HOPKINS

Lost sales, anti-conversions & the suck rate

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Analytics & conversion optimization (2010-2019)

- Hopkins (Helsinki), founder & partner 2016-
- SEO, SEM consultant in different agencies 2010-
- Researcher, University of Helsinki 1997-2006

"I'm not a developer"

- I studied history, Latin & Roman literature 1989-1996 and economics, finance & mathematics 2008-2011.

Add me to your contacts

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2

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You have ideas, but nobody listens to you.

Care about visitor data

Execute them

Collect

CARE

Recommend actions
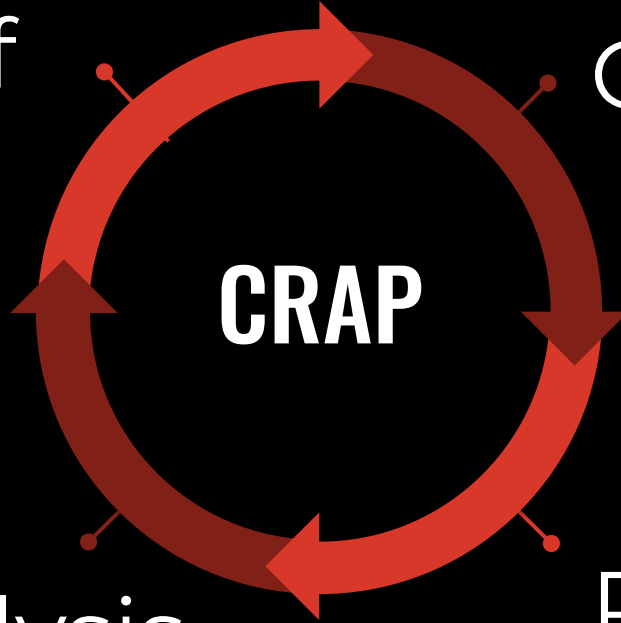
Analyse

Nothing happens....

Pile the pdf reports

Collect
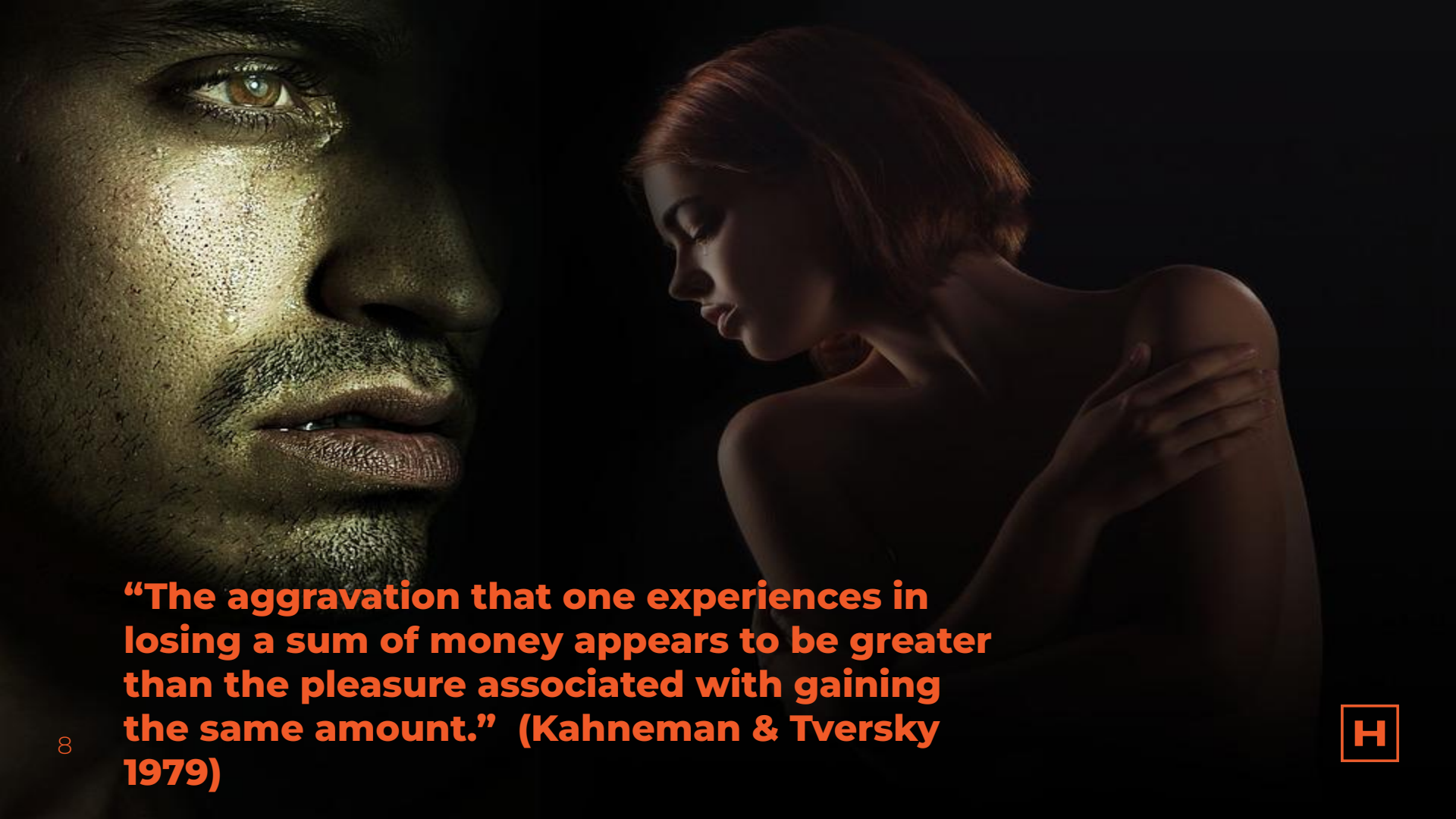
CRAP

Avoid analysis

Report

5

Optimize your work.

We concentrate on the success.

"The aggravation that one experiences in losing a sum of money appears to be greater than the pleasure associated with gaining the same amount." (Kahneman & Tversky 1979)

Lost sales

Lost conversions (desktop)

	Sessions	Conversions	CR	Lost conversions
Chrome	175636	24601	14.0%	4950
IE	78769	13253	16.8%	0
Firefox	67998	10220	15.0%	1221
Safari	29333	3617	12.3%	1318
Edge	29158	4349	14.9%	557
		56040		**+8046**

"You have lost 8046 conversions in 12 months because other browsers don't convert as well as Internet Explorer."
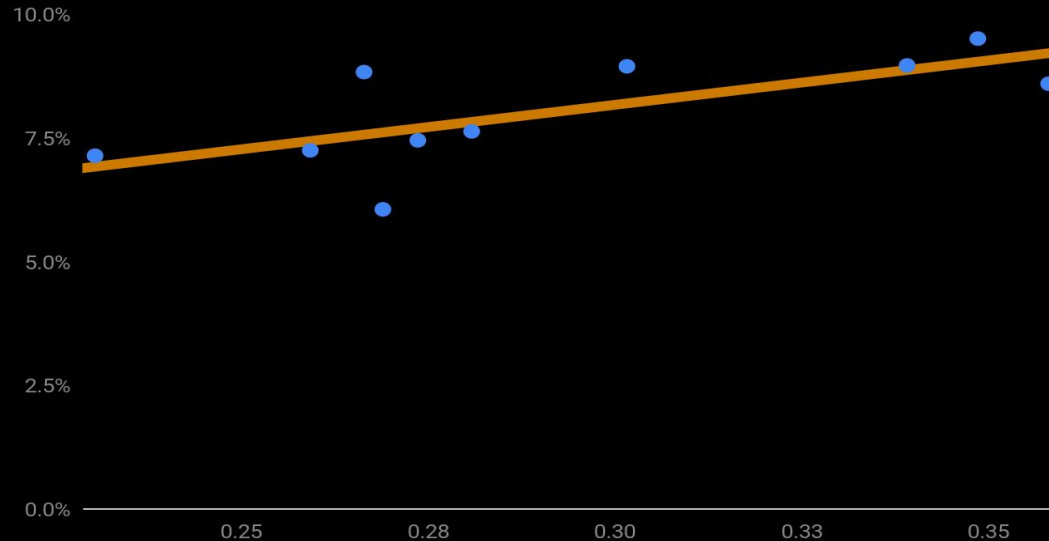
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Case: Android vs iOS (mobile)

	Sessions	Conversions	Conversion rate	Lost conversions
Android	812069	59904	7.38%	3666
iPhone	428620	33553	7.83%	

"You have lost 3666 conversions in 12 months because Android mobile phone users don't convert as well as iPhone users."

691 008 €

"This is how much you lost sales in 12 months."

Case: Resolution and conversion (mobile)

Most popular Android mobile phone resolutions & conversion rates:
"Do you see how much money you are leaving here on the table?"

13

Anticonversions:
What could possibly go wrong?

Goals / custom metrics / calculated metrics / events

404 errors.

JavaScript errors

Frustration metric: clicks / pageviews.

@hellemans

Confusion metric: pageviews / unique pageviews

Error messages based on user interaction.

Other error messages (e.g. API related)

Rejected payments / sales / applications etc.

Site search with 0 results.

Ecommerce: unavailable products.

2G mobile users...

How bad your site really is?

Suck rate =
macro-anti-conversions / sessions.

Irritation rate = micro-anti-conversions / sessions.

All photos: public domain photos from: Pixabay.

Do you have more ideas?