



Webinar

Hidden insights: Discover the true value of your eCommerce data

Webinar Speakers



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ChannelSight



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Business Development Manager
ChannelSight



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Head of Midwest Sales
Kochava



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Director of Growth
Heap



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Insights Principal
Tinuiti



Agenda

- **Why is eCommerce data so important?**
- **Understanding your consumers' path to purchase**
- **Eliminating blind spots using insights and data**
- **Transforming your data insights into revenue**
- **Mobile attribution/Data**
- **Concluding thoughts**

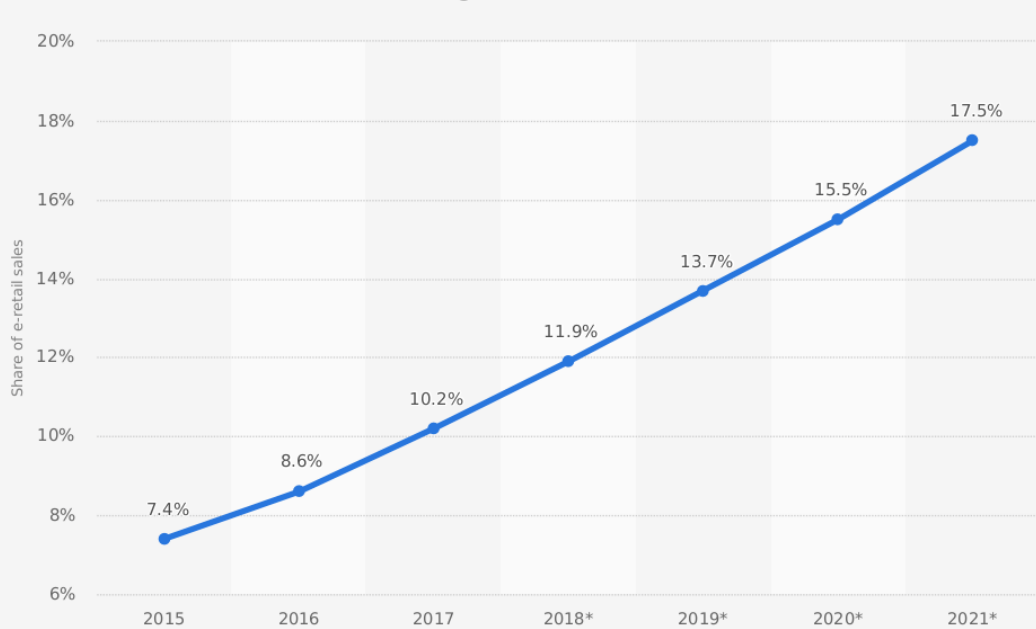
If anyone would like an impromptu 15-minute demo today, please reach out to Hello@ChannelSight.Com and our team will facilitate this immediately after the webinar.

Why is eCommerce data so important?



eCommerce over the years

E-commerce share of total global retail sales from 2015 to 2021



eCommerce over the years

49%

Marketers say that analytics helps them make better decisions

2.14B

Consumers buy goods and services online

63%

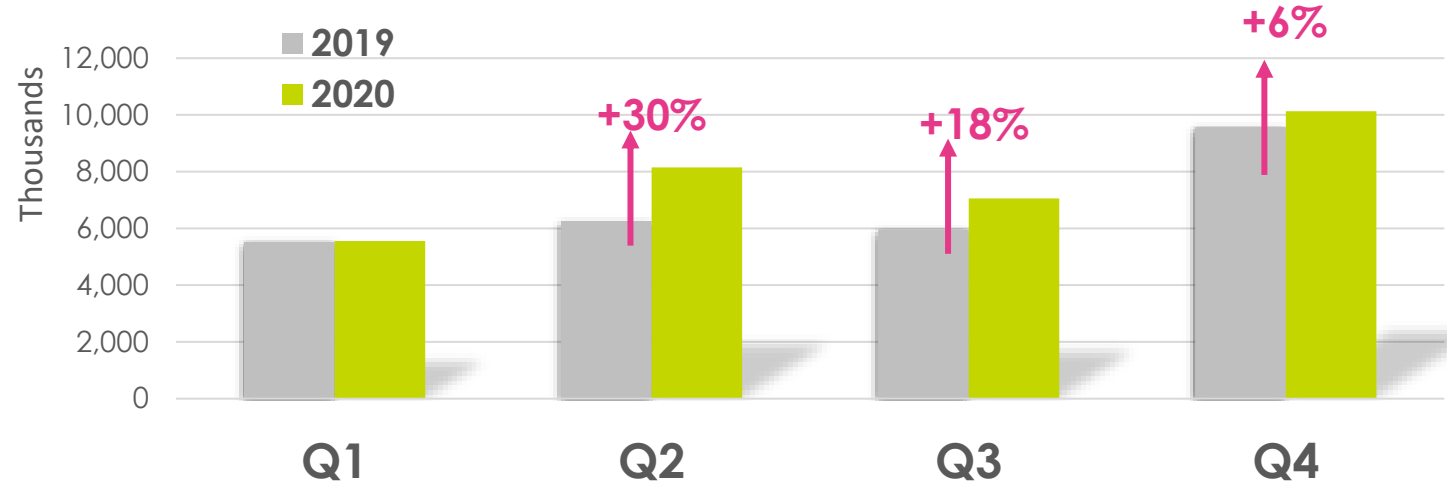
online shoppers go to **Amazon** to start searching for products

73%

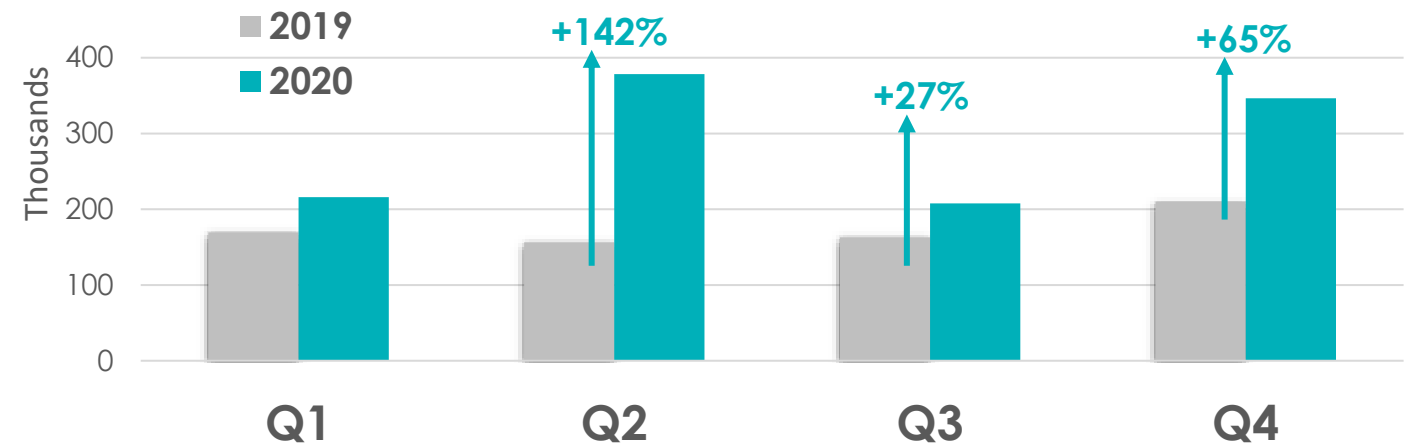
of consumers use multiple channels during their shopping journey

Online adoption seen in 2020 during pandemic

YoY Traffic Trend



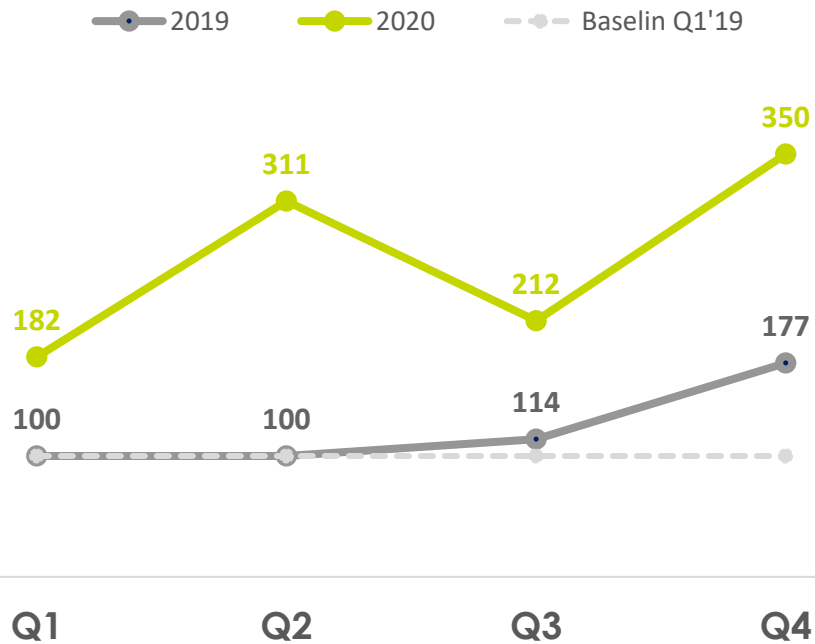
YoY Sales Trend



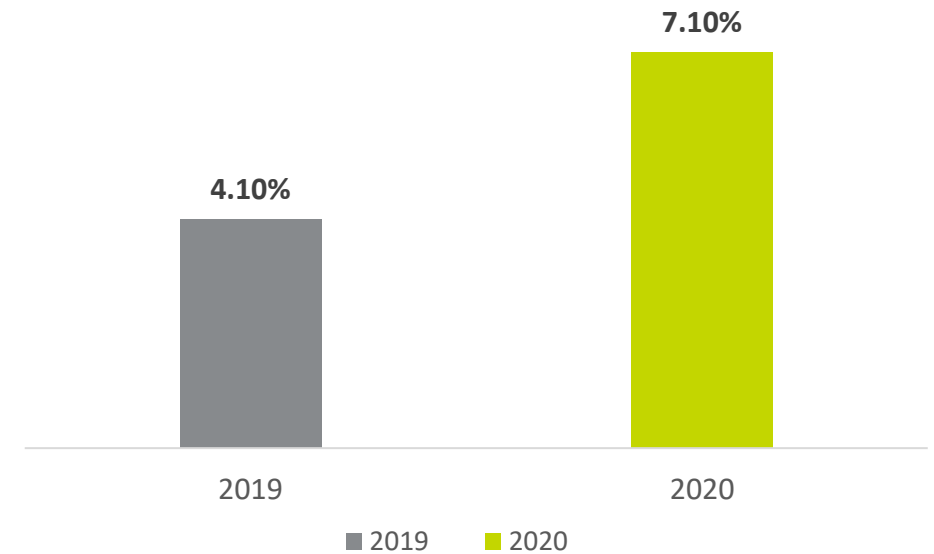
First 2020 Lockdown period

Online retail sales acceleration

Online Retail Revenue Index Trend YoY

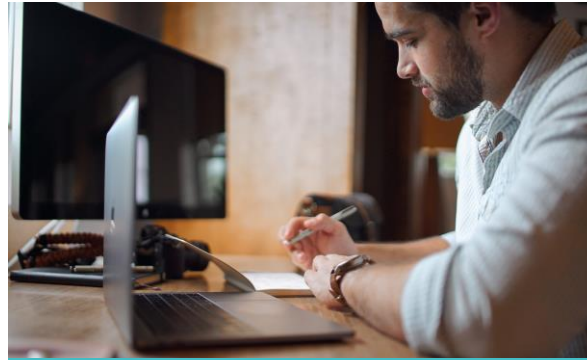


YoY Conversion rate Trend

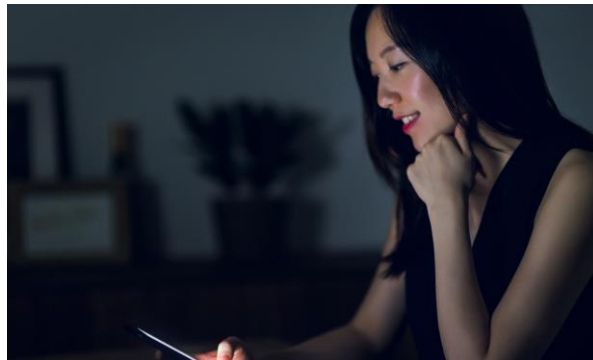




Making better strategic decisions



Improved control of business processes



Better understanding of customers



Optimise spend and reduce cost

Importance of eCommerce data

Benefits of using data in eCommerce strategy

Key Takeaway

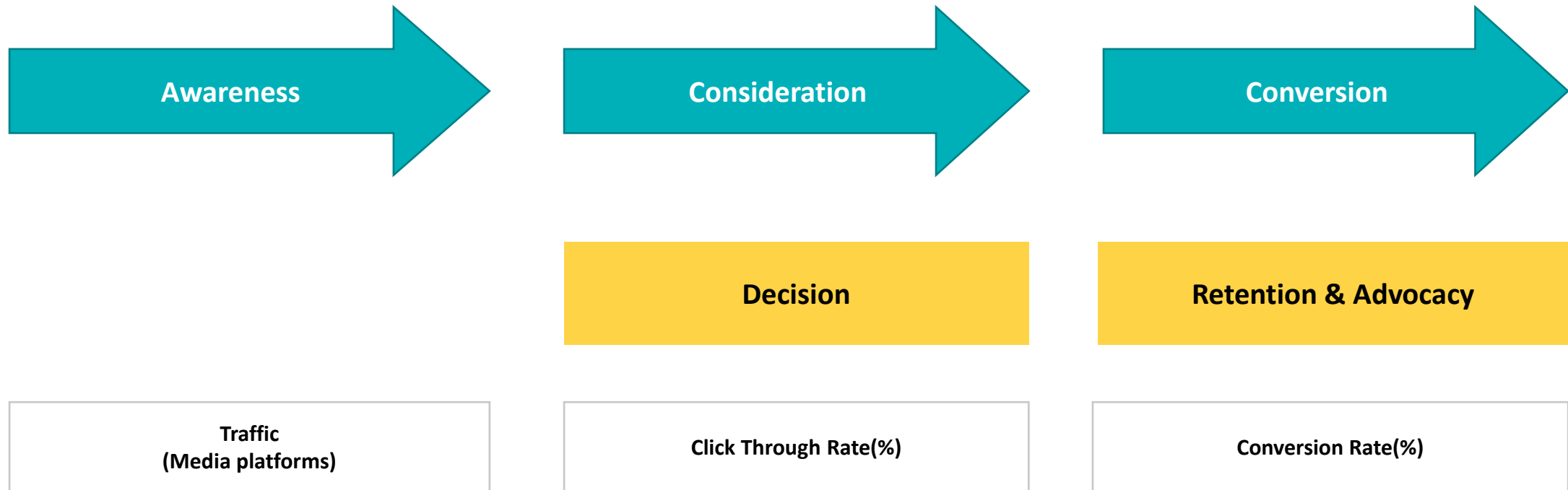
- **eCommerce is being adopted quickly and is here to stay**
- **Effective acquiring and understanding your eCommerce data points will lead to success**
 - Being able to identify what the customer is doing as they engage with your brands will better allow you to provide a more
 - Personalized shopping experience
 - Provide the best customer service
 - Achieve data-driven KPIs like Abandon Cart Issues, Customer lifetime value
 - Help marketers make strategic decisions
 - Better ad targeting with the right message
 - Reduce costs and optimise spend



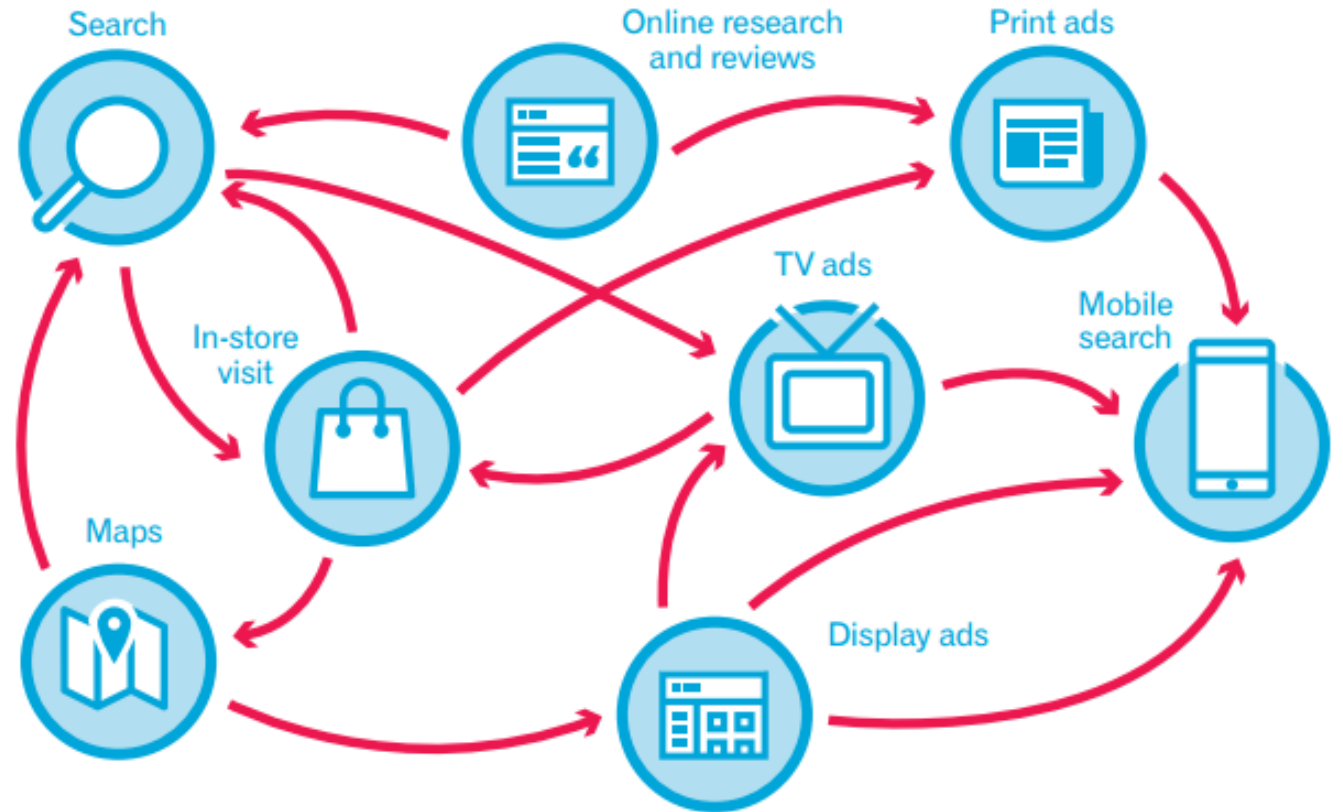
Understanding your consumers' path to purchase



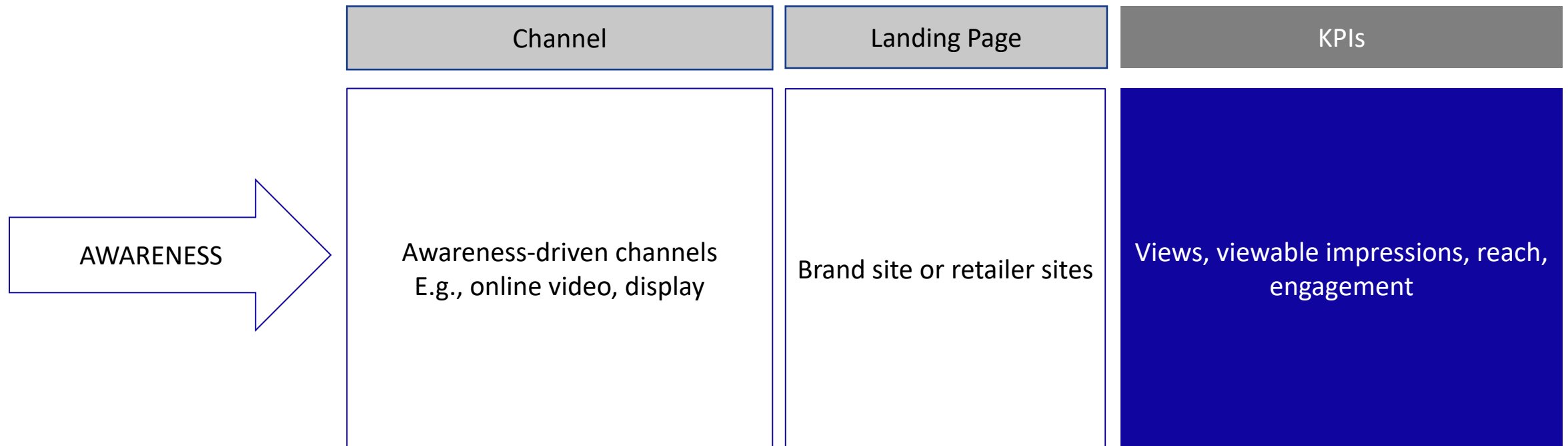
Understanding your consumers' path to purchase



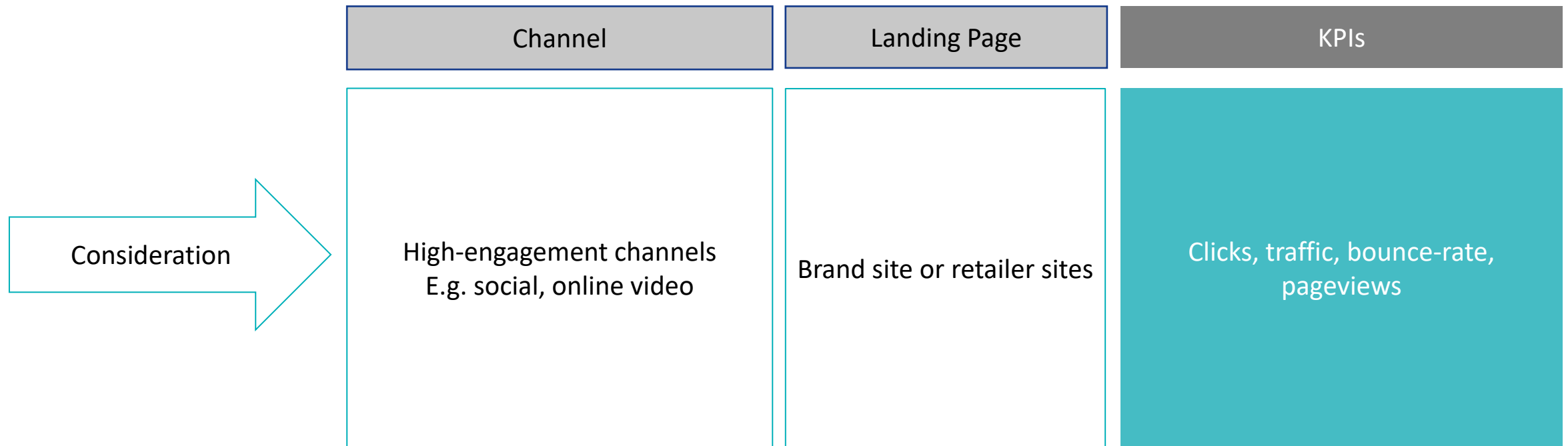
However, the consumers' path to purchase is not always linear



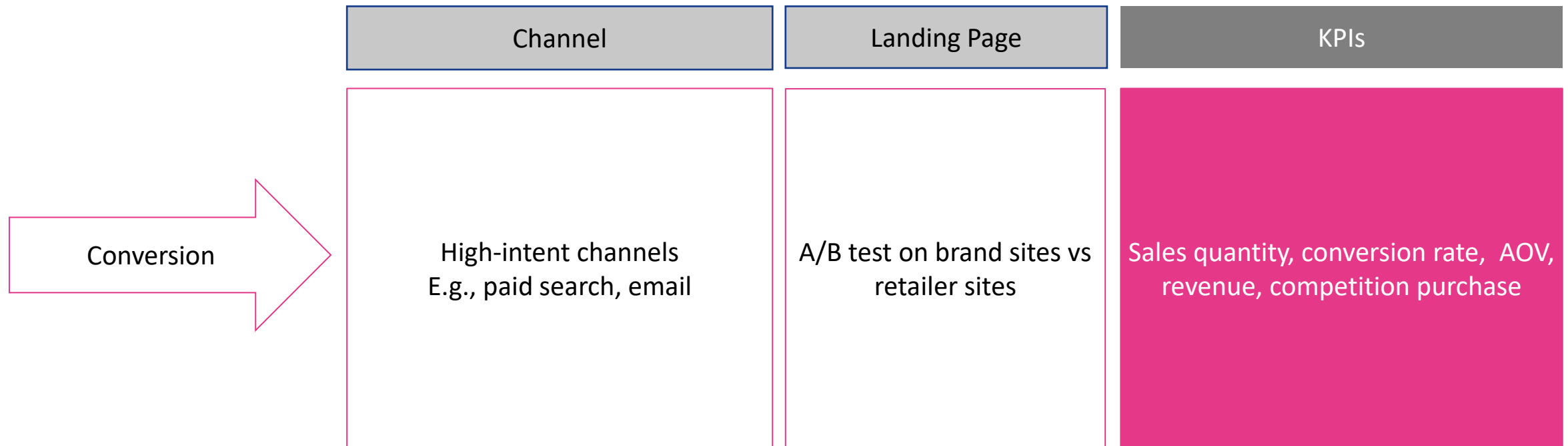
Digital Funnel – Consideration



Digital Funnel – Consideration



Digital Funnel – Consideration



Consumer journey (Marketplace sellers)

Yokebe strawberry

- ✓ With a fruity strawberry taste
- ✓ Contains high quality proteins, vitamins and minerals
- ✓ Free from colorings and preservatives
- ✓ Gluten-free and lactose-free
- ✓ Also suitable for vegans

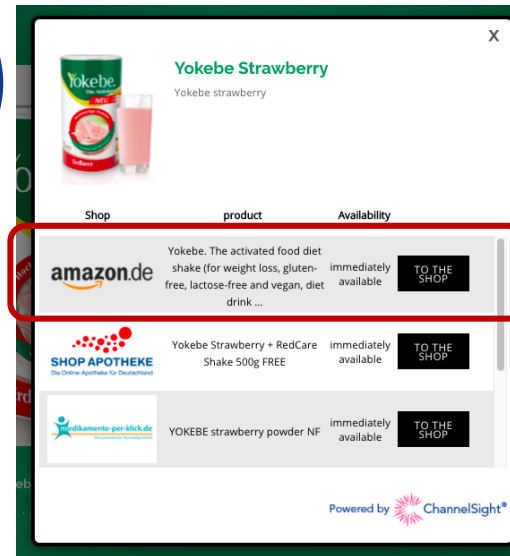
MORE INFORMATION

BUY NOW

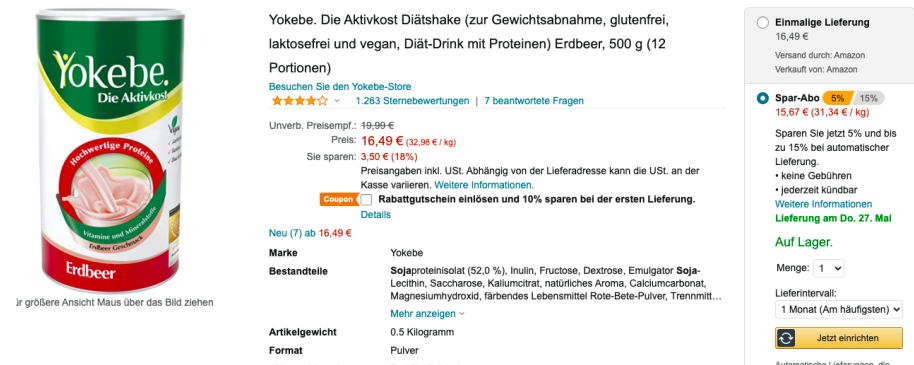
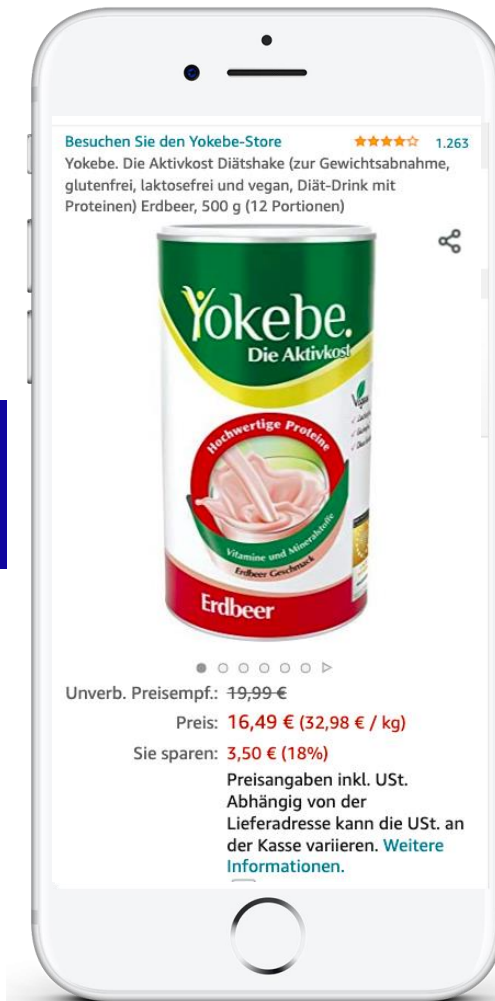
Traffic
(Media Platform)

Brand Site/
Campaign LP


Retail Product
Page



Retail Product
Page



Consumer journey (D2C)



8.7
out of 10

STEAM CAPSULE 2IN1
CA2IN1D 001

Steaming time (min)
25

Max operation time (mins)
0.5

Water tank capacity [L]
0.35

BUY NOW

GO TO PRODUCT SHEET

ADD TO COMPARE

External Traffic
(Media Platform)

Brand Site/
Campaign LP

Retail Product
Page

Steam Capsule 2in1 CA2IN1D 001

BUY ONLINE

Hoover

In Stock

BUY NOW

go

In Stock

BUY NOW

very

Out of Stock

VIEW

JD WILLIAMS

In Stock

BUY NOW

sirius
Buying Group

In Stock

BUY NOW


ebay

In Stock

BUY NOW

BUY OFFLINE

London, England



Argos

London, 68-69 The Strand

Call store for stock info

+44 345 656 4259

Get Directions

View online


Open today
8:00 AM - 8:00 PM

Currys PC World


London, 94-98 Oxford Street

Call store for stock info

+44 344 561 0000



Roll over image to zoom in



Hoover 2in1 steam mop with removable handheld, hose & tools, kills up to 99.9% of bacteria*, Steam Capsule 2in1 CA2IN1D

Visit the Hoover Store

★★★★☆ 456 ratings | 43 answered questions

RRP: EUR 139.09

Price: EUR 83.46 Delivery at no extra cost for Prime members

You Save: EUR 55.63 (40%)

May be available at a lower price from other sellers, potentially without free Prime shipping.

New & Used (12) from EUR 62.60 Delivery at no extra cost for Prime members

Colour Name: Grey and Blue

EUR 83.46

EUR 90.42

- Natural cleaning - no chemicals needed, steam kills up to 99.9% of germs and bacteria* (* Staphylococcus

EUR 83.46

Delivery at no extra cost for Prime members

FREE Delivery by Monday, May 24 for Prime members Details

Deliver to Shreya - Dublin D02

In stock.

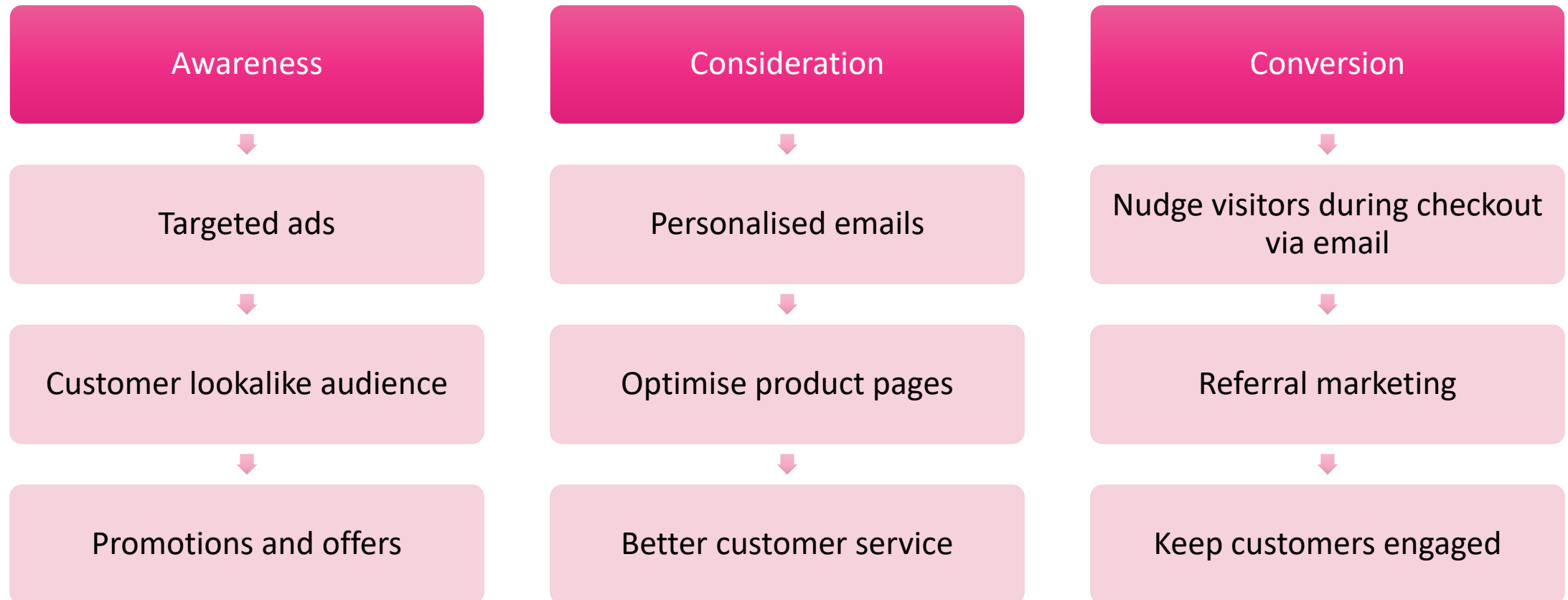
Quantity: 1

Add to Basket

Buy Now

Secure transaction

Strategies to Optimize eCommerce Sales Funnel



Channels	Awareness	Consideration	Conversion
Display Ads	Inexpensive reach	Views may be more passive, less involved	Typically, low CTR & conversion rates
Search ads	More expensive per click for top-funnel	Connect with high-intent category search	Connect with motivated searchers
Video Ads	Short-form videos/ bumper ads	Full-length videos/ Video sequence	Low CTR
Social Media	Inexpensive reach	Need thumb-stopping content to drive engagement	Efficient conversions with right CTA

Consumers' path to purchase

Setting channel objectives

Synchronizing brand website analytics with wider advertisement platforms measures the real influence of campaign-spend on retailer sales and D2C

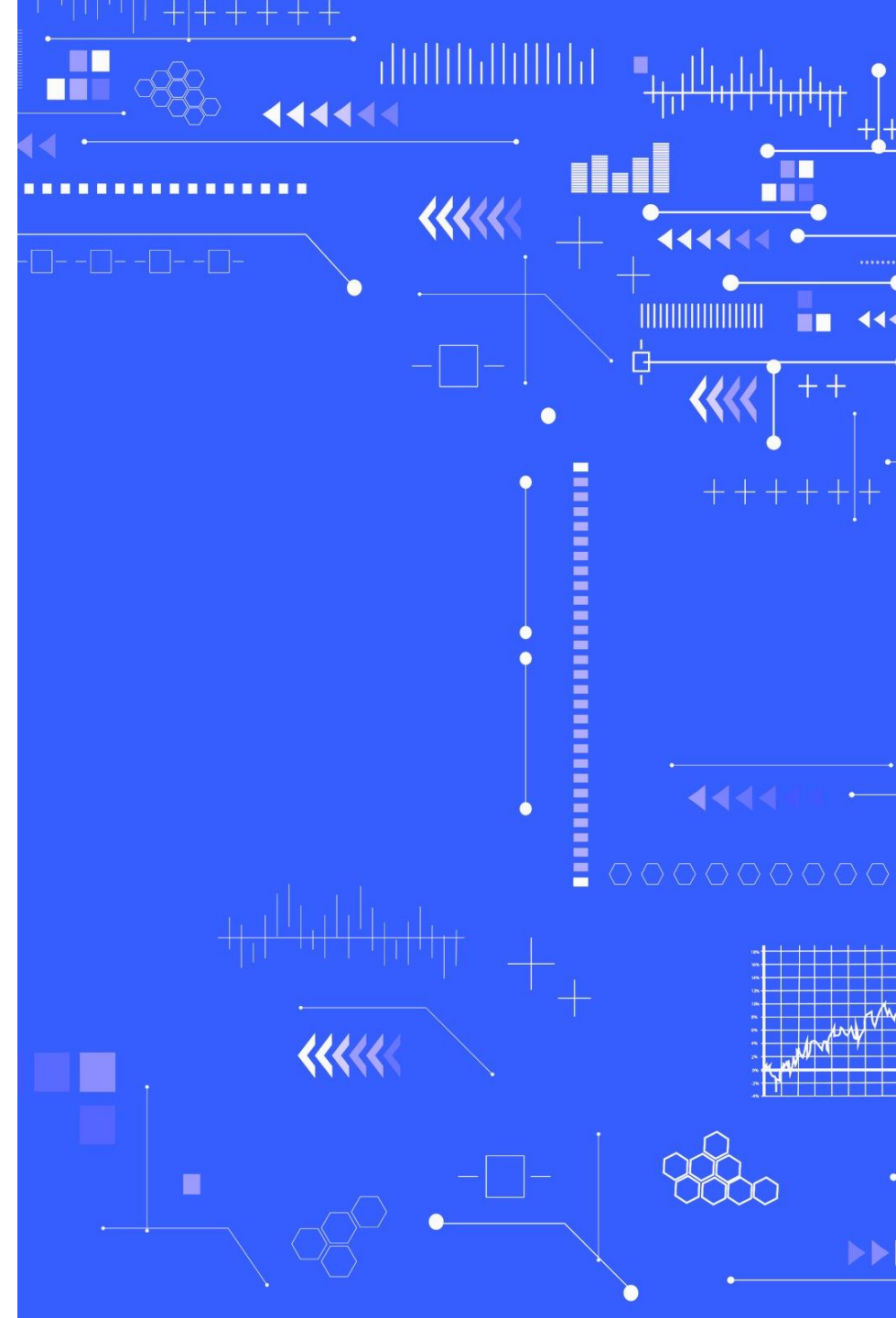
Awareness (Media)	Interest (Website)	Desire (Clicks)	Action (Conversion)
Ad Spend 2,935.63 € ↑ N/A	Visitors 8,888 ↓ -4.1%	Final 887 ↓ -1.3%	Unique Clicks 1,571 ↓ -5.6%
Impressions 49,517 ↑ N/A	Sessions 11,022 ↓ -5.6%	Conversion % 8.05% ↑ 4.6%	Baskets 159 ↑ 4.6%
	Page views 35,955 ↓ -8.8%		Total Revenue 2,936.33 € ↓ -1.3%

Consumers' path to purchase

Full funnel
view

Key Takeaways

- ✓ Use a 'Buy Now' button on your DTC and retailer site.
- ✓ Offer multiple purchase destinations – provide more choice.
- ✓ Measuring performances by consumer segments is key to identify personalisation opportunities
- ✓ Consider most appropriate content formats for each channel
- ✓ Conduct an A/B test on landing pages, content formats to find what's the most suitable for your brand campaigns.
- ✓ Identify which product categories to cover on which retailers. This will drive incremental category sales, allowing prioritized replenishment while providing a better customer journey.



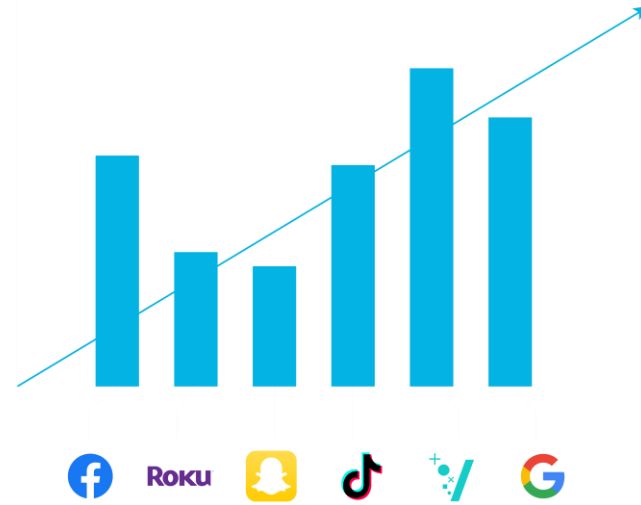


Mobile Best Practices for eCommerce



Beau Davis
Sales Director – Midwest
Kochava

Capture the Mobile Engagement of Your Customers



✓ App Installs

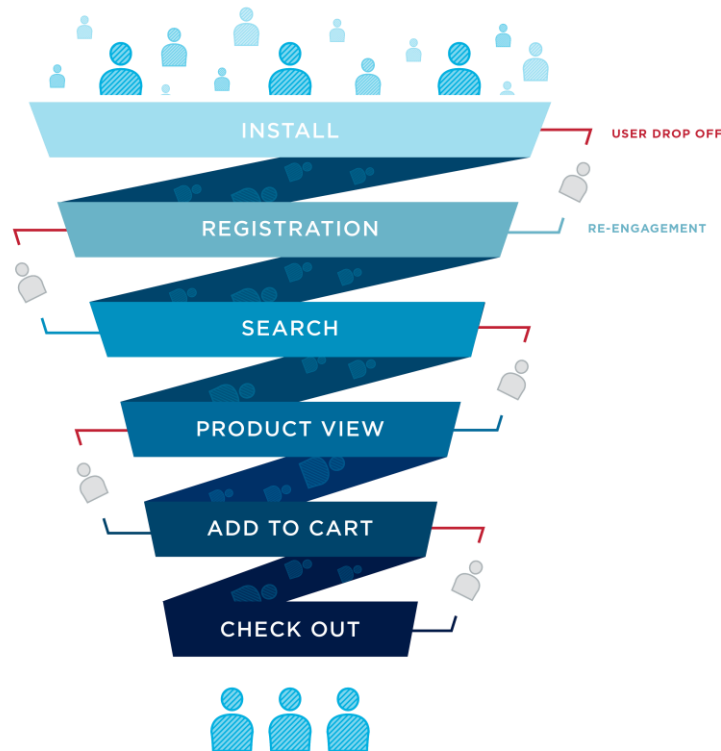
✓ Rewards Registration

✓ Product Engagement

✓ Cart Activity

✓ Schedule Pick-Up/Delivery

Implement Meaningful Event Tracking Throughout the Funnel



- ✓ Install
- ✓ Sessions
- ✓ Rewards Registration
- ✓ Product Search
- ✓ Product View
- ✓ Product Rating
- ✓ Add to Wishlist
- ✓ Add to Cart
- ✓ Checkout Start
- ✓ Checkout Complete
- ✓ Coupon Redemption
- ✓ Pick-up / Delivery

Pass Granular Event Metadata

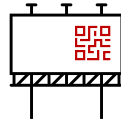
- ✓ Product Name
- ✓ Product SKU
- ✓ Price
- ✓ Quantity
- ✓ Cart Contents
- ✓ Coupon Codes
- ✓ Etc.



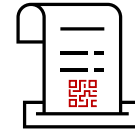
Capitalize on the QR Code Renaissance



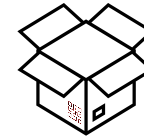
Food Service
Packaging



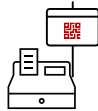
Out-of-Home
(OOH)



Payment
Receipts



Shipping
Materials



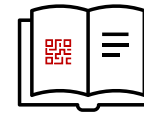
Contactless
Payment



Merchandise
Tags



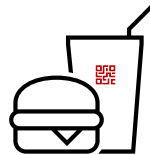
Consumer
Product Goods



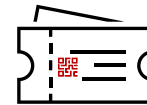
Product
Catalogs



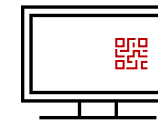
Shopping
Bags



QSR
Packaging

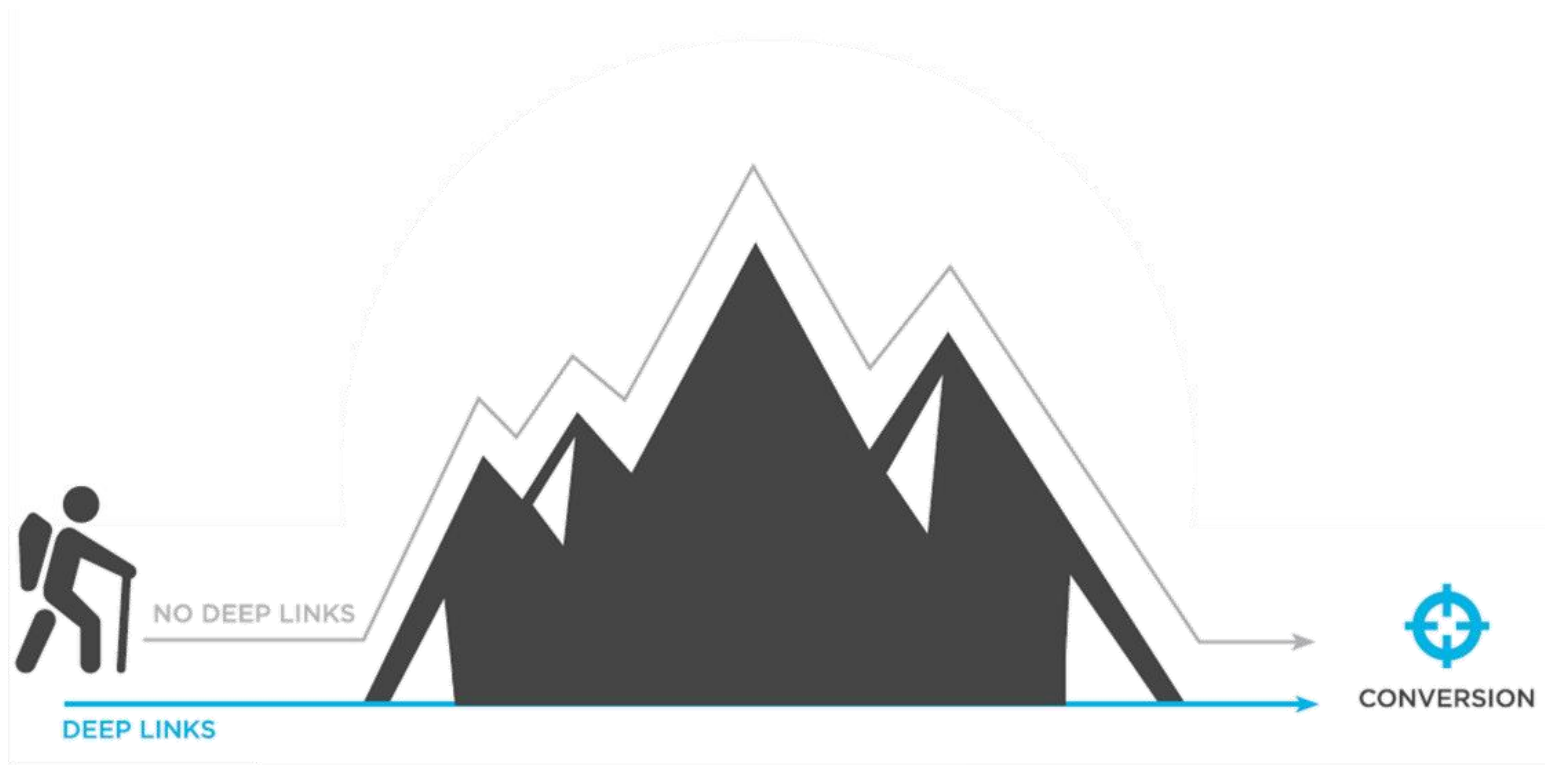


Concert &
Event Tickets



Linear &
Advanced TV

Use Deep Links to Remove Friction



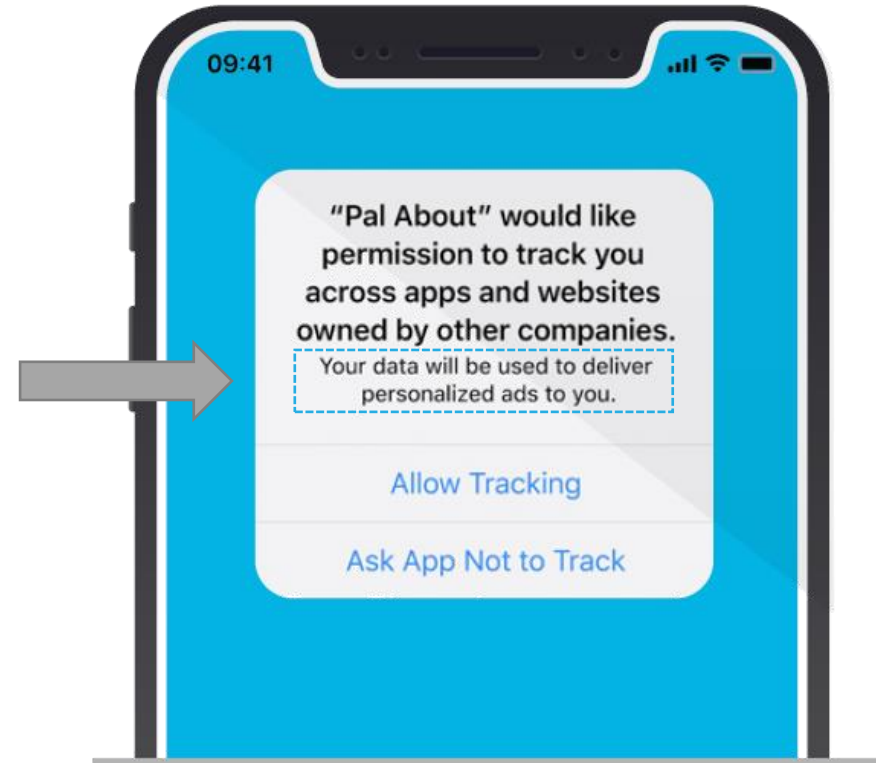
**DOUBLE
YOUR KPI
CONVERSIONS**

**BOOST YOUR
IN-APP PURCHASE
RATES BY
UP TO 40%**

The ATT Framework on iOS 14.5+

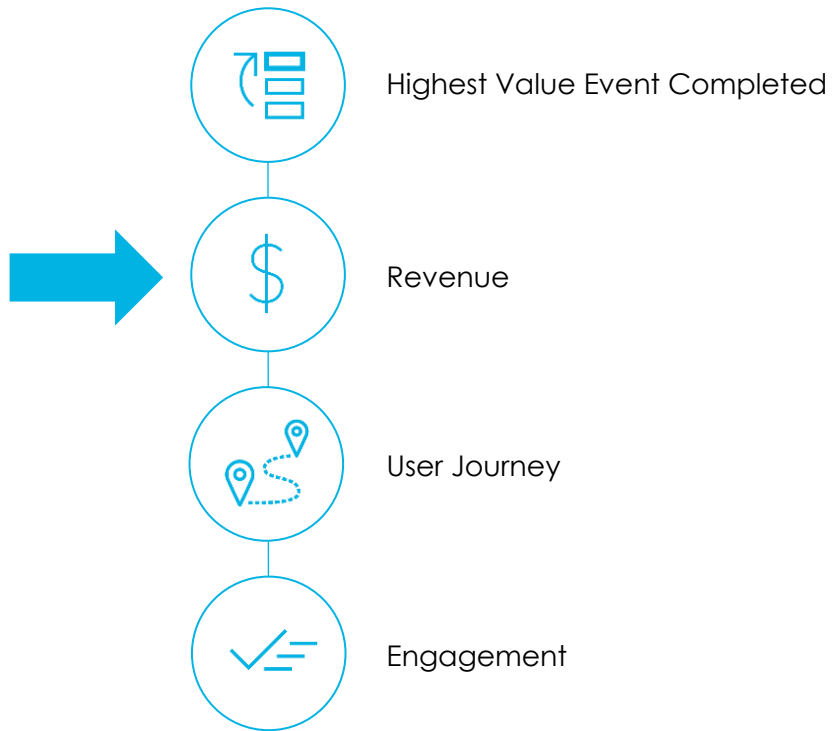
Crafting Your Prompt Strategy for the **AppTrackingTransparency** (ATT) Framework:

- Transparently inform users why tracking helps them
- Shorter is better
- **NO** incentivizing users
- **NO** pre-prompting
- Make it count. You only get to prompt a user once

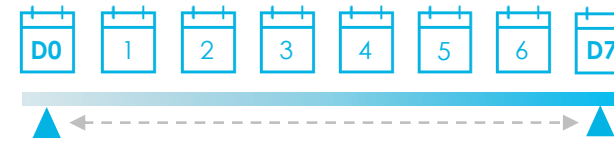


Measuring iOS 14+ on Apple's SKAdNetwork

SKAdNetwork Conversion Value Models



Measurement Window



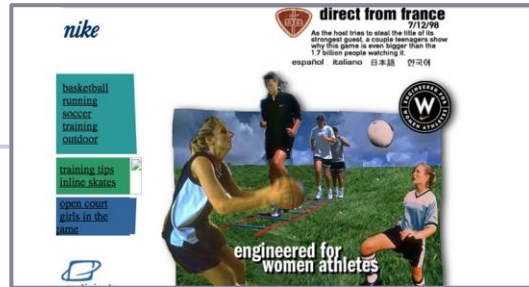


Eliminating blind spots using insights and data

Heap is an analytics platform that helps **digital teams** craft great digital experiences.



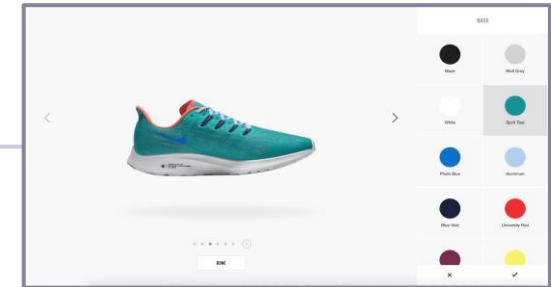
Your website is no longer just a storefront. It is a product.



2000
Educate



2010
Transact



2020
Experience

**Every digital product has happy paths:
the workflows and conversion funnels that
you want your users to take**



We also have the actual behavior that users exhibit in the product



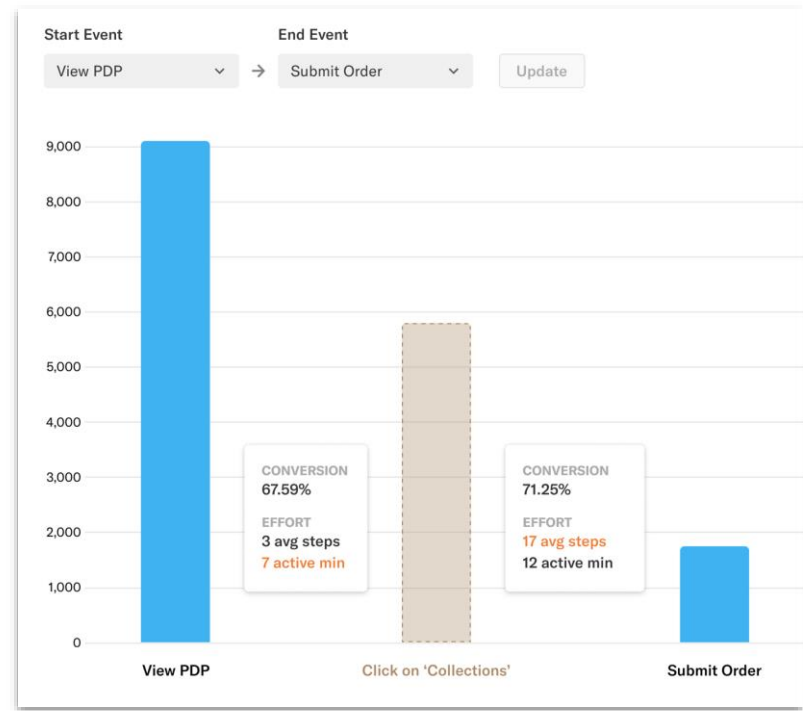
We call these “hidden user paths” Blind Spots.

**It’s important to measure your happy paths, but
the best digital products understand and
improve the paths that users actually take.**



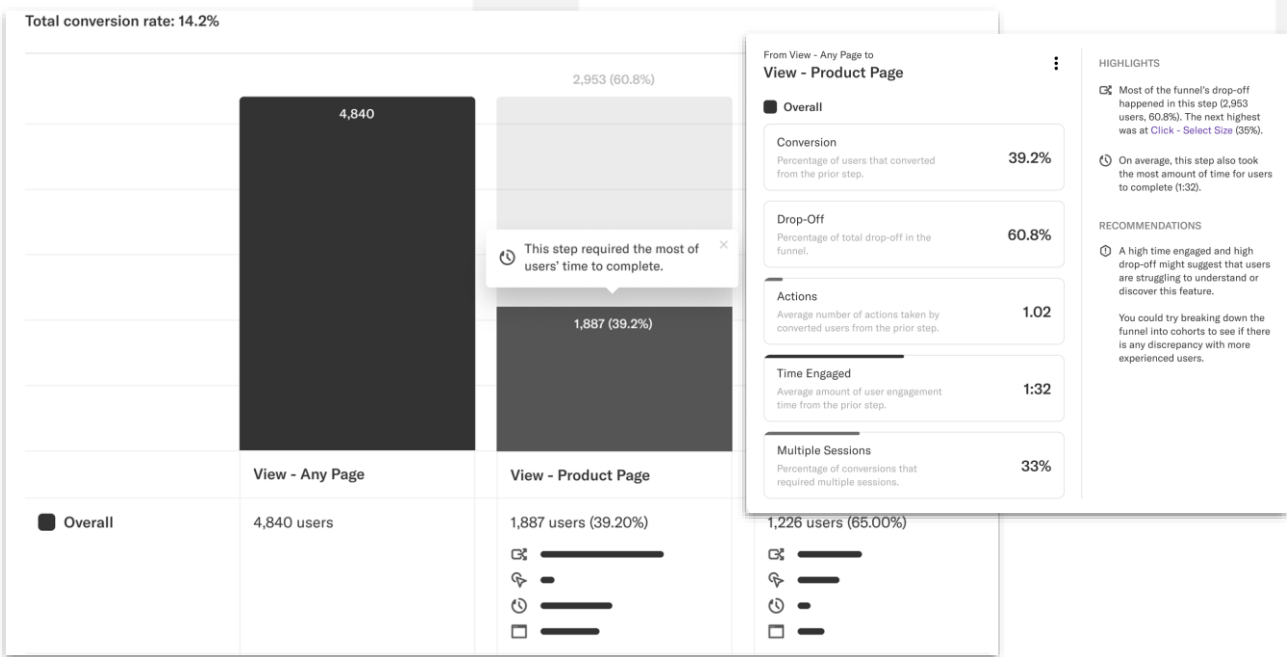
There are two common types of Blind Spots

Milestone detection



What are the intermediate steps that we can use to break a workflow down?

Effort measurement



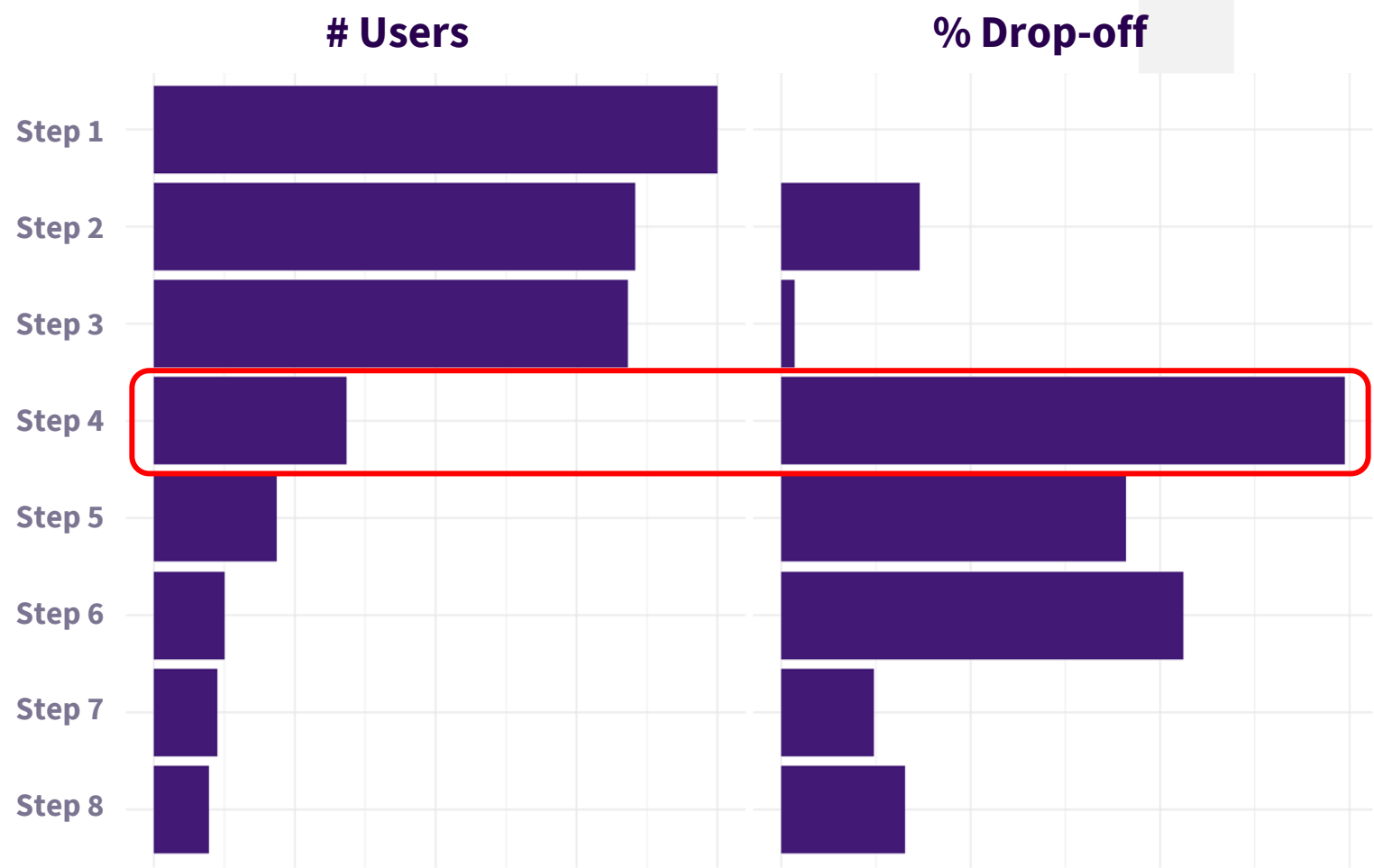
How much user effort takes place at each step of a workflow?

Autocapture lets us build informative features that empower our analyses

#1: Milestone Detection



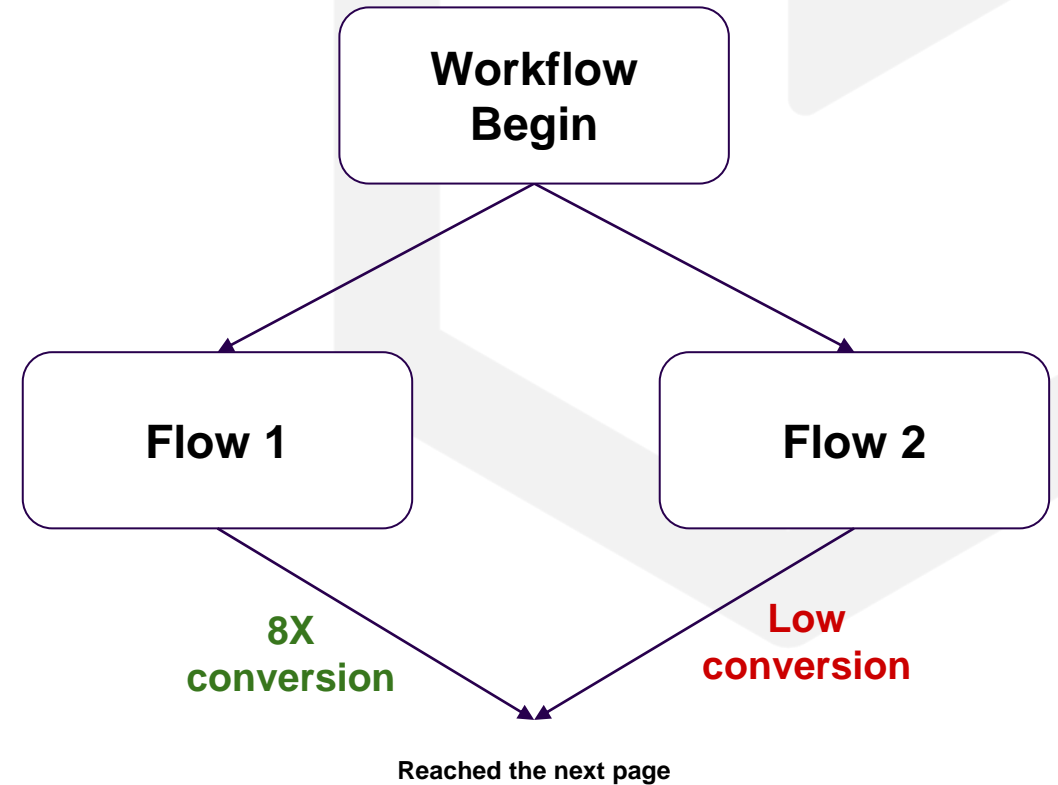
Example Workflow



We can break a flow down into the user click-level milestones

Discovering a Suboptimal Flow

- By focusing in on a specific step where many users dropped off, we were able to find a suboptimal flow in the product that affected hundreds of users each month
- Users who weren't exposed to that flow had an 8X higher conversion rate
- No additional product instrumentation was necessary to find and size the issue

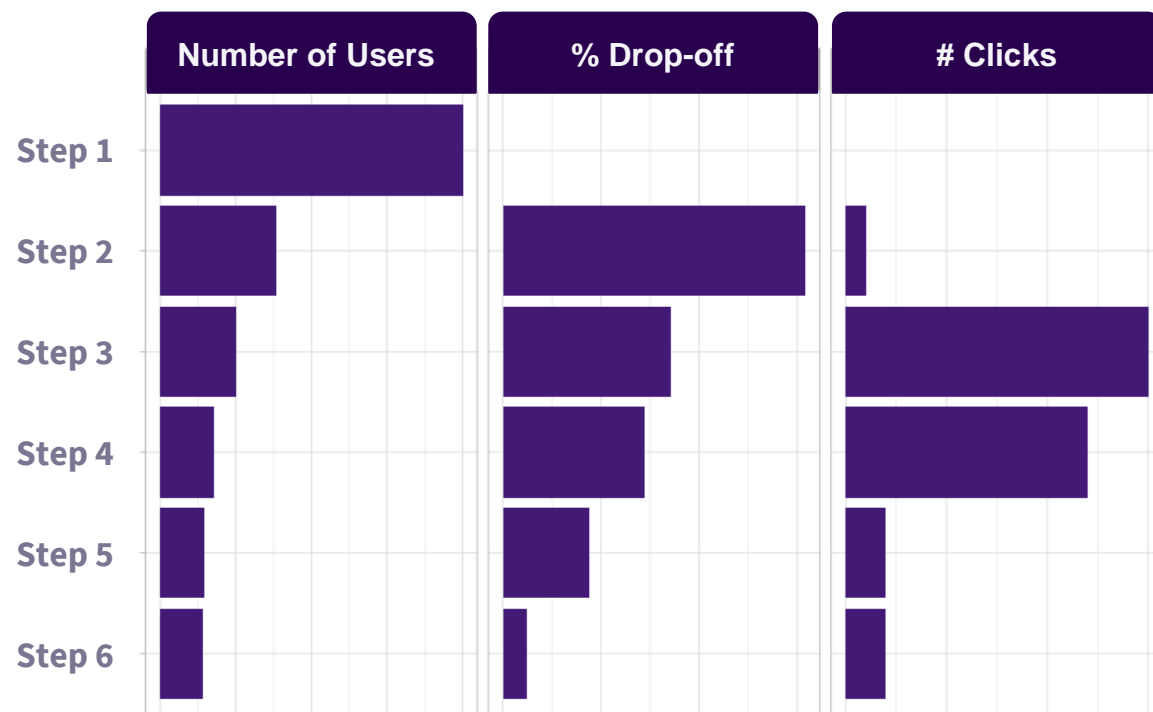


By focusing on small but low-conversion steps, we discovered a potential improvement in the flow

#2: Effort Measurement



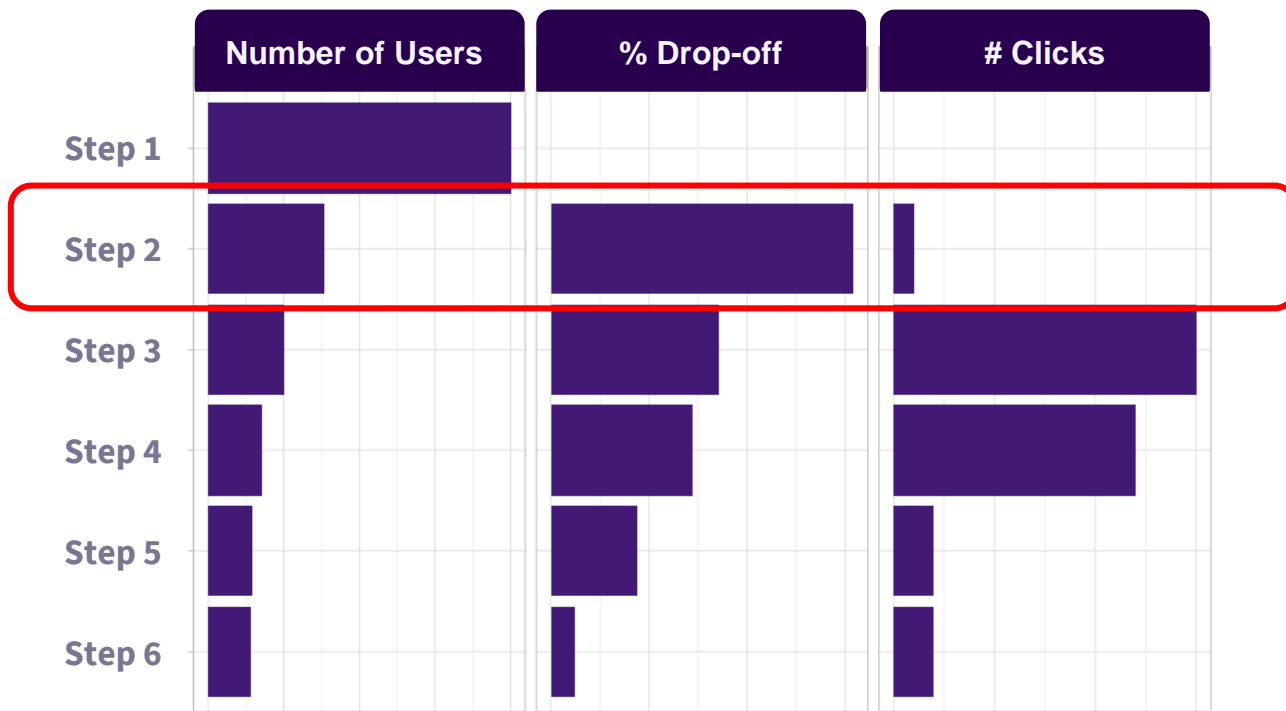
Example Product Workflow



Break the workflow into milestones

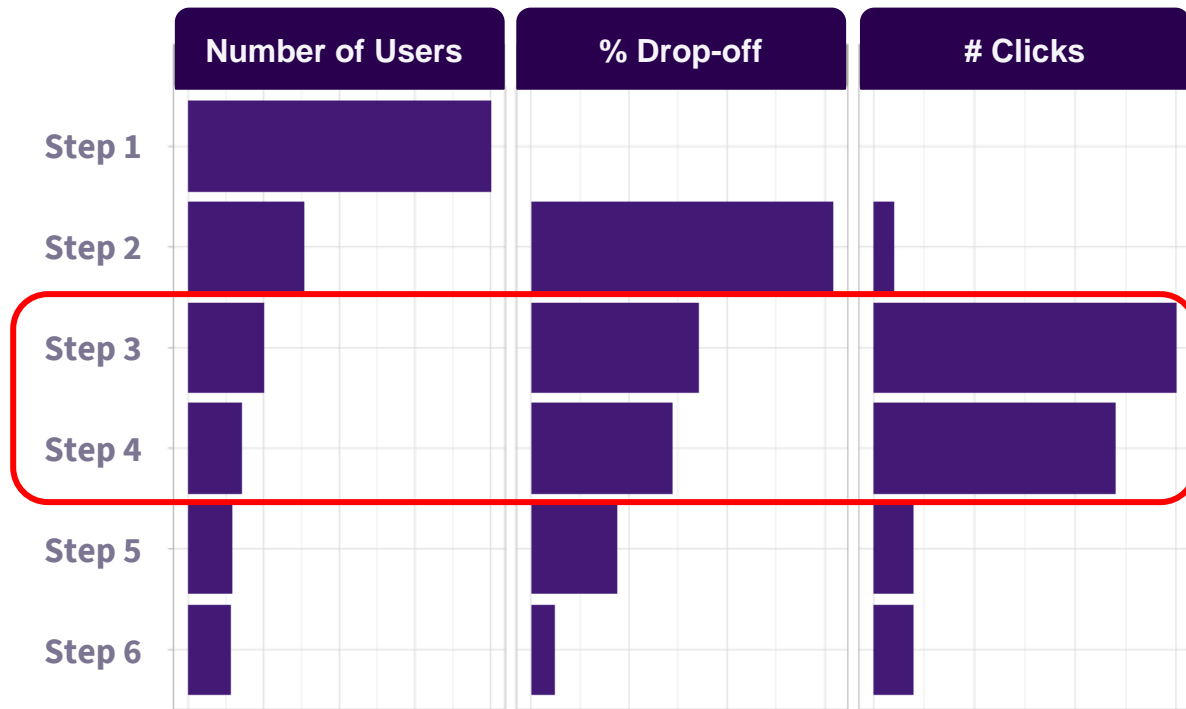
Because all user actions are captured, we know the average number of clicks each step requires, letting us focus on steps with the most friction

We broke the flow into steps, and measured the *effort* at each



The first step has the highest drop-off but requires only one click, meaning the low conversion is probably related to motivation

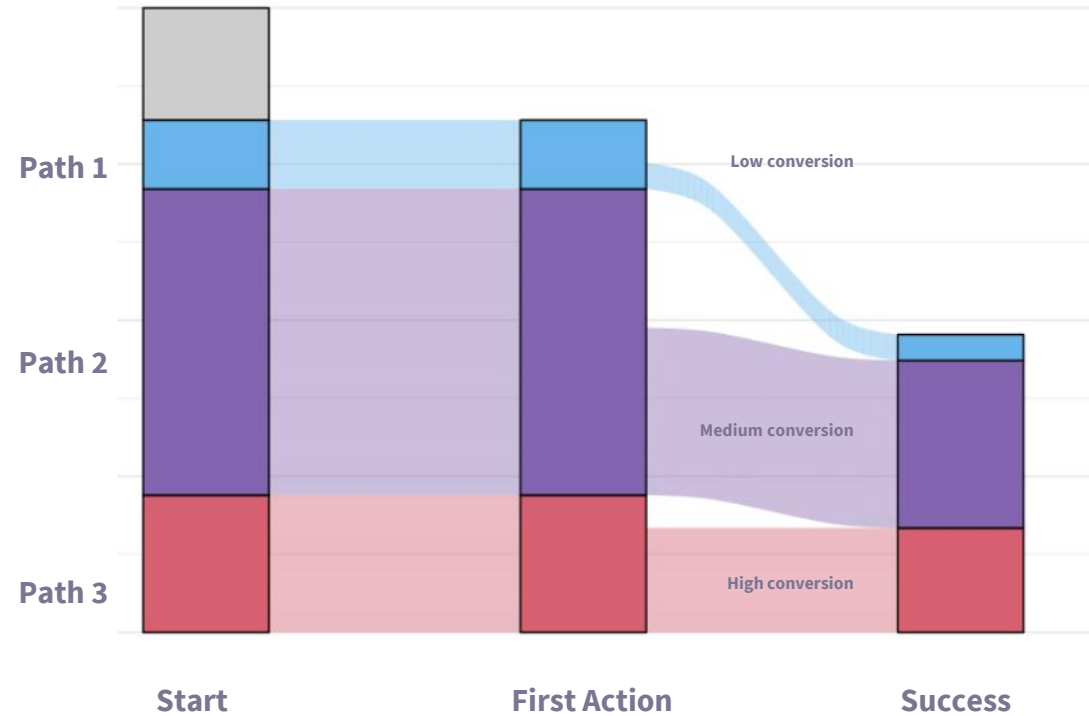
We broke the flow into steps and focused on those with high effort and low conversion



The next two steps require the most user effort, so we focus on ways to streamline them

We broke the flow into steps and focused on those with high effort and low conversion

Workflow: Splitting the Funnel



What a user does *first* matters: the conversion rate differs greatly between three possible flows

What a user does *first* matters: users who used the Chain first are far more likely to convert

Transforming your data insights into revenue



Transforming your data insights into revenue

All insights are not created equal



Transforming your data insights into revenue

So how do we get to revenue-generating insights?

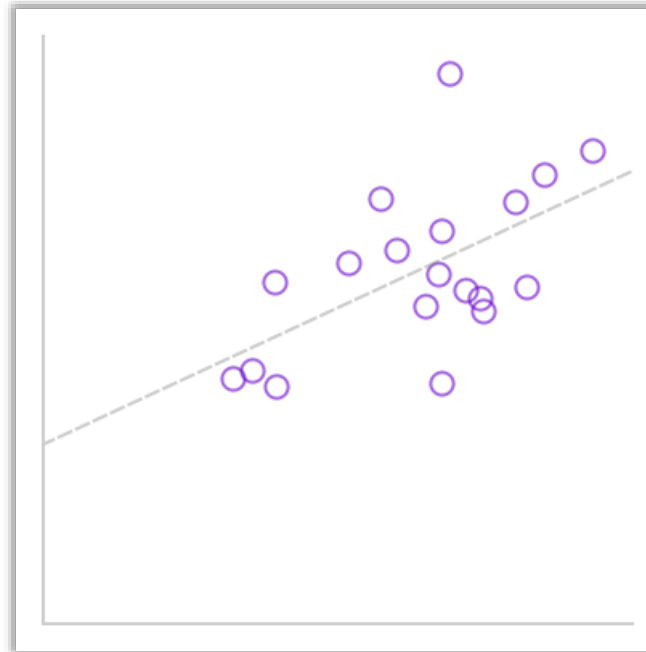


Questions We Hear

- How should we be allocating our total budget to maximize ROAS?
- Are my prospecting efforts impacting my bottom line?
- How effective are my TV ad spots at driving branded and organic traffic?

So What?

- **What could we learn?**
 - **Correlation & Halo Effect Analyses:** Understand **impact on revenue and other channels** that's not observed in click-based attribution
 - **Media Mix Modeling:** Use historical data to create models that help determine the **ideal breakdown of marketing budget**
- **What would we do about it?**
 - Optimize budget allocation to **maximize revenue impact**



Transforming your data insights into revenue

Correlation analyses & media mix modeling

Incrementality testing

Questions We Hear

- How incremental is branded paid search?
- How do my top of funnel efforts contribute to revenue?



So What?

- **What could we learn?**
 - Use controlled experiments to hold out a portion of your audience and measure **causal impact of advertising**
 - What matters isn't how much your target audience bought, but how much MORE they bought because of your marketing
- **What would we do about it?**
 - Adjust ROAS targets based on incremental ROAS and overall business goals to **capture profitable demand**
 - Recurring testing to validate learnings in varying contexts

Questions We Hear

- How should we segment our customer database?
- Are there new audiences we should be targeting?

So What?

- **What could we learn?**
 - Are we driving one-time or loyal purchasers?
 - Which channels engage our highest value customers?
 - How can we define lapsed customers?
 - Who are our **best customers?**
- **What would we do about it?**
 - Use lookalike modeling based on high-value segments to **target audiences most likely to be your best customers**
 - Re-engage lapsed customers to drive revenue
 - Increase investment in tactics and messaging that drive higher lifetime value customers

Customer	Segment	CLTV
1	One-time buyer	\$50
2	Holiday buyer	\$1545
3	One-time buyer	\$178
4	Frequent buyer	\$2245
5	Lapsed loyal buyer	\$646

Transforming your data insights into revenue

Audience segmentation

Key Takeaway

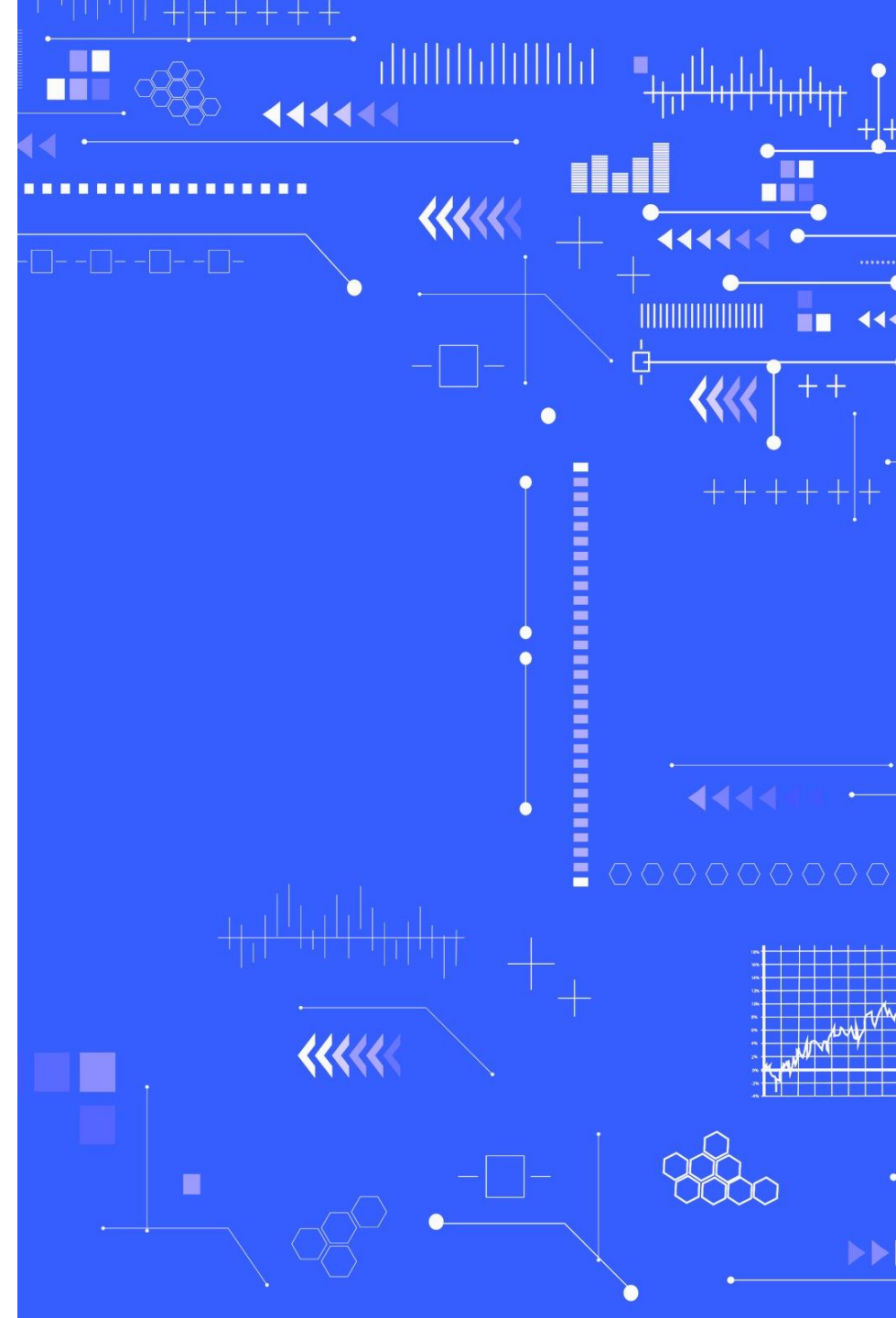
Align analysis and research efforts with business objectives and revenue generation

- Ask “so what?” and quantify impact and actions at every stage (including before research begins)
 - Ruthlessly discard vanity analysis questions that yield interesting but unactionable insights
- Prioritize research and activation based on revenue impact
- Invest in revenue-generating projects like media mix modeling, incrementality testing & audience segmentation to maximize the value of your data

Conclusion

Final Thoughts

- Isolate successes and repeat them to drive more efficient use of media-budget
- Implement meaningful event tracking throughout the funnel even mobile
- Every digital product has happy paths: the workflows and conversion funnels that you want your users to take
- Align analysis and research efforts with business objectives and revenue generation





Thank You

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