

CONVERSION ANALYSIS

We believe in a better tomorrow at Nexer Unified Commerce. That tomorrow starts with the eyes seeing things differently and with those who get things done. We know what it takes to build a successful e-commerce business and that in an industry of constant change, always be one step ahead. At Nexer Unified Commerce, we understand that e-commerce isn't just a technical system; it's an ecosystem where all areas of your e-commerce business need to be correctly optimized to be successful.

Do you want to sell more? That your visitors should read all your texts on your site or click on your CTA's? Then it's time for you to start working with conversion analysis and map your visitors' behavior for performance optimization.

"It's an Add to Cart kind of Day"

– *Unknown Genius*

How do we analyze conversion?

At Nexer Unified commerce, we believe in "Estimations instead of Guesstimations" when working with conversion analysis on a site. The great advantage of working digitally is that you never have to guess what your next step should be. You already have all the answers in the digital footprints your visitors leave behind on how they acted on your site. It's time to use it.

We will start with two hours workshop where we will get to know your business and where you want to be heading. We will, after that, create an analysis of the workflows on your shop, test your site and develop new ways of measuring success. We will end with a two-hour workshop where we present our findings and recommendations on improving your conversion rates and supporting implementing the changes on your site.

By working with estimations instead of "guesstimations", we can track your customers and anticipate how they will act on your site to reach a better conversion rate. It's by working with data we know if we are being successful, and it's by working with data we can continue making the correct developments for our sites, and that is what success looks like.

Conversions, what does that mean?

A conversion can be different for different companies, depending on what you want your visitors to do on your site. Before you start your conversion optimization, you need to know what a conversion is for your business. Conversion is when our visitors act the way we want them to on our site. It can mean "add to cart", but it can also mean that they are reading the full blog post or that they click on your CTA or, in any other ways, act as we wish they would. But to do so, they might need a little push in the right direction.



Why should you analyze your site?

Do you think your competitors' sites are performing better? Do your competitors sell more? It's time to change that! "Ah, this is when I change colour on my CTA's," you think. But no, it comes down to a lot more than that. Even if changing the colour on your buttons can make you sell more, the most important thing is to prioritize and sort among the things you would like to change on your site. Be inspired by your competition but know your site the best. Make it your sport, understand how your customers act and move on your site, and help them convert. By doing a conversion analysis on your site, you will create more sales and gain the freedom to develop your site and business.

Choose a partner with over 30 years of experience in creating better web experiences

With a strong track record in e-commerce, tech, marketing and international development, we dare to say that we know what it takes to help you grow your business. Because if you are successful, so are we. At Nexer, we have improved web experiences for over 30 years, and our consultants have worked with and at some of the world's most successful e-commerce companies.

Together, we will create a better tomorrow.

WANT TO KNOW MORE?

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