

CONVERSION ANALYSIS



Conversion Analysis

We believe in a better tomorrow at Sigma Unified Commerce. That tomorrow starts with the eyes seeing things differently and with those who get things done. We know what it takes to build a successful e-commerce business and that in an industry of constant change, always to be one step ahead. At Sigma Unified Commerce we understand that e-commerce isn't a just a technical system, its's an eco-system. Where all areas of your e-com business needs to be properly optimized for your business to be successful.

Do you want to sell more? That you visitors should read all your texts on your site or click on your CTA's? Then it's time for you to start working with conversion analysis and map your visitors behavior for performance optimization.

"It's an Add to Cart kind of Day"

– Unknown Genius

How do we analyze conversion?

At Sigma Unified commerce we believe in *"Estimations instead of Guesstimations"* when we work with conversion analysis on a site. The great advantage of working digitally is that you never have to guess what your next step should be. You already have all the answers, in the digital footprints that your visitors leave behind on how they acted on your site. It's time to use it.

We will start with two hours workshop where we will get to know your business and where you want to be heading. We will after that, create an analysis of the work flows on your shop, test your site and develop new ways of measure success. We will end again with a two hour workshop where we present our findings and recommendations on how you can improve your conversion rates and support with implementing the changes on your site.

By working with estimations instead of guesstimations we can track your customers and anticipate how they will act on your site, in order to reach a better conversion rate. It's by working with data we know if we are being successful and it's by working with data we can continue on making the right developments for our sites, and that is what success looks like.

Conversions, what does that mean?

A conversion can be different things for different companies, depending on what you want your visitors to do on your site. Before you start your conversion optimization you need to know what a conversion is for your business.

What a conversion really is, is when our visitors act they way we wants them to on our site. This can mean "add to cart", but it can also mean that they are reading the full blog post or that they click on your CTA or in any other ways act as we wish they would. But in order to do so, they might need a little push in the right direction...



Why should you analyze your site?

Do you think your competitors' sites are performing better? Do your competitors sell more? It's time to change that! "Ah, this is when I change colour on my CTA's" you think. But no, it comes down to a lot more than that. Even if changing colour on your buttons can make you sell more, the most important thing is to prioritize and sort among the things you would like to change on your site. Be inspired by your competition but know your own site the best. Make it your own sport, in to knowing how your customers act and will act on your site and how you can help them convert. By doing a conversion analysis on your site, you will create more sales and gain freedom to develop your site and business.

Choose a partner with over 30 years' experience of creating better web experiences.

With a strong track record from e-commerce, tech, marketing and international development we dare to say that we know what it takes to help you grow your business. Because if you are successful, so are we. At Sigma we have improved web experiences for over 30 years and our consultants has worked with and at some of the world's most successful e-commerce companies.

Together, we will create a better tomorrow



DO YOU WANT TO SELL MORE?

Let's talk!

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