Driving Conversion Growth

A practical guide to assist with optimization planning.
Brought to you by data-obsessed eCommerce analysts at Trinity.

TRINITY

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Now is the Time

If you are like most digital and ecommerce marketers, you concentrate the majority of your time, budget, and focus towards building traffic. You monitor ROI on clicks. You monitor Adwords and your email campaigns as they drive your business. Focusing on traffic is a vital execution area to grow, but it is only one aspect of the optimization equation. To grow your business online, you can only do it two ways. You either increase traffic (you know this) or your increase your conversion rate. Both initiatives present unique challenges and obstacles but when executed effectively and in parallel, the results are compounding and can dramatically impact the net income generated by your digital business. In working with hundreds of brands since 2006, we have seen it all. But the one thing we see more than anything else with conversion rate optimization is the act of procrastination. Operational issues, limited resources, and technology challenges push marketers to "kick the can down the road" instead of taking action. Don't let this be you and don't let this be the situation with your website. This eBook is focused on making this process easier. We aimed to provide you a repeatable process to construct optimization activities that tackle the key themes that move the needle. We look forward to your gains in revenue and conversion.

Where to Begin?

So you have made the decision that your website as it is today is just not good enough. You know you want to do better. What are the next steps? Start first with a question sequence to identify your "state of the union". By understanding the key aspects of what is or is not working today, you will align your business with a stronger probability of future improvement.

- Are your web analytics accurate? When was the last time the data was checked and validated?
- Is the business using the latest analytics framework, for Google Analytics users are you on Universal?
- Is the business using Google Enhanced eCommerce within Google Analytics?
- Is a tag management solution being leveraged?
- What is the latest trend relating to the current conversion rate? How does it compare to YOY, previous period and 90-day average comparisons?
- What are the progression ratios across all key pages of your user experience?
- How does conversion rate & progressions differ by channel? What are the most efficient channels? Are there any trends such as increased sessions with decreased conversion rate that can be identified?
- How does mobile traffic differ to desktop and tablet traffic with site behavior & progression? Traffic trends?
- What pages or site templates are causing the most "leakage" or have the highest bounce rates?

By answering these questions your business will have a pulse on current performance and be more able to align future initiatives and strategies around what is going well or not going well.

QUICK TIP:

Go after high impact areas first. Changes to high traffic, low progression pages like the product page and cart will have a bigger impact on the overall conversion rate.

Reduce Friction

Reducing "friction" is how conversion optimization efforts and re-engineered designs drive user metric improvements. Through site improvement efforts, websites are strategically and incrementally improved through an iterative process of measured change. Every visitor to your site has come to your brand with a distinct goal. It is paramount to craft a user experience that helps users achieve these goals, versus the majority that present obstacles and barriers to completing activities. The following are the most prevalent areas of friction within websites and eCommerce brands. Does your website have problems with these sections? Your data will let you know.
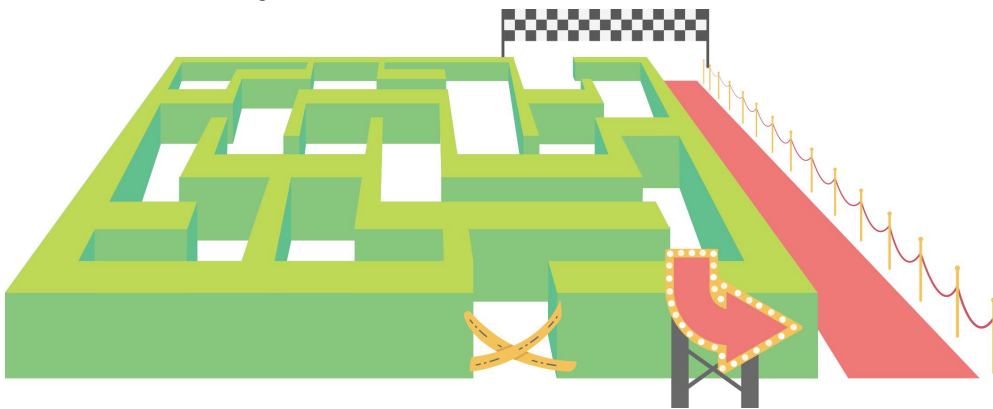
NAVIGATION // Are your taxonomy and filtering options constructed with the user in mind?

SEARCH // Is your site-search capability providing answers or limited context to searches for which you have no results?

TRUST & SECURITY // Does your website show credibility and present the necessary safeguards against web fraud?

SOCIAL PROOF // Does trust come out through your content and imagery, enabling your brand to be seen as a figure of authority and of value to the web visitor?

CALLS TO ACTION // Are they bold enough? Do they have descriptive text to reduce any hesitation? Are they intuitive & easy to locate?

FIELDS & FORMS // Are forms intimidating? Is your field completion rate low compared to industry standards?

Find Your Inner Geek: Be a Data Scientist

Everyone needs to be a geek now and then. At Trinity we think every marketer can benefit in immersing oneself in technology and data in order to get new insights that can lead to better decision making. When conceptualizing and executing your experiments, there are a variety of factors to consider and define as you move forward.

EXPERIMENT // Are you looking to re-engineer a page or process or gauge the effectiveness of emotional creative or word based messaging?

SPLIT TEST VS. MULTIVARIATE // Deciding which test format is crucial to positive outcomes and time to insight.

CONVERSION ECONOMICS // Ensure that your business has clear data into the incremental revenue gained from page progression improvements.

USER CONSISTENCY // Testing should never impact the user experience in a negative fashion. Proper cookie durations and tracking parameters need to validate user identification for design consistency.

INTEGRATION & INTEGRITY // Your testing code needs to be properly implemented & attributed as well as compatible with leading analytics systems such as Google Analytics to support deeper analysis. Plan your conversion effort and be a geek in the process. Make sure every step and outcome is measured for optimal results.
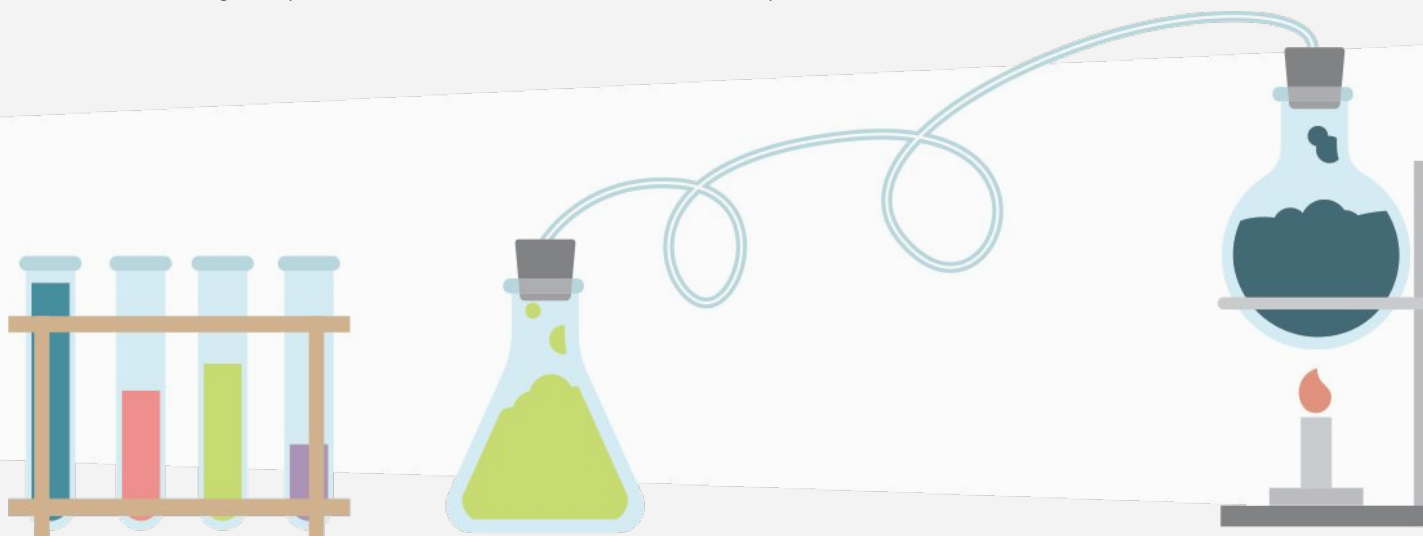
Get Your Business "On Target" through Segmentation

What is the advantage that the web has over traditional retail? The ability to know demographic and behavior data to present the right products and offers to customers. Imagine walking into a store and having a clerk know all of your order history, interests, previously viewed products and product categories, lifetime value to the brand and more. Think that the clerk would be more effective in selling something? Of course he or she would. This is what dynamic targeting and segmentation bring to the virtual world.

Ecommerce segmentation allows your business to create custom content, promotions, and product messaging based upon the following data elements.

NEW VISITOR // Someone is new to your site, they need to see your core value proposition and be enticed to try your brand. Present initial customer discounts in certain markets where it makes sense.

HIGH VOLUME CUSTOMER //   Does the 80/20 rule hold true within your brand? If so, reward your top customers after signing in with unique and triggered benefits.

GEO-LOCATION //   State and city based location intelligence can dictate primary assortment to highlight as well as integrate in store marketing messages to the core brand website.

CLICKSTREAM //   You know what products the customer keeps looking at and is considering, highlight and create incentives to turn a browser into a buyer.

PREVIOUS PURCHASES //   Use previous historical purchase data to identify potential items and messages to drive click-through activity.

Attack Your Exits

With conversion rates ranging in the neighborhood of 2-5% within most eCommerce businesses, the majority of traffic to your site is going to quickly view your content and proceed to leave. Unfortunately this is a reality of digital marketing but your business can take measures to try and capture value from these "exit oriented" sessions. The solution is to use technology and business rules to render communications and promotions at the exact moment in which users are showing the propensity to leave. Instead of the user leaving your site with no messaging from the brand, your website will be intelligent to overlay a call to action for the user, enabling them to get something of value for an exchange of their email address or potentially a like or follow within social media. This process is highly effective when implemented correctly and that means having the right technology approach. Two factors need to trigger the overlay within the web browser of the web visitor. Your website needs to assess the mouse velocity within the session and detect when a user is clicking the back button within a single page visit. Factoring the velocity and the pixel threshold of the user will enable your site to render this effectively. By enabling this type of technology, your business will undoubtedly gain value through new email sign ups, social interactions and more. Here are a few ideas of how you can attack your exits with proactive messaging.

FREE SHIPPING //   Offer unique segments free shipping on exit messaging to ensure that your value proposition is seen (as it could have been missed).

PROMO CODE //   Provide unique codes that give value to the user. More effective when dynamically triggered by clickstream data (category and sub-category promotions).

EMAIL FOR OFFER //   Request email address for latest promotions and special newsletter incentives. What does your brand provide via email that provides true VALUE to your subscribers?

CONTESTS //   Ask users to connect their social accounts or enter the email address for entry into special contests.

SOCIAL // Give "members only" incentives for web shoppers that like or follow your brand within Facebook, Twitter, or Pinterest.

Build Mobile First

At Trinity Insight, we are stressing to all our clients to think "mobile first" when constructing new eCommerce and digital user experiences. A massive shift in user behavior over the last 24 months supports the business case that mobile is the primary window to your brand. Optimization efforts must improve the simplicity of your user experience, while concurrently alleviating landmines that may exist within your mobile interface. Be sure to plan for the following:

URLs // Are your taxonomy and filtering options constructed with the user in mind?

RESPONSIVE // Construct your site in a "smart" fashion that uses media queries and grids to render your site perfectly on any device.

IMAGERY // Does your mobile experience present high quality photography and are those images optimized for non wi-fi delivery? How do you reduce page load?

GOALS // Realizing that not all users are ready to actually buy on a phone, does your brand facilitate cross-device interactions? How can your desktop and mobile sessions connect effectively? (Ex.: email me my cart capabilities on a smartphone.)

ATTRIBUTION // How much are your true omni-channel customers spending? How much more lifetime value is associated to a customer that shops in your store and online and via a mobile device?

FIELDS/FORMS // What are your text field progression metrics? Where do users frequently exit? Are abandoning marketing systems being leveraged?

Follow Your Growth Plan Ahead

As your website becomes more efficient you will find yourself becoming more agile as a marketer. New technologies and data will help drive a deeper understanding of your products and customers and enable your business to make more informed decisions about marketing and designs.

At Trinity we frequently tell our clients that eCommerce optimization is somewhat like the game of baseball. When experimenting and optimizing site components you will sometimes strike out, sometimes get a single or double, but also sometimes hit the home run that makes a substantial impact to revenue and profit metrics.

The key is to stay focused with the data and your site progression benchmarking. This intelligence will lead your business to grow through incremental improvements.

We wish you good fortunes within your optimization efforts.
And if we can help, let us know.
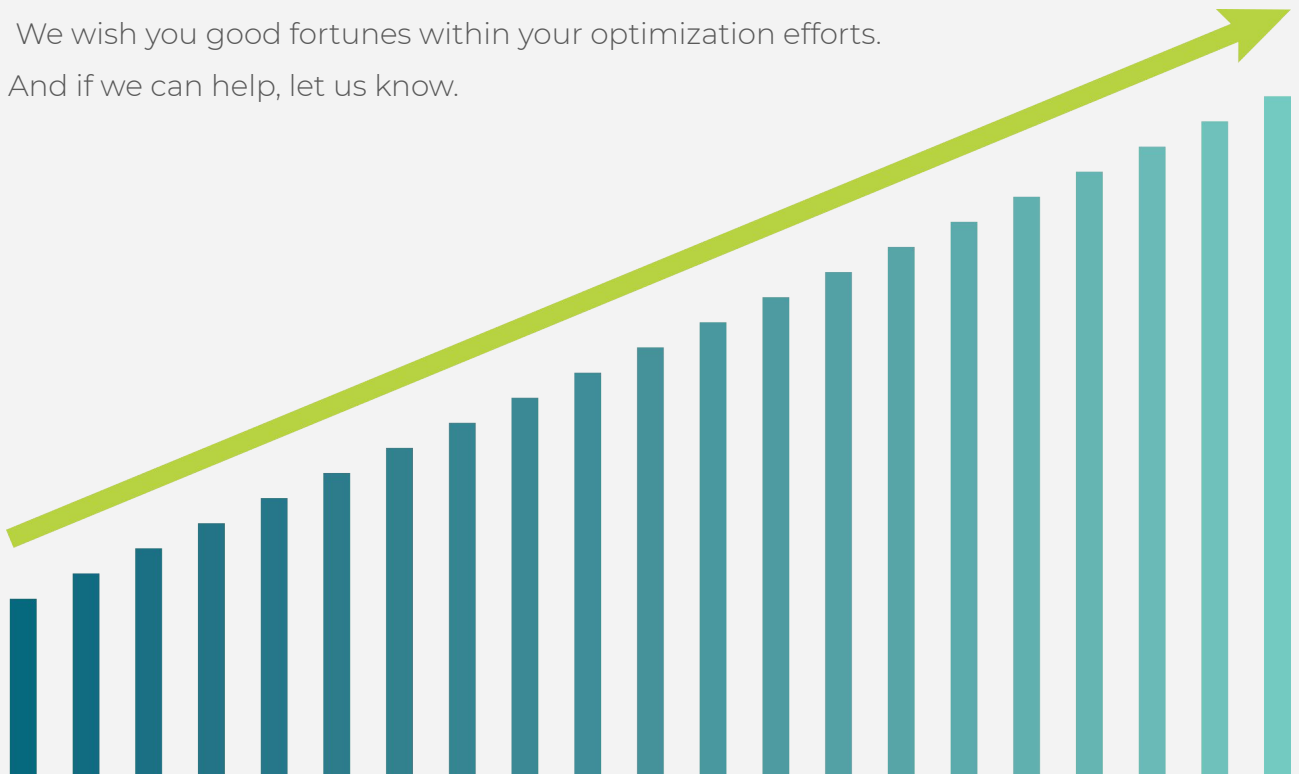
About Trinity

Trinity works as an extension of your business, using data and our human capital to drive optimization and growth processes. Trinity is an authorized Google Analytics Partner, Google AdWords partner, and Bing Advertising Partner. Trinity is an INC 5000 company since 2014.

What Our Partners are Saying

[Trinity has] allowed us to take the details - the little things that are niche to our market and to our customer base and keep us a step ahead. To be able to work with them at that level with that much intricacy and that much support has had a huge impact on the success of our company.

-Mike Dukart | **Illusion Systems**

To learn more about Trinity and our conversion optimization services and/or technology, please visit us at **trinityinsight.com.**

More UX case studies at trinity.one