

2012 shop.org annual summit It just keeps getting faster. er September 10-12, 2012 Colorado Convention Center Denver, Colorado www.shop.org/summit12

Digital Analytics for Retail

shop.org Brent Dykes @analyticshero

The banner features a blue header with the shop.org logo and event details. Below is a white box with a bar chart and a line graph, with the text 'Digital Analytics for Retail'. The background shows three women in a retail setting. The footer includes the shop.org logo, the name 'Brent Dykes' with a Twitter handle '@analyticshero', and a small copyright notice.

Ecommerce Trends in 2012?

Personalization Mobile Social Product Experience

Just for me

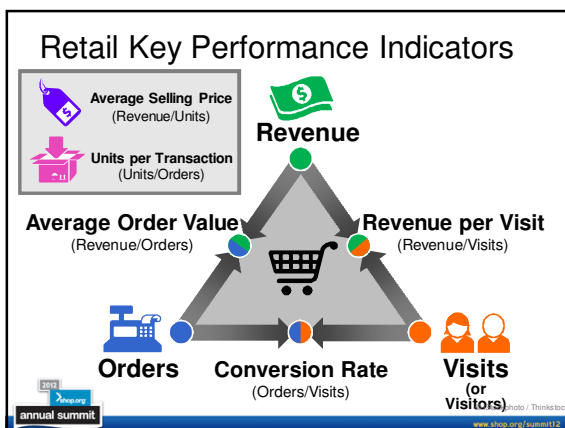
The graphic is a 2x2 grid. Top-left: 'Personalization' with a 'Just for me' tag. Top-right: 'Mobile' with a hand on a tablet. Bottom-left: 'Social' with various social media icons. Bottom-right: 'Product Experience' with a hand holding a product. The background is a blurred retail aisle.

"What gets measured, gets managed."

Peter F. Drucker

The graphic features a black and white portrait of Peter F. Drucker holding his glasses. The quote is at the top, and his name is below it.





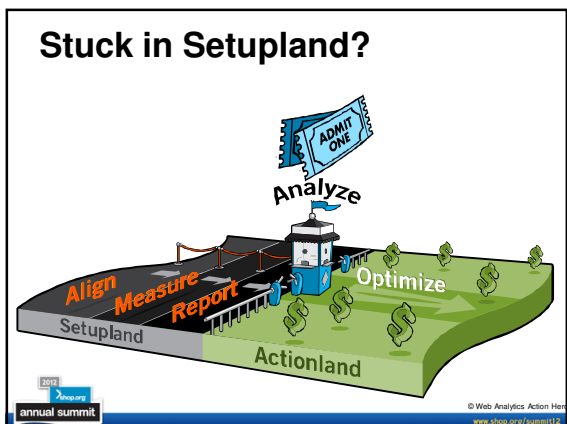
Top Digital Analytics Mistakes in Retail

1. Lack of clarity around key business objectives
2. Too much emphasis on reporting instead of analysis
3. Lack of process in handling reporting and analysis requests
4. Reactive with analytics instead of being proactive
5. Paralysis caused by the need for perfect data
6. Not slowing down to understand, fix, or enrich the data
7. Expecting the data to do things it wasn't intended to do
8. Chasing shiny objects instead of focusing on the fundamentals

PULL TO REVEAL THE FIRE





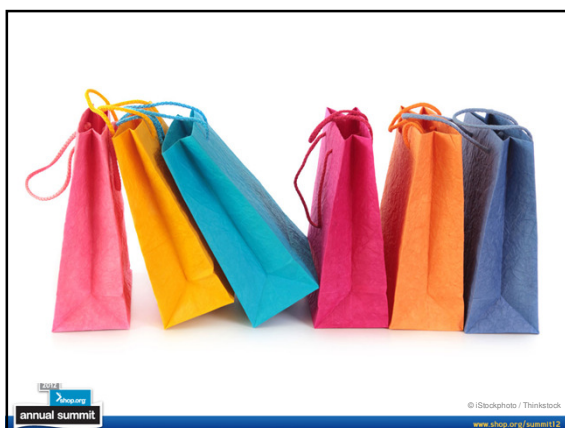


Analysis is Your Ticket to Actionland

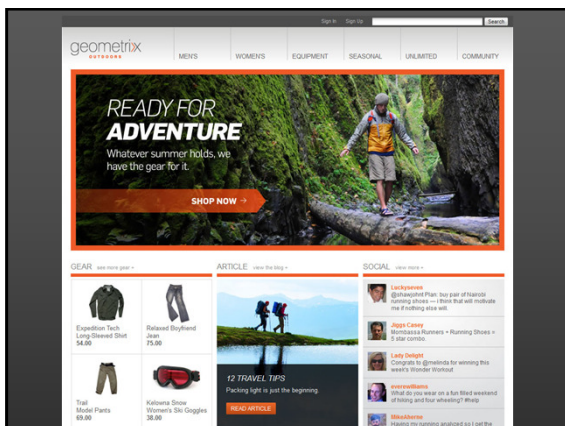
WEB ANALYTICS
ACTION HERO
Using Analytics to Gain Insight and Optimize Your Business
BRENT DYKES

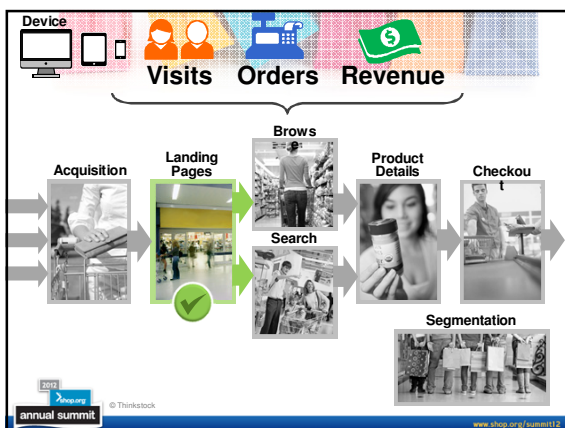
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Landing Page Analysis

Single-Page Visits / Entries

Landing Page	Entries	Bounce Rate
1 landing:hiking	18,765	55%
2 landing:climbing	10,289	88%
3 landing:back-to-school	9,928	63%
4 landing:northface	9,007	54%
5 landing:columbia	8,091	75%
6 landing:cycling	7,654	55%
7 landing:backpacks	7,111	80%
8 landing:tents	5,644	53%
9 landing:merrell	5,283	58%
10 landing:camelbak	4,782	49%

Business context, KPIs, Supporting metrics

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Landing Page Analysis: Deeper Dive

Testing

- Above the fold?
- Heatmap?
- Referrers?
- Campaigns?
- Keywords?
- Paths?
- Visitor segments?

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Landing Page Analysis

Landing Page	Entries	Bounce Rate	Conv. Rate	Revenue	AOV	Revenue per Visit
landing:hiking	18,765	55%	1.90%	\$37,684	\$106	\$2.01
landing:climbing	10,289	88%	3.86%	\$65,982	\$166	\$6.41
landing:back-to-school	9,928	63%	2.14%	\$21,662	\$102	\$2.18
landing:northface	9,007	54%	2.39%	\$42,940	\$200	\$4.77
landing:columbia	8,091	75%	2.25%	\$38,946	\$214	\$4.81
landing:cycling	7,654	55%	2.47%	\$16,505	\$87	\$2.16
landing:backpacks	7,111	80%	0.96%	\$9,230	\$136	\$1.30
landing:tents	5,644	53%	2.21%	\$39,847	\$319	\$7.06
landing:merrell	5,283	58%	0.44%	\$3,205	\$139	\$0.61
landing:camelbak	4,782	49%	2.05%	\$12,839	\$131	\$2.68

- 1 Uncork the bottleneck s
- 2 Scratch beyond the surface
- 3 Don't forget the landing page's objective

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Device

Visits Orders Revenue

Acquisition Landing Pages Brows Product Details Checkout

Search

Segmentation

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Internal Search Analysis

Null Searches Biggest Gainers Search Conversion

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Internal Search Analysis: Null Searches

Search Phrases	Instances	Notes
1 sunglasses	897	✗ Not carried
2 bike helmet	789	🚫 Not indexed
3 carabeener	543	❓ Misspelling
4 sun glasses	501	✗ Not carried
5 11-345838	421	✗ Not carried
6 hiking trousers	345	🌐 International
7 energy bars	321	✗ Not carried
8 bike pump	309	🚫 Not indexed
9 energy gel	298	✗ Not carried
10 pedomiter	207	❓ Misspelling

Merchandise opportunities

Indexing update

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Internal Search Analysis: Biggest Gainers

Search Phrases	Week of 07/01 Instances	Week of 07/08 Instances	Change	% Change
1 family tents	1,516	2,988	1,472	97.1%
2 car racks	890	2,260	1,370	153.9%
3 water filters	125	1,417	1,292	1033.6%
4 roof racks	783	1,987	1,204	153.8%
5 water purification	-	1,180	1,180	#DIV/0!
6 thule	398	1,563	1,165	292.7%
7 roof rack	655	1,769	1,114	170.1%
8 trekking poles	575	1,661	1,086	188.9%
9 headlamps	269	1,093	824	306.3%
10 cookware	792	1,494	702	88.6%
11 patagonia	-	-	-	-

- ➔ Spot new trends and opportunities
- ➔ Adjust promotions
- ➔ Address campaign and site issues

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Product Analysis: Key Steps

The diagram illustrates the key steps in product analysis: Visits (represented by two people icons), Product Views (represented by a funnel), Cart Adds (represented by a shopping cart icon), and Orders (represented by a printer icon). The background shows a screenshot of a product page for 'Interlaken Trek Sport Hikers Footwear' with a price of \$189.90 and a star rating.

Product Analysis: Top Products

Products	Product Views
1 Blueridge hiking shoes	128,298
2 Alpine 6-person tent	118,577
3 Pinecone sleeping bag	114,631
4 Yukon jacket	102,838
5 Fiesta sleeping bag	98,476
6 Rushmore jacket	95,674
7 Savoy backpack	91,910
8 Glacier 8-person tent	85,655
9 Thermal sleeping bag	83,234
10 Sprint kayak	81,829

Product Analysis: Top Products

Products	Product Views	Cart Adds / Product Views	Product Conversion
1 Blueridge hiking shoes	128,298	3.34%	1.15%
2 Alpine 6-person tent	118,577		0.89%
3 Pinecone sleeping bag			1.21%
4 Yukon jacket			1.02%
5 Fiesta sleeping bag			0.91%
6 Rushmore jacket			0.99%
7 Savoy backpack		2.95%	0.06%
8 Glacier 8-person tent		2.57%	0.88%
9 Thermal sleeping bag		2.15%	0.92%
10 Sprint kayak		0.96%	0.78%

- Price?
- Images?
- Description?
- Options?
- Availability?
- Promotions?
- Rating?
- Rich media?
- Related products?
- Wish list / social sharing?

