

What Affects Conversion

Macro

- Competitive scope of product category
- Number of competitors online
- Customer age demographics
- Overall brand recognition

Micro

- Site design
- Pricing
- Shipping costs
- Alternative payment options
- User/products reviews
- Warm and fuzzies



March 19, 2008



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Converting Visitors to Buyers: 2007-2008

No. of A/B tests:	335 (enter., med. and small) between 2/1/2007-2/1/2008
Total sales:	1,055,519
Total visitors:	63,009,497
Aggregate conversion:	1.68%
Mean conversion:	2.22%
Average Conversion:	2.71%



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Conversion Around the World



Global sites ~5% of dataset



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Percentiles

25

0.06%-0.77%

50

0.78%-1.48%

1.49%-2.94%

2.96%-26.0%

75

100

N=335



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Examples: low

Vertical Market	Retailer Size	Country	Conversion Rate
Specialty: bridal footwear	Small	USA	0.28%
Publisher	Household name	USA	0.39%
Specialty: lingerie	Medium	USA	0.41%
Specialty: telescopes and binoculars	Small	USA	0.59%
Specialty: lighting	Small	USA	0.67%
Ski store	Small	USA	0.68%
Site of major sporting event	Global brand	USA	0.81%
Bookseller	National chain	USA	0.86%
Office furniture	National Mfger	USA	0.86%



Examples: average

Vertical Market	Retailer Size	Country	Conversion Rate
Shoes	National retail chain	USA	1.05%
Motorcycle accessories	Small	USA	1.39%
Athletic shoe manufacturer	Household brand	USA	1.42%
Specialty: birdseed	Small	USA	1.44%
Sleepwear manufacturer	Household brand	USA	1.50%
Specialty: body jewelry	Medium	USA	1.71%
Athletic apparel direct marketer	National	USA	2.48%
Specialty: winter sports equipment	Medium	USA	2.79%



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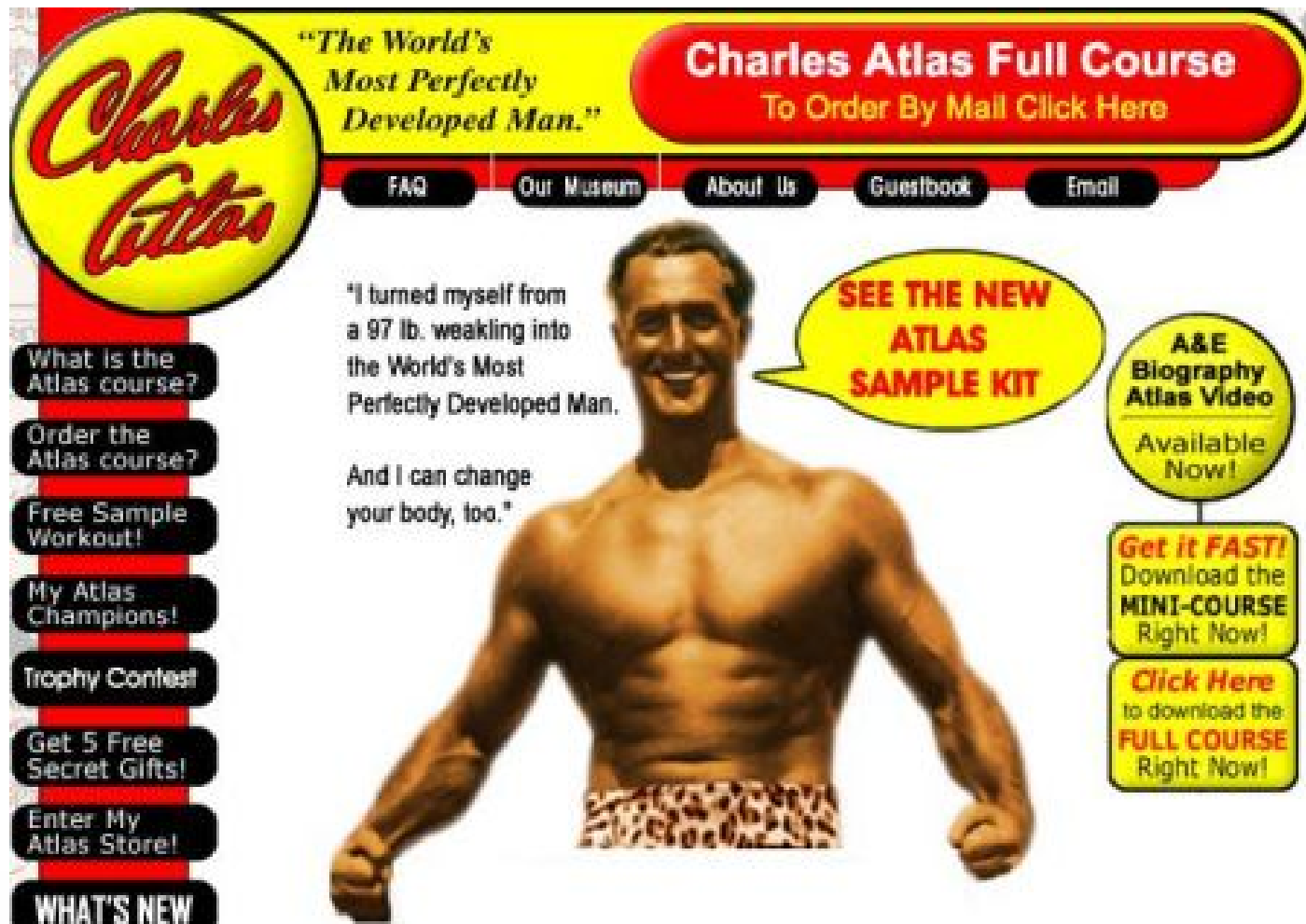
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Examples: good to “in your dreams”

Vertical Market	Retailer Size	Country	Conversion Rate
Specialty: supplements	Small	UK	2.88%
Specialty: supplements	Small	USA	2.98%
Specialty: printer Ink	Medium	UK	3.71%
Travel insurance	Global brand	USA	5.23%
Specialty: gumball supplies	Small	USA	5.35%
Specialty: shaving products	Small	UK	5.51%
Mass merchandising catalog	Pan European	Holland	9.25%
Pre-paid phone cards	Very large	USA	16.68%
Auto loans site of global bank	Very large	USA	24.81%



No More Sand in Your Face: a personal conversion



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A Tale of Two Supplement Sites

UK (.co.uk):

Clean white site
Wellness audience (yoga lifestyle)
Less knowledgeable
Navigation: product categories
Educational articles
Limited product reviews
Alternative payment options
Two trustmarks

2.88%

USA (.com):

Loud busy site (CE-like retailer)
Serious exercisers (Gold's Gym)
Assumes product knowledge
Navigation: categories and product types
No product reviews
Free shipping (>\$99 orders)
Four trustmarks

2.98%

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More Info

For more information, including a copy of the report:

Nigel Ravenhill

Program Manager

McAfee

707-252-9625

nigel_ravenhill@mcafee.com

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