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Case Study Stabay Segmentation and E-commerce

During the Christmas shopping season of 2009, 49lights studied differences between male and female shopping behavior on an E-commerce site.

Female visitors were up to 205% more likely to complete a purchase compared to male visitors.

Product and banner preferences also differ significantly with gender affiliation.

By optimizing ads and landing pages, sharply increased sales and marketing efficiency can be expected.

Case study

E-commerce

By applying demographic segmentation with Statbay, it is possible to increase online sales and banner efficiency.

Abstract

Statbay gender segmentation was installed on an interior design E-commerce site, and connected to the site's statistical service, Google Analytics. Conversion rate, banner preference, and best performing pages was then analyzed for male and female segmented visitors.

Significant differences in behavior were found in all areas, and for the E-commerce site the female group was far more profitable (in fact, 121% more profitable).

By applying these results continuously the site, the site can leverage sales, marketing efficiency and reduce site maintenance.

Background

The Christmas season is the high season for this interior design E-commerce site, with a monthly turnover that is more than four times as big as an average month.

This busy period is ideal for testing Statbay – many visitors in a short period of time, big marketing spending and visitors that are shopping a lot more than usual.

Statbay was installed on the site, and gender demographics were segmented for all visitors. The segmentation was then coupled to the site's statistical tool, Google Analytics.

Results

Banner advertising

During November, two different ads were tested. The first banner gave 65% female visitors, and the second banner gave 83% female visitors.

The data set was large enough to establish that the difference was significant with a probability of 98.75%, and it was shown that Statbay segmented male and female visitors respond to different banners.

Conversion rate

During the full season, female and male conversion rate was compared. For female visitors, the conversion rate was 2.92% in comparison to 1.32% for male visitors, a difference of 121%.

By only looking at the AdWord visitors the difference was even larger. A female visitor was 205% more likely to complete a purchase than their male counterpart.

The data set was big enough to establish that the conversion rate difference was significant (98.75%), and it was shown that Statbay can indeed be used to predict shopping likeliness of a visitor.

Best Performing Pages

Best performing pages, i.e. pages with the highest conversion ratio, were also investigated. For each group the 20 most visited pages was compared and sorted on conversion ratio. The differences in money spend, as a function of page content and gender, was as large as 65%.

The size of the data set was big enough to establish that the difference was significant (98.75%).

Conclusion

It is shown that Statbay segmented groups with regard to gender implies significant differences in shopping behavior. The difference is shown in every aspect of the shopping lifecycle, from banner clicking, to content preferences and purchase completion.

An E-commerce site is very likely to sharply increase its sales by optimizing banners and site content.

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