

Making eCommerce work

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Search Engines

- Easily the most important marketing item
- Google
 - Try “Computer Science” – the lab comes on page 2
 - Try “Computer Laboratory” – the lab comes top
 - Poor nomenclature in the marketplace
 - Try “Last Minute Holidays”
 - But note also www.lastminute-wales
- Algorithm
 - Page ranking (peer review)
 - Which led to scams (checks IP now)
 - Meta text, URL, page title, headings more important
 - Massively parallel retrieval, rank and search
- Google adword campaigns

Driving traffic

- Special targets
 - UK Online – Parents and kids
 - WorldPOP – 12 to 16 year old females
 - Actually paid by music industry
- Adverts
 - Click to win a car
- Known URL
 - www.microsoft.com
- Freshness (even if just the date)
 - Nothing sadder than “last altered June 1999”
- Social networks
 - Facebook, Twitter etc

Logs and Audit

- Who bought what and when
 - I bought this from you and it's faulty
 - Why have I been charged for this?
- ISPs must keep records for RIP
 - Regulation of Investigatory Powers
- BBCi: The country's most popular destination
 - How do they know?
- Ad costs
 - Separate landing pages
 - Per impression
 - Adwords
 - effectiveness

Words mean what I want them to

- Hit: Primitive object served by the server
 - Or proxy request (not quite the same)
 - Multiple object to the page
 - Impression: Banner ad served – measured by counter
- Page view: Pages or frames served
- Click: Deliberate action by the user
 - Not refresh or script generated
 - But timeout refreshes are interesting
- Visit: Multiple pages on site
 - trajectory
- Unique User/day
- Exit popups

Answers depend on the questions

- Audit
 - Advertising returns and effectiveness
 - Confirmation of transaction
- Traffic analysis
 - 80% of the site is wasted
- Confirming user behaviour
 - Still need focus groups to find out why
- Trend analysis

Data mining

- Lots of data
 - Lots of data: 100 bytes/hit ->Gigabytes/week
 - Multiple sources: e.g help desk, servers, proxy, telephone logs, radius logs etc
- Hits, clicks, page views, visits, trajectories etc
- Answers depend on the questions
- Personalisation and localisation
 - Models of the user
 - Bins and profiles
- Collaborative filtering
 - X liked these so you'll like them too
- Affinity marketing
 - Special offers from our carefully selected partners
- Real-world matching
 - Sainsbury's data mountain

Communities

- Chat
- Bulletin boards
- Social networking eg Facebook etc
- BBC
- Amazon
- Feedback and people feel good about it
 - But beware false shoppers who are actually competitors

Typical Behaviour

- 40% chat
 - Maybe overstated because of frequent refreshes
- 10% mail, newsgroups, mail lists (75%)
- 5% help, admin, accounts, home page
- 3% search
- 2% favourites
- Less than 1% purchase (same as mail order)
- Remainder random surfing
 - 40% “specialist content”
 - 30% shopping
- Model (still) as “sad lonely geek” BUT
- Fastest growing demographic is women over 60
 - Genealogy

Typical behaviour II

- 100,000 impressions
- 1% - 1000 clicks/new visitors
 - About the same as mail shot
 - CPC costs maybe \$0.5 – \$5
- 5% - 50 register/trial
 - Depends how hard registration is.
- 2%- 1 Purchase
- <http://www.google.com/onlinechallenge/>

Typical funnel

| Stat | Actual | % Funnel | % Conversions | |
|-------------------------------|--------|----------|---------------|------------------------------|
| Unique Visitors | 84867 | | | |
| New Unique Visitors | 82170 | 96.82% | 96.8% | % Unique Visitor = New |
| Unique Download Page Visitors | 15141 | 17.84% | 18.4% | % New Visitor = Download |
| New Registrations | 4318 | 5.09% | 28.5% | % Download = Registered |
| New Trial Users | 3192 | 3.76% | 73.9% | % Registration = Trial User |
| New Paying User | 94 | 0.11% | 2.9% | % Free Trialer = Paying User |
| Cancelled Subscriptions | 17 | 0.02% | 2.8% | % Total Subscriptions |
| | | | | |

Sales funnel

AIDA model

Awareness

Interest

Desire

Action

Satisfaction

Prospects

Contact

Demo/Trial

Negotiate

Close

Satisfaction



Impression

Click through

Register

Demo

Purchase

Satisfaction

Alphabet soup

| | |
|------|--------------------------------------|
| CPC | Cost Per Click (what Google charges) |
| CPA | Cost Per Acquisition aka COCA |
| ARPU | Average Return per User (in period) |
| CLV | Customer Lifetime Value |

Apps

- Proliferation of devices
 - iPhone, iPad, Android
 - <http://appinventor.googlelabs.com/about/index.html>
 - Facebook games etc
- Controlled by vendor
 - Limits revenue
- (mostly) Fashion
 - Top 10 list important

Social Media

- Keep in touch
 - Human face
 - Consistent voice
 - Community
 - Feedback

Future

- Mobile
- TV
- Clicks and mortar
- Multiple devices
- Adverts are annoying and don't work
 - Pop-up hell
- Content will no longer be free
 - Yahoo paid-for email
 - Daily Telegraph, News group
- Pay for E-mail
 - Penny Black