

Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A and a short break
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "All panelists and attendees" from the dropdown) and ask questions using the Q+A button

IMRG

Optimising the customer funnel

All example imagery of retail websites is for demonstrative purposes only and does not indicate data involvement or performance for any individual retailer

Device Conversion Rate – Market Average

2.6%



3.5%



5.0%



Smartphone Customer Funnel- Market Benchmark

MARKET AVERAGE

View a Product Page

54%

Add to Basket

14%

Checkout

38%

Payment

53%

1,000,000 site visits

View a Product Page

540,000

Add to Basket

75,600

Checkout

28,728

Payment

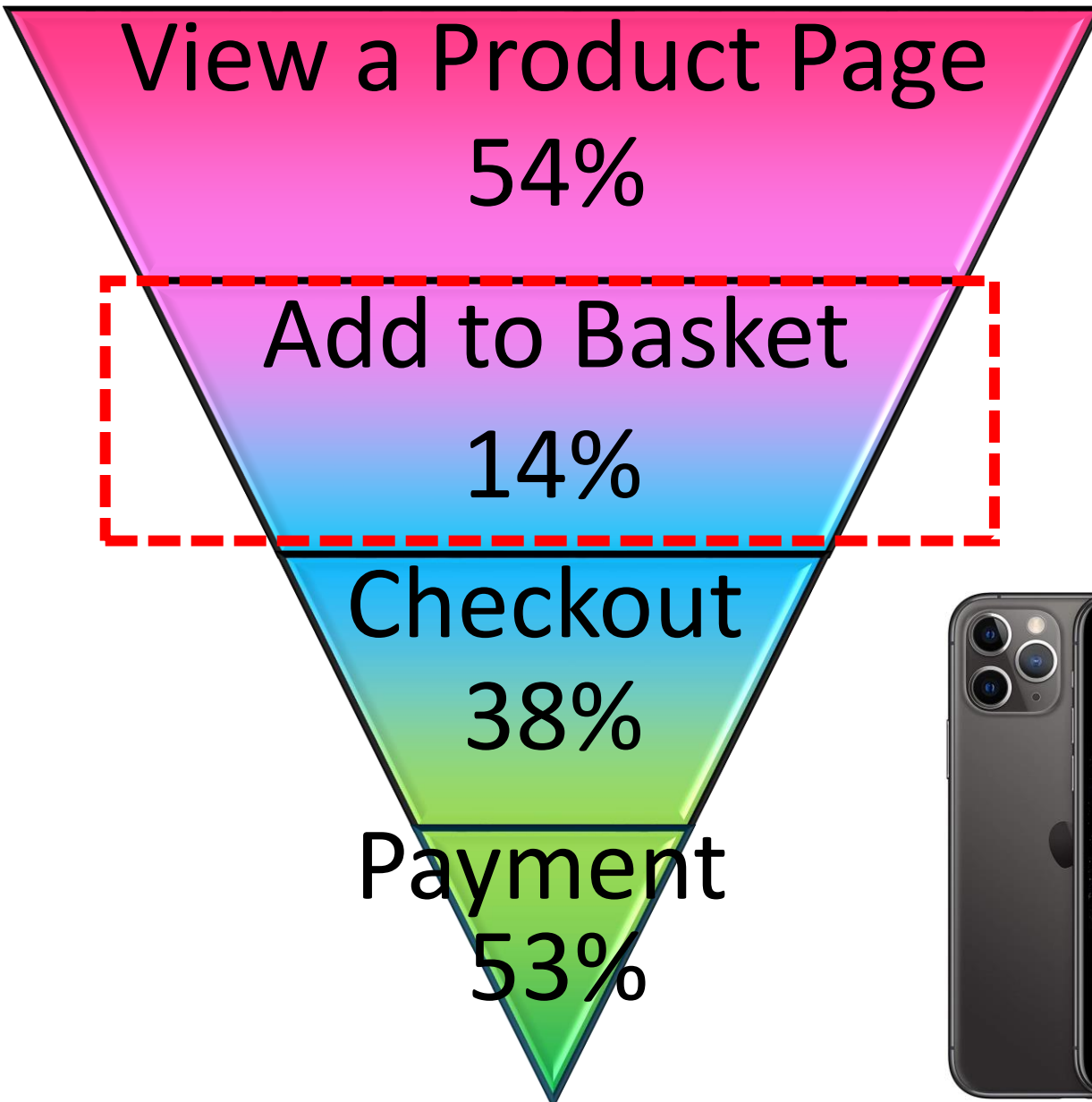
15,226



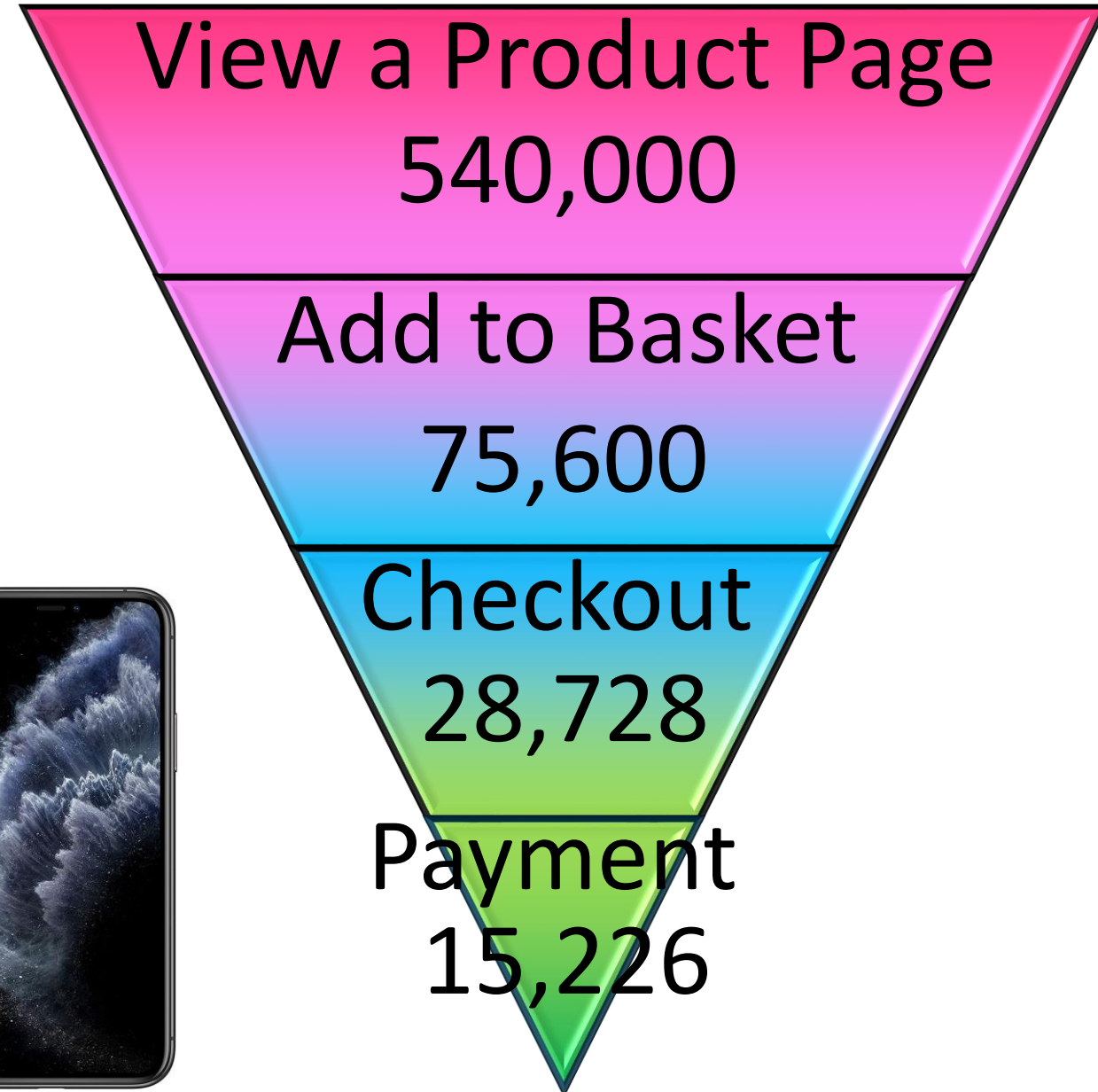
Stage 2: Add to Bag Rate

Smartphone Customer Funnel- Market Benchmark

MARKET AVERAGE



1,000,000 site visits



Add to Bag Rate



Video on Product Page



Clothing



Gifts



Home&
Garden



Multi-
Sector



Electricals

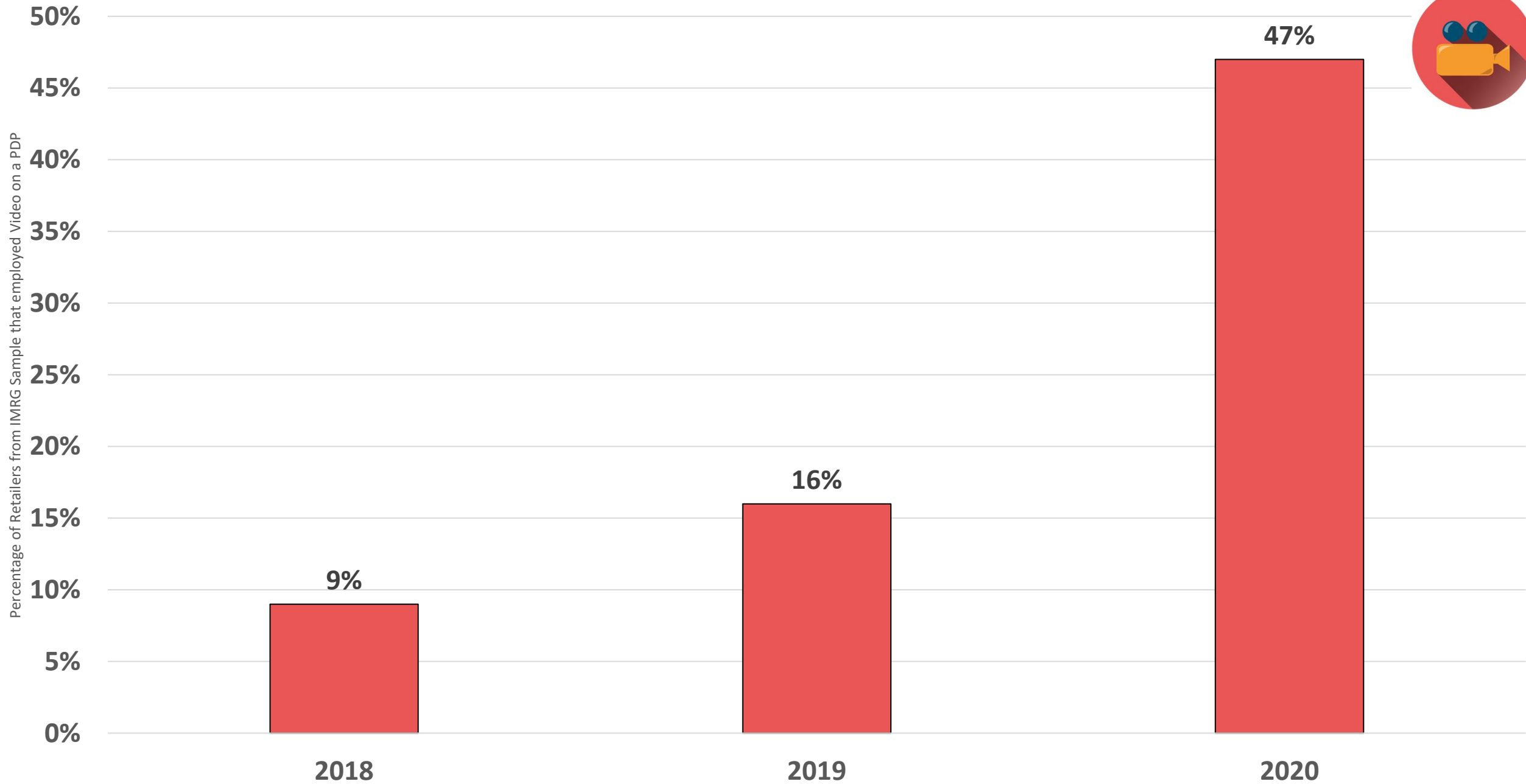


Beauty



Other

Use of Video on a PDP- Percentage of Retailers in Sample



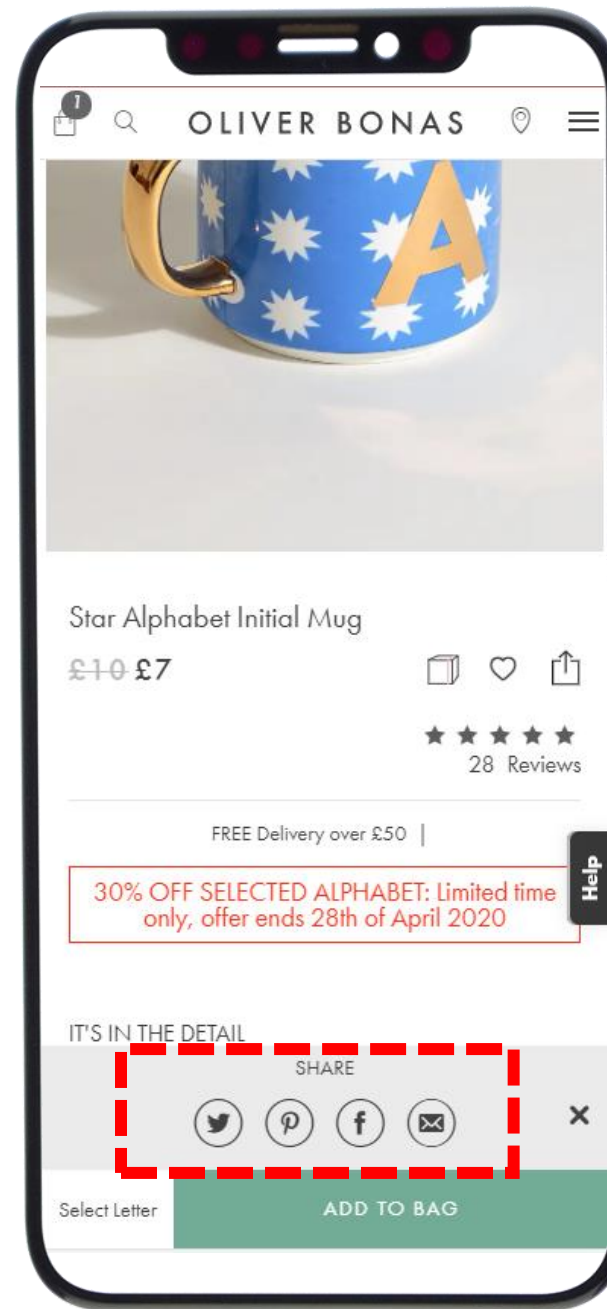
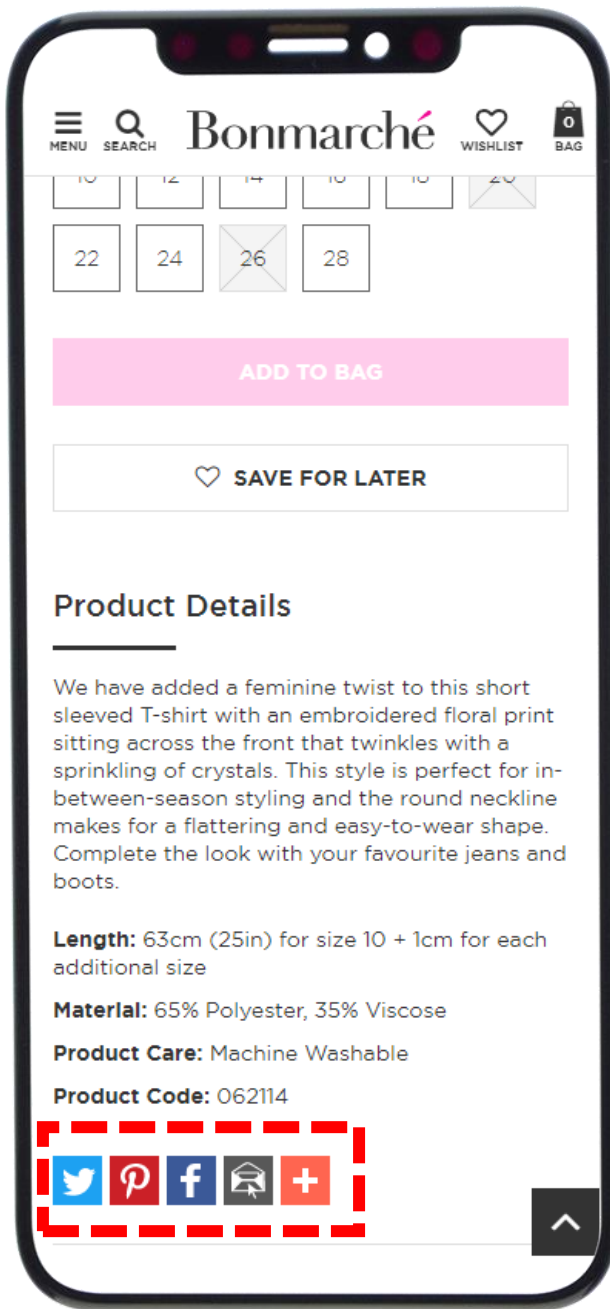
Add to Bag Rate



Video on Product Page



Share Item Via Social Media



Add to Bag Rate



Video on Product Page



Share Item Via Social Media



Share of Revenue Marketing Channels– Last Click - Smartphone



Add to Bag Rate



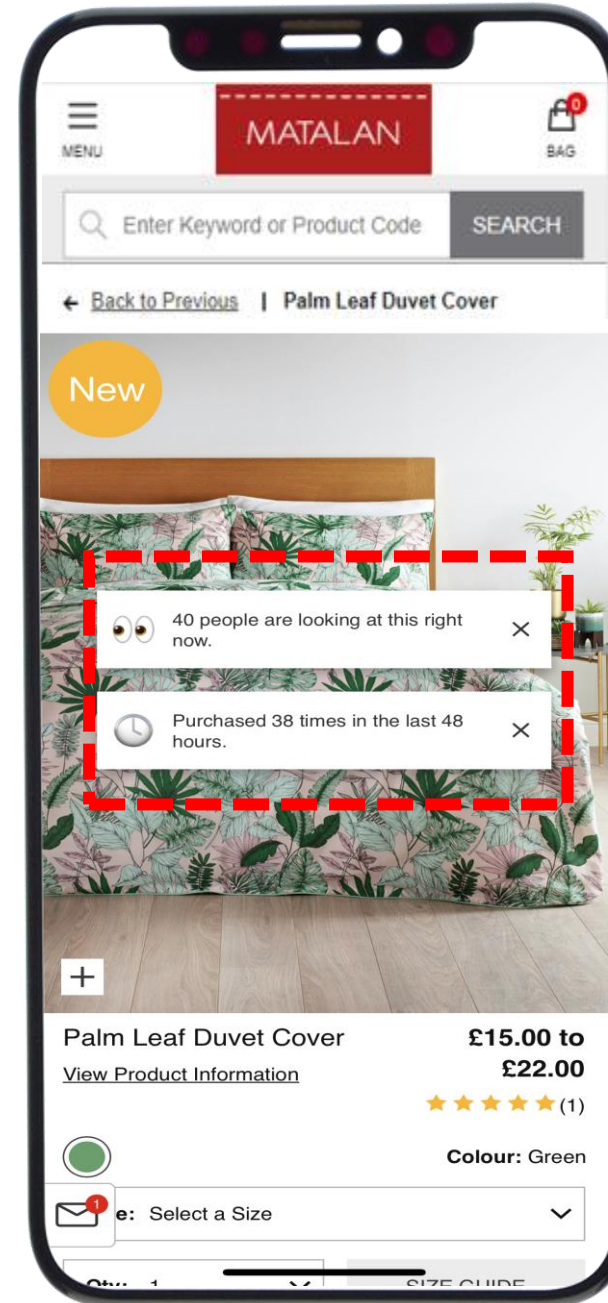
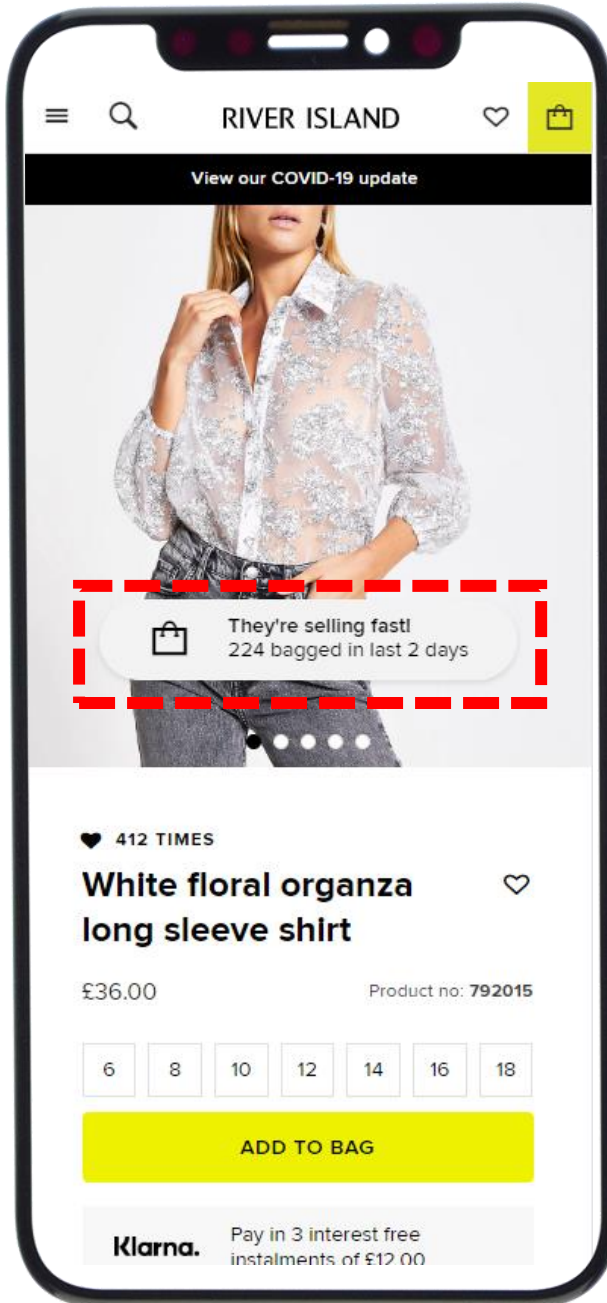
Video on Product Page



Share Item Via Social Media



Urgency Messaging



Add to Bag Rate



Video on Product Page



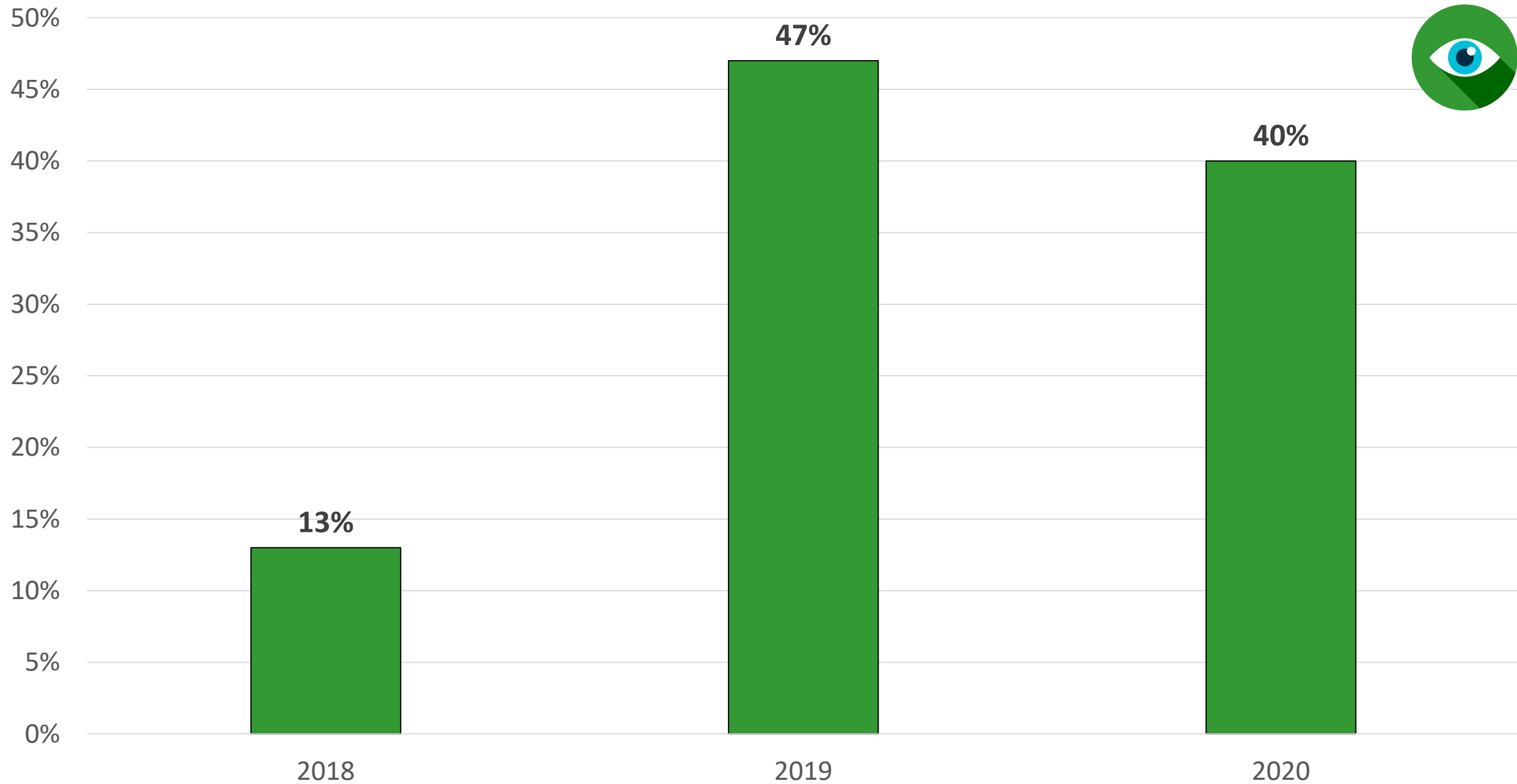
Share Item Via Social Media



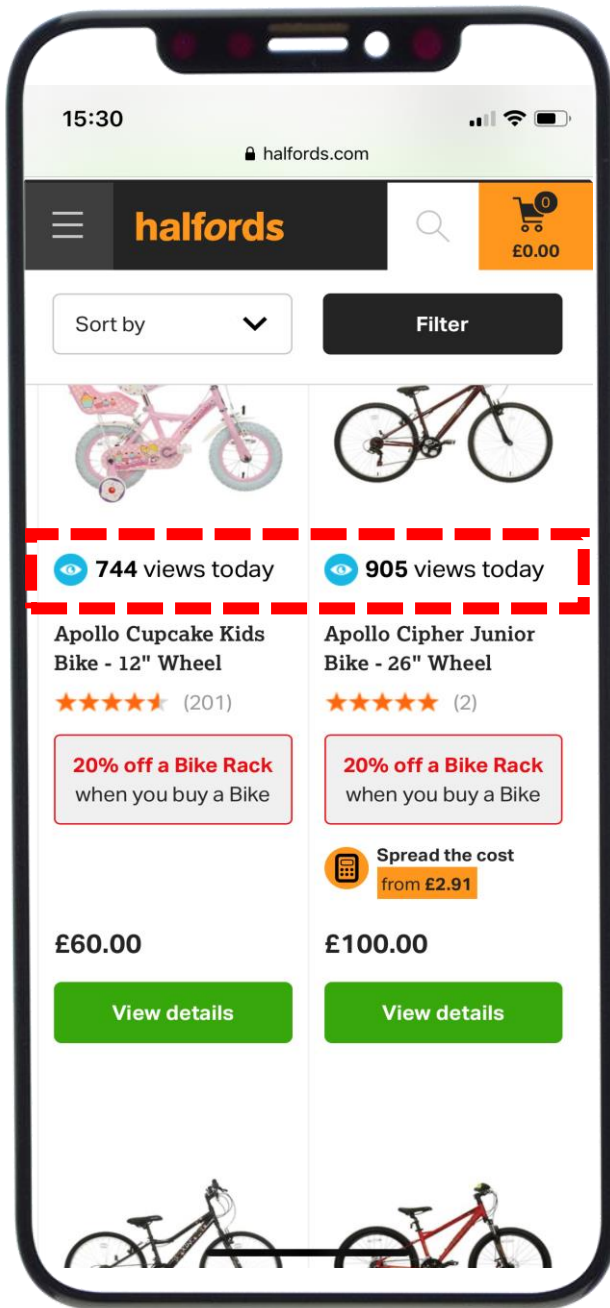
Urgency Messaging



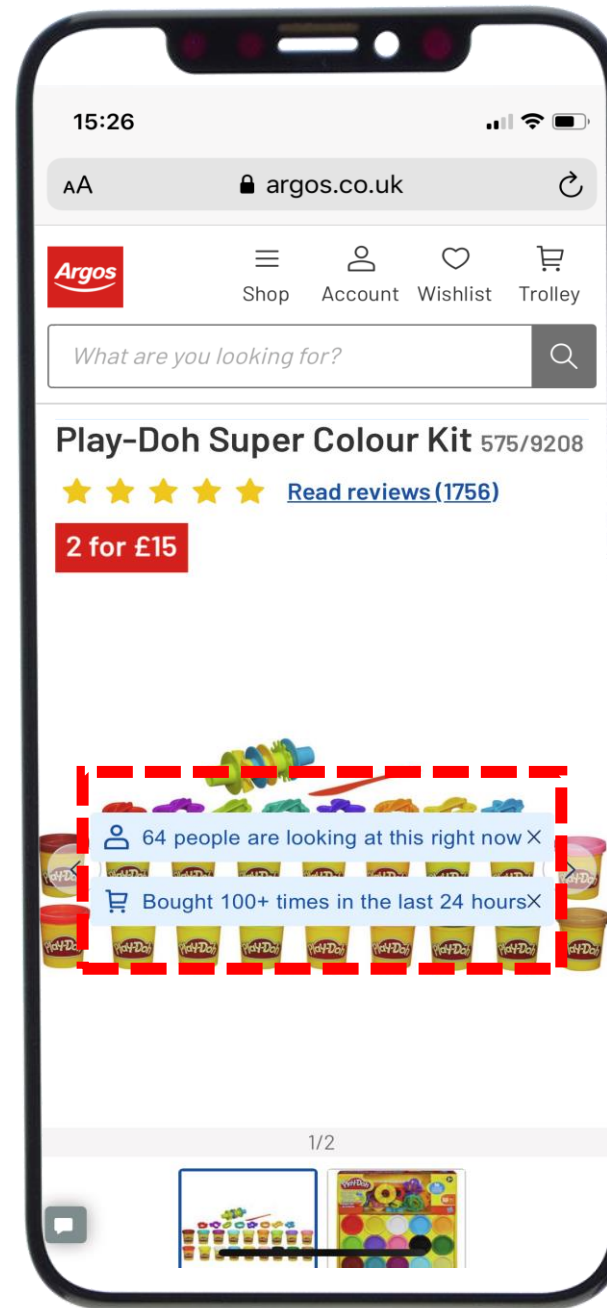
Urgency Messaging



36% of urgency messaging users will place it on the Product Listing Page



64% of urgency messaging users will place it on the Product Page





Video on Product Page



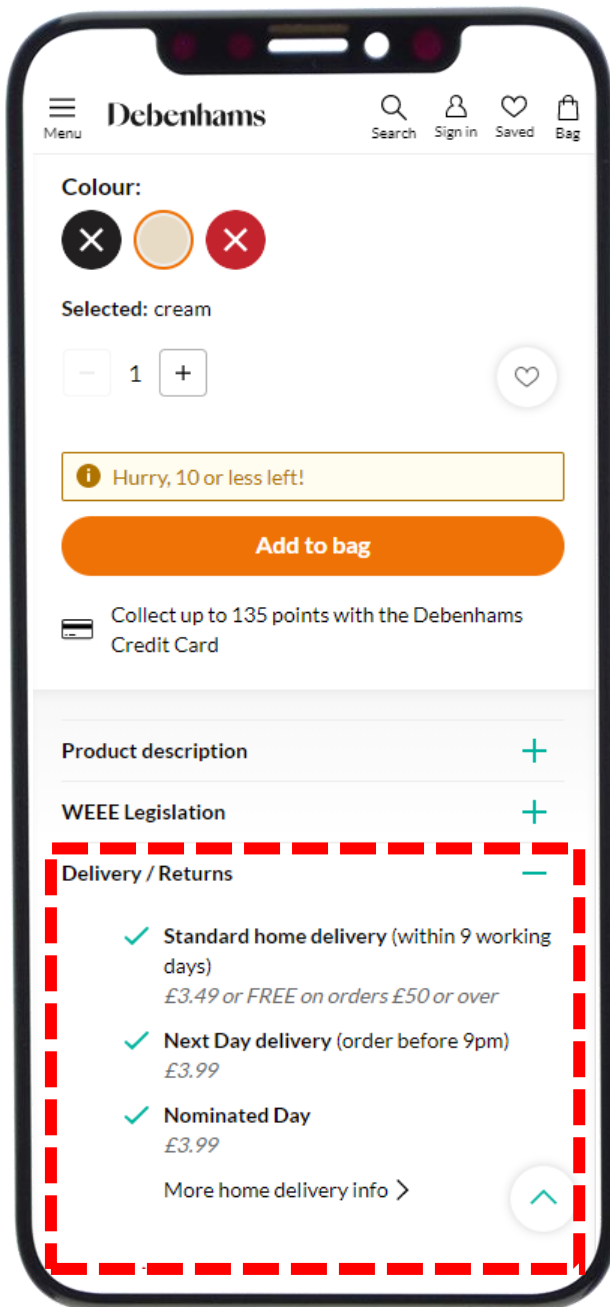
Share Item Via Social Media



Urgency Messaging



Delivery Pricing on PDP



Add to Bag Rate



Stage 4: The Checkout- Payment Type

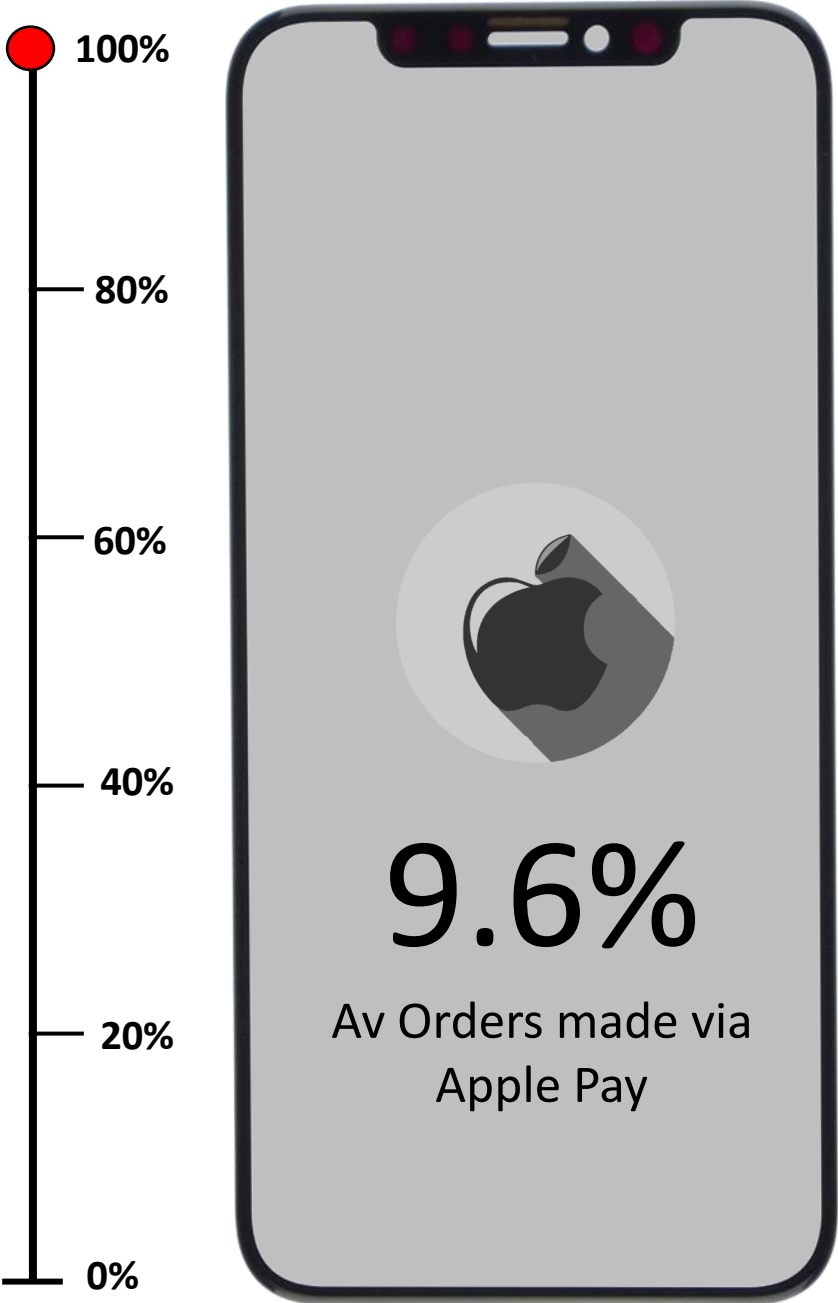
Checkout Conversion - Payments



Paypal



Volume of Orders made
on a Smartphone



Checkout Conversion



1.9

1.5

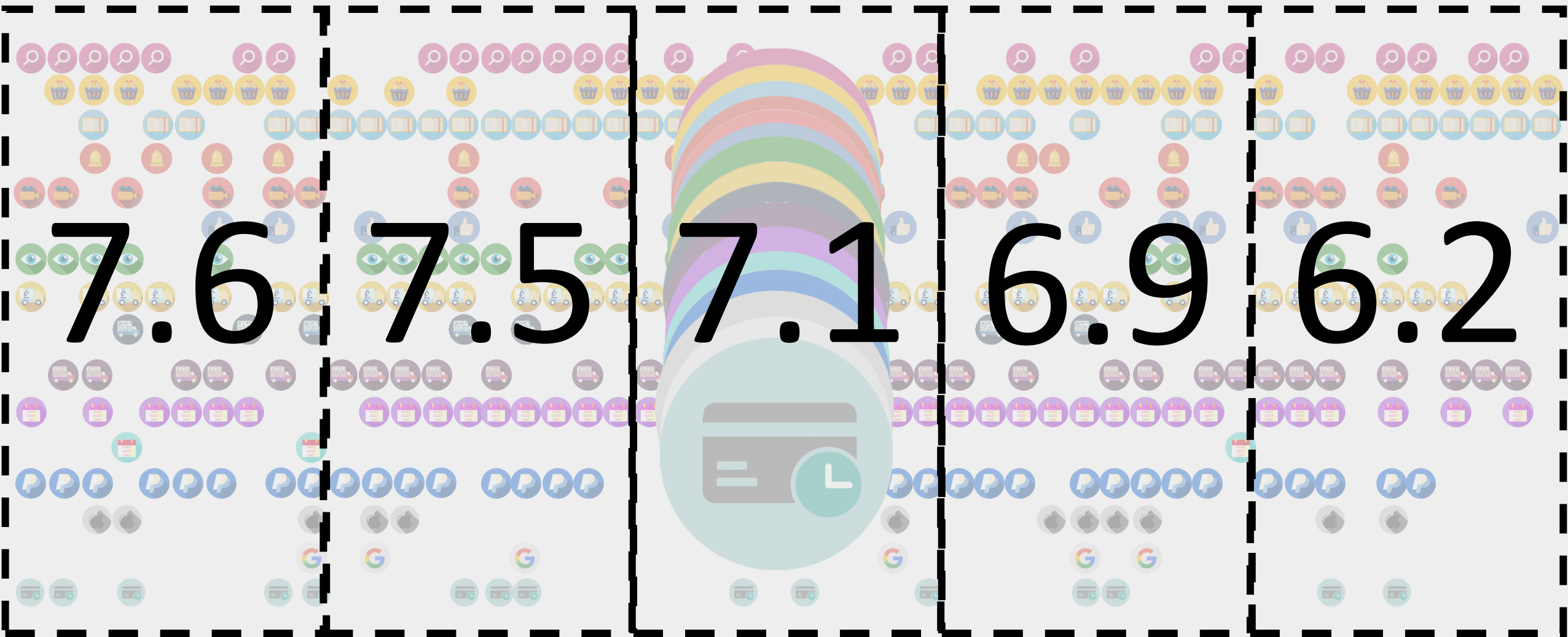
1.3

Final Scores

Total Smartphone Conversion

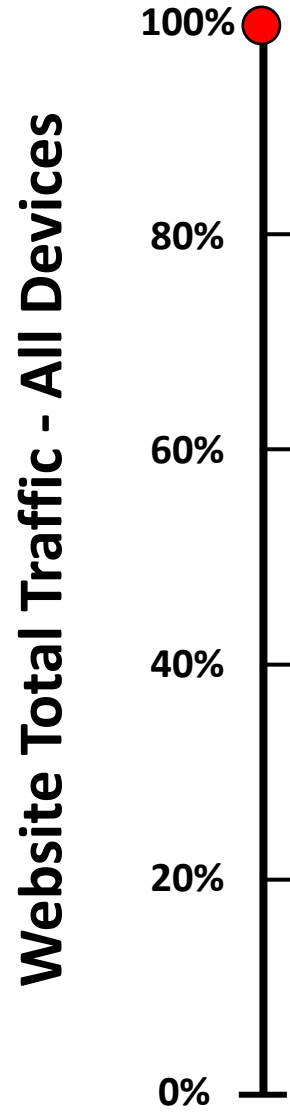


Full Site Functionality



Apps

Average Traffic Split by Device- App Influence

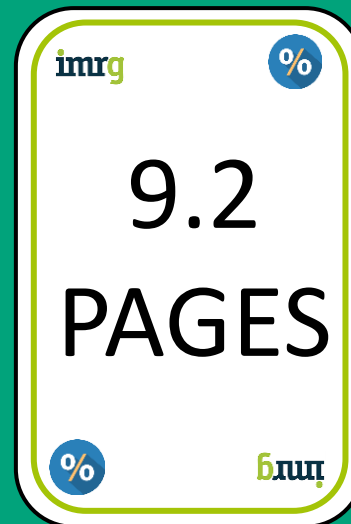
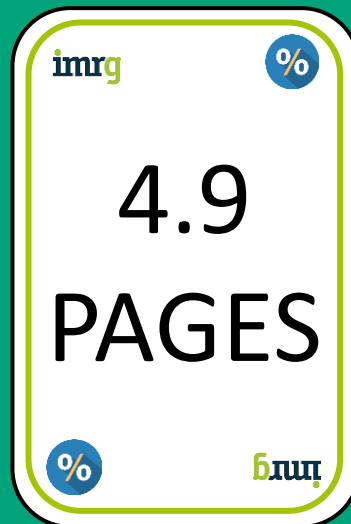
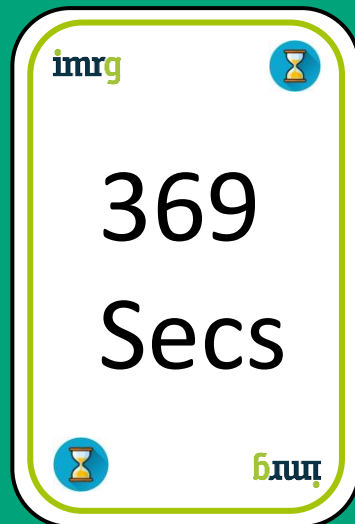
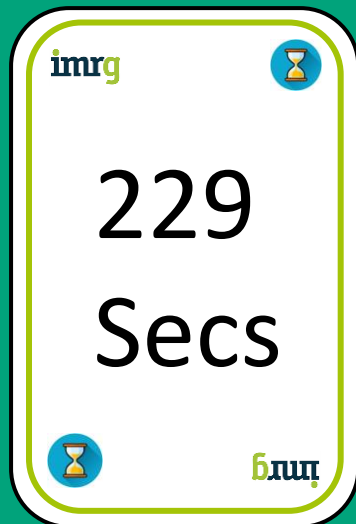




Average Session Length

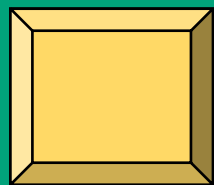
Average No Page Views

Average Basket Value



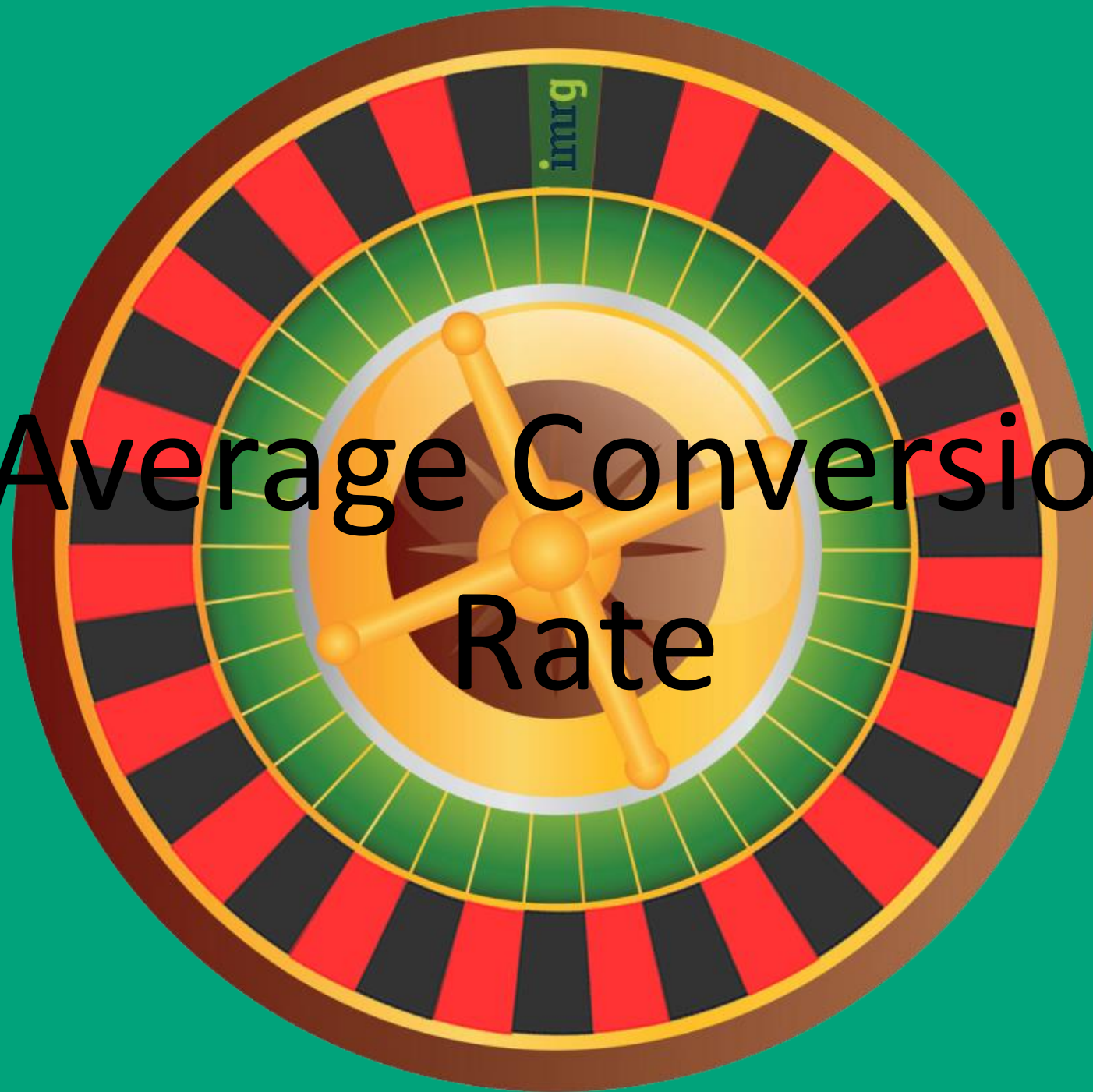


Avg CVR
2.6%



Avg CVR
3.9%

Average Conversion
Rate



Website Conversion:

Smartphone: 2.6%

Tablet: 3.5%

Desktop: 5.0%

But Conversion Rates vary with ABV- the higher your Average Basket Value, the lower your Conversion Rate will be

Top Tips:

Free and Fast Delivery Options

Urgency Messaging- but weigh up the pros/cons

Look at your marketing channel revenue split

Thank you

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Q&A



Digital Culture
Network



Get in touch

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Join the conversation

@ace_dcn
#digitalculturenetwork





Digital Culture Network