## 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

419,470 224,028 41,413 20,072 16,092 No Shopping Activity Check-Out Abandonmen 194,652 46.4% 182,340 81.39% 22,288 4.098 All Sessions Product Views 214,185 110,590 11.01% 11,340 205,285 113,438 55.26% 22.597 5.52% 9.023 4.40%

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