eCommerce Optimization

A Holistic Approach to More Conversions

magentolive

Matt Althauser

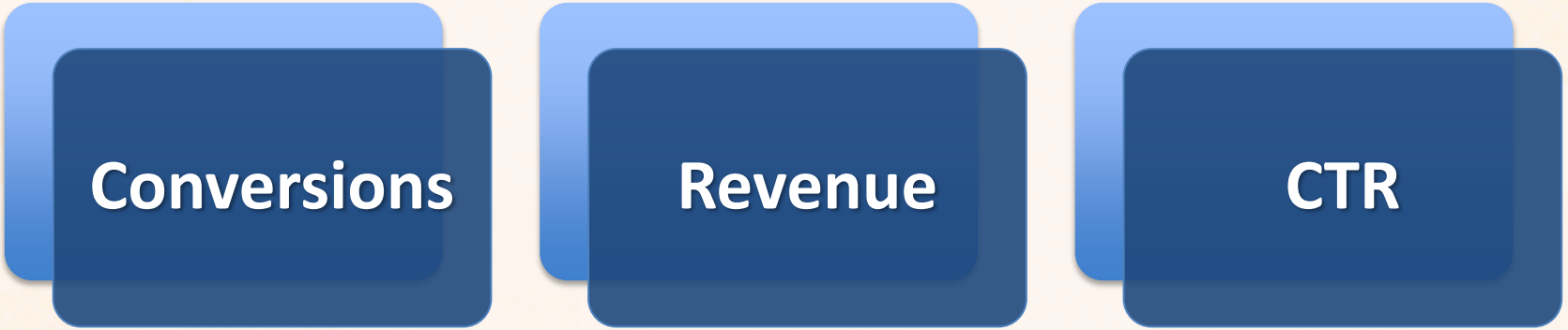
General Manager, Optimizely EMEA

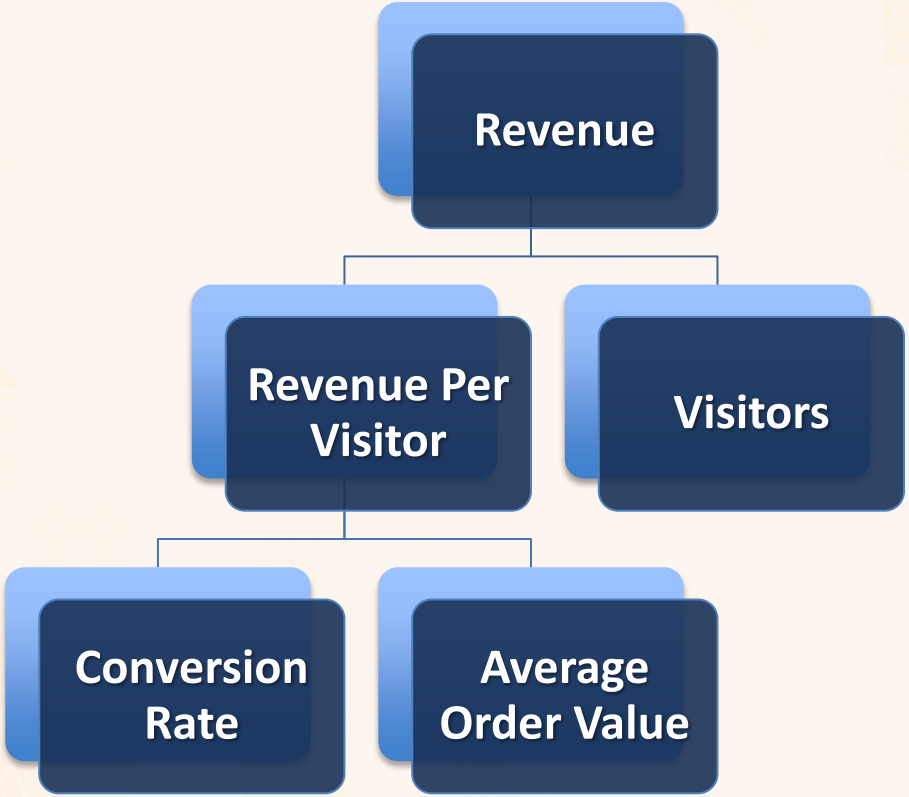
@malthauser

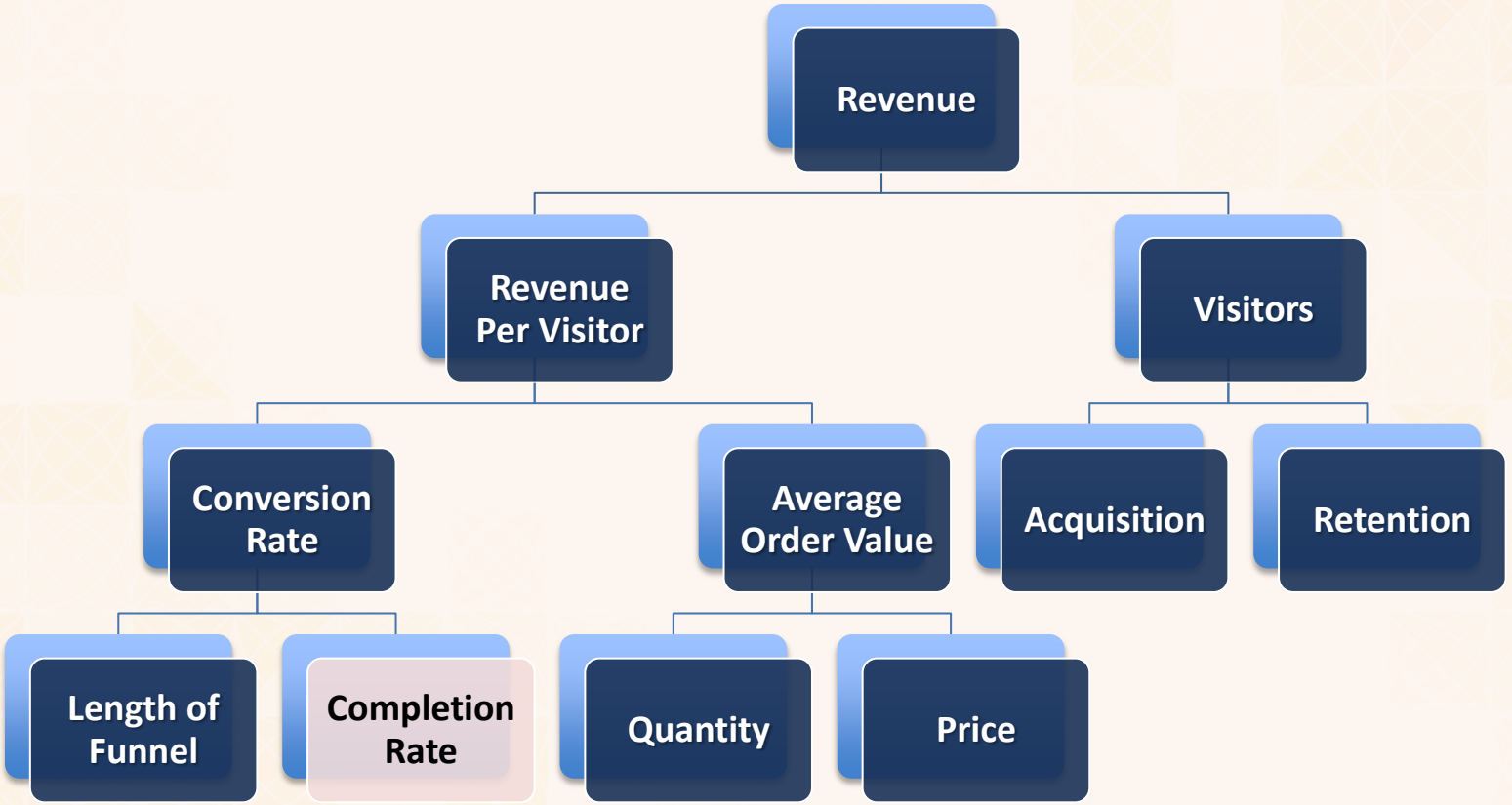
1. Define the Right Goals
2. Find Test Areas
3. Define Segments
4. Test!

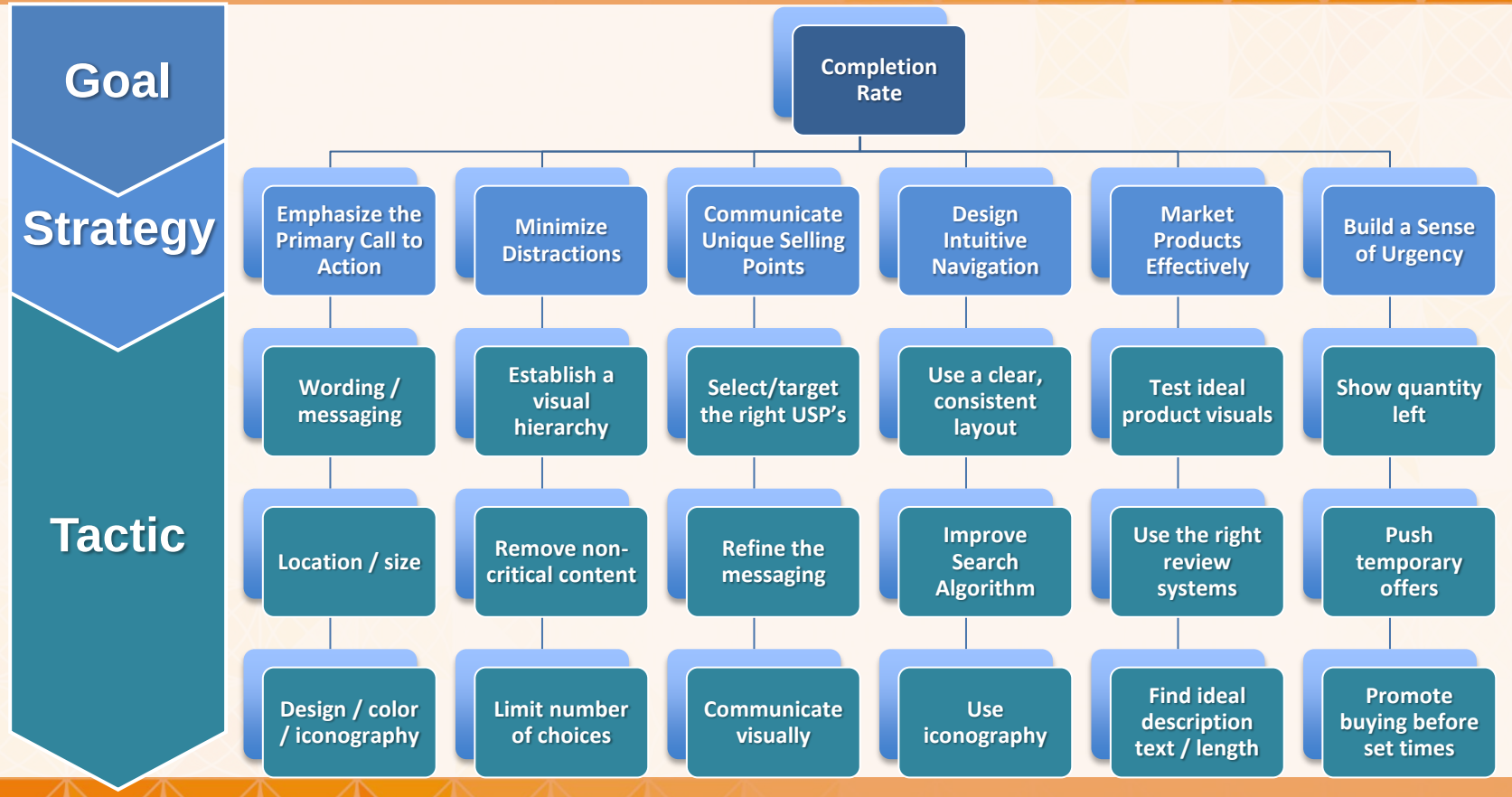
1. Define the Right Goals

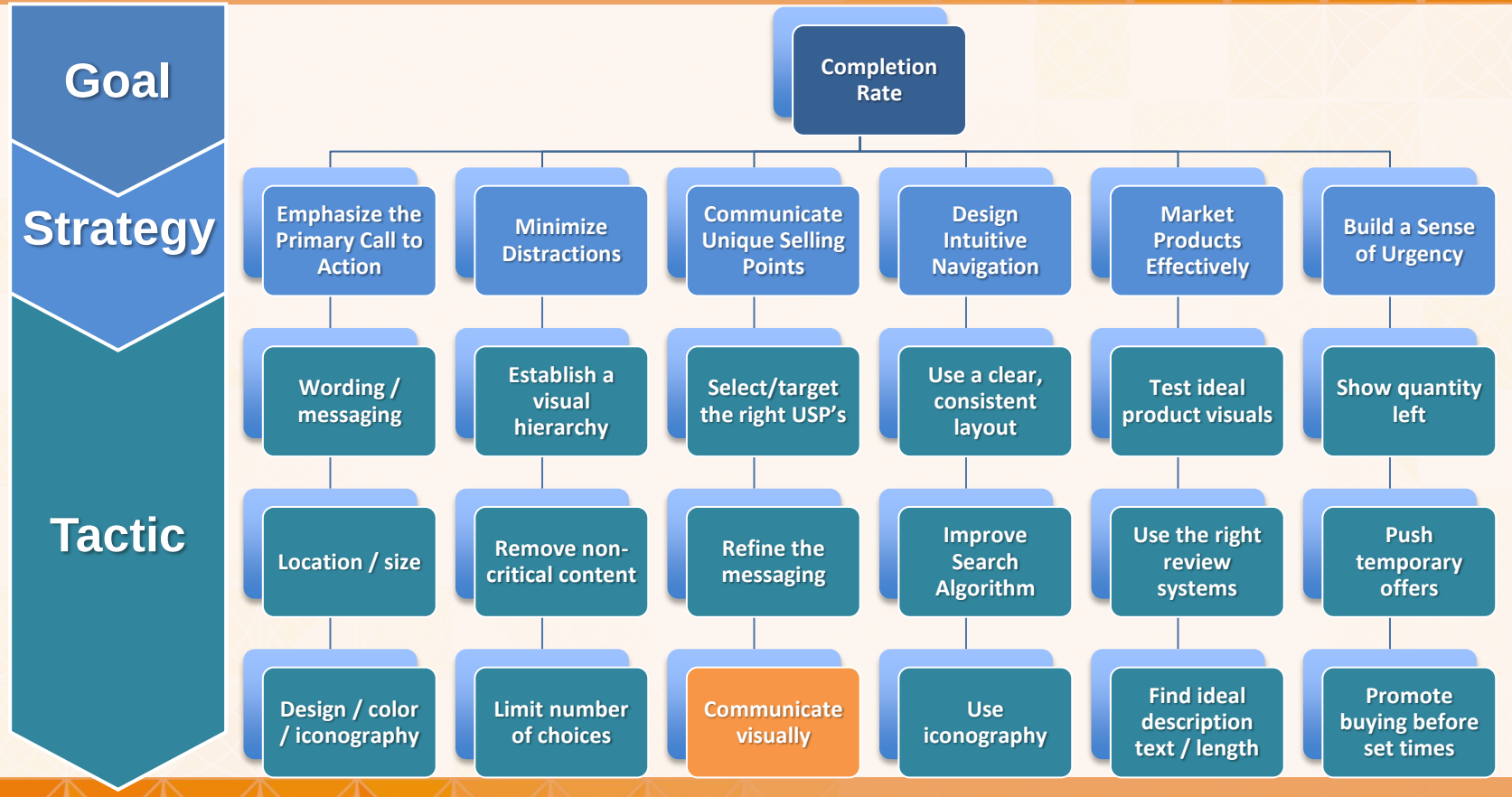
Set Business Goals




Revenue
Revenue Per Visitor
Visitors
Conversion Rate
Average Order Value


Revenue
Revenue Per Visitor
Visitors
Conversion Rate
Average Order Value
Acquisition
Retention
Length of Funnel
Completion Rate
Quantity
Price


Goal
Strategy
Tactic
Completion Rate
Emphasize the Primary Call to Action
Minimize Distractions
Communicate Unique Selling Points
Design Intuitive Navigation
Market Products Effectively
Build a Sense of Urgency
Wording / messaging
Establish a visual hierarchy
Select/target the right USP's
Use a clear, consistent layout
Test ideal product visuals
Show quantity left
Location / size
Remove non-critical content
Refine the messaging
Improve Search Algorithm
Use the right review systems
Push temporary offers
Design / color / iconography
Limit number of choices
Communicate visually
Use iconography
Find ideal description text / length
Promote buying before set times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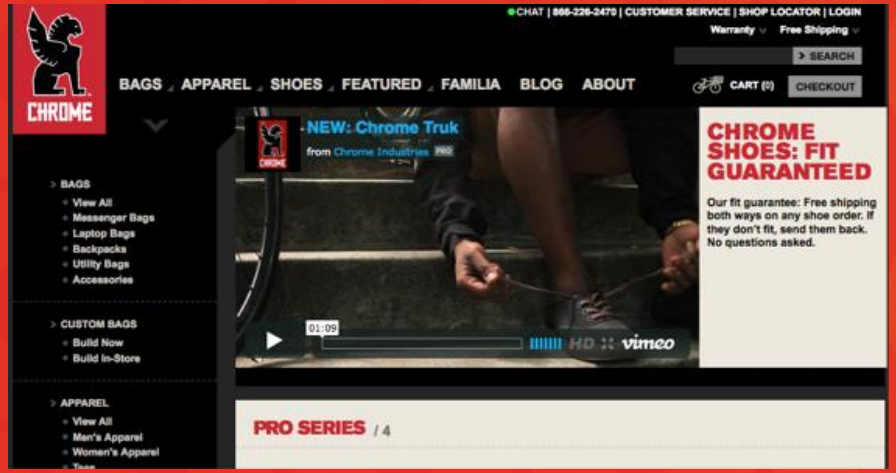

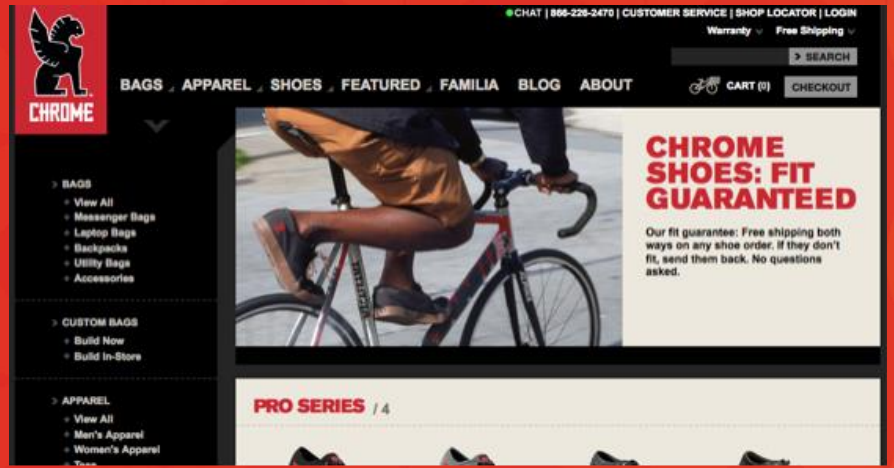

+0.2% Conversions

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Original

Variation

+606% Engagement

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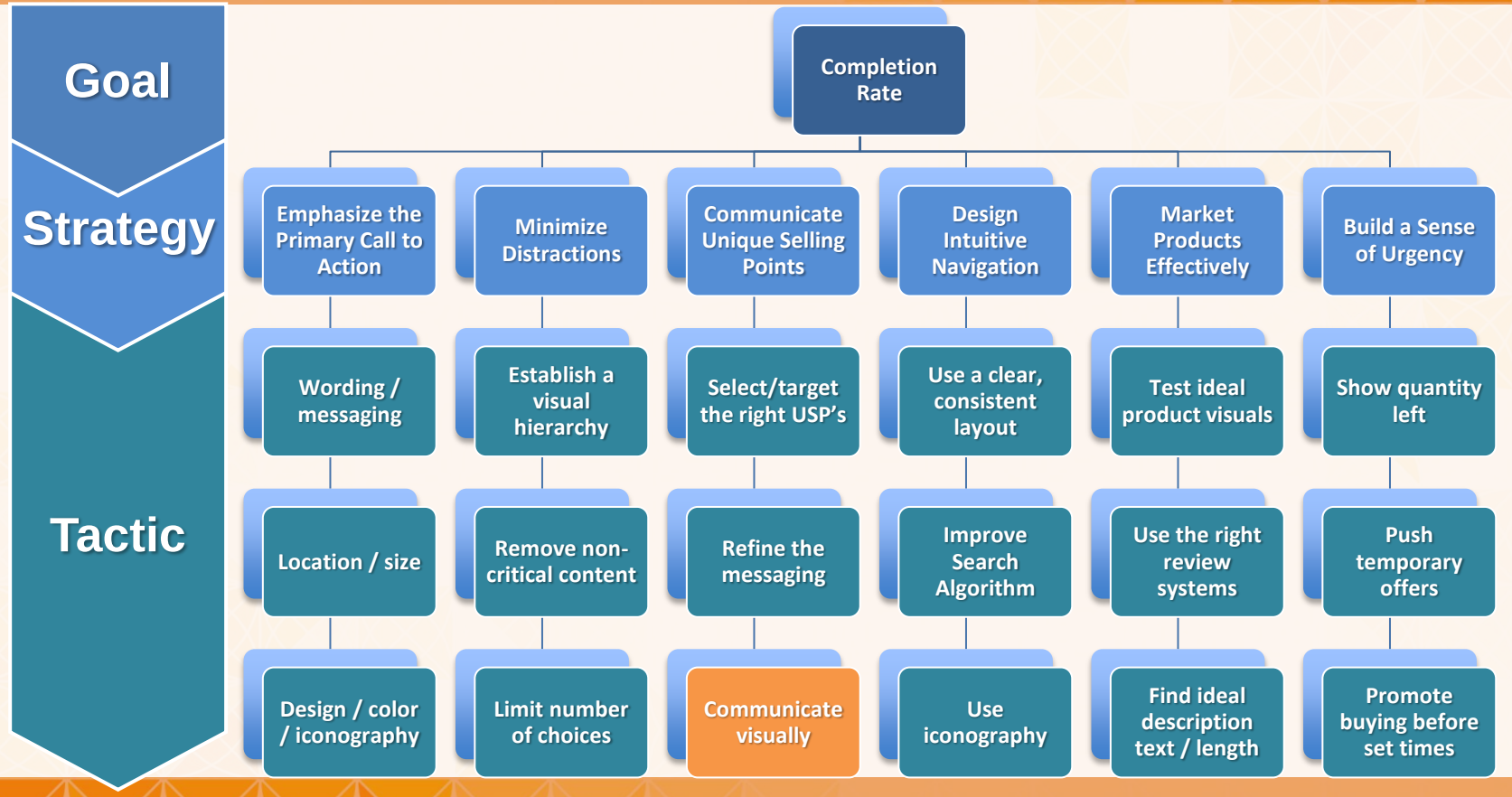
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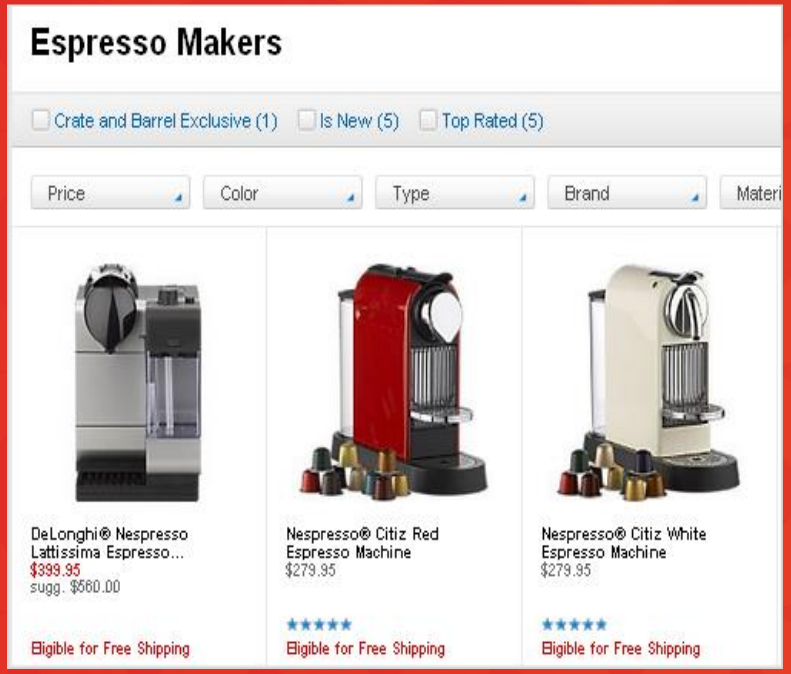

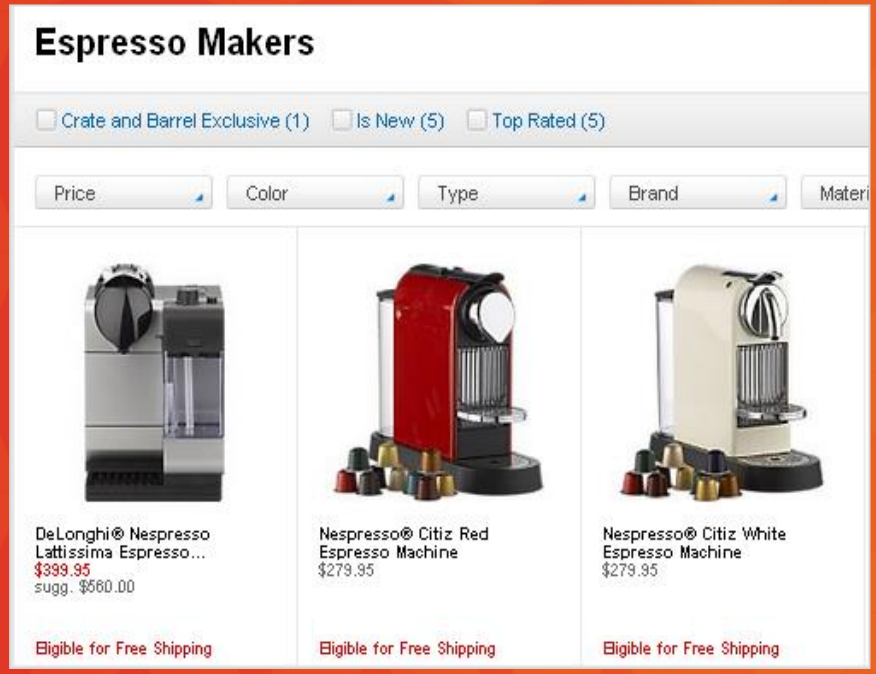

-10%
AOV

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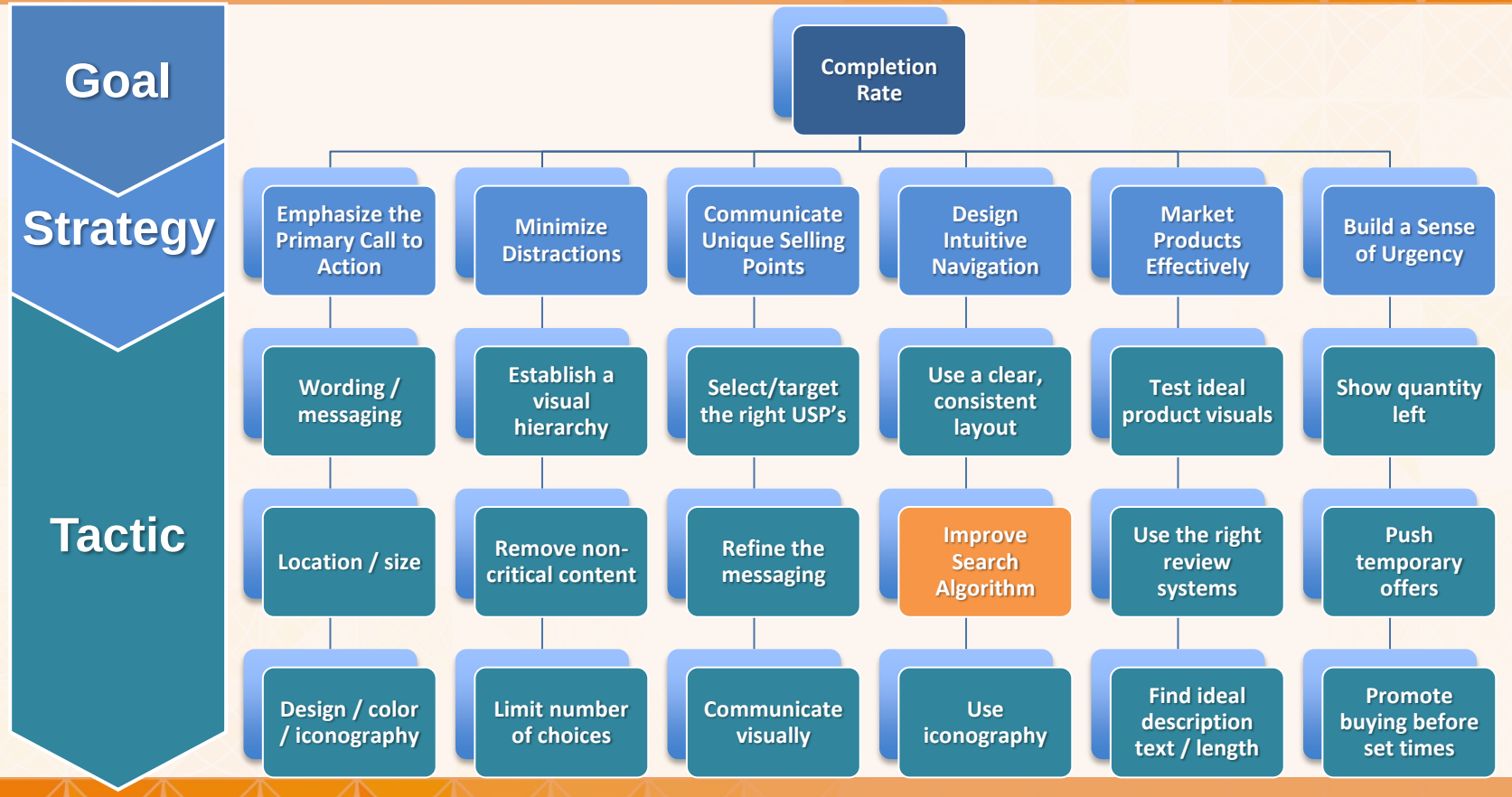
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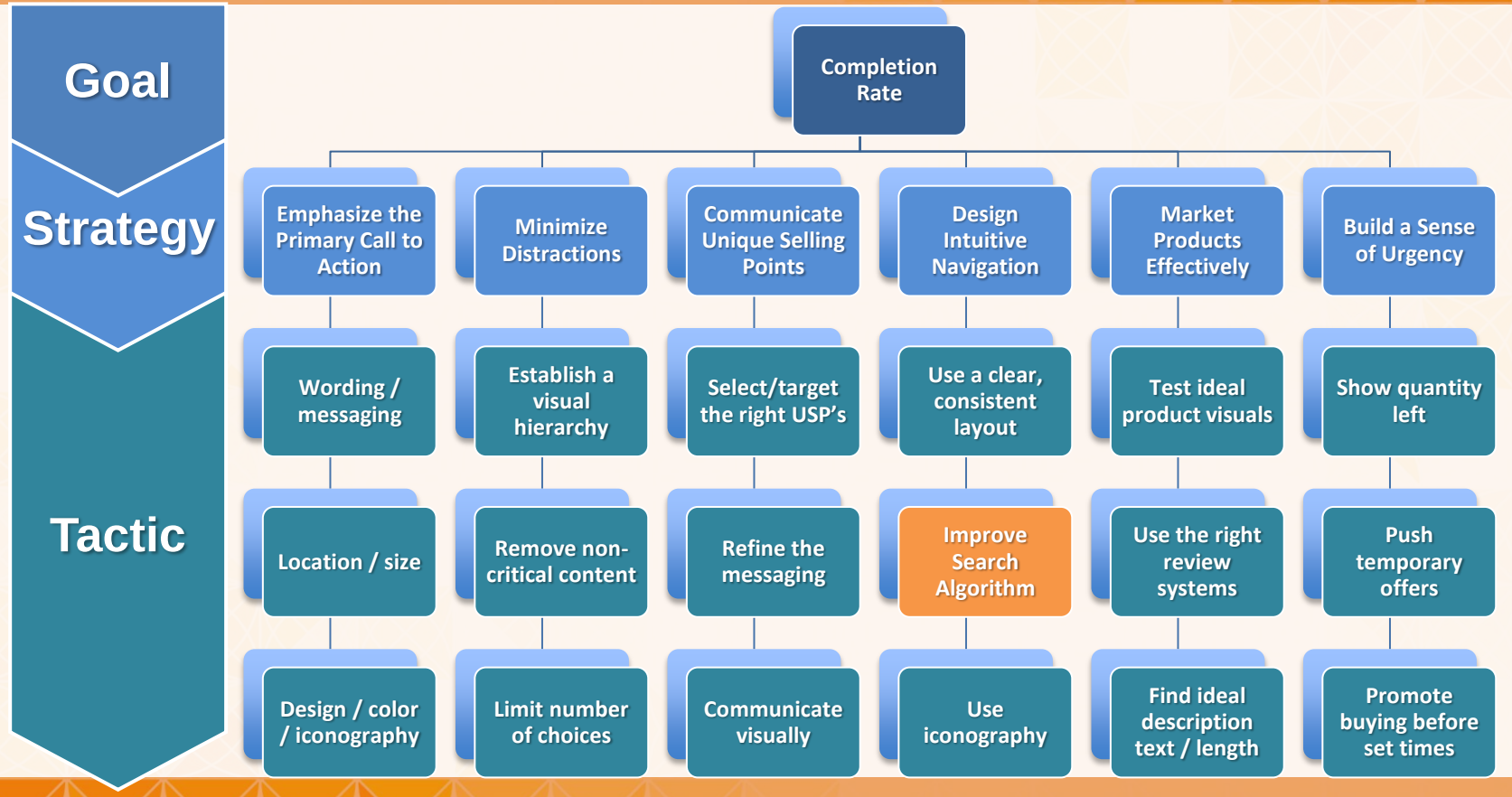
Variation 1	Variation 2	Variation 3	Original
Format - Popularity - Recency	Score - Recency - Popularity	No Boosts - Recency - Popularity	No Boosts - Popularity - Recency
5.7% conv. rate	4.9% conv. rate	5.0% conv. rate	4.1% conv. rate
$78.78 AOV	$73.47 AOV	$79.15 AOV	$74.01 AOV
19.4% Exits	18.8% Exits	19.6% Exits	19.3% Exits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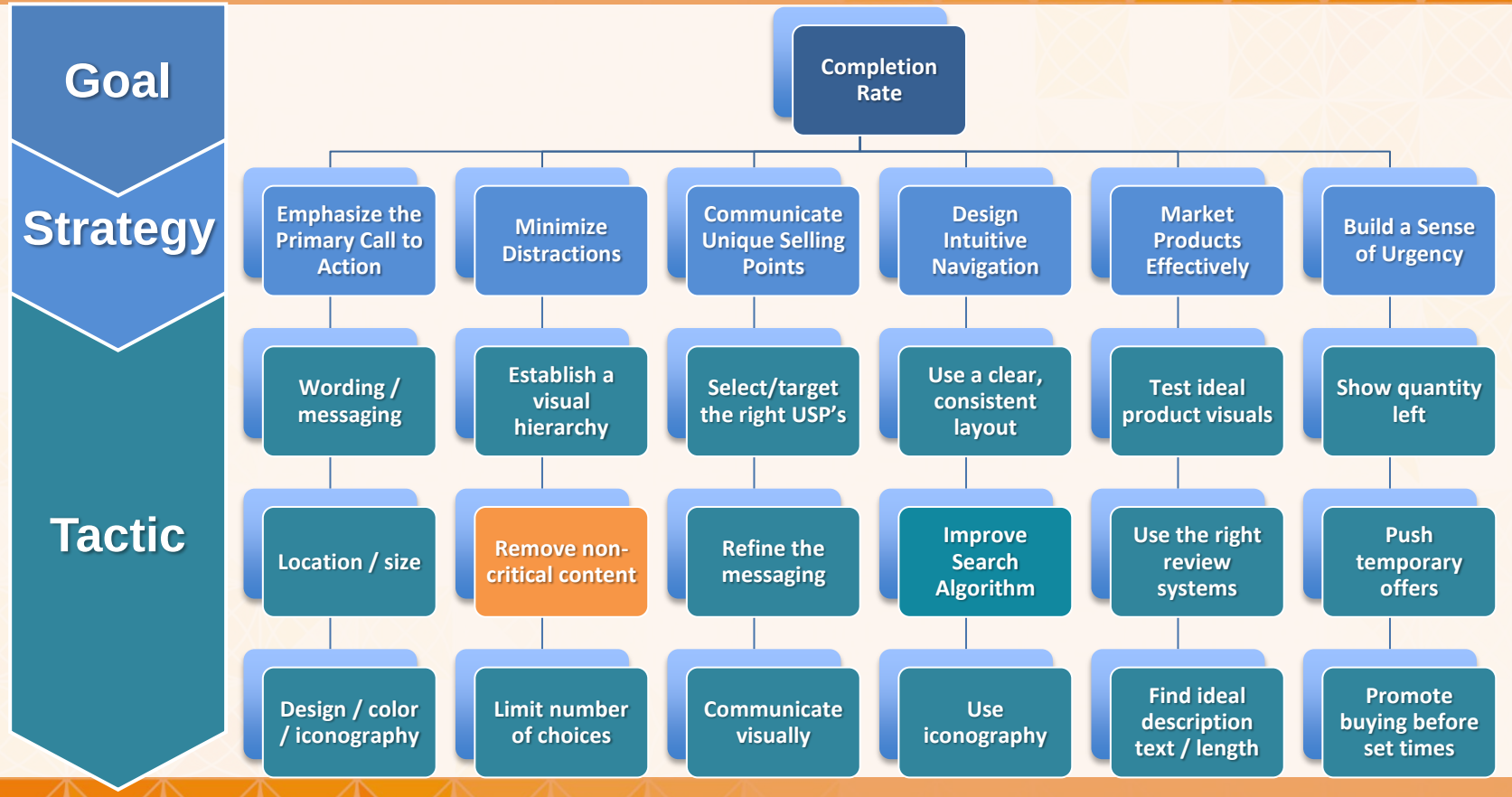

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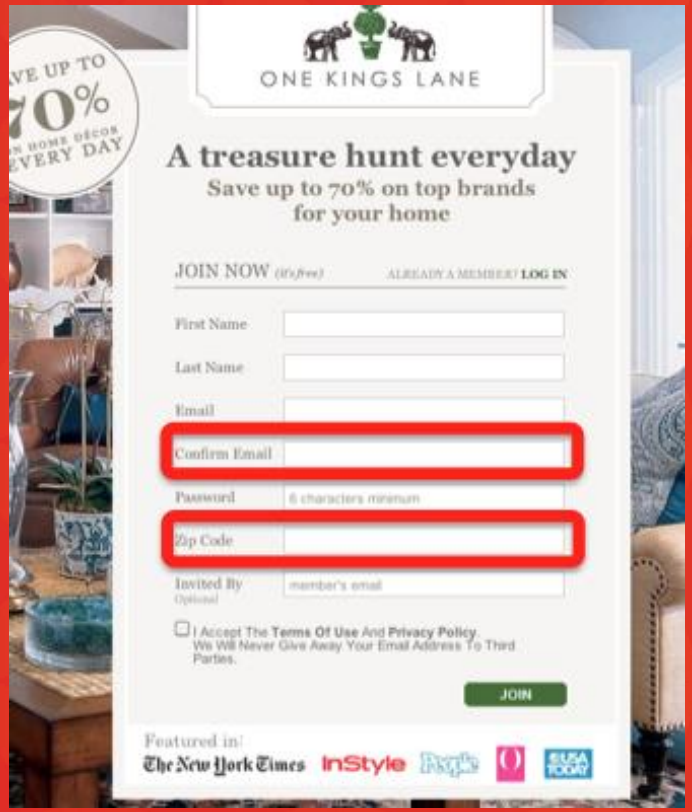

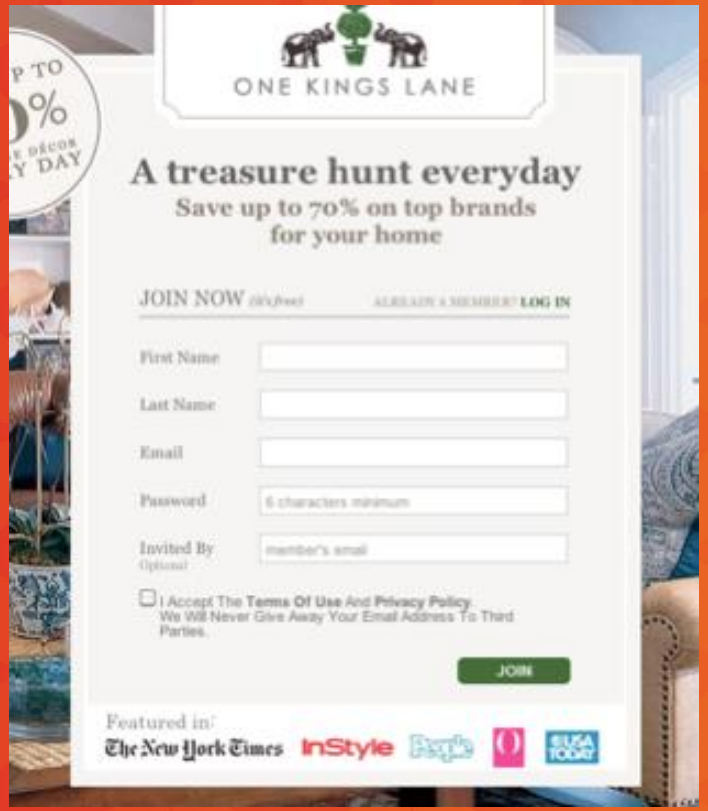

+8%

Sign-Ups

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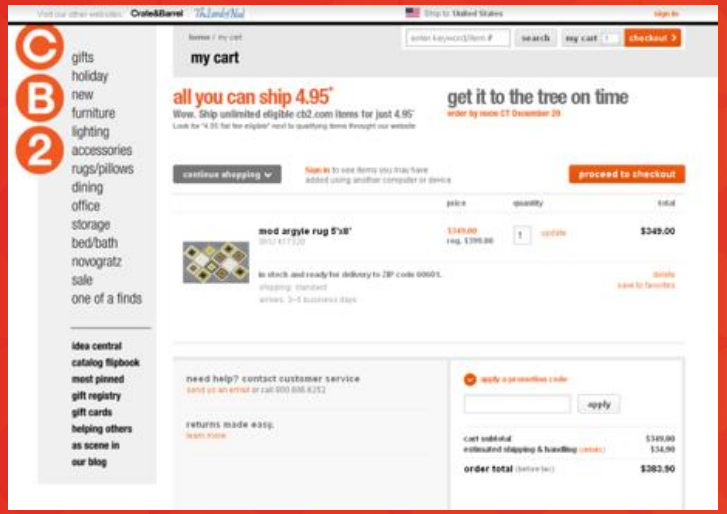

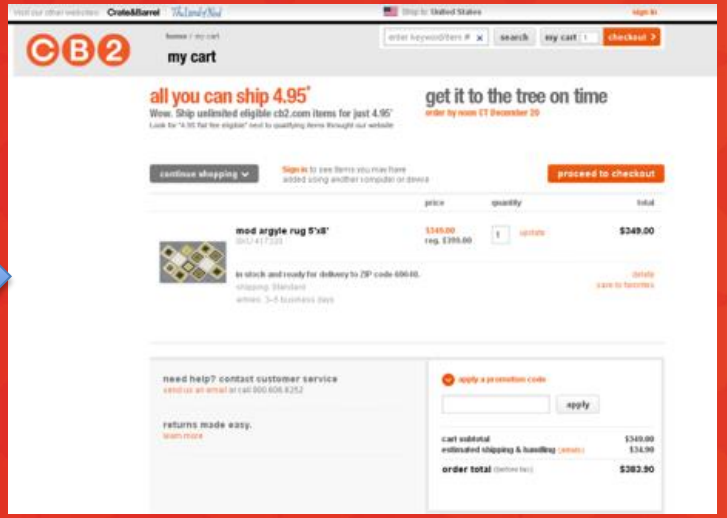

+15%
Conversions

+10%
AOV

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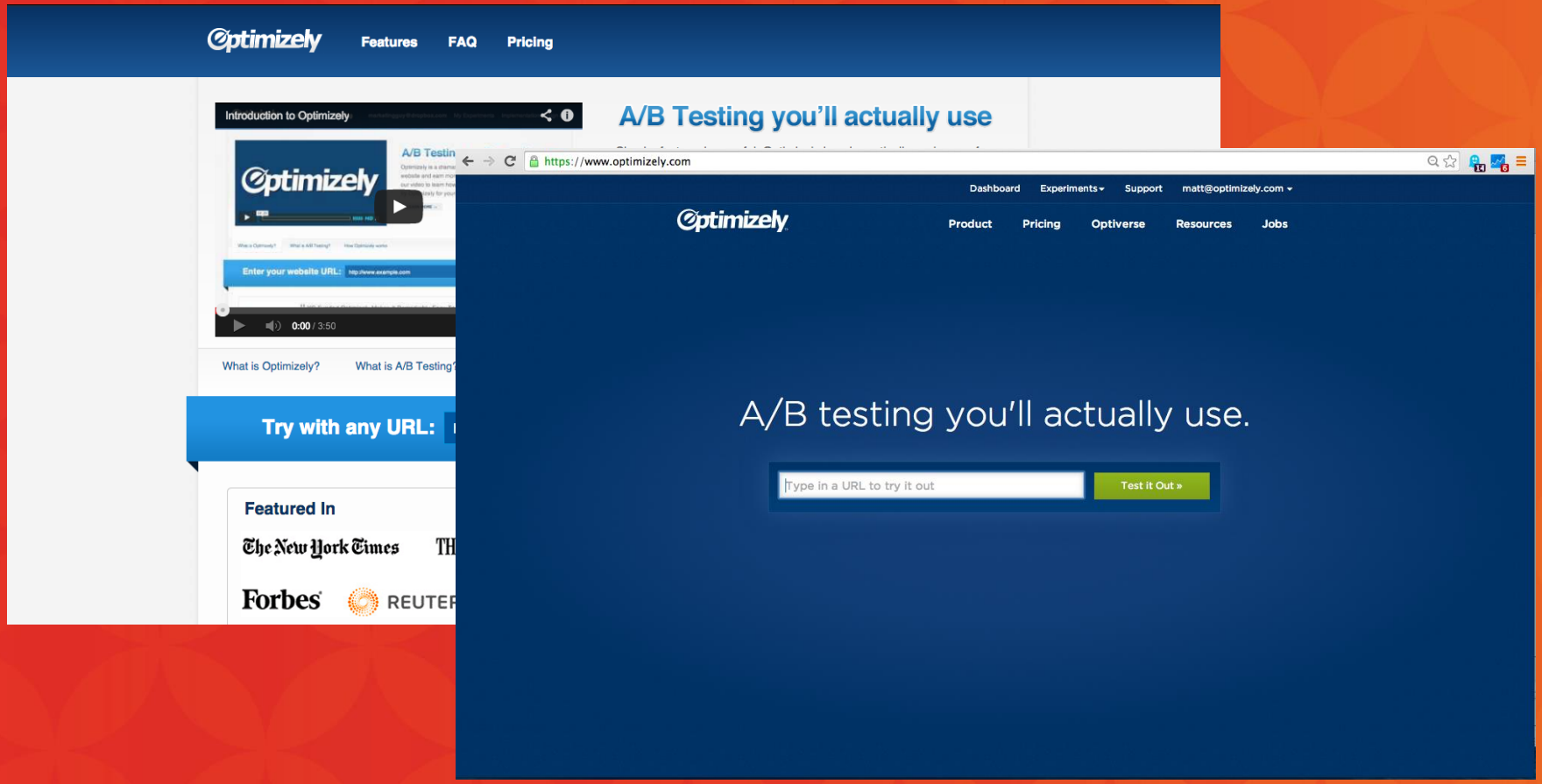
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What is A/B Testing?
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A/B testing you'll actually use.
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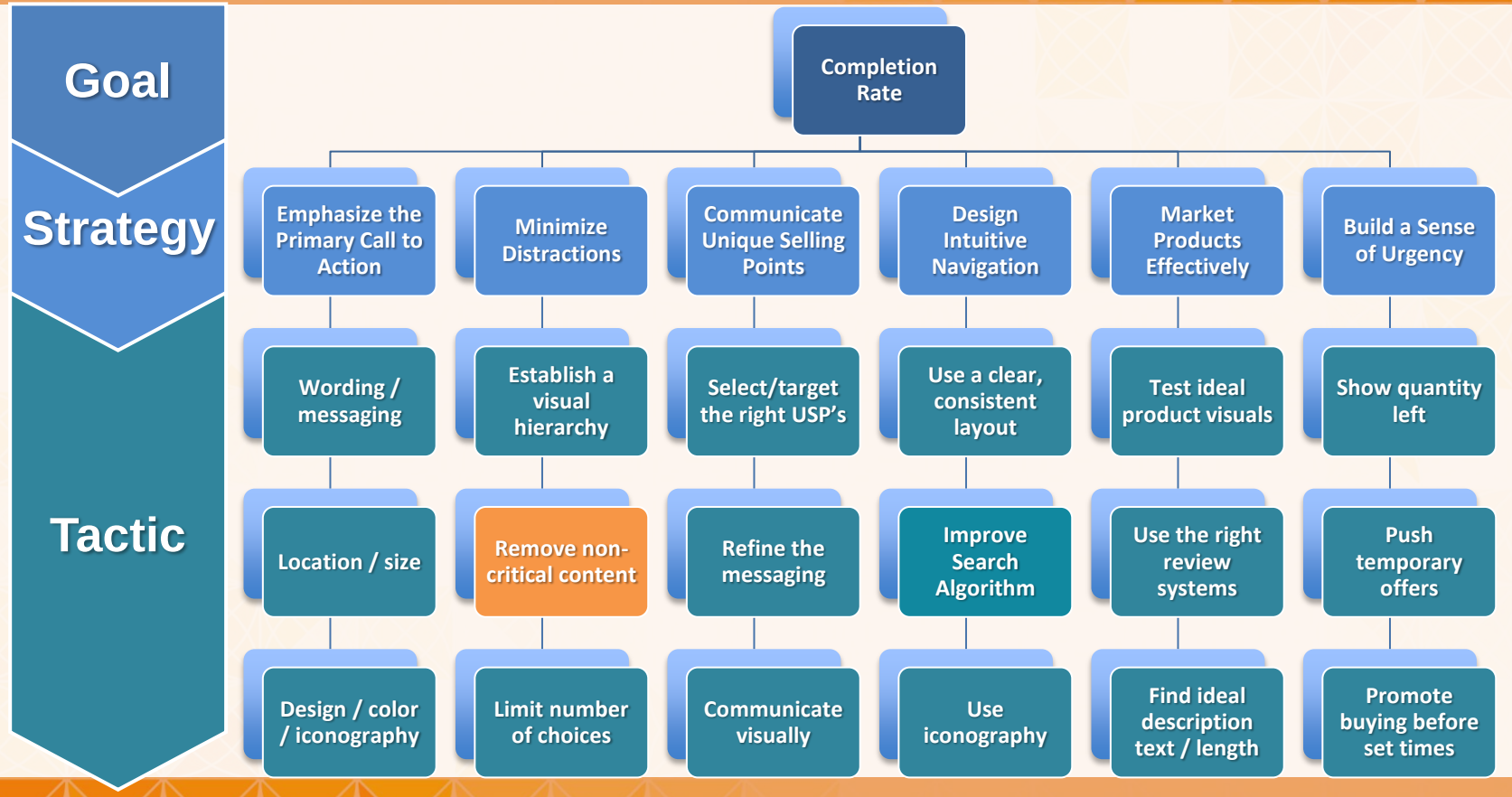
Test it Out »



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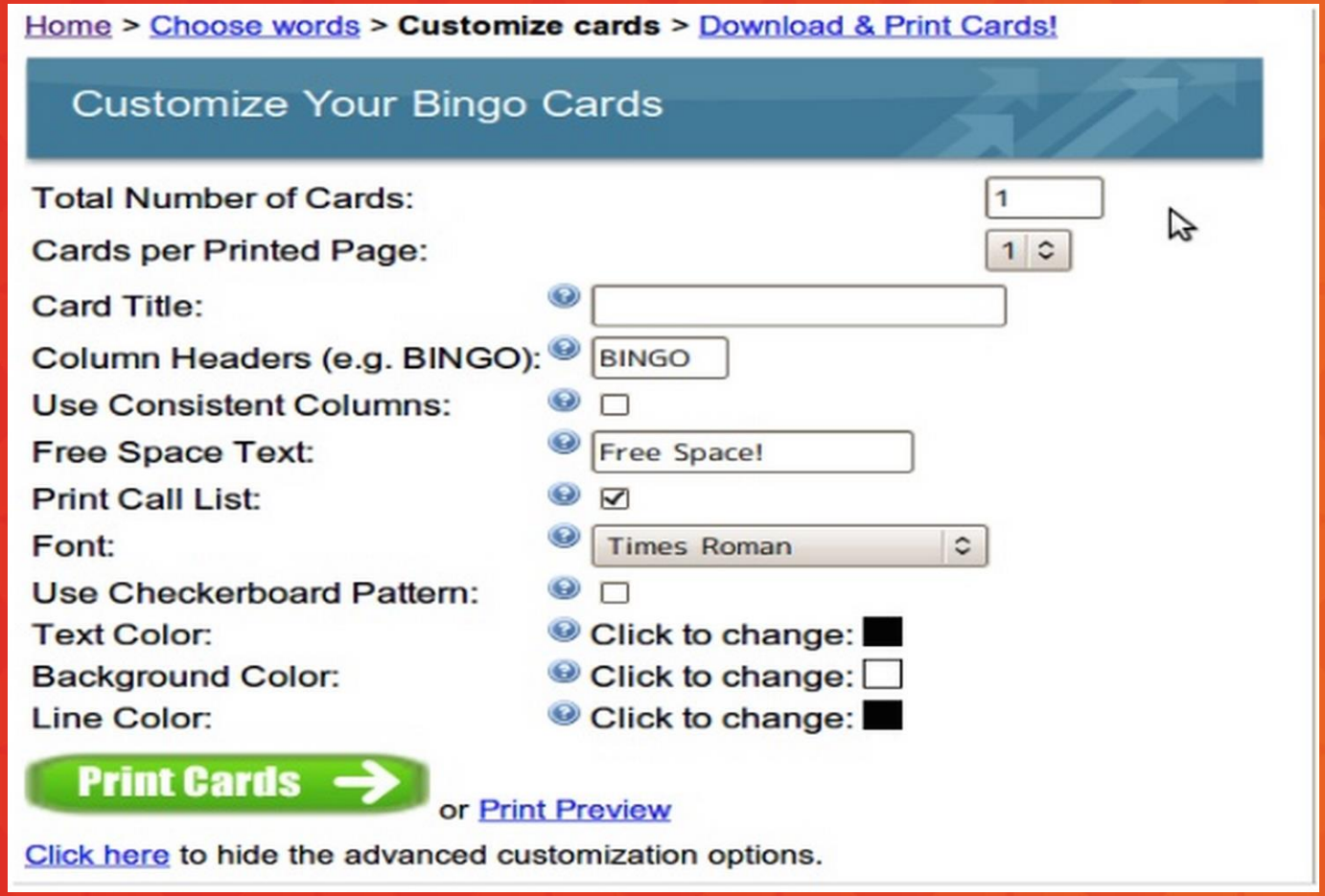
1. Define the Right Goals

2. Find Test Areas



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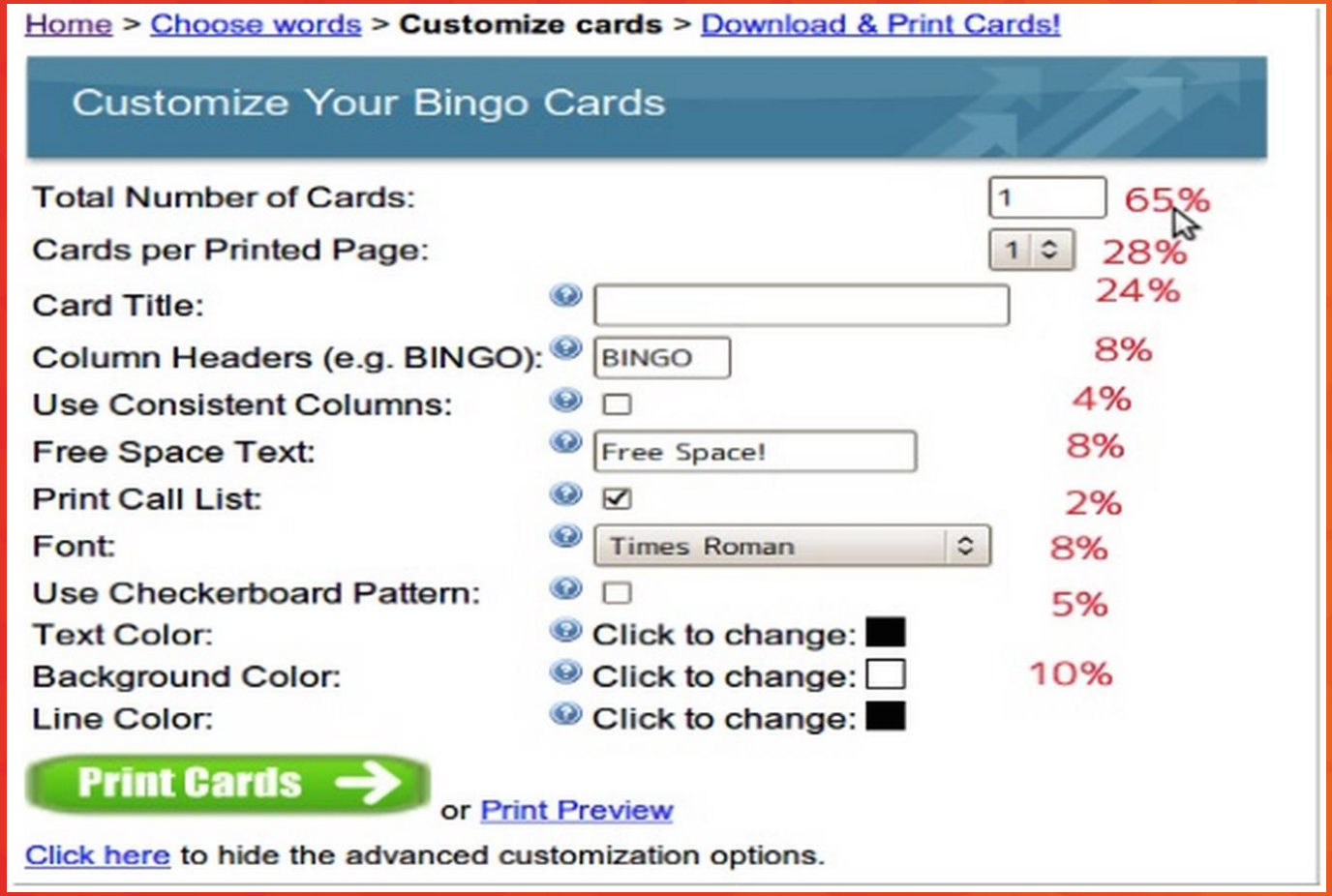

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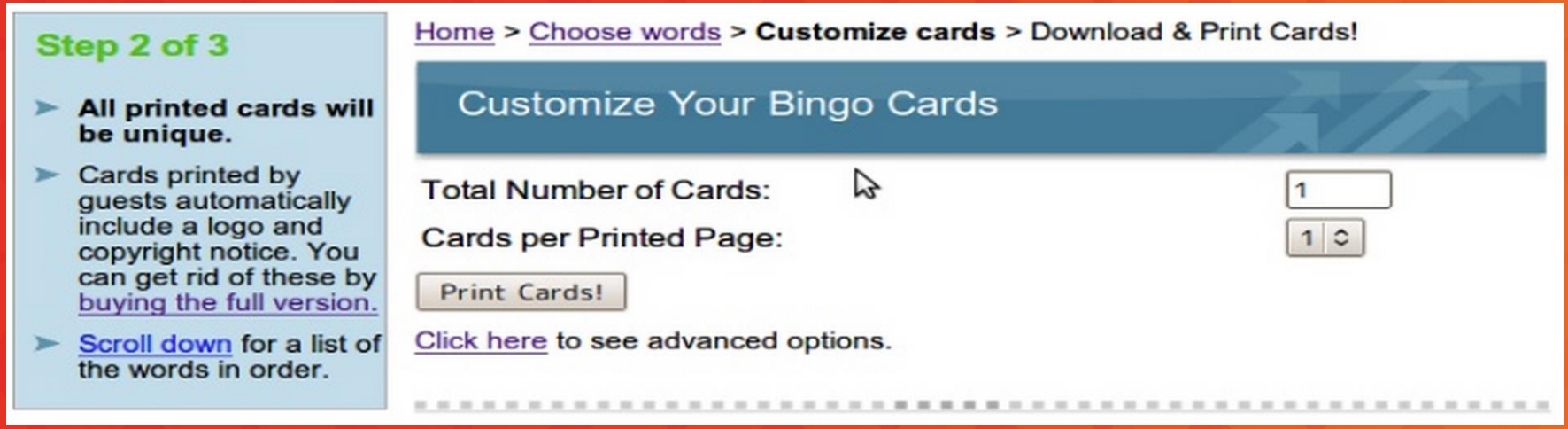

+15%
More Completions

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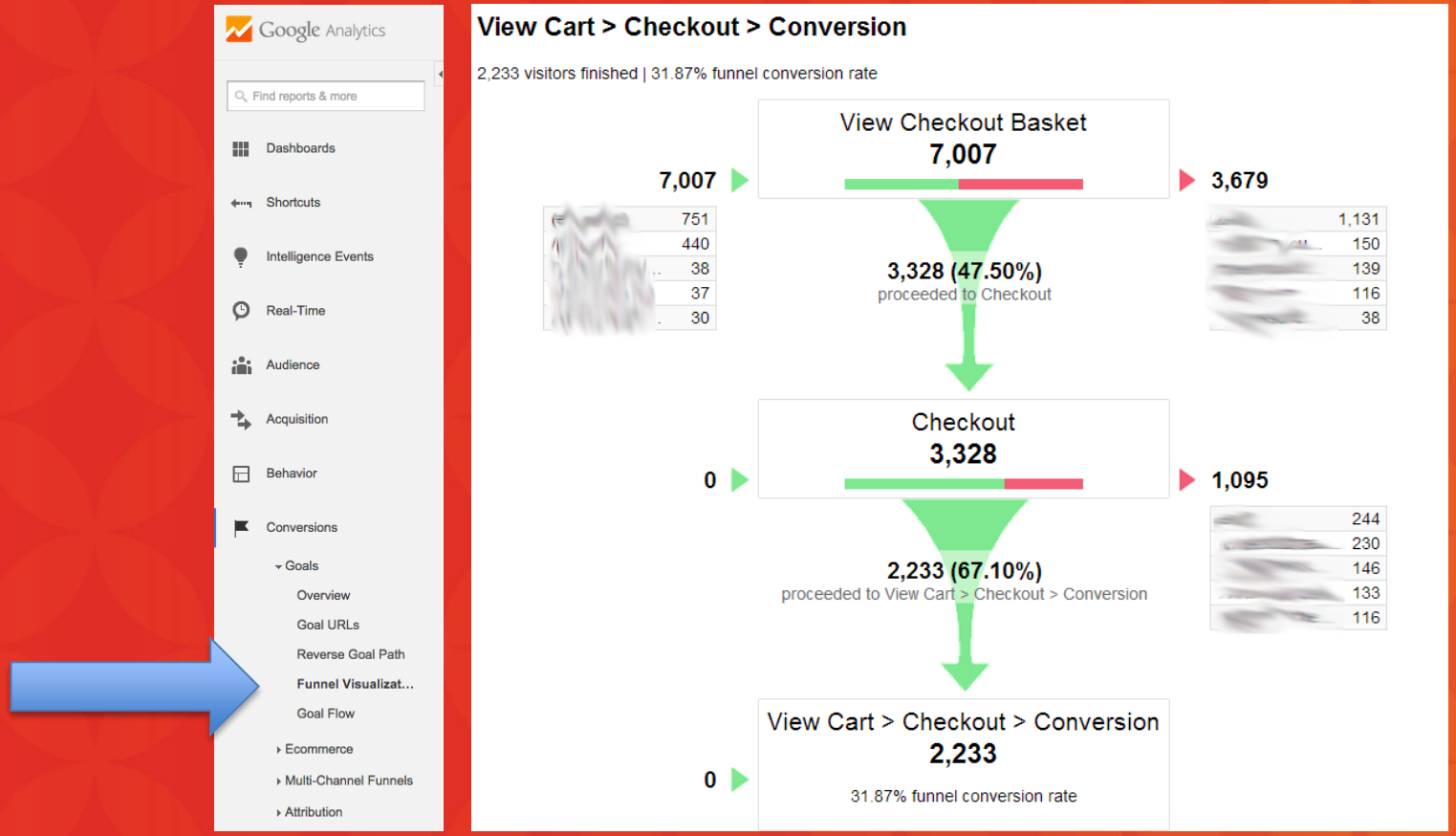
Funnel Visualization



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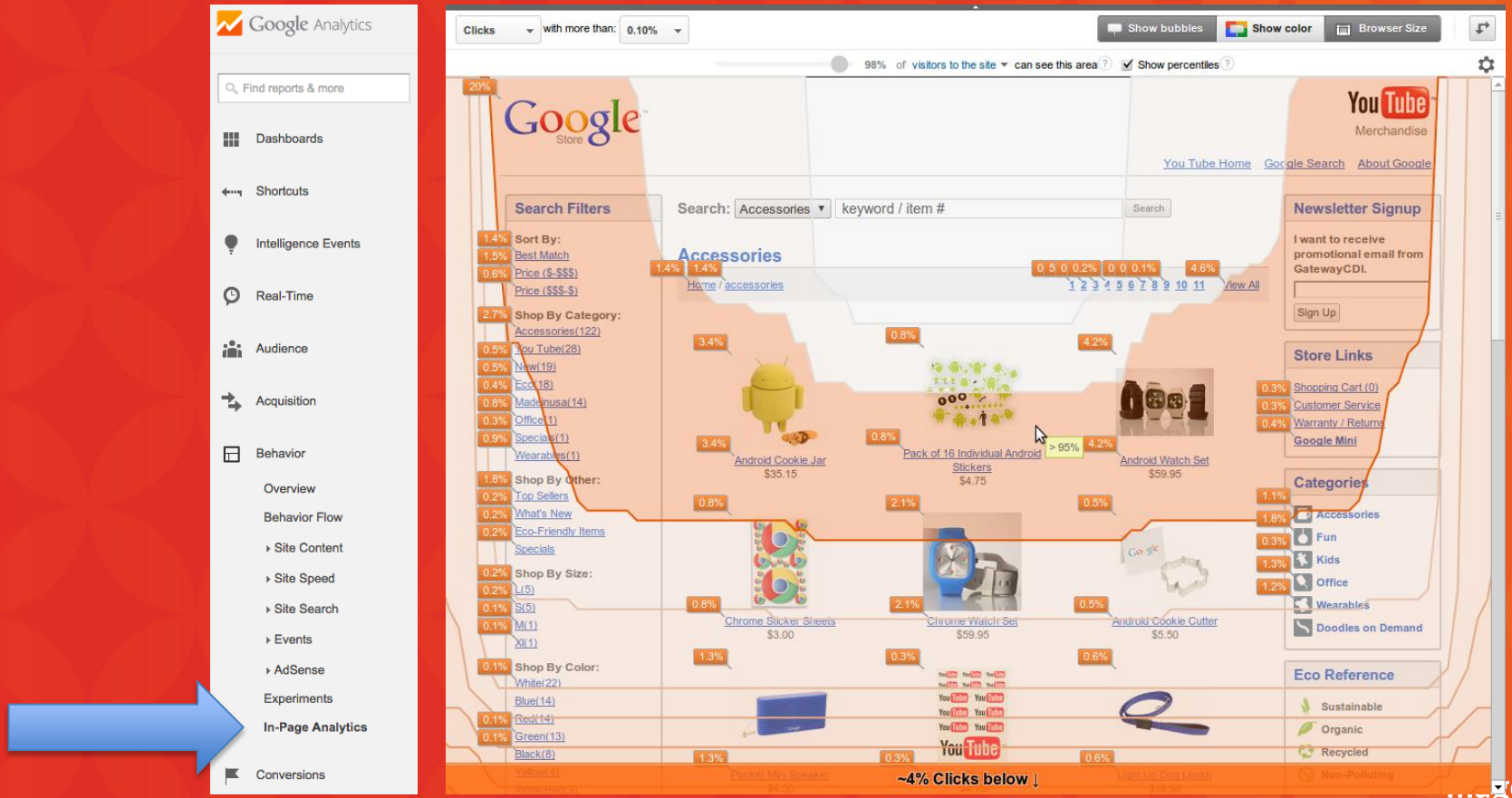
In-Page Analytics



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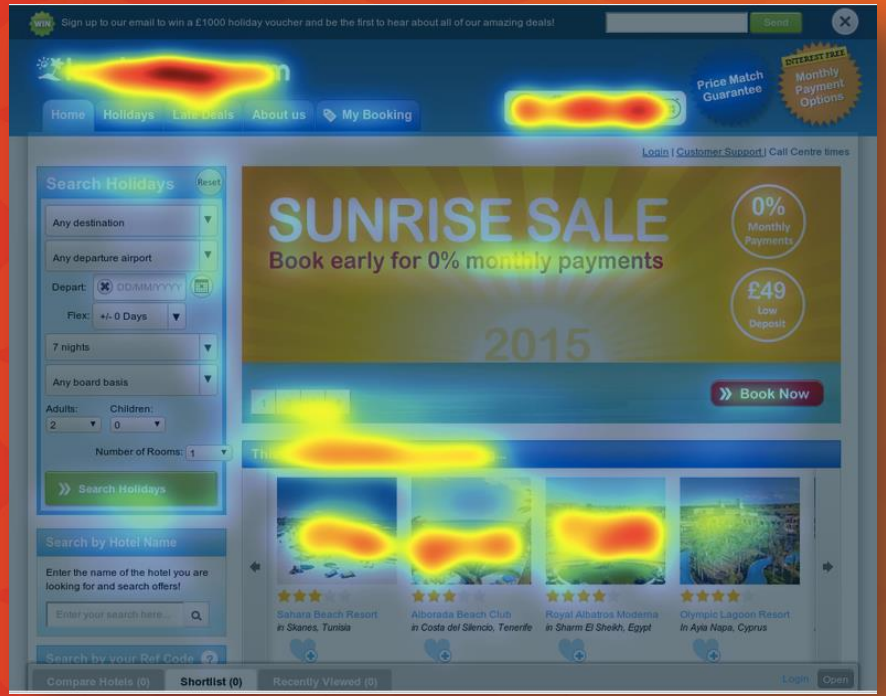
Heat Maps



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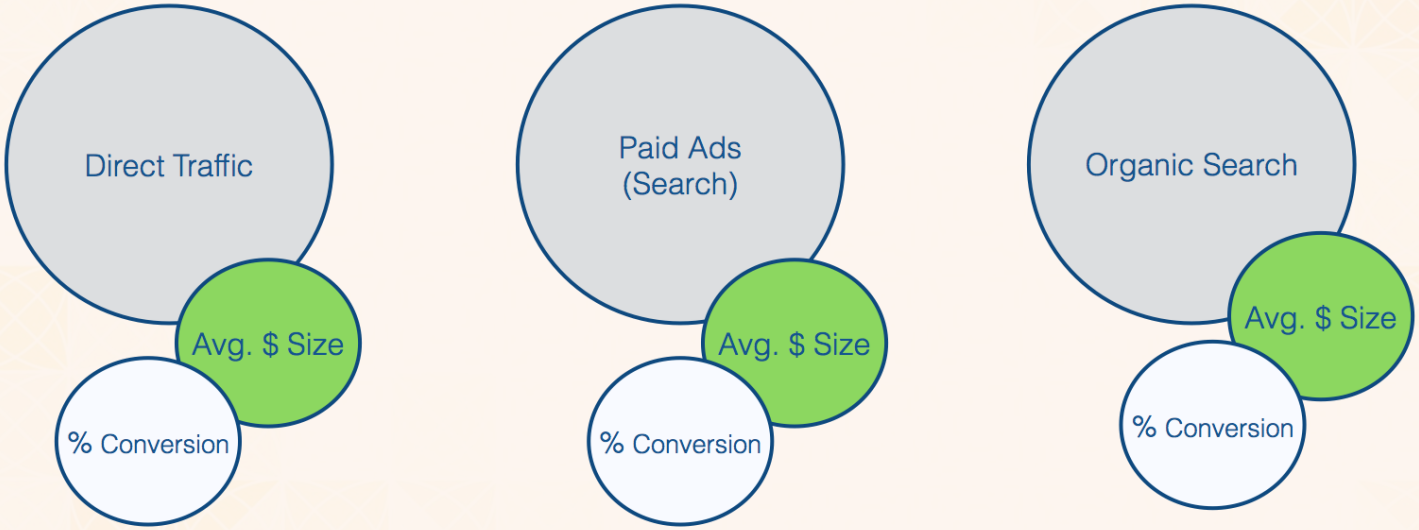
Additional Places to Look

Source	Actions
Analytics (Omniture, Google Analytics, etc.)	Compare KPIs, like conversion, RPV and exit rates across top trafficked pages and sections of the buy and sell flow.
Product roadmap	Align testing to the product roadmap to validate direction and design for new features and functionality.
Qualitative research (UserTesting.com)	Use qualitative research including heat maps and online user testing.
Customer feedback (NPS, Foresee, Brand Awareness Tracker, CS Contacts)	Identify customer pain points throughout the business and develop tests to improve the experience through messaging, functionality or design.
Competitive reviews (Seatwave, Viagogo, GetMeIn!)	Compare your site to your competitors as well as the sites you use and admire to gain test ideas.

2. Find Test Areas

3. Define Segments

OPTIMIZE EVERY CHANNEL



= Online Revenue

Return Visitors

8%

2%

DONATE NOW

PLEASE DONATE

WHY DONATE?

DONATE AND GET A GIFT

CONTRIBUTE

	Never Donated
DONATE NOW	0.0%
PLEASE DONATE	2.3%
WHY DONATE?	-27.8
DONATE AND GET A GIFT	**15.2%**
CONTRIBUTE	8.5%

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	Never Donated	Signed-Up No Donation
DONATE NOW	0.0%	0.0%
PLEASE DONATE	2.3%	**27.8%**
WHY DONATE?	-27.8	N/A
DONATE AND GET A GIFT	**15.2%**	-24.6%
CONTRIBUTE	8.5%	2.9%

	Never Donated	Signed-Up No Donation	Previously Donated
DONATE NOW	0.0%	0.0%	0.0%
PLEASE DONATE	2.3%	**27.8%**	16.3%
WHY DONATE?	-27.8	N/A	N/A
DONATE AND GET A GIFT	**15.2%**	-24.6%	11.9%
CONTRIBUTE	8.5%	2.9%	**18.4%**

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Cookies!

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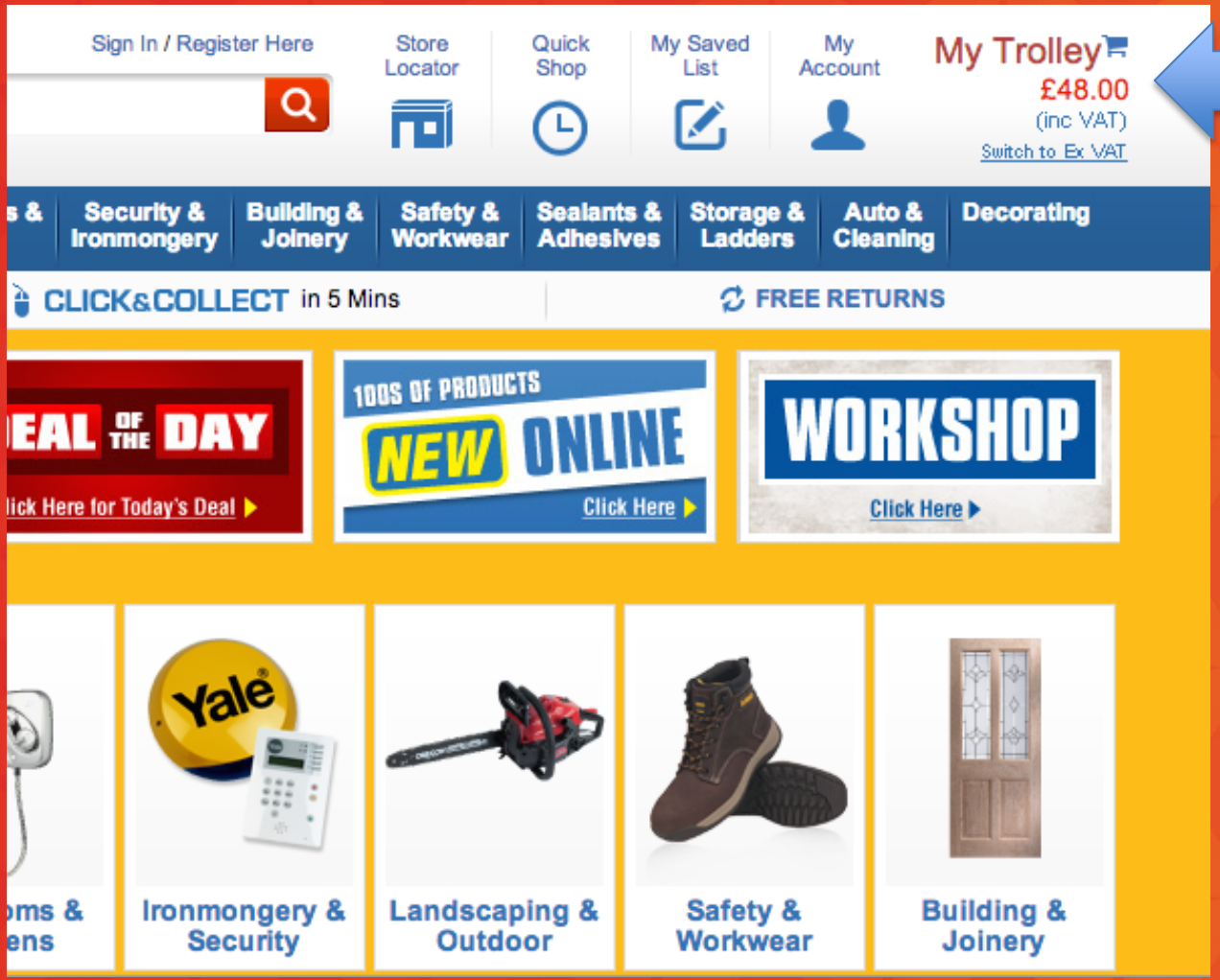

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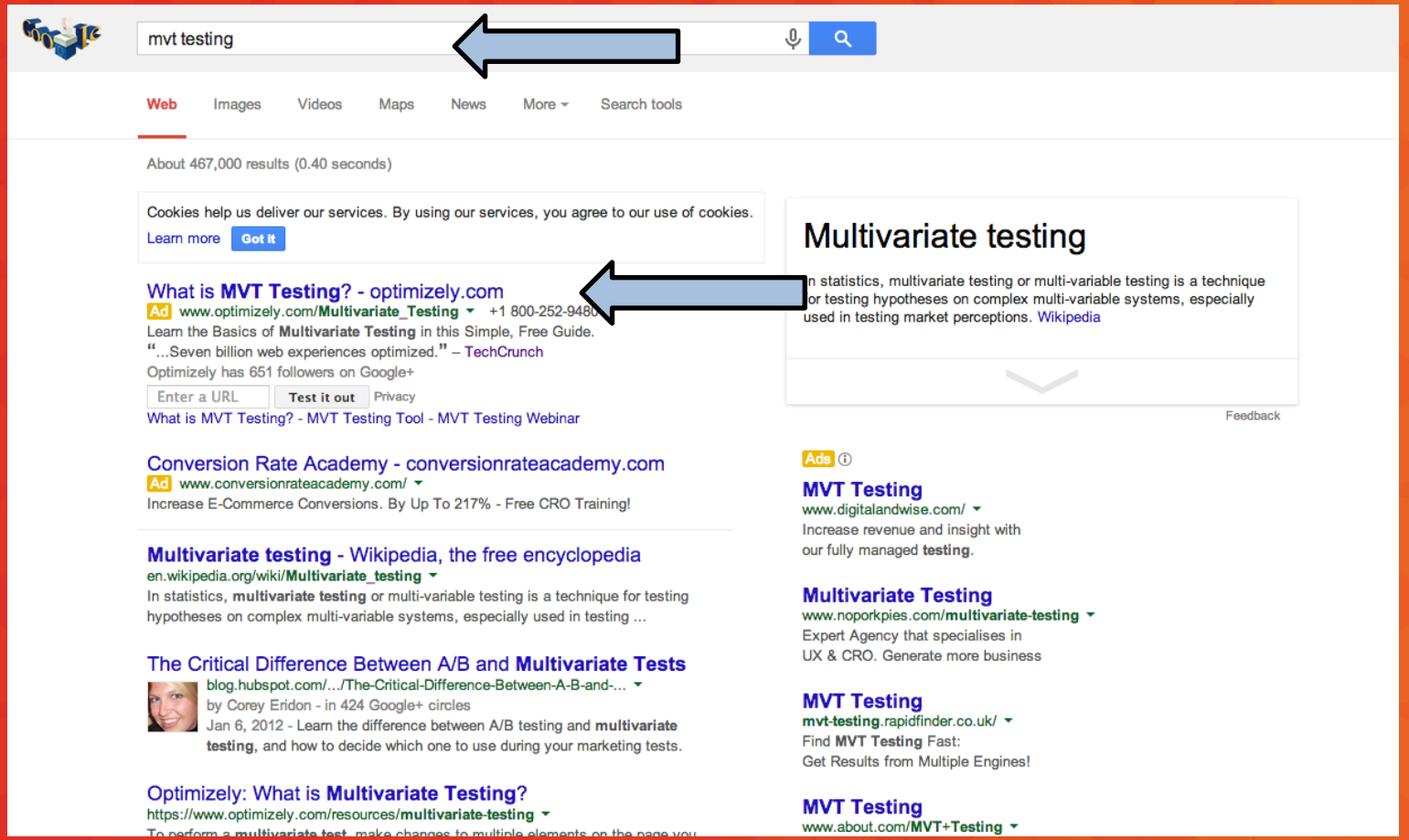
Return Visitors
8%

PPC Visitors
1%

2%

Rank	Domain	Daily Budget
1	geico.com	$663,583.86
2	phoenix.edu	$391,331.78
3	ask.com	$342,994.21
4	devry.edu	$312,143.15
5	amazon.com	$233,847.26
6	classesusa.com	$226,377.84
7	capitalone.com	$204,331.95
8	quickenloans.com	$197,891.50
9	google.com	$173,294.80
10	statefarm.com	$168,453.61
11	expedia.com	$167,723.26
12	progressive.com	$154,972.27
13	lendingtree.com	$140,625.06
14	allstate.com	$139,020.01
15	educationconnection.com	$128,506.65
16	uline.com	$125,880.70
17	ashford.edu	$123,676.92
18	capella.edu	$122,023.72
19	homedepot.com	$121,978.33
20	citicards.com	$119,551.05
21	itt-tech.edu	$118,112.62
22	usautoinsurancenow.com	$113,770.46
23	booking.com	$113,286.35
24	waldenu.edu	$110,020.04
25	quotelab.com	$107,000.35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Multivariate testing - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Multivariate_testing
In statistics, multivariate testing or multi-variable testing is a technique for testing hypotheses on complex multi-variable systems, especially used in testing ...
The Critical Difference Between A/B and Multivariate Tests
blog.hubspot.com/.../The-Critical-Difference-Between-A-B-and-...
by Corey Eridon - in 424 Google+ circles
Jan 6, 2012 - Learn the difference between A/B testing and multivariate testing, and how to decide which one to use during your marketing tests.
Optimizely: What is Multivariate Testing?
https://www.optimizely.com/resources/multivariate-testing
Multivariate testing
n statistics, multivariate testing or multi-variable testing is a technique or testing hypotheses on complex multi-variable systems, especially used in testing market perceptions. Wikipedia
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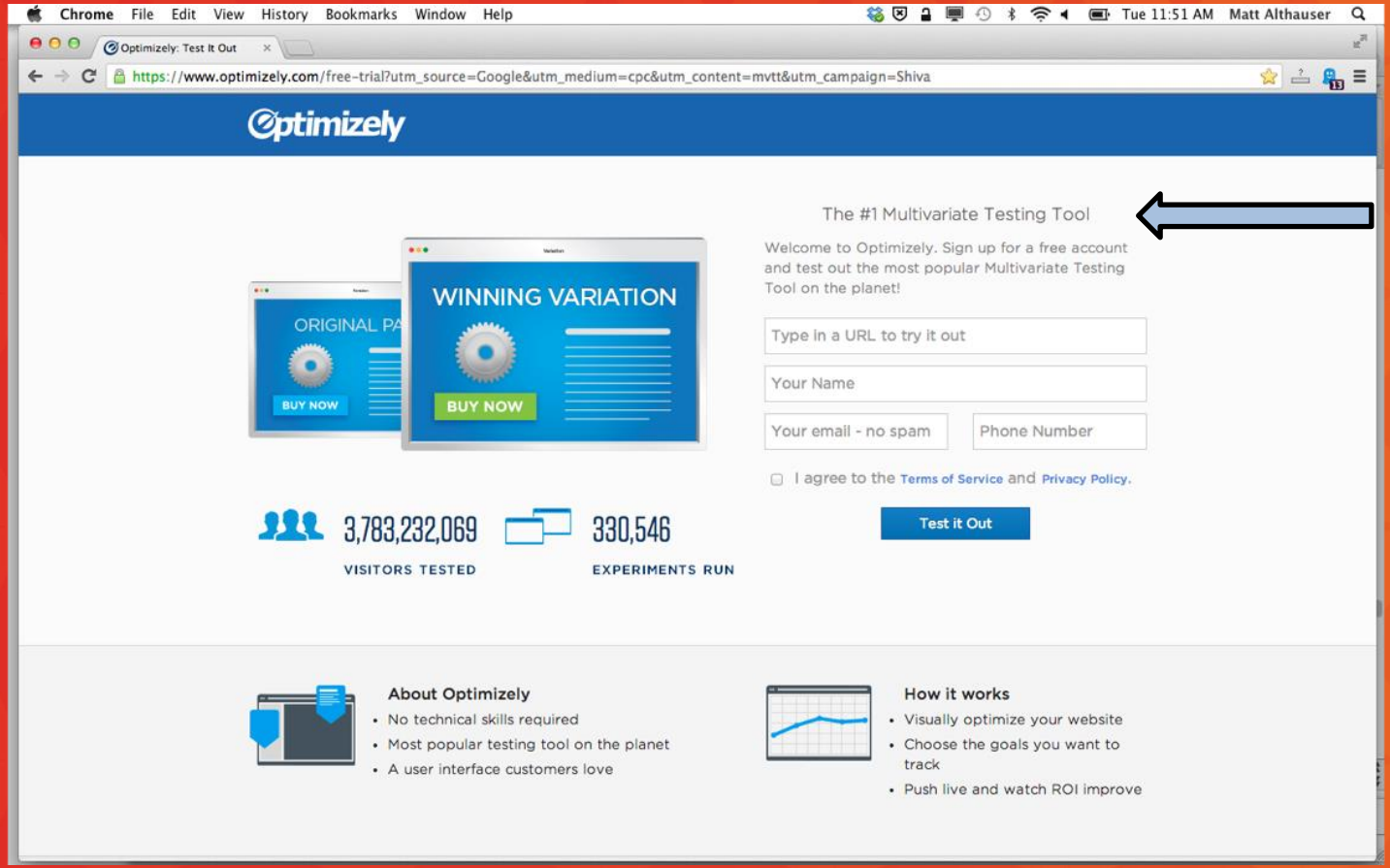
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Tue 11:51 AM Matt Althauser
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Your email - no spam
Phone Number
I agree to the Terms of Service and Privacy Policy.
Test it Out
3,783,232,069
VISITORS TESTED
330,546
EXPERIMENTS RUN
About Optimizely
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Most popular testing tool on the planet
A user interface customers love
How it works
Visually optimize your website
Choose the goals you want to track
Push live and watch ROI improve

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Optimizely: Test It Out

https://www.optimizely.com/free-trial?utm_source=Google&utm_medium=cpc&utm_content=mvtt&utm_campaign=Shiva

Optimizely

3,783,232,069 330,546

The #1 Multivariate Testing Tool

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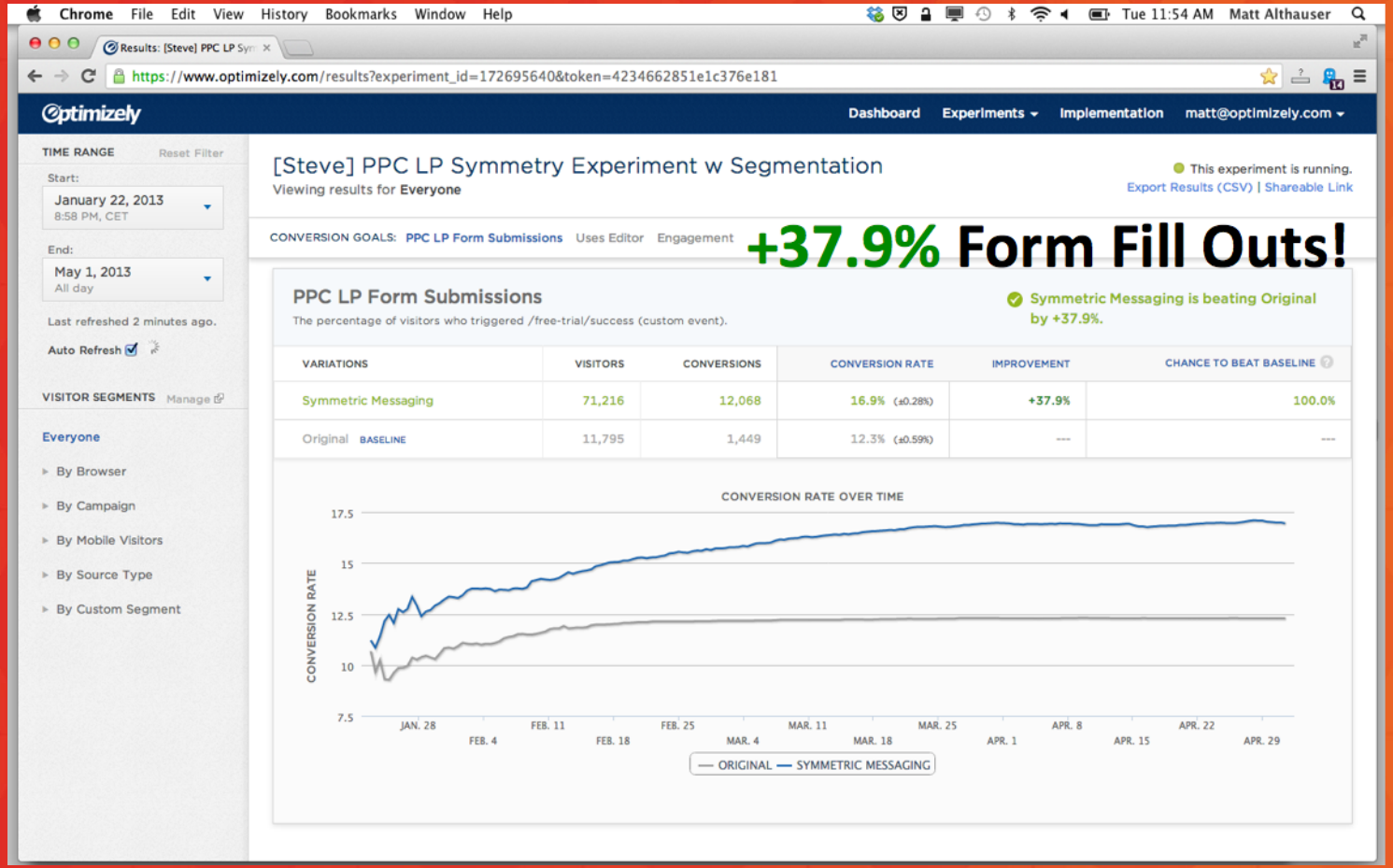

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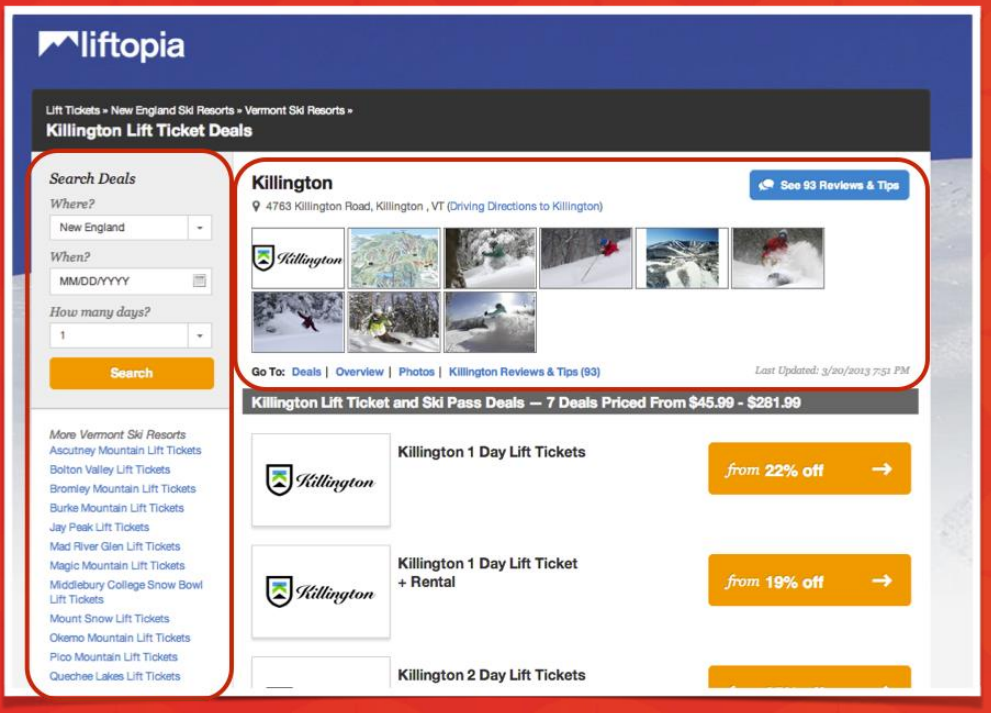
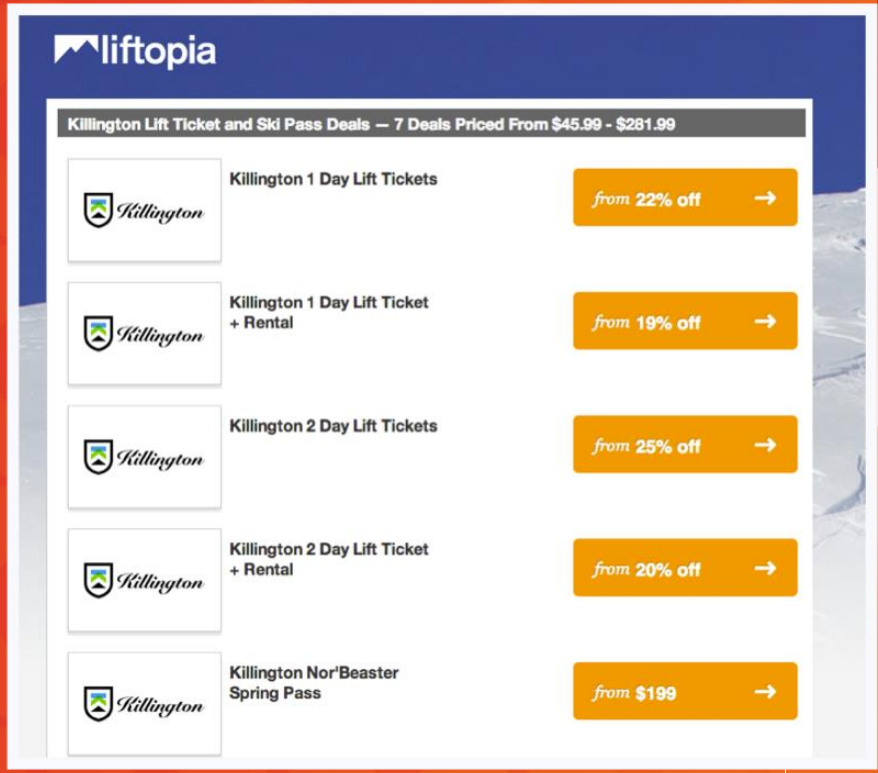
+20% Conversions





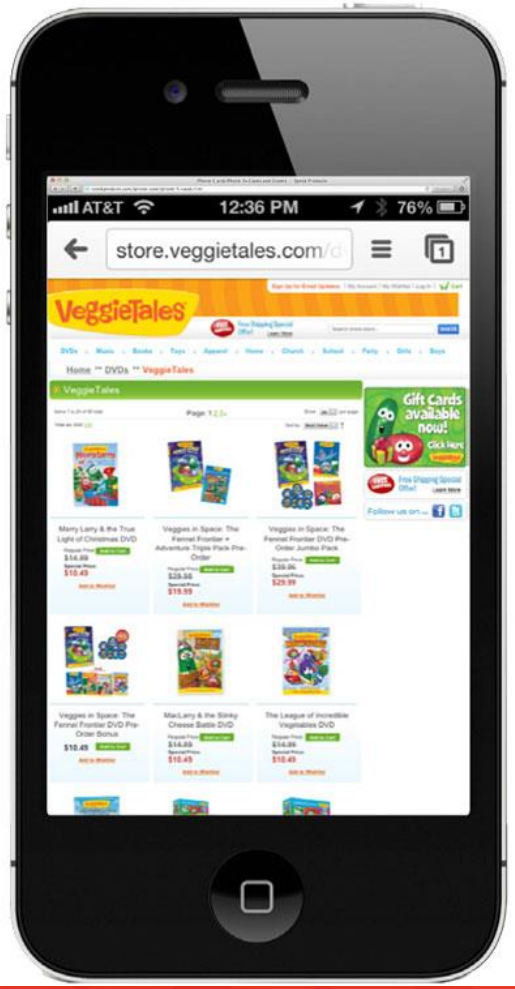
magentolive

Return Visitors
8%

PPC Visitors
1%

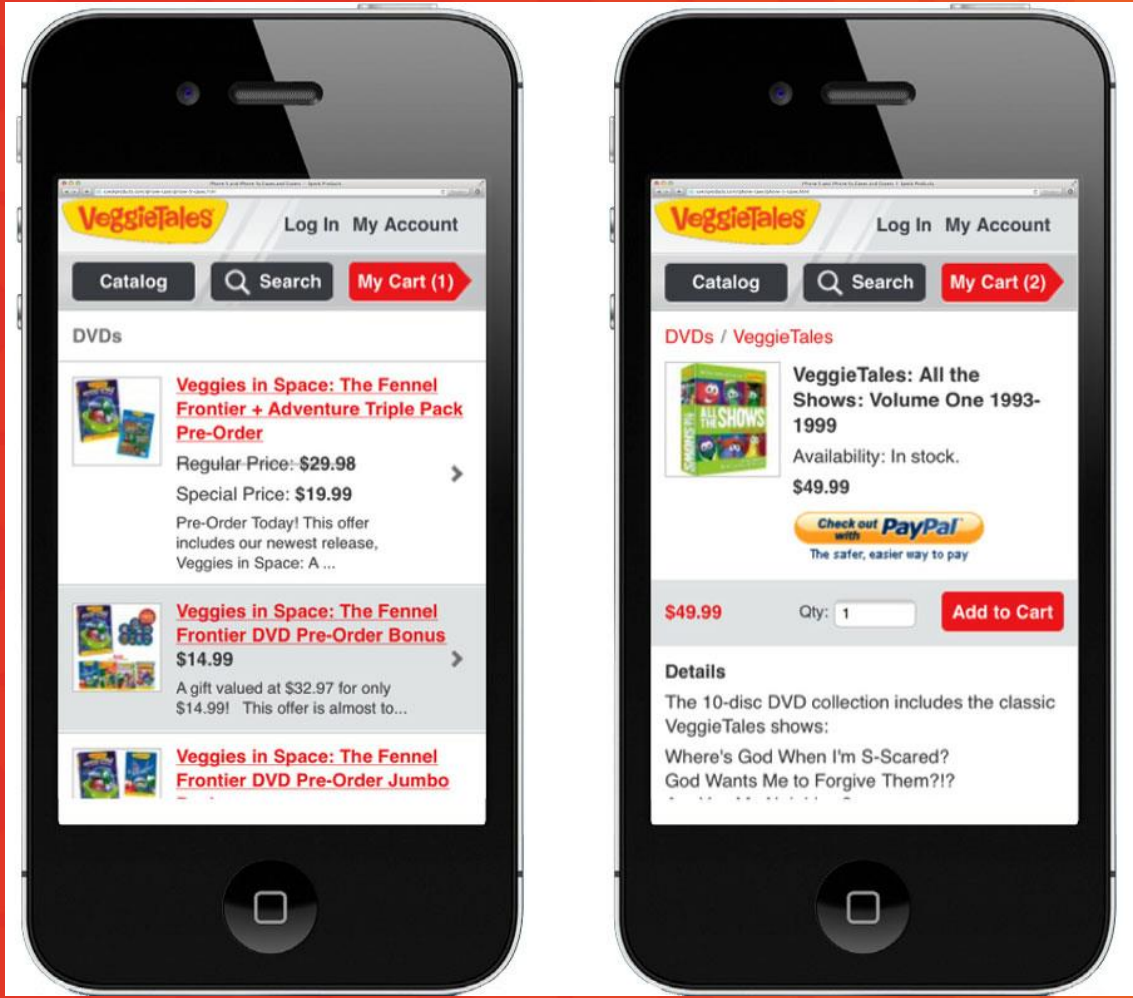
2%

Mobile Visitors
0.5%



magentolive

+28% RPV



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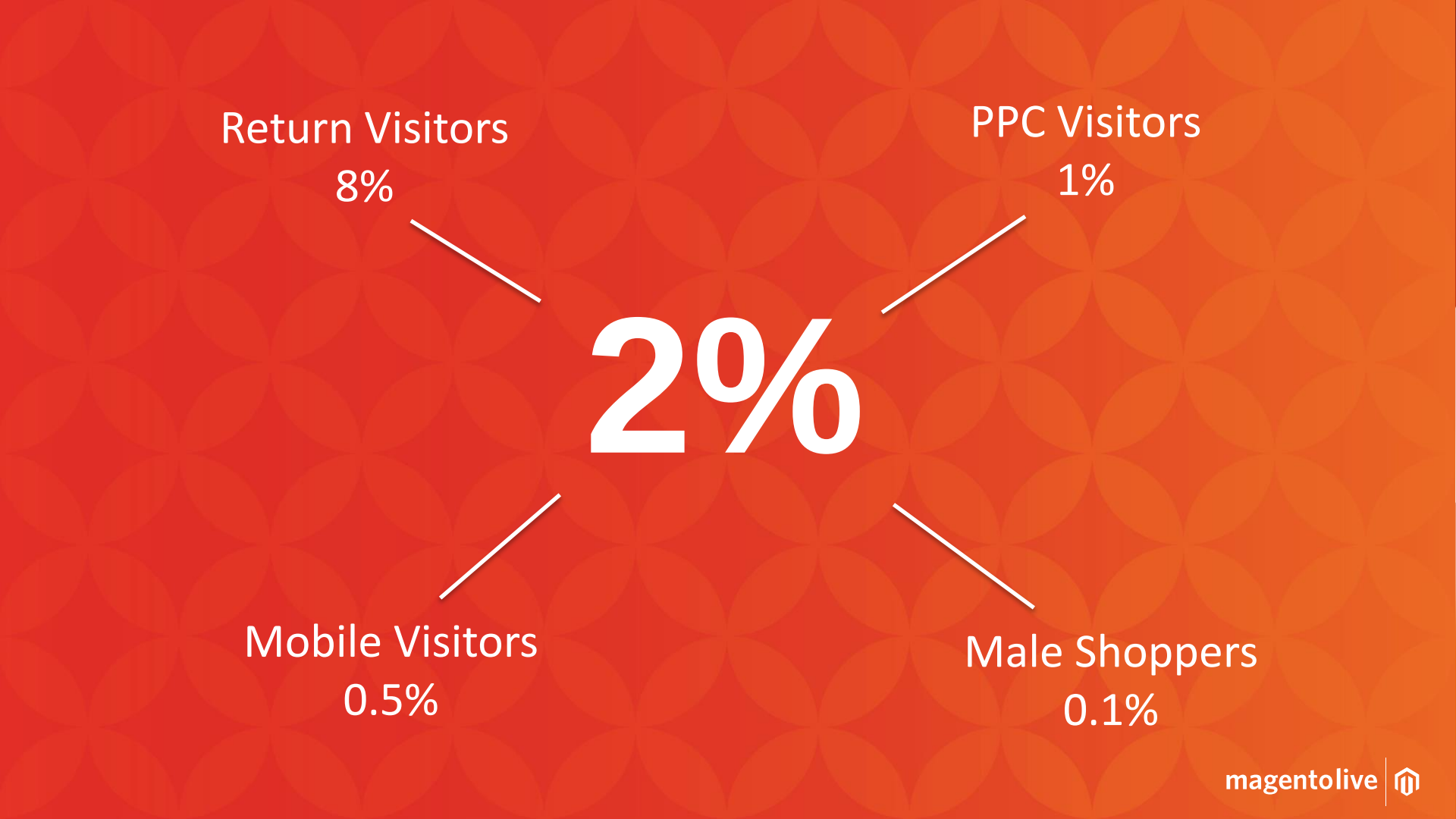
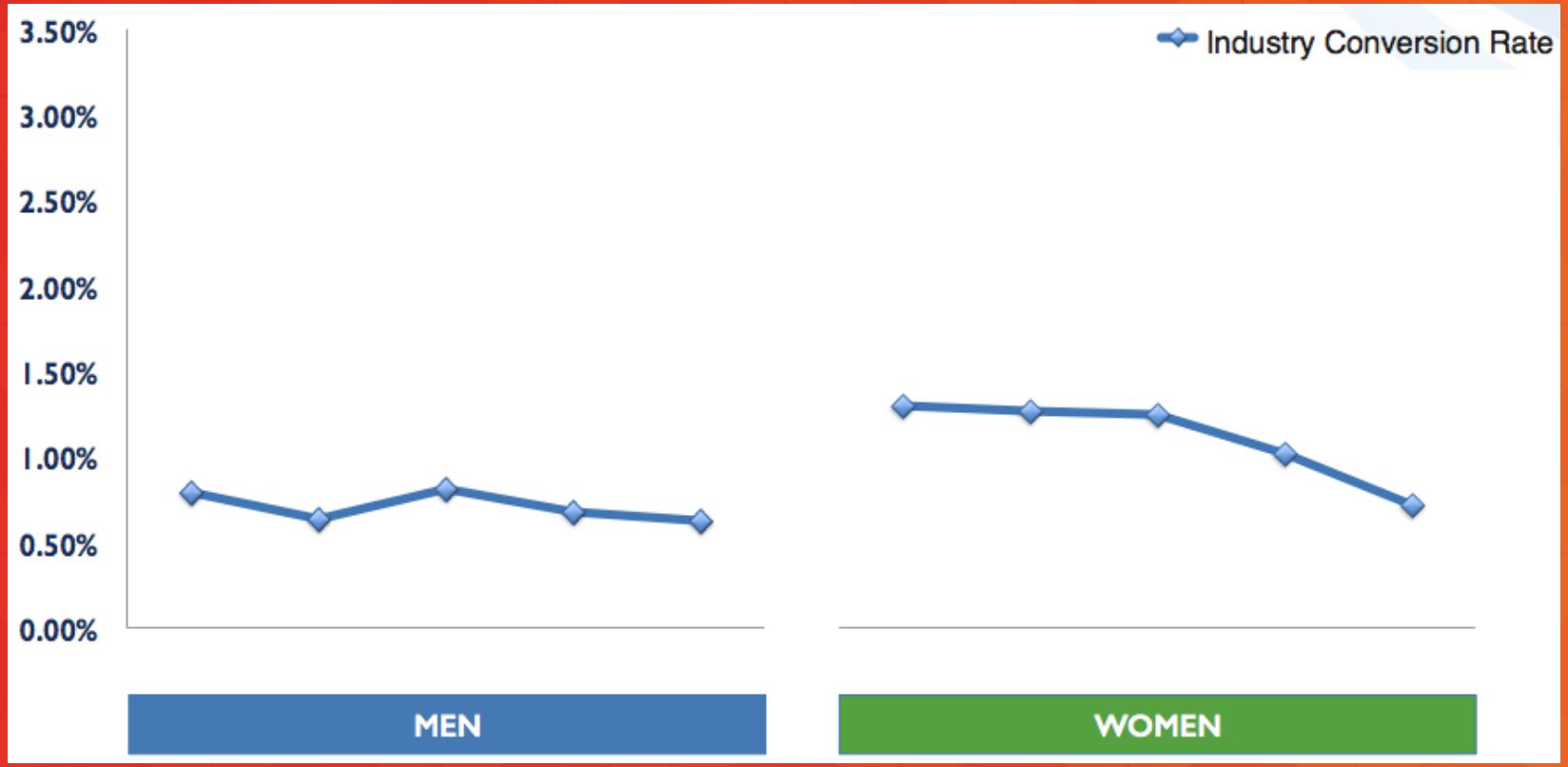

Return Visitors
8%
PPC Visitors
1%
2%
Mobile Visitors
0.5%
Male Shoppers
0.1%


3.50%
3.00%
2.50%
2.00%
1.50%
1.00%
0.50%
0.00%
Industry Conversion Rate
MEN
WOMEN

3. Define Segments

1. Define the Right Goals
2. Find Test Areas
3. Define Segments
4. Test!

Q&A