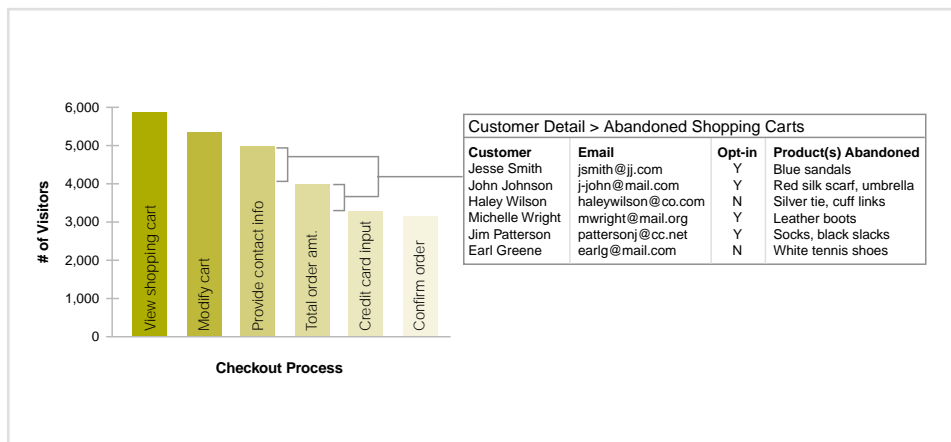


eCommerce Analysis

Website transaction analysis (also commonly referred to as eCommerce analysis) provides insight into the effectiveness of the online sales transaction process. In industry parlance, companies try to convert “lookers to bookers” and use business intelligence to identify points of customer attrition in the online transaction process. Analysis of the abandonment rate of shopping carts is the first step in optimizing the checkout process to convert more sales to closure. “Market-basket” analysis of products being bought together allows marketers to execute targeted follow-up campaigns to customers or present in real-time banners offering products associated with items in a shopper’s cart. Given the low switching costs of Web purchasing, a site must create value for the visitor, provide them relevant, personalized information, and make it easy to move from browsing to buying.

Sample Report: Abandonment During Checkout Process



The following report illustrates the number of people who abandoned the on-line shopping process at various stages. Each stage can be defined by the user to include any number of pages and links in the purchase process. Web marketers can analyze this information to make decisions about Website design based on abandonment rates. A next step would be to develop targeted campaigns (electronic and postal) to individuals who abandoned the buying process, promoting items contained in their shopping carts.

COMMON BUSINESS QUESTIONS

- How many people abandon their shopping cart before check-out?
- What was my gross conversion rate of lookers to bookers?
- Which are my best selling products online?
- Which are my most profitable products sold online?
- Which online products sell well together?
- What percentage of up-sell opportunities closed?
- What percentage of online products were bought as a result of an email promotion or campaign?
- For a visitor viewing a certain item, which items should be merchandized on the page based on past visitor buying behavior?

Key Performance Indicators

- Abandonment Rate
- Avg Session time
- # Repeat Visitors
- # New Visitors
- # Unique Visitors
- Avg # of Pages per Session
- Conversion Rate
- Lookers to Bookers