Increasing Order Size with Site Promotions

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Introducing Magento Go

- Launched February 2011
- Ready-to-use professionally designed themes
- CSS-based theming approach
- Inline and importable translations
- Drag-and-drop layout editing
- Out-of-the-box payment gateway integrations
- Expand your store with Trusted Extensions
- Professional web design services from partners
Agenda for Today's Webinar

Introduction
  – About Magento and Magento Go

Increasing Order Size with Cross Merchandising & Site Promotions
  – Overview
  – Cross Merchandising
  – Discounts & Promotions
  – Using Google Analytics

Question & Answers

Yes, this webinar is being recorded. The recording and the slides will be available online later.
Overview

• Cross Merchandising
  – Related Products
  – Up-sells
  – Cross-sells
• Catalog Price Rules
• Shopping Cart Price Rules
• Using Google Analytics
Cross Merchandising

Related Items
- Accessories
- Purchased With

Up-sells
- Next model up
- More expensive, nicer

Cross-sells
- Because you purchased this camera "you may also like..."

Cross Merchandising

DEMO
- Related Products
- Up-sells
- Cross-sells
Discounts & Promotions
Catalog Price Rules

Discounts & Promotions - Catalog Price Rules

Product Price Markdowns
Specifiable per:
- Date Range
- Customer Group
- Item, category, attribute, attribute set...

Reduce prices:
- By fixed amount
- To fixed amount
- By percentage of original price
- To percentage of original price

Relate Banners:
- When the promotion is over the banner ads disappear from site
Discounts & Promotions - Catalog Price Rules

DEMO
20% OFF Digital Cameras

Regular Price: $151.04
Special Price: $129.55

Discounts & Promotions
Shopping Cart Price Rules
 Discounts & Promotions - Shopping Cart Price Rules

Coupons, Conditional Discounts, Free Shipping

Specifiable per:
- Date Range
- Customer Group
- Item, category, attribute, attribute set..(or combination thereof)

Reduce cart:
- By fixed amount per product
- By fixed amount for whole cart
- By percentage of product price
- Buy X get Y free (discount amount is Y)

Free shipping:
- For matching items only
- For shipment with matching items

Relate Banners:
- When the promotion is over the banner ads disappear from site

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 Discounts & Promotions - Shopping Cart Price Rules

DEMO

_coupon: olympus_

Photographer Customers Only

$5 Discount plus Free Shipping with order of the OLYMPUS STYLUS 750 7.1MP DIGITAL CAMERA + One of any 3 Related Product Accessories
Discounts & Promotions - Shopping Cart Price Rules

**DEMO**

*No Coupon: Discount per brand attribute*

10% off Toshiba Brand items over $1,000

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Discounts & Promotions - Shopping Cart Price Rules

**DEMO**

*Coupon: buy1*

Buy 1 gift card get 1 free
Using Google Analytics

1. Create an Account
2. Enable e-commerce tracking
3. Insert UA-########-## Into Magento
4. Analyze
Using Google Analytics – Create Account

Create New Account
Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you’d like to track more than one website, you can add new sites once your account has been set up.

General Information
- Account Name
- Website’s URL
- Time zone

Data Sharing Settings
- Do not share my Google Analytics data
- Share my Google Analytics data
- With other Google products only
- Enable market research features

User Agreement
- Please ensure that your country or territory of residence is selected below. Carefully read the terms and conditions and select the checkbox to accept.
- Your country or territory

Using Google Analytics – Enable e-commerce

Edit Profile Information
- General Information
  - Profile Name
  - Profile ID
  - Website’s URL
  - Time zone

E-Commerce Settings
- E-Commerce tracking option
- Site Search Settings
Using Google Analytics – Configuring Magento

1. Overview
2. Product Performance
3. Sales Performance
4. Transactions
5. ROI
### Using Google Analytics – Product Performance

**Product Performance**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Unique Purchases</th>
<th>Product Revenue</th>
<th>Average Price</th>
<th>Average CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>16</td>
<td>$10,604.86</td>
<td>$668.55</td>
<td>1.00</td>
</tr>
</tbody>
</table>

#### Primary Dimension: Product

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Unique Purchases</th>
<th>Product Revenue</th>
<th>Average Price</th>
<th>Average CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>2</td>
<td>$219.30</td>
<td>$219.30</td>
<td>1.00</td>
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</tr>
<tr>
<td>DIY Desk</td>
<td>2</td>
<td>$34.80</td>
<td>$17.40</td>
<td>1.00</td>
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<td>Office</td>
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<td>$15.80</td>
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<td></td>
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</tbody>
</table>

**Using Google Analytics – Sales Performance**

**Sales Performance**

- **Revenue:** $10,679.86

**Primary Dimension: Date**

<table>
<thead>
<tr>
<th>Date</th>
<th>Revenue</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-02-24</td>
<td>$10,679.86</td>
<td>10.00%</td>
</tr>
</tbody>
</table>

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**Using Google Analytics – Sales Performance**

**Sales Performance**

- **Revenue:** $10,679.86

**Primary Dimension: Date**

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Using Google Analytics – ROI – Organic Traffic

Using Google Analytics – ROI – AdWords Traffic
Questions?
(and Answers!)

Be sure to visit go.magento.com/support for other tutorials, articles and videos to help you get going with Magento Go!