

# Converting Visitors to Buyers

Mike Moran

## Imagine a catalog marketer who said to the boss...

- I shipped February's catalog on time
- And under budget
- Customers like it
- And it looks beautiful
- Wanna see it?



**But that's all we say about our Web sites—where are the metrics?**

## Direct marketing is run by the numbers

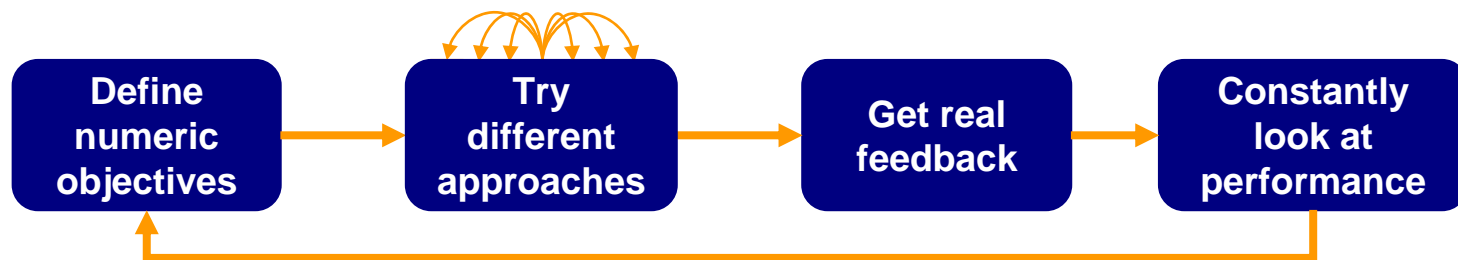
	Direct Mail	Catalogs
<b>Elements</b>	Envelope, letter, return envelope	Cover, size, inserts, response form
<b>Segmentation</b>	Mailing lists are culled by demographics, firmographics, RFM, and other factors	
<b>Message</b>	Editors and copy writers assure a consistent message	
<b>Testing</b>	<ul style="list-style-type: none"> <li>■ Create multiple versions; analyze response</li> <li>■ Test responses to multiple designs</li> <li>■ Monitor over time and adjust</li> </ul>	
<b>Response</b>	Conversion rates are low but costs are, too	

## Search marketing is similar

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# The direct marketing process leads to success

- **Measure**—define objectives numerically and assess performance
- **Experiment**—try different approaches
- **Test**—get real feedback before execution
- **Monitor**—keep looking at performance even after launch



# How can you drive demand for your products?



Visitors

1000

Conversion Rate

1%

Conversions

10

Base

# How can you drive demand for your products?

Increase your  
conversion rate



Visitors	1000	1000
Conversion Rate	1%	2%
Conversions	10	20
	Base	

# How can you drive demand for your products?



**Increase your conversion rate**

**Increase your traffic**

Visitors	1000	1000	2000
Conversion Rate	1%	2%	1%
Conversions	10	20	20
	Base		



# How can you drive demand for your products?



**Increase your conversion rate**

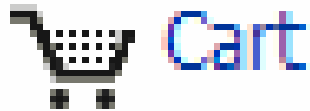
**Increase your traffic**

**Or both**

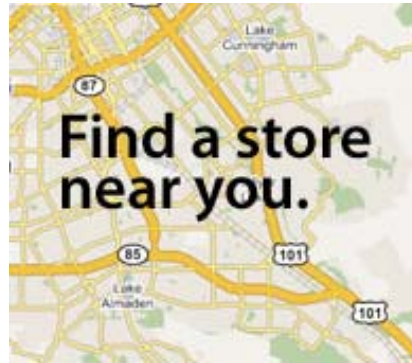
Visitors	1000	1000	2000	2000
Conversion Rate	1%	2%	1%	2%
Conversions	10	20	20	40
	Base			

# What are your conversions?

- Online sales



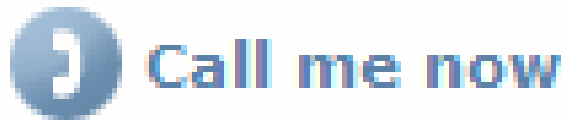
- Find a store



- Find a dealer

- Find a partner

- Phone call

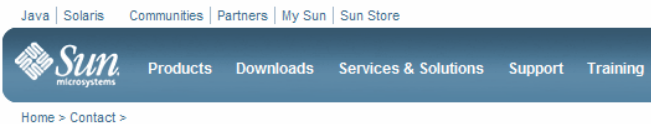


- Affiliate link



- Download a white paper

- Fill out a contact form



## Contact Me Request

**Your Privacy**  
Sun Microsystems, Inc. respects your desire for privacy. Personal information collected from this form will not be shared with organizations external to Sun without your consent, except to process data on Sun's behalf in connection with this transaction. We will use your personal information for communications regarding your contact request.

Sun, as a global company, may transfer your personal information to countries which may not provide an adequate level of protection. Sun, however, is committed to providing a suitable &

### Would you like Sun to contact you regarding its products, services, and/or solutions?

- This form is intended for pre-sales product, services, and questions.
- You will NOT be added to any mailing list; you will only be related to your query.
- For non-sales related queries, please contact: [Technical Support](#) or [Other Inquiries](#)

If you would like to speak to Sun right away, please call us.

**Contact Request Form**

\* indicates required fields

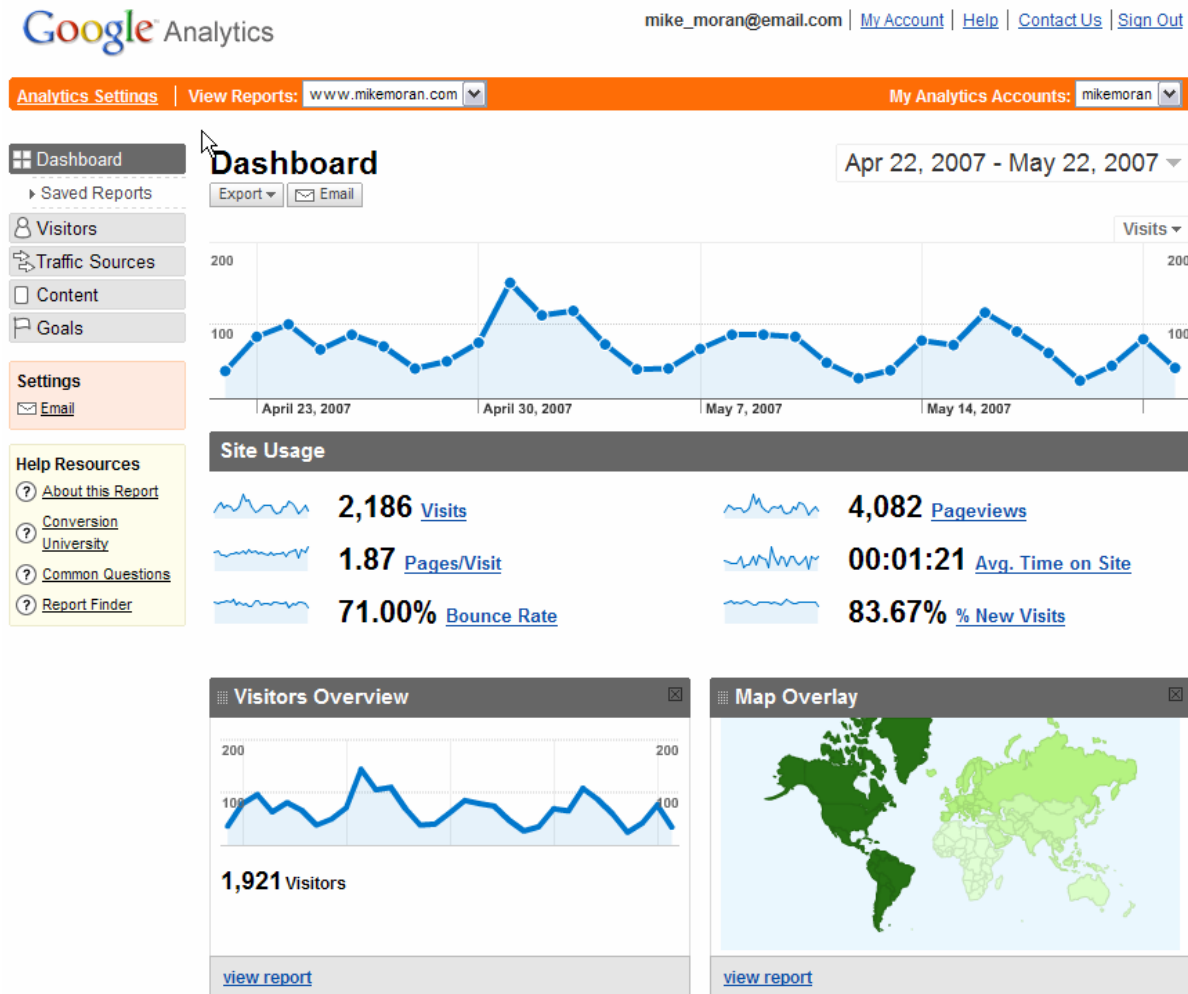
\* **First Name:**

\* **Last Name:**

**Company:**

# How do you count your Web conversions?

- Google Analytics is free
- It's easy
- It works



# How do you track offline conversions to the Web?

- The easiest way is for you to contact the customer
- If the customer switches channels, entice the customer to:
  - ▶ Print the product's specifications to bring to the dealer
  - ▶ Print a coupon to present at the retailer
  - ▶ Call a special phone number

The screenshot shows the Cadillac website's configuration tool. At the top, there are navigation tabs for 'ALL VEHICLES', 'CTS', 'STS', 'DTS', 'XLR', 'V-SERIES', 'SRX', 'ESCALADE', and 'ES'. Below these are sub-tabs for 'GALLERY', 'PACKAGES & OPTIONS', 'COMPARE VEHICLES', 'BUILD YOUR CADILLAC', and 'SHOP'. The main heading is 'BUILD YOUR CADILLAC'. A progress bar shows four steps: '1 SELECT MODEL', '2 SELECT STYLE', '3 SELECT COLORS', and '4 PACKAGES & OPTIONS'. The current step is 'Step 5. View Summary' for a '2006 CTS'. A 'PRINT SUMMARY' link is visible. A small image of the car is shown. To the right, a table lists specifications: MODEL: 2006 CTS, STYLE: 2.8L Standard, MSRP: \$29,990.00, COLORS: Ext: Black Raven, Int: Cashmere Leather, ADDITIONAL OPTIONS: \$2,940.00, and VEHICLE TOTAL: \$32,930.00. Below this is a section for 'Included Equipment' with a 'CHANGE STYLE' link, listing features like four-wheel antilock brakes, rear-wheel drive, 2.8L DOHC V6 engine, power-adjustable seats, and a six-speed manual transmission. At the bottom, there is a 'Colors' section with a 'CHANGE COLORS' link, showing 'Exterior: Black Raven' and 'Interior: Cashmere Full Leather Seating'.

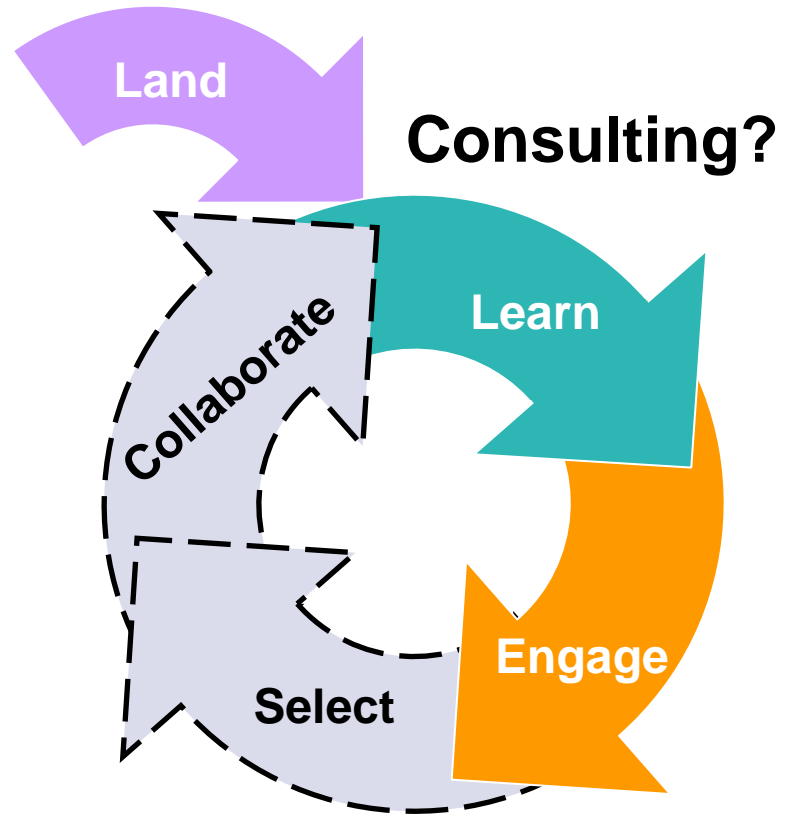
# What are your Web visitors doing, anyway?

- **Learn:** Research products and services
- **Shop:** Compare offerings and prices
- **Buy:** Check out and purchase
- **Get:** Check order status
- **Use:** Get technical and customer support



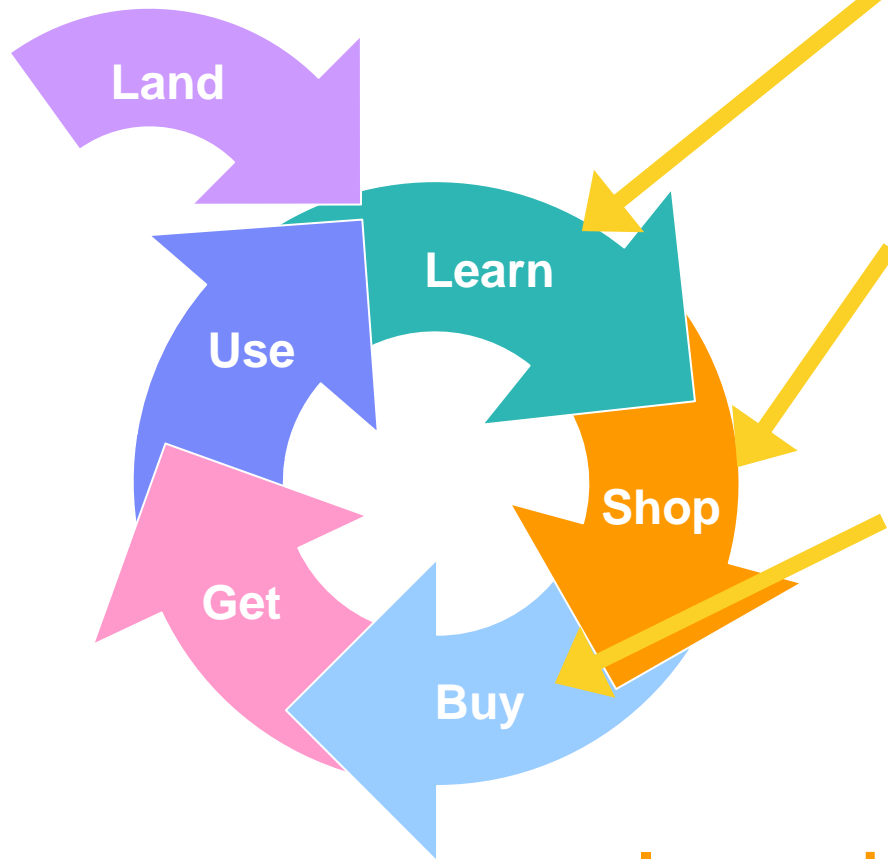
**A Web  
Conversion Cycle**

# What is *your* Web Conversion cycle? For your site?



**Some sites lead to offline activity**

# Use your cycle to measure conversion value



- Finding the right product page puts the visitor in the “Learn” stage.
- How many customers that view a product page put items in their carts?
- And how many check out?
- Multiply by your average revenue and you have the impact on revenue.

**Increasing the success rate at any stage increases the overall conversion rate**

# Respond to your customers

- Change your products
- Change your content
- Change your prices
- Change your policies
- Change your experience
- Then, change them again



**Which changes increase  
your conversions?**

**Customers vote with their mice**



# Should the shopping cart be on the left or right?

WELCOME YOUR STORE BOOKS APPAREL & ACCESSORIES ELECTRONICS TOYS & GAMES KITCHEN & HOUSEWARES HOME & GARDEN MUSIC SEE MORE STORES Your Gold Box

SEARCH MUSIC BROWSE STYLES CLASSICAL TOP SELLERS NEW & FUTURE RELEASES FREE DOWNLOADS ESSENTIAL CDs USED MUSIC

search: Popular Music GO! Browse: All styles: GO!

Add \$16.01 to your order to qualify for FREE Super Saver Shipping! Some restrictions apply.

**YOUR SHOPPING CART**

Proceed to Checkout

Wait! Add \$16.01 to your order to qualify for FREE Super Saver Shipping. Some restrictions apply.

Show gift options during checkout

Added to your Shopping Cart:

*Kind of Blue*  
~ Miles Davis, et al  
Our Price: \$8.99  
Quantity: 1  
Subtotal: \$8.99  
Edit shopping cart

Proceed to Checkout

Sign in to turn on 1-Click ordering.

Items in your Shopping Cart always reflect the most recent price displayed on their product pages.

Customers who bought *Kind of Blue* also bought:

- Time Well Spent* ~ Dave Brubeck, et al  
Our Price: \$8.99  
Used & new from \$5.79  
Add to cart
- A Love Supreme* ~ John Coltrane  
Our Price: \$18.49  
Add to cart
- Birth of the Cool* ~ Miles Davis  
Our Price: \$9.99  
Used & new from \$9.50  
Add to cart

Explore similar items

Customers who bought items in your Shopping Cart also bought:

- Sketches of Spain* ~ Miles Davis  
Our Price: \$11.98  
Used & new from \$2.00  
Add to cart
- Blue Train* ~ John Coltrane  
Our Price: \$9.99  
Used & new from \$5.99  
Add to cart
- Saxophone Colossus* ~ Sonny Rollins  
Our Price: \$8.99  
Used & new from \$6.90  
Add to cart

Customers who shopped for *Kind of Blue* also shopped for:

amazon.com. VIEW CART | WISH LIST | YOUR ACCOUNT | HELP

WELCOME YOUR STORE BOOKS APPAREL & ACCESSORIES ELECTRONICS TOYS & GAMES MAGAZINE SUBSCRIPTIONS COMPUTER & VIDEO GAMES MUSIC SEE MORE STORES Your Gold Box

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A/B testing decides

## Beyond A/B testing: multivariate testing

- Yes, it's free
- Create different versions of your pages
- Google tests them with live visitors and reports back on which variations did the best
- Then you permanently change the page to the best version



### **Website Optimizer (beta)**

## Do it wrong quickly and then fix it

- Instead of killing ourselves to plan exactly the right thing that we can execute in every country for the next two years...
- ...Do it wrong quickly, and then fix it
- Let the market tell you what works and what doesn't
- And then quickly do it better



**Listen, learn, and adjust**

# Read all about it

The  
search  
marketing  
best seller



- “Buy this book, read it, and then read it again.”  
--Chris Sherman, Search Engine Watch
- Updated at each printing

*Miami Herald: A Top  
Biz Book of 2007*



- “Great book.”  
--Robert Scoble, Scoblizer blog
- “Act now and read it.”  
--Bryan Eisenberg, Author of #1 best seller *Waiting for Your Cat to Bark?*

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[www.mikemoran.com](http://www.mikemoran.com)