

Improved Cart Conversion By 26% For An Online Service Company

WHAT WE DID

Problem: The client is an online service company that recruits experts to provide answers to users' questions. The client wanted to improve the conversion rate of incoming traffic to drive incremental revenue.

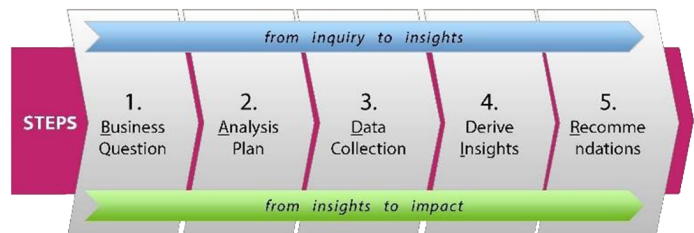
Solution: Aryng SWAT Data Science team adopted correlation and regression methodology to determine the drivers of conversion. The analyses reflected the top searched and performing services. As per the results, we recommended a change in the home page layout that led to a reduction in the number of clicks on the highest converters.

Result: Based on our recommendations, the client redesigned its web and mobile pages, which resulted in 26% incremental conversion

HOW WE DID IT

Aryng's SWAT Data Science team uses the company's proprietary data to decision – BADIR – framework for all our data science projects.

BADIR™ : Structured approach from “Data to Decisions”



01

We used “Business Question” framework to first identify the problem faced by the client. The goal was to figure out the detractors of conversion and ultimately increase the conversion.

02

Next, we brainstormed with the product team and the web team to narrow down the hypotheses on conversion detractors. An “Analysis Plan” was drafted in consensus of all the stakeholders. The plan included the required data based on the goal, the hypotheses, and the methodology.

03

We extracted data using Google Analytics and CRM based on the data specification.

04

Post that, we employed correlation analysis to identify segments with the highest and lowest conversion. We then used regression analysis to identify the top parameters that were affecting conversion. One of the key insight we derived was that a high rate of drop-off was found between pages 4 and 5 of the funnel. Similarly, another insight was that the pages viewed on mobile phones were converting very poorly. We shared the early insights with the product team, which helped us in fine tuning our recommendations.

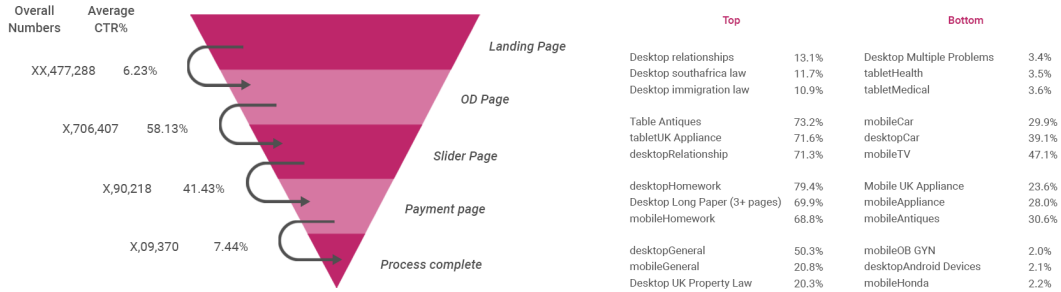
04

Based on the analysis, we made four recommendations:

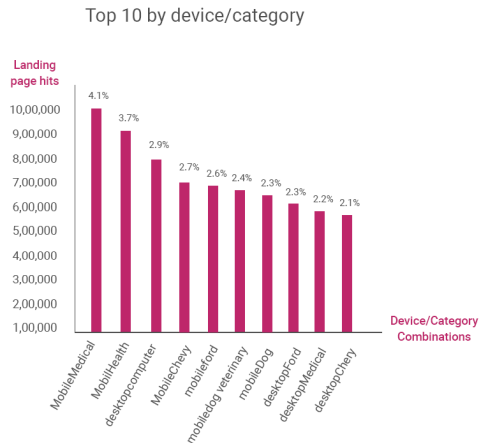
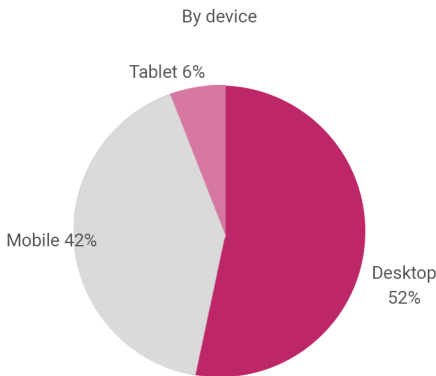
1. Adding tabs for top converts.
2. Combining the OD and Slider page, leading to a 4-page funnel to reduce drop-off rate.
3. Adding a 'Save for later' button on the payment page.
4. Optimize mobile pages for better user experience and conversion.

KEY INSIGHTS

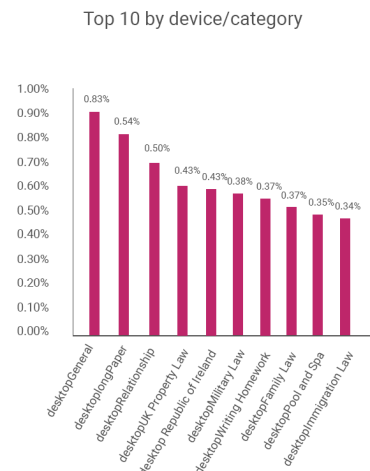
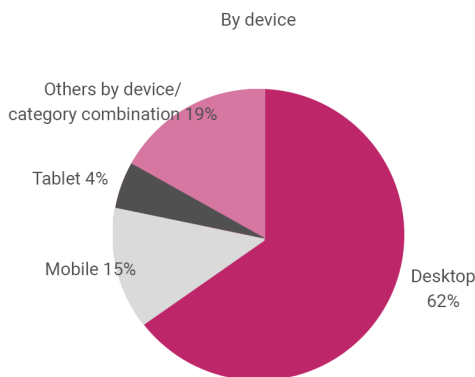
More than 90% of drop-off happening at landing and payment page



Desktop contributes to 52% of traffic (landing page hits) followed by mobile 42%.
Mobile Medical accounts for 4.1% of traffic.

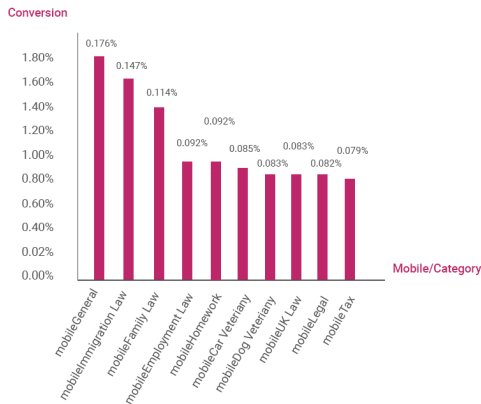


Desktop contributes 62% of conversion followed by mobile 15%.
Desktop general – 0.83%, Desktop long paper -0.54%

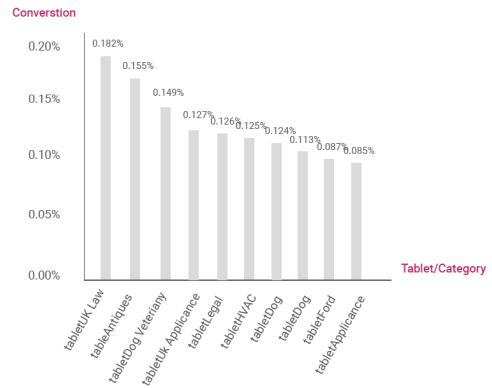


Mobile General contributes 0.176% followed by Mobile Immigration law – 0.147%.
 Tablet UK law contributes 0.182% followed by Tablet antiques – 0.155%

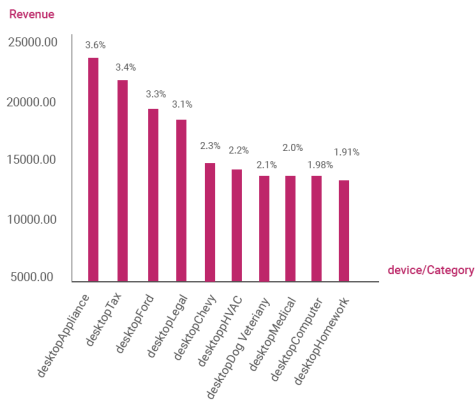
Top 10 mobile/category combinations by conversion



Top 10 tablet/category combinations by conversion



Desktop Appliance contributes 3.6% of the Revenue, followed by Desktop Tax – 3.4%, Desktop Ford – 3.3%, Desktop Legal – 3.1%



Desktop has bounce rate of 54.03%, followed by Mobile – 66.71%, Others – 63.72%, Tablet – 67.86%, Average = 60.94%

