

Understanding customer journey and conversion for a website services company

Objectives

- Identify the steps small businesses and consumers take leading to a purchase decision
- Understand how potential customers engage with the client during the decision-making process
- Identify the drivers of and barriers to choosing the client's services

Research Design

- Surveyed 2,000 consumers and businesses who had at least begun the planning process
- The study is repeated annually to determine whether the purchase journey is changing and to monitor the client's progress in growing conversion

Results

- Based on our recommendations, client changed when they engage with potential customers to reach them earlier in the decision process
- Client is connecting with potential customers at key touchpoints along their path to purchase
- Client has addressed barriers to increase conversion rate