Stop Funding Your Competitors

Why Your Customers Are Leaving

Alan Harris
Conversion Optimization Evangelist
Blue Triangle Technologies

STOP FUNDING **YOUR COMPETITORS**

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What We'll Cover

How you are funding your competition

How to fix it

A simple technique to improve revenue by +5%-10%

The branding metric that you are ignoring

The Golden Rule

Getting it right the first time

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Microsoft

lululemon athletica

KOHL'S

Toys"R"Us

STEVE MADDEN

Marriott

J.CREW

OtterBox

SPORTS AUTHORITY

tigerlily

VONZIPPER

Betsey Johnson

BILLABONG

Rainbow

IHG InterContinental Hotels Group

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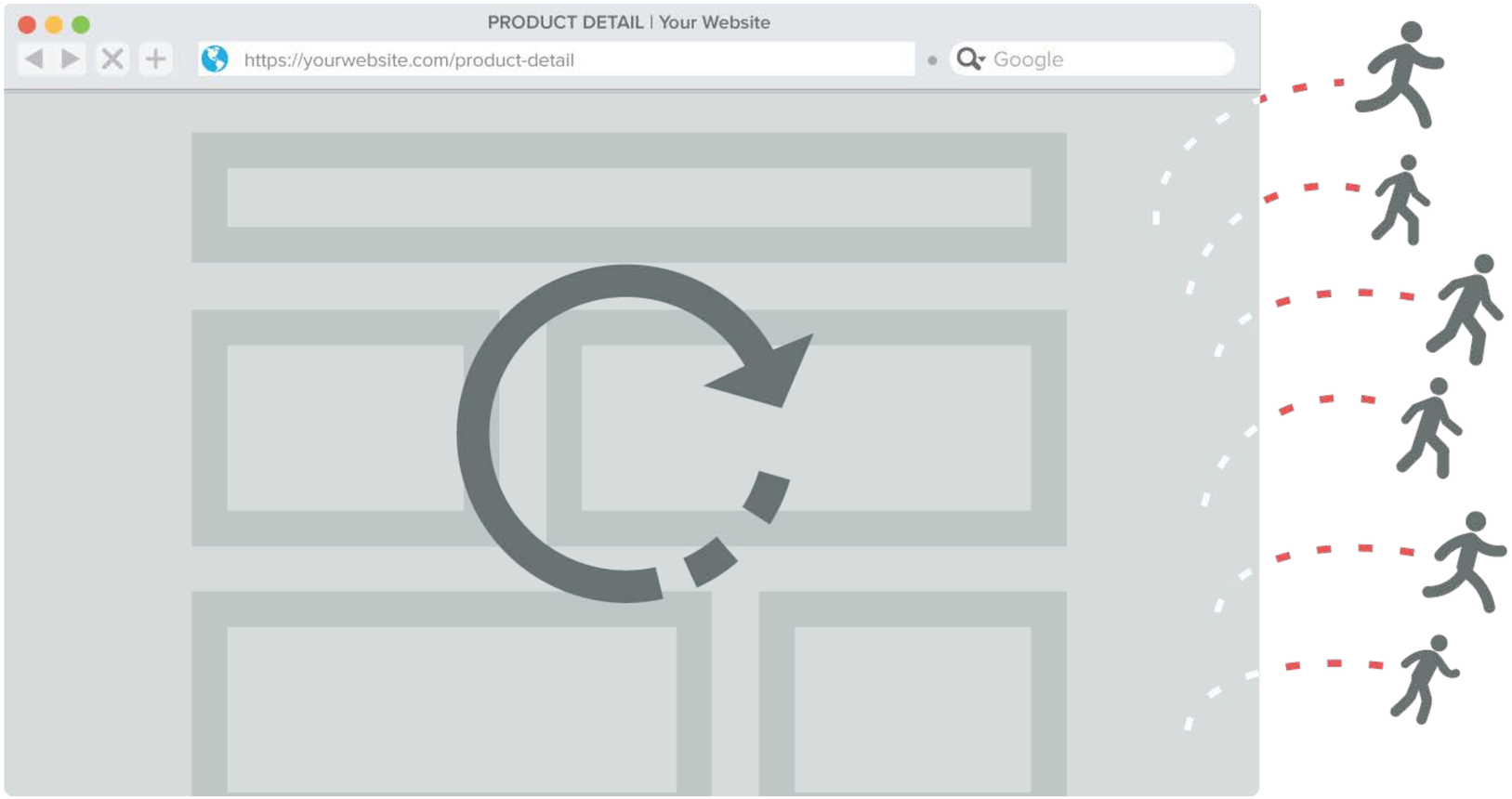
Why Your Customers are Spending Money On Other Sites

The bar is high and the threshold is low

Some Numbers You've Already Seen...

And Some You Haven't

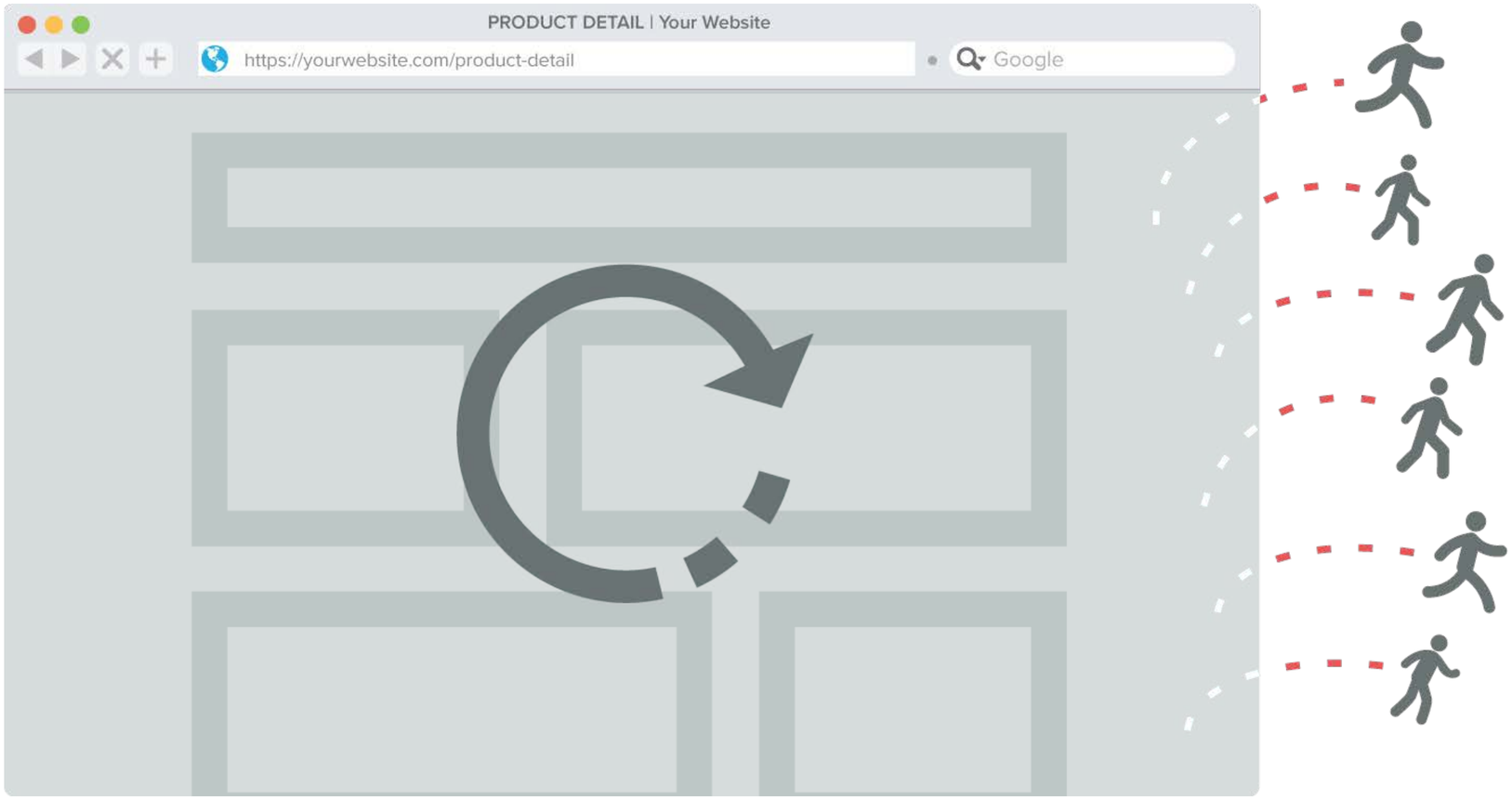
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79%
of shoppers who are dissatisfied with a website are **less likely** to buy from the same site again.

Source: Kissmetrics

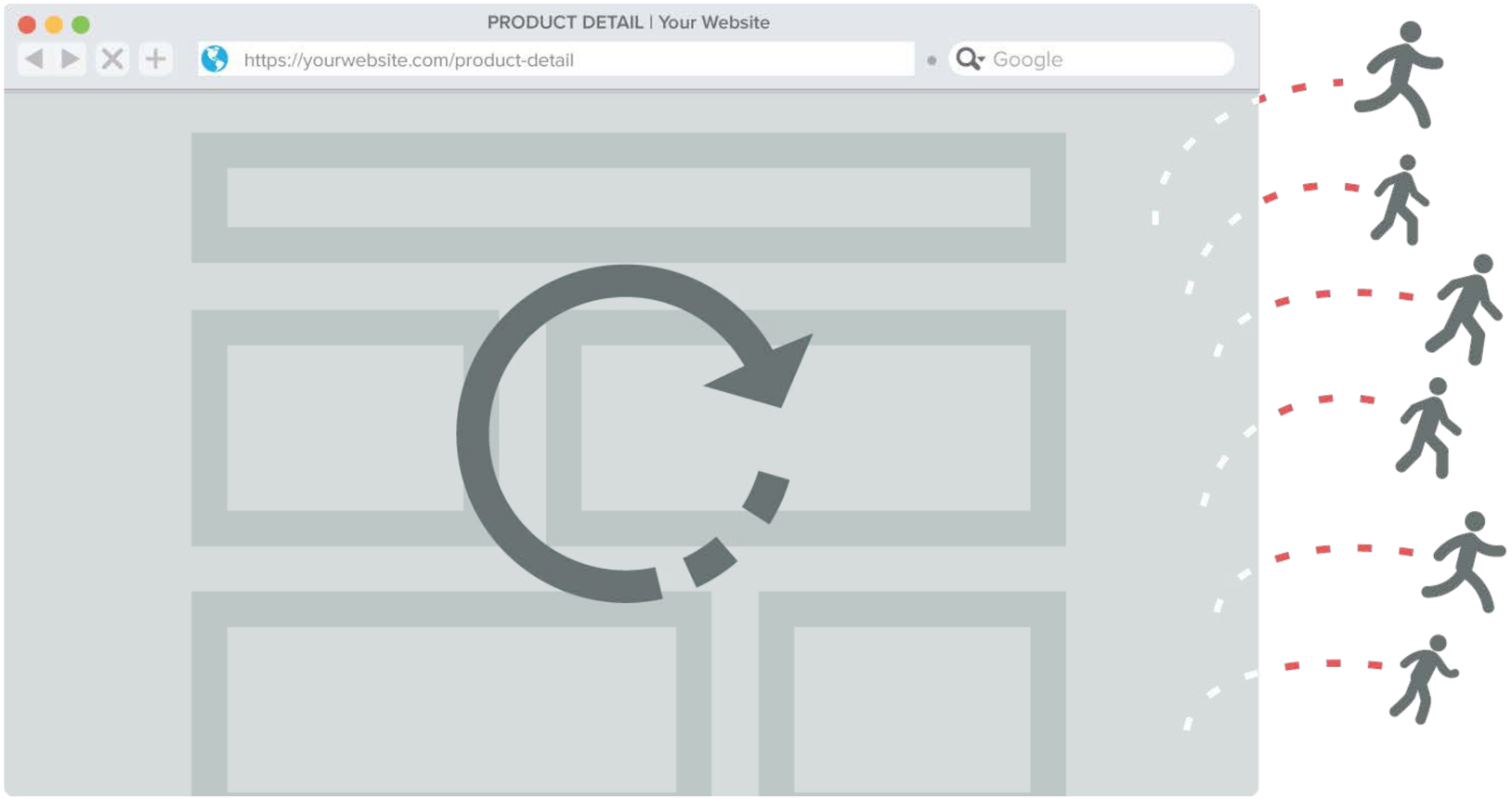
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1 second delay
in page response time
can result in a
7% reduction
in conversions.

Source: Akamai

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68% of users that abandon a site will immediately go to a **competitive website** if one is available.

Source: BTT Study - 2016

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Web Performance & Customer Experience



Source: Singlestone Consulting

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THEN

NOW

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Recommended Performance Targets: All Users/US Traffic				
Page Name	**Optimal Page Onload Target *(Sec)***	**Traffic Slower than Target *(%)***	**Projected Revenue Opportunity *(Monthly)***	**Minimum Revenue Opportunity *(Monthly)***
Product Detail	**4.3**	**89%**	**$425,826**	**$268,796**
Checkout: choose installers	3.2	86%	$209,625	$111,129
Checkout: view cart	2.8	82%	$147,962	$77,747
Homepage	3.5	73%	$122,537	$47,966
Search: product search	2.8	77%	$90,144	$64,886
Department	2.3	69%	$70,052	$18,559
TOTAL			**$1,066,146 / Month**	**$589,083 / Month**

A sample Revenue Attribution Report, showing the monetization link between performance and revenue.

This has been performed across billions of user sessions.

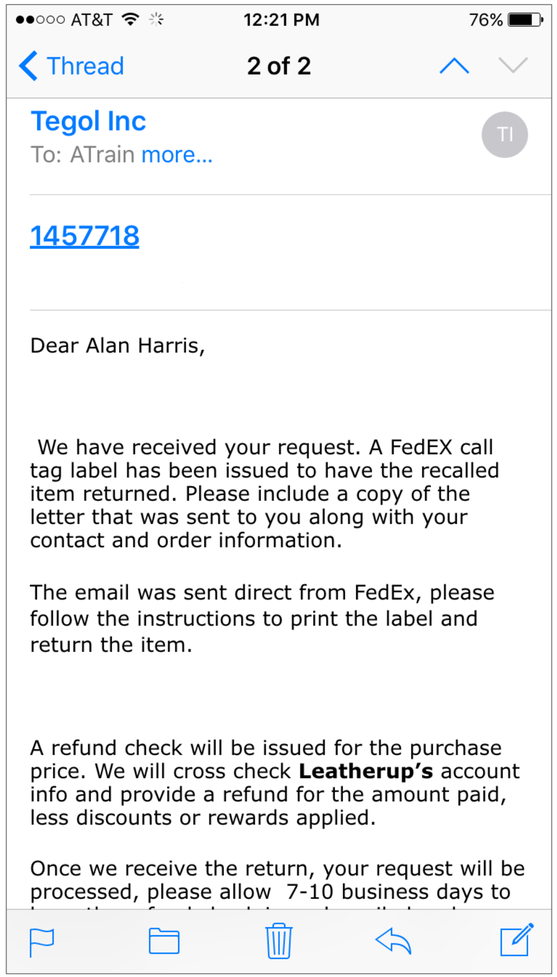
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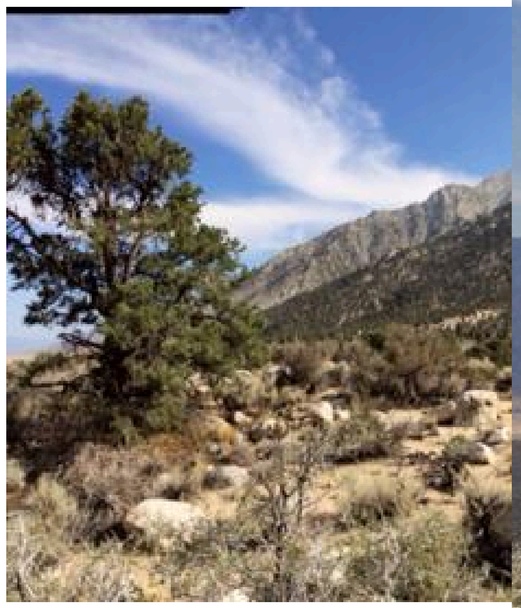


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4 Stops
12 Minutes

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CruiserCustomizing.com

LeatherUp.com
The Most Popular Online Motorcycle Store

BikeBandit.com™
Get it Fast. Get it Right. Get Riding.

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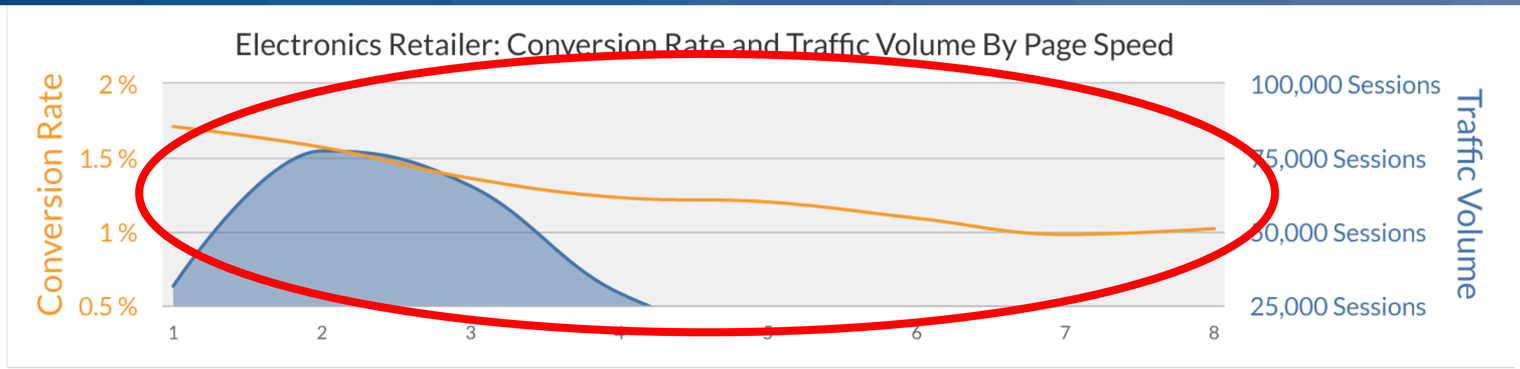
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It’s happening right now
Customers are going to your competitors
All you need is focus

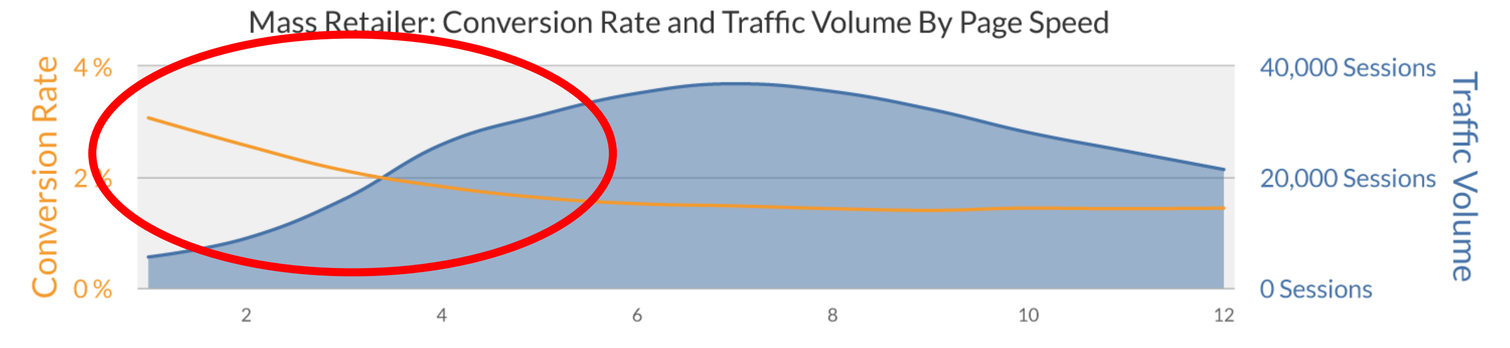
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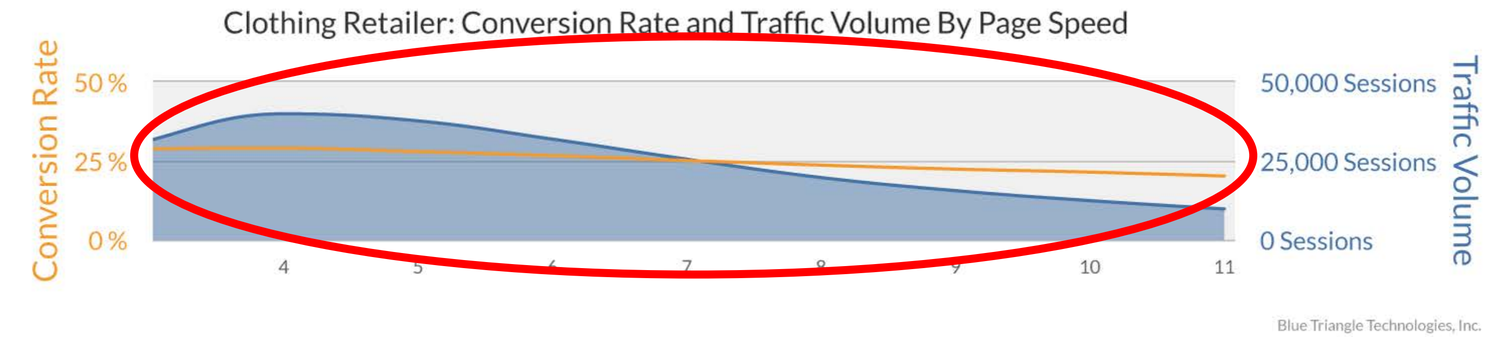
Home Page



Product Detail



Cart

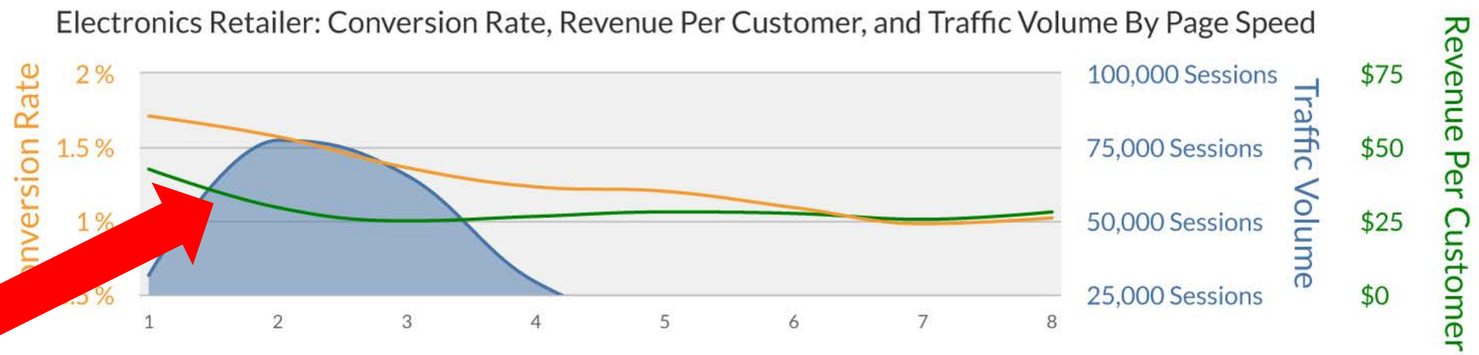


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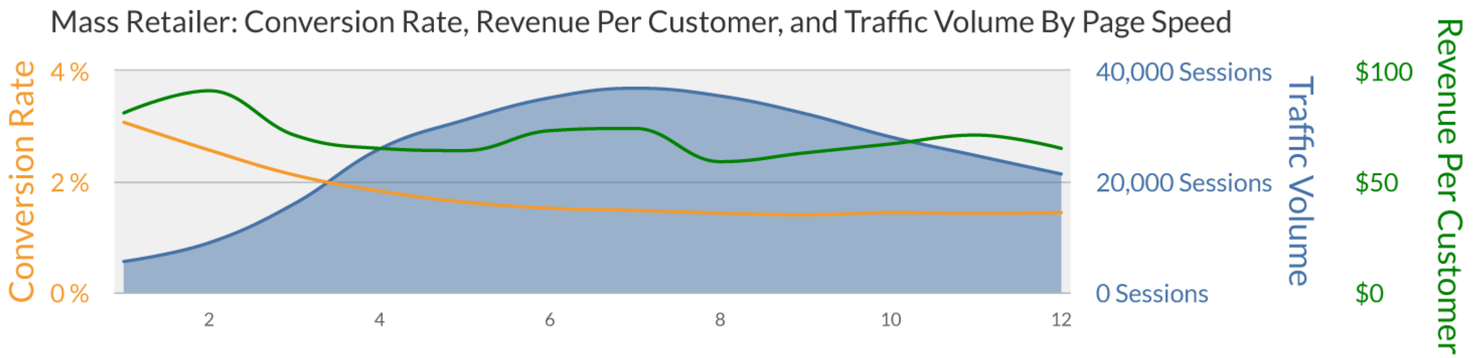
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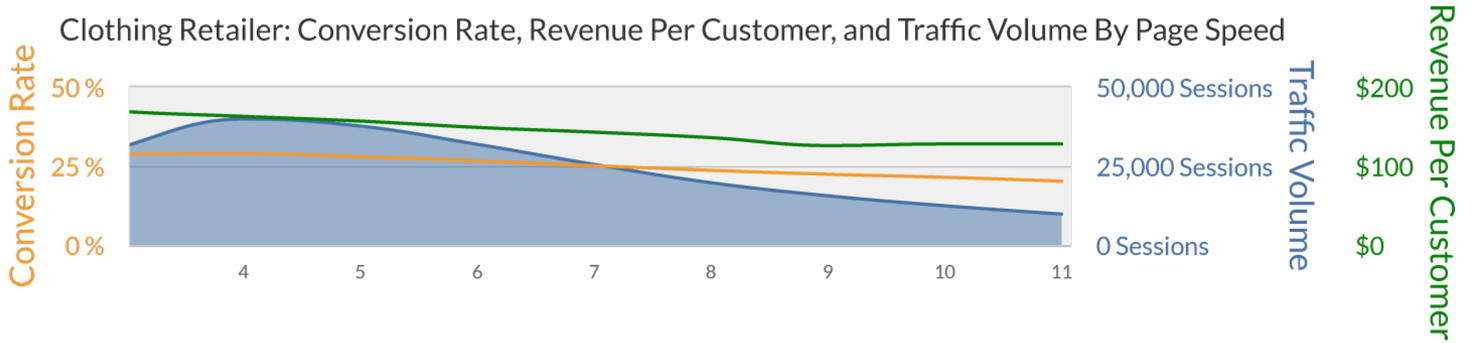
Home Page



Product Detail



Cart



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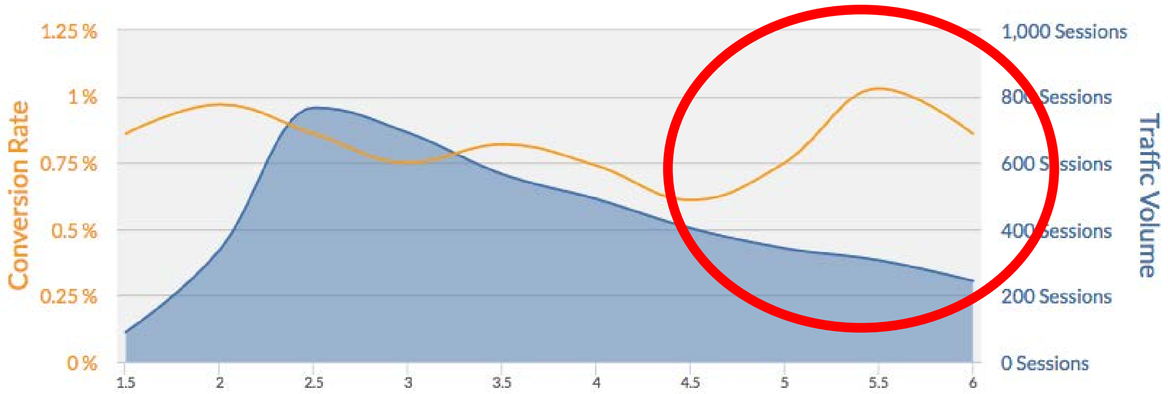
The Branding Metric That You Are Ignoring
User Tenacity: Why Your Customers Stay

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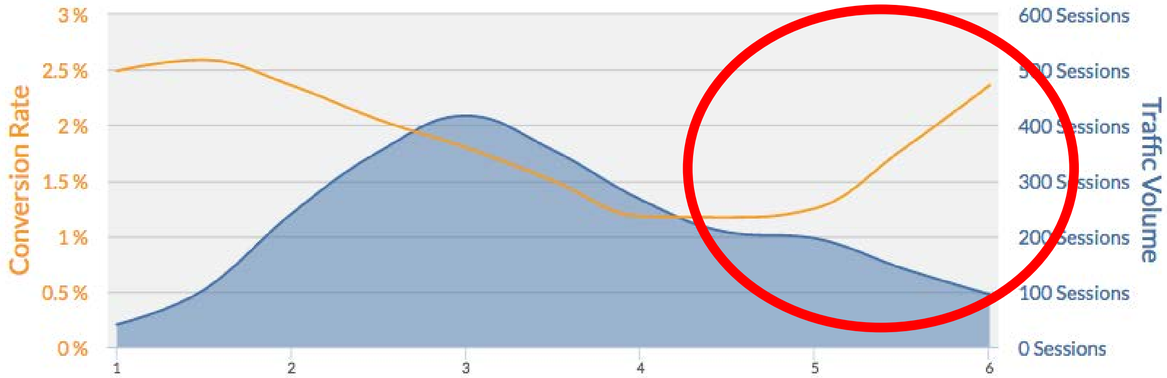
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User Tenacity

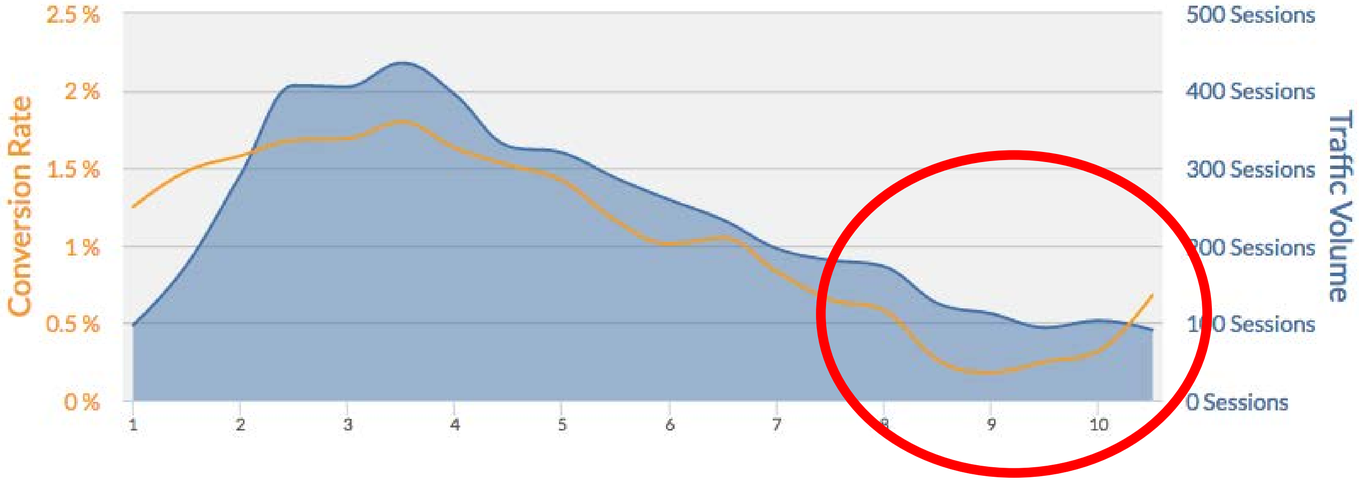
Travel Site: Conversion Rate by Page Speed



Specialty Retailer: During Sale: Conversion Rate by Page Speed



Automotive Retailer: Conversion Rate by Page Speed



User Tenacity:

A user's determination to complete a transaction on your site

Leading Indicator:

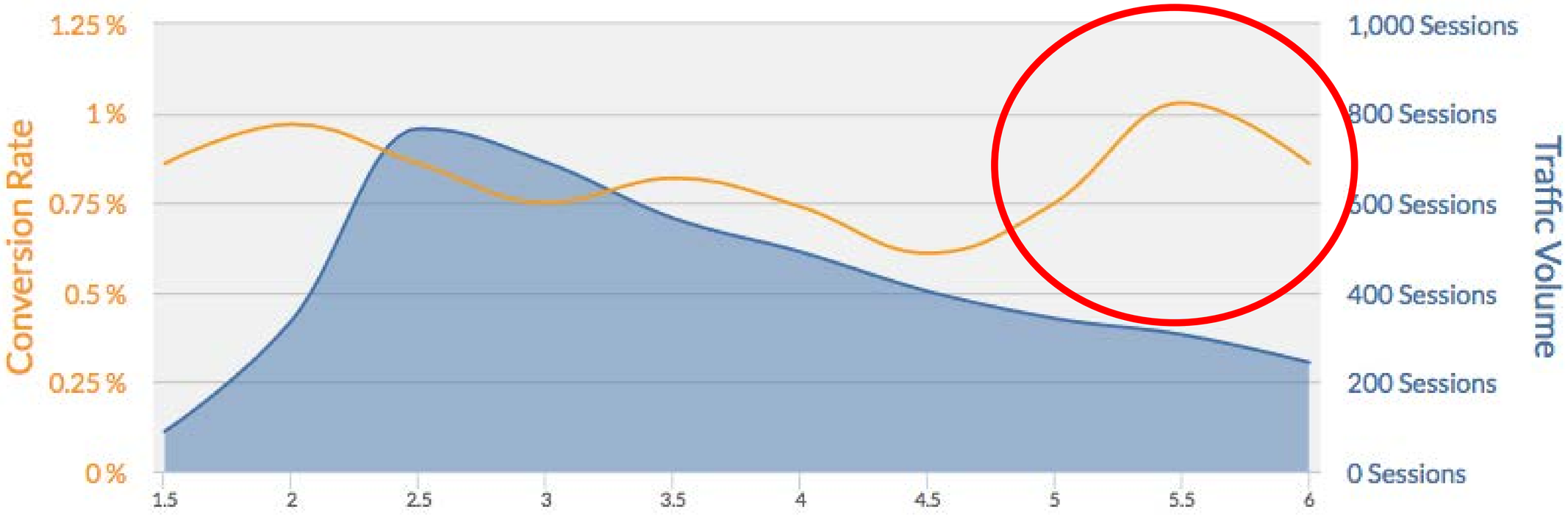
Brand Loyalty/Equity
Future Customer Value
Your Value Proposition
Your Product Offering
Your Marketing Efficiency

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User Tenacity

Automotive Retailer: Conversion Rate by Page Speed



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What Makes Users Tenacious?

- Unique products
- Promotions
- Loyalty Programs
- Trust
- Past Positive Experience

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User tenacity demonstrates whether or not your commerce strategy is functioning effectively and differentiating you from your competition.

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Recapture That Revenue

How to Address the Issue

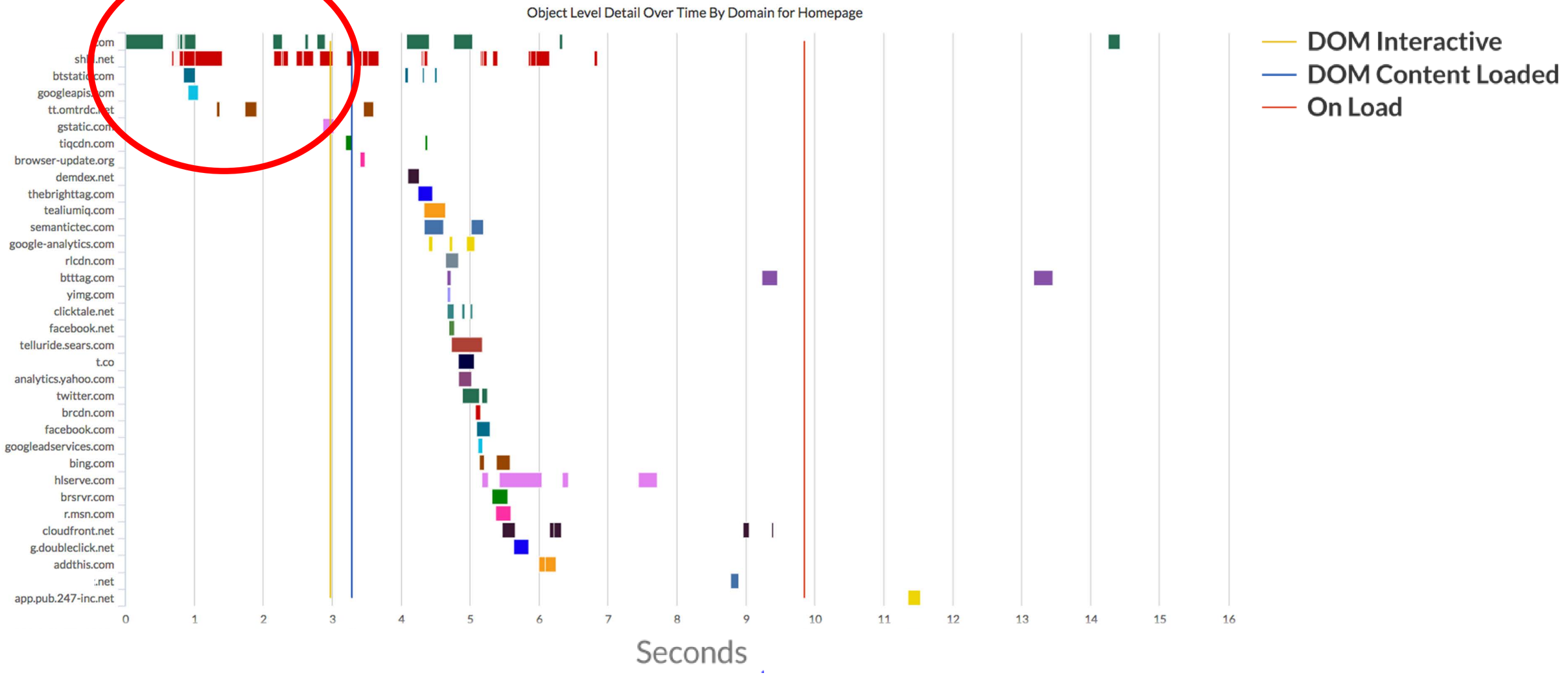
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Performance in Isolation:
Revenue Killer

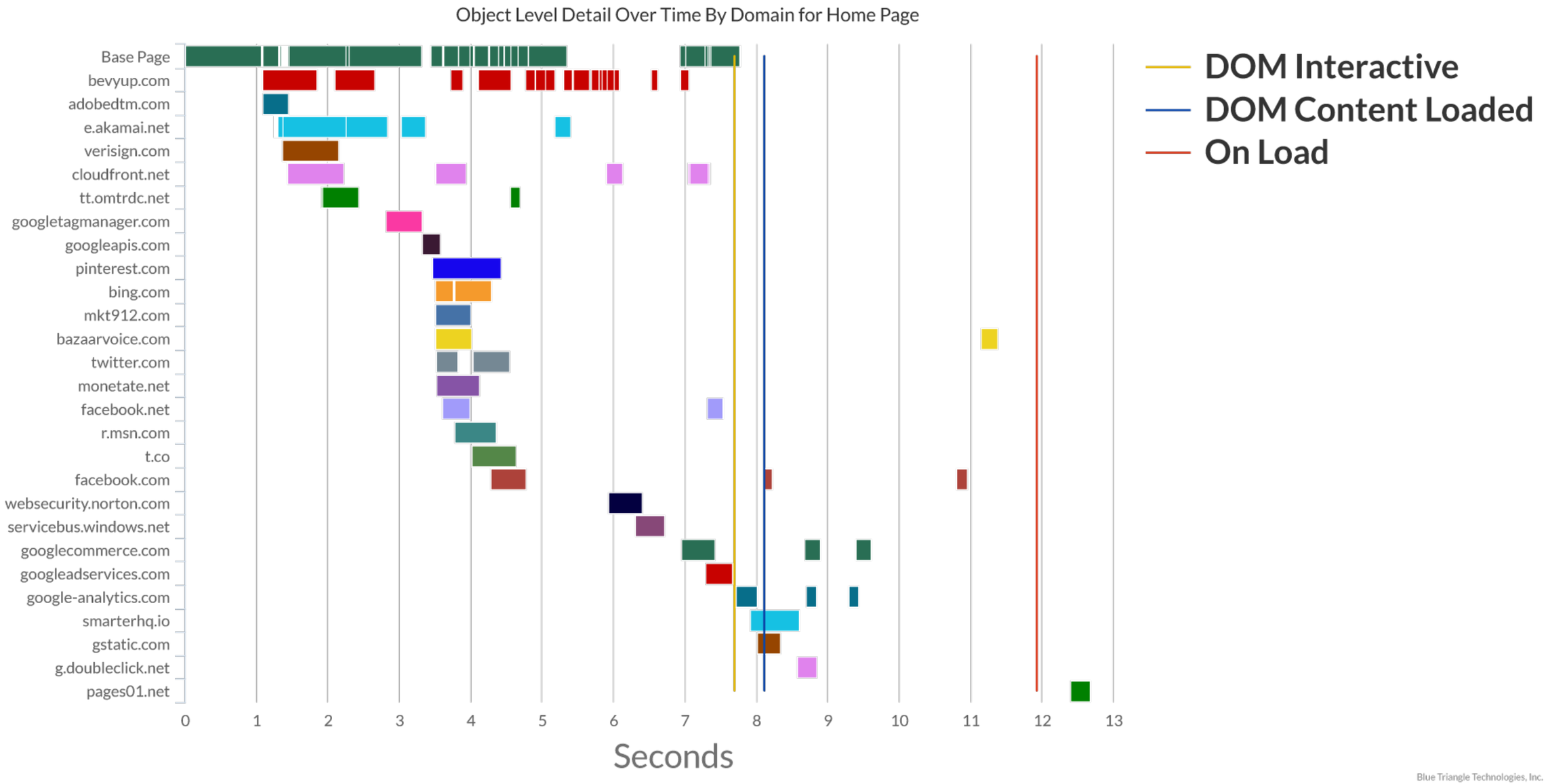


How quickly an object loads is important, however, where it loads is CRITICAL.

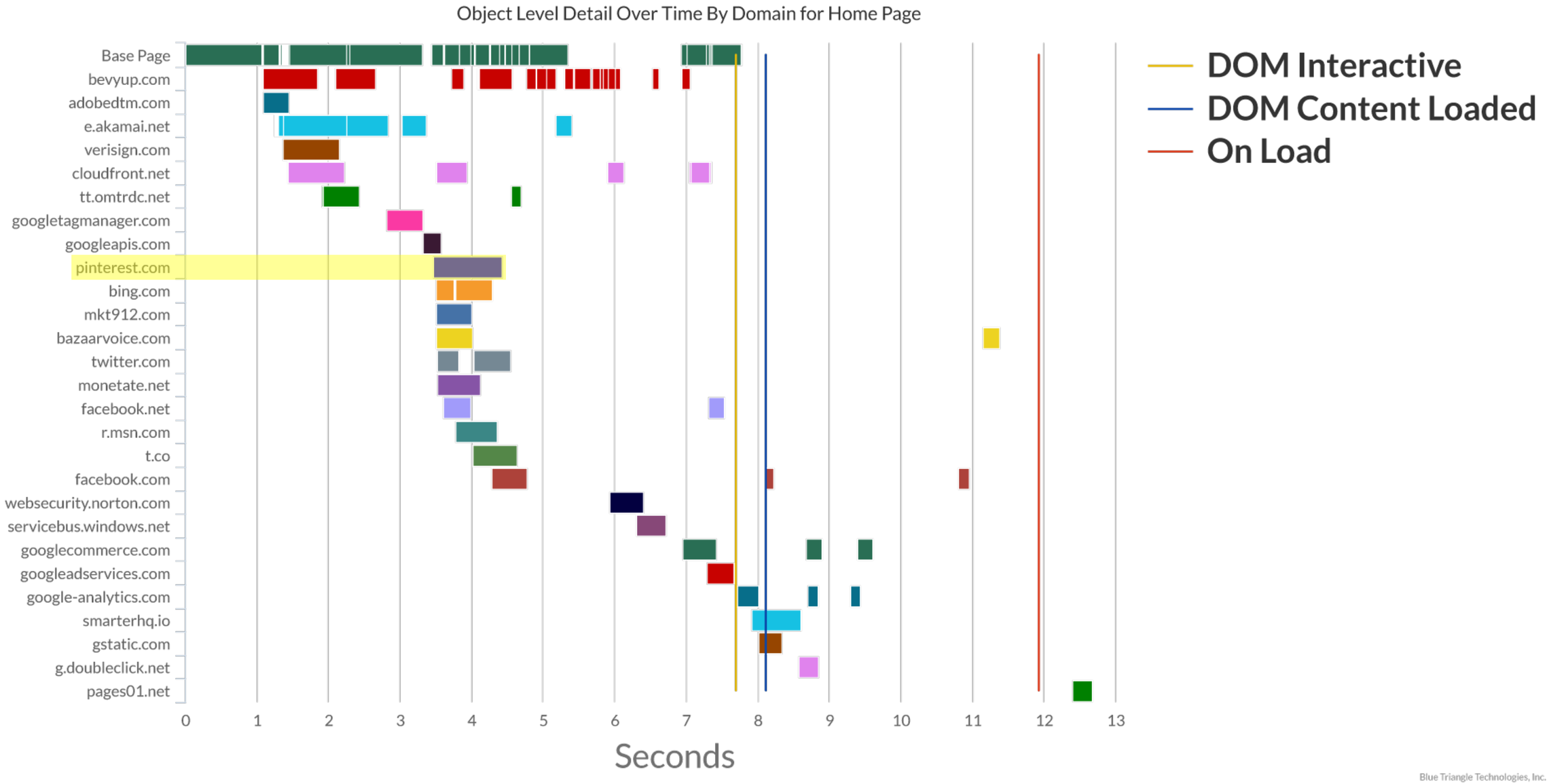
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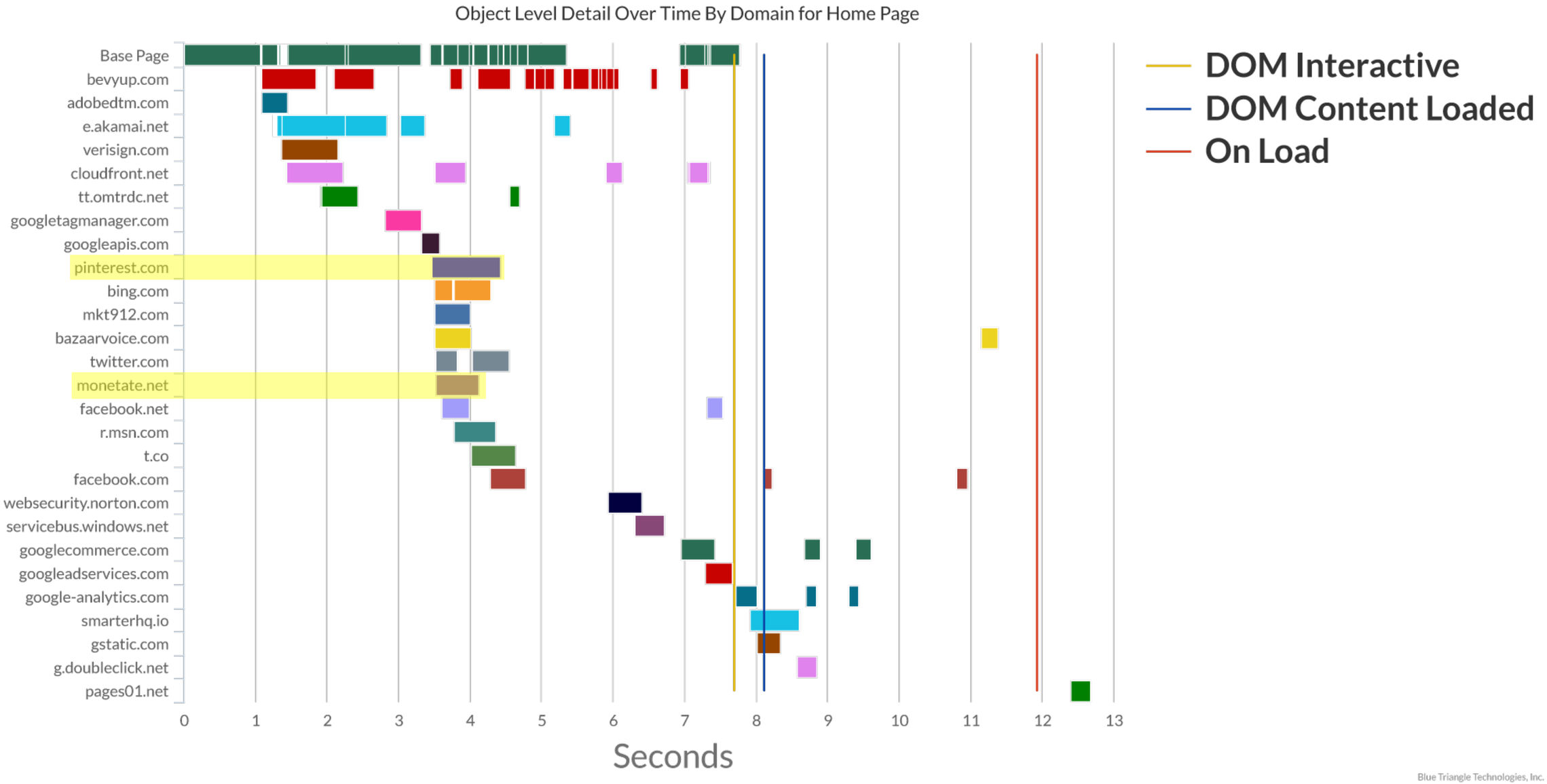


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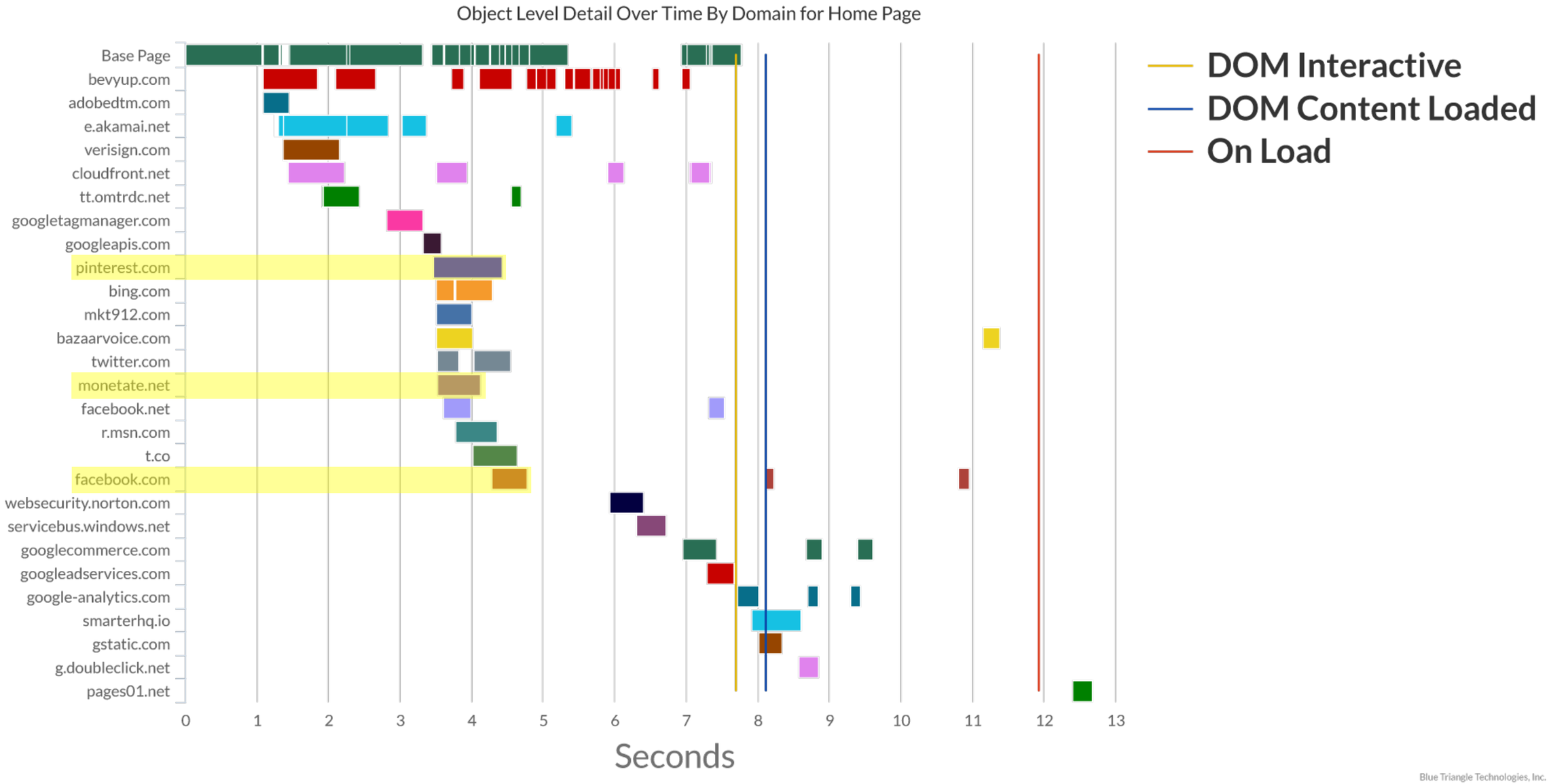


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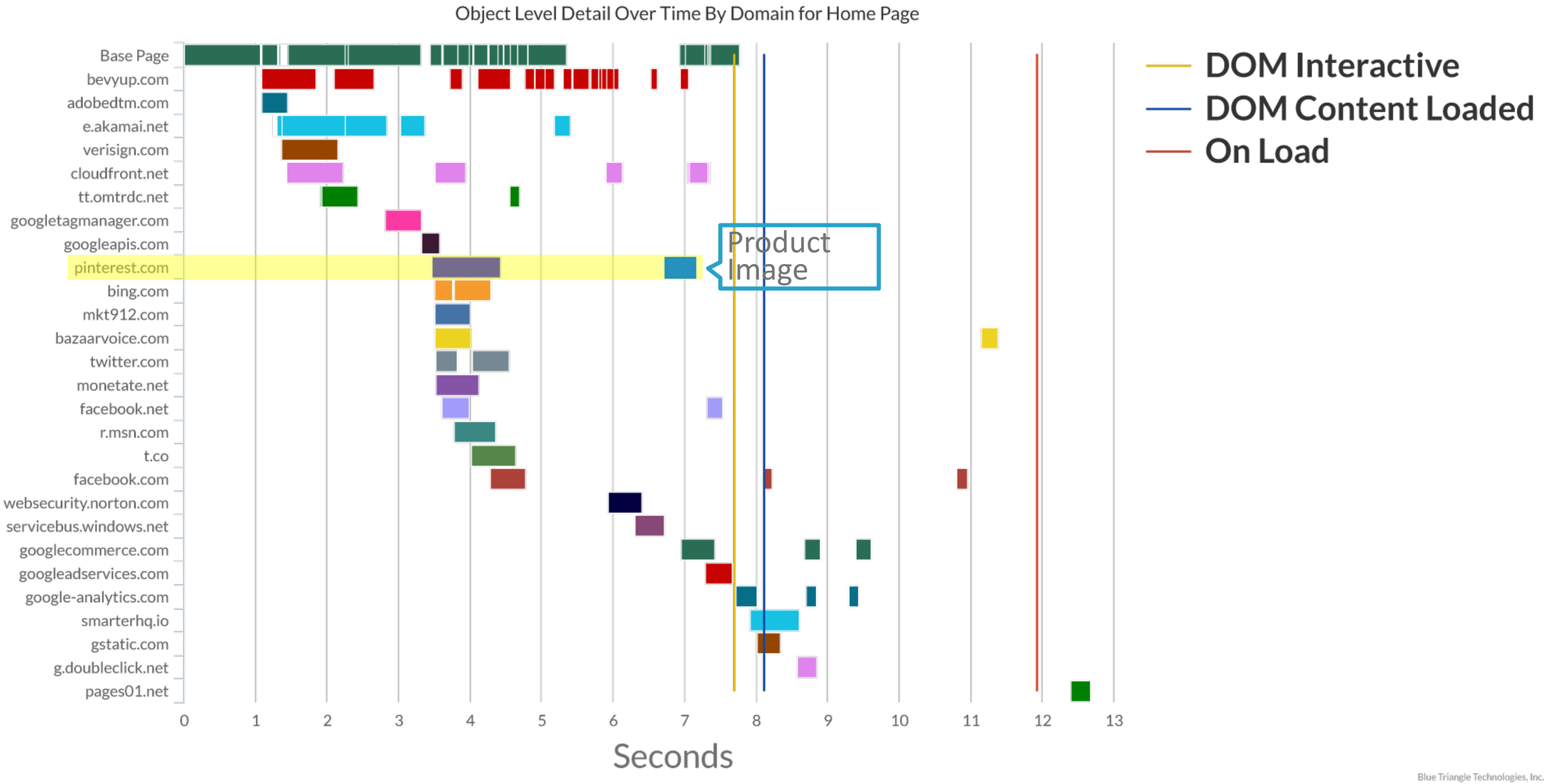
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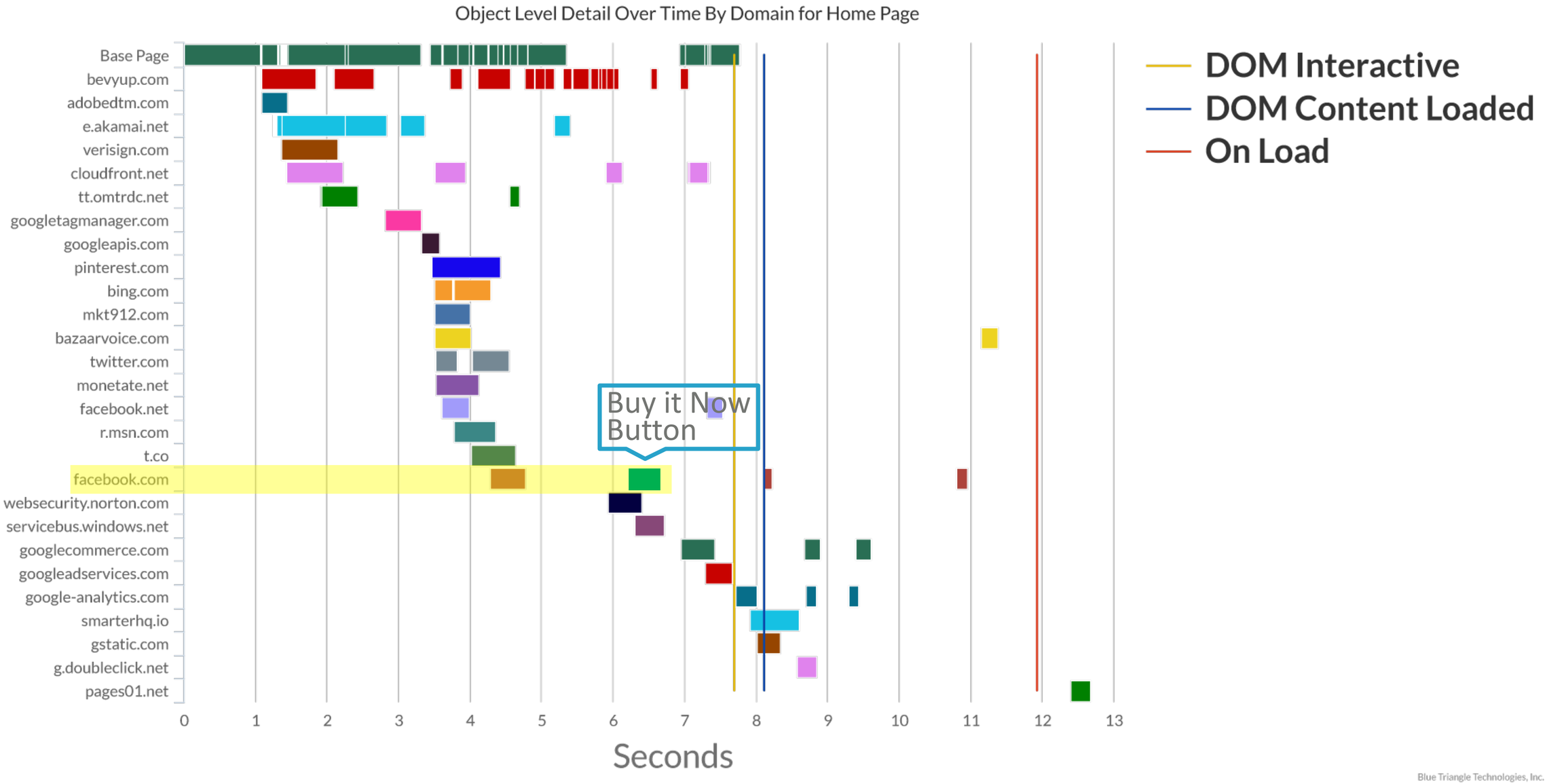


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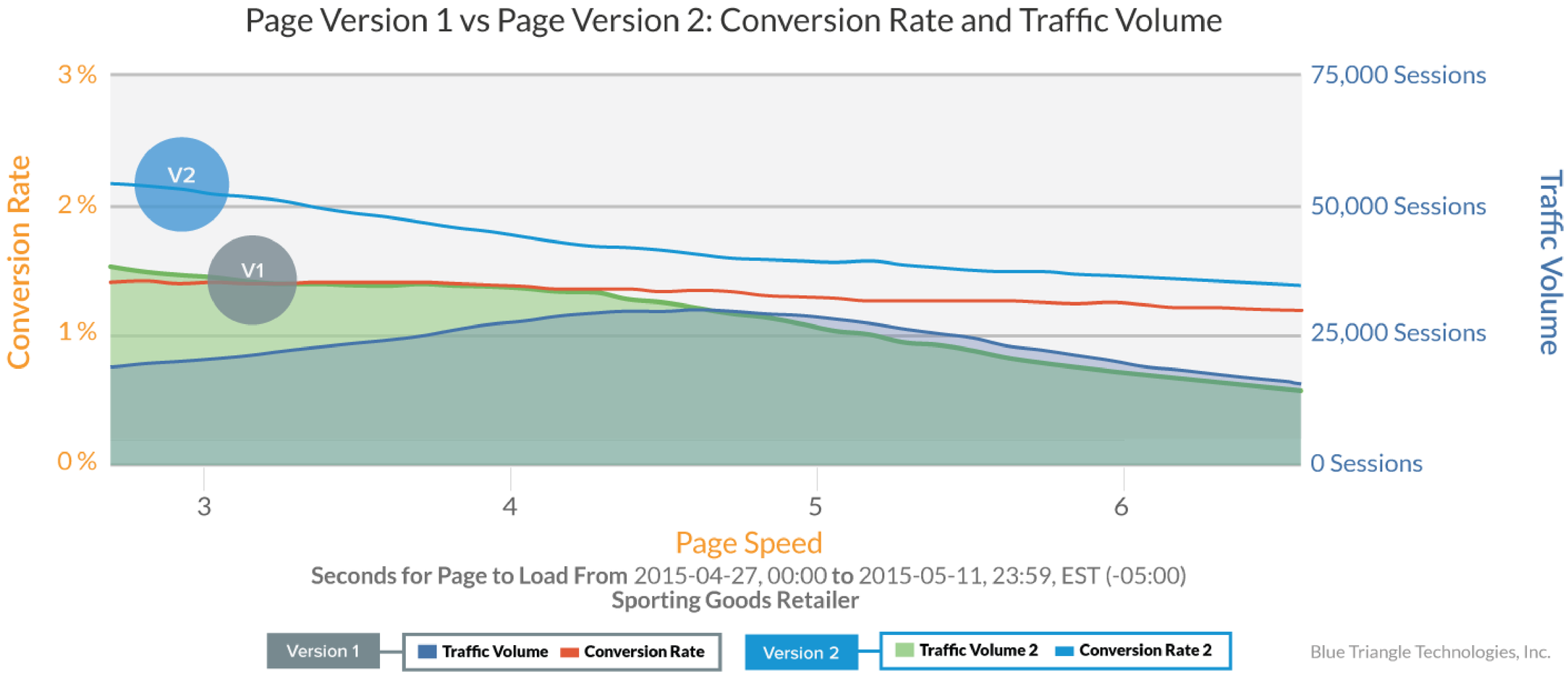
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Move Pinterest Tag After DOM Interactive:

+$3.6K per hour

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Three errors that marketers make related to tags

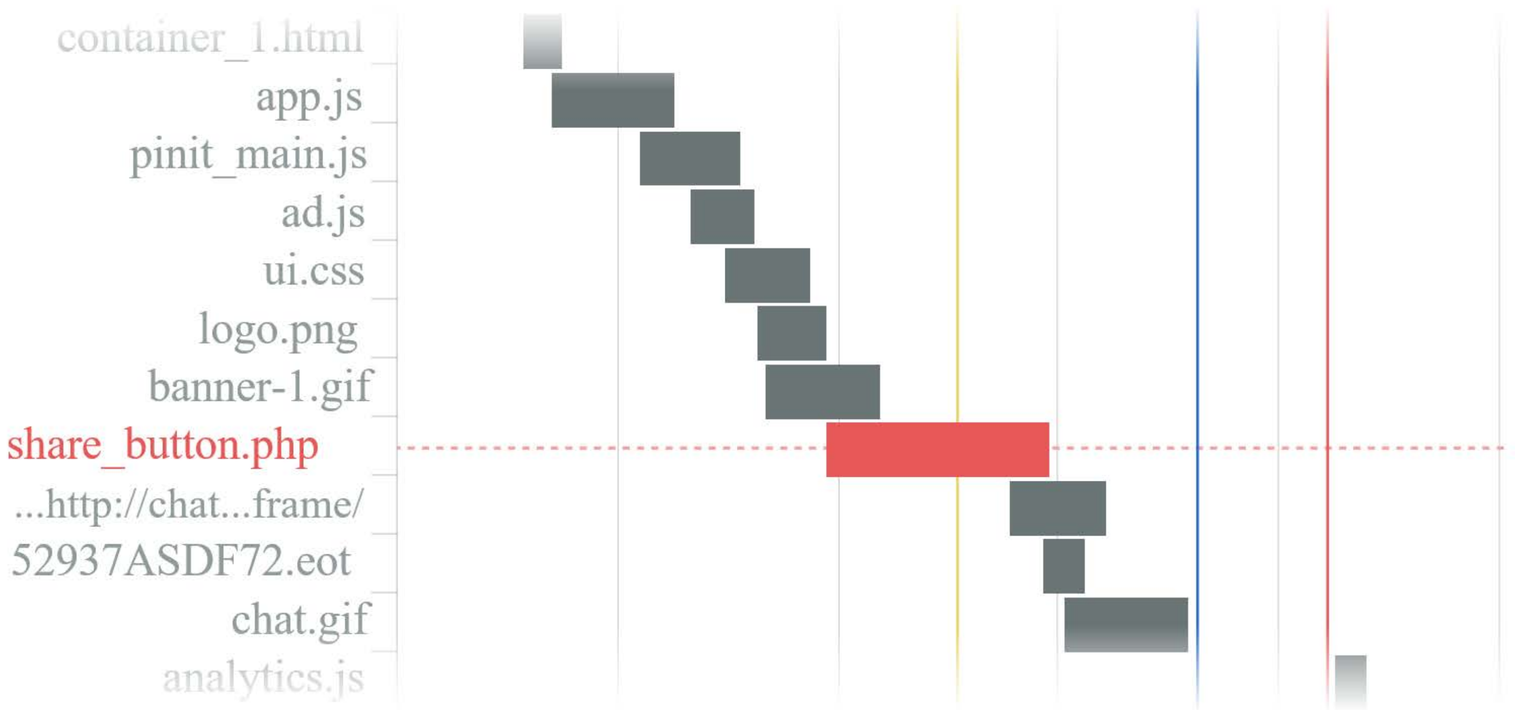
1. Tags are Harmless
2. I can’t afford to miss anyone – ever
3. Campaign = Tag

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When content is delivered makes a difference to:

- Revenue
- Customer Experience
- Brand Equity

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Where to get this waterfall **(free!)**:

Web Page Test
webpagetest.org

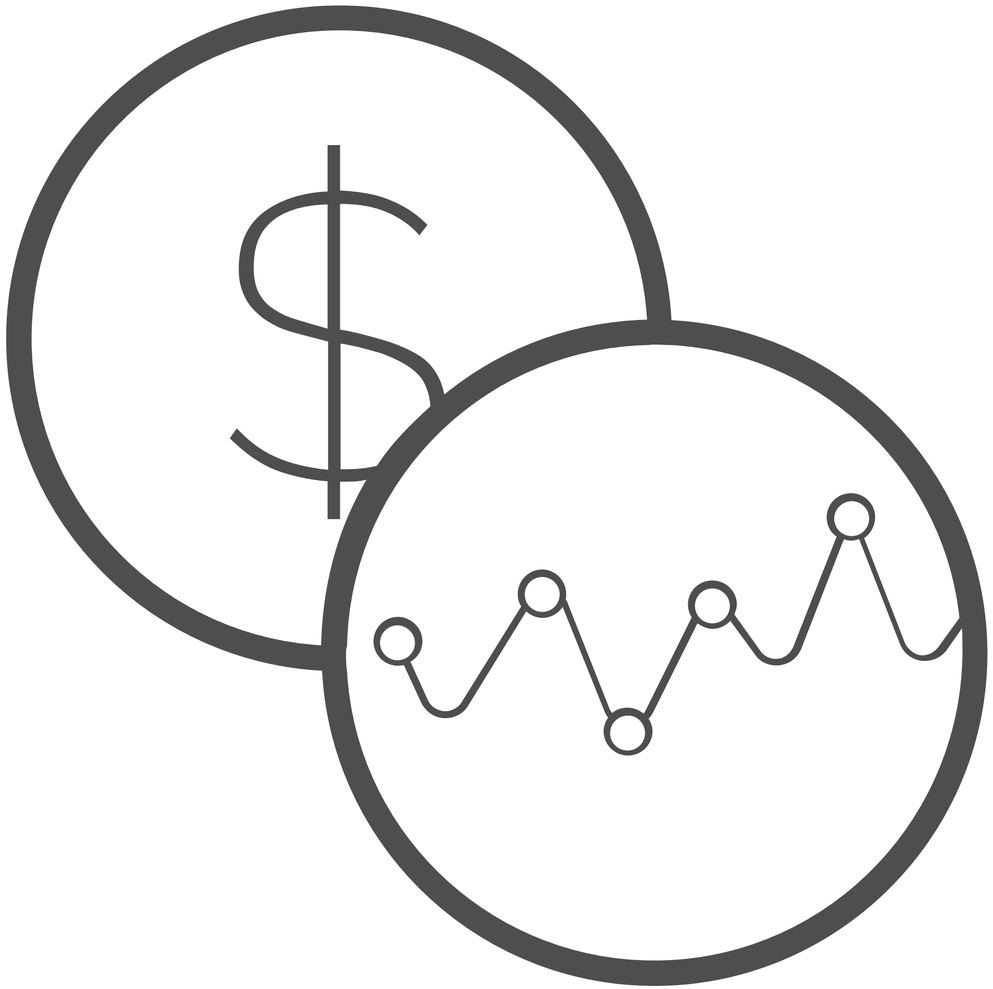
Google PageSpeed
developers.google.com/speed/pagespeed/

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Ask your analysts about revenue attribution reports. Or call Blue Triangle