

Sample Leak Finding and
Implementation Report
Created with Remarq.io

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Introduction and Abstract

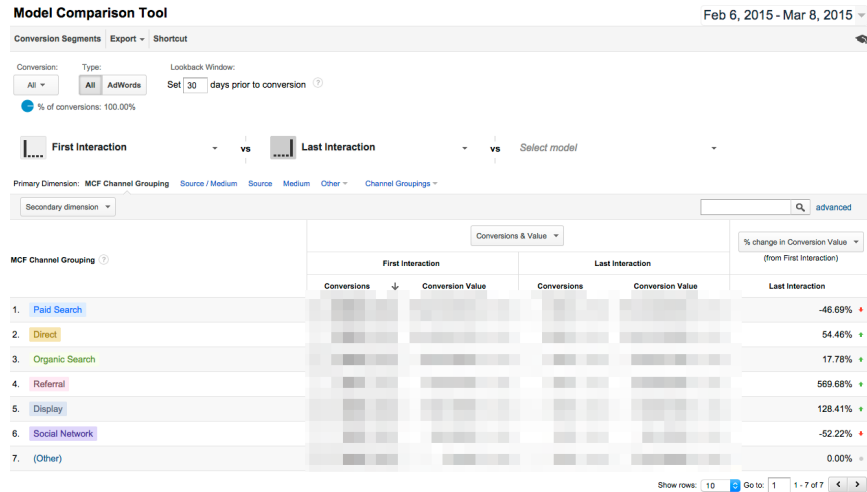
I am pleased to outline my thorough analysis of your present conversion situation. While it seems that the checkout process is not currently being tracked properly, there is still lots of very insightful data to be had. Enjoy and let me know if you ever have any questions.

Jevin Maltais

Analysis

Incoming traffic

Path to conversions



What we see here are the different sources of traffic possible to your site.

- The “First Interaction” is how people first discovered (name removed)
- The “Last Interaction” is the last thing they did before converting to make a purchase.
- The last column shows the difference between the two.

In our case here, we can see that 60% of our visitors first visit using CPC traffic. The balance is from typing in the site directly or through some sort of search.

While paid search gets users knowing about (name removed), it is not as good as converting into paid users. Users come via direct to buy, likely through a bookmarked link to the product they wanted. There is also a strong segment of users that comes back to your site via paid search. These are potentially people who initially came to your site and didn't bookmark your site. They typed in "(name removed)" into the Google search box. Since you pay for those ads, users click on the paid link to your site instead of looking below at your organic search link.

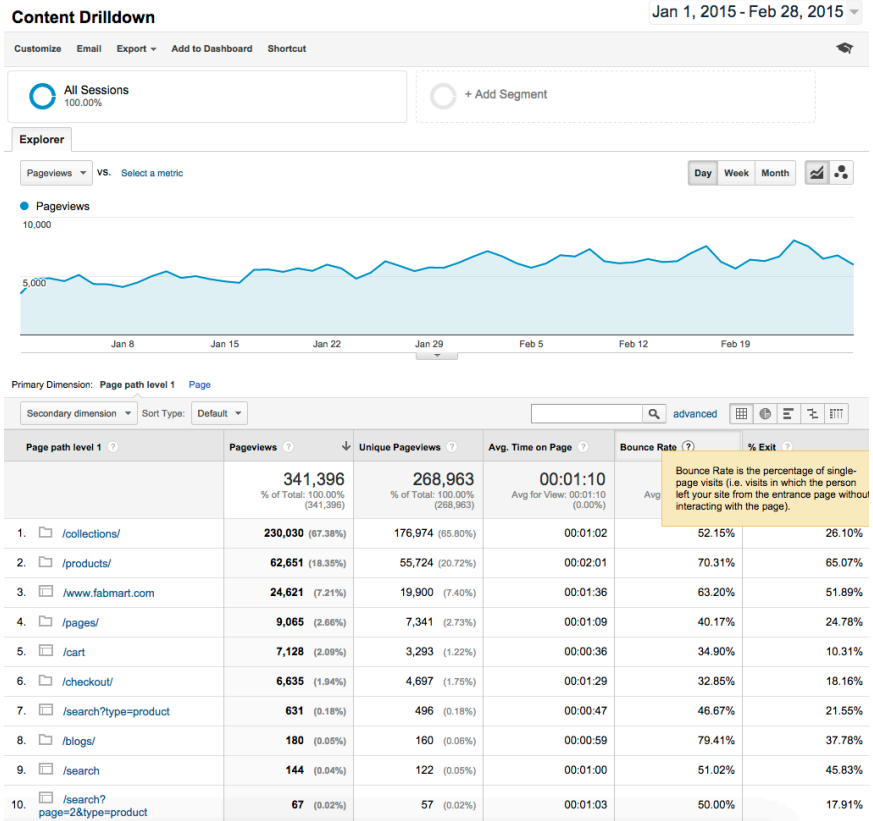
Initial landing page

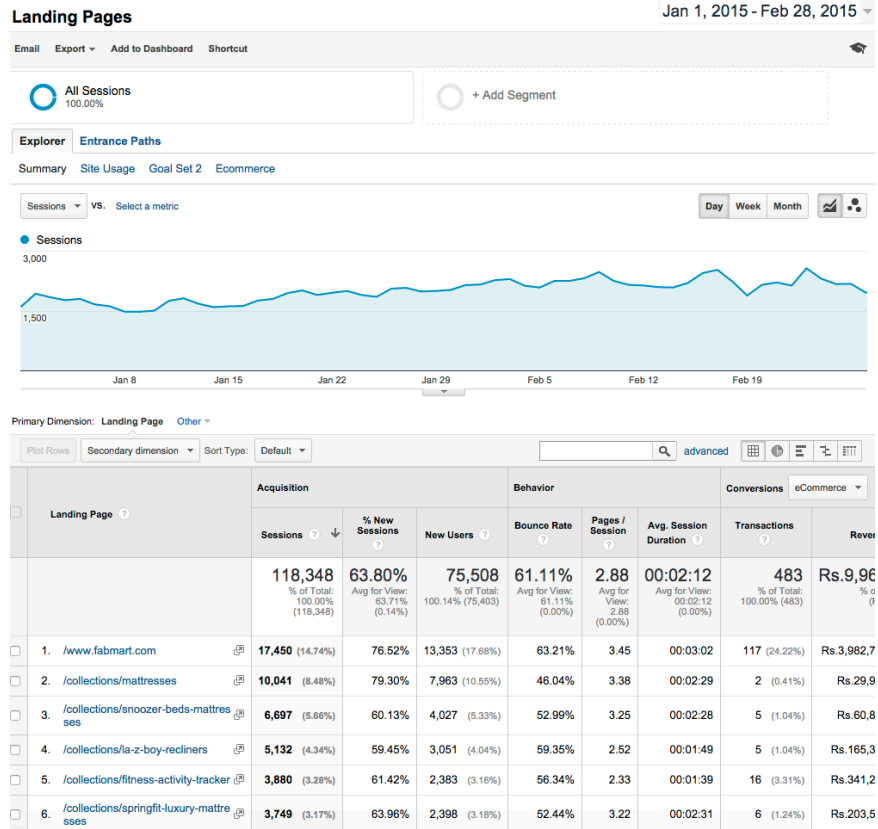
Above it shows an aggregate of all the collections, products etc pages. You can see that almost 70% of users first land on a collection for a particular type of product. Unfortunately 52% of users bounce away right away. This seems to be because they are unable to find what they are looking for. Optimizing this page should be high on the prioritization list.

19% land a product subpage. However, based on how your analytics is setup, this could be a "buying-guide as well".

Currently, less than 10% first land on the (name removed) landing page, indicating that it is not a major source of new users. While it should be a focus at some point, it does not have to be right now.

If we breakdown which content page people visit, there are many small collections pages they visit. Making for a very splintered experience on your site.





Demographics

Demographics: Overview

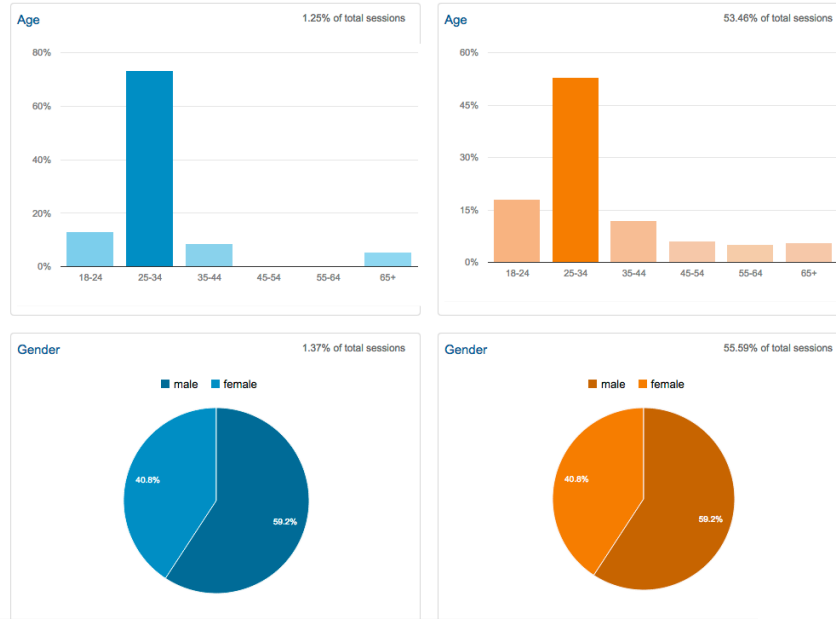
Feb 6, 2015 - Mar 8, 2015

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

Email Export Add to Dashboard Shortcut

Made a Purchase 2.22%
Didn't Make a Purchase 97.78%

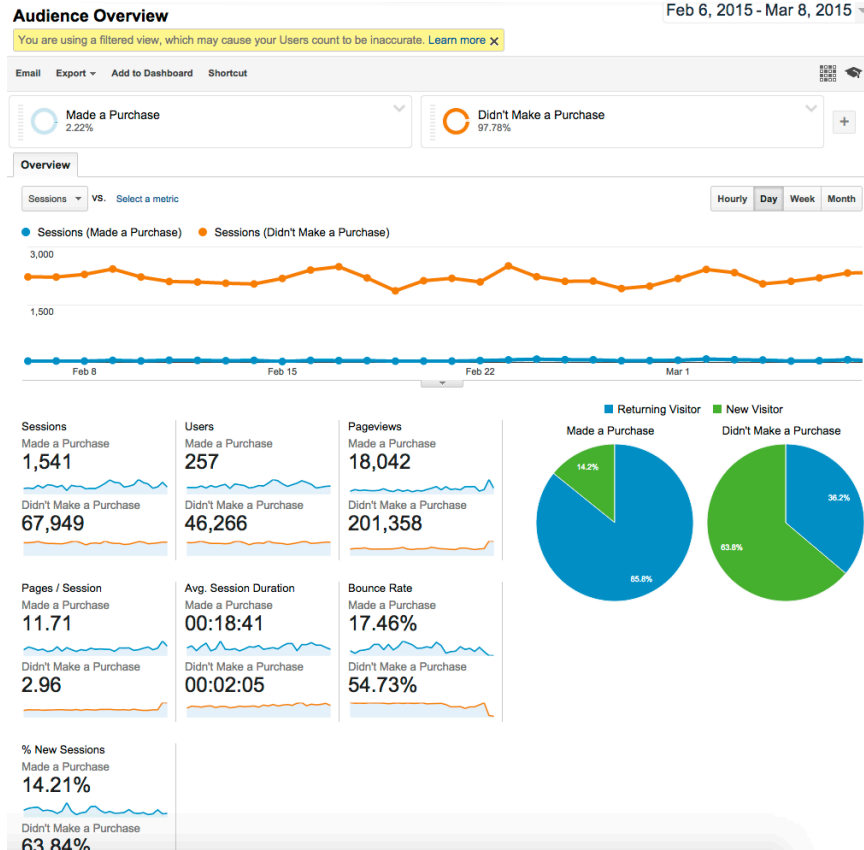
Key Metric: Sessions



Your purchasing demographics are probably not surprising:

- Are between the ages of 25-34 (80% of purchasers)
- Split between male and females
- 99% of purchasers are in India
- Interested in technology, movies, tv etc

New vs Returning users



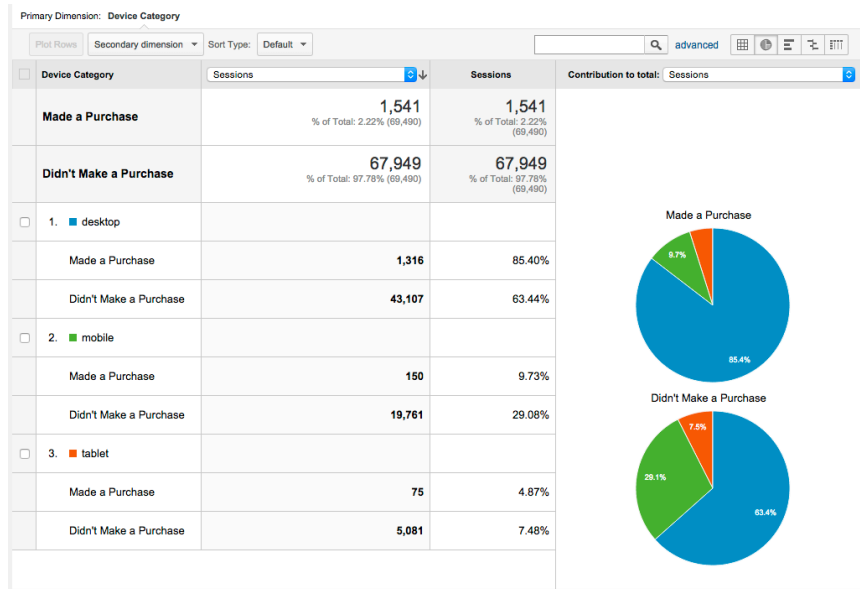
You will notice on the right side that 85% of people who made a purchase had visited the site multiple times. Therefore getting users to come back to your site is extremely important for your prospective buyer. This makes sense since your products are big ticket items, it takes time for the user to research and think over the purchase.

A user who does make a purchase on average spends 18 minutes (a long time) on your site browsing around. It is certain that many returning visitors

drop off before this time frame in frustration. So giving them the information they need as soon as possible will shorten this process allowing for more purchases.

If the user takes multiple visits to the site, how long does it take for them to make the purchase? Using the data above we can see 50% of the users buy on the same day. However, the rest of the 50% can take anywhere from 1-60 days later. Sending some kind of educational email or re-marketing can be very beneficial to keep old users coming back.

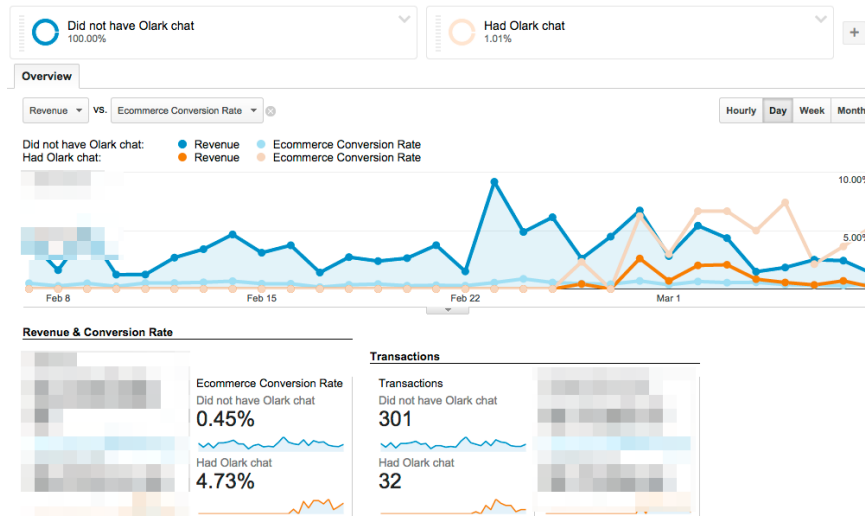
Mobile



On the right we see two bubbles. The top is for those who purchased and the bottom is for those who did not. We can see that 85% of users purchased using a desktop platform (15% via mobile)

However, of the entire user base, 35% of the users are browsing using mobile. So maybe they are just browsing with the intention of buying later or there are checkout issues on mobile.

Olark conversion



It seems like Olark has only been in use for a month. The results seem to be inconclusive since so few conversations happen.

However, I tried out a conversation with one of your reps the other day. The rep was too quick to mention the “best result” without asking too many

questions. You will notice they ignored my budget requirement when I gave it to them. If they had emailed me the conversation and the link to the recommended product, it would remind me to check it out later, they can follow up with more questions and you can setup a drip email sequence. See below:

(conversation removed)

Usability issues

Search as a symptom

On site search is always a good indicator to see if people have issues finding what they are looking for on your site. In your case, it seems that even the most basic high level things people are looking for (Fitbit, Nespresso Coffee Capsules, pillows) etc. 3% of visitors use your search. Likely a higher number just get frustrated and leave.

Mobile usability issues

Doing a few minutes of browsing, I found no glaring issues.

Checkout

Currently we aren't collecting data at each stage of the checkout process so we are unable to detect why users are abandoning the cart.

Site Search Overview

Jan 1, 2015 - Feb 28, 2015

Email Export Add to Dashboard Shortcut

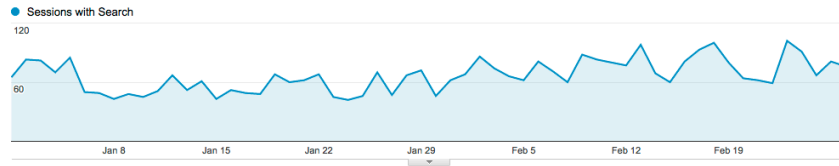
All Sessions 100.00%

+ Add Segment

Overview

Sessions with Search vs. Select a metric

Hourly Day Week Month



3.33% of your visits used site search

Sessions with Search: **3,937**

Total Unique Searches: **5,561**

Results Pageviews / Search: **1.24**

% Search Exits: **25.97%**

% Search Refinements: **25.91%**

Time after Search: **00:03:49**

Average Search Depth: **2.51**

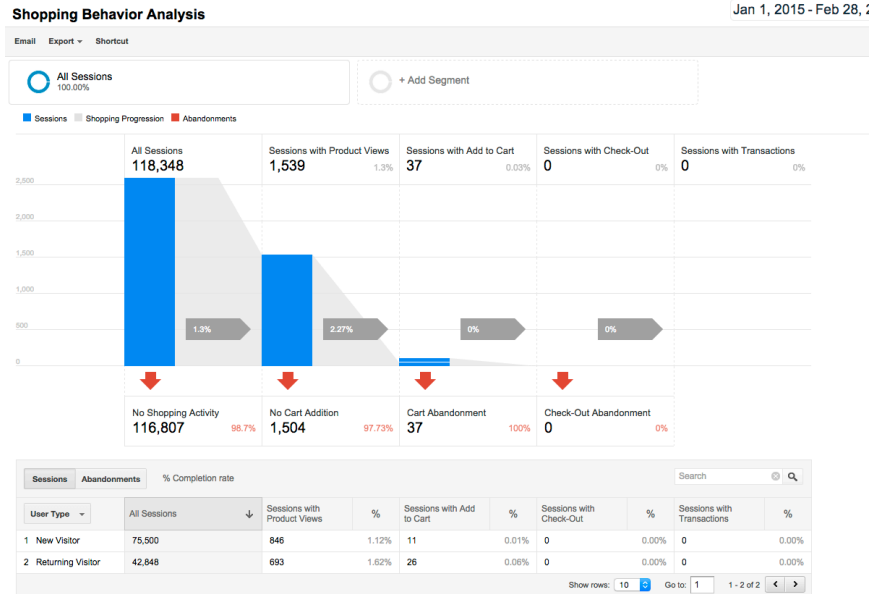
Visits Without Site Search (96.7%)

Visits With Site Search (3.3%)

Site Content	Search Term	Total Unique Searches	% Total Unique Searches
Search Term			
Site Search Category			
Start Page			
	1. fitbit	103	1.85%
	2. Nespresso Coffee Capsules	70	1.26%
	3. ogawa	58	1.04%
	4. pillows	53	0.95%

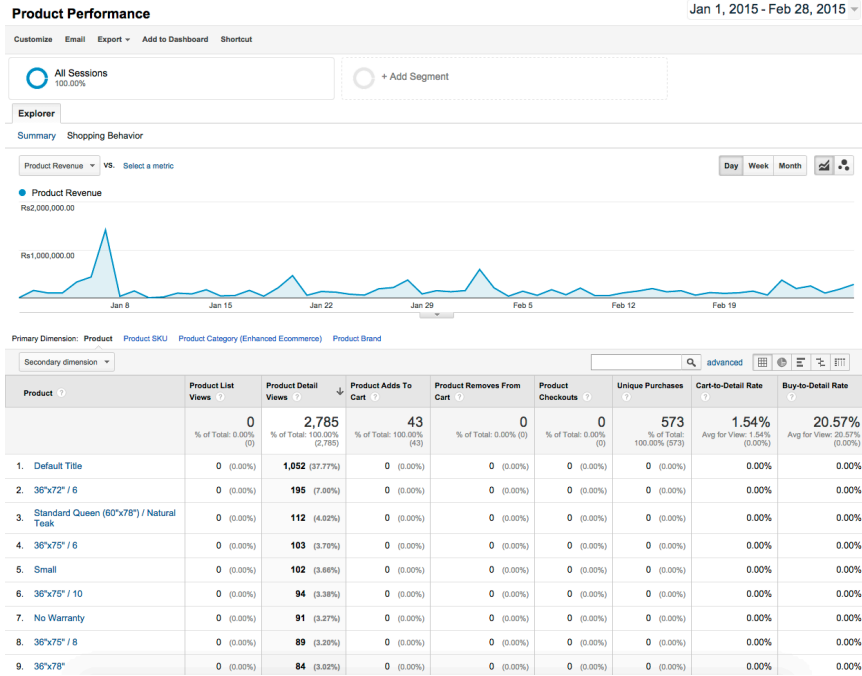
Analytics issues

Checkout not tracking properly



If you look at the checkout funnel produced by Google, you can see that the data is not-accurate. In two months, there were certainly more than 37 people who added products to their cart.

While the actual number may not be right, the trend is probably mostly correct. So we should trust the trend of the current analytics setup.



Products not tracking properly

The products don't seem to setup in a consistent way that Google Analytics is expecting. Therefore doing analysis per product (very important to Adwords campaigns) is not possible.

Unable to track Olark vs Call conversion

While we can track the revenue generated when people had Olark conversations, we can't track the conversions of people who called easily. This could be an issue for figuring out which is the best way to engage users directly by answering questions.

Challenges by Priority

Fix analytics for cart funnel and check-out

Alphonse is suspicious that users are abandoning their cart. While this is true, we aren't currently accurately measuring this experience. First we should set this up properly, only then can we make changes and measure the impact those changes had.

Shopify Store Cleanup

- **Clean up products into proper categories** - Currently there are far too many category types that makes for an extremely difficult user experience and for analytics (29 categories of pillows!). By making only a few categories (pillows, mattresses, mattress covers etc), it will be far easier for a user to navigate.
- **Fix analytics for product categories and brands** - In Google Analytics, many of the products are not setup with the right data, making analytics difficult. This should be updated.
- **Move buyer guides to a blog** - Buyer guides are NOT products. They should be moved out from here. Then we can properly monitor usage

Mattress selection posts

Since you have a TON of mattresses, it is very difficult for uneducated users to know what to buy without having more education. As a start I recom-

mend write three articles that describe the top mattresses for a particular buyer need, whatever you decide. For example: back pain, comfort or budget. Then create a popup when a user lands on a /categories/mattresses page directing them to one of these three articles based on their needs. This will give the user a far better starting place for research the top three mattresses based on their needs. We will A/B test to see if users who visit this page will convert more.

A/B test free shipping for new visitors

I did not know that you have free shipping until I was on your cart! This is HUGE! In fact in a study in 2012, they found 56% of users leave a site because of “unexpected costs” ¹. While this isn’t the case in your site, putting it up front and centre that shipping is free will make your site memorable and destroy the shipping issue before they think of it.

I would recommend A/B testing a popup for all new visitors to see if users who see it purchase more.

Setup email capture and an email campaign

Email is still one of the best ways to keep in touch with your customers. Sending regular, helpful content to your target audience will really go a long

¹<http://www.statista.com/statistics/232285/reasons-for-online-shopping-cart-abandonment/>

way to keep you at the top of mind for them. This will be a good time to introduce new products and guides for them.

Optimize Olark conversations

I had already outlined some simple fixes to your Olark workflow to keep the conversation alive with your users. Implementing a simple drip campaign after the user was helped can help you remind them of their needs.

Consider reducing products in each category

Since 60% of your visitors are landing on these category pages, and 50% of those users are bouncing off, it needs to be heavily optimized.

Front page

While there are not many initial users landing on the main (name removed).com page, returning users show up there. It should be uncluttered and focused but it is a lesser of a priority.

Four Month Proposed Plan

My commitment to you is to get your analytics setup as much as reasonably possible based on your Google Analytics setup. Also, I will each month implement a testable change and measure those results. Below is a proposal monthly plan based on your current challenges:

March

- Finish analytics setup for cart and checkout
- Verify any changes you decide to make in the Shopify (above) are working properly in Google Analytics
- Your team writes three mattress selection posts. I will then create an A/B test a popup encouraging people to check it out.

April

- A/B test free shipping for new visitors

May

- Retargeting ads using a product like Adroll can really help to show ads to users across platforms.

June

- Plan the content for an email list
- Setup A/B popup to capture email leads
- Setup drip email for Olark operators

Outside of scope

- Mobile fixes. I can pass you the name of my mobile tester to go through and thoroughly test your site on mobile.