

# Customer Experience Health Check

A SINGLE TOUCH EXPERIENCE ANALYSIS



DATA DRIVEN CUSTOMER EXPERIENCE OPTIMIZATION



# Executive Summary

To successfully compete online brands must improve the customer buying experience. The first step in the process is to assess the existing situation.

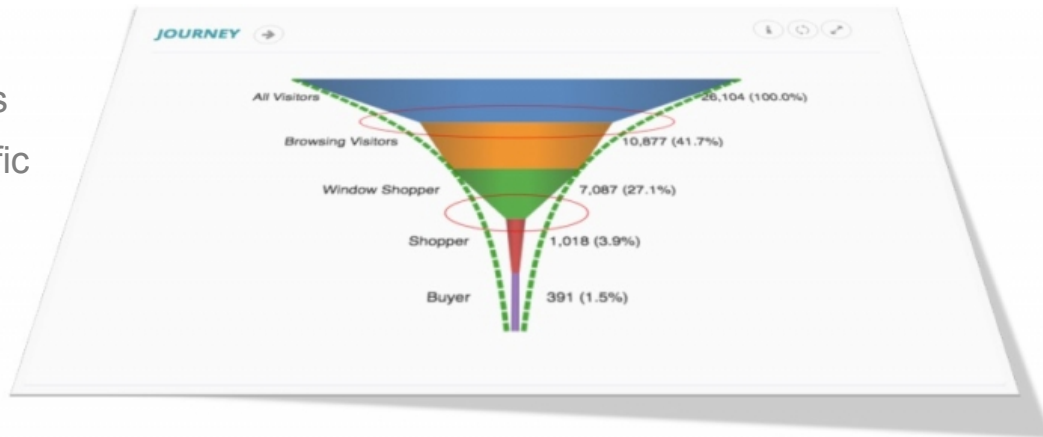
WHY: it is essential to identify the weak links in the customer journey and to use actionable data to drive testing or personalization experiments.

HOW: all you have to do is to activate HiConversion's connector or to add a small java script snippet to all web pages.

WHAT: hundreds of charts will light up directly out of box enabling you to gain actionable insights.

## Health check: detecting where and why you are losing web visitors in the buying journey


- ✓ Increase marketing ROI
- ✓ Uncover 'kinks' and prioritize actions
- ✓ Get more revenue from existing traffic





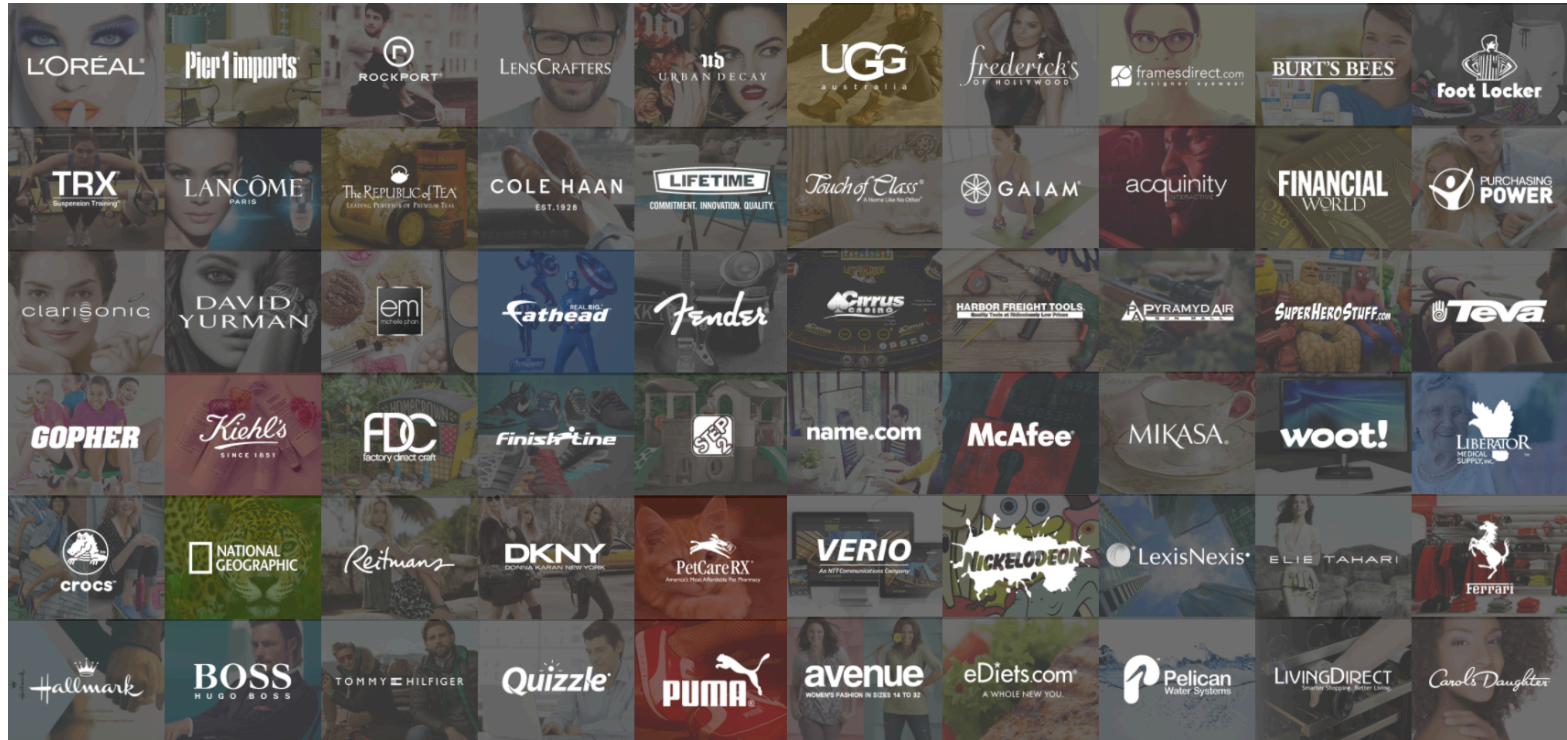
# Background



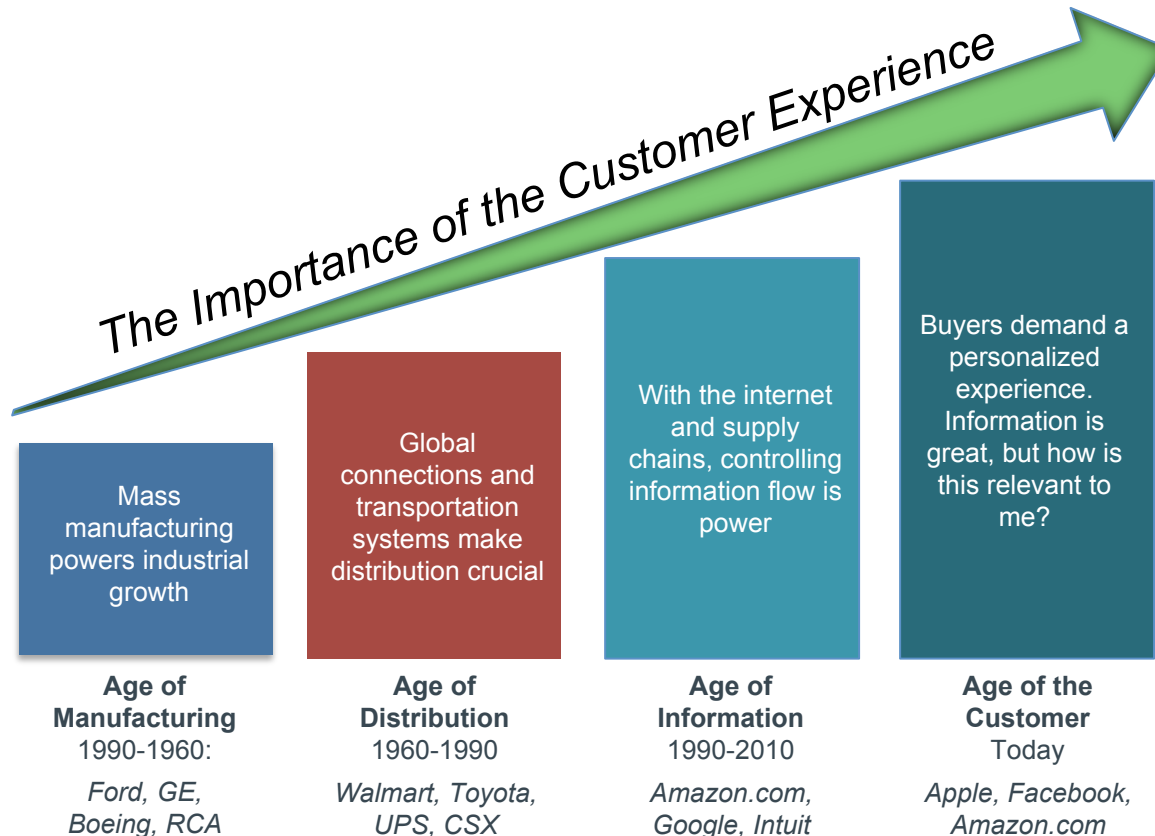


**Our mission:** helping eCommerce brands grow revenue and customer knowledge through **actionable data insights** and **adaptive** customer **experience optimization**

# Our customers: serving a broad spectrum of eCommerce brands and customer experience optimization strategies



# The experience economy is here – to compete and grow revenue eCommerce brands must deliver memorable buying experiences



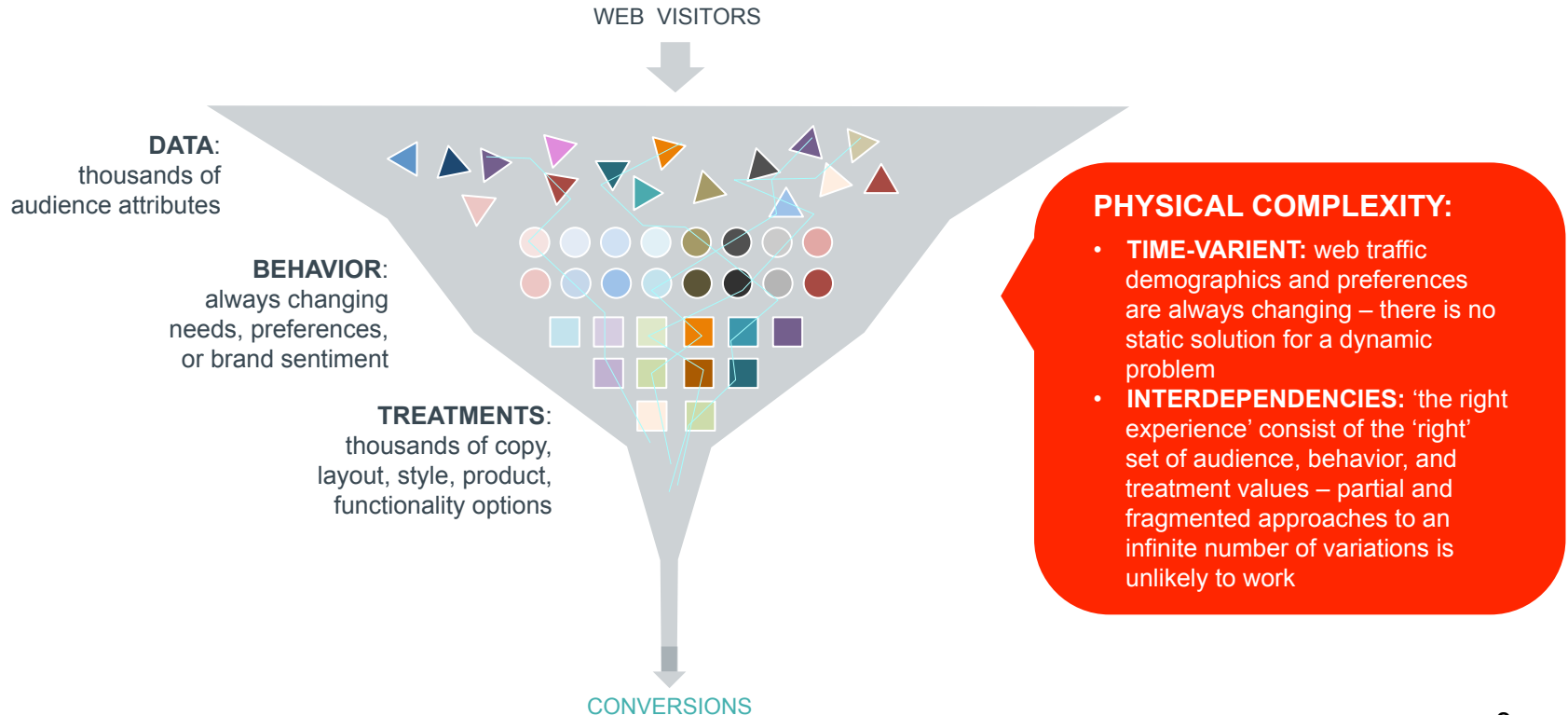
## eCommerce Disappointing Metrics

- Bounce rate: - 60%
- Cart abandonment: -70%
- Not buying anything: -98%

*Growing revenue by increasing ad spend alone is not sustainable – to compete and survive eCommerce brands must improve online buying experiences.*



# Challenge: eCommerce brands are unable to provide the right buying experiences for the right audiences at different steps of buying journey



# Easy implementation – a simple one-time technical step to add a simple tag or to activate eCommerce platform connector

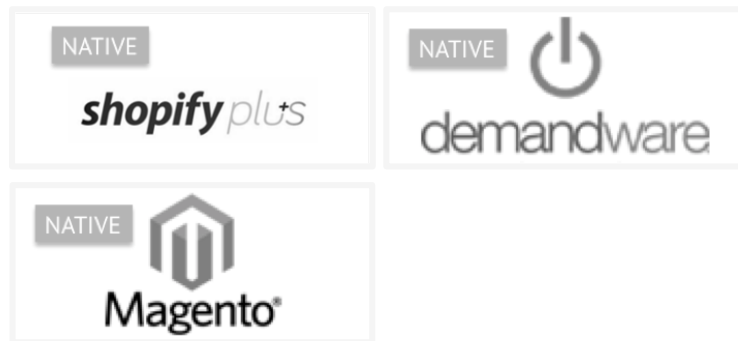
## Option 1 – Generic tag

Instructions: Copy and paste the following into the <head> tag of your HTML

```
<!-- HiConversion 3.0 Async Tag for placement at top of head tag -->
<script>
  var script = document.createElement("script");
  script.id = "hiconversion_30";
  script.async = "async";
  script.type = "text/javascript";
  script.src = "//h30-deploy.hiconversion.com/origin/tag/cVDTpVJAT0";
  var nodes = document.getElementsByTagName("script");
  nodes[0].parentNode.insertBefore(script, nodes[0]);
</script>
```

Note: it requires additional configuration to define goals, metrics, and site structure – provided by HiConversion, free of charge;

## Option 2 – Native connector



Note: all charts light up directly out of box;

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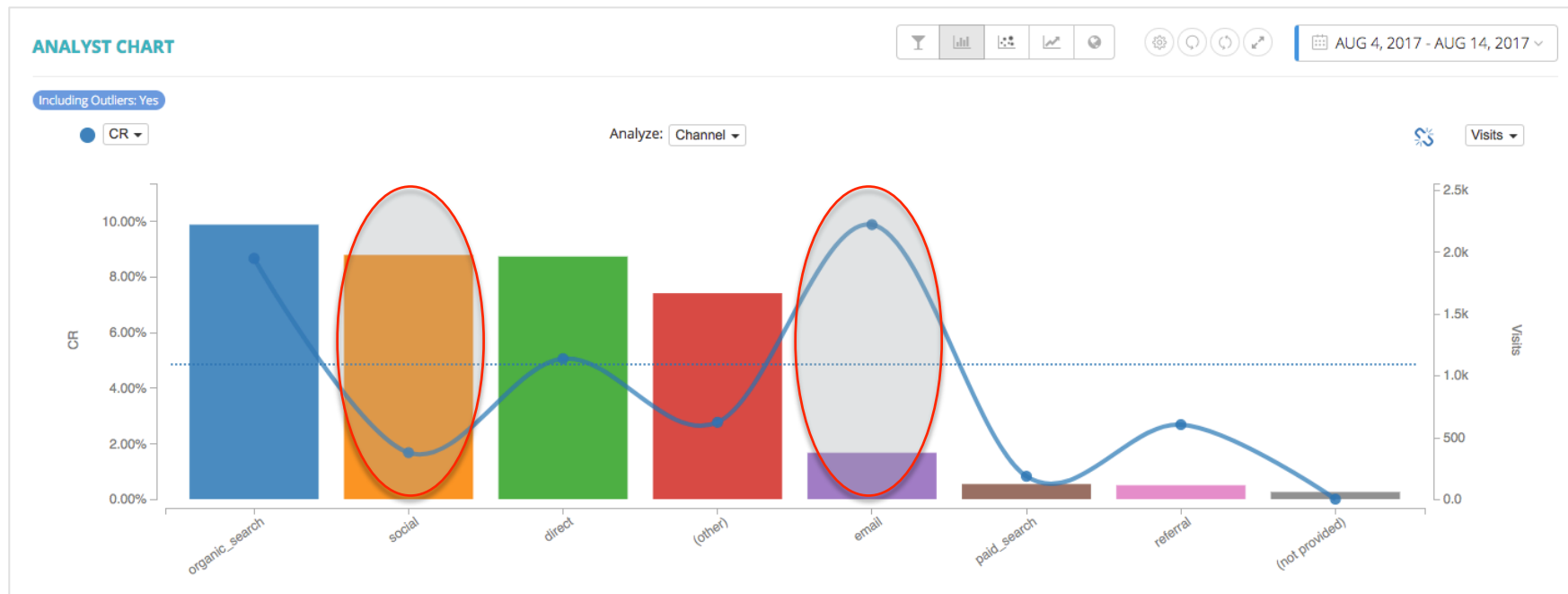
# Health Check Examples



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**Act I:** assessing the demand generation to increase marketing ROI and to separate low quality of traffic from poor visitor experience

# Marketing channels: volume of traffic vs. conversion rate



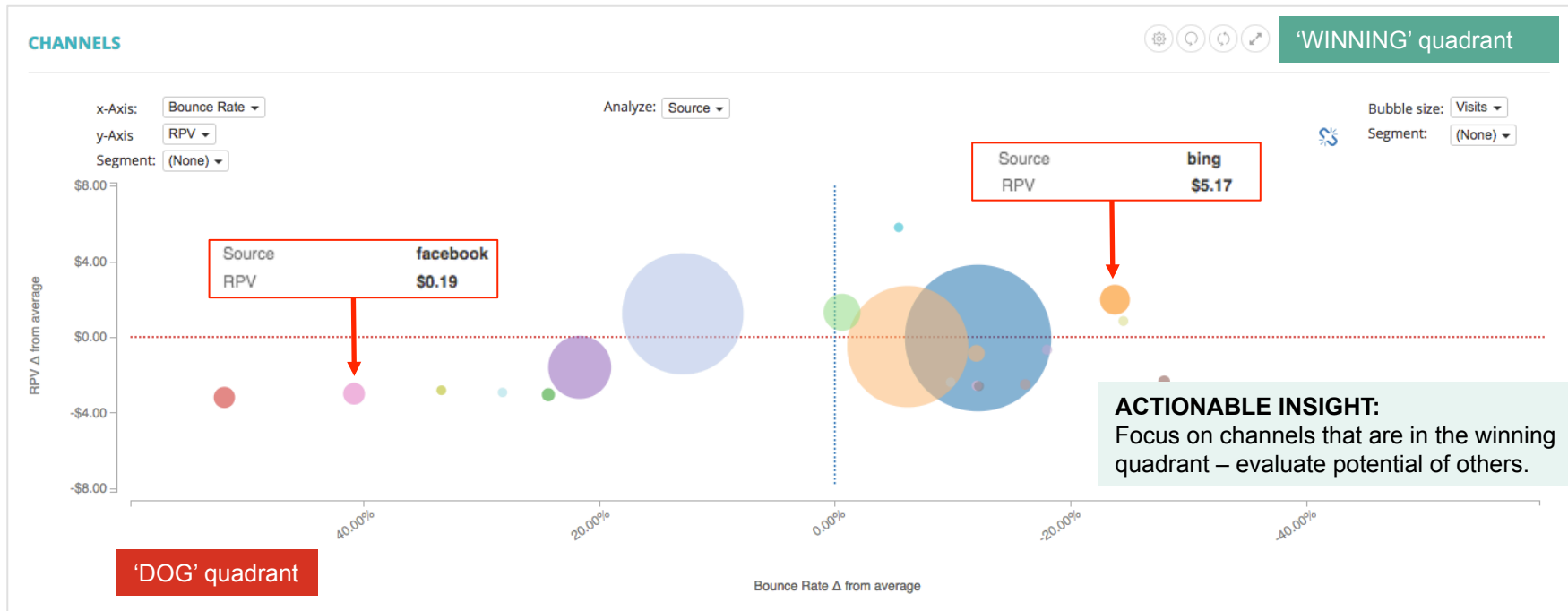
## WHY:

Maximize ROI and your productivity by allocating your time and resources in proportion to performance of different marketing channels.

## ACTIONABLE INSIGHTS:

- Social channel has high traffic but low conversion rate
- E-mail channel has low traffic but high conversion – amplify email marketing

# Traffic sources: multi-metric data analysis of sources to determine quality of traffic and product-market fit



## WHY:

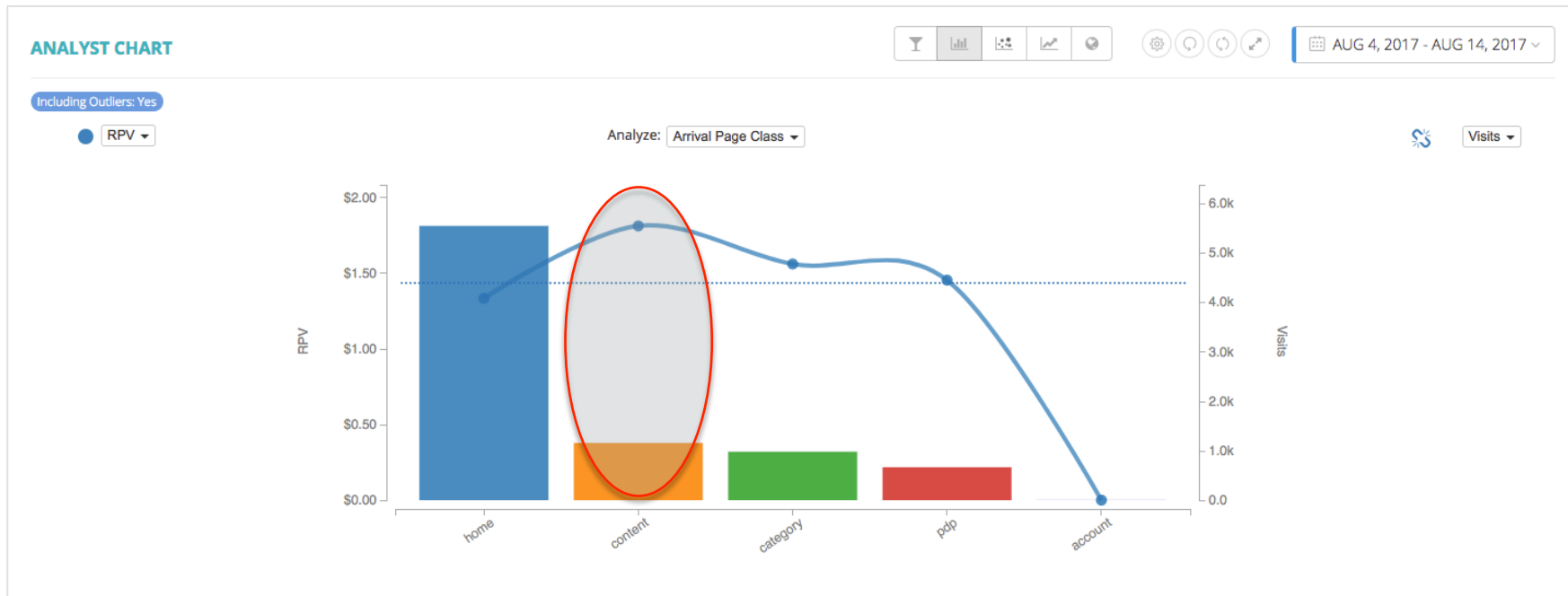
Your goal is to focus on traffic sources that have the lowest bounce rate and the highest revenue per visit (RPV).

## ACTIONABLE INSIGHTS:

- Facebook's RPV (\$0.19/visit) is orders of magnitude lower than Bing's RPV (\$5.17) – reduce marketing spend on Facebook



# Arrival page classes: uncovering the most effective starting points of customer buying journey



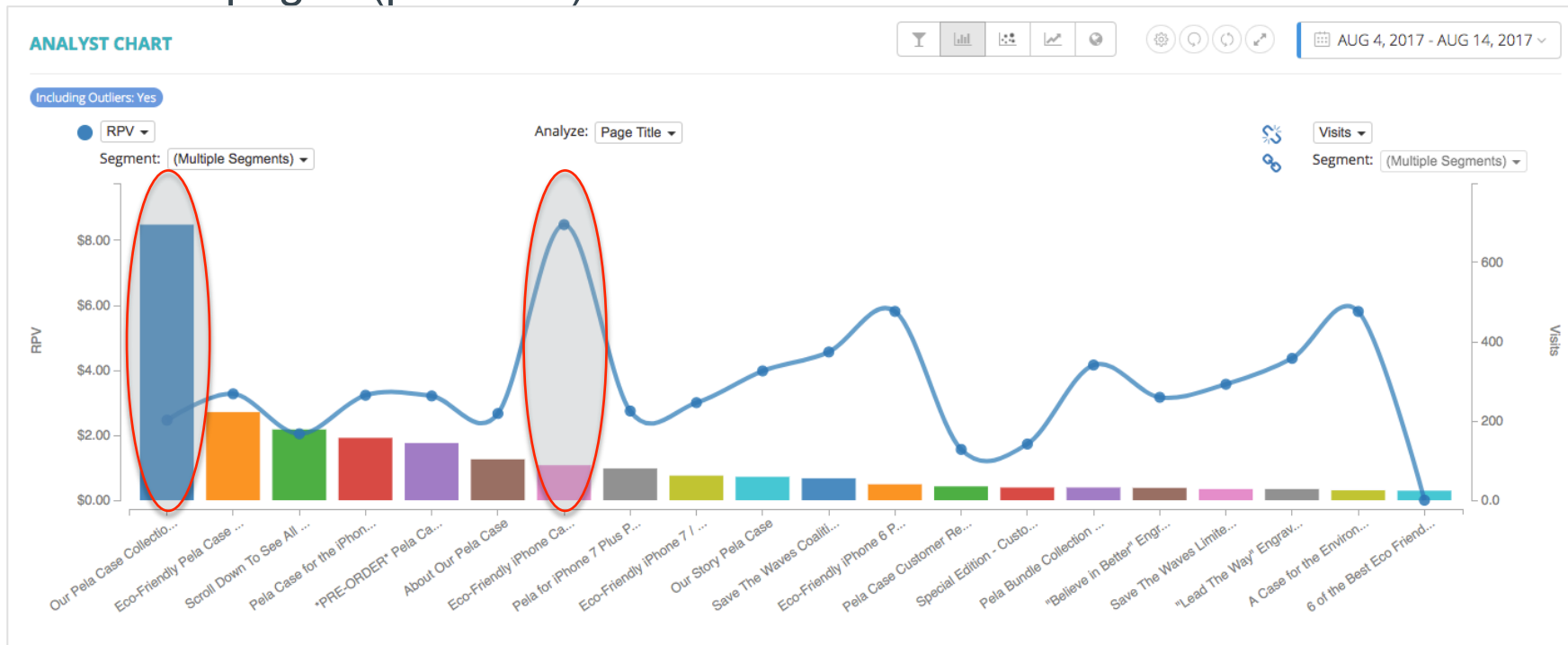
## WHY:

Visitor consideration path depends on familiarity with your offering. Less familiar visitors should start buying journey at the top of the sales funnel.

## ACTIONABLE INSIGHT:

Drive traffic to content pages that have the highest revenue per visit (RPV)

# Content pages: increasing data resolution to uncover the most valuable pages (products)



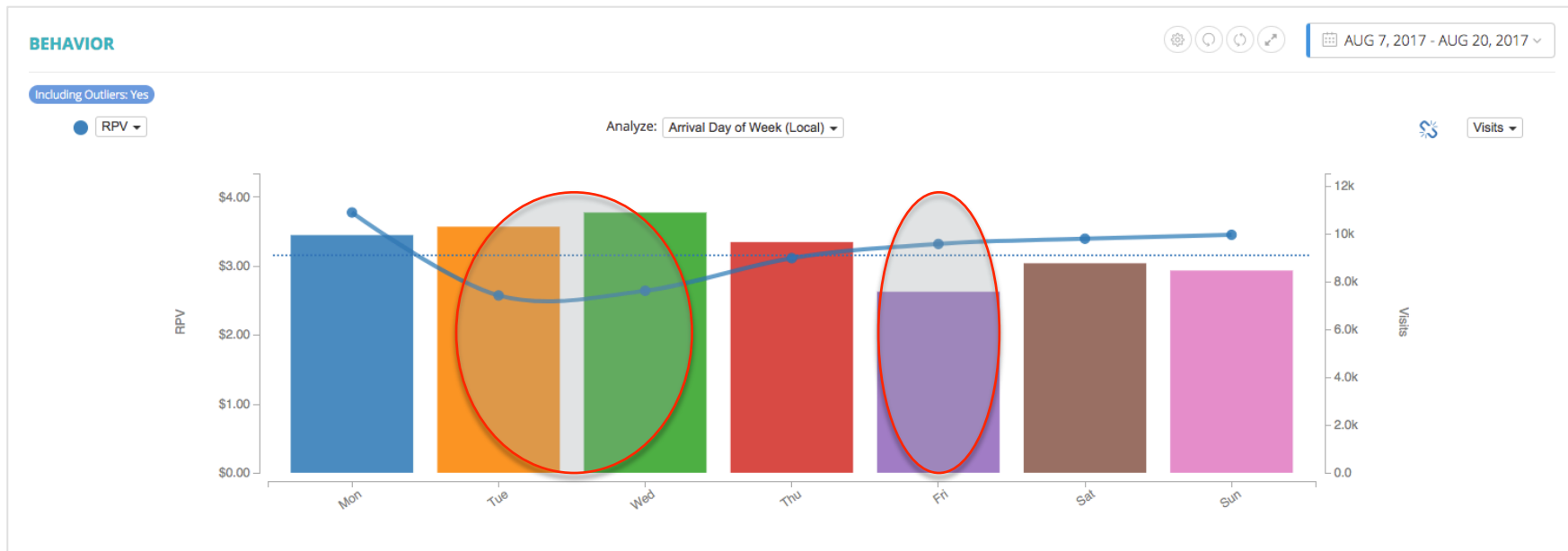
## WHY:

The effectiveness of different content pages reveals customer preferences or experience issues.

## ACTIONABLE INSIGHT:

Collection page severely underperforms Eco-Friendly page – consider targeting visitors with Eco-Friendly page

# Arrival day of the week: aligning marketing activities with daily buying patterns



## WHY:

Detect buying patterns of your visitors and align promotional activities to days when revenue per visit is the highest.

## ACTIONABLE INSIGHT:

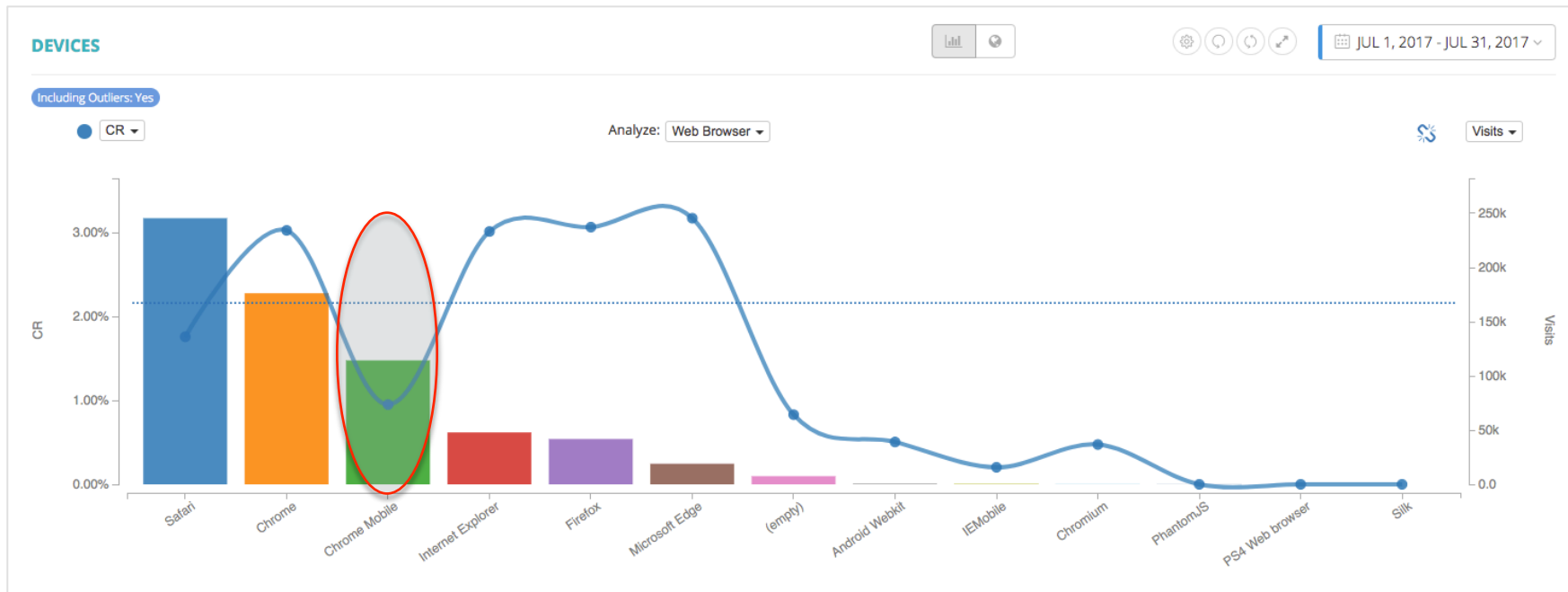
Tuesdays and Wednesdays have the highest traffic but the lowest RPV – consider running promotions on Fridays.



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**Act II:** uncovering ‘kinks’ in customer buying journey to prioritize testing and personalization efforts

# Browsers: making sure that pages render properly in each of the major web browsers



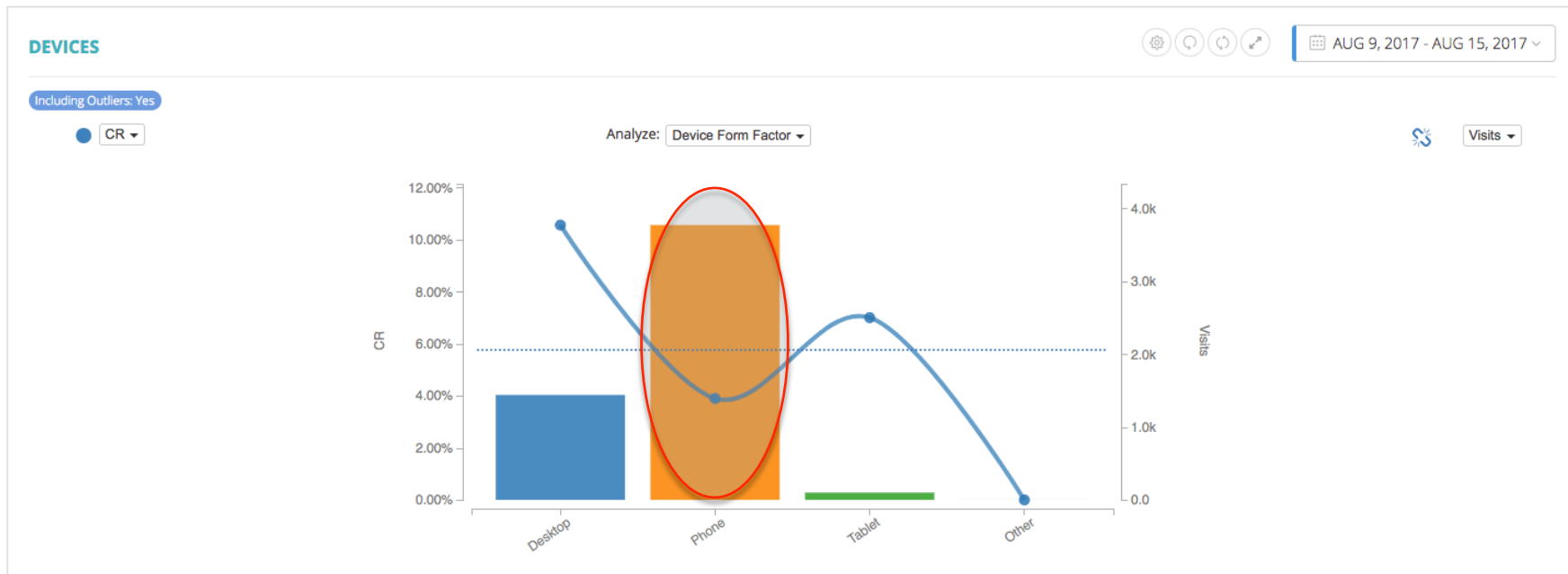
## WHY:

Often sites have technical issues in different web browsers.

## ACTIONABLE INSIGHT:

Chrome mobile browsers are underperforming – check if there are functional or code issues related to this browser.

# Devices: evaluation of performance on different device form factors



## WHY:

Different screen sizes and OS versions are creating different user experiences – it is essential to ensure consistency and performance across all devices.

## ACTIONABLE INSIGHT:

Phone devices have the most traffic and significantly less than average conversions – phone experience must be improved.

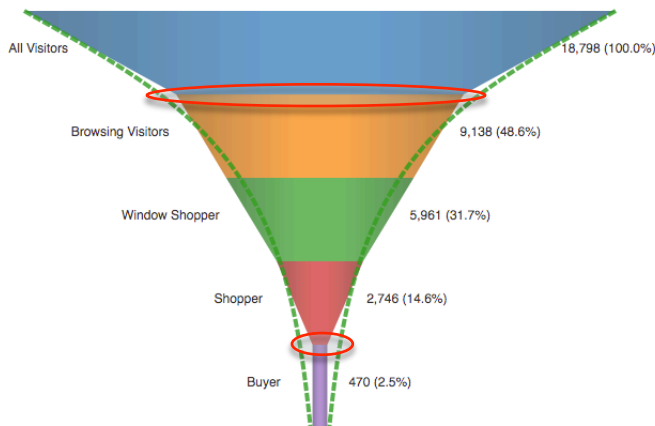
# Funnels: finding kinks in the buying journey

Create a segment

Segment By: Device Form Factor > Phone ▾

[⊕ Add Criteria](#)

[Apply](#) [Cancel](#)



## WHY:

The shape of the funnel reveals the steps where visitors are getting stuck in the sales funnel.

Create a segment

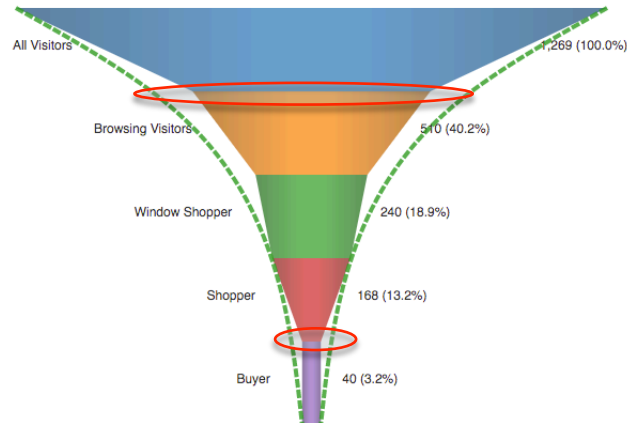
Segment By: Device Form Factor > Phone ▾

AND

Segment By: New vs Returning > Returning ▾

[⊕ Add Criteria](#)

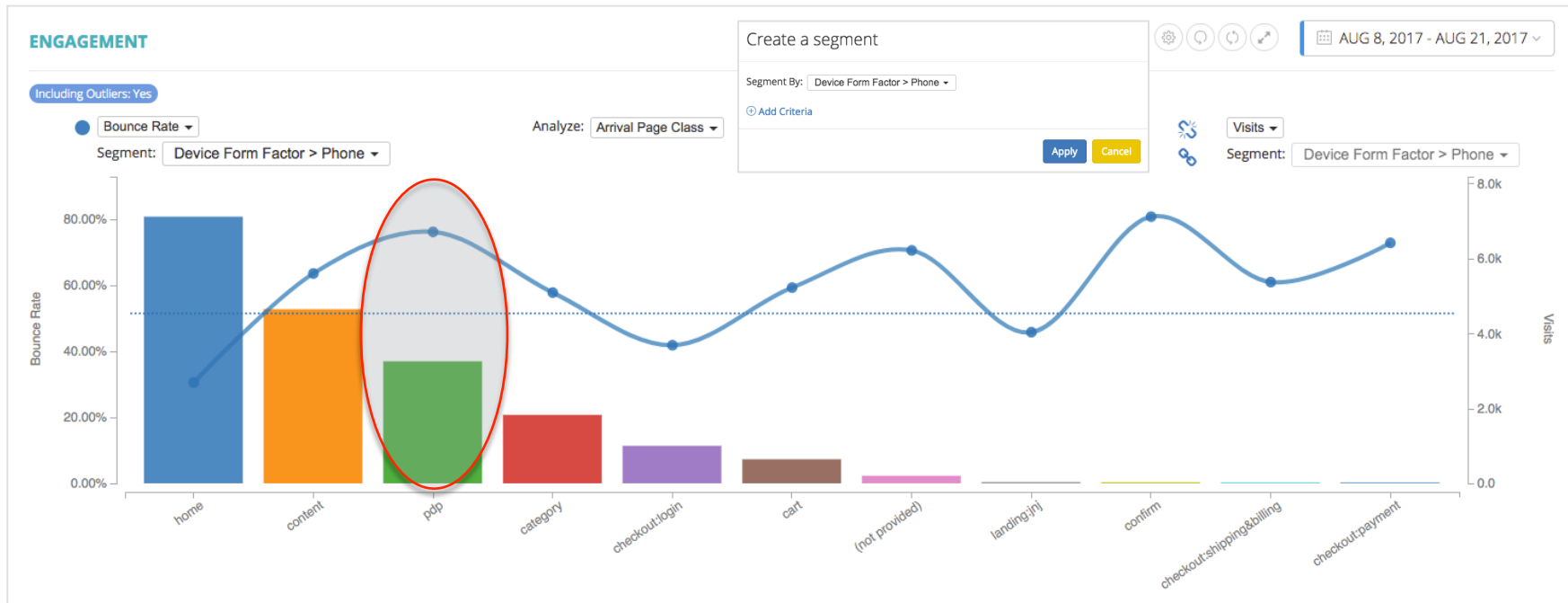
[Apply](#) [Cancel](#)



## ACTIONABLE INSIGHT:

Sales funnels for all or returning mobile visitors reveals issues with the arrival pages and checkout funnel.

# First impression: bounce rate analysis for the main page classes



## WHY:

Big swings in the bounce rate between arrival page classes indicates poor on page experience.

## ACTIONABLE INSIGHT:

Product detail page (PDP) has significantly higher bounce rate – evaluate pdp page template.

# Arrival pages: multi-metric assessment of the top arrival pages



## WHY:

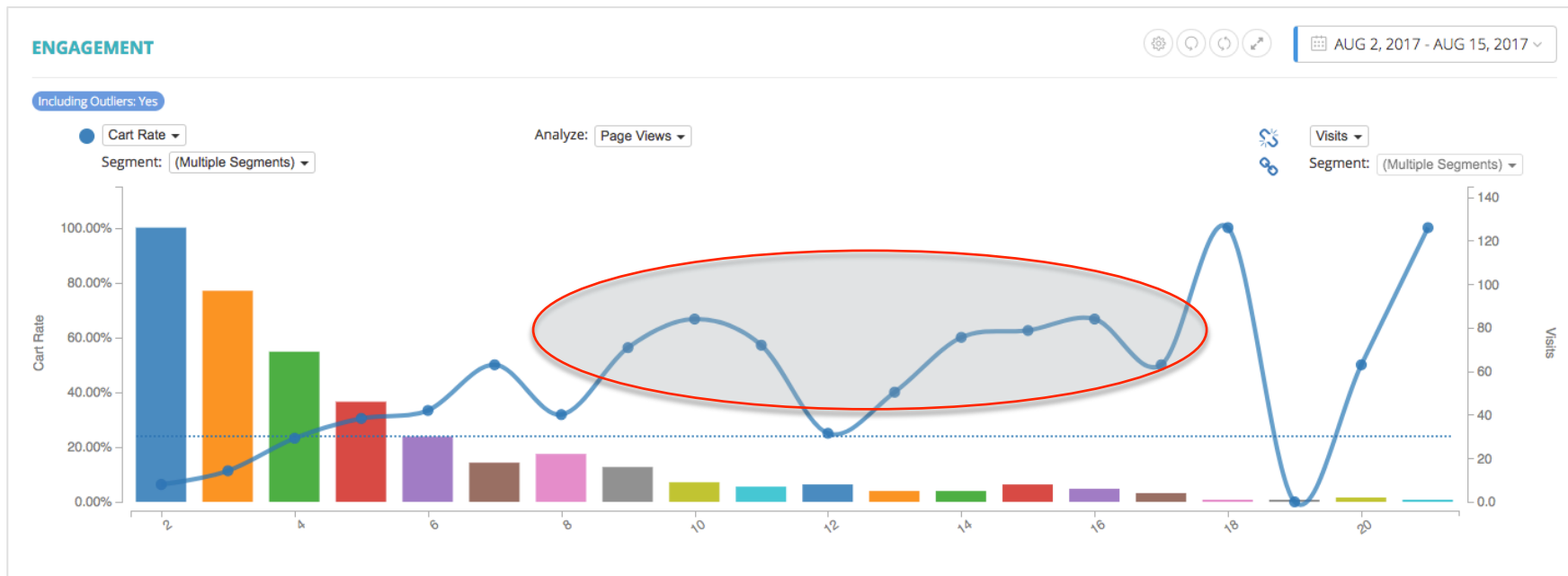
Marketers should go beyond the first impression to measure the eCommerce value of different pages.

## ACTIONABLE INSIGHT:

'All-mens-shoes' is the top performing arrival page while 'Outlet' is the worst performing arrival page – compare winning and losing pages to separate quality of traffic or UX design.



# Engagement: page views needed before adding product to the cart



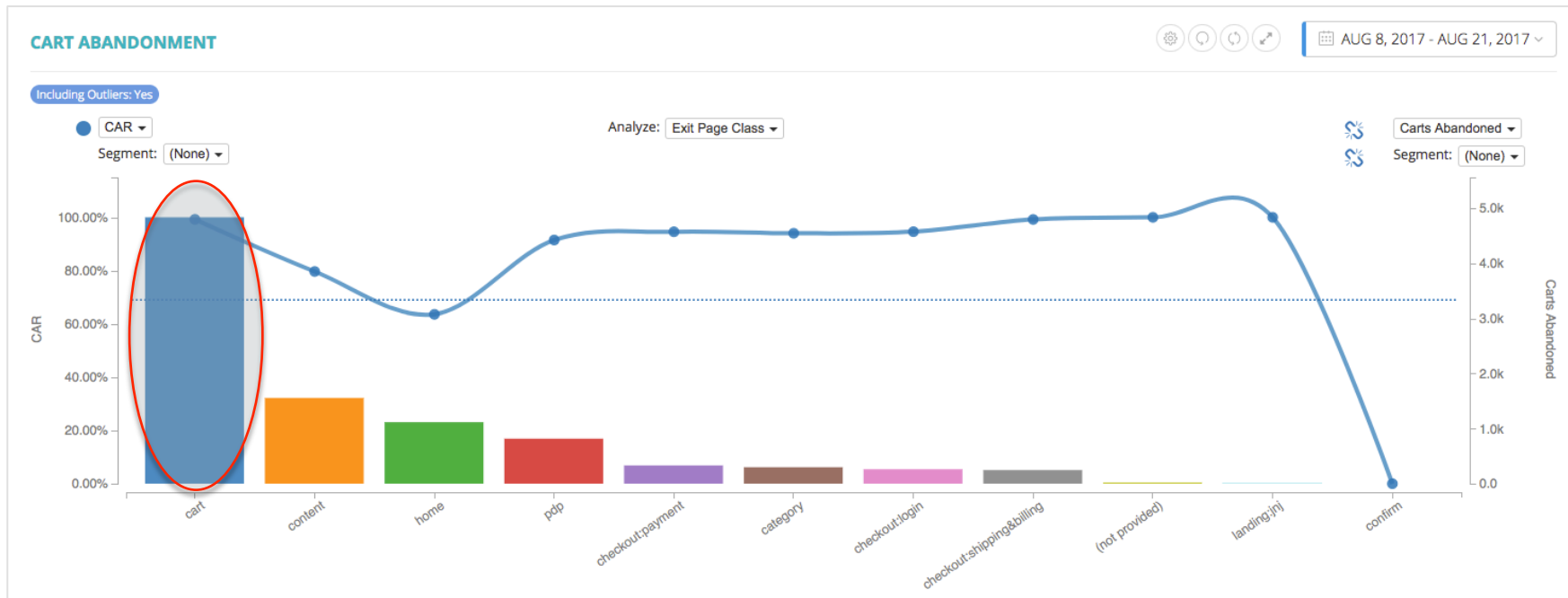
## WHY:

The number of page views needed to find and add product to the cart is an indicator of how easy is to navigate the site.

## ACTIONABLE INSIGHT:

Long tail indicates challenges in finding the right product – site navigation needs to be further examined.

# Cart abandonment: page classes with the highest cart abandonment rate



## WHY:

Fixing cart abandonment problem is the highest priority item for each eCommerce site.

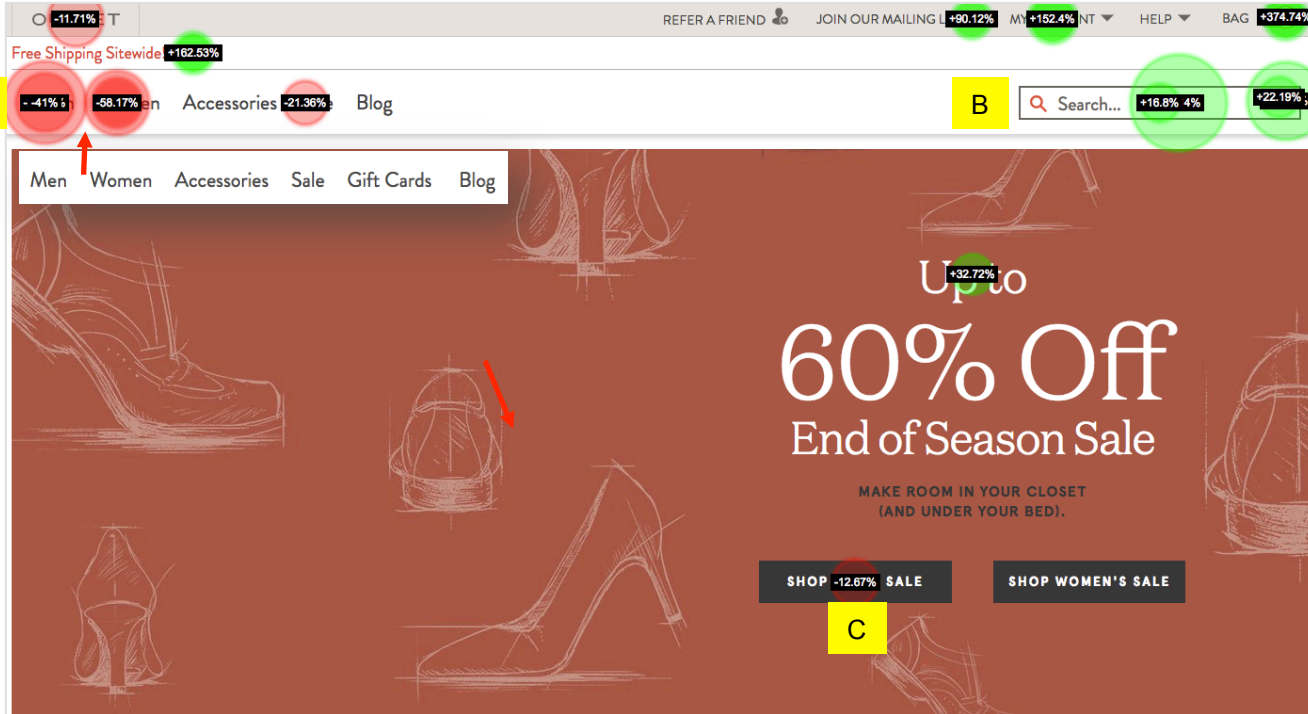
## ACTIONABLE INSIGHT:

Cart page has the highest number and the highest cart abandonment rate – need to evaluate cart page experience.



**Act III:** use engagement data to design data driven experiments

# Main navigation: engagement map indicates how effective are the main navigation categories



## General:

Main navigation is the least scrutinized aspect of the site.

## A – Main categories

- Structural navigation logic problem: gender vs. product categories

## B – Search

- Using search should not be the preferred way of finding desired products – it further shows how weak the main navigation is

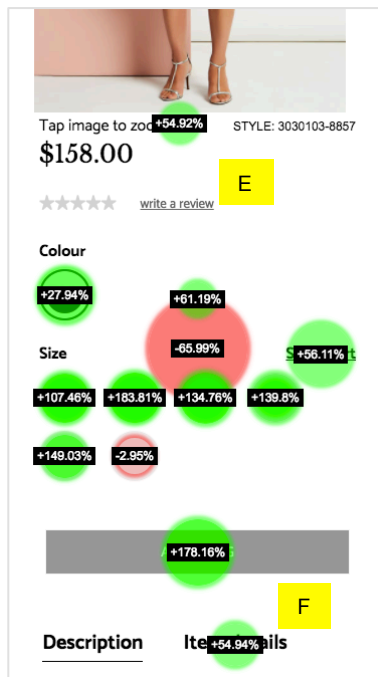
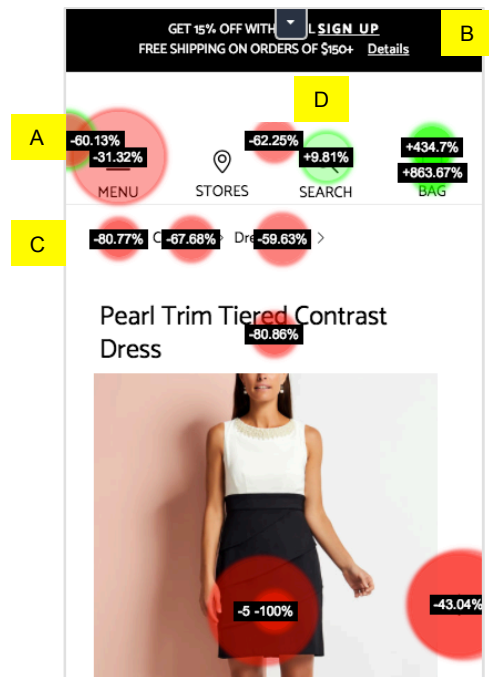
## C – Sale links

- Demographic preference – men appreciate sales less than women

## Legend:

- **Bubble size:** proportional to a measure associated with an element engagement (clicks, revenue, number of conversions, ...)
- **Bubble color:** indicates relative lift / drop in performance as result of an engagement

# PDP page: engagement map shows how different page elements impact visitor buying decision



## General:

Clean and effective page design.

## A - Navigation

- 'Hamburger' is creating negative engagements - need to further examine mobile navigation menu

## B - Promo Banner

- No visitor engagement – hypothesis is that the promo is not visible enough - consider repositioning in a more visible location

## C - Breadcrumbs

- Highly negative engagements – consider moving it to a location below the product image

## D - Store Locator

- Introducing significant drop in revenue – consider making it less prominent

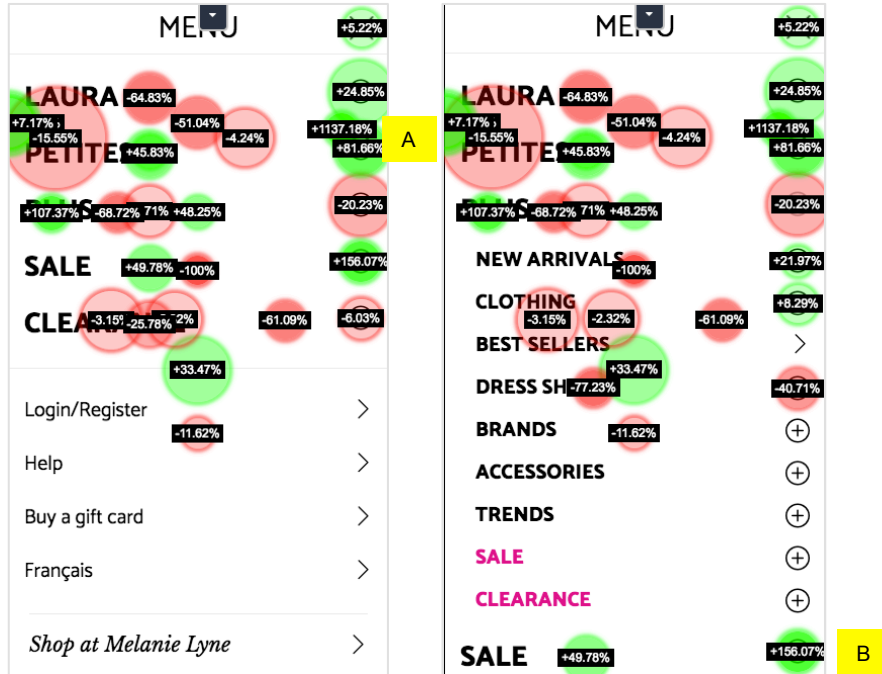
## E - Product Zoom

- Effective feature that is increasing RPV – consider making it more visible

## F - Item details

- Important content – consider showing it by default

# Mobile navigation: engagement map reveals visitor navigation preferences



## General:

Mobile menu imitates the desktop menu, which is creating the need for extra clicks.

## A – Main category

- Consider expanding the best performing link category by default

## B – Navigation order

- Consider moving categories around so that they are arranged in descending order



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## Act Now:

- The future of eCommerce business belongs to brands that are able to deliver memorable buying experiences
- Data, testing and personalization are the essential tools of success
- Health check is a no risk starting point of your customer experience optimization journey

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