

Scenario Analysis Feature Guide

May 2004

Scenario Analysis

Scenario Analysis enables you to define a series of steps your web visitors take in order to complete a given transaction (for example, a sale or a form submission). The feature then reports on the percentage of users that progress along each step toward that transaction.

Package & pricing

Conversion Analysis is a feature included in the E-Business edition. (Note: In some cases you may need to contact your sales representative to activate this feature.)

E-Business edition price: \$49.95 per month

Price includes: 50,000 page views per month

Additional page views: \$0.60 per thousand

Typical client

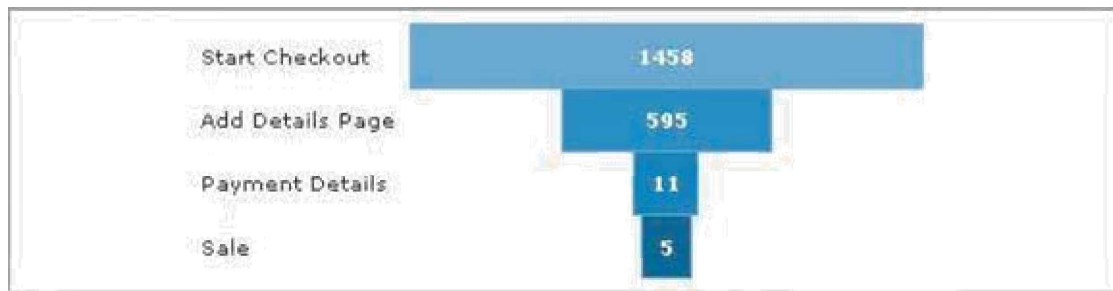
Online merchants, marketers

Solves the following

One particularly valuable application of Scenario Analysis is to troubleshoot the path to sale, and reduce shopping cart abandonment. However, the feature can also be used to troubleshoot any number of processes, for example: online form submission, email newsletter subscription or site registration.

With Scenario Analysis you can visually identify any bottlenecks or barriers to a transaction. You can evaluate the effectiveness of the various elements in your process, and optimize your website to increase the number of visitors who complete the transaction.

You can also filter Scenario Analysis to display the results of a specific marketing campaign, which means you don't have to create separate scenarios for each campaign.



| Step | Visitors | Page Views | Abandonment % | % of Previous Step |
|---------------------|----------|------------|---------------|--------------------|
| 1. Start Checkout | 1458 | 1933 | - | - |
| 2. Add Details Page | 595 | 718 | 59.19% | 40.81% |
| 3. Payment Details | 11 | 22 | 98.15% | 1.85% |
| 4. Sale | 5 | 5 | 54.55% | 45.45% |

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Implementation

In the Settings, under 'Scenario Analysis,' your client defines a scenario by identifying the various web pages, by URL, that lead toward the transaction.

Common misconceptions and issues

Scenario Analysis cannot determine the favorite paths through a website;

While Scenario Analysis is most commonly used to analyze a sales process, it can only be used to troubleshoot any kind of online transaction;

One visitor may be tracked in multiple scenario reports;

The homepage is generally not a good page to use as the beginning of a scenario, as visitors may arrive from alternate pages, and will therefore not be included in the scenario.