Webinar

11th May 2022 3PM GMT / 10AM ET

Measuring eCommerce Performance: KPIs, Strategies and Formulas for Success

ChannelSight™ omnisend mouseflow

About ChannelSight

We help global brands optimise the digital path to purchase, capture consumer engagement and increase eCommerce sales.

Whirlpool CORPORATION

B/S/H/

hp

crucial by Micron

Hill's

HOOVER

Perrigo

PHILIPS

COLGATE-PALMOLIVE

GALDERMA EST. 1981

P&G

Johnson&Johnson

32m+
Retailer sessions tracked annually

2000+
Active retail partners

1.5m+
Baskets generated annually

70+
Active markets

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Webinar Speakers

James McGowan
Business Development
Representative

Ben Fairclough
Head of Brand
Performance

Greg Zakowicz
Senior eCommerce
Expert

Eddie Casado
Senior Growth
Marketing Manager

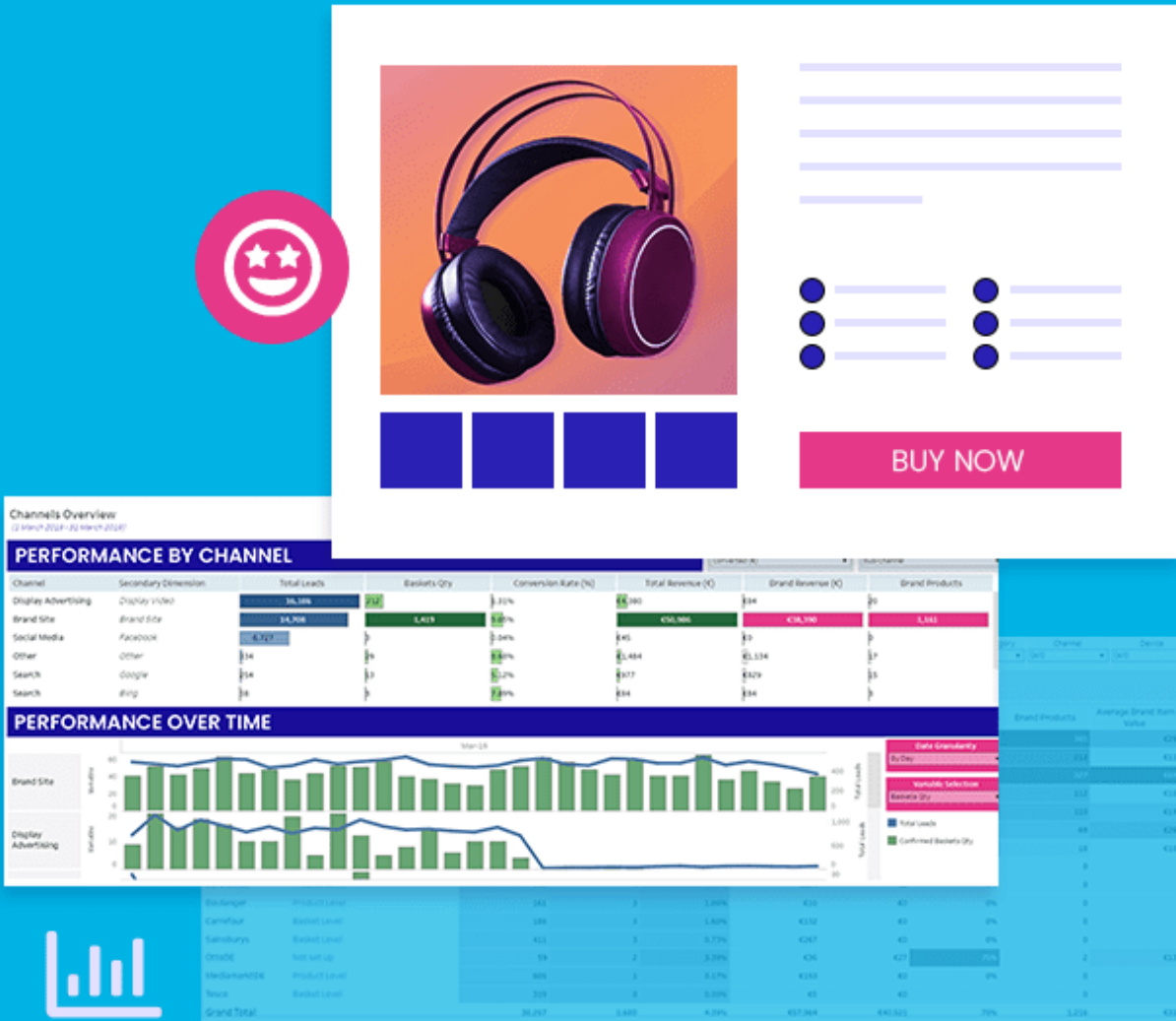# Same KPIs, Different eCommerce Landscape

Ben Fairclough

Head of Brand Performance

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Part 1

The eCommerce Landscape in 2022

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New landscape, new consumers

The metrics are similar but the 'old'
best price wins mantra, plus mass
market adoption mean that
convenience and scale sit at the heart
of ecommerce competitiveness

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Retailers as search engines

Last year, Google announced Google Cloud Retail Search to cash in on the behaviour of consumers going directly to the retailers.

Consumers used to search for products directly on Google, but now retailer websites have become the entry points.

Retailers as publishers

Amazon, Walmart are embedding 3rd party product reviews and testimonials within their search and product results.

Allowing publishers to embed themselves closer to the conversion point.
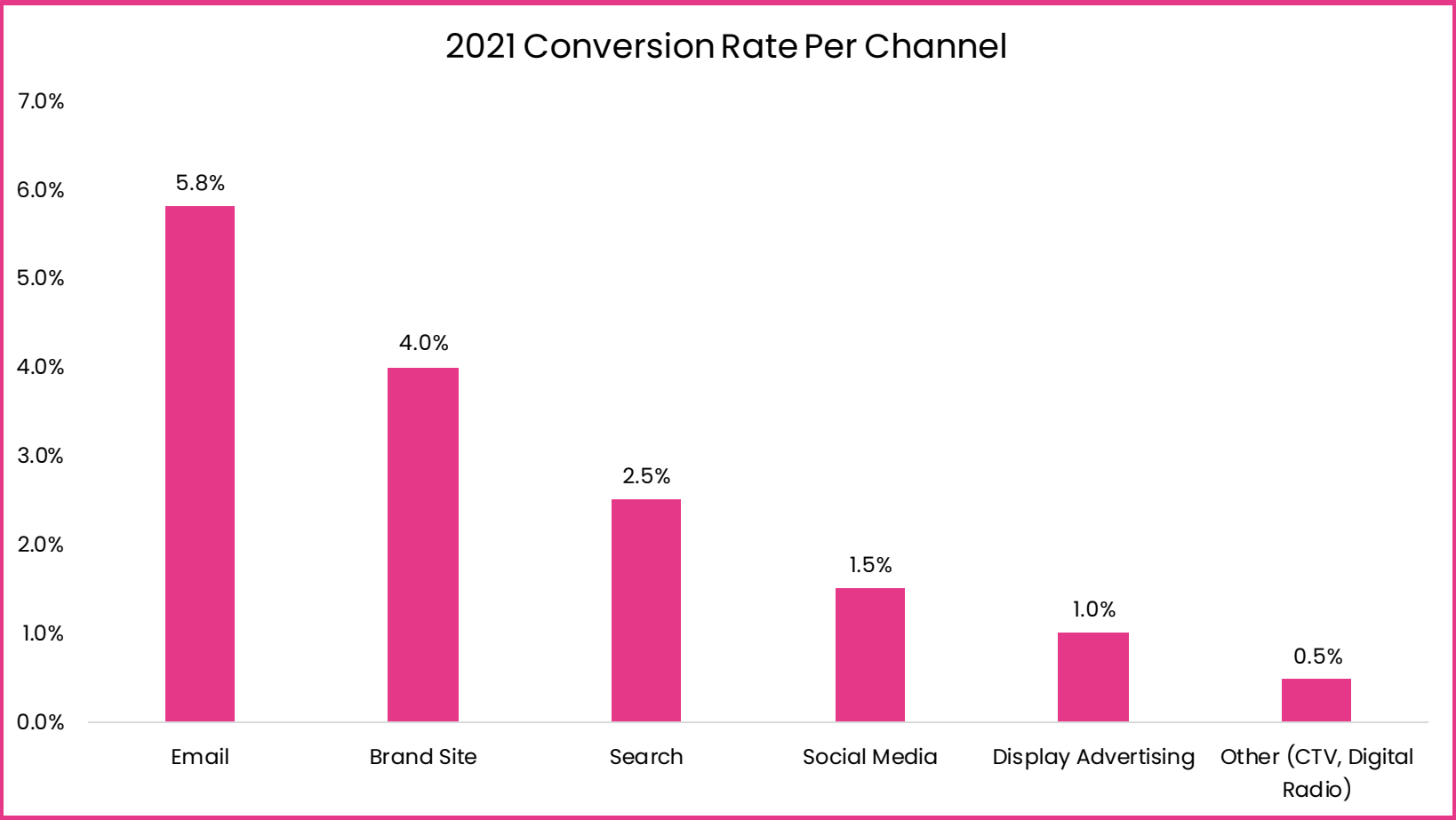
Retailers as brands

38%

Percent of consumers who tried a new private label brand for affordability and availability.

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Part 2

KPIs to Track in 2022

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Not all channels are equal

2021 Conversion Rate Per Channel

Channel	Conversion Rate
Email	5.8%
Brand Site	4.0%
Search	2.5%
Social Media	1.5%
Display Advertising	1.0%
Other (CTV, Digital Radio)	0.5%

Source: ChannelSight Data

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Better understand departmental agendas

Break the silos of decision-making by asking the margin or revenue of the product you're promoting.

It will help you better understand the finance and supply-chain teams decision-making rationale.

Connect KPIs with other teams

Cross team collaboration and combined metrics are a competitive advantage.

Whilst offline might still be where the bread is buttered, you can still get buy-in from your peers to help you grow your ecommerce maturity.

Key Takeaways

1

Not all channels are equal

2

Think like a retailer

3

The perfect dashboard only lasts 6 months

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May 2022

Measuring eCommerce Performance: Opt-in channel marketing

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Opt-in channels (2021)

12b

Email

63m

SMS

54m

Web push

Source: Omnisend, " Email, SMS, and push marketing statistics for ecommerce in 2022,." 2022

Automated emails

Email marketing conversion rate (2021)

Message type (vertical axis):
- Campaigns
- Welcome
- Abandoned Cart
- Order Confirmation
- Shipping Confirmation
- Product Abandonment
- Feedback Request
- Browse Abandonment
- Birthday
- Review Message
- Cross-sell
- Lapsed-Purchase

Conversion rate (horizontal axis): 0% — 1% — 2% — 3%

Source: Omnisend, " Email, SMS, and push marketing statistics for ecommerce in 2022,." 2022

Segmentation v. automation

Segmentation

- More manual
- Hard to scale
- Focus on attribute

Automation

- Less manual
- Easier to scale
- Focus on intent

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Email clickers who purchase

34%

for automated emails

7%

for campaign emails

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Automated emails

29.6% of email orders

2.2% of sends

Email marketing conversion rate (2021)

Message type (bars, top to bottom): Campaigns, Welcome, Abandoned Cart, Order Confirmation, Shipping Confirmation, Product Abandonment, Feedback Request, Browse Abandonment, Birthday, Review Message, Cross-sell, Lapsed-Purchase

Conversion rate axis: 0%, 1%, 2%, 3%

Source: Omnisend, " Email, SMS, and push marketing statistics for ecommerce in 2022,." 2022
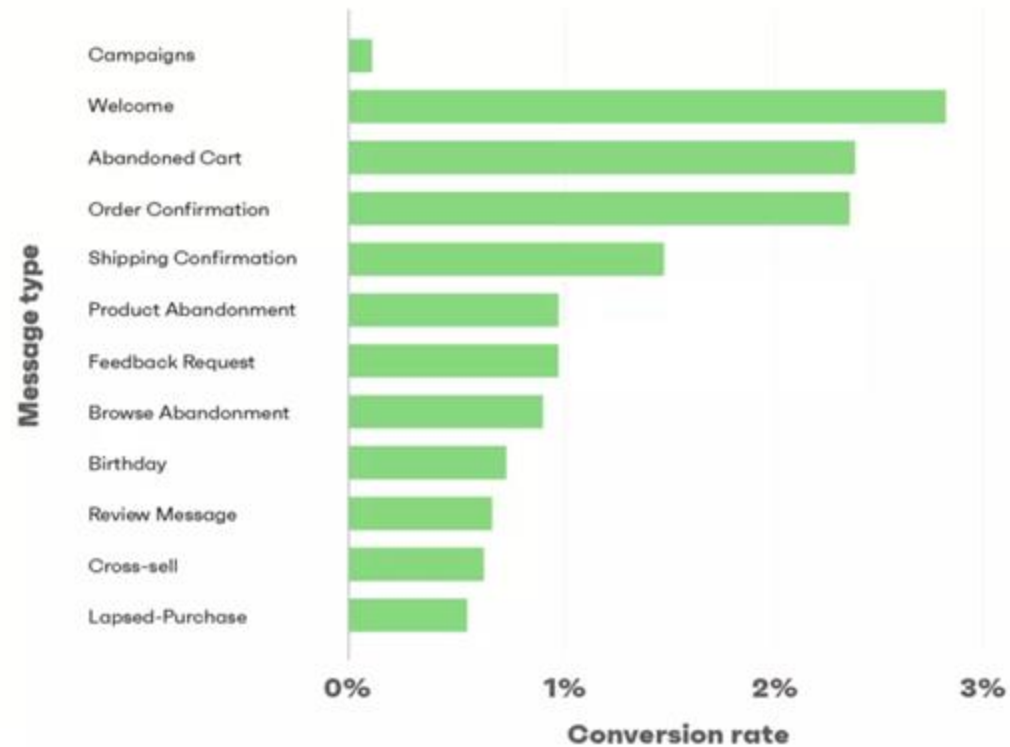
Automation

83%

of automated orders

- Welcome series
- Browse/product abandonment
- Cart abandonment

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Automation

17.2% CTOR	**17.9% CTOR**	**16.7% CTOR**
5.2% CTR	5.7% CTR	6.4% CTR
2.8% Conversion rate	2.4% Conversion rate	0.9% Conversion rate
Welcome series	**Cart abandonment**	**Browse abandonment**

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Automation + intent

Promote value-adds & differentiators

- Return policies
- Satisfaction guarantees
- Price/speed of shipping
- Product quality/fit

Add social proof

- Top-rated products
- Testimonials

Add Channels

- SMS & push

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SMS sends

YoY	**Lift**
2019 » 2020	378%
2020 » 2021	94%

2020 » 2021	**Lift**
Campaigns	75%
Automation	258%

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Automated SMS
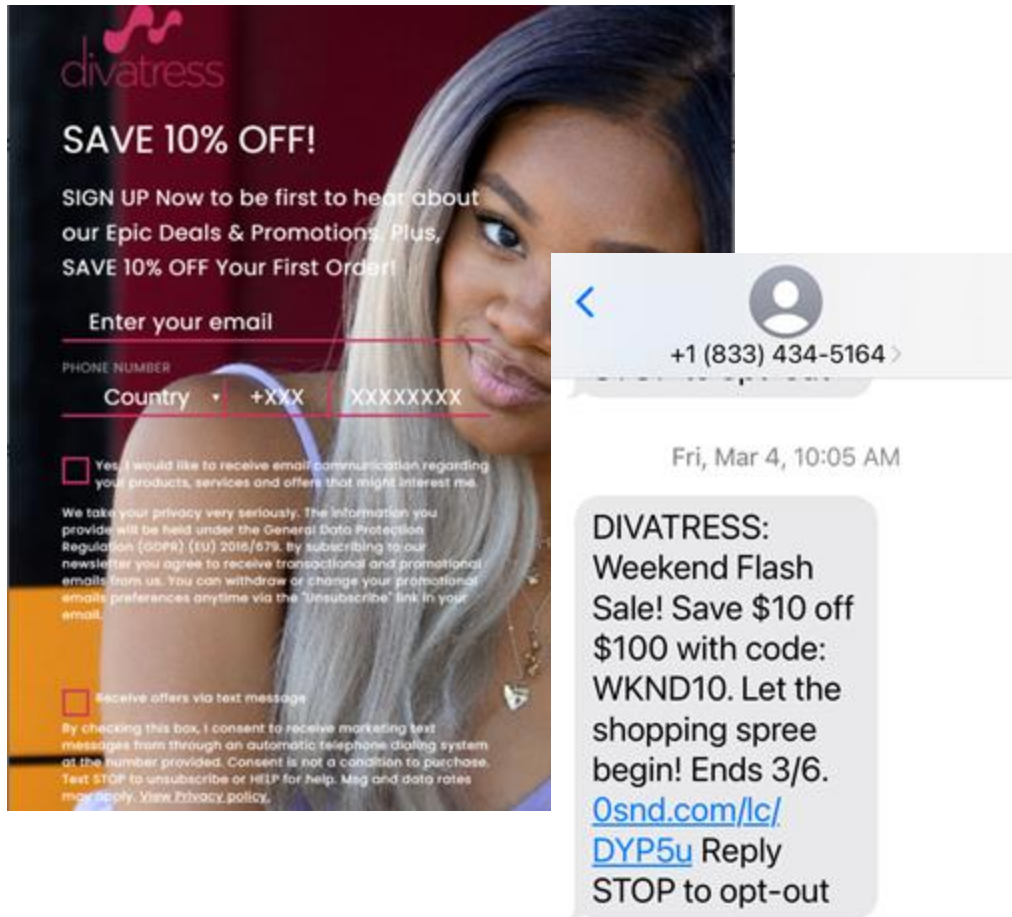
+20%

conversion rates

106%

more orders

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SMS marketing
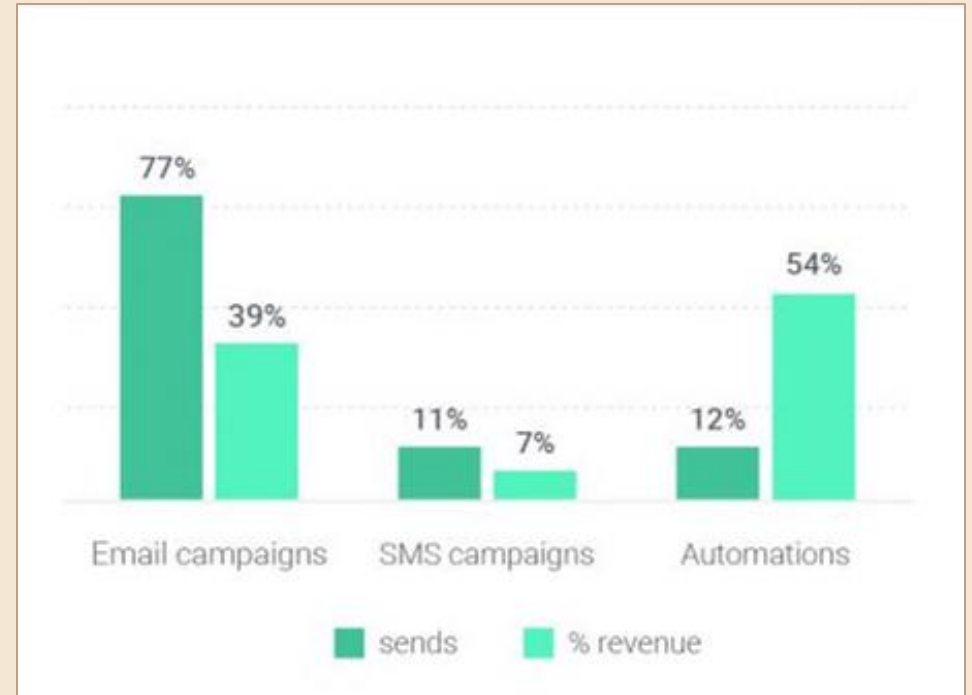
- **70K** subscribers & **$123,000** in 8 months

- **13K** SMS-only subscribers

- **7%** of revenue

Web push messages

+700%

in automated sends

28%

of clickers purchase

171%

more orders

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Opt-in channels + personalization + intent.

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MEASURING ECOMMERCE PERFORMANCE

KPIs, Strategies, and Formulas for Success

Traditional Analytics

Answers the "What"

Mouseflow

Answers the "Why"

How

With an ecosystem of 5 core features

6 Heatmaps · Session Replay · Form Analytics

User Feedback · Funnel Analytics

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OUR GOAL

Frictionless experience in ecommerce

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The goal of the user

Booking hotel and tickets for summer holidays

Purchasing wine to deliver to a client or customer

Personalizing the perfect mother's day gift

Placing an order for new stove top for the kitchen

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The friction they meet

Not getting to the book the button on mobile due to UI design

#!?@*!!

No delivery options available for your items

Submit-failure at the moment of checkout, not saving the personalization

Unresponsive design - not being able to select right color

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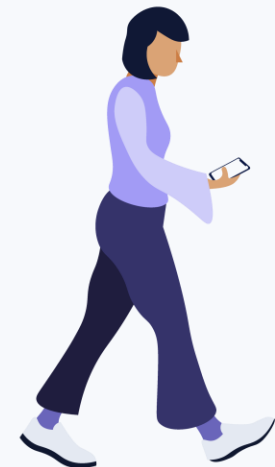# What are the most common friction signals?

👁 Visible

- Click rage
- Click error
- Bounce
- Speed browsing

- Mobility
- Submit-failure
- Custom friction (Error pop-ups)

👁 Invisible

Everything looks normal, yet people are leaving the funnel, for example, no delivery options available.

JavaScript errors

Friction

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The impact of creating frictionless experiences

- ✓ Improved conversion rate
- ✓ Lower cart abandonment
- ✓ Returning visitors
- ✓ Increasing LTV

Friction score ↓

Conversion rate ↑

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Thank you for your time!

Join the quest of creating frictionless customer experiences!

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Q&A

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Let us help you boost your marketplace sales
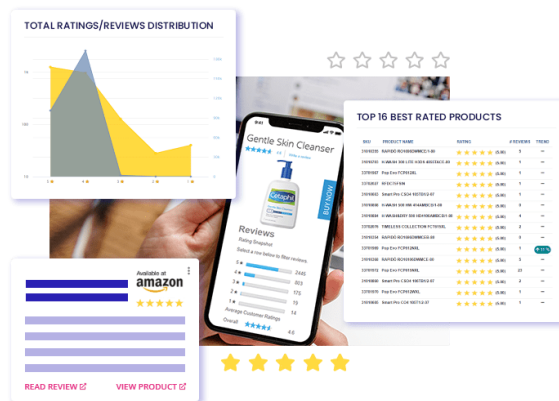
Where to Buy

Make your website and online content instantly shoppable, while gathering detailed consumer journey insights.

Digital Shelf

Monitor your products' content, ratings, reviews, prices, and inventory levels on every retailer site or marketplace you sell on.

2000+
Active
retail partners

70+
Active
markets

270+
Global
brands

Interested in learning more? Reach out to us at **hello@channelsight.com.**

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Thank You

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