

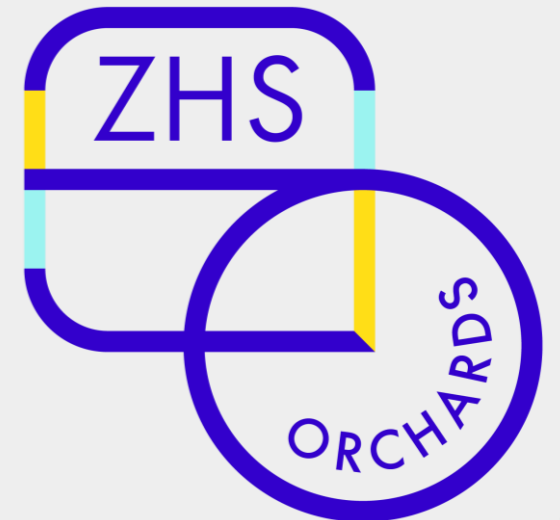


Digital Analytics Lunchtime Workshops

28th May 2021 – The Ecommerce Funnel

G'day I'm Peter

- Australian
- Lived in London for 16 years
- Now making a home in the Netherlands
- Worked in Digital Analytics since 2006
- Launched own agency in 2010, merged in 2016, sold in 2018, exited last year
- Founder of MeasureCamp
- Back freelancing as a Data Strategy Director



Weekly Lunchtime Workshops

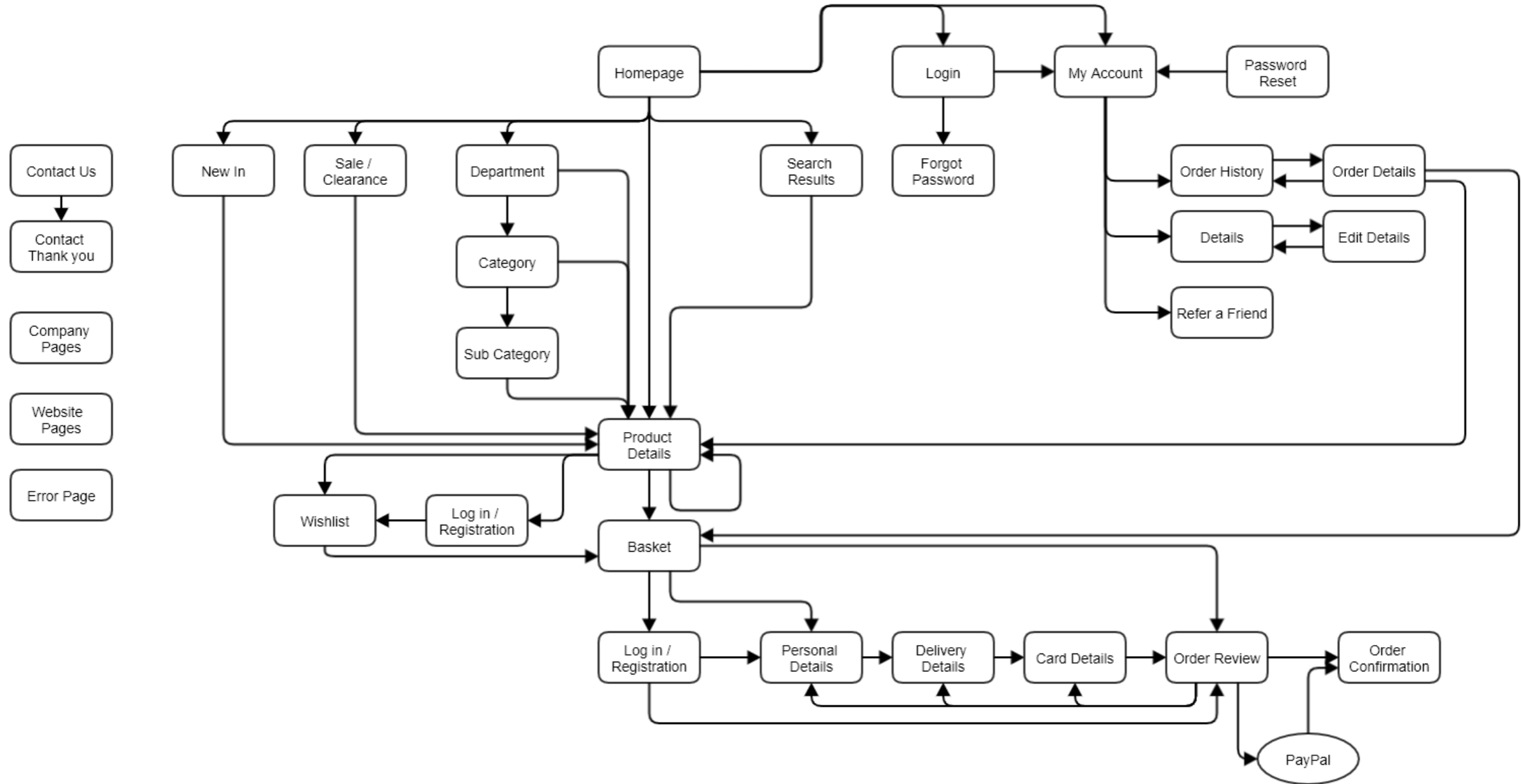
- Trying out a new idea/approach to sharing my ideas
 - Not everyone reads blog posts
 - My ideas don't translate well to a formal course
- 45 min lunchtime sessions
 - Allow people to follow along in their lunchbreak
 - Keeping to the MeasureCamp style
 - My bit should be ~ 20min than Q&A
- I want sessions to be practical
- Purpose of workshops
 - To share my knowledge with others
 - Best way to challenge/develop ideas, make them public
 - Lead generation

What is the Ecommerce Funnel

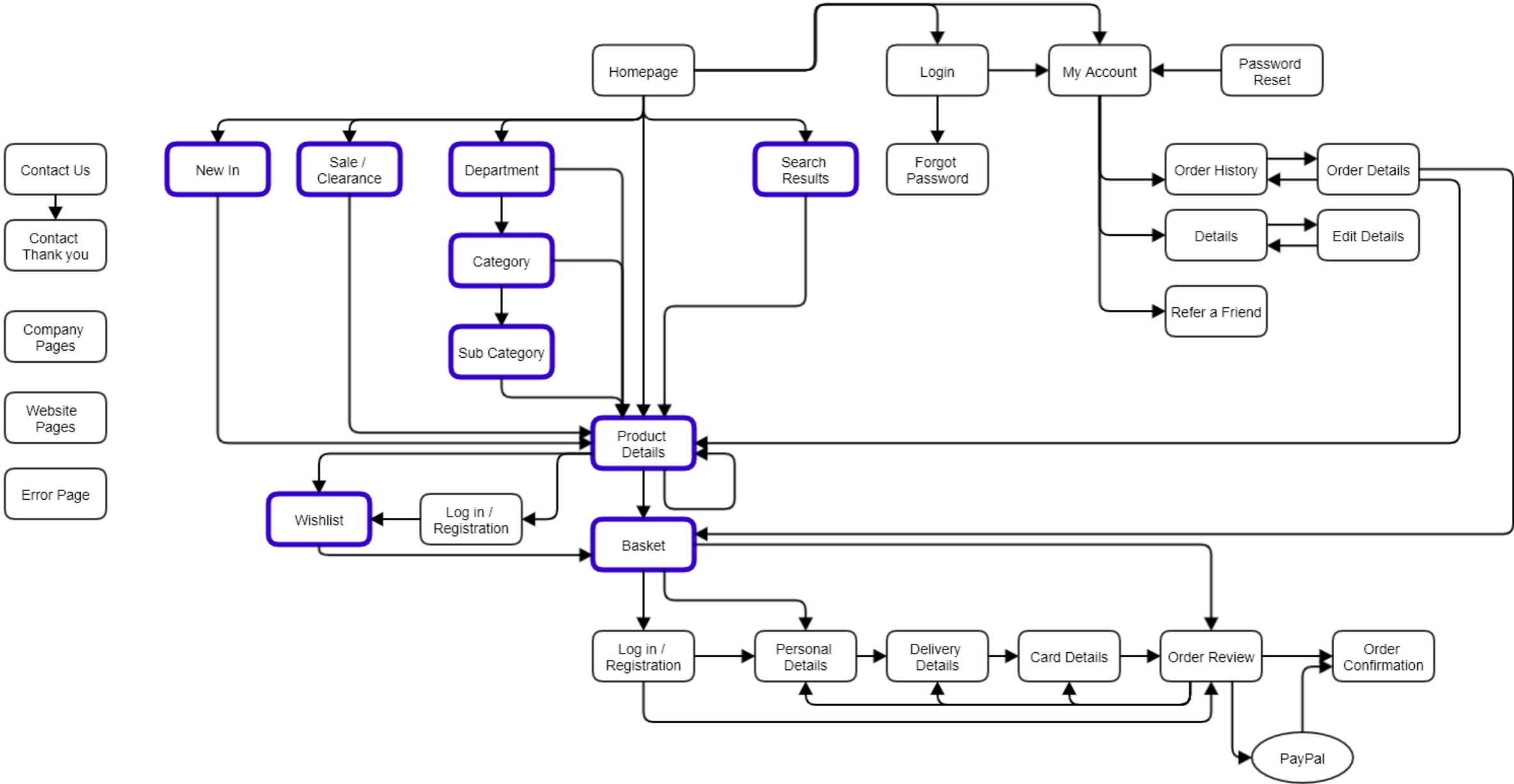
Stages of the Ecommerce Funnel



1. Visit Website

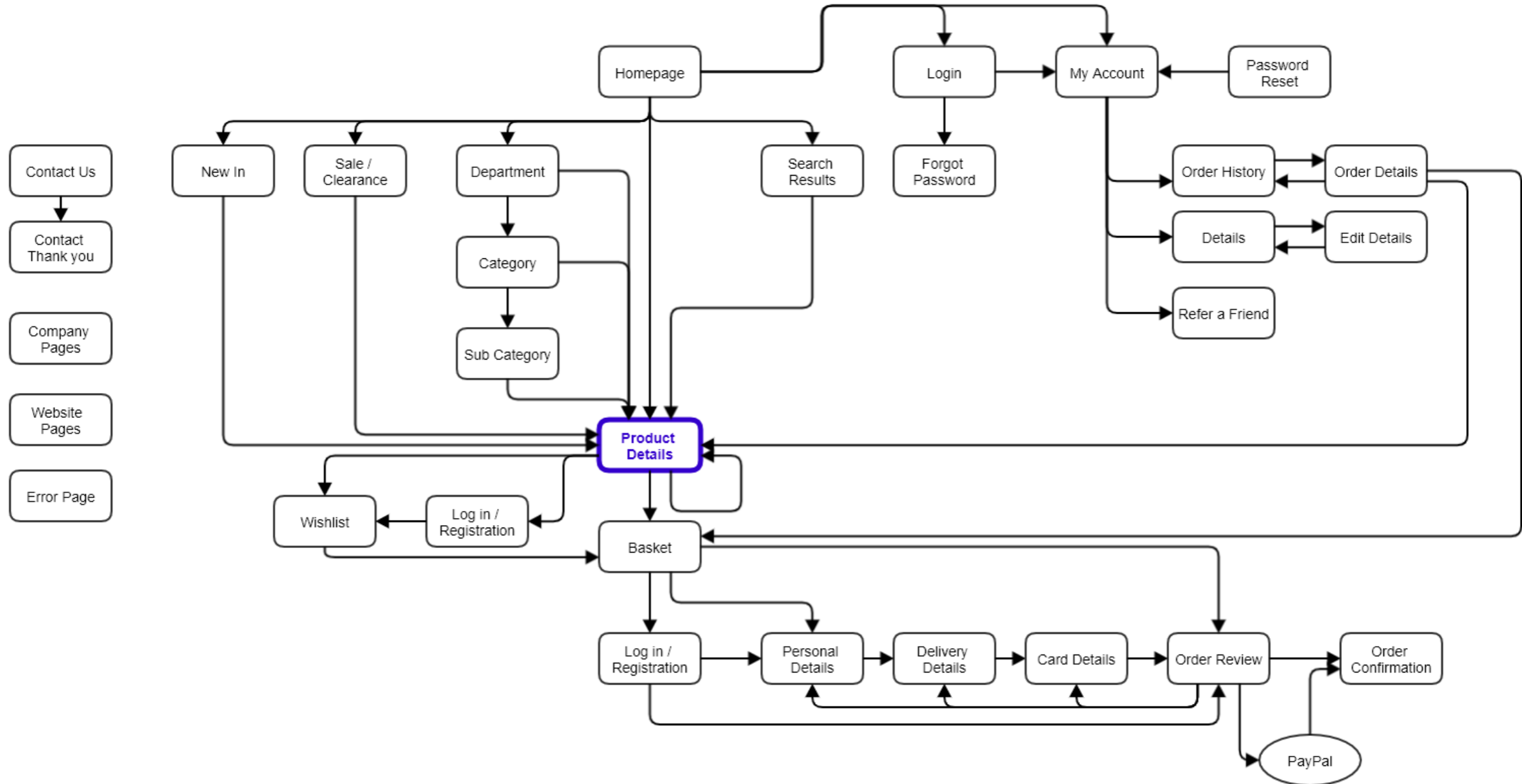


2. Ecommerce Session

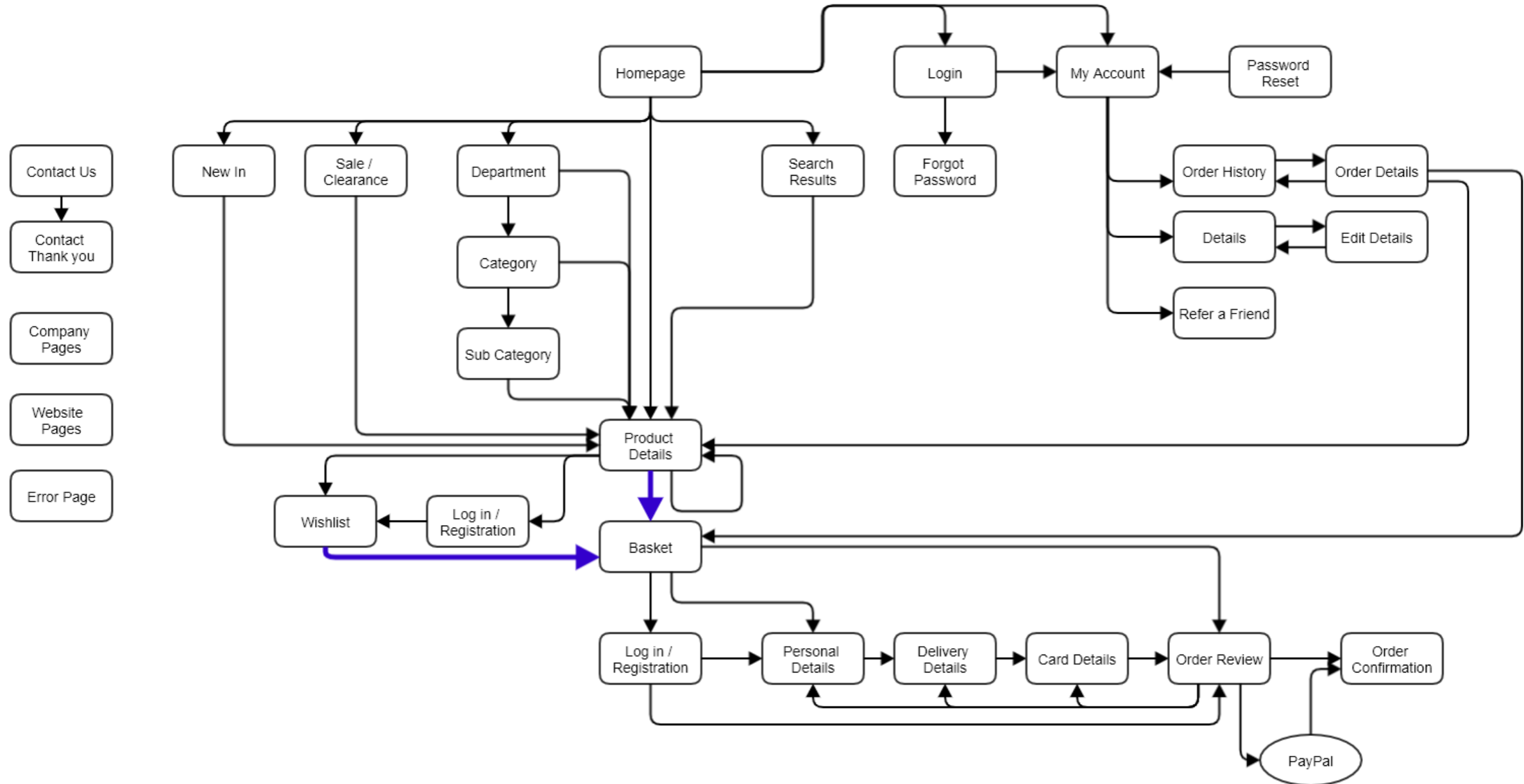


- Contact Us
- Contact Thank you
- Company Pages
- Website Pages
- Error Page

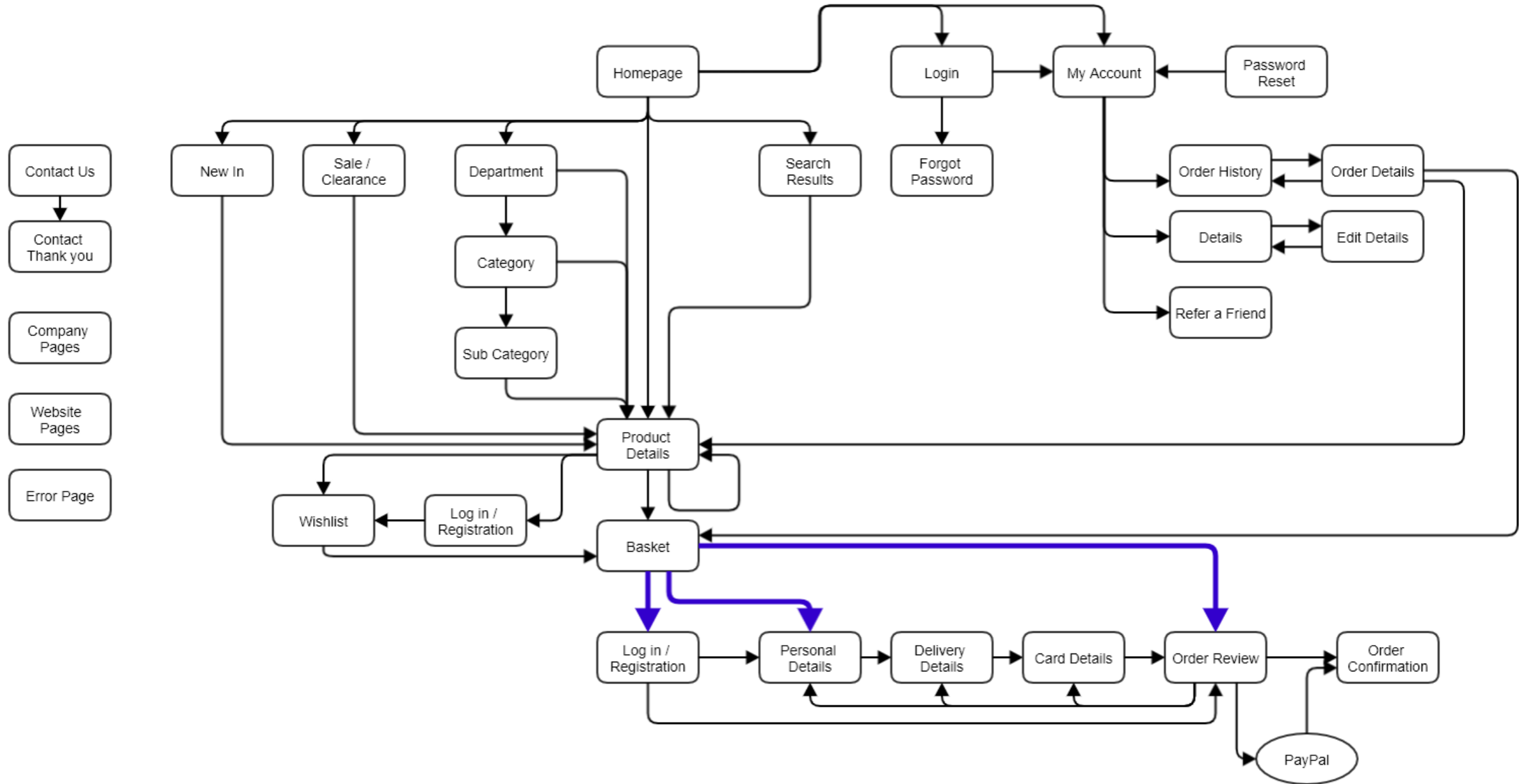
3. View Product



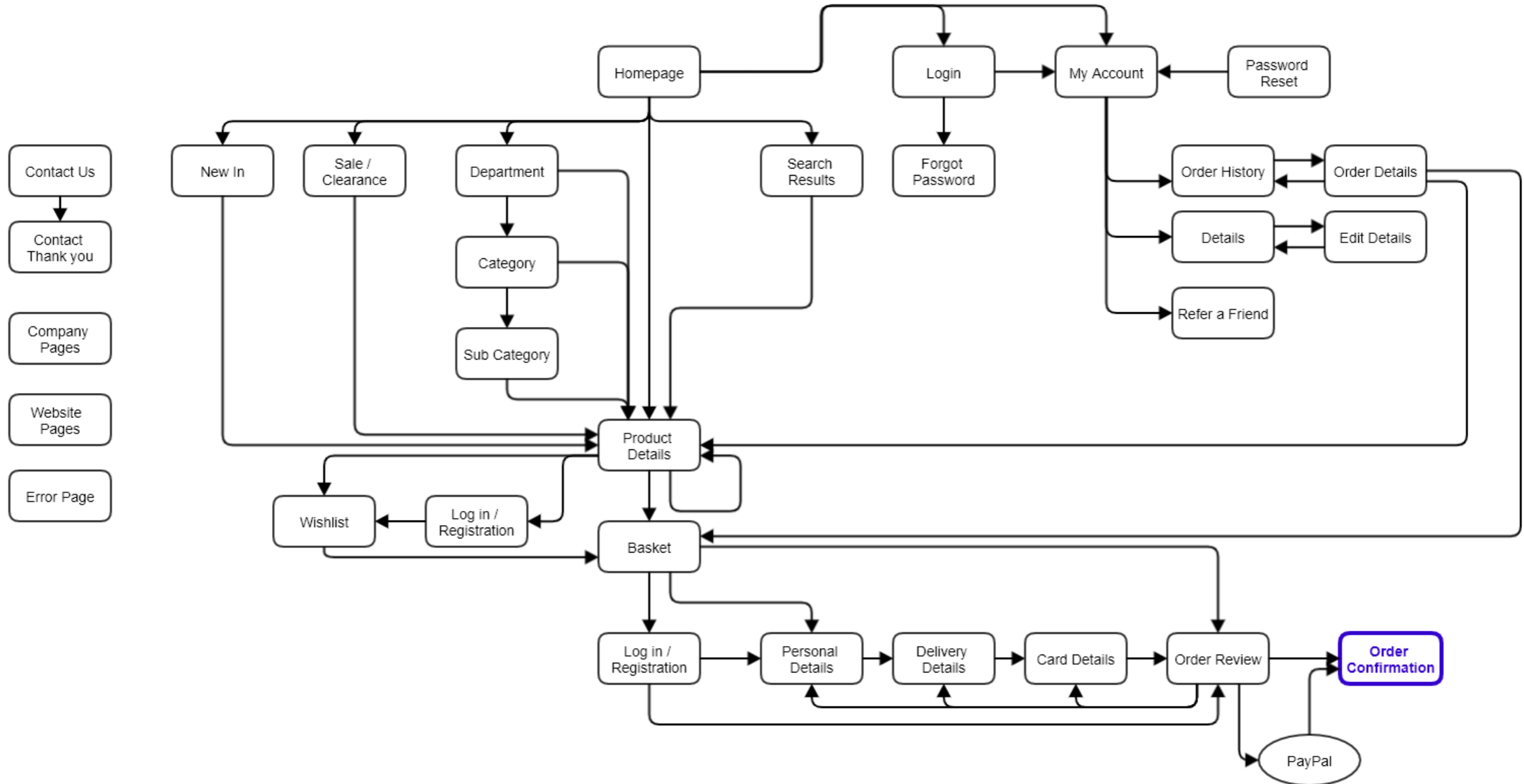
4. Create Basket



5. Commence Checkout



6. Place Order



Stages of the Ecommerce Funnel



Data of the Ecommerce Funnel

Keep data simple – at least initially

1

Use Sessions, not Users or Instances

2

Treat every stage as independent

3

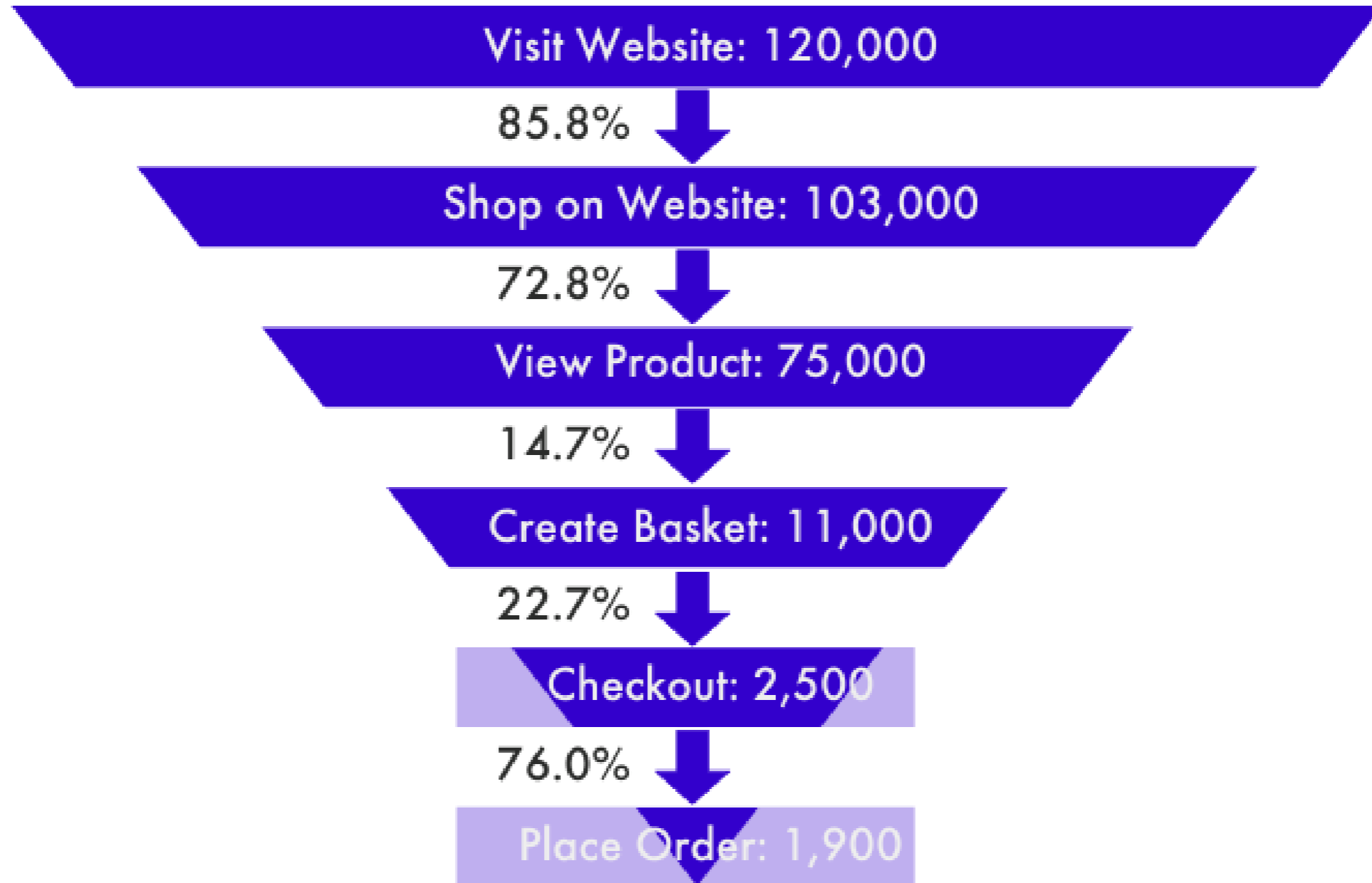
Ignore potential visitor actions such as

- adding to basket from product list pages
- entering on a product page
- returning to a previously created basket

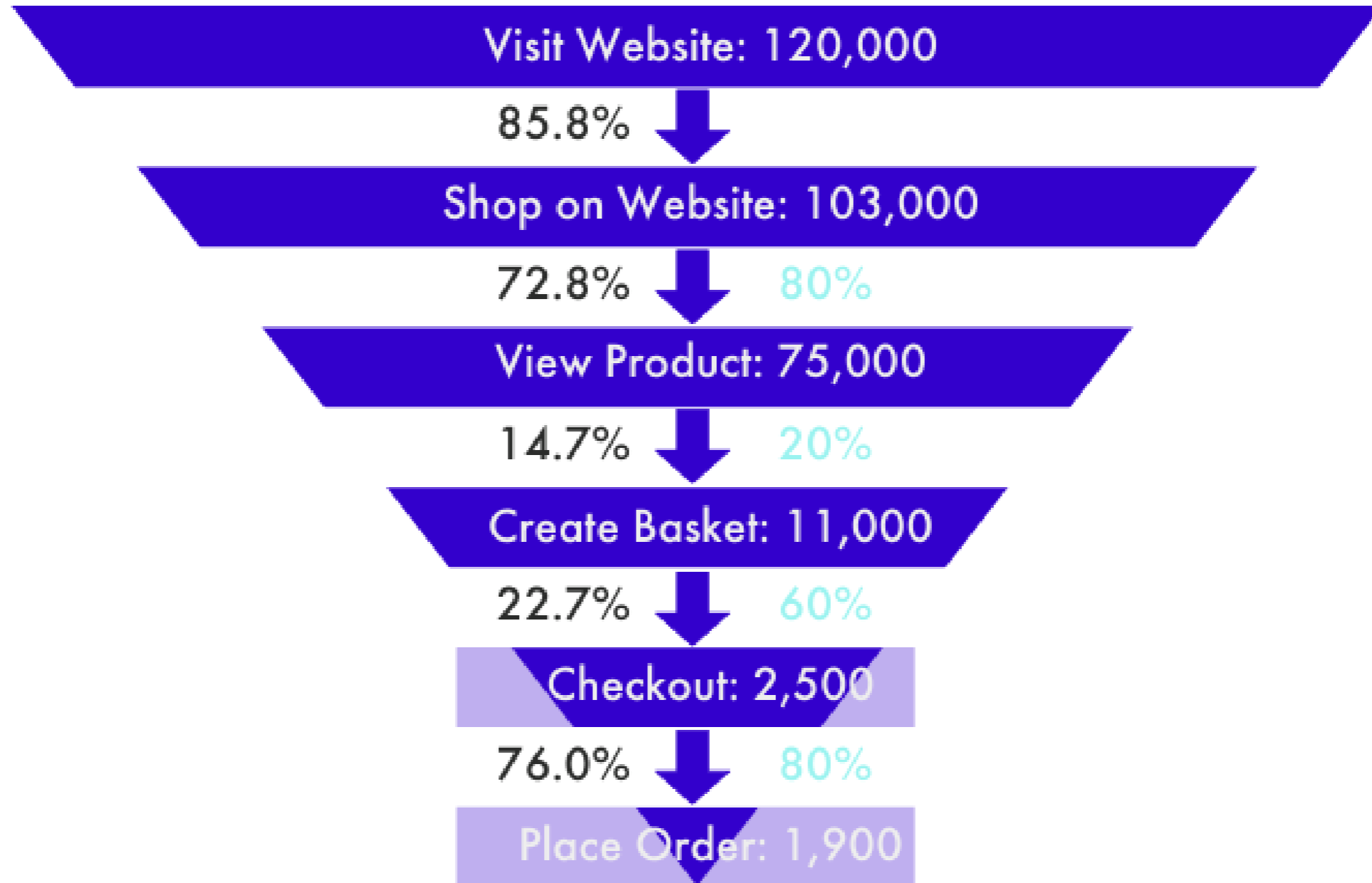
Data for each funnel stage



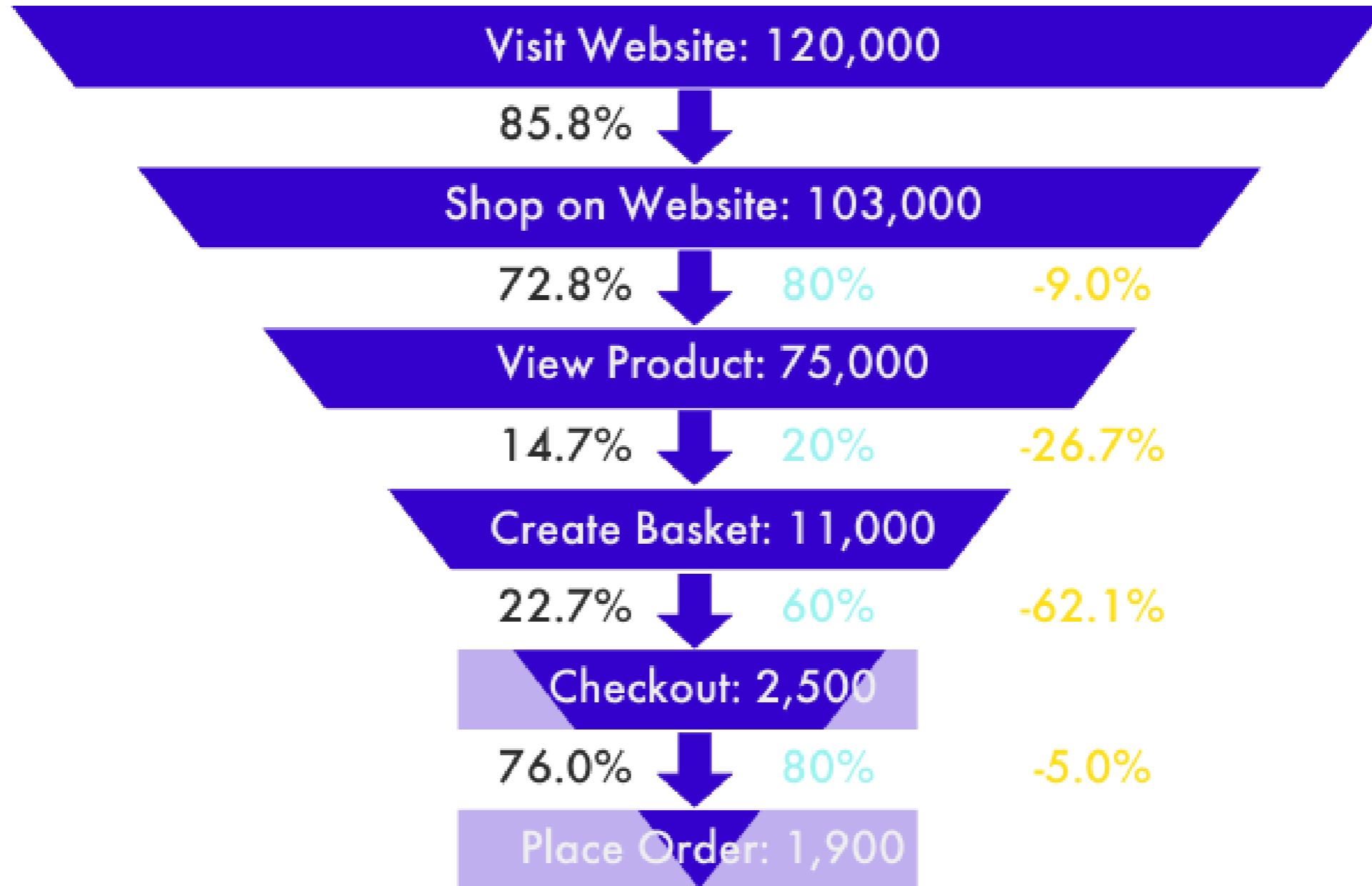
% sessions complete each stage



Ecommerce stretch targets for context



Calculate the performance gap by stage



Identify stage with biggest potential win



Create your own Ecommerce Funnel

Stages of the Ecommerce Funnel



Data points using Google Analytics

1

Visit Website => sessions

2

Shop on website => identify pages that are “ecommerce pages”, segment/goal based on these page names (use regex)

3

View product => segment/goal based on product page names

4

Create basket => event fired when product is added to basket (unless always view basket when add to basket), segment/goal based on this event

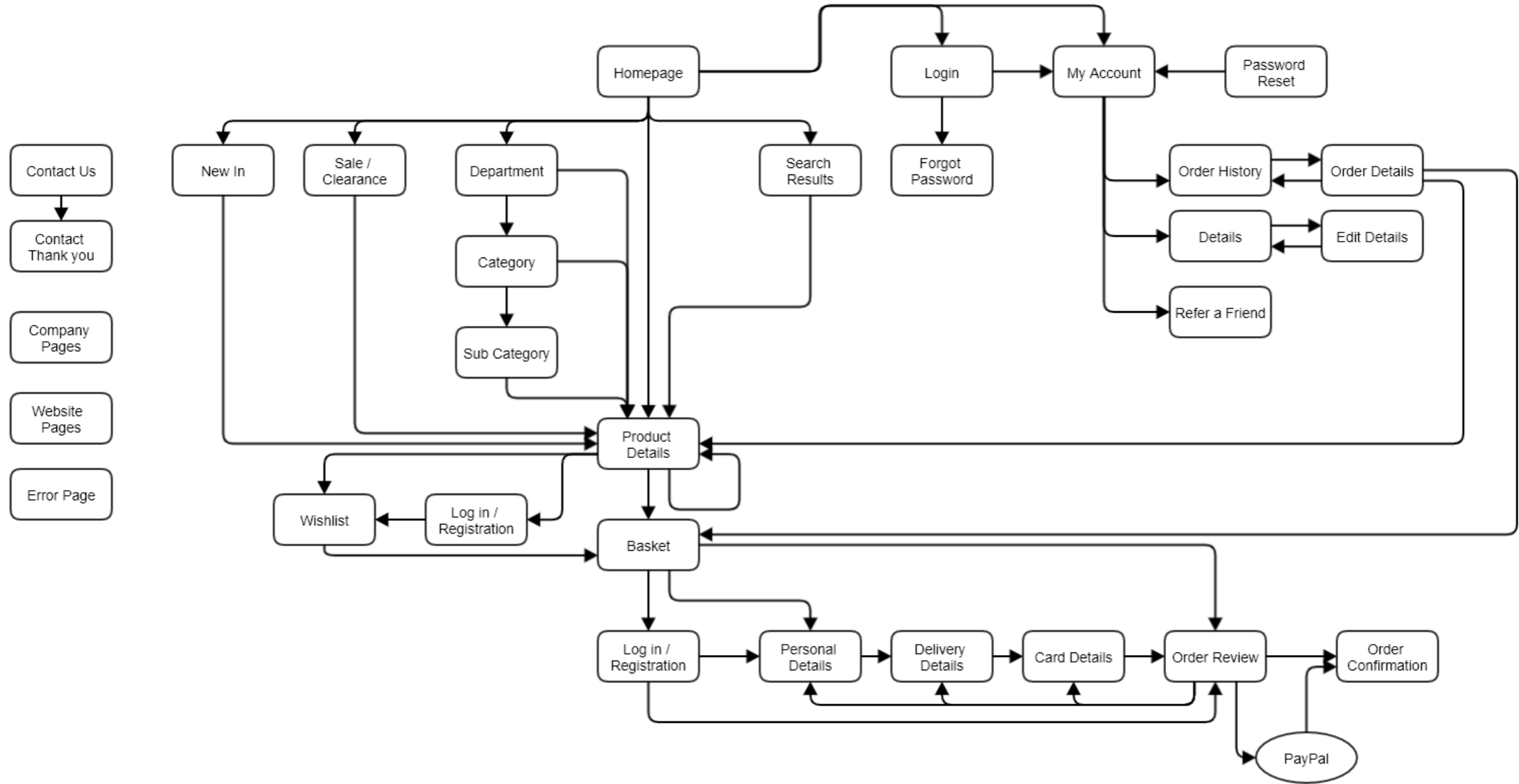
5

Commence checkout => event fired upon click or can use page names, if all labeled as checkout pages, segment/goal based on either event or page names

6

Place order => segment/goal based on confirmation page view or sessions with transactions (if no duplicates). DO NOT just use transactions.

1. Visit Website



Potential Issues at each Ecommerce Funnel stage

Potential issues for View Product

1

Poor on-site search functionality

2

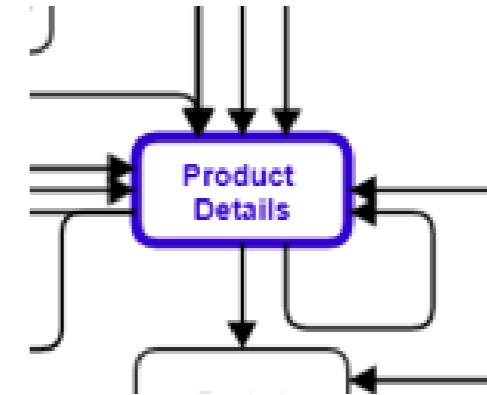
Poor navigation structure

3

Visitor is unable to find any products that interest them

4

The sequence in which products are displayed is poor



Potential issues for Create Basket

1

High product prices relative to perceived value of products

2

Products are out of stock

3

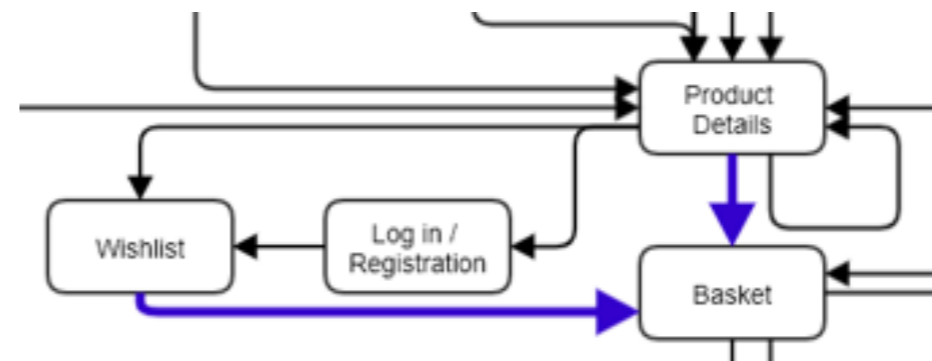
Overwhelming set of options to select before a product can be added to basket

4

Products lacking photos, information and reasons to purchase

5

Poor product reviews



Potential issues for Commerce Checkout

1

Discount is offered for new customers only

2

High delivery times or costs

3

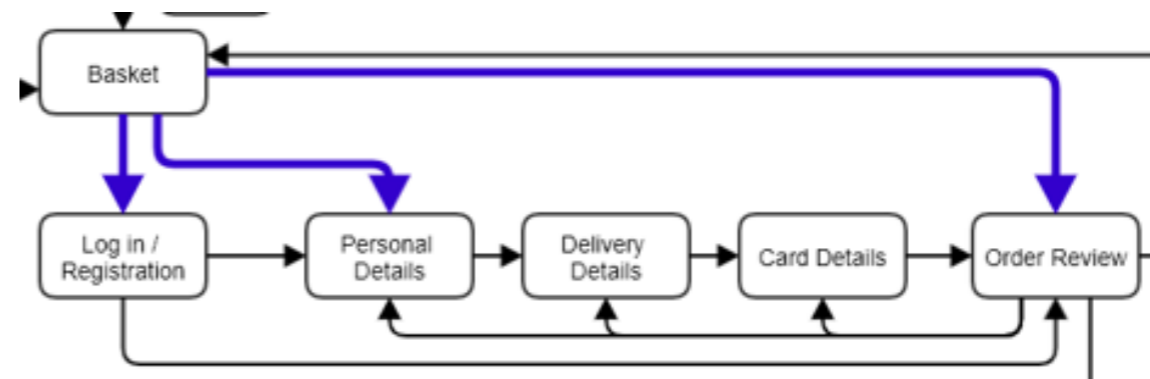
Buttons to offsite payment options are not tracked

4

Visitors don't trust the website/business as a credible/real business

5

Coupon codes don't work



Potential issues for Complete Checkout

1

The desired payment option is not available

2

Too much personal information is required to place the order

3

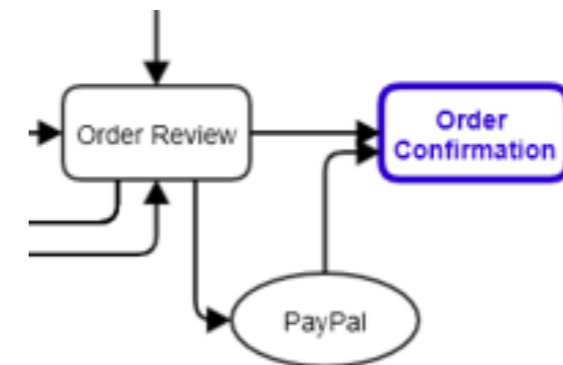
Visitor does not want to create an account but cannot place order without one

4

Delivery is not available to this visitor

5

The cost of the purchase changes



Potential issues across stages

1

Broken functionality, either in general or on specific devices/in specific browsers

2

Lack of desired language or currency are barriers to purchase

3

Differentiating factors are not clear on Website

4

Traffic from a specific traffic source is underperforming

Questions

Next week suggestions

1

Return to website visualisation examples

2

Demonstration of converting a map to page naming convention

3

The Performance Diagnostic

Next week registration – <https://www.linkedin.com/events/6803987551972552704/>

Thank you for your time today



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