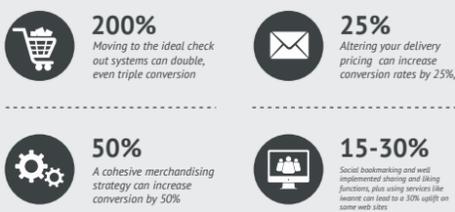


Conversion rate optimisation: Our services and the potential benefits for your business

We work with e-commerce web sites, online advertising and email marketing to improve conversion rates, increase customer retention and drive up average order values. Every site and every problem is treated differently. Each site will have its own set of issues, and each solution its own business case based on current success rates, revenues and potential for change. Conversion rate consulting isn't a one size fits all.. and we work with all shapes and sizes. Here's a few facts and figures to show the potential.

Transactional E-commerce



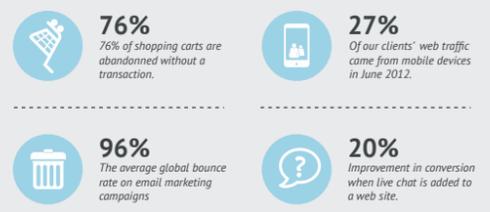
Not every strategy fits every web site - the handful of examples above show the achievable benefits taken from real life examples with our customers. Your revenues and budgets might not yet be ready for the perfect solution.. we have the tools to get you there one step at a time

PPC & Landing Pages



We can manage PPC or advise you if you're self managed. We work closely with Google on the Engage initiative and have spent over a decade creating and honing landing pages for businesses just like yours.. and just like ours!

Key Facts



Playing the percentages can be the difference between a cottage industry and a huge online success.. or a bit on the side and a full time business. Some of this stuff is really simple best practice that is overlooked time and time again. Getting that right can generate the revenues to really drive your business forward

lost sales - the usual suspects



The diagram to the left shows a pretty standard mix of lost opportunity when we begin working with a new customer.

The black section represents completed sales and the other sections core areas of lost sales and their relative importance. As you move clockwise around the wheel, the cost of most circumstances will increase, with a change to a checkout process for most people being the biggest investment, albeit with the greatest rewards.

We are often approached to "increase traffic". It's sensible logic of course. If you have 1000 visitors per day spending an average of £1 per person, then doubling the traffic will mean £2000 per day instead of £1000 per day. However, the cost of increasing traffic by 1000 relevant and targeted users per day is time consuming and can be expensive. By getting the building blocks right, that £1000 per day can become £2000 per day often quickly and relatively inexpensively; Now the more costly strategy of increasing traffic makes commercial sense, because each new visitor is worth double their previous value on the web site.

We certainly can help with increasing traffic, but we pride ourselves in extracting maximum value from existing traffic, not just from providing new bums on seats!

The uplift potential



What to Expect from different strategies

Activity undertaken under guidance of Stunn	improve conversion	improve retention	reduce cost of acquisition	improve experience	increase loyalty	increase order value
Improve the checkout & registration systems	★	★	○	★	★	○
Improve the on site merchandising	★	★	○	★	★	★
Optimise PPC advertising in search results & landing pages	★	○	★	★	○	○
On site promotions, delivery strategy etc.	★	★	★	○	★	★
Implement cohesive email marketing strategy	★	★	○	○	★	★
Improve on site customer services experience	★	★	★	★	★	★

Summary - You Should Call Stunn



Whatever size of business you are running, in whatever industry, we believe everyone can benefit from an extra pair of eyes and some cross industry experience. We aim to build long term partnerships and like to set ongoing budgets based on our measured successes. Ultimately, we want our success to come from the success, not the pockets of our customers.

Call Karl today on 0121 616 0093 to see how we can help you. Tell us that you've read this infographic and we'll provide an overview report of where we think improvements can be made free of charge and with no obligation.

We're happy to share our successes and the vast majority of our customers are happy to share their experiences of working with us with others.. so please feel free to ask for references and case studies.

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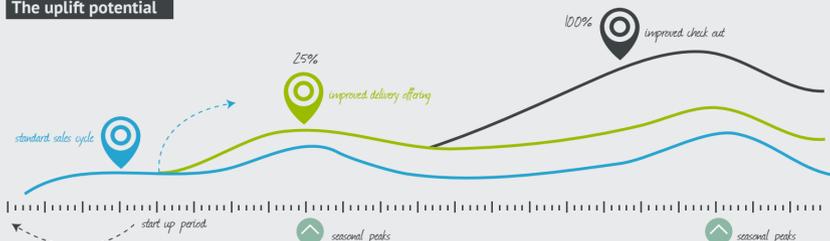
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