ECOMMERCE FUNNEL ANALYSIS - ONLINE APPAREL CASE STUDY

Objective: Improve ecommerce throughput by identifying the drop-off points in the purchasing funnel to help personalize the website product offering.

Approach: By comparing new and repeat customers by specific customer segments, we were able to customize the product offerings for various buyer journeys and rank customer purchasing intent for acquisition and repeat purchasing.

Results:
- 50% increase in products being added to a cart
- 25% increase in checkouts

Get more from your marketing – connect with us:
Email: info@4thleafsolutions.com
Phone: 206-412-7496