

B2B ECOMMERCE

CASE STUDY

Q2 2015

Increasing Revenue by 17% with
Digital Analytics Insights

The Client

Office
Supplies
Provider

The Challenge



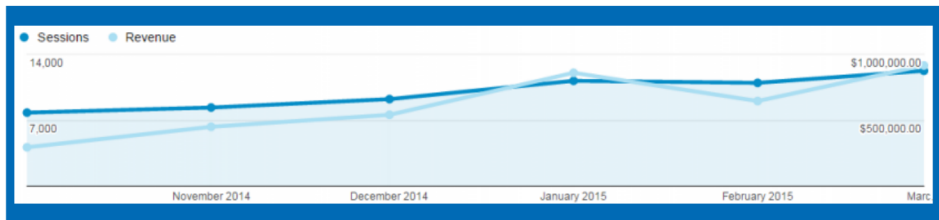
Site Traffic Increased



Revenue Was Stagnant

Successful offline marketing efforts had driven a significant increase in our client's website traffic, but corresponding ecommerce revenue was failing to increase. Their traffic was increasing over time, but revenue wasn't.

This indicated that there was a problem at some point within the online conversion funnel. A thorough analysis of user behavior throughout the website was needed.



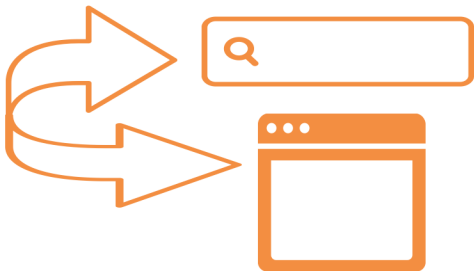
The Goal

To discover the issue causing the stagnation in ecommerce conversions, find a solution, and deliver results.

Thankfully, the client's Google Analytics account had been in place for several years, so we had a significant amount of data to analyze.

The Solution

Behavioral Flow Report



By looking at the Behavioral Flow report (i.e. page path), we found that users who knew what they were looking for converted at a high rate. However, when users searched using the website's search function, they exited more often than moving on to a product page.

The Recommendation



Optimize the website's search functionality!

The Results

Month-Over-Month
Revenue Increased:

17%

Ecommerce
Conversion Rates
Increased:

10%

Through the use of detailed analysis and recommendations, we were able to increase our client's revenue at a faster rate than their traffic, which, as of April 2015, has increased by 8% per month for a 4-month period. There are currently plans in place to optimize the website's search feature even further, and we'll update with the results when they come in.

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