

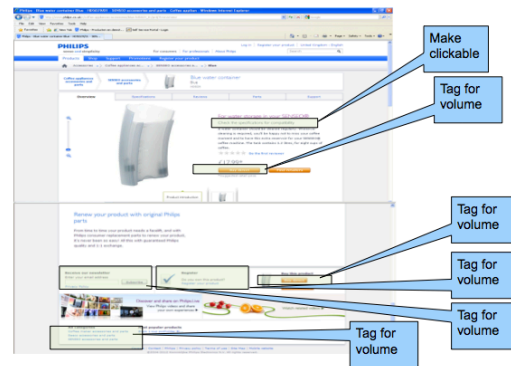
Effective online sales of a product group

Objective

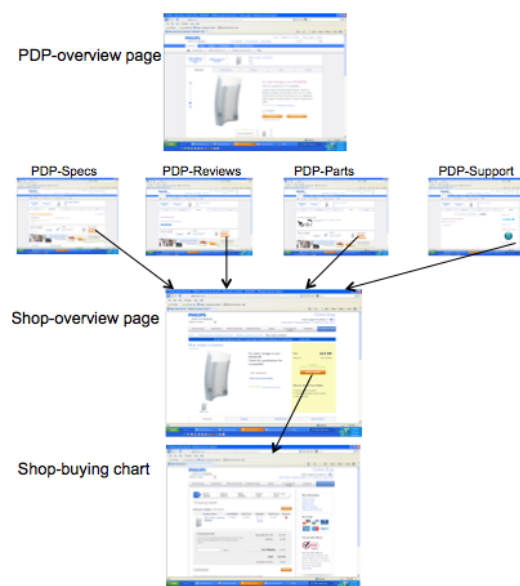
Understand the dynamics of, and increase the online sales of a product group

UXsuite solutions

1. Track detailed interactions with the page-elements of the concerned product pages, such as button/link clicks, textbox interactions, form submissions, focus/blur, scroll and mouse over behavior

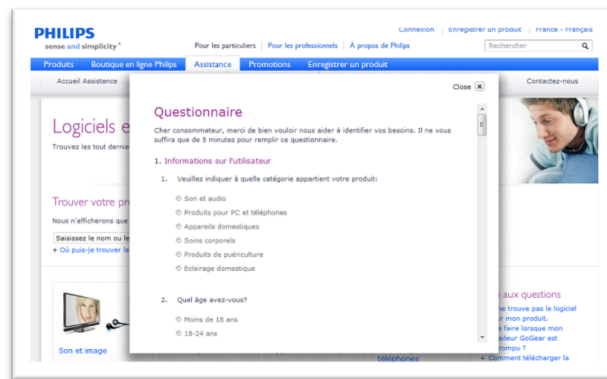


2. Page-flows tracking, with a special focus on conversion in the sales funnel



3. Surveys and proactive chats (as triggered by specifiable click paths) targeted at increasing conversion

- Short survey with an open-ended question, such as:
 - ✓ What is the reason for visiting this product detail page?
 - ✓ What kind of information were you looking for?
- Short survey with a closed-ended question, such as:
 - ✓ Are you interested in buying this product? (Yes/No) If Yes → proactive chat invite
 - ✓ Do you need help? (Yes/No) If Yes → proactive chat invite
- Extensive surveys with types of multiple-choice questions and rating scales



4. Integrated *comparative* analytics as well as *profiling* based also on (non open-ended) survey responses as filters on page-element flows and page-flows

- ✓ For example, exclusively tracking action flows of visitors who selected Happy versus Not Happy to a question (or more questions) per country