

Андрей Суховой

# Аналитика как основа принятия решений для развития интернет-магазина

Конференция «Интернет-магазины Украины 2012»

OWOX

# О чем пойдет речь?

1. Принятие решений об изменениях
2. Место аналитики в развитии интернет-магазина
3. Практические кейсы по аналитике

Home Tour Why Highrise? Contact & Address Phone Help/Support Plans & Pricing Sign In

# Know Your Contacts & Leads by Heart

Over 100,000 businesses use Highrise to manage 20 million contacts & customer relationships.

Who followed up on that new client sales lead?

What's the lawyer's mobile number? When did we last speak with her?

Where are the notes from Monday's conference call?



**See Plans and Pricing**

Highrise remembers so you never forget.

Store every conversation, email, call, meeting, document, and deal you've ever had with a contact. With Highrise you'll always know who you talked to, what was said, and when to follow-up next.

- Import/export contacts from Outlook, Excel, vCard, CSV
- Email 100+ reminders so you never forget to follow up
- Go online your notes forward in this article to Highrise

Highrise is the perfect fit.

Highrise is simple to use.

Meet some more Highrise customers

Highrise's focus on simplicity, clarity, and ease of use make it truly unique. You'll love using Highrise.

Review your calls, notes, leads, and conversations.

**Jordan Chung** from Trade Innovations  
Marketing, Marketing Director, Search Team  
Highrise is the perfect fit for my business. I love that I can see all my contacts in one place and that I can easily find the information I need.

**Stephanie Lake: Log**  
Phone: +1 714 555-1234

Highrise is an easy-to-use app for small businesses that keeps track of your contacts, notes, leads, deals, and deals.

# How to keep the upper hand in your business relationships.

The one who remembers always has an edge. Whether you're resolving a dispute or reaching out to clients, it pays to be prepared.

**Here's how to get that edge by using Highrise**

**On the page**

- How to use an online CRM
- Top 100 Small Business Success Stories
- Why small businesses love it
- Access, Share, Connect, Track and Share
- Everything you need to get the most out of your business relationships

- Improve with preparation.** Highrise keeps a log of notes so you can recall details from past conversations. Have the whole back story when you walk into a meeting. Highrise is like an always available cheat-sheet.
- Track promises** from vendors, partners and clients before a problem ever occurs. When disputes happen, you'll be ahead of the game with a dated record of the whole issue.
- Never forget to follow-up.** Instead of going to your agenda, let Highrise tell you to follow up. Highrise will send you a text message or email so you never forget to make the call.
- Always know where to find everything.** Stop fumbling with papers and filing cabinets. Highrise lets you attach notes and documents right on a page for the person they are about. You'll have one place to find the info you need.
- Sleep well at night.** Life is easier when you have a system remembering things for you. Information goes into Highrise so you can get it out of your mind and off your shoulders.
- Declutter your email inbox.** Forward emails to Highrise and they will be automatically filed under the correct contact for easy reference.
- Share with your team.** It's embarrassing when your right hand doesn't know what the left is doing. Highrise gives your team one place to see the latest status. Find out who talked to a person last, what they said, and who is



Highrise gives you one place to track everything about your business relationships.

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Jordan Chung, Founder, Trade Innovations  
Marketing, Marketing Director, Search Engine Optimization, Marketing, Marketing Director, Search Engine Optimization, Marketing, Marketing Director, Search Engine Optimization

Stephanie Lake, Log  
Phone: +1 714 750-1000

ORIGINAL DESIGN

Highrise is an easy-to-use app for small businesses that keeps track of your contacts, emails, leads, deals, and notes.

# How to keep the upper hand in your business relationships.

The one who remembers always has an edge. Whether you're resolving a dispute or reaching out to clients, it pays to be prepared.

Here's how to get that edge by using Highrise

**On the page**

- How to use an online CRM
- Top 100+ business owners you should know
- Why small businesses love it
- Active Status, Contacts, Tasks and Deals
- Everything you need to get the most out of your business relationships

- Impress with preparation.** Highrise keeps a log of notes so you can recall details from past conversations. Have the whole back story when you walk into a meeting. Highrise is like an always available cheat-sheet.
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LONG FORM DESIGN

↑ 37,5 %

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- Import important contacts from Outlook, Excel, vCard, iCal
- Export CRM activities so you never forget to follow up
- See whether your intent Forward in this activity to Highrise

Highrise is the perfect fit.



Highrise makes it easy to meet some more Highrise customers.

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Stephanie Lake: Log

## ORIGINAL DESIGN



**Highrise**

**"Keeping track of our business contacts was a pain when we all shared a single spreadsheet. Highrise is much better."**

— Jordan, Project Manager at One Group

- Save and organize notes and email conversations for up to 50,000 customers and contacts.
- Keep track of proposals and deals. Share status with your company, department, or team.
- Never forget to follow-up. Get a text message or email so you never forget to make the call.

**Start using Highrise today**



ORIGINAL DESIGN



PERSON DESIGN

↑ 103,5 %

**Как обычно принимаются решения?**

# Статья




HOME CATEGORIES ▾ PORTFOLIO ▾ ABOUT ADVERTISE CONTACT US

### MUST READ ARTICLES ON DESIGN, CREATIVITY AND WEB DESIGN

Posted by [Richie](#) on Monday, August 9, 2010 · [10 Comments](#)

 Like  23 people like this. Be the first of your friends.




I've been using Twitter a lot lately and posting some really interesting links. I am also an avid user of Stumble Upon and combining it with Twitter and sharing stuff is the greatest thing that I can indulge myself in. I have unraveled some really great articles in the past couple of weeks and I would love to share them with you today.

I have handpicked the best 10 articles from my twitter feed and have showcased them here. Some are purely professional, a few are funny but useful and the rest are just a pleasure to read. I suggest you take a look at these and read it to gain some wisdom on design and creativity. It has had a positive effect on the way I look at things now. My thoughts and ideas have become more dynamic and mature.

There are so many great articles on the web today and most of them are left undiscovered by the bigger part of the Design community. This maybe due to the increasing number of list posts,

PRACTICAL ECOMMERCE ECOMMERCE DEVELOPER



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## 8 SEO Pointers for Ecommerce Product Pages

APRIL 05, 2012 · BY PABLO PALATNIK

  4 Comments  Tweet  149  Share  87  +1  11  Like  46

**Search engine optimization** can be the difference between ecommerce businesses that thrive, and those that don't. Optimizing product pages for search engines is especially important.

Below are eight pointers to make sure your product pages are properly optimized.

### 1. Place Keywords in Title Tags

One of the most important elements is the title tag of your page. If you type a keyword in Google, you'll notice that most results will have the keyword in the title tag. Make sure the keyword is as prominent as possible in the title.

To have the best title tag possible, make sure that you do your keyword research for the products that you want to rank best for. Google's free AdWords Keyword Tool can help with this research.

### 2. Use Description in the Meta Tag

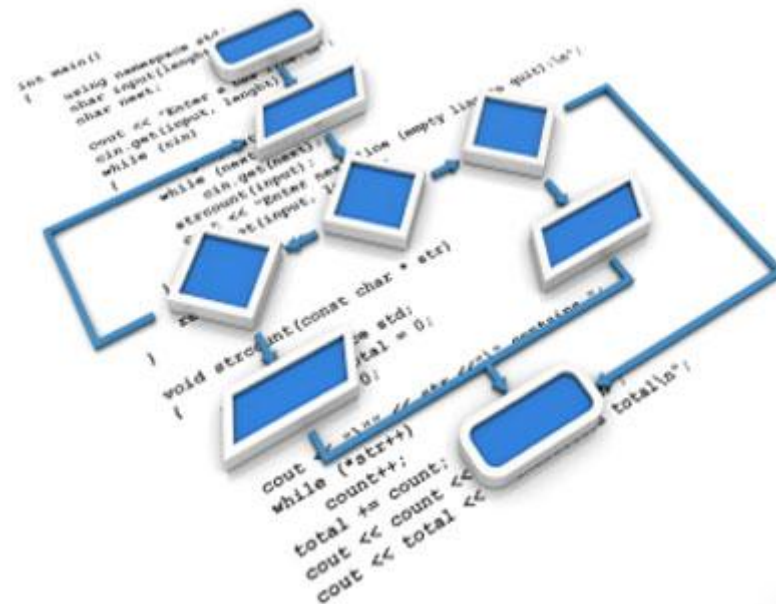


# Кажется, что так будет лучше

## На основе:

- Опыта
- Ощущений
- Прогнозов

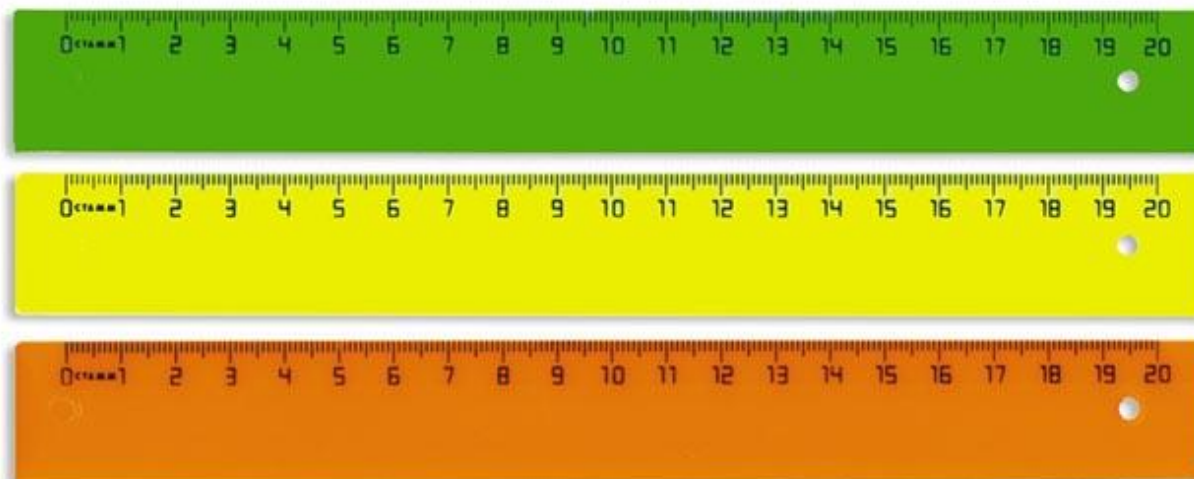
# Рекомендации специалистов



# Результат

- Показатели стали ниже
- Показатели увеличились, но меньше, чем могли бы
- Изменили не то, что нужно
- Эффект изменений неизвестен
- Показатели стали ощутимо больше

# В интернет можно многое измерить



С помощью специальных  
инструментов веб-аналитики

# Системы веб-аналитики

OMNITURE®

webtrends™

Платные системы, необходима интеграция и сервер для размещения, позволяют агрегировать информацию из ERP-систем и данные о поведении пользователей на сайте.



Google Analytics

Система бесплатная, активно развивается, популярна, имеет глубокие возможности в сегментировании пользователей.

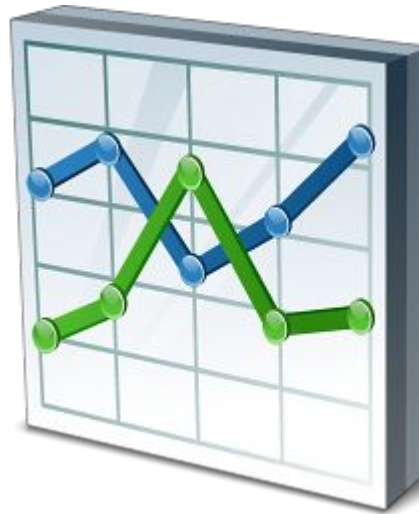


Система бесплатная, имеет карту кликов/ссылок, анализ форм и интегрированный Вебвизор.

# Что есть веб-аналитика

1

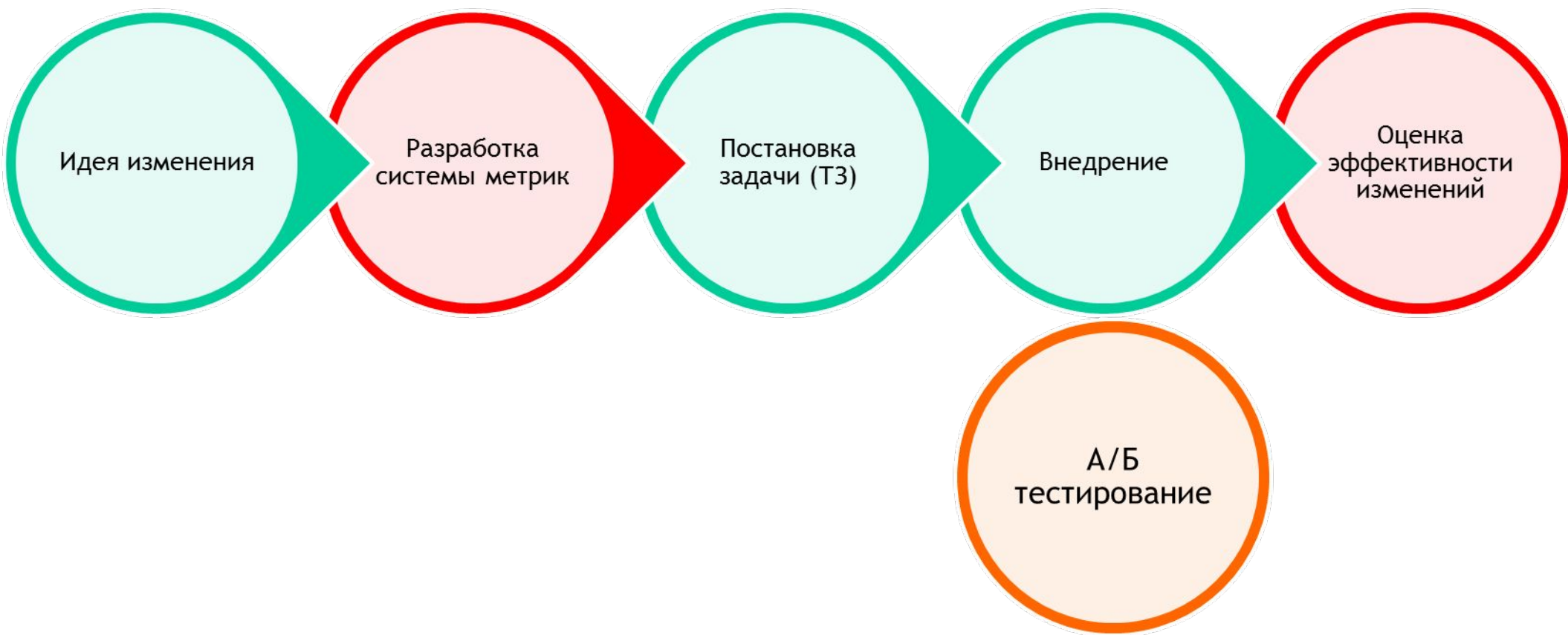
Измерение, анализ и интерпретация данных с целью повышения KPI веб-проектов



# Место аналитики в процессах разработки



# Место аналитики в процессах разработки





# Что есть веб-аналитика

1

Измерение, анализ и интерпретация данных с целью повышения KPI интернет-магазина

2

**Процесс, предшествующий, сопровождающий и замыкающий любое изменение**

- **Выявление неэффективных элементов сайта**
- **A/B тестирование в реальном времени**
- **Оценка результатов изменений**

# Практические кейсы по аналитике

# Кейс 1

## Задача:

Оптимизировать малоэффективные посадочные страницы платного трафика

## KPI:

- Коэффициент конверсии
- Показатель отказов

# Кейс 1

## Решение:

Создание пользовательского отчета с фильтром по срс-трафику

## Структура отчета

целевые страницы + фильтр ×

[+ Добавить вкладку](#)

Название

Тип **Исследование** Простая таблица

Группы показателей

[+ Добавить показатель](#)

[+ Добавить группу показателей](#)

Анализ параметров

[+ Добавить параметр](#)

**Фильтры** - необязательно

И

Посещения

**50 913**

% от общего количества: 26,55 % (191 769)

Показатель отказов

**69,69 %**

В среднем по сайту: 63,72 % (9,37 %)

Коэффициент транзакций

**0,08 %**

В среднем по сайту: 0,55 % (-85,10 %)

Основной параметр: **Целевая страница**

Дополнительный параметр ▾



Ещё...



Целевая страница

Посещения



Показатель отказов

Коэффициент транзакций

1.	<a href="#">www.walrus.com.ua/media/c19615/</a>		<b>24 950</b>	70,77 %	0,04 %
2.	<a href="#">www.walrus.com.ua/fireworks-gifts/</a>		<b>10 645</b>	80,96 %	0,04 %
3.	<a href="#">www.walrus.com.ua/515954/p515954/</a>		<b>3 353</b>	71,34 %	0,06 %
4.	<a href="#">www.walrus.com.ua/phones/c002/</a>		<b>2 852</b>	39,48 %	0,35 %
5.	<a href="#">www.walrus.com.ua/gifts/c23655/</a>		<b>2 095</b>	67,02 %	0,00 %
6.	<a href="#">www.walrus.com.ua/books/c16762/</a>		<b>1 479</b>	67,75 %	0,07 %
7.	<a href="#">www.walrus.com.ua/for-kids/c19980/</a>		<b>1 131</b>	70,29 %	0,00 %
8.	<a href="#">www.walrus.com.ua/485559/p485559/</a>		<b>902</b>	70,07 %	0,11 %
9.	<a href="#">www.walrus.com.ua/electronics-photo/c001/</a>		<b>367</b>	44,69 %	0,00 %
10.	<a href="#">www.walrus.com.ua/music/c19650/</a>		<b>246</b>	33,33 %	0,00 %

# Кейс 1

## По итогам:

- Выявлены посадочные страницы с низким коэффициентом конверсии и высоким показателем отказов
- Страницы приведены в соответствие с текстом объявлений, ключевыми словами

## Результат:

- Конверсия выросла на **47%**
- Показатель отказов уменьшился на **73%**

## Кейс 2

### Задача:

Повысить конверсию среди пользователей при повторных покупках

### KPI:

- Коэффициент конверсии для сегмента вернувшихся покупателей



## Кейс 2

### Решение:

Разработать и внедрить систему метрик для определения барьеров на этапе оформления заказа

## Кейс 2

Оформление заказа

[Корзина](#) → **Авторизация** → [Доставка и оплата](#) → [Подтверждение заказа](#)

Введите адрес электронной почты:

Я уже зарегистрирован, мой пароль:  [Если забыли пароль](#)

Я новый покупатель

**Продолжить** →

Оформление заказа

[Корзина](#) → **Авторизация** → [Доставка и оплата](#) → [Подтверждение заказа](#)

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Я новый покупатель

**Продолжить** →

[f Войти через Facebook.com](#)

По итогам:

Внедрена перманентная авторизация и авторизация через социальные сети

Результат:

Рост конверсии для сегмента вернувшихся покупателей на **20%**

## Кейс 3

### Задача:

Определить долю трафика на посадочные страницы товаров в статусе «Нет в наличии»

### KPI:

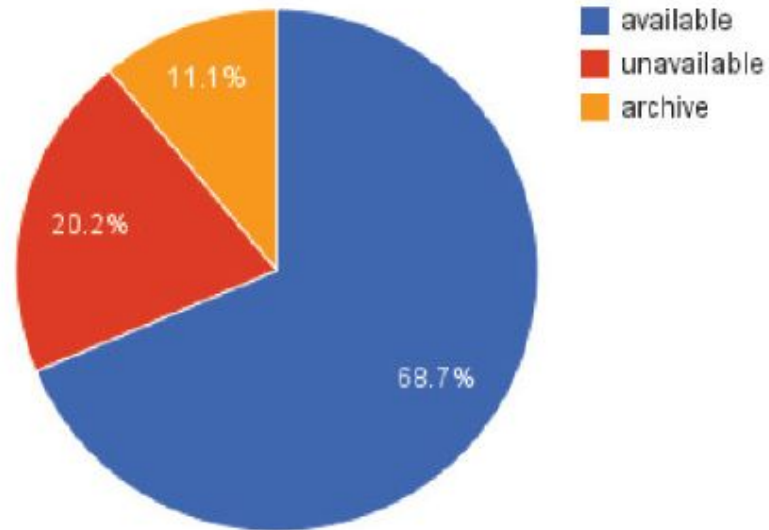
- Количество посещений
- Показатель отказов

## Кейс 3

### Решение:

- Установить кастомную переменную для отслеживания статуса товара
- Создать пользовательский отчет для анализа данных

## Кейс 3



По итогам:

- **30%** трафика идет на товары, которые нельзя купить

Рекомендации:

- Увеличить частоту выгрузок товаров на прайс-площадки
- Использовать товары-переключатели внимания

# Спасибо за внимание!

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