

ECOMMERCE ANALYTICS

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Hi, I am Chris Edwards

- Website Developer 17 years
- WordPress Developer for 5 Years
- Digital Marketer/SEO for 10 Years

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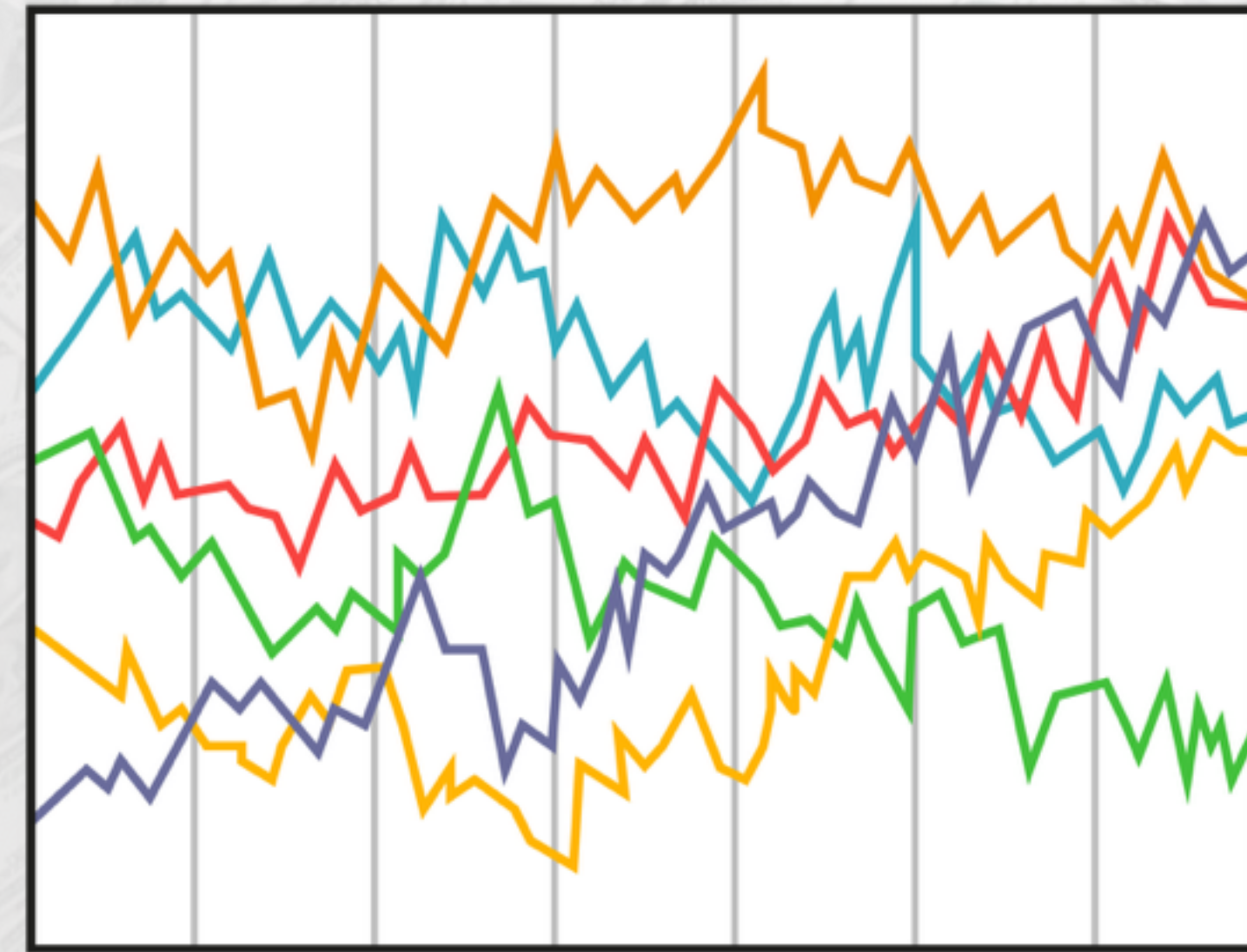
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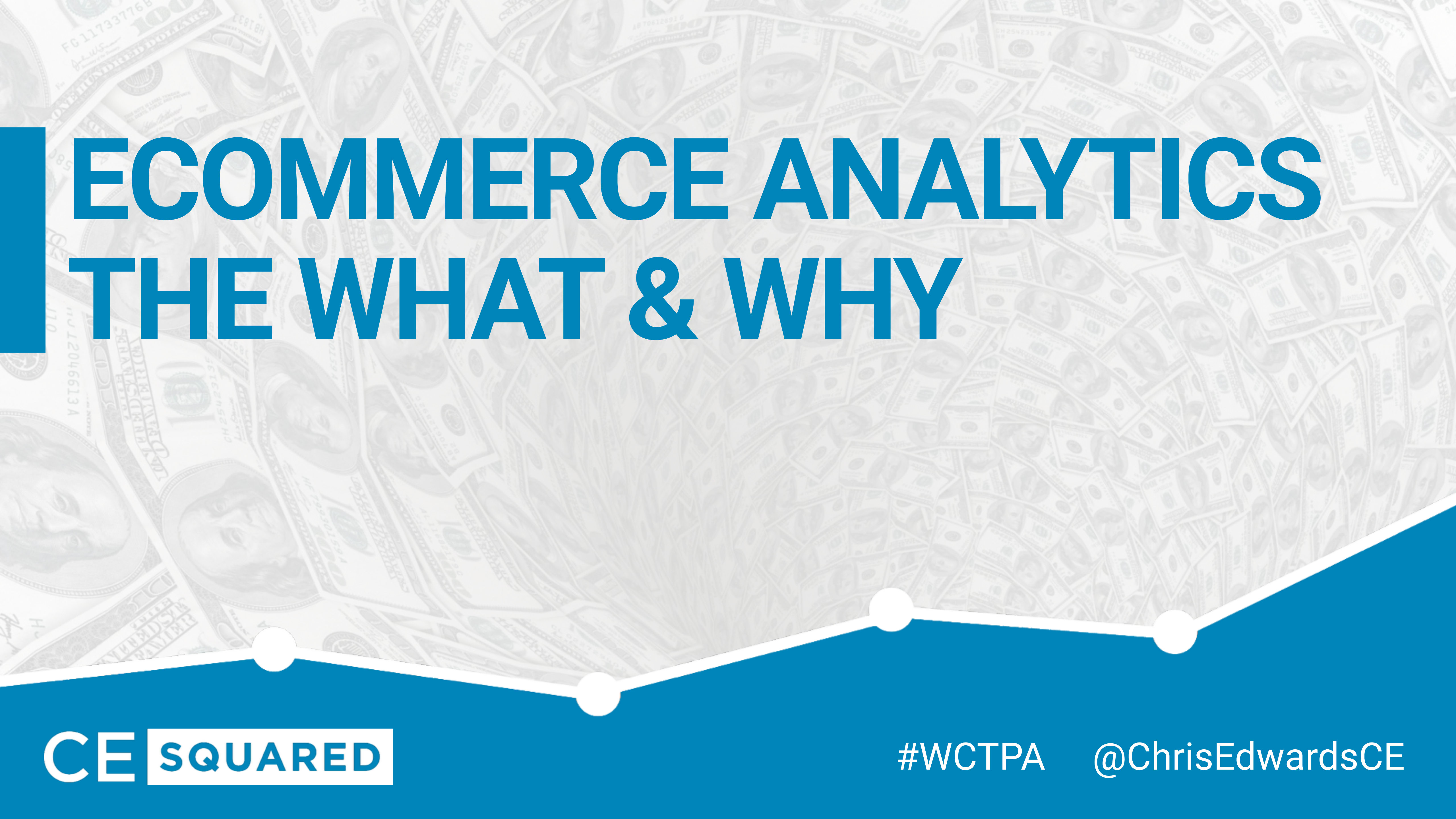


Outline For Today's Talk

- What are Ecommerce Analytics
- Google Analytics & Ecommerce
- How to Use the Data Collected

**We have a lot to get through,
please hold Questions to the end.**





ECOMMERCE ANALYTICS

THE WHAT & WHY

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What Makes Ecommerce Analytics Different Than Goal Tracking?

Goal Tracking will show you the number of conversions and an estimated value for the goal.

Ecommerce Analytics dives deeper to provide you exact transaction amounts and product performance.



Ok, So What KPIs Will I See?

- * Revenue
- * Average Order Value
- * Average Purchase Quantity of a Product
- * Product Revenue
- * Time to Purchase
- * Checkout Funnel
- * Life Time Value (KissMetrics)
- * And So Much More...



Biggest Thing To Remember

Data will not always be correct. **This is not to be a replacement for your accounting software.**

Why? Well...

- * Canceled Orders, Refunds and Test Orders
- * Data Sampling (over 250k Sessions)
- * Opted Out Shoppers (Blocking Analytics)



GOOGLE ANALYTICS ENHANCED ECOMMERCE



Google
Analytics

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Enhanced vs Standard Ecommerce

Standard Reports

- * Ecommerce Overview
- * Product Performance
- * Sales Performance
- * Transactions
- * Time to Purchase

Additional Enhanced Reports

- * Shopping Behavior Analysis
- * Checkout Behavior Analysis
- * Product List Performance
- * Internal Promotion
- * Order Coupon
- * Product Coupon
- * Affiliate Code

Setup Google Analytics Ecommerce Tracking

WooCommerce

WooCommerce has an extension called Google Analytics Pro

Easy Digital Downloads

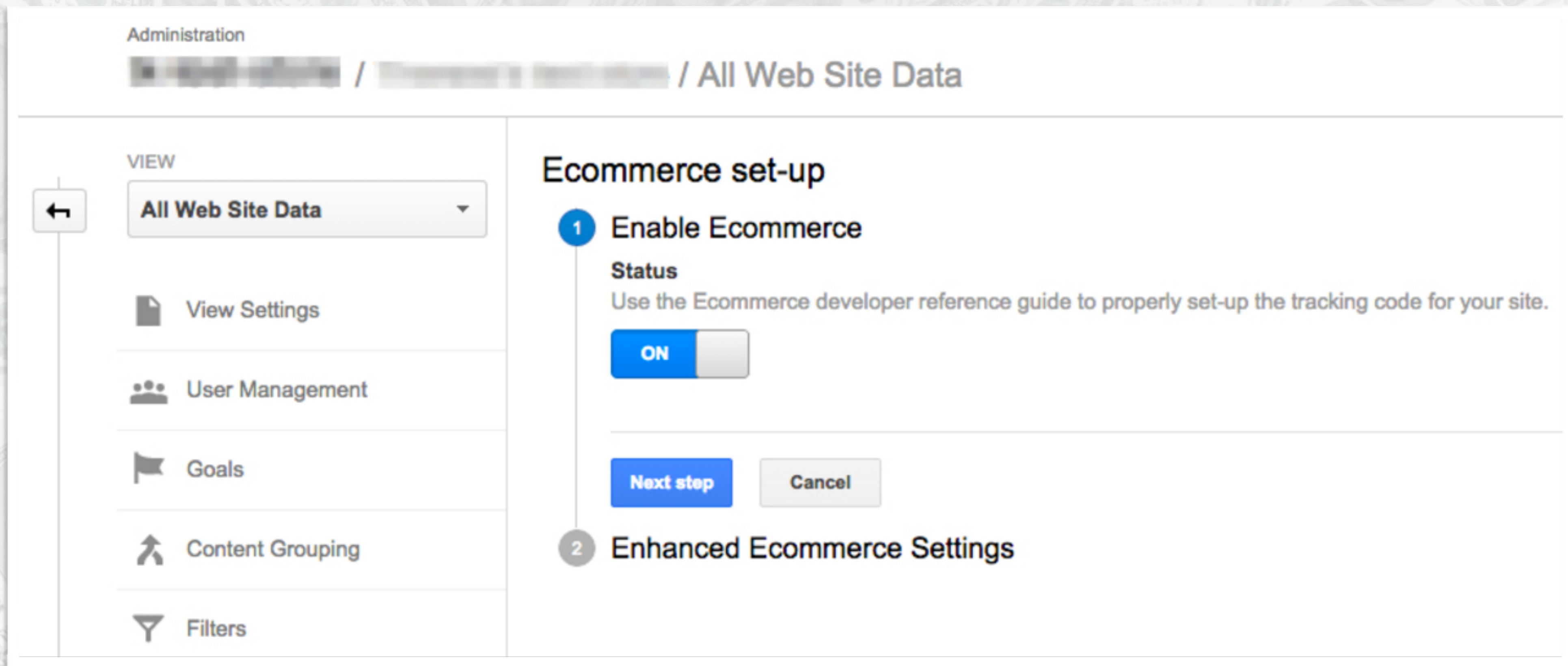
Use 3rd-party-extensions such as Monster Insights or EDD Enhanced Ecommerce Tracking from ShopPlugins

Shopify

Built in, just need to turn it on.

All links are available at <https://chrisedwards.me/wctp2016>

Enable In Google Analytics



The screenshot shows the Google Analytics Administration interface. At the top, the breadcrumb trail reads: Administration / [Account] / [Property] / All Web Site Data. On the left sidebar, under the 'VIEW' section, the 'All Web Site Data' view is selected. Below this, there are links for 'View Settings', 'User Management', 'Goals', 'Content Grouping', and 'Filters'. The main content area is titled 'Ecommerce set-up' and contains a numbered list of steps. Step 1, 'Enable Ecommerce', is the active step. It includes a 'Status' section with the instruction: 'Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.' Below this is a toggle switch that is currently turned 'ON'. At the bottom of step 1 are two buttons: 'Next step' and 'Cancel'. Step 2, 'Enhanced Ecommerce Settings', is listed below step 1 but is not yet active.

Administration
[Account] / [Property] / All Web Site Data

VIEW
All Web Site Data

- View Settings
- User Management
- Goals
- Content Grouping
- Filters

Ecommerce set-up

- 1 Enable Ecommerce**
Status
Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.
ON
Next step **Cancel**
- 2 Enhanced Ecommerce Settings

Enable In Google Analytics

Ecommerce set-up

✓ Enable Ecommerce [Edit](#)

Status: ON

2 Enhanced Ecommerce Settings

Enable Enhanced Ecommerce Reporting

ON

Checkout Labeling **OPTIONAL**

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

FUNNEL STEPS

+

Add funnel step

Submit

Cancel

Let The Plugins Know You're Enhanced

Make sure you go back to your plugin and enable enhanced ecommerce tracking if you're using it. All the plugins for WooCommerce, EDD and Shopify will require this step.

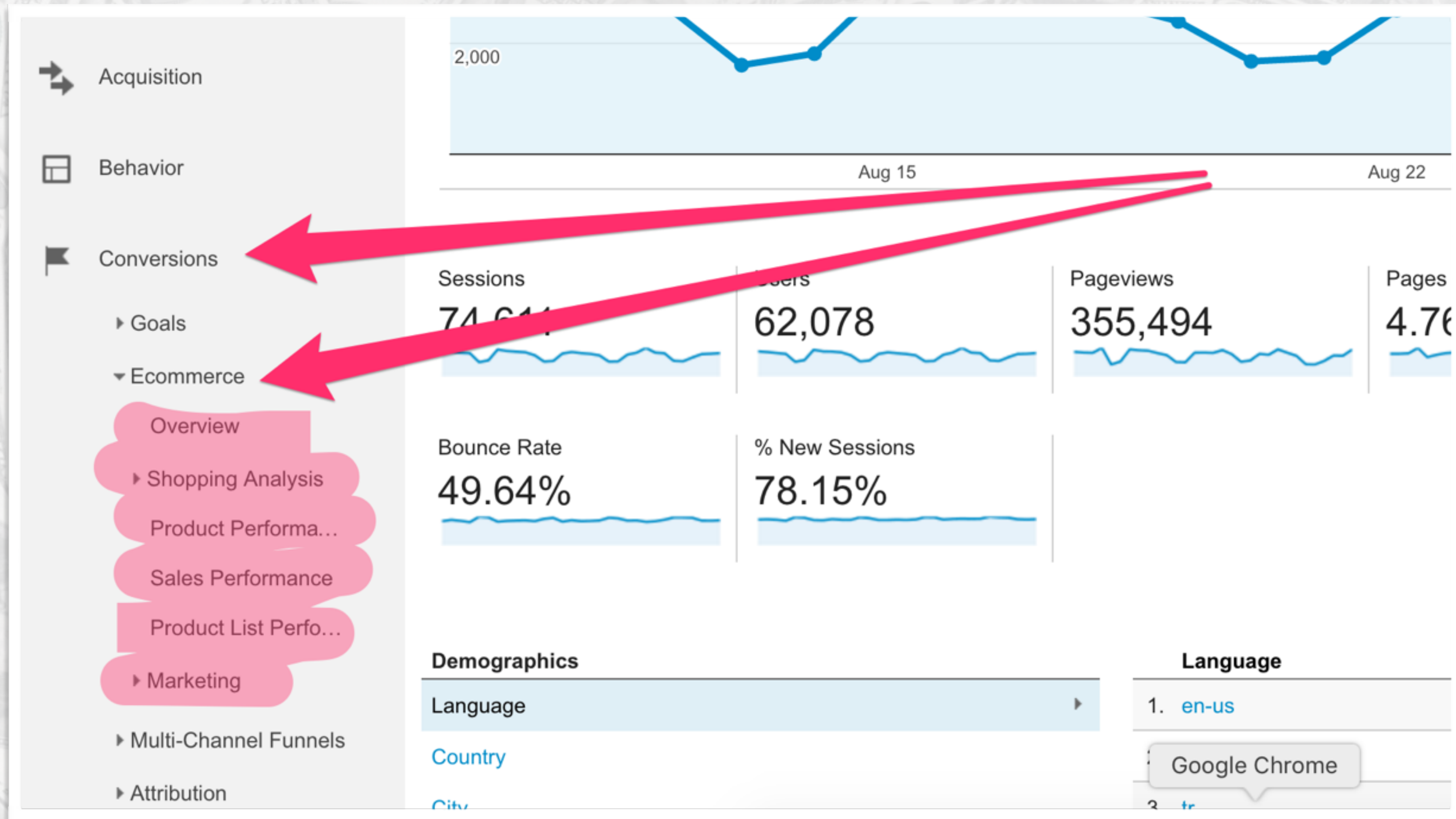


easydigitaldownloads



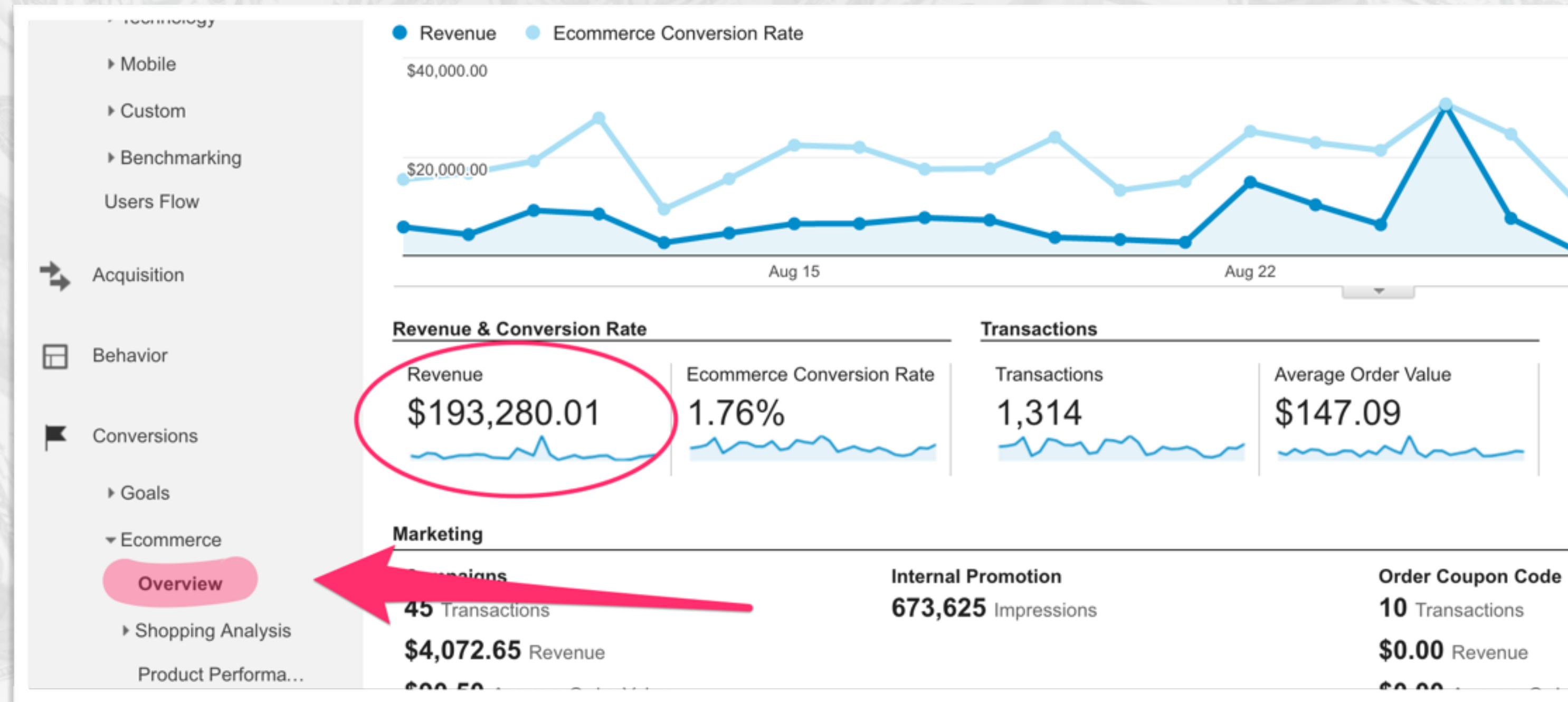
shopify

Where Do I View My KPIs?



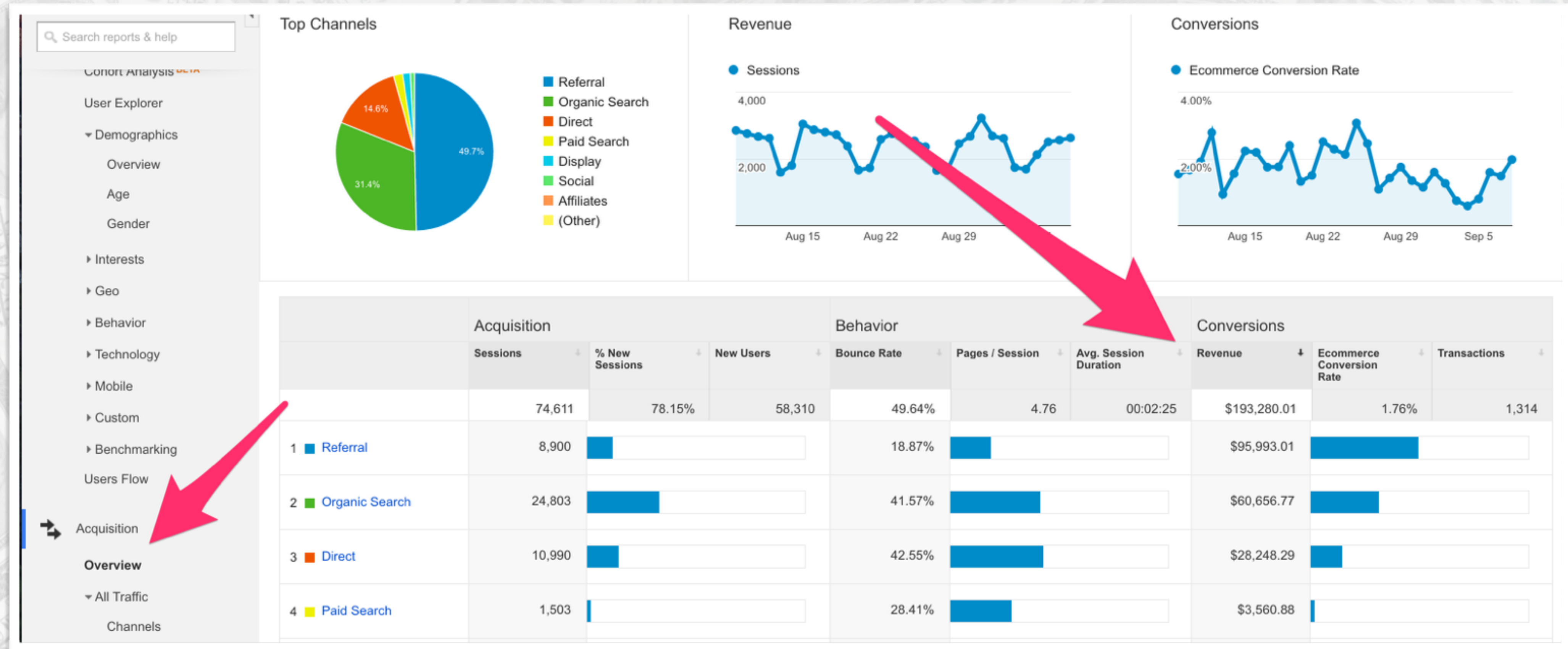
Revenue

Revenue is found under Ecommerce -> Overview



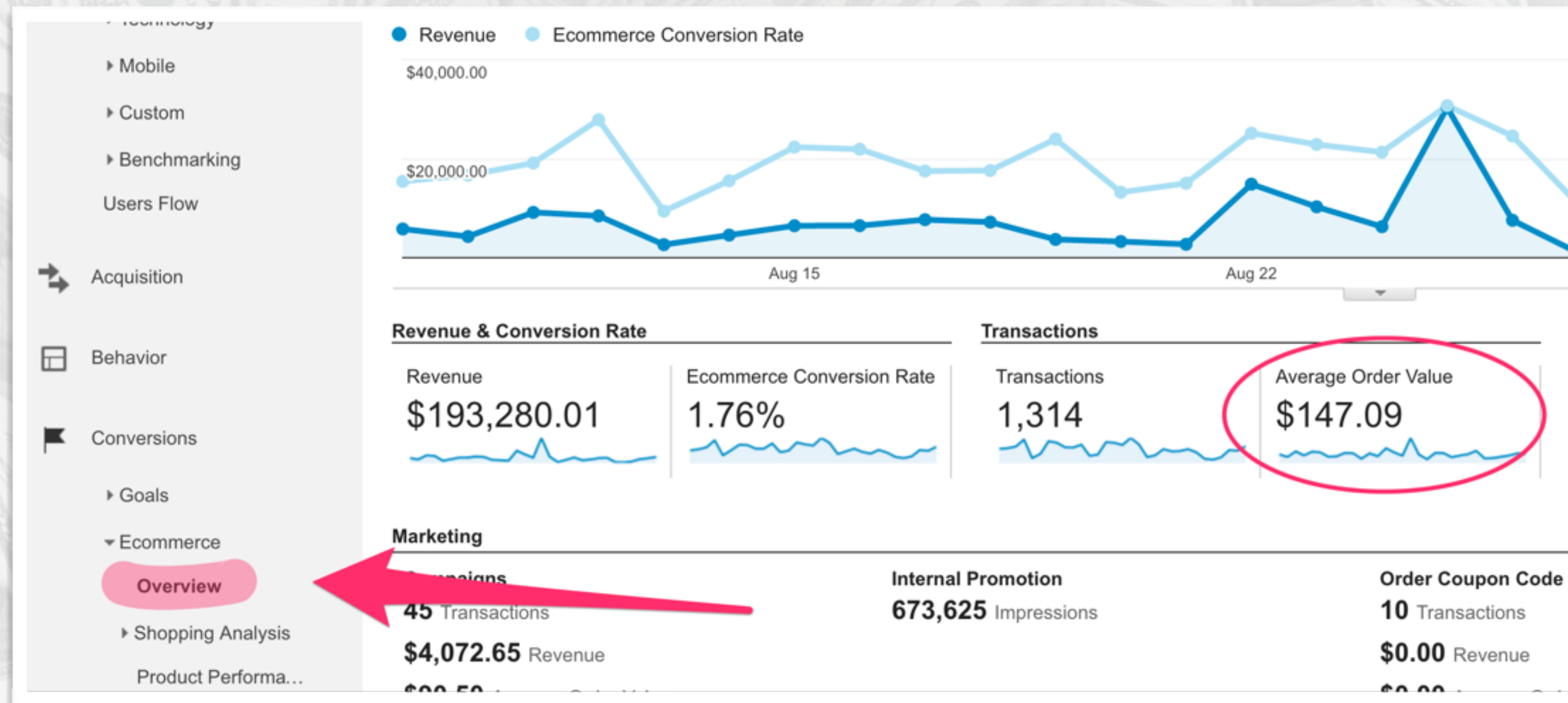
Revenue

Revenue is also found throughout many standard reports within Google Analytics



Average Order Value

Average Order Value is found under Ecommerce -> Overview



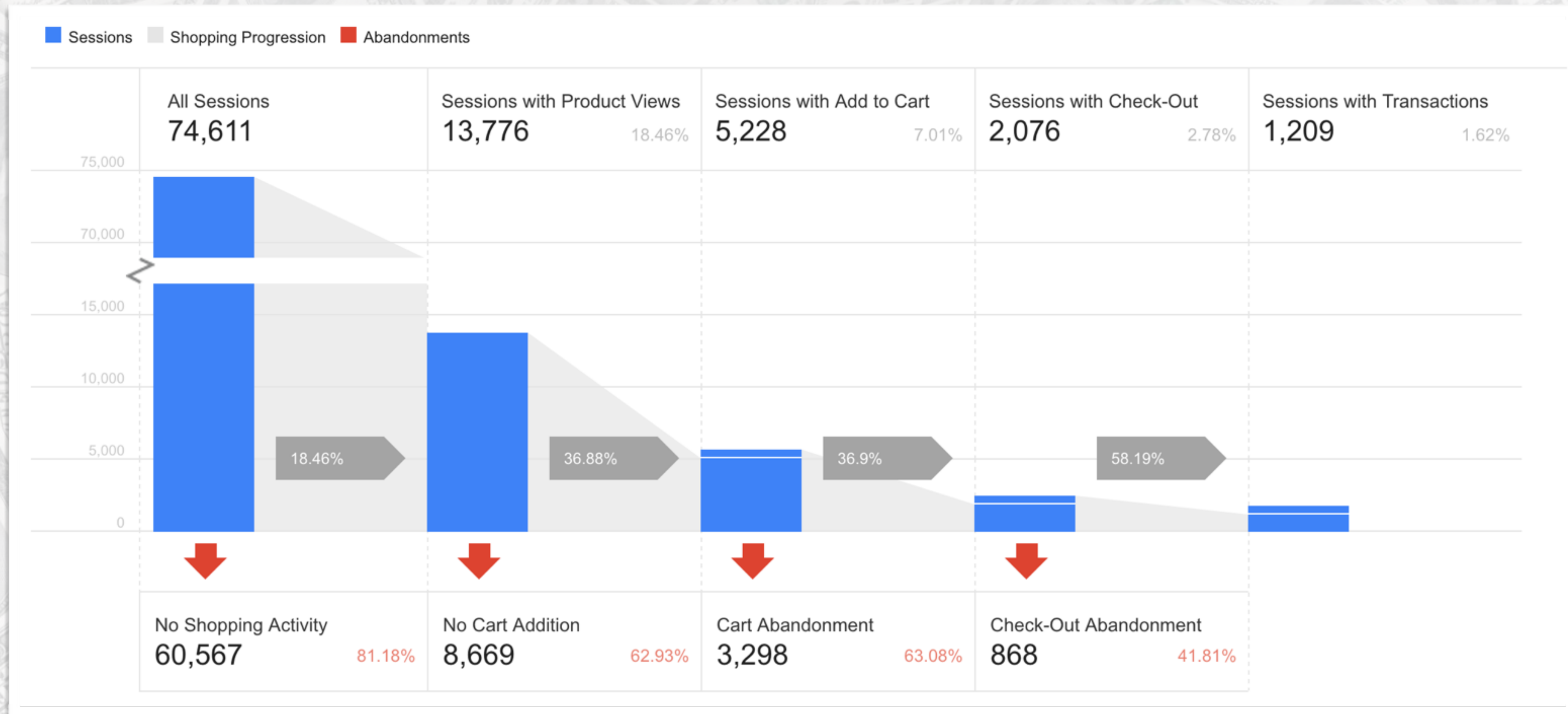
Product Performance

Product ?	Sales Performance						Shopping Behavior	
	Product Revenue ? ↓	Unique Purchases ?	Quantity ?	Average Price ?	Average QTY ?	Product Refund Amount ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
	\$158,868.66 % of Total: 100.00% (\$158,868.66)	4,286 % of Total: 100.00% (4,286)	21,581 % of Total: 100.00% (21,581)	\$7.36 Avg for View: \$7.36 (0.00%)	5.04 Avg for View: 5.04 (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)	28.20% Avg for View: 28.20% (0.00%)	8.37% Avg for View: 8.37% (0.00%)
1. 26 oz Double Wall Insulated Bottle	\$4,897.74 (3.08%)	51 (1.19%)	226 (1.05%)	\$21.67	4.43	\$0.00 (0.00%)	27.90%	8.32%
2. Leatherette Journal	\$4,700.77 (2.96%)	55 (1.28%)	503 (2.33%)	\$9.35	9.15	\$0.00 (0.00%)	28.73%	12.06%
3. Waterproof Backpack	\$4,699.48 (2.96%)	26 (0.61%)	52 (0.24%)	\$90.37	2.00	\$0.00 (0.00%)	10.24%	2.66%
4. Google 22 oz Water Bottle	\$4,262.83 (2.68%)	88 (2.05%)	1,577 (7.31%)	\$2.70	17.92	\$0.00 (0.00%)	64.47%	17.09%
5. Google Metallic Notebook Set	\$3,520.93 (2.22%)	40 (0.93%)	707 (3.28%)	\$4.98	17.68	\$0.00 (0.00%)	41.93%	11.33%
6. Google Power Bank	\$3,329.80 (2.10%)	42 (0.98%)	220 (1.02%)	\$15.14	5.24	\$0.00 (0.00%)	19.46%	8.17%
7. YouTube Leatherette Notebook Combo	\$3,174.07 (2.00%)	32 (0.75%)	533 (2.47%)	\$5.96	16.66	\$0.00 (0.00%)	44.39%	8.36%
8. Google Men's Zip Hoodie	\$2,922.59 (1.84%)	56 (1.31%)	61 (0.28%)	\$47.91	1.09	\$0.00 (0.00%)	24.77%	8.67%
9. Google Men's 100% Cotton Short Sleeve Hero Tee White	\$2,891.47 (1.82%)	109 (2.54%)	193 (0.89%)	\$14.98	1.77	\$0.00 (0.00%)	38.29%	8.96%
10. Google Sunglasses	\$2,478.70 (1.56%)	147 (3.43%)	768 (3.56%)	\$3.23	5.22	\$0.00 (0.00%)	56.81%	20.42%

Time to Purchase / Time Lag

	Time Lag in Days	Conversions	Conversion Value	Percentage of total <div> <div></div> Conversions <div></div> Conversion Value </div>
	0	10,165	\$100,650.95	68.23% 52.08% <div></div>
	1	478	\$7,070.18	3.21% 3.66% <div></div>
	2	245	\$12,467.90	1.64% 6.45% <div></div>
	3	214	\$4,569.66	1.44% 2.36% <div></div>
	4	225	\$2,660.56	1.51% 1.38% <div></div>
	5	190	\$3,176.90	1.28% 1.64% <div></div>
	6	250	\$4,826.63	1.68% 2.50% <div></div>
	7	196	\$2,722.70	1.32% 1.41% <div></div>
	8	143	\$2,797.73	0.96% 1.45% <div></div>
	9	172	\$3,374.23	1.15% 1.75% <div></div>
	10	108	\$834.75	0.72% 0.43% <div></div>
	11	139	\$3,288.08	0.93% 1.70% <div></div>
	+ 12-30	2,373	\$44,839.74	15.93% 23.20% <div></div>

Shopping Behavior



Shopping Behavior

- * **No Shopping Activity** - Not starting a shopping activity on a website
- * **No Cart Addition** - Viewing a product but not adding it to the shopping cart
- * **Cart Abandonment** - Adding a product to the shopping cart but then not starting the checkout process
- * **Checkout Abandonment** - Starting a checkout process but not completing the purchase

Checkout Behavior





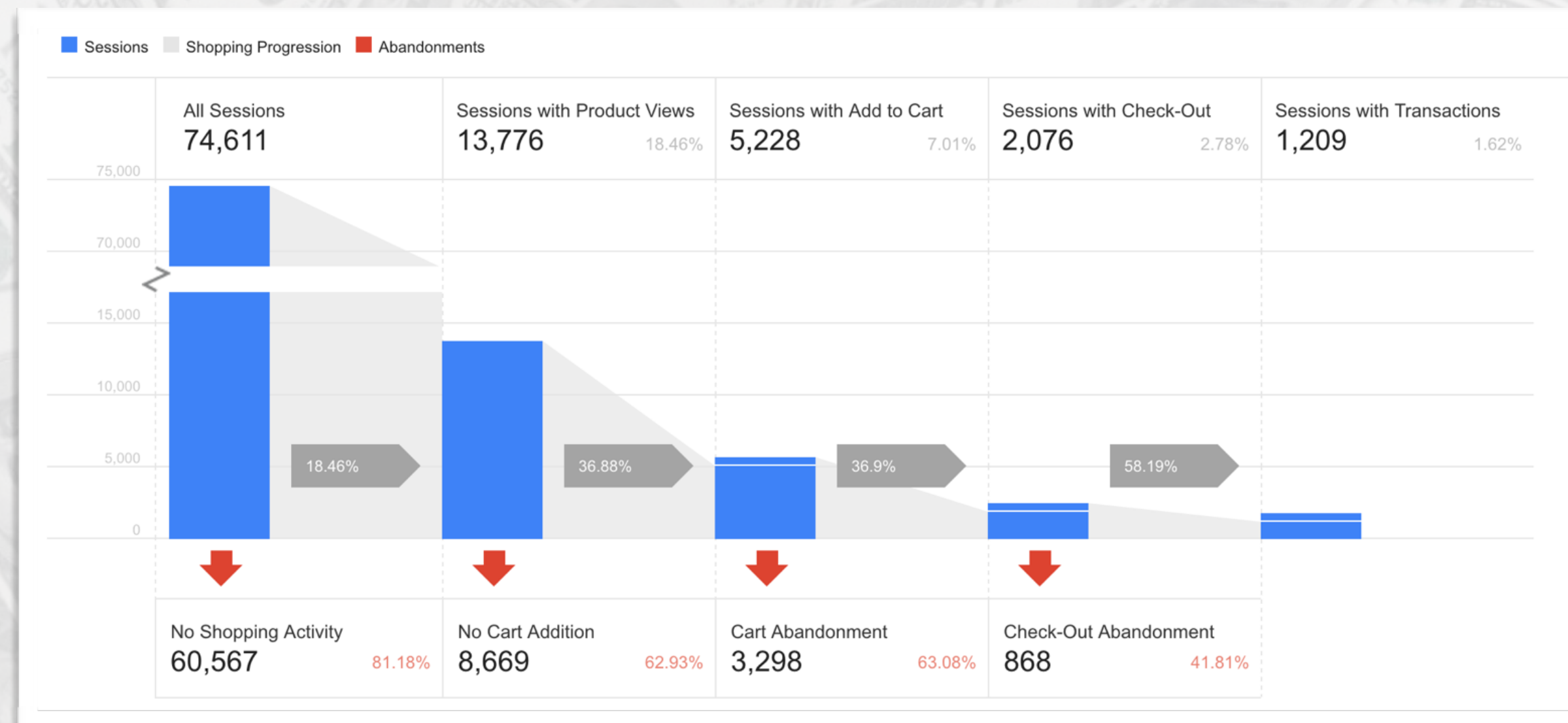
UNDERSTAND YOUR DATA

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AHH! One of my Steps Has A Steep Dropoff



Look at shopping and checkout behavior analysis step to step and identify where most of your visitors are dropping off. This is where we need to focus some efforts.

Why Did They Drop Off?

To fix a problem, we must first know what is causing it. There are several ways to do this.

- *Identify Common Causes
- *Bug Check
- *On Page Surveys
- *Heatmaps
- *Visitor Recordings
- *A/B Testing

Let's Combat This!



Common Causes

No cart addition? Check your add to cart button or is that page working correctly?

Shopping cart abandonment? Did they find a better price or forget to come back when shopping for a better price?

Checkout abandonment? Check your UX, maybe they got lost? Did you present them with an unexpected cost or high shipping? What about an error in filling out your form?

Check For Bugs

Run through and do a full QC of the steps where people are dropping off.

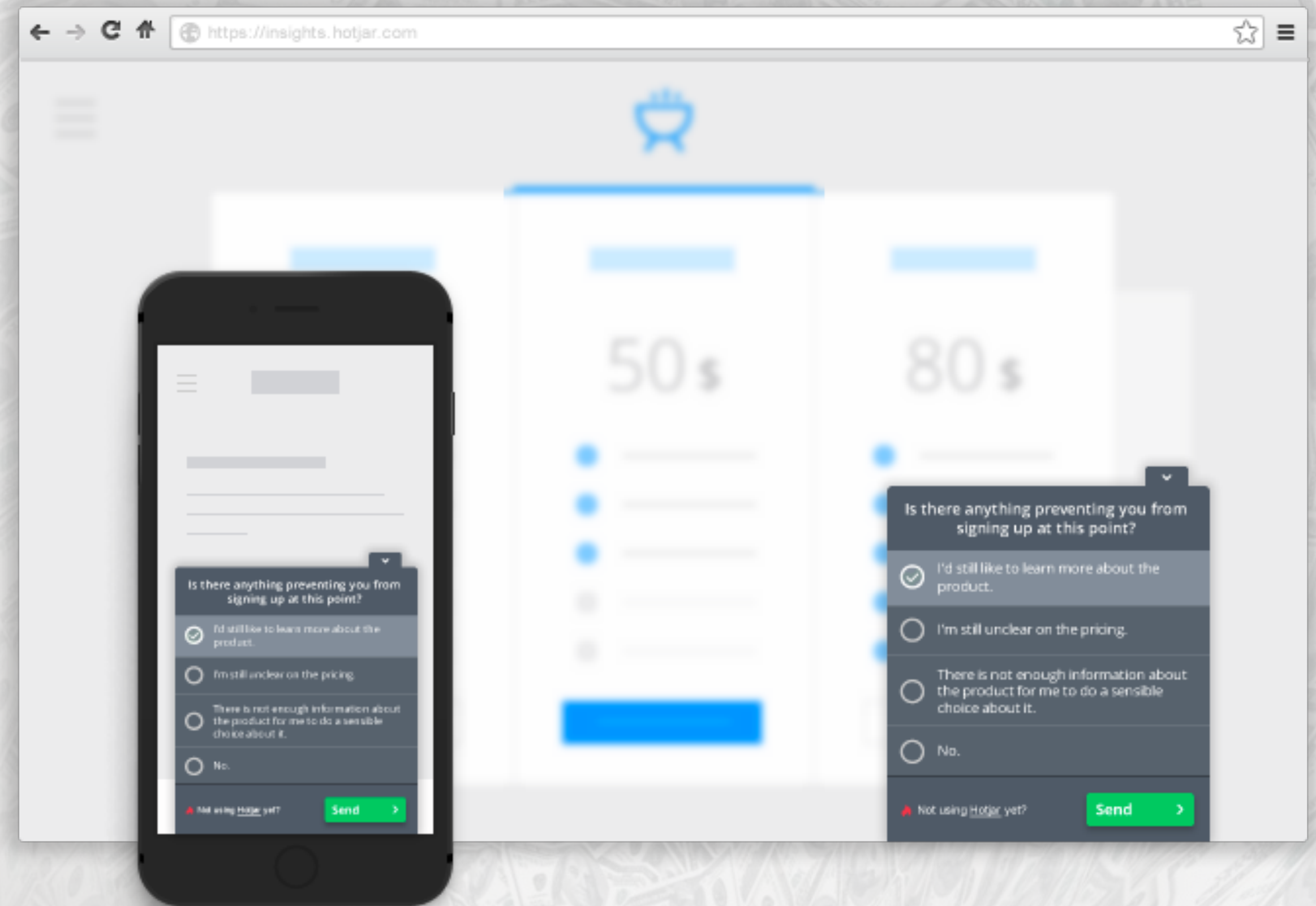
Don't forget to browser test as well!



On Page Surveys

Ask questions at funnel drop off points.

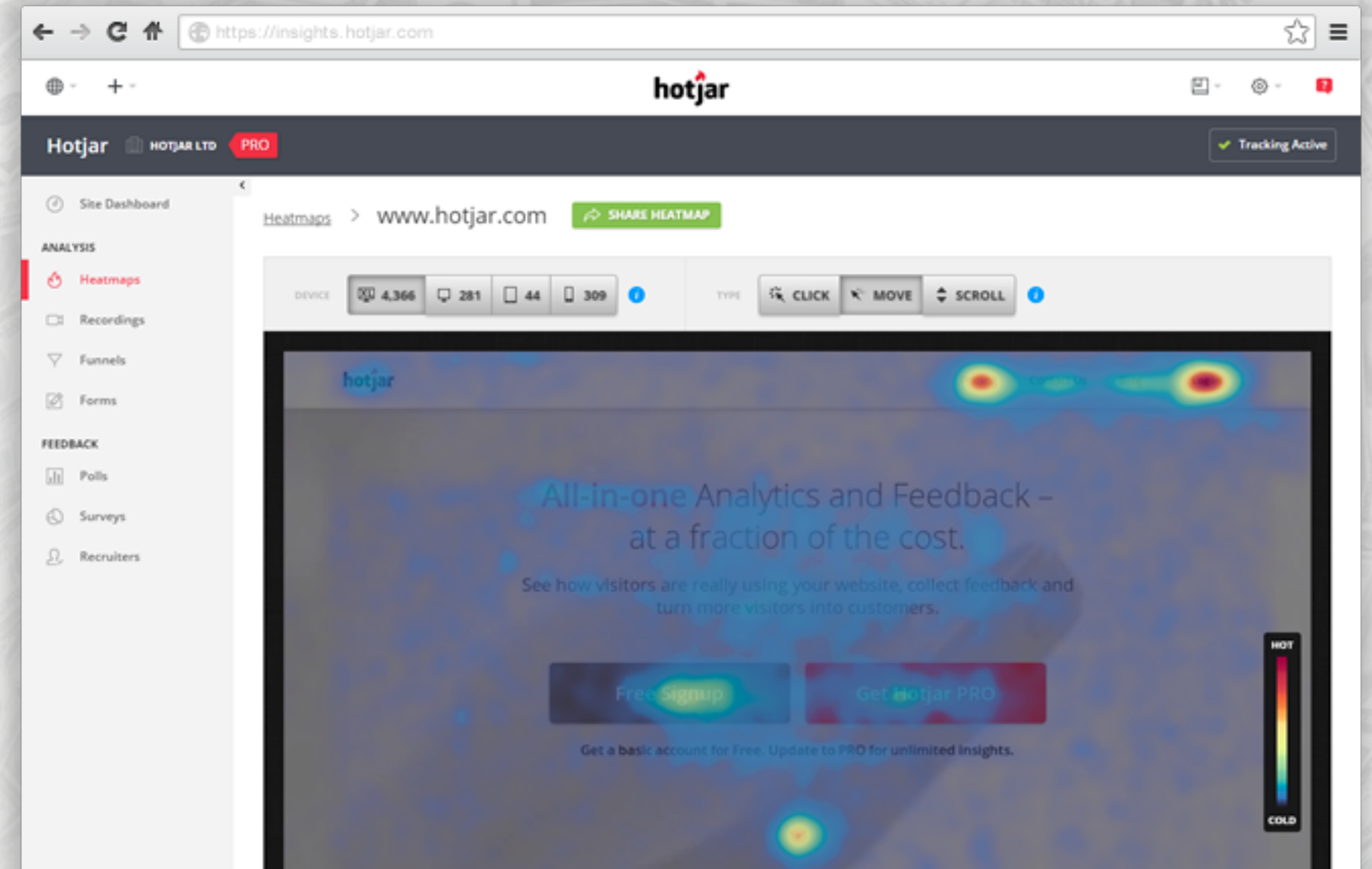
- * How can we help?
- * Are you looking for something we don't have?
- * Do you need assistance?
- * How can we improve?



Heatmaps

Learn what is being clicked

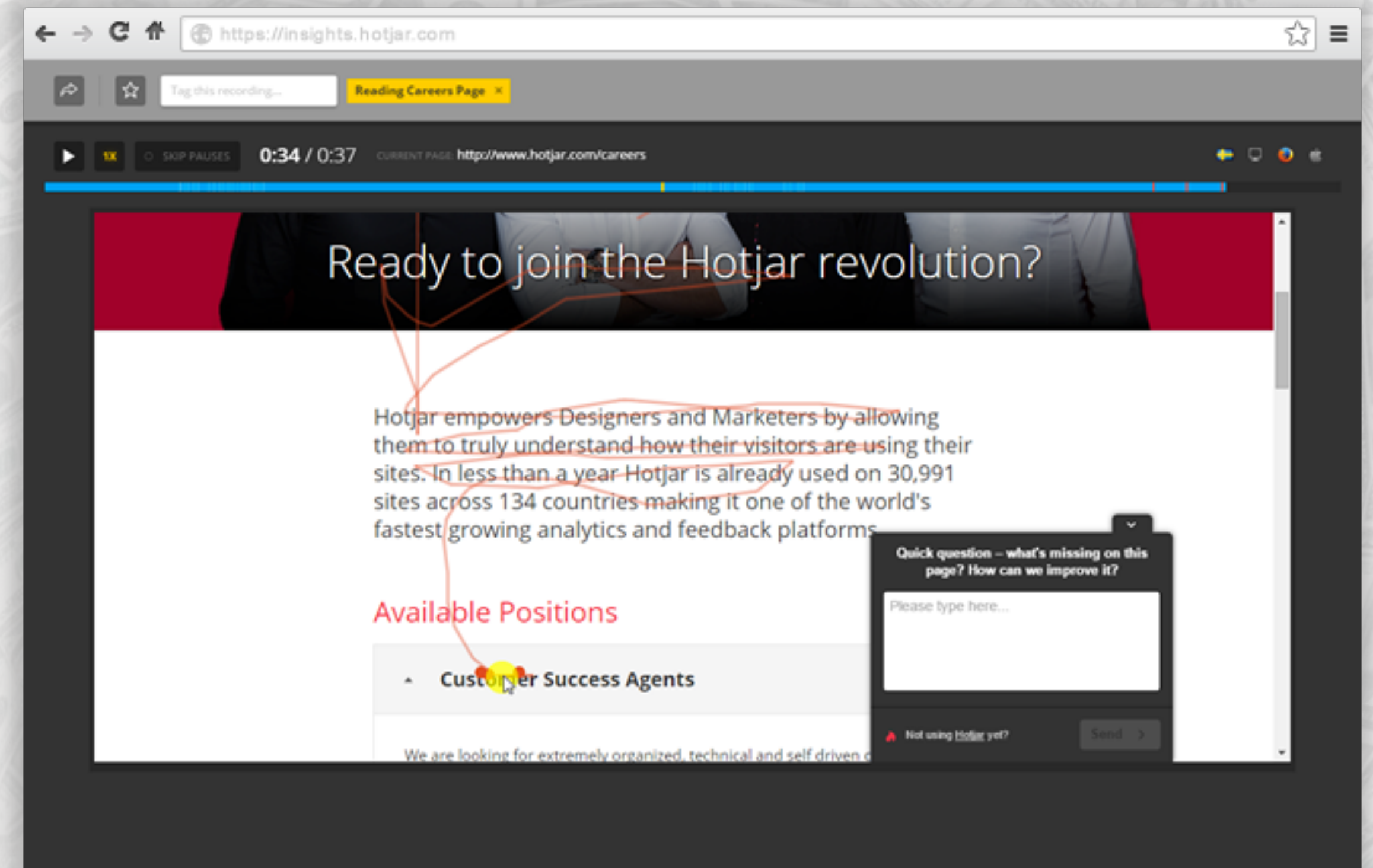
- * Find cold spots
- * What are they looking at?
- * What are they reading?



Visitor Recordings

Watch the visitors. You can even watch Hotjar funnel steps.

- * See their mouse movements
- * Identify long pauses
- * Identify “lost” visitors
- * Look for bugs



AB Test!


Run an AB test to try different variants of each test. Some AB Test tools will integrate with Mixpanel and Kissmetrics funnels to make it easier to identify which ones improved your funnel.



What Else Should I Use This Data For?



DASHBOARDS!!!

 Dashboards

▼ Shared

Audience Snapshot

Device


Ecommerce

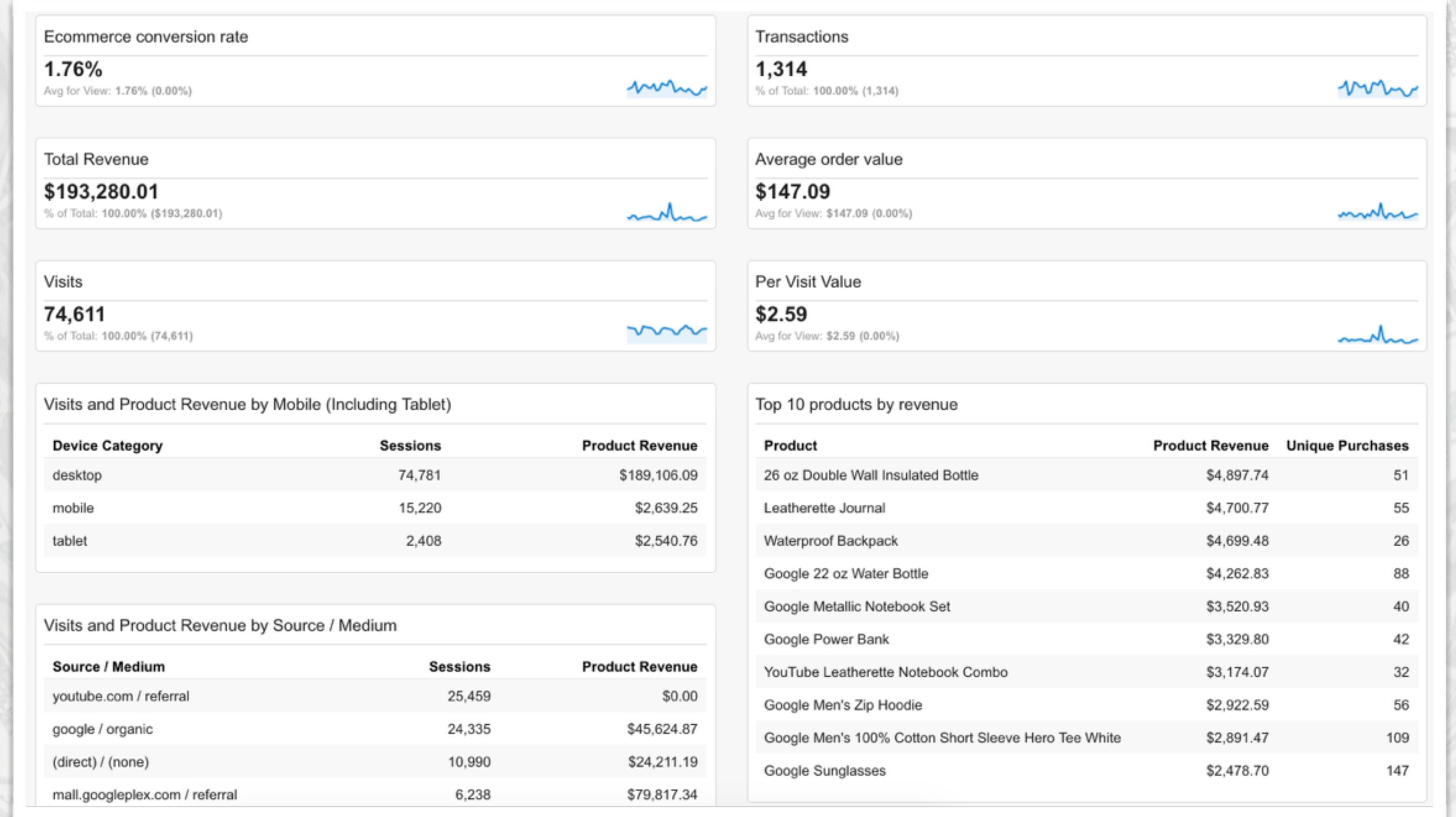
Real-Time

SEO Performance

Site Performance ...

+ New Dashboard

 Shortcuts



Develop New Products

Which product out performs all the others? Are certain variants selling better?

Use these insights to build out new products to offer

Top 10 products by revenue

Product	Product Revenue	Unique Purchases
26 oz Double Wall Insulated Bottle	\$4,897.74	51
Leatherette Journal	\$4,700.77	55
Waterproof Backpack	\$4,699.48	26
Google 22 oz Water Bottle	\$4,262.83	88
Google Metallic Notebook Set	\$3,520.93	40
Google Power Bank	\$3,329.80	42
YouTube Leatherette Notebook Combo	\$3,174.07	32
Google Men's Zip Hoodie	\$2,922.59	56
Google Men's 100% Cotton Short Sleeve Hero Tee White	\$2,891.47	109
Google Sunglasses	\$2,478.70	147

Understand Marketing Spend

Search Query ?	Acquisition				Behavior		Conversions eCommerce ▾		
	Clicks ? ↓	Cost ?	CPC ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	1,340 % of Total: 99.48% (1,347)	\$282.59 % of Total: 99.24% (\$284.74)	\$0.21 Avg for View: \$0.21 (-0.24%)	1,337 % of Total: 1.79% (74,611)	25.06% Avg for View: 49.64% (-49.52%)	8.10 Avg for View: 4.76 (69.98%)	2.54% Avg for View: 1.76% (44.40%)	34 % of Total: 2.59% (1,314)	\$3,470.96 % of Total: 1.80% (\$193,280.01)
1. google merchandise	299 (22.31%)	\$19.76 (6.99%)	\$0.07	348 (26.03%)	22.41%	8.98	3.45%	12 (35.29%)	\$902.65 (26.01%)
2. google merchandise store	238 (17.76%)	\$31.56 (11.17%)	\$0.13	279 (20.87%)	25.09%	7.98	1.43%	4 (11.76%)	\$520.34 (14.99%)
3. google online store	86 (6.42%)	\$24.92 (8.82%)	\$0.29	81 (6.06%)	34.57%	4.91	1.23%	1 (2.94%)	\$26.89 (0.77%)
4. google apparel	35 (2.61%)	\$4.40 (1.56%)	\$0.13	41 (3.07%)	12.20%	8.17	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. google clothing	32 (2.39%)	\$4.70 (1.66%)	\$0.15	33 (2.47%)	15.15%	9.15	6.06%	2 (5.88%)	\$119.27 (3.44%)
6. google merch	30 (2.24%)	\$1.50 (0.53%)	\$0.05	31 (2.32%)	16.13%	9.42	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. google store mountain view	28 (2.09%)	\$8.32 (2.94%)	\$0.30	32 (2.39%)	9.38%	10.50	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. google merch store	26 (1.94%)	\$4.79 (1.70%)	\$0.18	37 (2.77%)	8.11%	15.38	8.11%	3 (8.82%)	\$963.08 (27.75%)
9. wireless earbuds	22 (1.64%)	\$13.28 (4.70%)	\$0.60	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. google gift shop	19 (1.42%)	\$4.83 (1.71%)	\$0.25	23 (1.72%)	17.39%	6.43	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. waterproof backpack	16 (1.19%)	\$10.13 (3.58%)	\$0.63	0 (0.00%)	0.00%	0.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. shop on google	15 (1.12%)	\$4.55 (1.61%)	\$0.30	15 (1.12%)	33.33%	3.13	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. google shirts	14 (1.04%)	\$4.72 (1.67%)	\$0.34	7 (0.52%)	0.00%	10.14	14.29%	1 (2.94%)	\$26.50 (0.76%)

Is He Done Yet?

If you have an ecommerce business, tracking your performance can be key to take control of your business and move to the next level.

There is no such thing as having too much data.
Tracking your data is simple with plugins and tools such as Monster Insights, anyone can do it, **SO START TRACKING!**



THANK YOU

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Slides and all links are available at
<https://chrisedwards.me/wctpa2016>

Questions?