

Customer Experience Health Check

A SINGLE TOUCH EXPERIENCE ANALYSIS



DATA DRIVEN CUSTOMER EXPERIENCE OPTIMIZATION

hi CONVERSION

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.

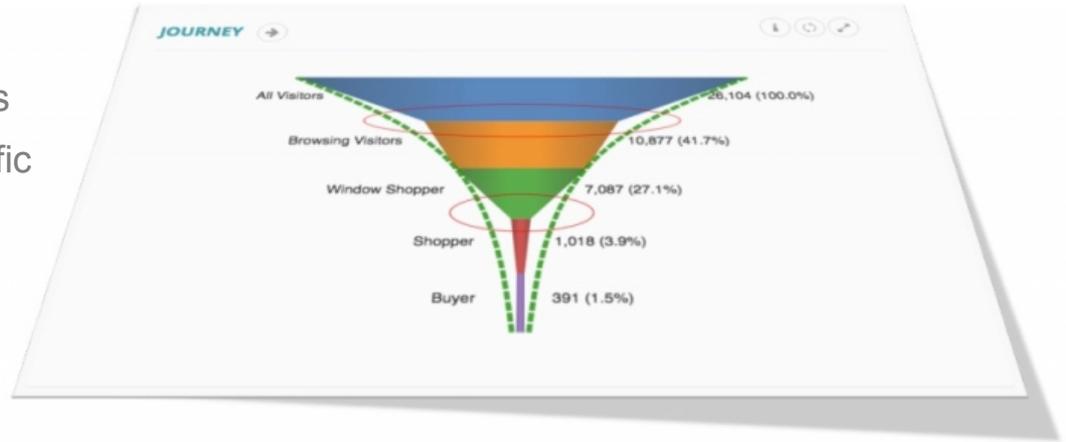
WHY: it is essential to identify the weak links in the customer journey and to use actionable data to drive testing or personalization experiments.

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

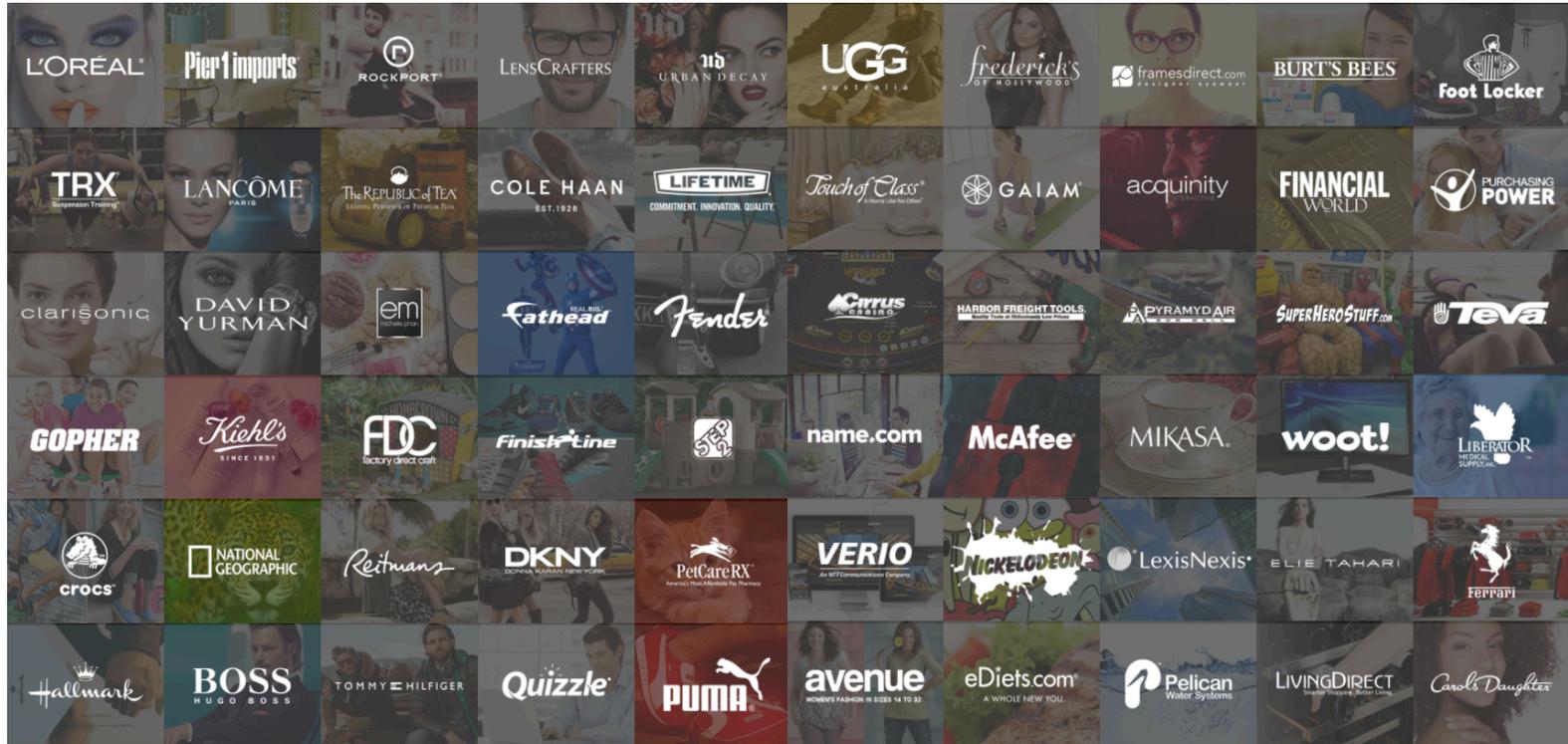
- ✓ Increase marketing ROI
- ✓ Uncover 'kinks' and prioritize actions
- ✓ Get more revenue from existing traffic



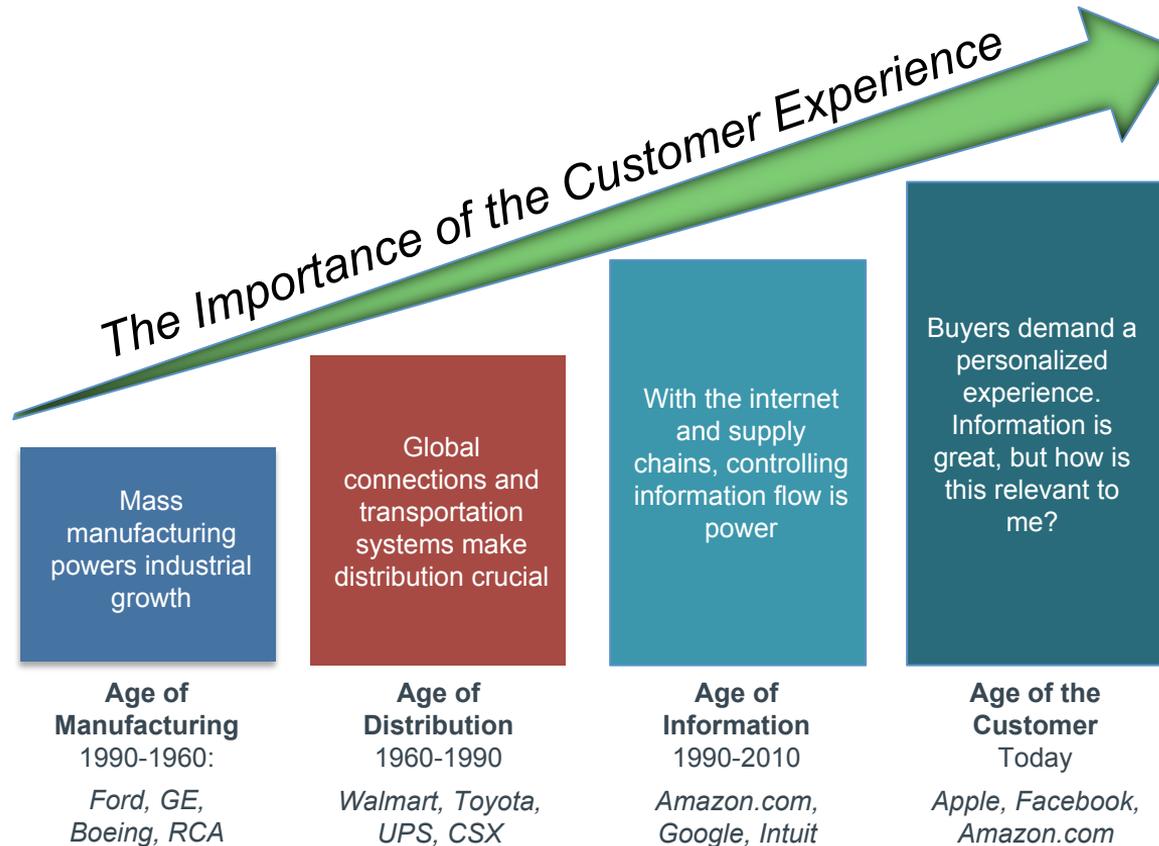
Background

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

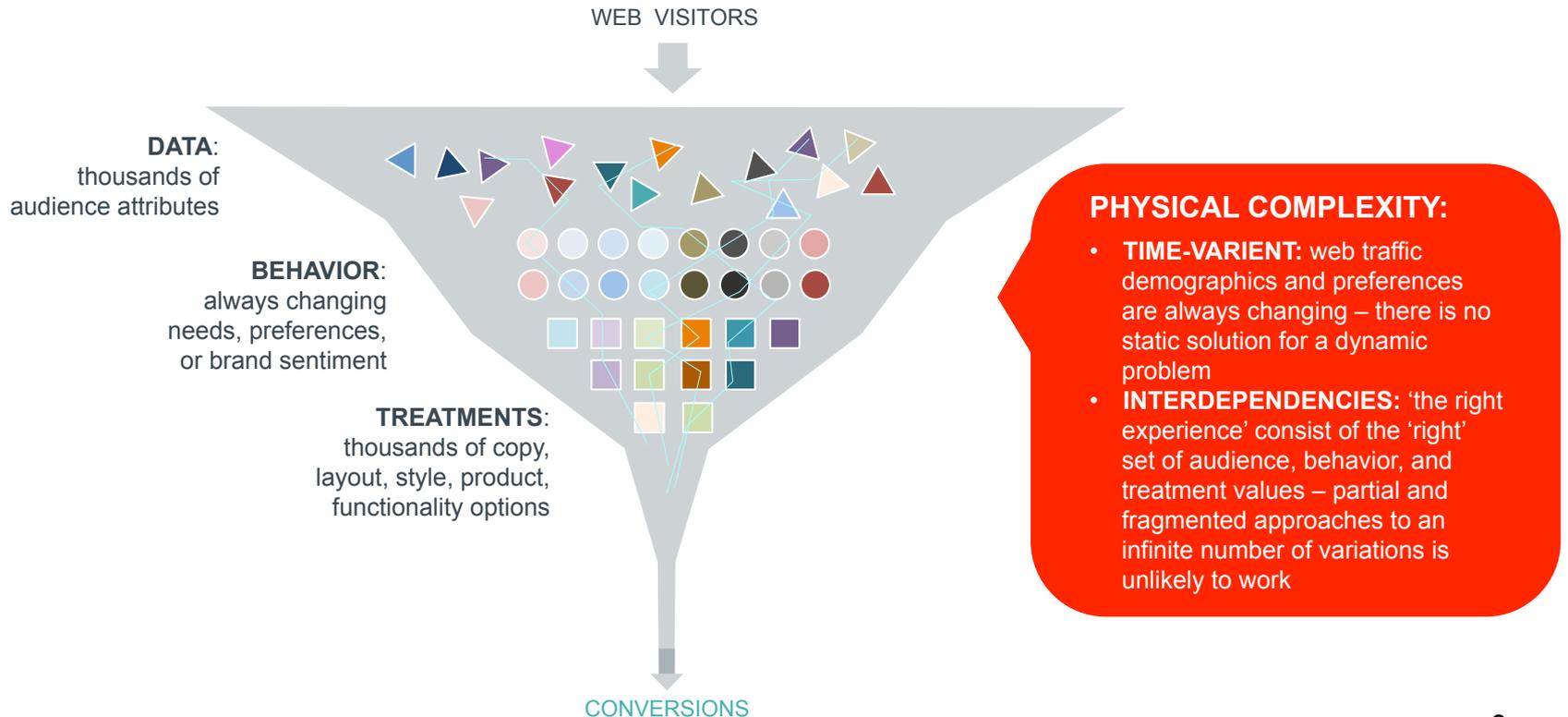


eCommerce Disappointing Metrics

- 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

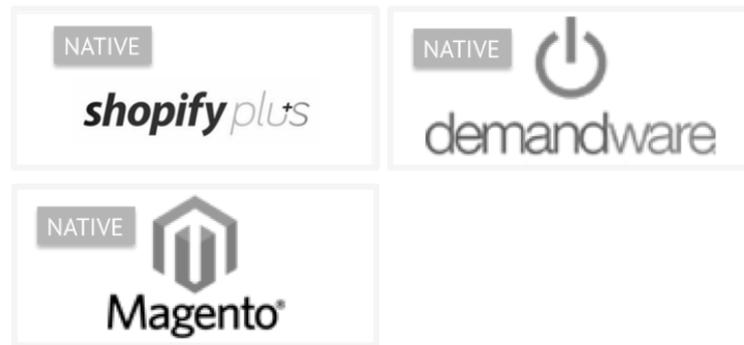
Option 1 – Generic tag

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

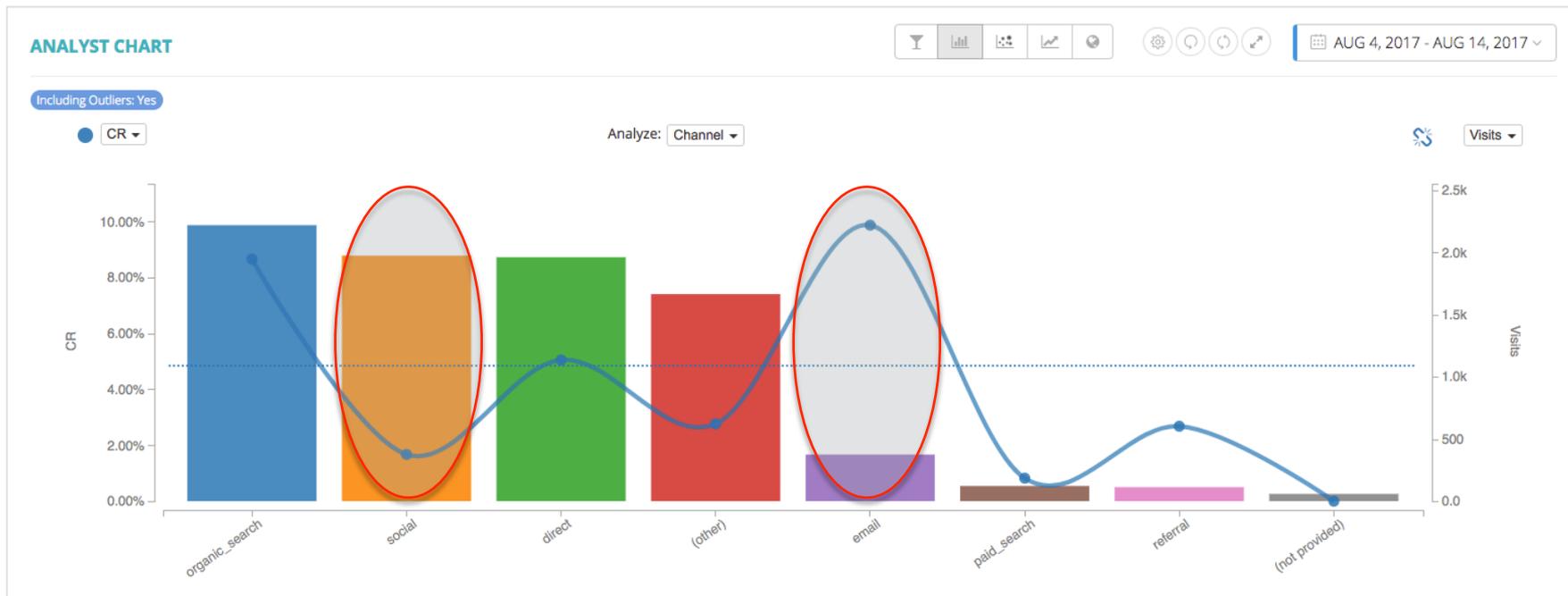


Note: all charts light up directly out of box;

Health Check Examples

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



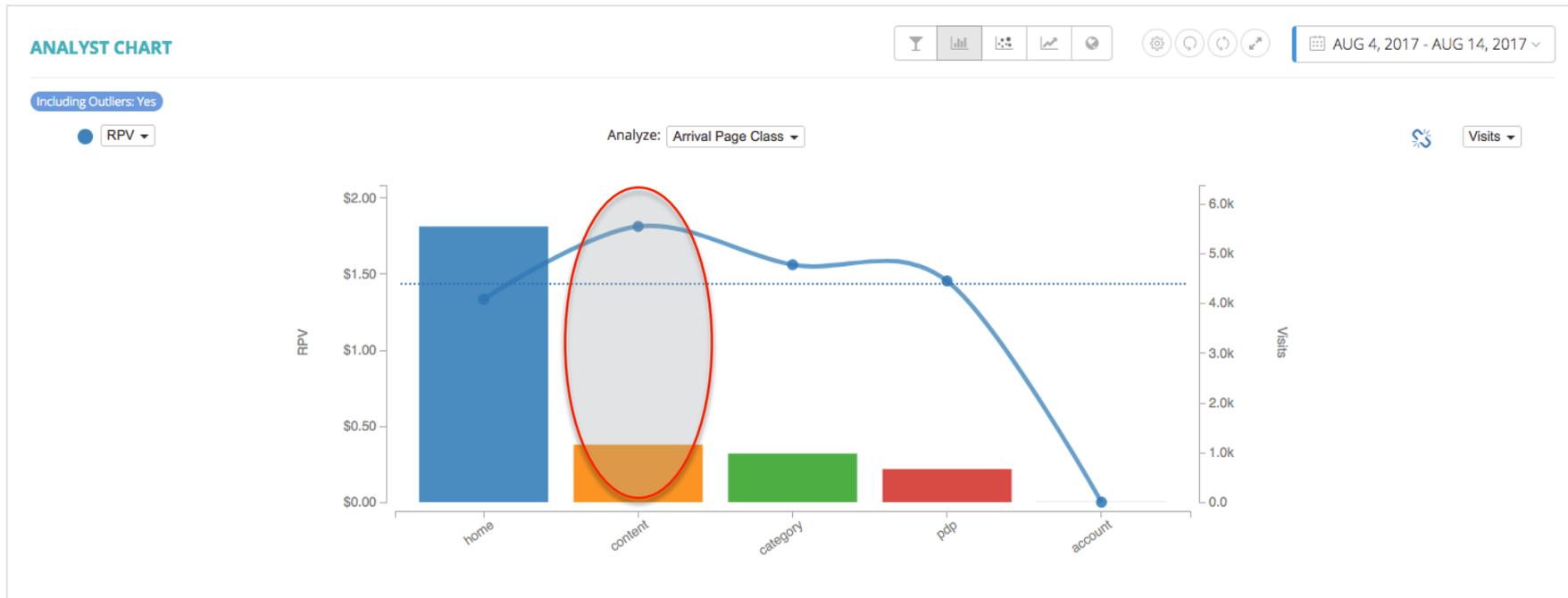
WHY:

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



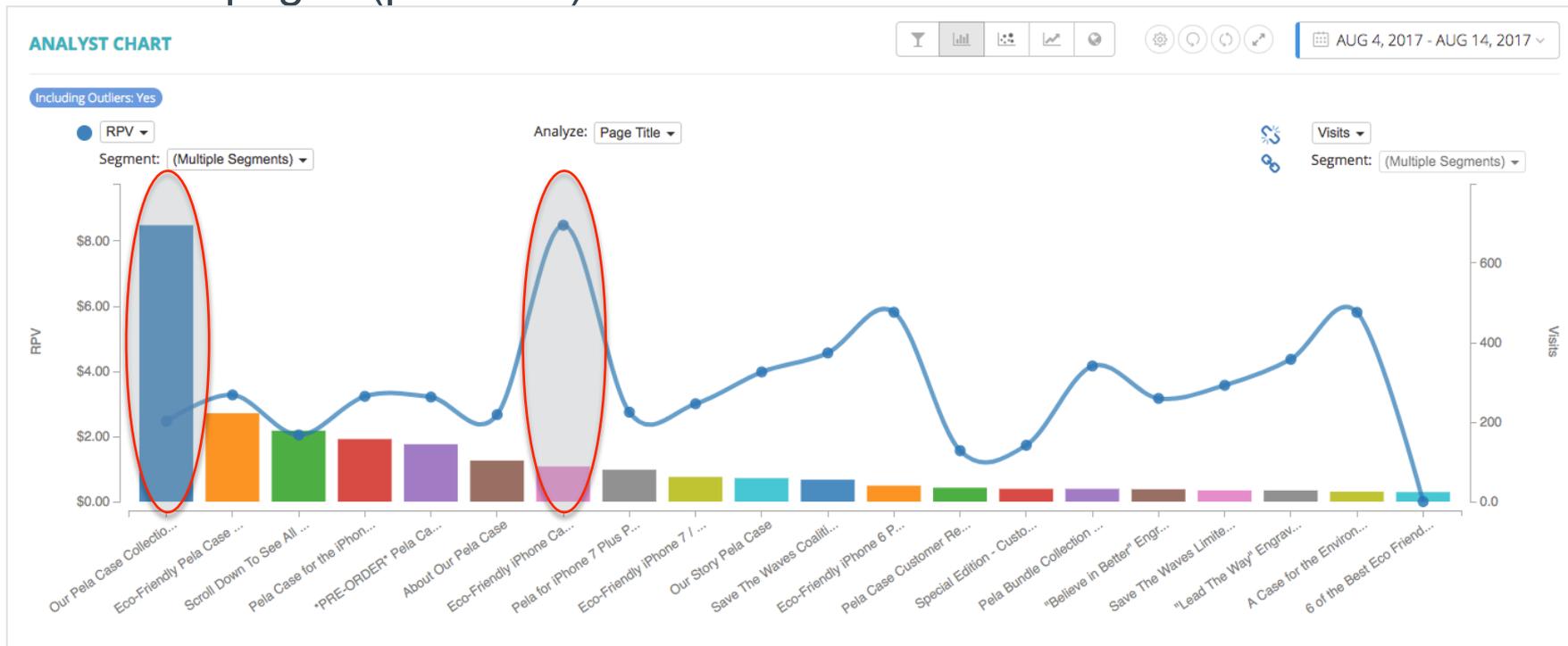
WHY:

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)



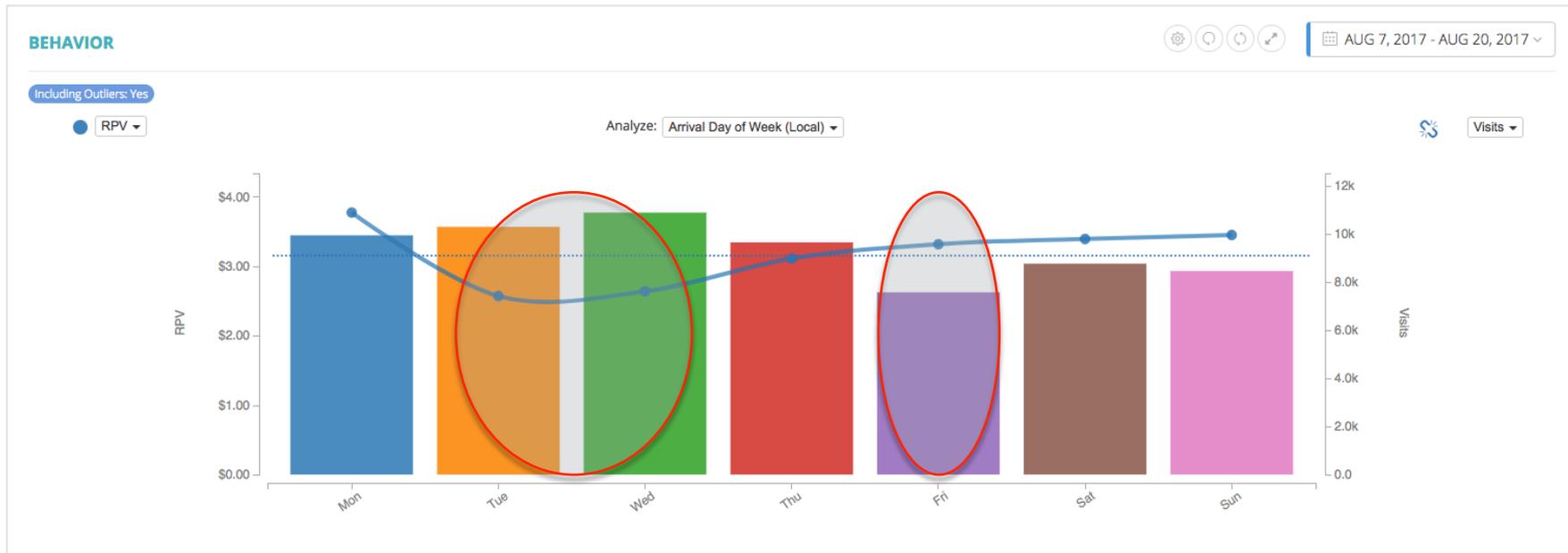
WHY:

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:

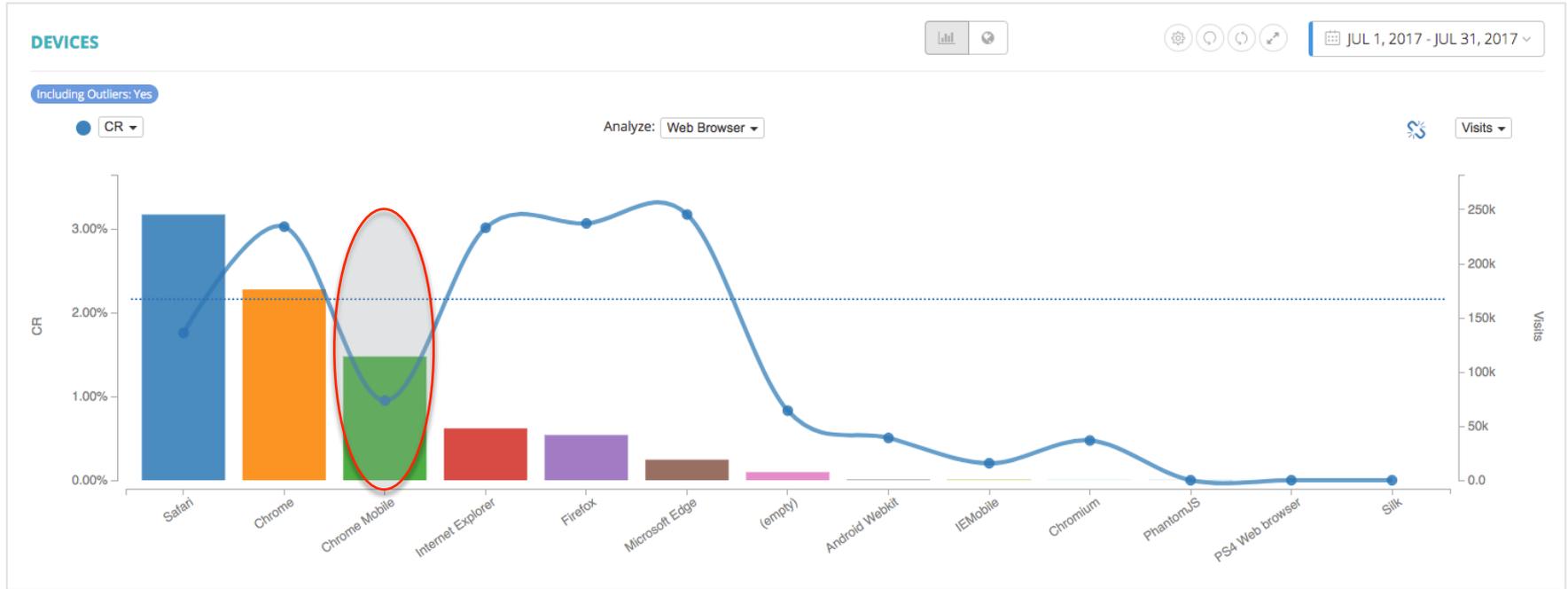
Detect buying patterns of your visitors and align promotional activities to days when revenue per visit is the highest.

ACTIONABLE INSIGHT:

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

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



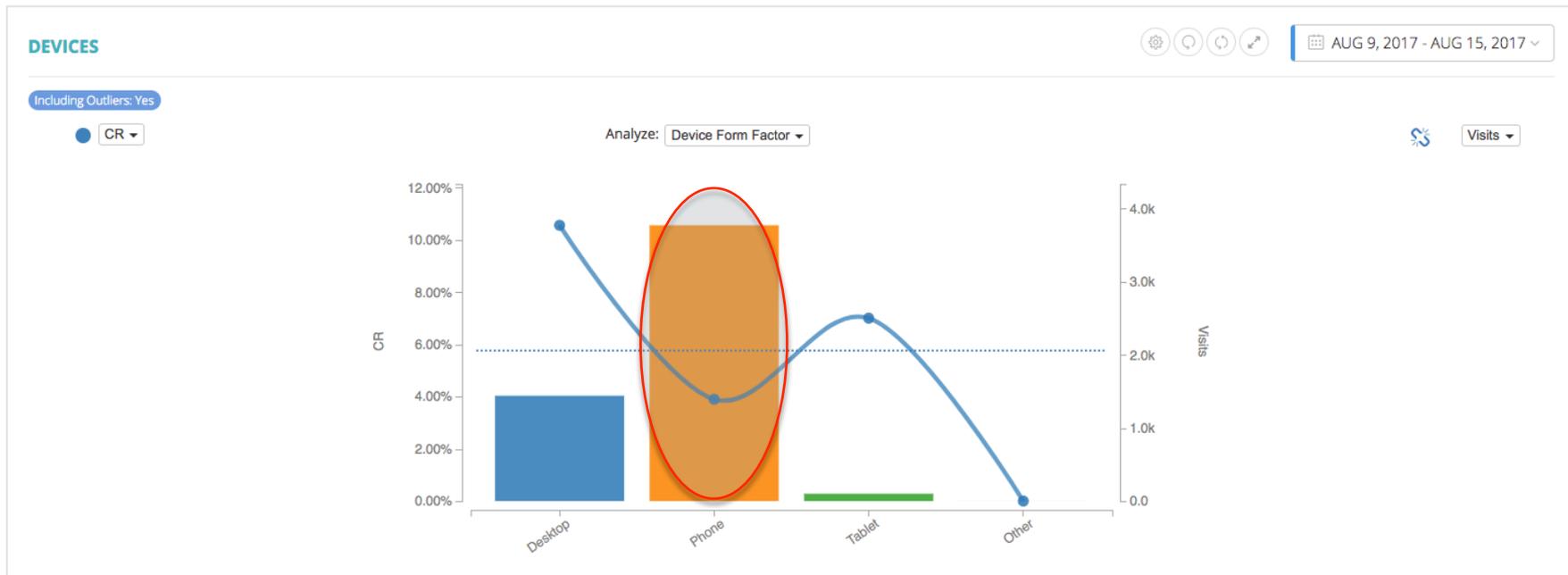
WHY:

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:

[+ Add Criteria](#)

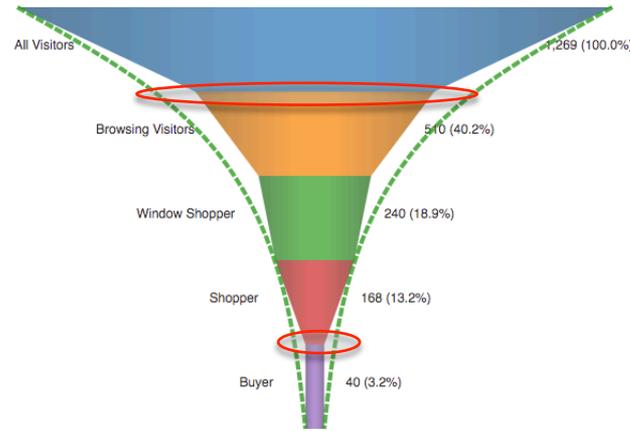
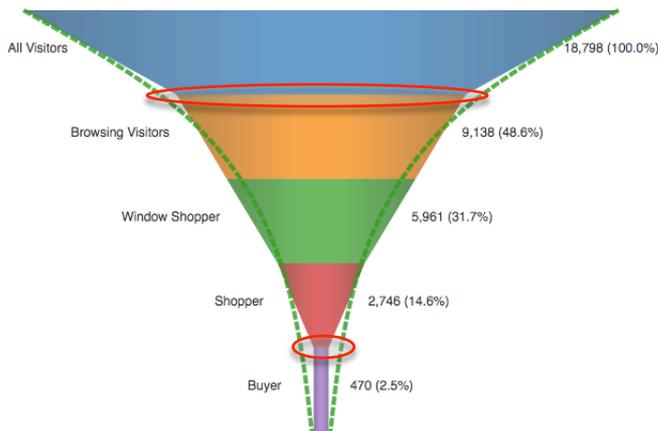
Create a segment

Segment By:

AND

Segment By:

[+ Add Criteria](#)



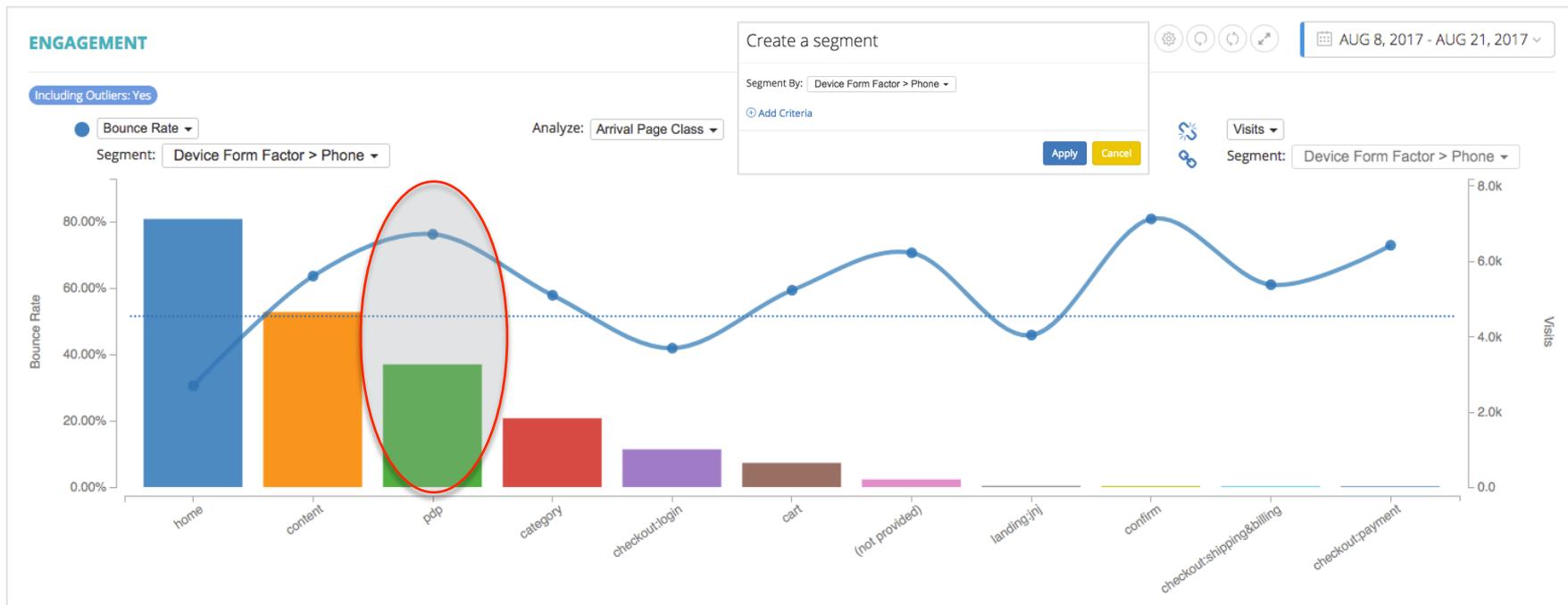
WHY:

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

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



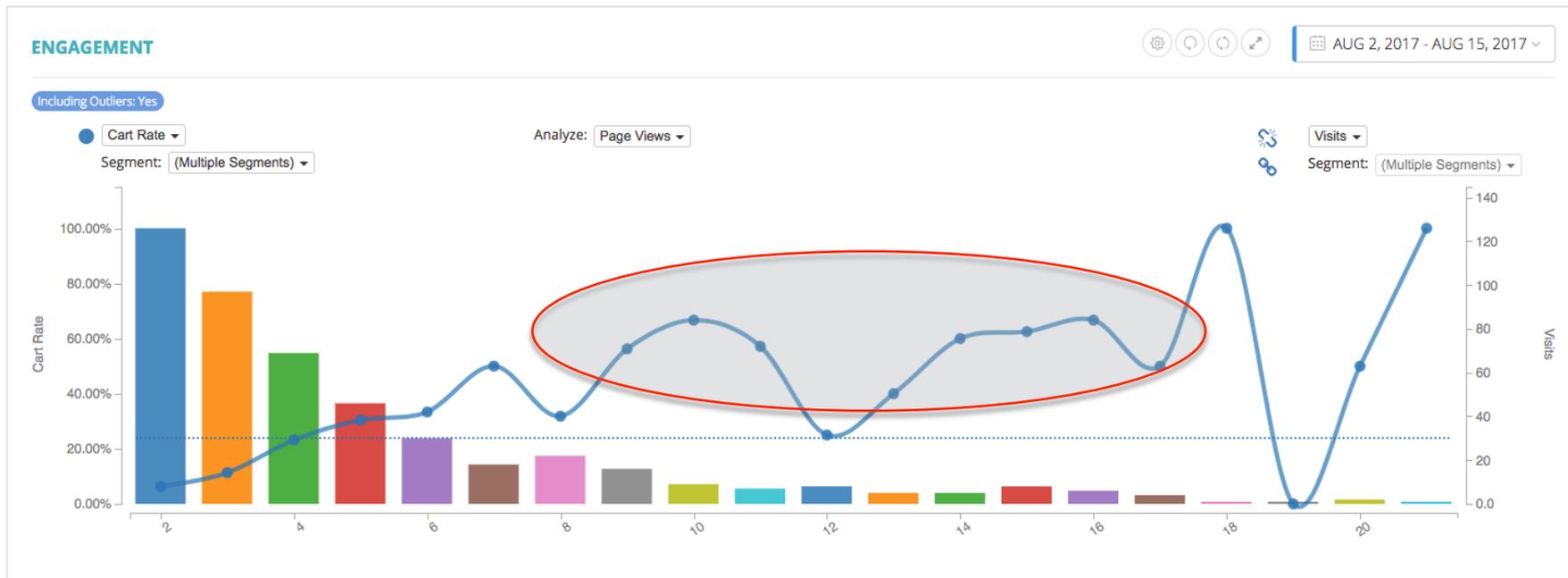
WHY:

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



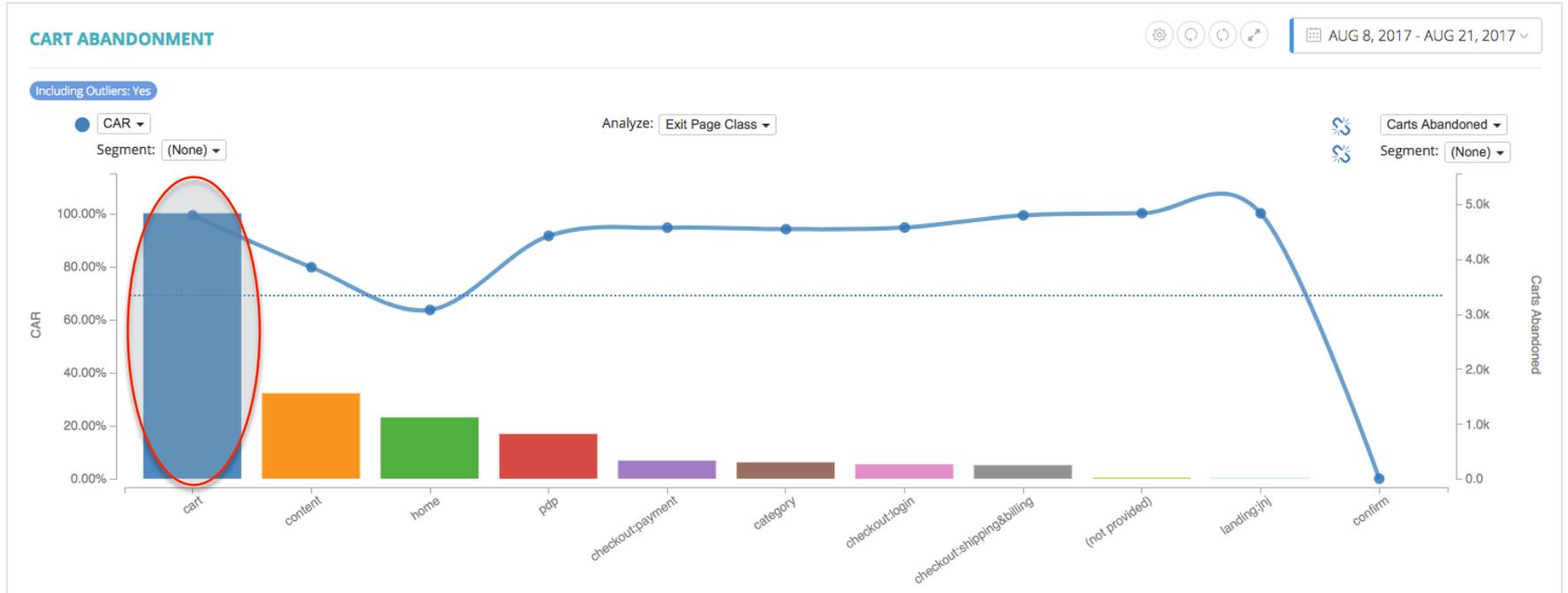
WHY:

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:

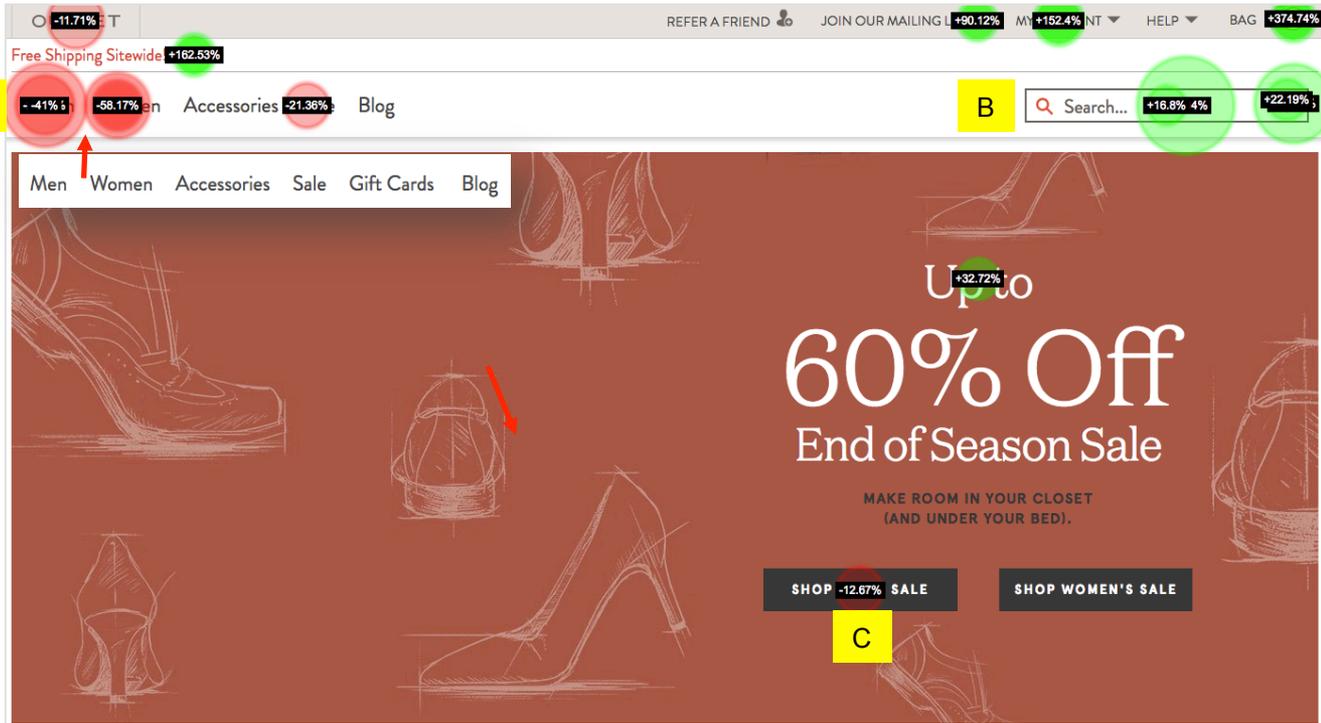
Fixing cart abandonment problem is the highest priority item for each eCommerce site.

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

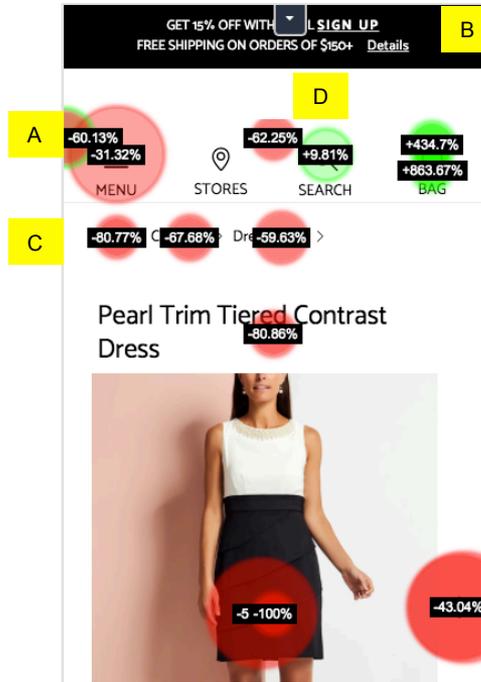
C – Sale links

- 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

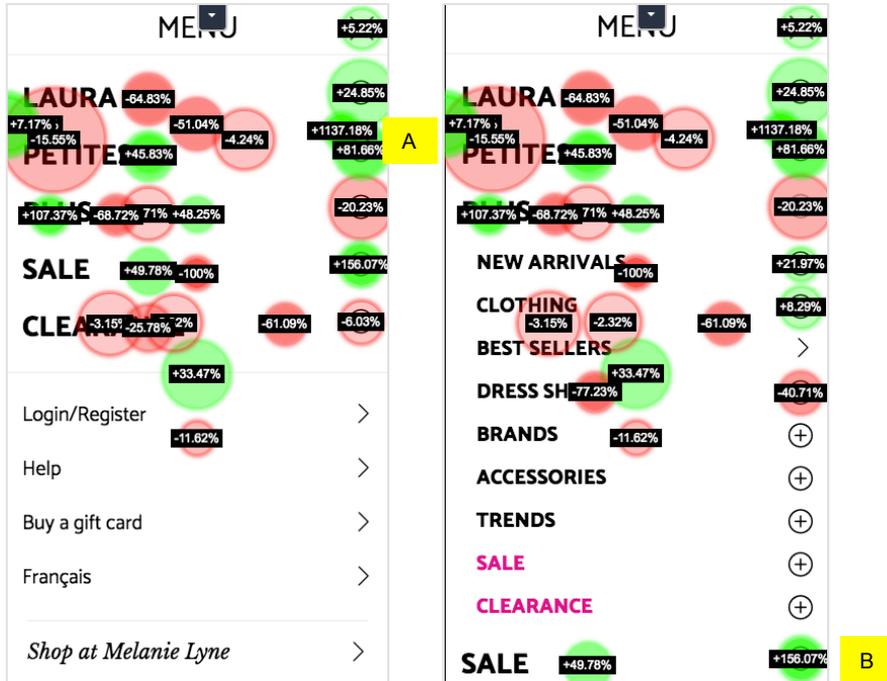
E – Product Zoom

- 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

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

Get Your FREE Customer Experience Health Check



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- ✓ No credit card required
- ✓ FREE integration assistance
- ✓ FREE data analysis

