

HOPKINS

Lost sales, anti-conversions & the suck rate

18.5.2019
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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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**You have ideas, but nobody
listens to you.**

Care about visitor data

Execute
them

Collect

CARE



Analyse

Recommend

actions



Nothing happens....

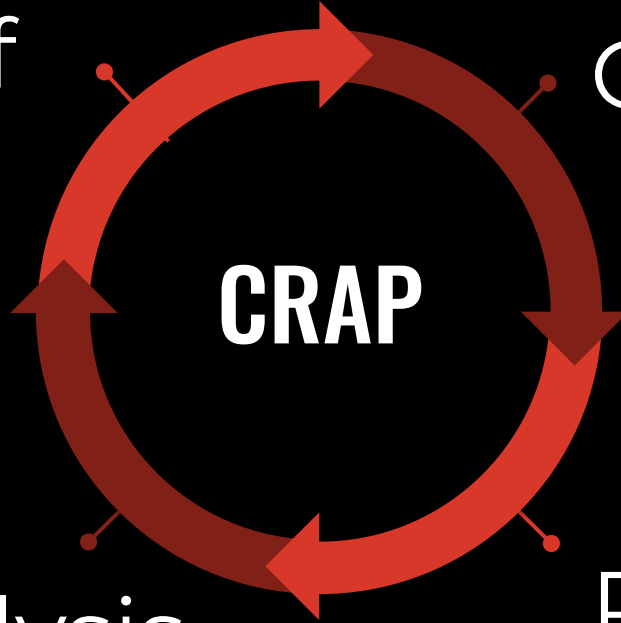
Pile the pdf
reports

Collect

CRAP

Avoid analysis

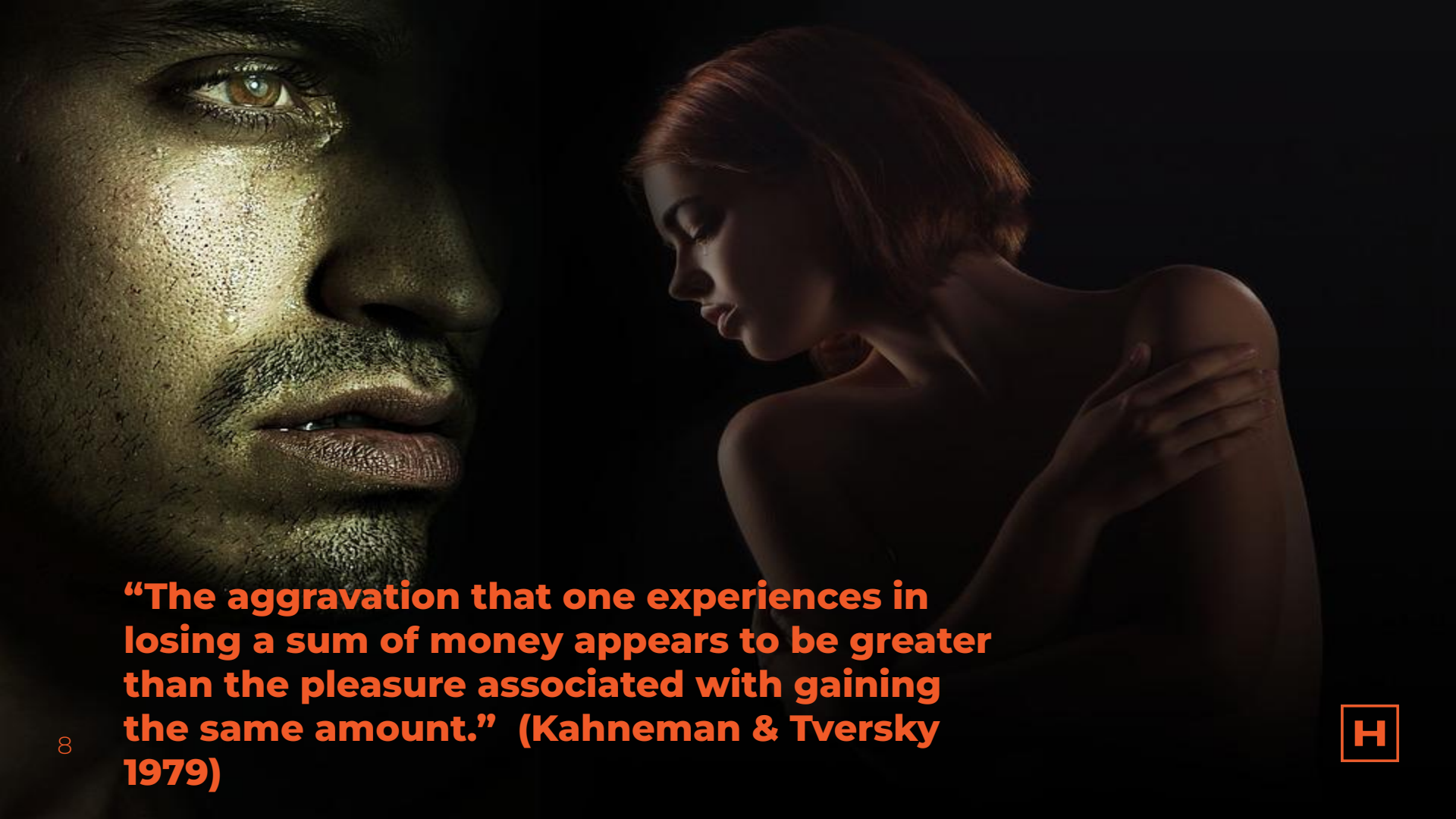
Report





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.”



Case: Android vs iOS (mobile)

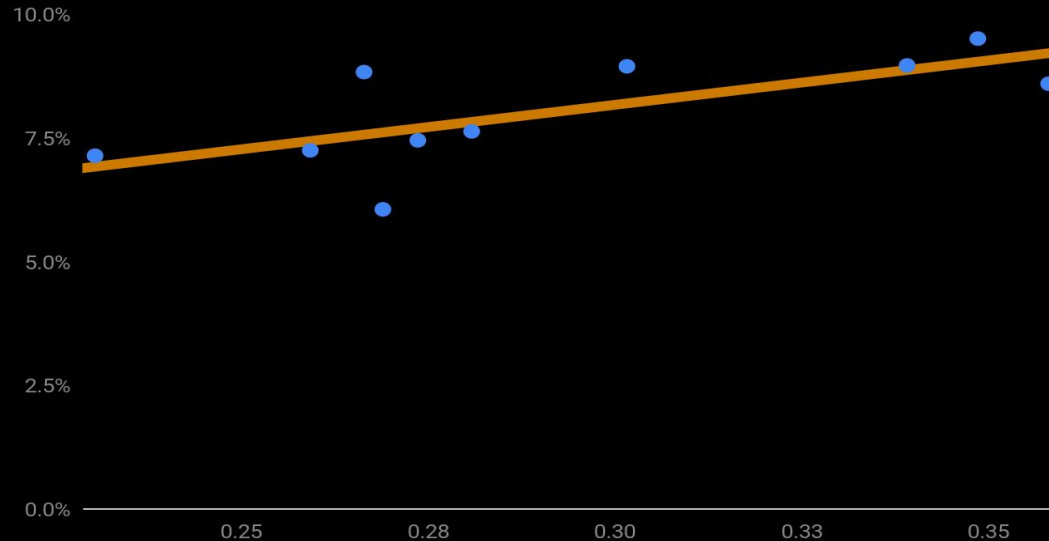
	Sessions	Conversions	Conversion rate	Lost conversions
Android	812069	59904	7.38%	3666
iPhone	428620	33553	7.83%	

“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?”



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**



...teacher and ... to you why. First
of his very own to what
earn something interesting. Me
courses that ... the main
practice and ...

**Error messages based on user
interaction.**

Other error messages (e.g. API related)

A man with a beard and long hair, wearing a dark blue and grey hooded jacket, stands with his arms crossed. He is looking down. The background is a dark grey chalkboard with two large, white chalk drawings of muscular arms flexing, one on each side of the man. The text "Rejected payments / sales / applications etc." is written in orange at the bottom.

**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.**



A low-angle, upward-looking perspective of several tall skyscrapers. The buildings are rendered in a dark, muted orange color, creating a monochromatic effect. They converge towards the top of the frame, where they meet a solid, bright orange sky. The perspective creates a sense of height and scale.

**Do you have more
ideas?**