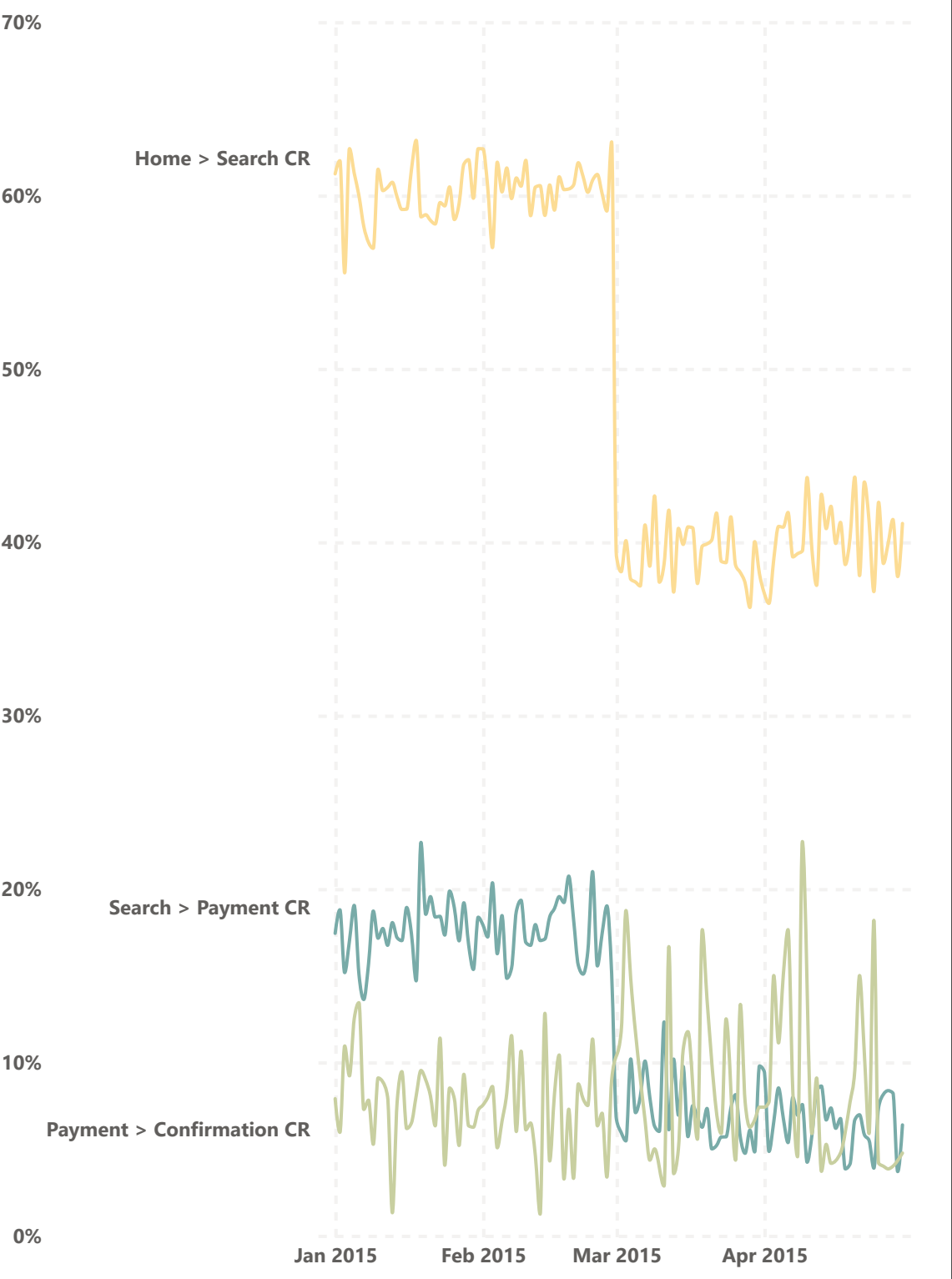
Desktop Sessions by Page



Immediate: Analyse session recordings and compare user journeys and A/B test navigation designs
Immediate: Investigate the March 1st drop and prioritise mobile application & website performance (payment, load, and server issues)
Nice-to-Have: Automate weekly monitoring to track conversion rates and KPIs

On March 1st, there was a 38% Decrease in User Sessions Progressing from the Home Page to the Search Page and a 55% Drop in Sessions with Add-to-Cart & Begin Checkout Event

The Daily Conversion Rate (CR) across the Funnel Stages from January to April



Events around March 1st indicate a drop in the conversion rate from the Home page to the Search page, decreasing from a 61% average in January and February to an average of 39% in March and April.

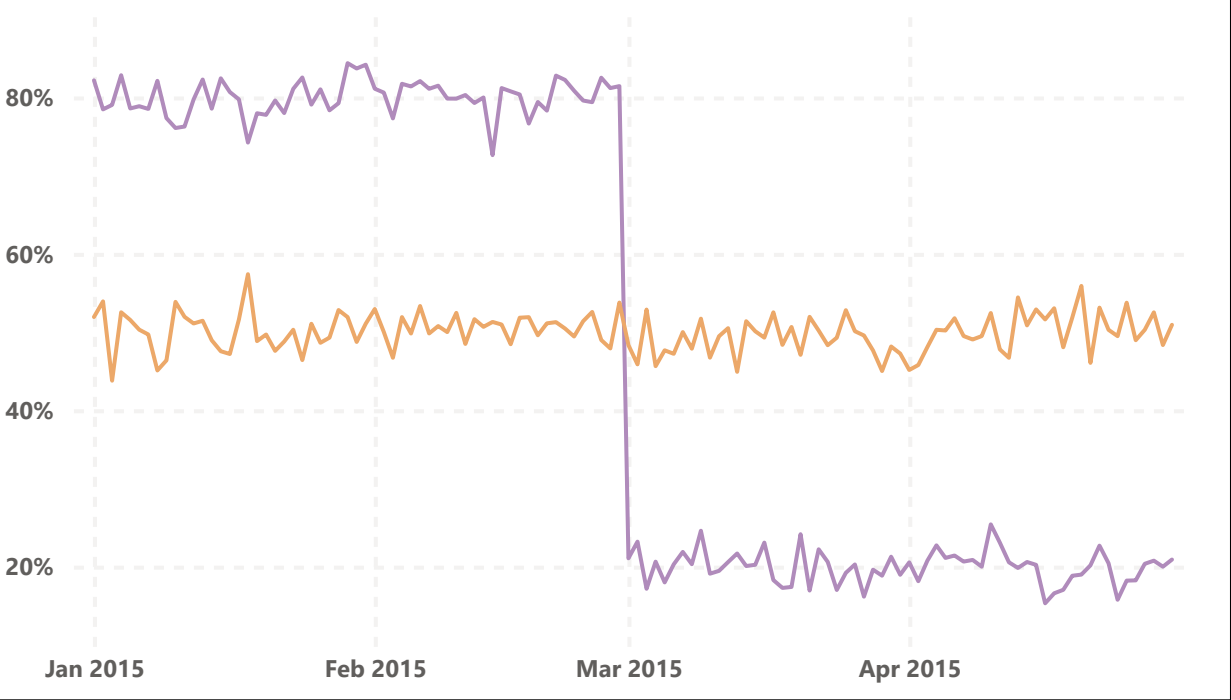
There was a significant 61% drop in the conversion rate for sessions with add-to-cart and begin checkout events (Search page > Payment page).

For the Home to Search conversion stage, desktop users consistently had a conversion rate of nearly 50%. In contrast, mobile users initially showed a high conversion rate of approximately 80% in the first two months, but this dropped significantly to around 20% in March and April.

Mobile users had a better conversion rate from Search to Payment, approximately a 20% average, compared to desktop users, who saw a decline from 15% (in the first two months) to 4% (in the next two).

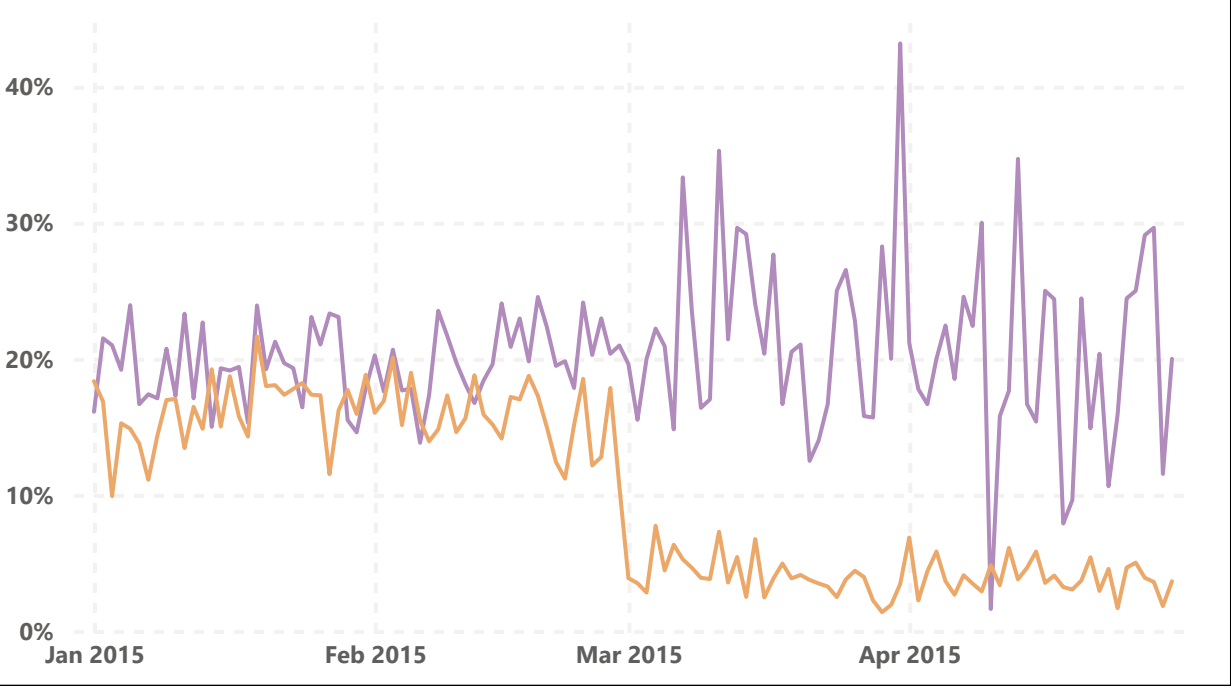
Mobile Average Conversion Rate Dropped by 75%; Desktop Consistent at 50%

The Home > Search Conversion Rate by Device



73% Decline in Add-to-Cart & Begin Checkout Desktop Sessions; Mobile Outperforms

The Search > Payment Conversion Rate by Device



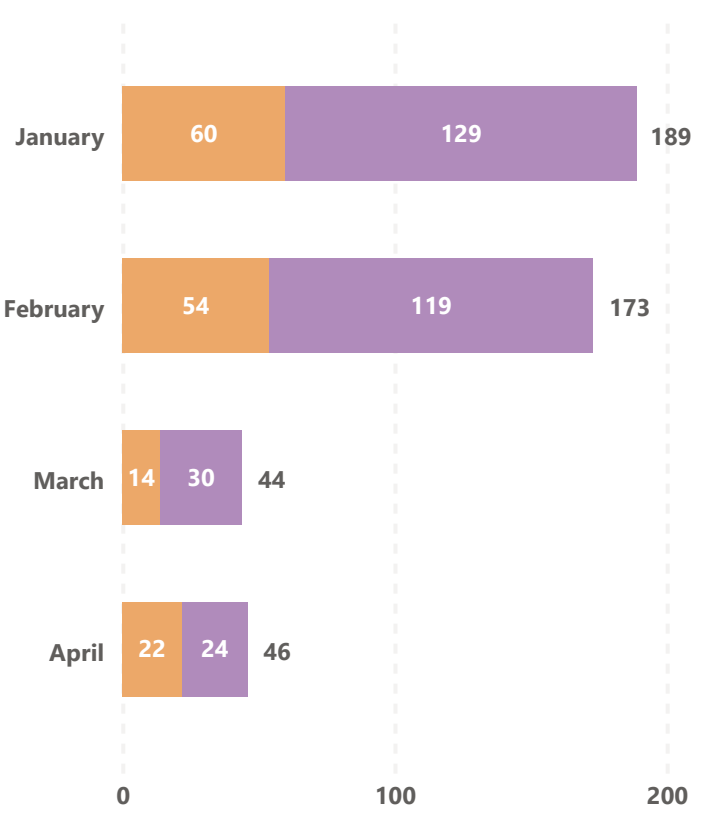
Immediate: Investigate and A/B test payment process improvements
Nice-to-Have: Personalised automated email reminders for abandoned carts

While mobile devices account for only 33% of the sessions, they have outperformed desktop sessions in conversion to complete a purchase. Mobile accounts for 67% of the purchases.

However, the no. of sessions with a purchase event decreased in March and April, dropping from an average of 181 purchases in January and February to only 45 average purchases.

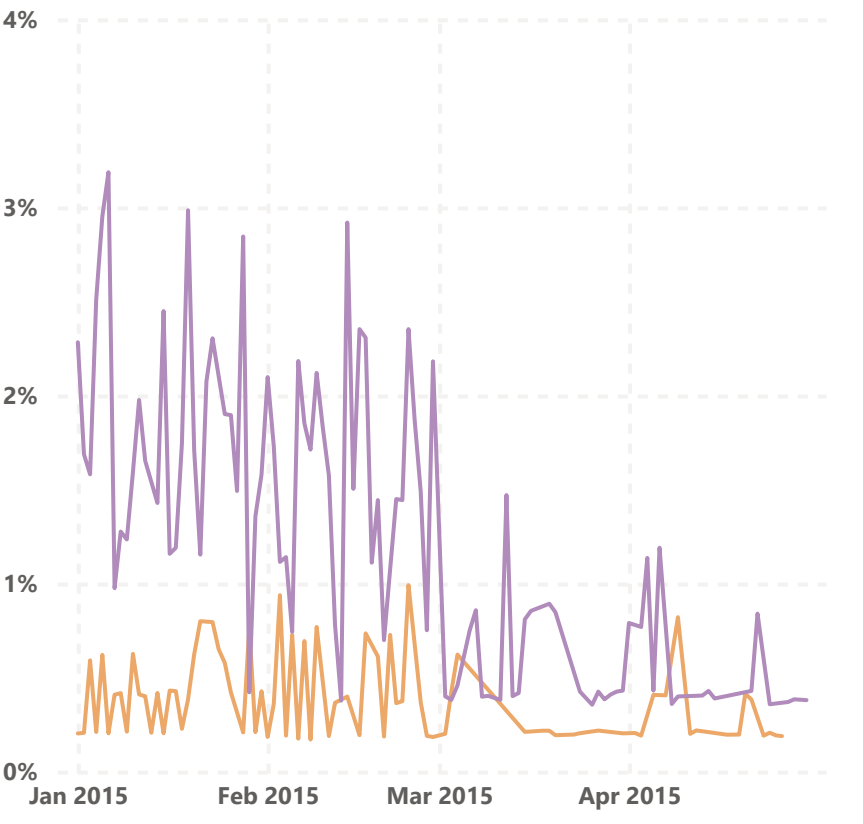
Most Purchases Are via Mobile Devices; 75% Drop in Average Purchases

Total Purchases by Month and Device Type



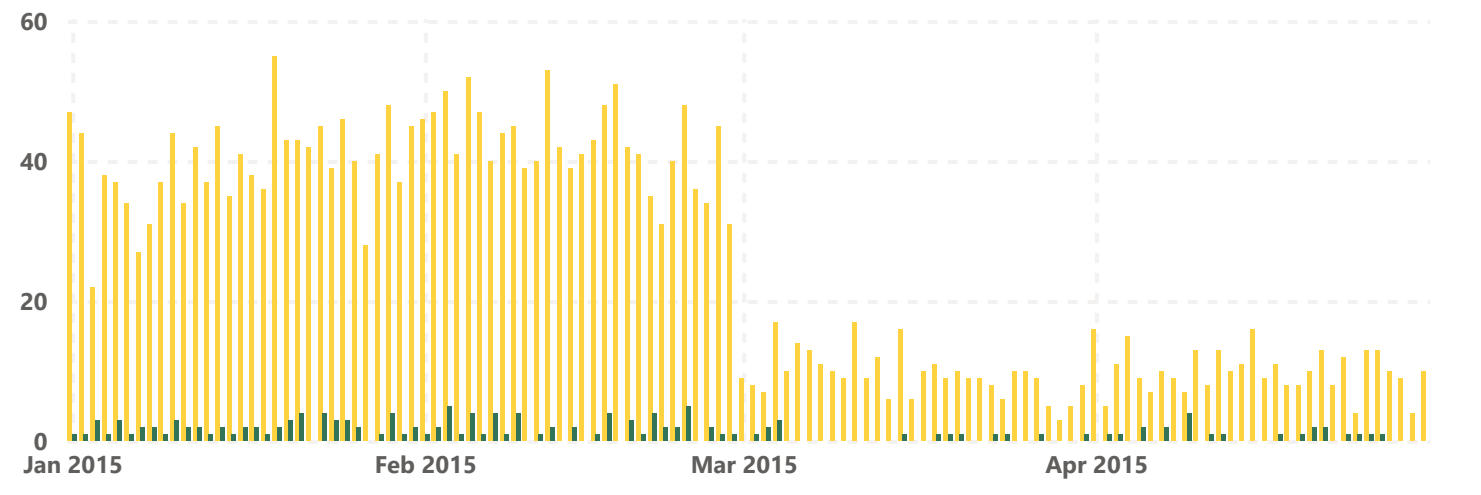
Mobile Users Converted to a Purchase Over Desktop Users

Mobile vs. Desktop Purchase Conversion Rate



There have been numerous instances of zero purchases after initiating payment for mobile and desktop sessions, with a higher occurrence for desktop sessions.

Desktop Purchase Initiation vs. Purchase Completion Sessions



Mobile Purchase Initiation vs. Purchase Completion Sessions

