

Quick Tactics for e-Commerce Analytics

Assaf Trafikant



#1

The “right” campaign sells
the “wrong” product

Dimensions

Campaign, Keyword, (Product Name), Product Brand

Metrics

Item Quantity

Filters

Campaign != (not set), Brand
Quantity > X

Results

- Campaigns selling related products
- Cheap keywords sells expensive products
- Expensive keywords sells cheap products
- Campaigns that sells only intent products

<https://analytics.google.com/analytics/web/template?uid=Ywfl26qMRm2WH5xeG9nOLw>

#2

Identify User Retention With Custom Dimensions

Coding !

- Custom Dimension - **User ID** (user scope)
- Custom Dimension - **Purchase Counter** (User Scope)
- Custom Dimension - **Is First** (Hit Level)
- Custom Dimension - **Purchase Type** (Guest, returning registered, First Registered - Hit Level)

Purchase Counter

A	E	F	G	H	I	J
Custom dimension 13	04	05	06	07	08	09
1	162	347	437	465	602	320
2	71	145	167	167	220	132
3	50	97	110	104	100	55
4	27	62	75	75	80	42
5	19	51	58	57	51	32
6	17	30	49	41	30	32
7	15	31	23	44	35	23
8	15	15	26	30	23	20
9	9	20	23	24	25	9
11	10	16	22	11	19	5
12	4	18	18	16	14	7
10	7	17	17	14	11	15
16	2	16	6	7	9	3
13	5	8	13	14	15	8
14	6	7	7	12	13	6
15	2	8	10	12	11	6

Purchase Type

Event Category ?	PurchaseType ?	Total Events ? ↓
		4,421 % of Total: 0.73% (601,619)
1. [REDACTED]	Returning registered	2,455 (55.53%)
2. [REDACTED]	Buy As Guest	1,177 (26.62%)
3. [REDACTED]	New Register	789 (17.85%)

#3

Stock Buyers

Dimensions

Transaction ID, Product

Metrics

Quantity

Filters

whatever..

Results

- Identify Stock purchases (maybe abuse?)
- Look for different transactions with the same stock products and try to relate with user history and dates (holidays, back to school etc.)
- Prepare campaigns for bundles

#4

Out of Stock

Manual

- Treat OOS as 404 - Send event on each OOS product pageview.
- Track and identify source of OOS - internal search, organic traffic, campaigns etc.
- Add popups on OOS to opt-in user for product alert.

#5

Purchase timing

Implementation

- When user starts the checkout - create a cookie with timestamp (using GTM)
- When the user completes the purchase, pull the cookie value, calculate DIFF from NOW()
- Push the value (in seconds) as event

Insights

- Compare timings between popular segments (device ,country, hour, day, campaign etc.)
- If you're not using TAX field, push the timing value into it. Now you can create a report with Transaction ID, "Tax", value and number of products. Find a correlation between all of them.

Time for more??

Assaf Trafikant

