



TRANSORG
ANALYTICS

Web analytics for cart abandonment reduction for an online travel company

Objective

- An online major experienced lower conversion rates from its website owing to cart abandonment at various stages in the booking flow

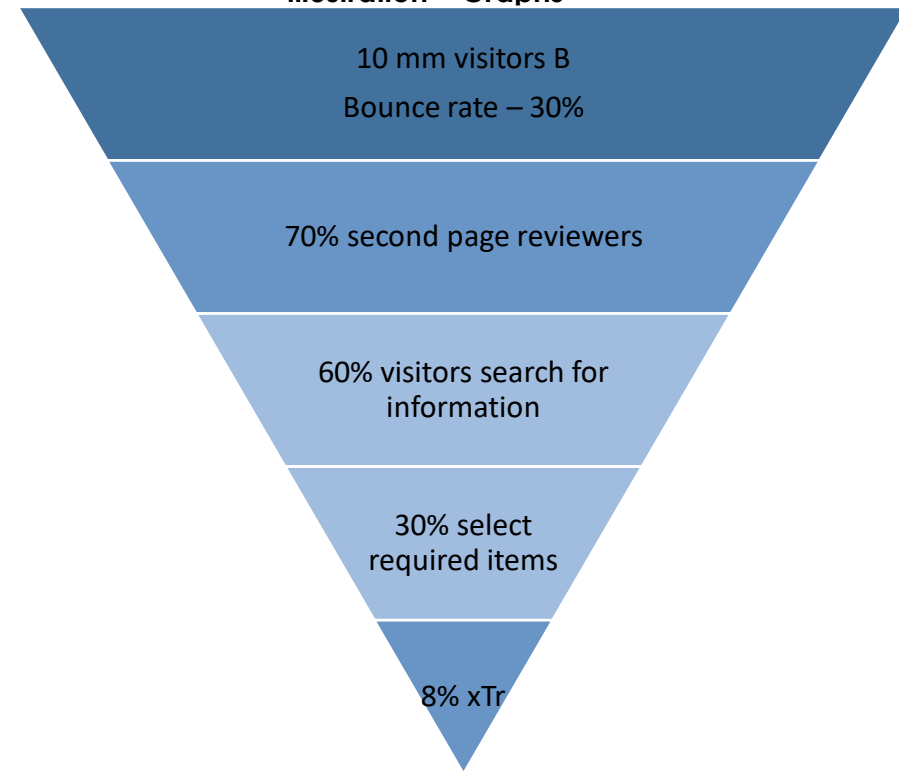
Approach

1. Web Analytics setup
 - Setup Web analytics for seamless tracking of multi-device web behavior
 - Customize setup based on KPIs, website goals and operation domain
2. Analyze Drop-Offs
 - Analyze visits by agents, retail customers separately
 - Identify stages of abandonment
 - Create a clear picture of each visit
3. Segment cart abandoners
 - Area of interest
 - Spending power
 - Transacting intent
 - Geography
4. Re-targeting communications
 - Generate daily email list of abandoners
 - Create personalized offers based on segmentation
 - Send mailers to enable transaction completion

Impact

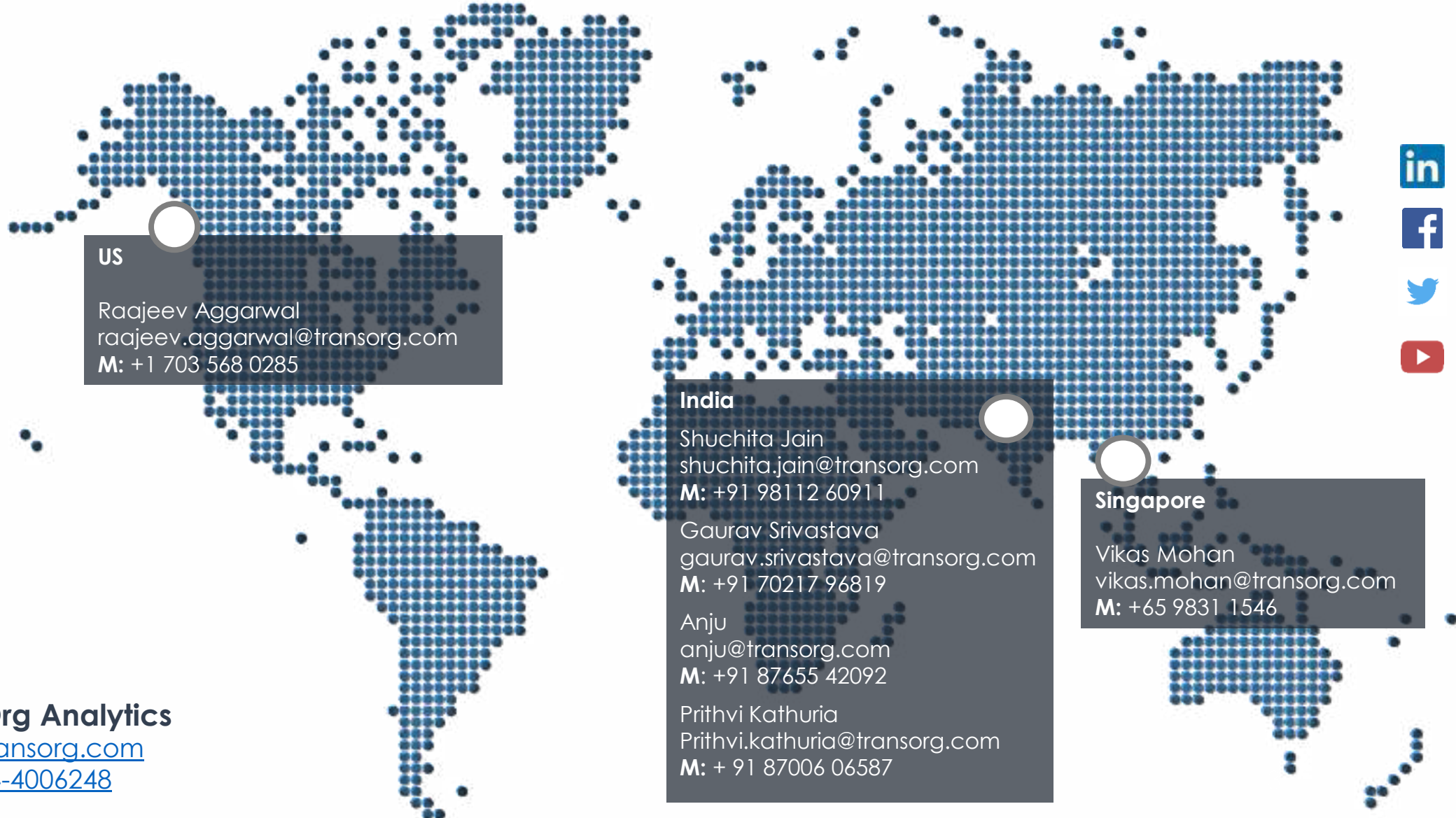
- Cart abandonment reduction by 30%
- Daily transactions increased by 2% directly bolstering top-line
- Highly relevant targeted offers improved customer engagement and added to customer loyalty

Illustration – Graphs



Contact us





We are a phone call away!



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