

WELCOME

DAY 40/100

DIGITAL MASTERY CHALLENGE

DATE: August 22, 2020, SATURDAY

TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR

E-COMMERCE

Mastery

DAY 01



WHAT IS E-COMMERCE?





It can be broadly defined as the process of buying or selling of goods or services using an electronic medium such as the Internet.



E-Commerce or Electronics Commerce is a methodology of modern business, which addresses the requirements of business organizations.

E-COMMERCE WEBSITE

A website designed to sell products online that will ultimately be shipped to the customer once payment is received.





E-COMMERCE WEBSITE

This type of website must quickly & accurately convey details about the product(s) being sold, plus have a shopping cart feature that allows customers (web surfers) to safely & securely place their orders using a major credit card or another online payment method.



WHAT IS E-COMMERCE MASTERY?

7 DAYS
7 DAYS

**7 DAYS OF STRUCTURED
MASTERY IN THE FIELD
OF ECOMMERCE
THROUGH WEBINAR
AND MENTORED
LEARNING**





***UNDERSTAND THE BUSINESS MODEL OF ECOMMERCE WITH
US AND BECOME AN ENTREPRENEUR IN THE FIELD***



PART OF OUR 100 DAY DIGITAL MASTERY CHALLENGE



FROM
AUGUST 22ND
(SATURDAY)
TO
AUGUST 29TH
(SATURDAY)



***700
MINUTES
OF LIVE
WEBINAR***

BASIC MEMBERS

7

×

30



210
Minutes of
Mentoring

**7-DAY
ECOMMERCE
MASTERY**

PREMIUM MEMBERS

7

×

60



420
Minutes of
Mentoring

**7-DAY
ECOMMERCE
MASTERY**



**WHY SHOULD
YOU MASTER
E-COMMERCE?**



GLOBAL ECOMMERCE SALES PROJECTION

2020: \$4.2 TN

2021: \$6.5 TN

More Than **2.1 Billion**
Shoppers Are Expected To



**Purchase Goods And
Services Online By 2021**



**E-COMMERCE:
YESTERDAY, TODAY, TOMORROW**



There are expected to be over 2B digital buyers in the world in 2020.



The total value of global retail ecommerce sales will reach **\$4.13T in 2020.**

Four wooden flip cards are arranged diagonally on a blue-painted wooden surface. The cards display the year '2019'. The first three cards are light-colored with black numbers, and the fourth card is red with a white number. Each card has a small metal fastener at the top.

2019

***In 2019, retail
ecommerce
sales grew
23.3% over the
previous year.***

*The Fastest
Growth In Retail
Ecommerce
Between 2018 And
2022 Is Expected
In India And
Indonesia.*



**Ecommerce Retail Sales Accounted For
14.1% Of Global Retail Sales In 2019.**






**By 2040, Around
95% Of All
Purchases Are
Expected To Be
Via Ecommerce.**

*China is the
largest
ecommerce
market in the
world.*



**Ecommerce Retail Sales Are Expected
To Account For **33.6%** Of Total Retail
Sales In China In 2019.**



An American flag is shown waving on a white flagpole against a blue sky with scattered white clouds. The flagpole has a gold ball finial at the top. The text is overlaid on the right side of the image.

**80% of Internet users
in the US have made
at least one purchase
online.**

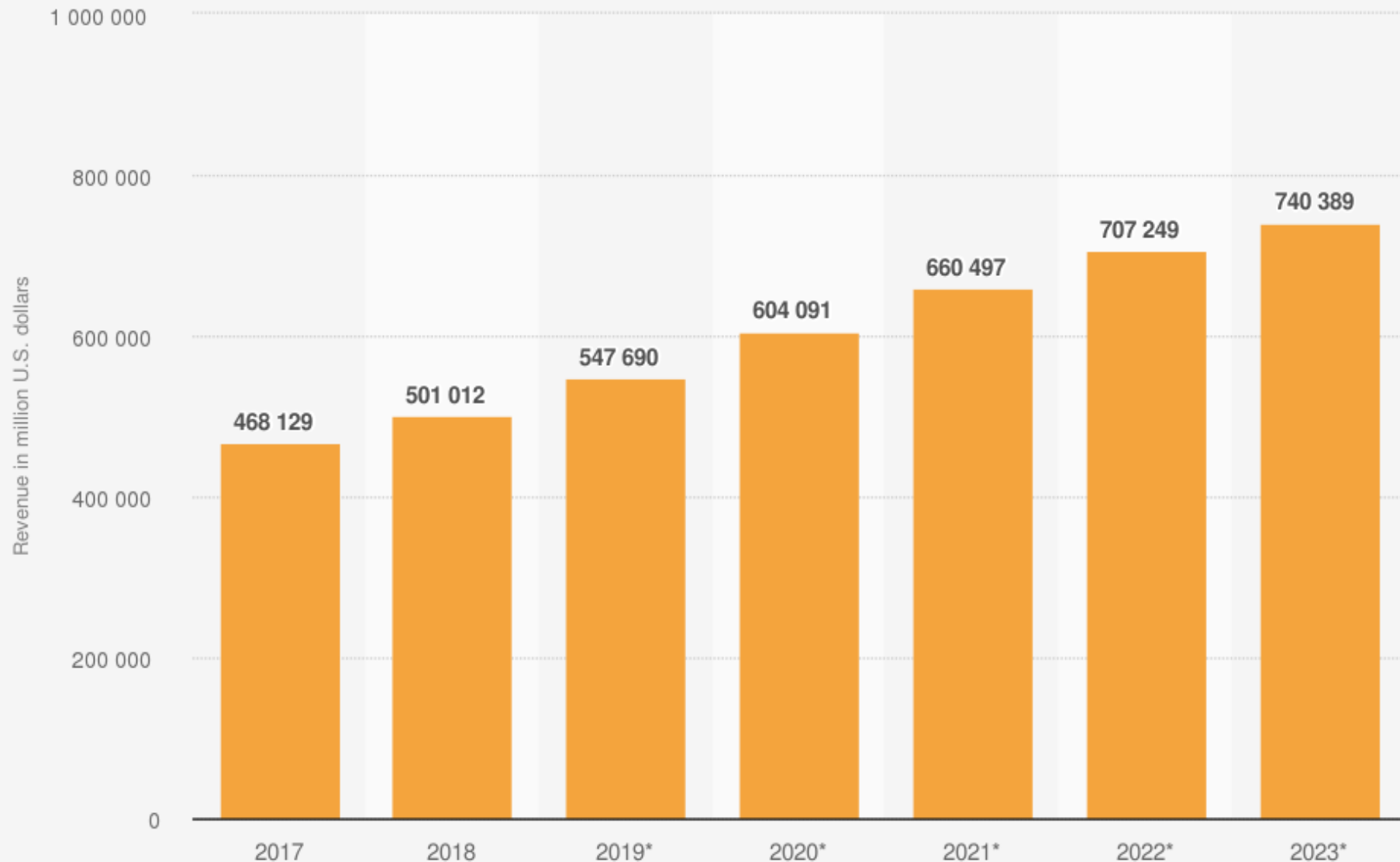


*Almost half of
American small
businesses do not
own a website.*



• In the United States alone, ecommerce sales are expected to surpass \$740 billion by 2023.

Retail e-commerce sales in the United States from 2017 to 2023 (in million U.S. dollars)



Sources


Statista Digital Market Outlook; Statista
© Statista 2019

Additional Information:

United States; Statista Digital Market Outlook; 2017 to 2018

A rise in online purchases is a result of many factors





The increased use of smart phones and mobile shopping

Social Media And Social Commerce





Transformative Technology



Online Marketplaces



43% of global shoppers research products online via social networks.



Clothing is the leading online vertical.



Direct to site, email, and SEO are the best traffic sources.

A person is sitting on a white sofa, using a silver laptop. The laptop screen displays an art gallery website with various paintings and a red header. The person's hands are on the keyboard. A semi-transparent dark grey box with white text is overlaid on the bottom half of the image.

• Ecommerce Will Make Up 22% Of Global Retail Sales By 2023.



**By 2023, U.S. Ecommerce Revenue Will Be
\$740B!**



THERE ARE BETWEEN
12M TO 24M ECOMMERCE
SITES IN THE WORLD

*Amazon grabbed
44% of all US
ecommerce sales
in 2019.*



With a reach of 75.4%, Amazon was the most popular shopping app in the US in mid-2019.



Credit cards are the most preferred form of payment for online shoppers worldwide.





PayPal had 267M active registered accounts by the fourth quarter of 2019.

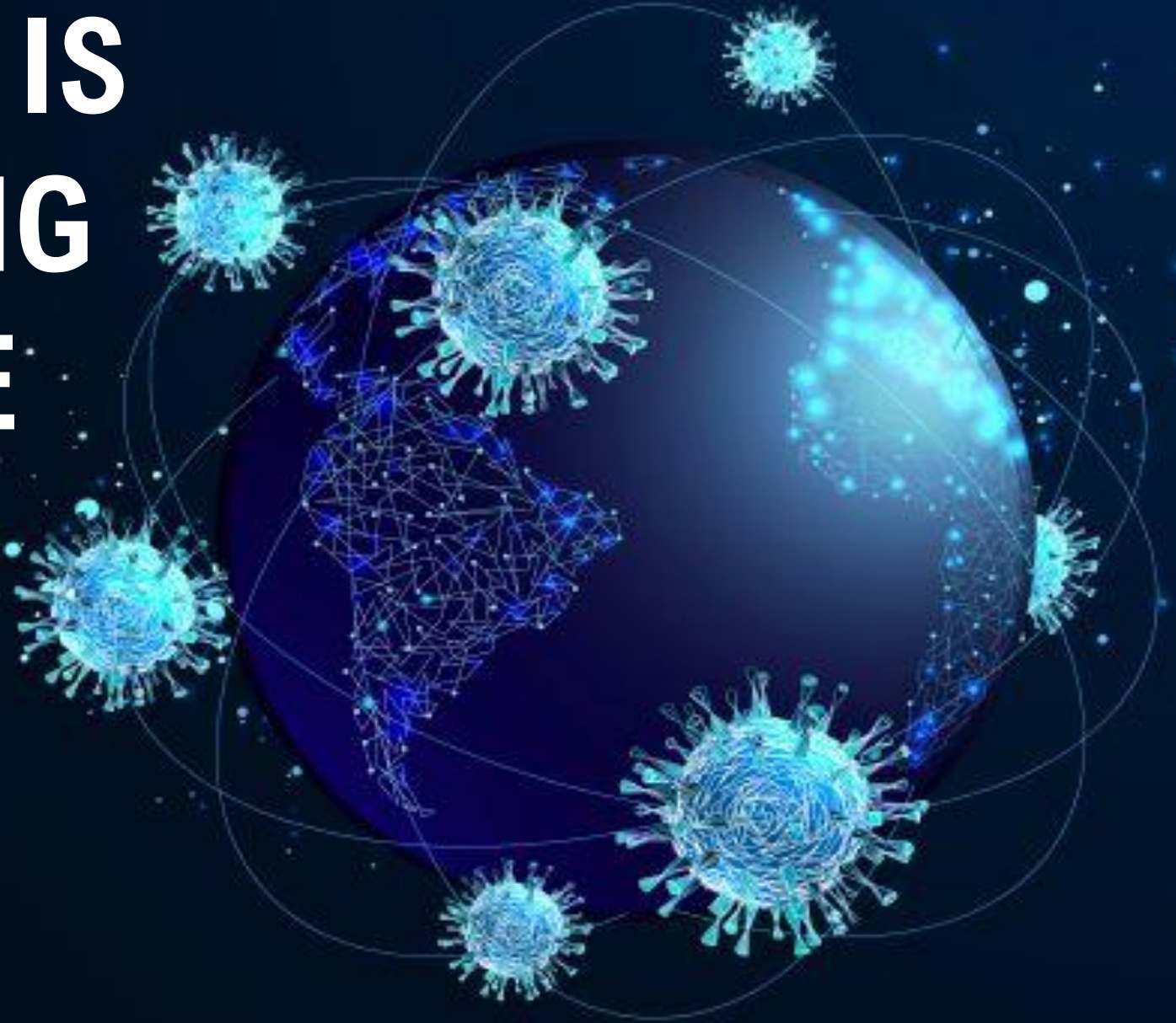


61% of online shoppers made an online purchase related to **FASHION**, which is higher than any other product category.



The highest category and region-wise growth in ecommerce penetration was registered in **grocery shopping in the **Asia-Pacific region**.**

HOW COVID-19 IS TRANSFORMING E-COMMERCE



A black and white photograph of the Golden Gate Bridge in San Francisco. The bridge's suspension towers and cables are visible in the background, extending across the water. In the foreground, a thick, dark metal chain runs along a concrete pier. The sky is overcast, and the water is calm.

U.S. retailers' online year-over-year (YoY) revenue growth is up 68% as of mid-April, surpassing an earlier peak of 49% in early January.



There's been a 129% year-over-year growth in U.S. & Canadian e-commerce orders as of April 21 and an impressive 146% growth in all online retail orders.

Online conversion rates increased 8.8% in February, reflecting a level of shopping urgency typically seen during Cyber Mondays, according to QuantumMetric.



An aerial photograph of a city skyline at sunset. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue. The city features numerous skyscrapers, including several prominent ones with spires. In the background, a large body of water is visible. A white text box with a blue border is centered over the image, containing the following text:

Just over 306 million Americans are affected by stay-at-home orders, nearly 95% of the U.S. population.



COVID-19 will forever change retailing, and its initial impact on e-Commerce is creating challenges to online selling & service no one imagined in January.

A large crowd of diverse people, including men, women, and children of various ethnicities, are gathered together to form the shape of the number 100. The crowd is dense and colorful, set against a plain white background. Scattered around the main formation are several smaller groups of people, some walking, some standing, and some on bicycles. A large, bold, black text box is overlaid on the bottom portion of the image, containing the text 'DEMOGRAPHICS OF ONLINE SHOPPERS'.

DEMOGRAPHICS OF ONLINE SHOPPERS

MEN SPEND MORE ONLINE THAN WOMEN DO



Generation X Consumers Are The Most Active Online Shoppers, Averaging 19 Transactions Per Year



Baby Boomers Spend More Per Online Transaction Than Generation X And Millennial Shoppers Do.





M-COMMERCE:

YESTERDAY, TODAY, TOMORROW

***By 2021, 53.9% Of All
US Retail Ecommerce
Is Expected To Be
Generated Through
Mcommerce.***



Get to Know the Customers Who Shop Online





•Over 75% of people are shopping at least once a month online.



- **Windows OS takes the**
- **lead for most orders.**

A person with long blonde hair is sitting at a dark wooden table in a cafe. They are using a silver laptop that displays an e-commerce website with various clothing items. A white cup of coffee sits on the table in front of them. The background is slightly blurred, showing other tables and chairs in the cafe.

- **Customer average conversion rates hover between 2.7%–3.2%.**



•How Customers are Paying Online



- The top mobile payment platform is WeChat Pay.

• 94% of Chinese users use mobile payments, while only 45% of Americans will.





- Americans favor PayPal over any other digital wallet

The Best Time to Start an Ecommerce Store





RISE

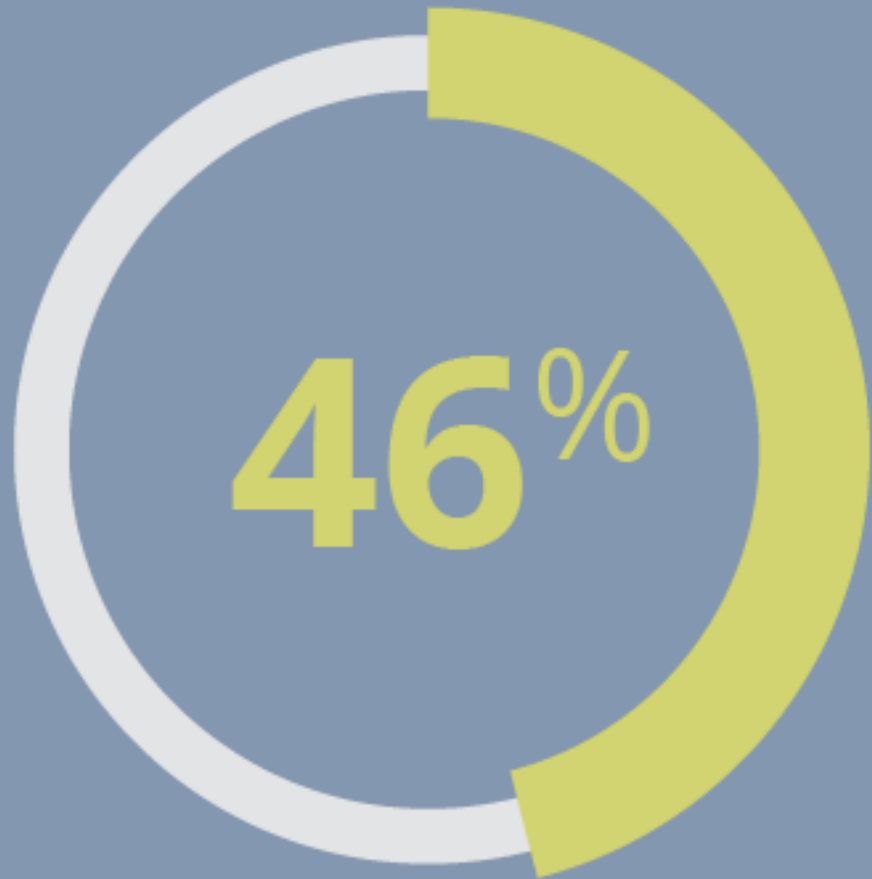
**WORLDWIDE, THE SHARE OF MCOMMERCE IN ALL
ECOMMERCE IS EXPECTED TO RISE TO 72.9% BY 2021.**



Online shopping on mobile increased from 8% to 15%, while on desktop dropped from 78% to 63%.

More Than A Third Of Online Black Friday 2019 Sales Were Completed On Smartphones.





At 46%, Global Mobile Shopping Penetration Is The Highest In The Asia Pacific Region.

ECOMMERCE SHOPPER BEHAVIOR STATISTICS



Purchase Order

Personal Details

Your first name and initial

Last name

Phone Number

No.

Nationality

Address (street and number), see instructions.

City, town, street and ZIP code, see instructions.

Status

Check only one box.

Single
 Married

Income

1 It is a process to allow an organization

Document No 38520-1

Number 1

Number 2

The number above is required.

On Average, Only 2.86% Of Ecommerce Website Visits Convert Into A Purchase.



41% shoppers have abandoned a transaction at a virtual check-out in 2019, compared to 24% who have walked away from a purchase in-store.



***61% SHOPPERS REPORT LEAVING A
TRANSACTION DUE TO AN EXTRA COST SUCH
AS SHIPPING FEES.***



L O A D I N G



**A SLOW WEBSITE CAN INCREASE
ABANDONMENT BY 75%, AND LOYALTY
DROPS 50% WHEN YOUR SITE IS SLOW.**



The Average Load Speed For
Top Ranking Sites Is 1.9s.

**The top reason for
people shopping
online is the
ability to shop at
any time.**



85%

**85% OF CONSUMERS
CONDUCT ONLINE
RESEARCH BEFORE
MAKING A PURCHASE
ONLINE.**



65% Of Consumers Make Price Comparisons On Their Mobile Device While In A Physical Store.

***81% OF CONSUMERS TRUST THE ADVICE OF
FRIENDS AND FAMILY OVER BUSINESSES.***





**Online Stores That Have A Social
Media Presence Have 32% More Sales
On Average Than Stores That Don't.**

60% Of People Would Rather Buy A Product Recommended By A Youtuber Than One Recommended By A Movie Or TV Star.





40% of shoppers say they will buy a product if they get to experience it through augmented reality before they buy it.

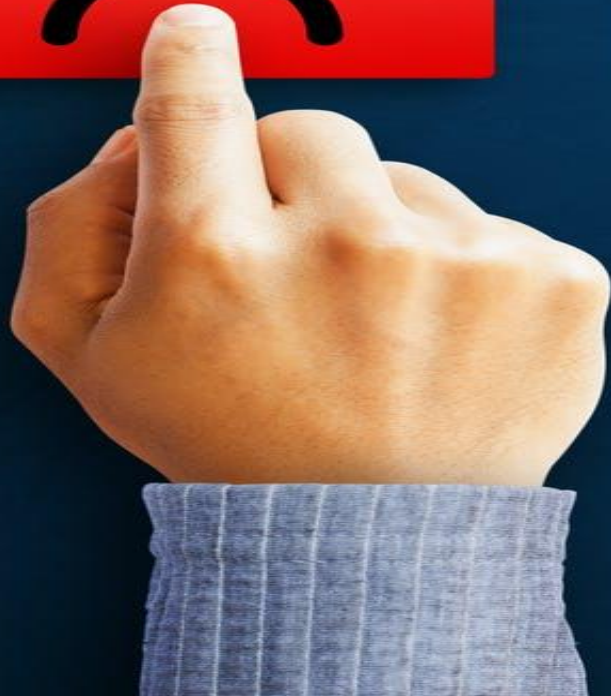


51%



51% of consumers trust companies that make it easy for visitors to contact the people behind the company.

***80% Of Online Shoppers Stop Doing
Business With A Company Because Of
Poor Customer Experience.***



52%

On Average, 52%
Of Online Stores
Have Omnichannel
Capabilities.

43% of ecommerce traffic comes from Google search (organic) and **26%** comes from Google Adwords.

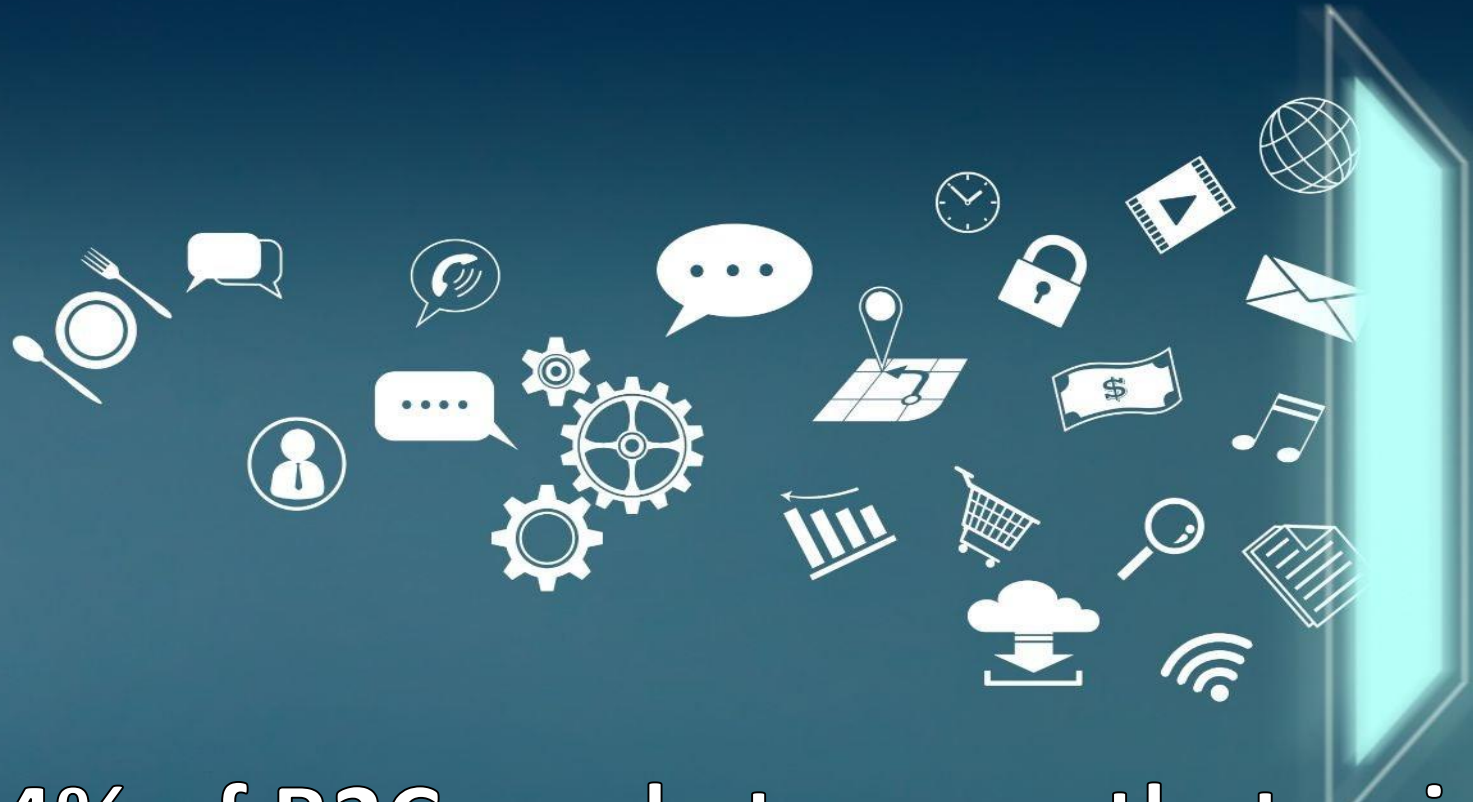
Google



SEO

SEARCH ENGINE OPTIMIZATION

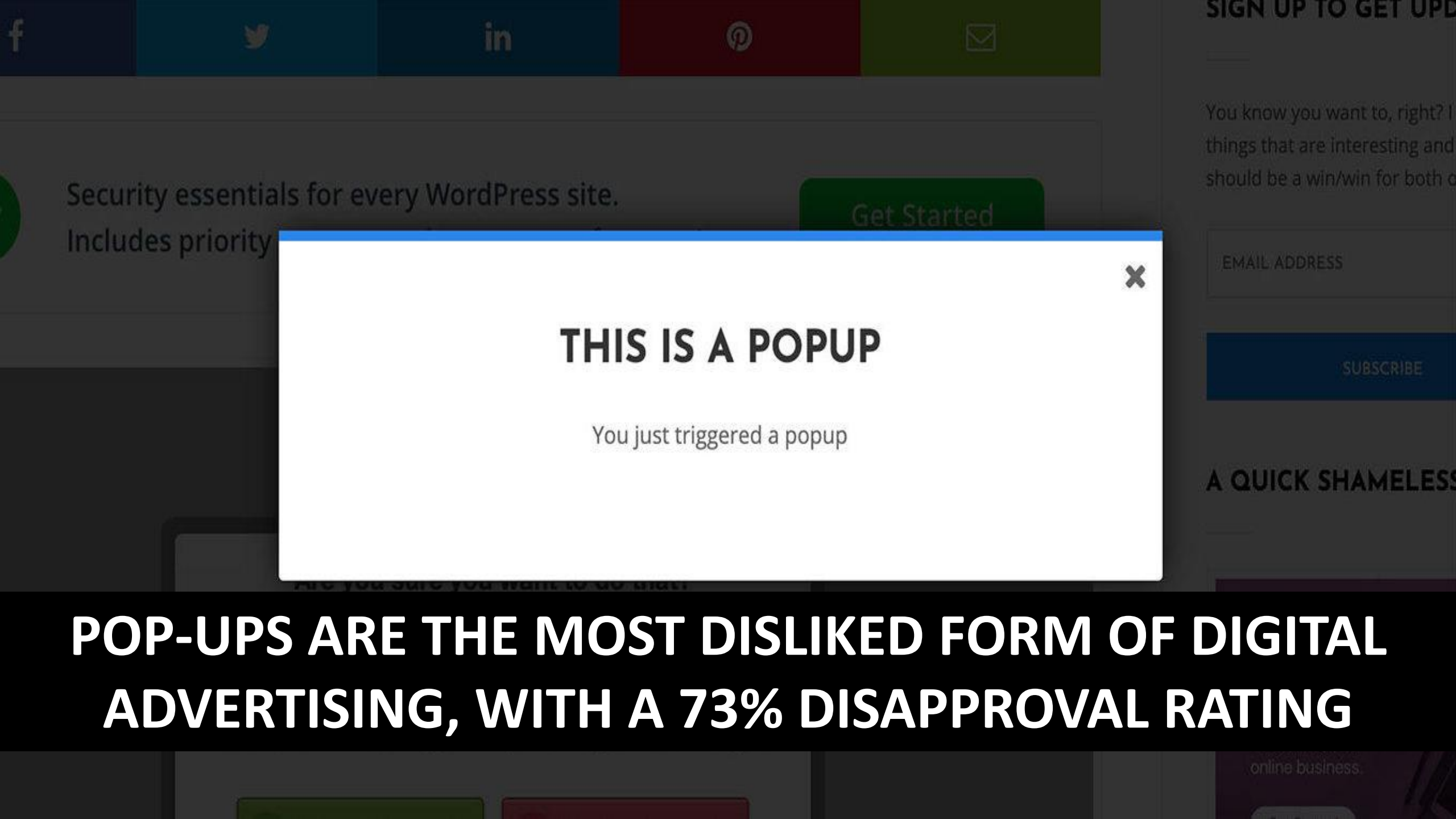
SEO has a 14.6% conversion rate compared to 1.7% for traditional outbound methods such as cold-calling or direct mail.



24% of B2C marketers say that paid search has the biggest impact on revenue across all digital tactics.



Email marketing has an average ROI of 3,800%. For every dollar invested, the average return is \$38.



Security essentials for every WordPress site.
Includes priority

Get Started

SIGN UP TO GET UPD
You know you want to, right? I
things that are interesting and
should be a win/win for both o

EMAIL ADDRESS

SUBSCRIBE

A QUICK SHAMELESS

THIS IS A POPUP

You just triggered a popup

X

POP-UPS ARE THE MOST DISLIKED FORM OF DIGITAL ADVERTISING, WITH A 73% DISAPPROVAL RATING

online business.

Mobile devices are the most popular device for online shopping by a wide margin.





72%

72% of consumers are using mobile devices to shop in stores according to the latest PYMNTS' 2020 Remote Payments Study.



E-Commerce and online retailers' supply chains, order management, and fulfillment systems are all being tested by the triple-digit order and revenue growth going on today.





**And best of all, more energy and intensity
is being put into improving customer
experiences online.**

Sector ?

Sub-sector ?

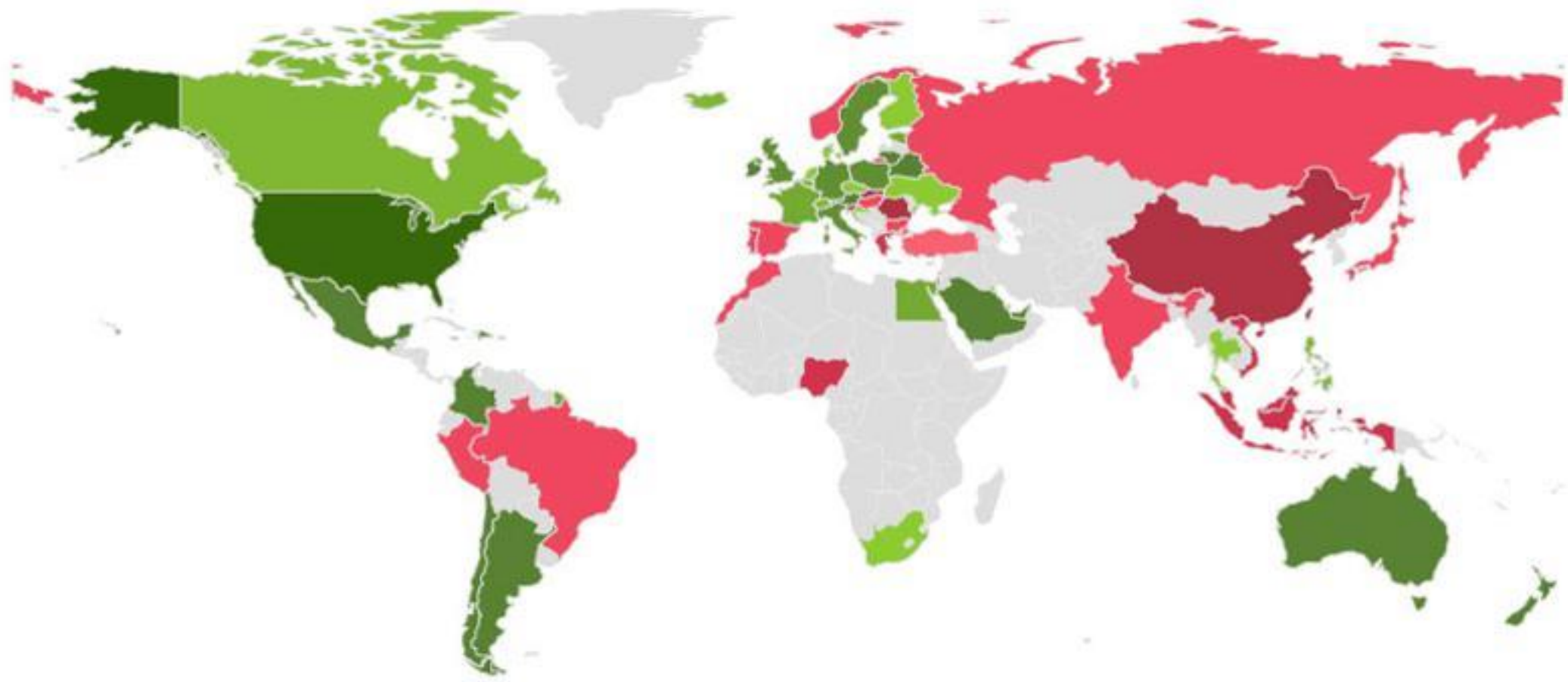
Economic indicators ?


Pure e-commerce

All

Revenue

CURRENT STATUS (LAST 7 DAYS)



A hand is pointing towards the right side of the image. The background is a dark, blurred screen displaying several colorful shopping cart icons in various colors (blue, purple, pink, yellow, green). The text 'E-COMMERCE - OVERVIEW' is centered in a black box with white text.

E-COMMERCE - OVERVIEW



Advertising / Marketing – E-commerce increases the reach of advertising of products and services of businesses. It helps in better marketing management of products/services.



IMPROVED SALES – Using e-commerce, orders for the products can be generated anytime, anywhere without any human intervention. It gives a big boost to existing sales volumes.

SUPPORT – E-commerce provides various ways to provide pre-sales and post-sales assistance



SUPPORT


to provide better services to customers.

Inventory Management – E-commerce
automates inventory management. Reports get
generated instantly when required.





Product inventory management becomes very efficient and easy to maintain.



Communication improvement – E-commerce provides ways for faster, efficient, reliable communication with customers and partners.

E-COMMERCE

sites

selling

web store

transactions

sale

corporate

shopping

computer

online

network

lines

business

technology

shop intranets

engaging

electronic

delivery

commerce

facilitated

telephone

market

internet

retail

e-mail

money

cart

buying

private

cable

TRADITIONAL
COMMERCE


VS

E-COMMERCE



TRADITIONAL COMMERCE





**Heavy dependency on
information exchange
from person to person.**



Communication/ transaction are done in synchronous way. Manual intervention is required for each communication or transaction.

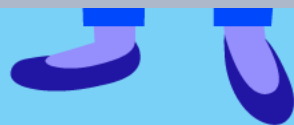


It is difficult to establish and maintain standard practices in traditional commerce.





Communications of business depends upon individual skills.





A uniform strategy can be easily established and maintain in e-commerce.



**In e-Commerce or Electronic Market,
there is no human intervention.**



E-Commerce website provides user a platform where all information is available at one place.



E-Commerce provides a universal platform to support commercial / business activities across the globe.

E-COMMERCE - ADVANTAGES



E-COMMERCE

advantages can be broadly classified in three major categories –





Advantages to
Organizations

Advantages to
Consumers

Advantages to
Society

Competitiveness Survey

Strength Weakness

Quality



Innovation



Cost



Price



Distribution



Efficiency



Responsiveness



ADVANTAGES TO ORGANIZATIONS



Using e-commerce, organizations can expand their market to national and international markets with minimum capital investment. An organization can easily locate more customers, best suppliers, and suitable business partners across the globe.



E-commerce helps organizations to reduce the cost to create process, distribute, retrieve and manage the paper based information by digitizing the information.





E-commerce
improves the
brand image
of the
company.

E-commerce helps organization to provide better customer services.



E-commerce helps to simplify the business processes and makes them faster and efficient.





**E-COMMERCE
REDUCES THE
PAPER WORK.**



E-commerce increases the productivity of organizations. It supports "pull" type supply management. In "pull" type supply management, a business process starts when a request comes from a customer and it uses just-in-time manufacturing way.

ADVANTAGES TO CUSTOMERS



IT PROVIDES 24X7 SUPPORT.



Customers can enquire about a product or service and place orders anytime, anywhere from any location.

You don't have to leave your bed,

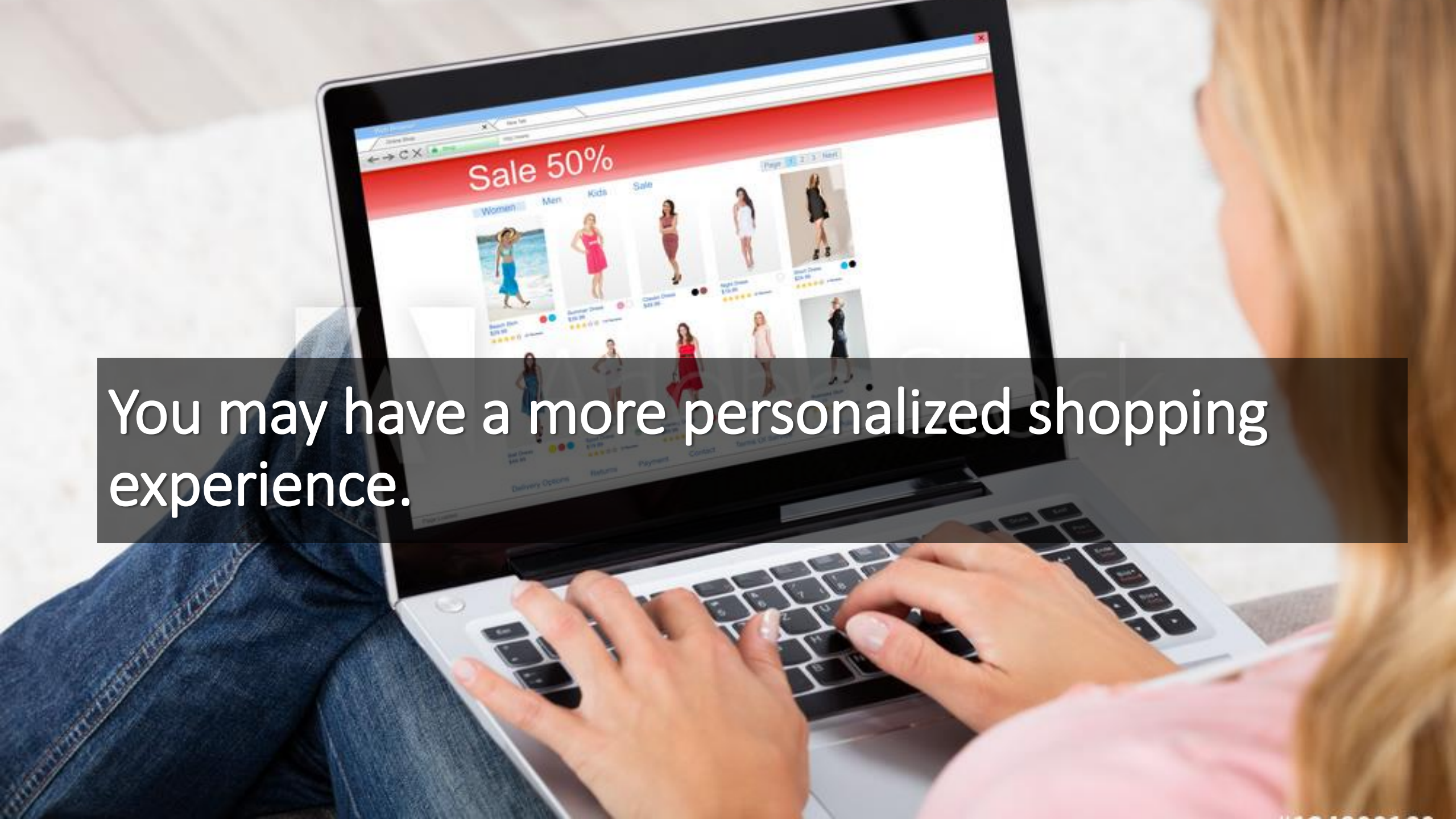




You can opt for next-day delivery,



You have access to more product information,

A person with blonde hair, wearing a pink shirt, is sitting on a white sofa and using a silver laptop. The laptop screen displays a clothing website with a prominent red banner at the top that says "Sale 50%". Below the banner, there are navigation tabs for "Women", "Men", "Kids", and "Sale". The main content area shows several clothing items, including dresses and blouses, with their original and sale prices. The person's hands are visible on the laptop keyboard. A semi-transparent dark grey box with white text is overlaid on the lower half of the image.

You may have a more personalized shopping experience.

E-commerce application provides users with more options and quicker delivery of products.



E-commerce application provides users with more options to compare and select the cheaper and better options.



A customer can put review comments about a product and can see what others are buying, or see the review comments of other customers before making a final purchase.





**E-commerce
provides
options of
virtual
auctions.**



It provides readily available information. A customer can see the relevant detailed information within seconds, rather than waiting for days or weeks.





E-Commerce increases the competition among organizations and as a result, organizations provides substantial discounts to customers.

ADVANTAGES TO SOCIETY





Customers need not travel to shop a product, thus less traffic on road and low air pollution.



E-commerce helps in reducing the cost of products, so less affluent people can also afford the products.

E-commerce has enabled rural areas to access services and products, which are otherwise not available to them.





E-commerce helps the government to deliver public services such as healthcare, education, social services at a reduced cost and in an improved manner.



E-COMMERCE - DISADVANTAGES



The disadvantages of e-commerce can be broadly classified into two major categories –

1. TECHNICAL DISADVANTAGES

**2. NON-TECHNICAL
DISADVANTAGES**



TECHNICAL DISADVANTAGES





There can be lack of system security, reliability or standards owing to poor implementation of e-commerce.



The software development industry is still evolving and keeps changing rapidly.

In many countries, network bandwidth might cause an issue.



Special types of web servers or other software might be required by the vendor, setting the e-commerce environment apart from network servers.



Sometimes, it becomes difficult to integrate an e-commerce software or website with existing applications or databases.





There could be software/hardware compatibility issues, as some e-commerce software may be incompatible with some operating system or any other component.

Non-Technical Disadvantages




INITIAL COST – The cost of creating/building an e-commerce application in-house may be very high. There could be delays in launching an e-Commerce application due to mistakes, and lack of experience.



USER RESISTANCE – Users may not trust the site being an unknown faceless seller. Such mistrust makes it difficult to convince traditional users to switch from physical stores to online/virtual stores.





SECURITY/ PRIVACY – IT IS DIFFICULT TO ENSURE THE SECURITY OR PRIVACY ON ONLINE TRANSACTIONS.



**Lack of touch or feel
of products during
online shopping is a
drawback.**



***E-commerce applications are still evolving
and changing rapidly.***

Internet access is still not cheaper and is inconvenient to use for many potential customers, for example, those living in remote villages.



E-COMMERCE - BUSINESS MODELS





E-COMMERCE BUSINESS MODELS CAN GENERALLY BE CATEGORIZED INTO THE FOLLOWING CATEGORIES:

BUSINESS-TO-BUSINESS (B2B)

BUSINESS-TO-CONSUMER (B2C)

CONSUMER-TO-CONSUMER (C2C)

CONSUMER-TO-BUSINESS (C2B)

BUSINESS-TO-GOVERNMENT (B2G)

GOVERNMENT-TO-BUSINESS (G2B)

GOVERNMENT-TO-CITIZEN (G2C)

Business - to -
Business (B2B)

Business - to -
Consumer
(B2C)

Consumer - to
- Consumer
(C2C)

Consumer - to
- Business
(C2B)

Business - to -
Government
(B2G)

Government -
to - Business
(G2B)

Government -
to - Citizen
(G2C)



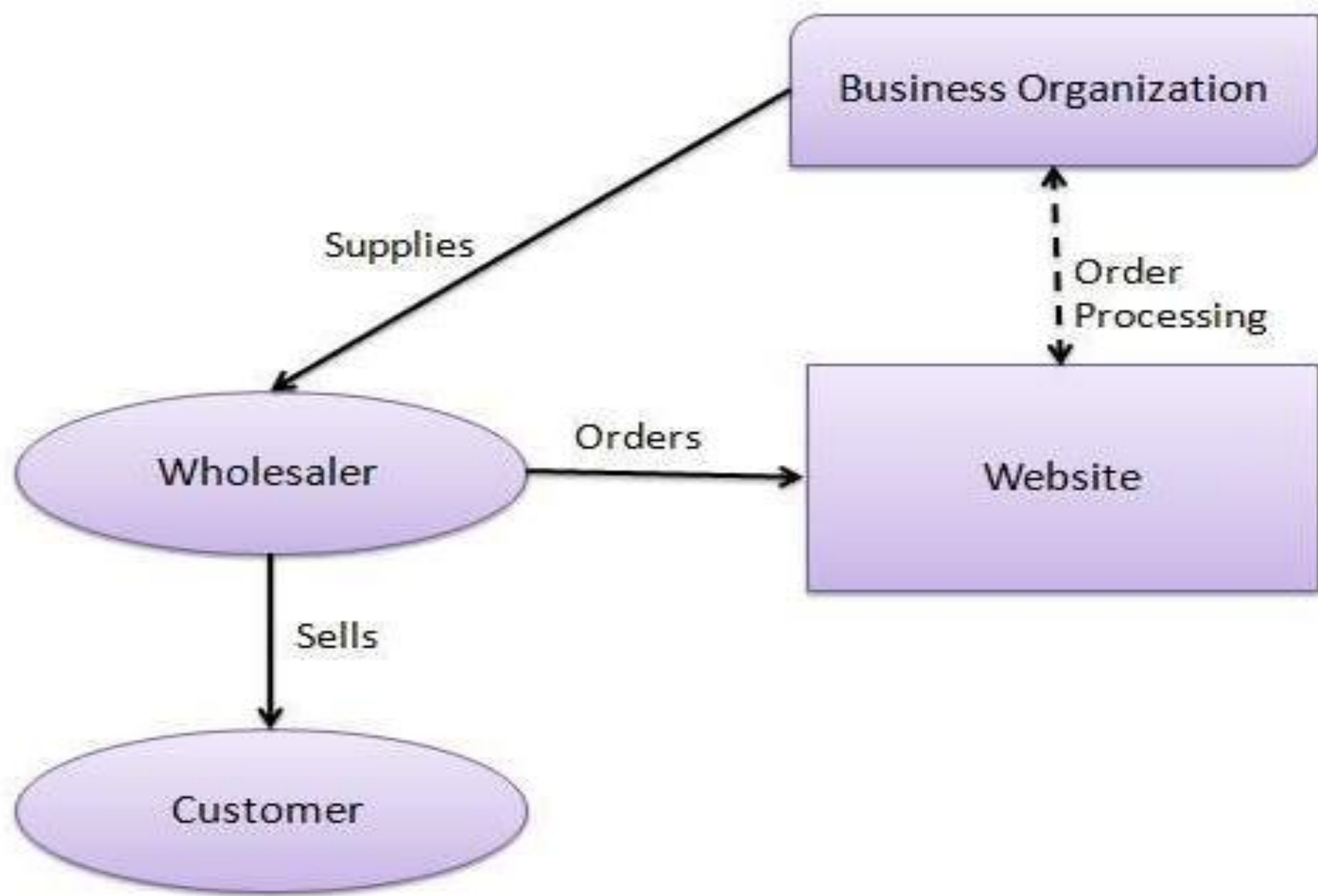
BUSINESS TO BUSINESS

A website following the B2B business model sells its products to an intermediate buyer who then sells the product to the final customer.



As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the endproduct to the final customer who comes to buy the product at one of its retail outlets.







BUSINESS - TO - CONSUMER



A website following the B2C business model sells its products directly to a customer.

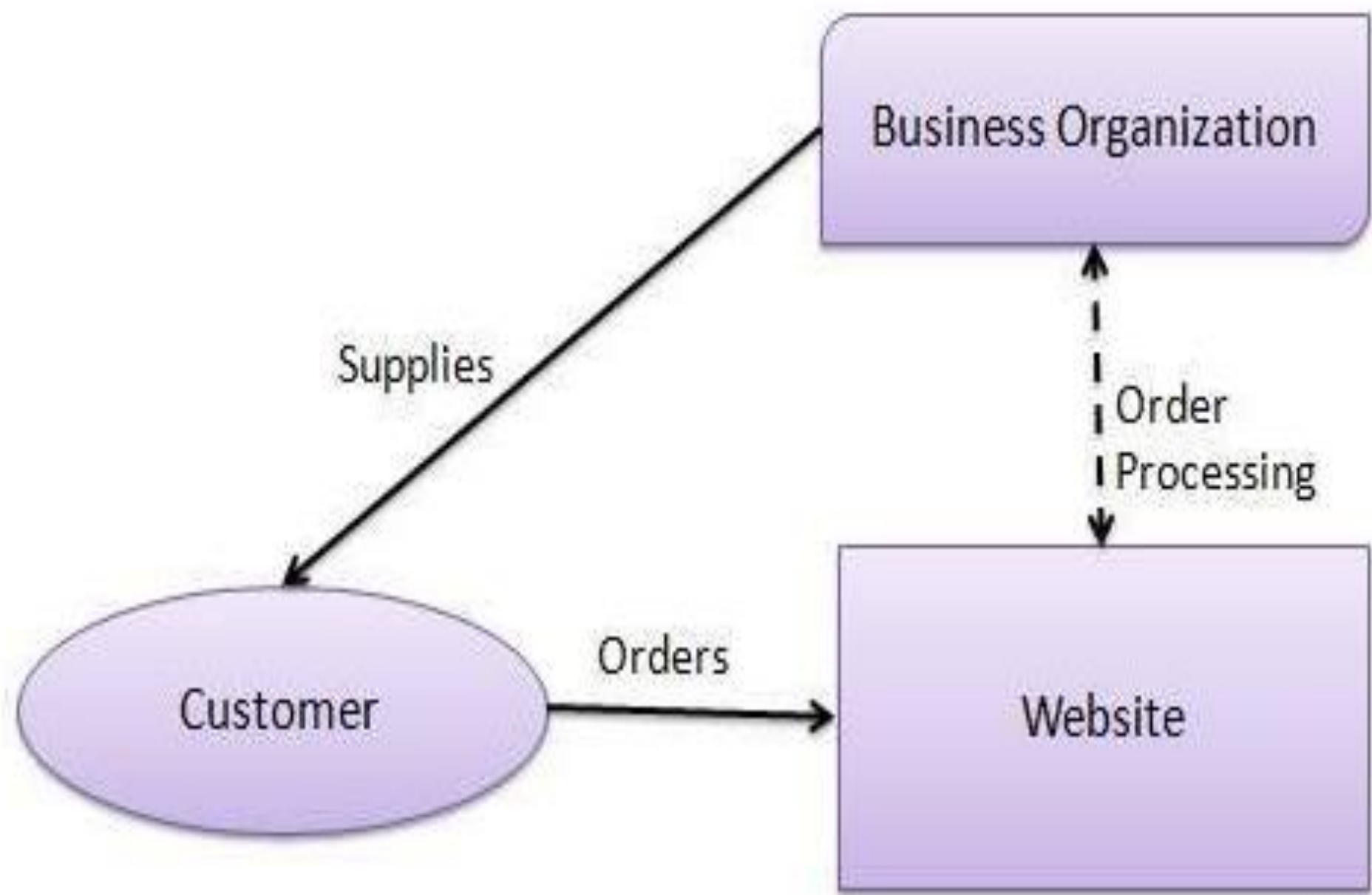


A customer can view the products shown on the website. The customer can choose a product and order the same.



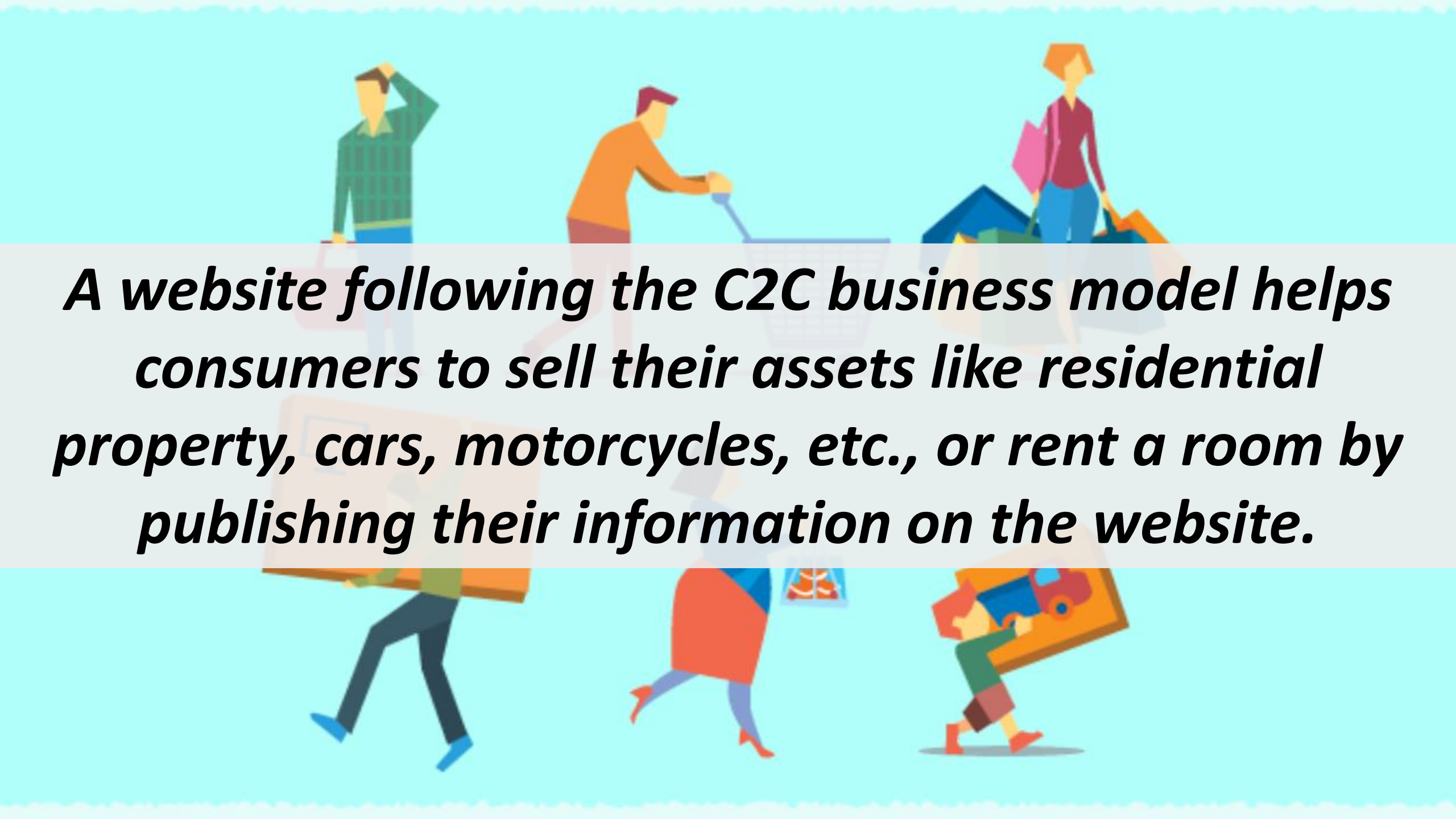
B2C

The website will then send a notification to the business organization via email and the organization will dispatch the product/goods to the customer.



CONSUMER - TO - CONSUMER



The background features a light blue gradient with a white horizontal band containing text. Above and below the band are stylized illustrations of people in various states of movement and carrying items. In the top left, a man in a green plaid shirt carries a pink bag. In the top center, a man in an orange shirt pushes a blue cart. In the top right, a woman in a purple top and blue pants carries a pink bag and a blue bag. In the bottom left, a person in a green shirt and dark pants carries a large orange box. In the bottom center, a woman in a red dress and blue top carries a blue bag. In the bottom right, a person in a green shirt and red pants carries a large orange box with a red bag on top. The overall theme is of people moving and carrying items, representing the C2C business model.

A website following the C2C business model helps consumers to sell their assets like residential property, cars, motorcycles, etc., or rent a room by publishing their information on the website.



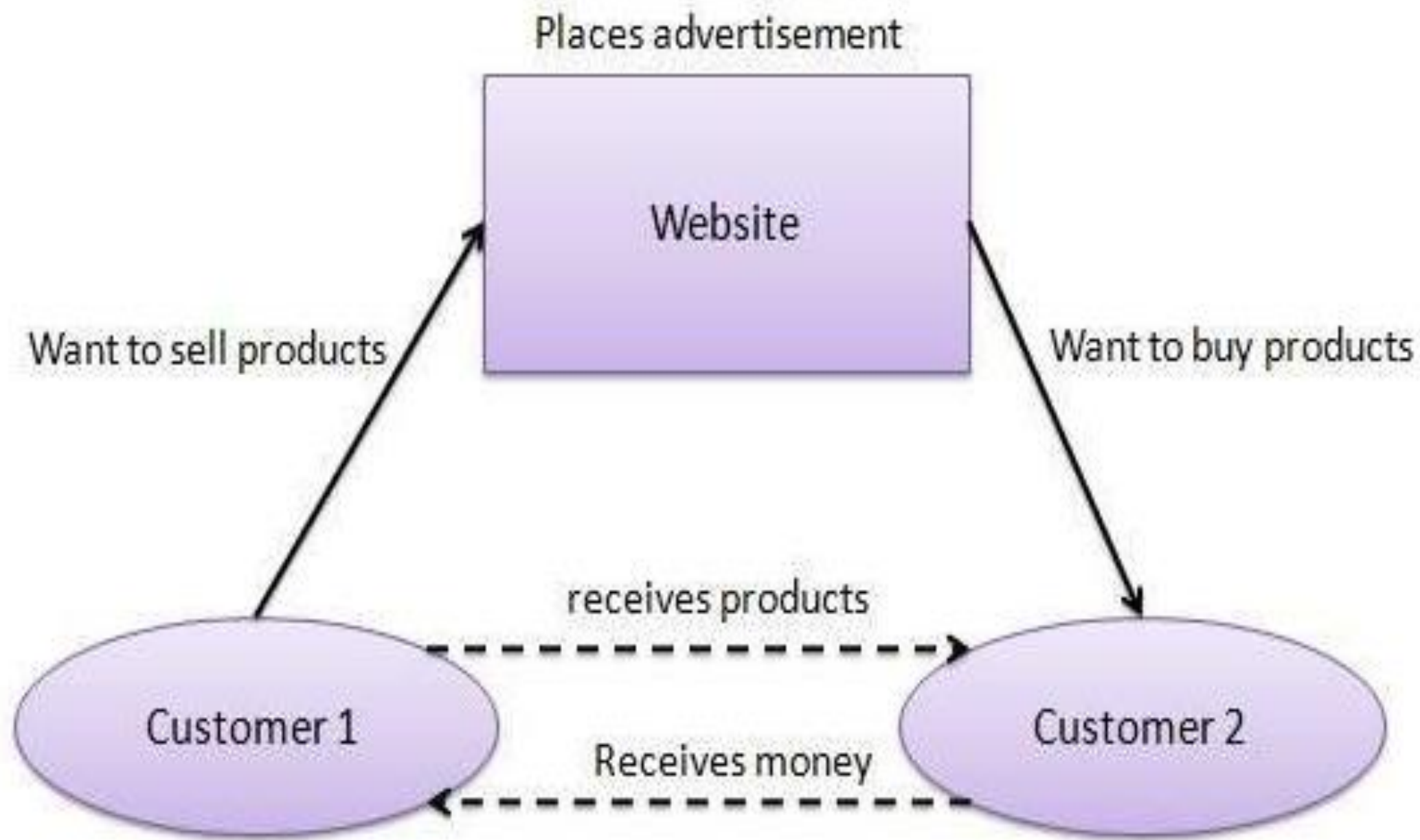
Website may or may not charge the consumer for its services.





Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.







CONSUMER - TO - BUSINESS



In this model, a consumer approaches a website showing multiple business organizations for a particular service.



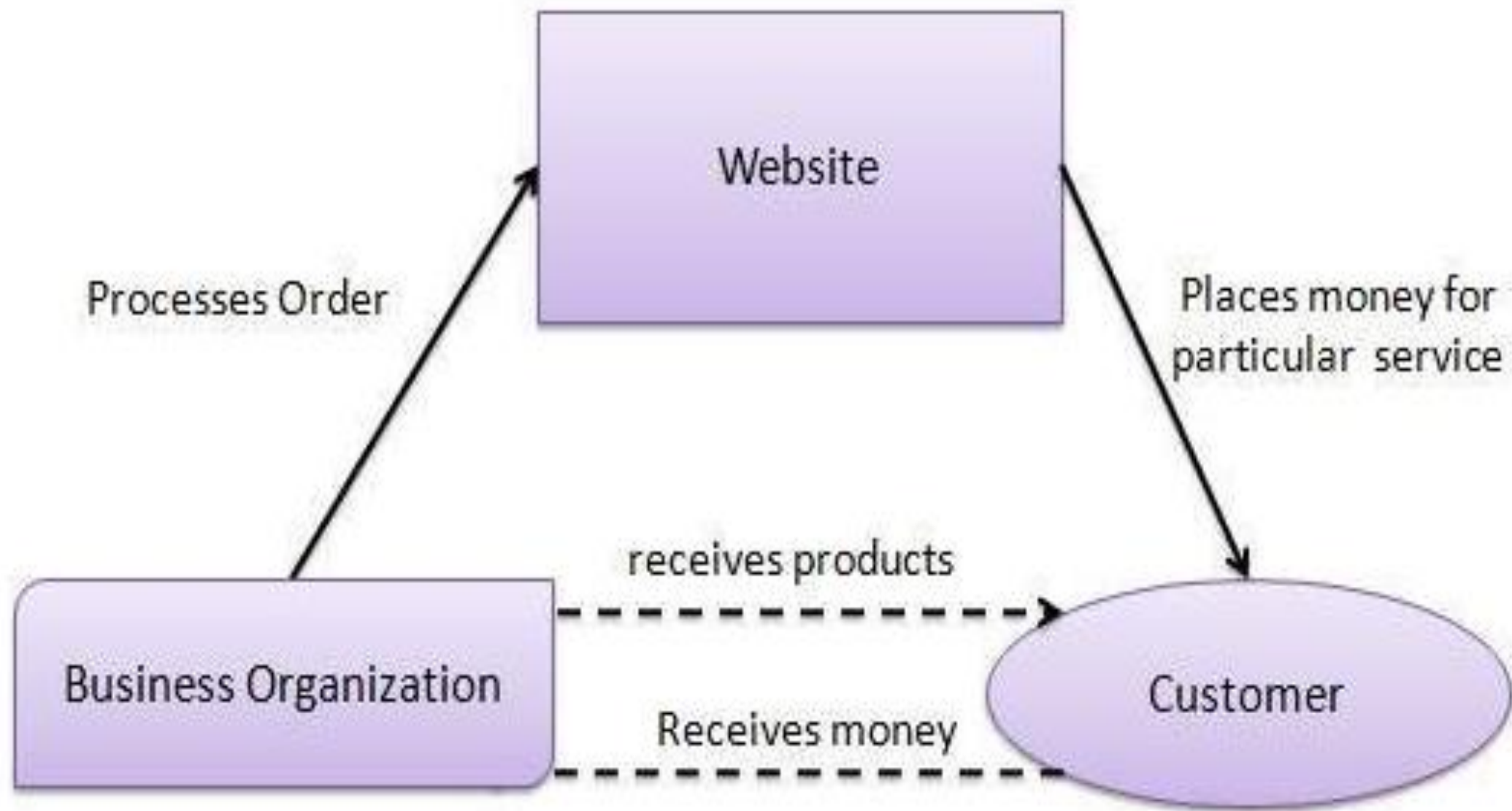
The consumer places an estimate of amount he/she wants to spend for a particular service.



For example, the comparison of interest rates of personal loan/car loan provided by various banks via websites



A business organization who fulfills the consumer's requirement within the specified budget, approaches the customer and provides its services.





BUSINESS-TO-GOVERNMENT





B2G model is a variant of B2B model.



Such websites are used by governments to trade and exchange information with various business organizations.



Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.

```
graph LR; A[Business Organization] --> B[Website]; B --> C[Government];
```

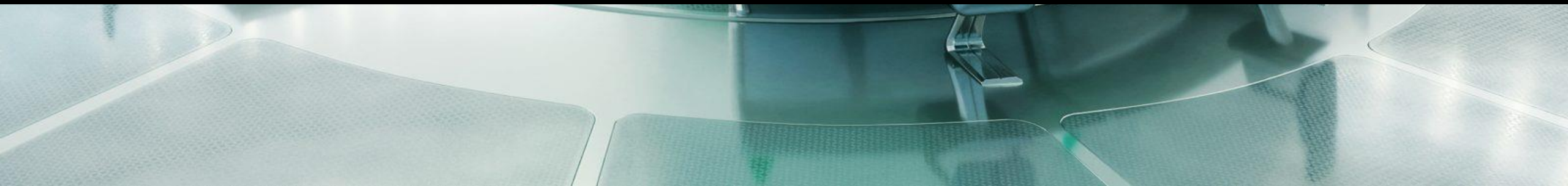
Business Organization

Website

Government



GOVERNMENT - TO - BUSINESS

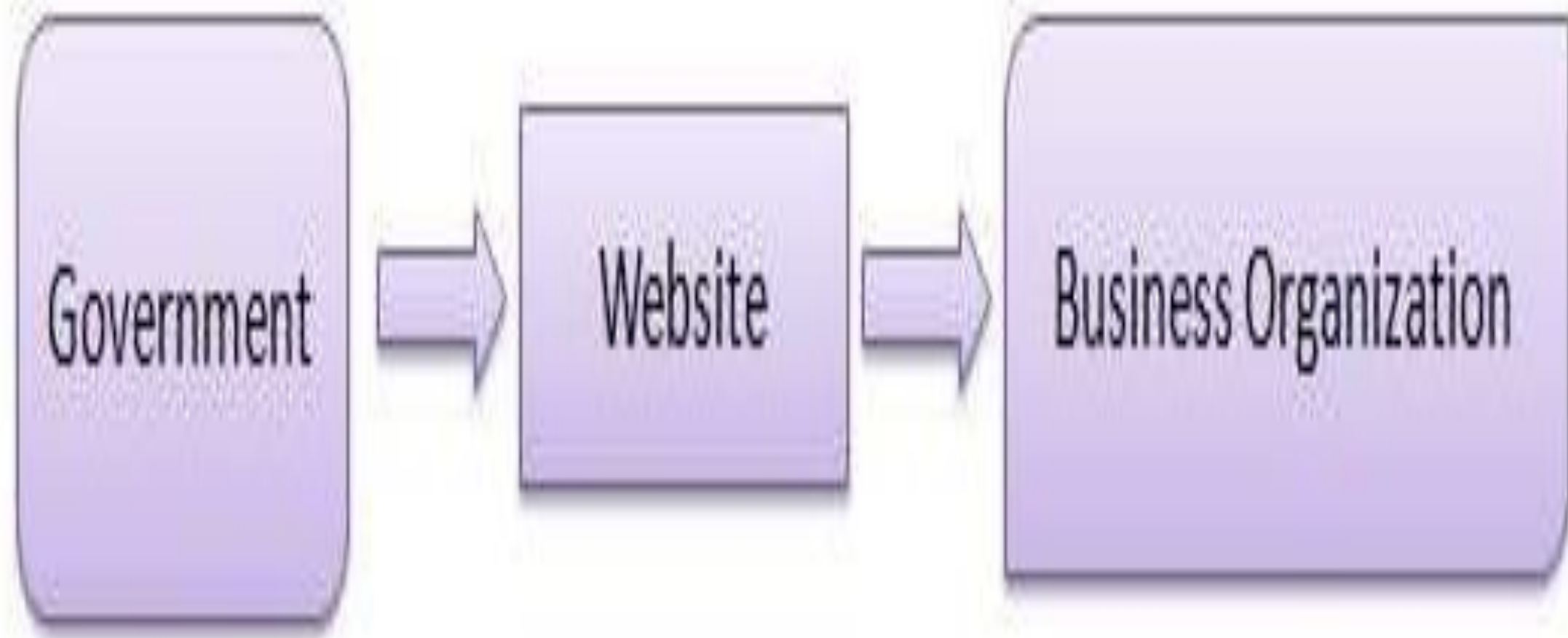




Governments use B2G model websites to approach business organizations.



Such websites support auctions, tenders, and application submission functionalities.



GOVERNMENT - TO - CITIZEN



Governments use G2C model websites to approach citizen in general.



Such websites support auctions of vehicles, machinery, or any other material.



The main objective of G2C websites is to reduce the average time for fulfilling citizen's requests for various government services.



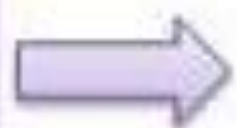
Government

```
graph LR; Government[Government] --> Website[Website]; Website --> Citizen[Citizen];
```

A flowchart illustrating a process flow. It starts with a rounded rectangular box labeled "Government". An arrow points from this box to a rectangular box labeled "Website". A second arrow points from the "Website" box to a triangular box labeled "Citizen".



Website



Citizen



E-COMMERCE PAYMENT SYSTEMS

**E-commerce sites
use electronic
payment, where
electronic payment
refers to paperless
monetary
transactions.**



**Electronic payment
has revolutionized
the business
processing by
reducing the
paperwork,
transaction costs,
and labor cost—**





Being user friendly and less time-consuming than manual processing, it helps business organization to expand its market reach/expansion.



Credit Card

Debit Card

Smart Card

E-Money

Electronic
Fund Transfer
(EFT)



Following are the actors in the credit card system.



The background of the slide is a blurred collage of various credit cards. Visible logos include Visa and Mastercard. The cards are scattered and overlapping, creating a sense of a collection or a wallet.

THE CARD HOLDER – Customer

THE MERCHANT – seller of product
who can accept credit card payments.

THE CARD ISSUER BANK – card holder's
bank

THE ACQUIRER BANK – the merchant's
bank

THE CARD BRAND – for example , visa or
Mastercard.



CREDIT CARD PAYMENT PROCESS





STEP 1



Bank issues and activates a credit card to the customer on his/her request.



STEP 2



The customer presents the credit card information to the merchant site or to the merchant from whom he/she wants to purchase a product/service.





STEP 3



Merchant validates the customer's identity by asking for approval from the card brand company.



STEP 4



Card brand company authenticates the credit card and pays the transaction by credit. Merchant keeps the sales slip.





STEP 5

**Merchant submits
the sales slip to
acquirer banks and
gets the service
charges paid to
him/her.**





STEP 6

**Acquirer bank
requests the card
brand company to
clear the credit
amount and gets
the payment.**



A blurred night cityscape with lights and buildings. The background is dark with various bokeh lights in shades of yellow, orange, and white, suggesting a city at night. The lights are out of focus, creating a sense of depth and movement.


STEP 7

Now the card brand company asks to clear the amount from the issuer bank and the amount gets transferred to the card brand company.



A collage of several debit cards in various colors (red, teal, blue, dark grey) and designs. Some cards are clearly labeled 'VISA platinum' and feature the Visa logo. One card in the upper right shows the Mastercard logo. The cards are overlapping and slightly blurred, creating a sense of depth. A central black banner with white text is overlaid on the cards.

DEBIT CARD

The background features several smartphones arranged in a scattered pattern. Each phone screen displays a digital smart card. The cards have different color schemes: one is purple and blue, another is blue and purple, and a third is orange and purple. The cards contain the following information: the brand name 'Finaci', a card number ending in '3728', an expiry date of '02/30', and the cardholder's name 'Austin Hammond'. A small circular logo is visible in the top right corner of each card.

SMART CARD



E-MONEY



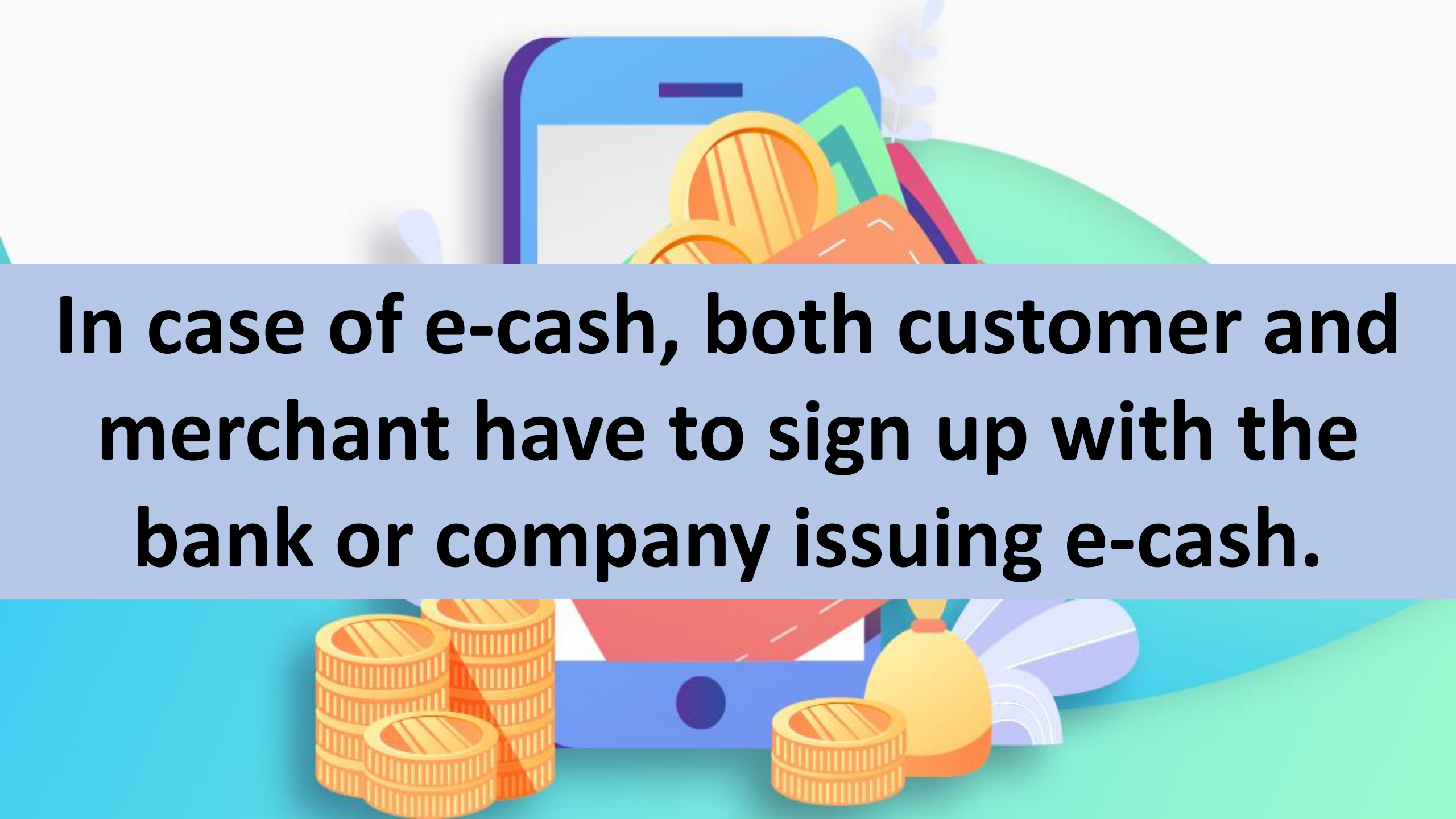
E-money transactions are faster, convenient, and saves a lot of time.



An illustration of a blue smartphone with a white screen, positioned behind several gold coins and a green wallet. The background is white with some light blue decorative elements.

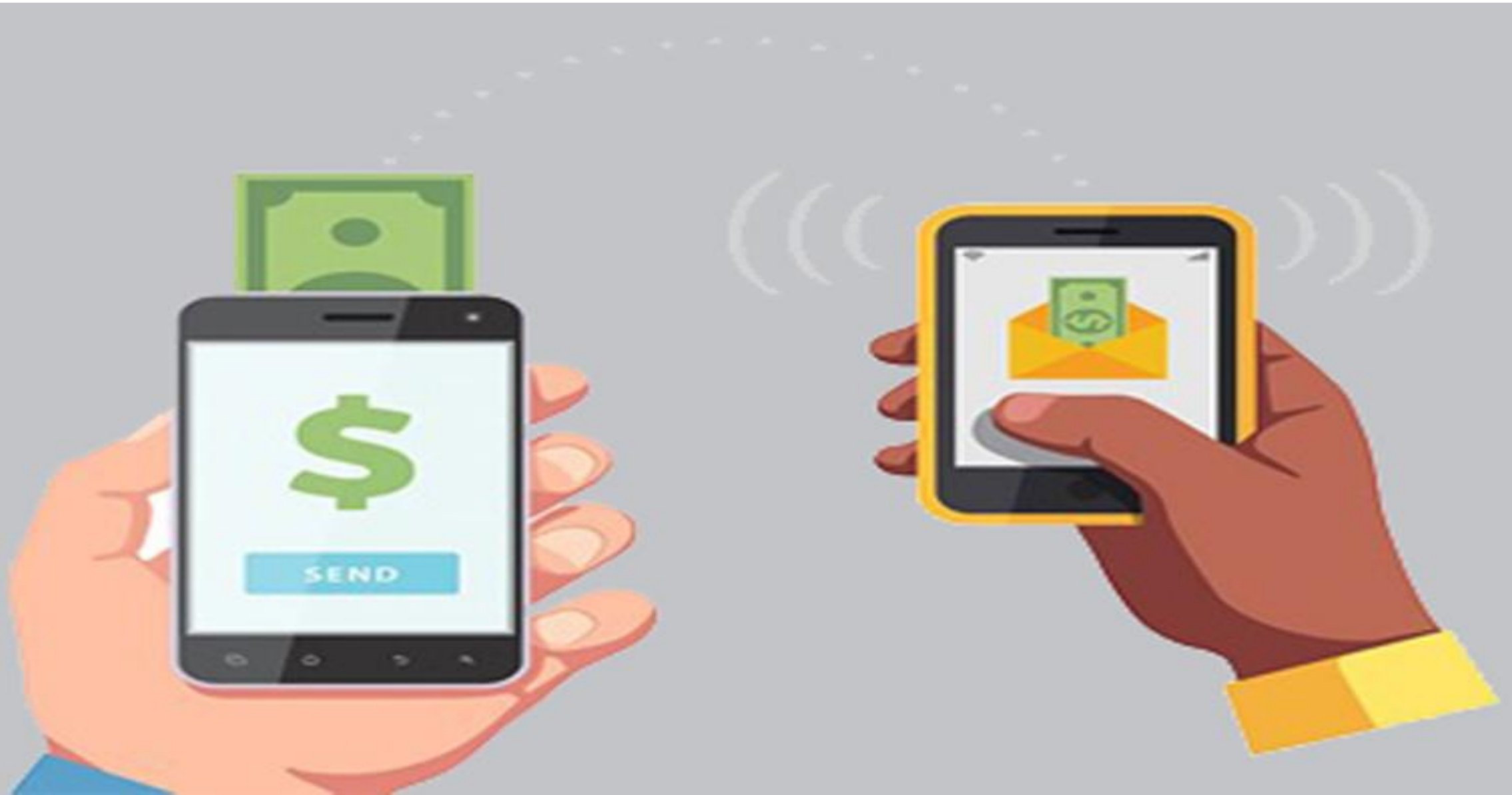
Another popular example
is *e-cash*.

An illustration of several stacks of gold coins on the left, a blue wallet in the center, and a yellow money bag on the right. The background is a gradient of blue and green.

The image features a central blue banner with white text. Above and below the banner are colorful illustrations. The top illustration shows a blue smartphone with several gold coins and a green money bag. The bottom illustration shows stacks of gold coins and a yellow money bag. The background is a light blue and green gradient.

In case of e-cash, both customer and merchant have to sign up with the bank or company issuing e-cash.

ELECTRONIC FUND TRANSFER





E-COMMERCE TERMINOLOGY



**EVERY BUSINESS AND INDUSTRY
HAS ITS LANGUAGE**

A / B TESTING (SPLIT TESTING)



A

B

75%

85%

A/B split testing is a simple process that lets you compare two versions of a webpage so you can determine the most effective strategy.

A

B

75%

85%

You show Version A and Version B to groups of would-be customers during the same time frame to learn which approach nets the higher conversion rate.



ADDRESS VERIFICATION SERVICE (AVS)

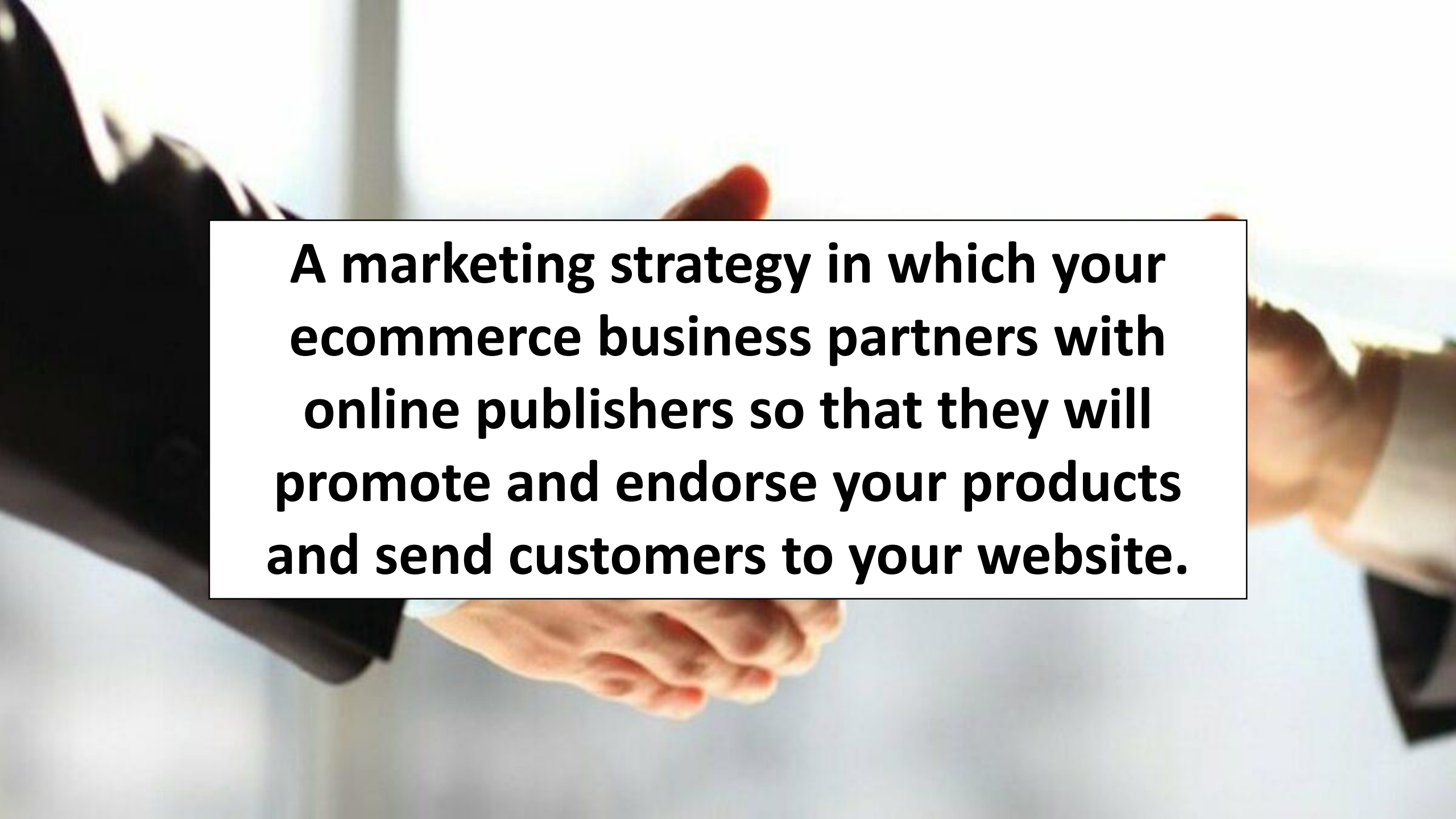
A person in a dark suit and white shirt is pointing their right index finger towards the center of the image. The background is a dark blue grid of hexagons, with the central hexagon glowing brightly. The word "VERIFICATION" is written in bold, black, uppercase letters across the center of the glowing hexagon.

VERIFICATION

A service that credit card processors implement to verify that the billing addresses of your customers match the addresses on their credit card statements.



AFFILIATE MARKETING



A marketing strategy in which your ecommerce business partners with online publishers so that they will promote and endorse your products and send customers to your website.



Typically, the affiliate receives a fee for every website visitor or sale generated from the promotion.



ASSISTED CONVERSIONS



This Google Analytics report summarizes and ranks the importance of marketing channels in a consumer's conversion journey.

Google Analytics



It helps you identify the channels responsible for generating leads and visits to your website so you can nurture would-be customers and convert them.

Google Analytics



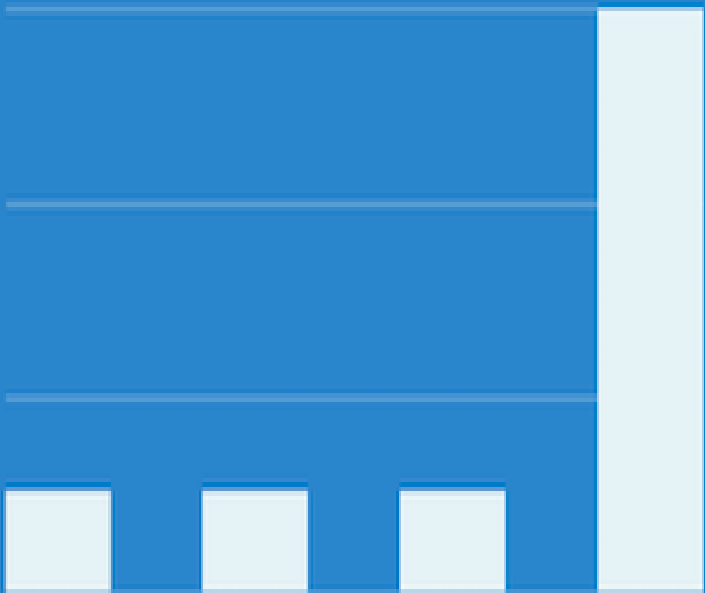
Google
Analytics

In Google Analytics, you want to find out which channels—direct, organic search, referral, email, paid search, other advertising, social, and display—account for your sales.

A large, 3D red number 7 with a slight shadow underneath, positioned on the left side of the image.

***HERE ARE SEVEN
COMMON
ATTRIBUTION
MODELS***

Last Interaction Attribution



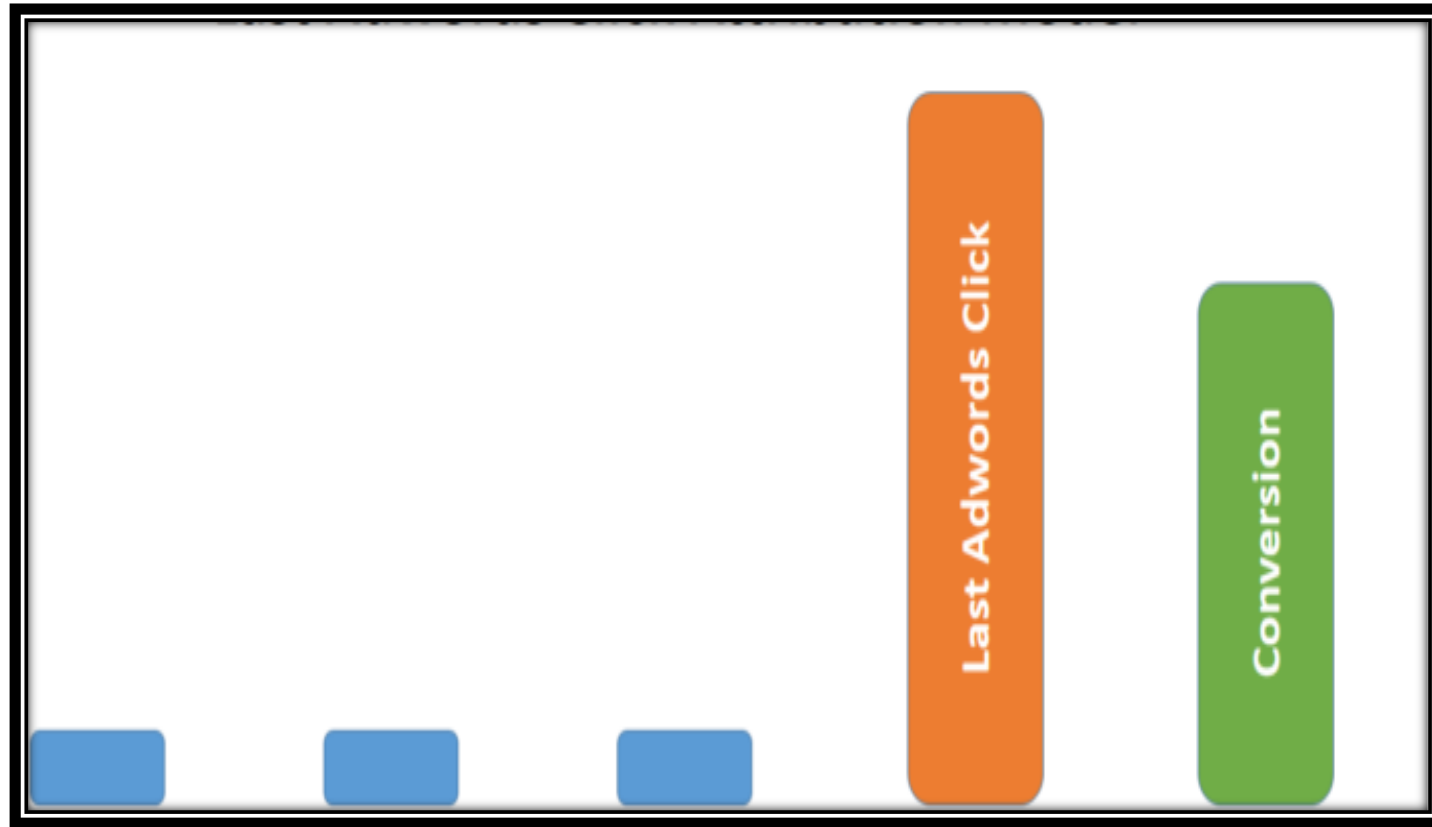
Last interaction model: The last channel that the customer interacted with before buying receives 100% of the credit for the conversion

Last Non-Direct Click Attribution

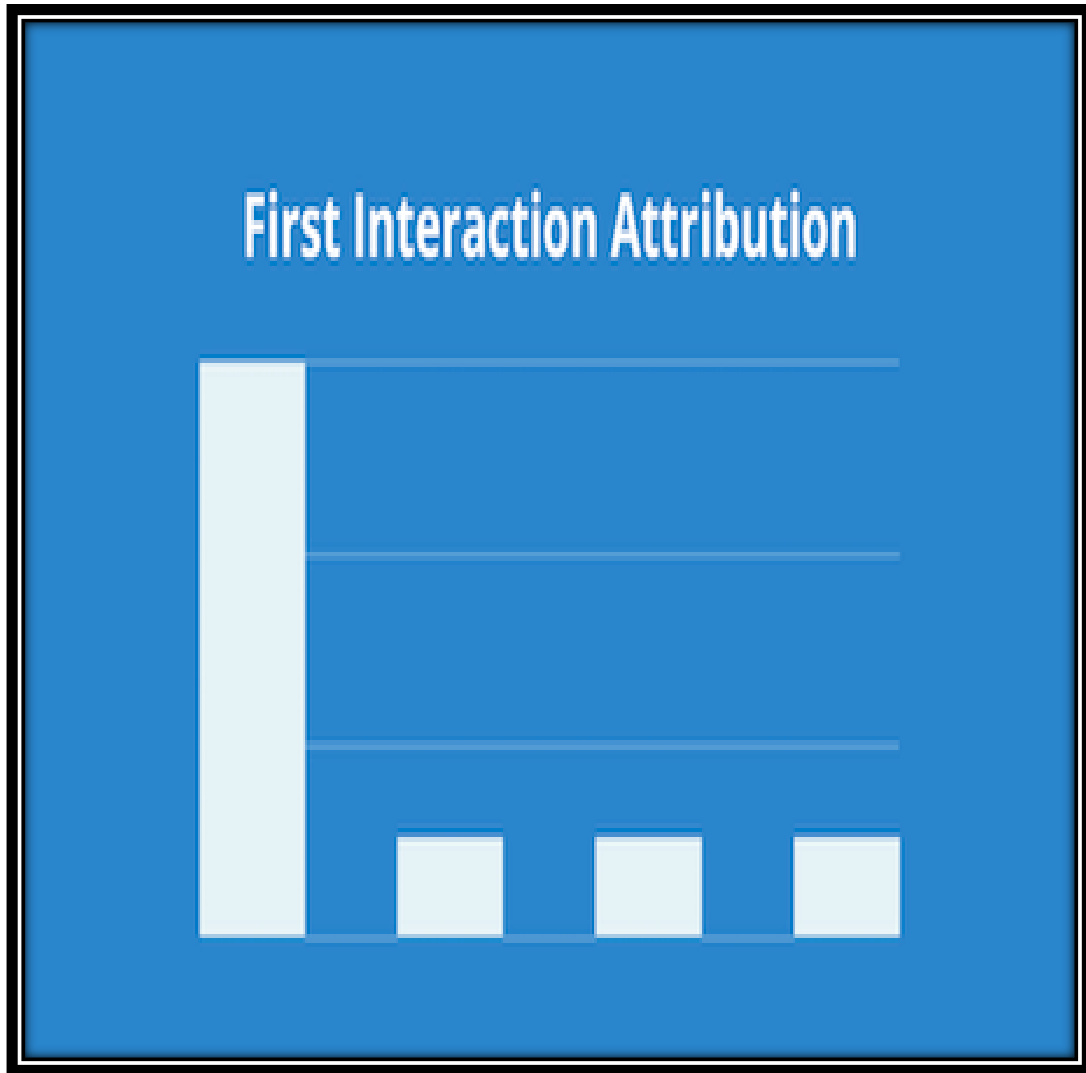
RULER



Last non-direct click model: All direct traffic is ignored in this model, which credits 100% of the conversion to whatever interaction the customer had before making a purchase.

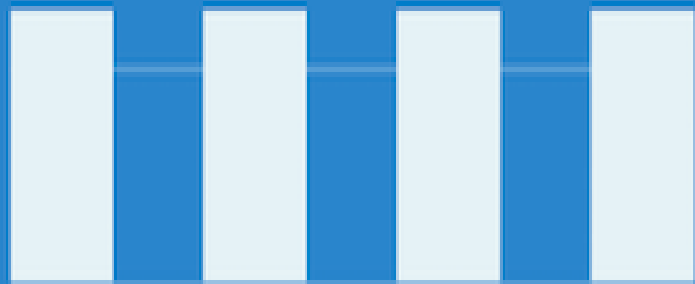


Last AdWords click model: The last AdWords ad that the customer interacted with before buying receives 100% of the credit for the conversion.

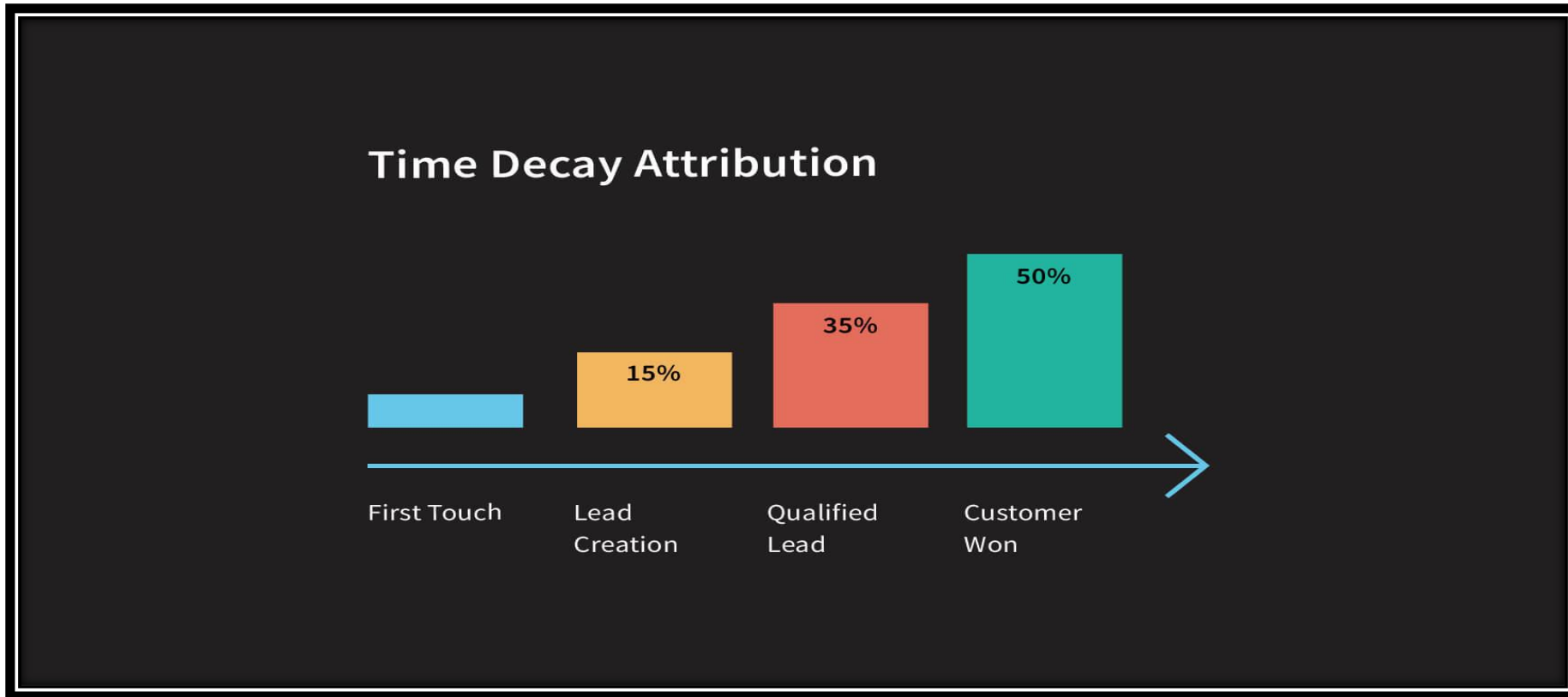


First interaction model: The first channel that the customer interacted with before buying receives 100% of the credit for the conversion.

Linear Attribution Model



Linear model: Every channel that the customer interacted with before converting receives an equal share of the conversion credit.



Time decay model: This one gives most of the credit to the channels the customer interacted with in the time nearest to the sale.

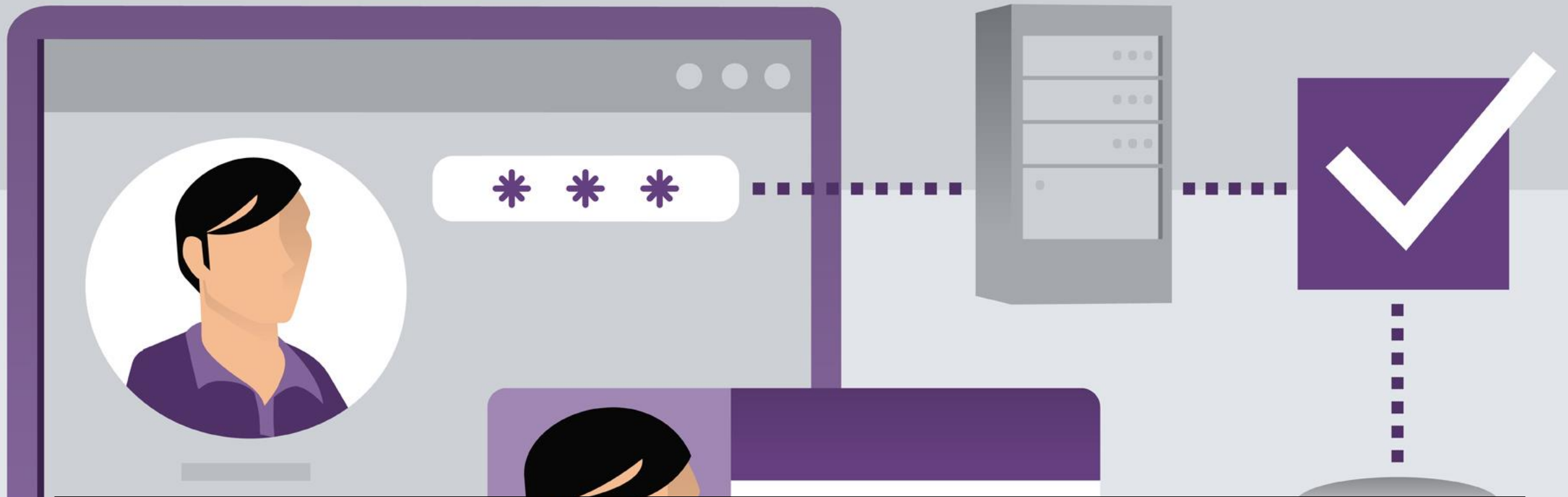


Position-based

Position-based model: This model attributes 40% of the conversion credit to the first interaction, 40% to the last interaction, and the remaining 20% equally across any interactions that occurred between the first and last interactions.



AUTHORIZATION



The process when your customer's credit card issuer gives permission and allows a payment transaction to proceed.



Average order value

=



Total revenue

Number of orders taken





E - commerce

This is the typical amount that your customer spends when visiting your digital storefront.

**AVERAGE
TIME ON SITE**





The typical amount of time your visitor spends on your website within a specified time frame.

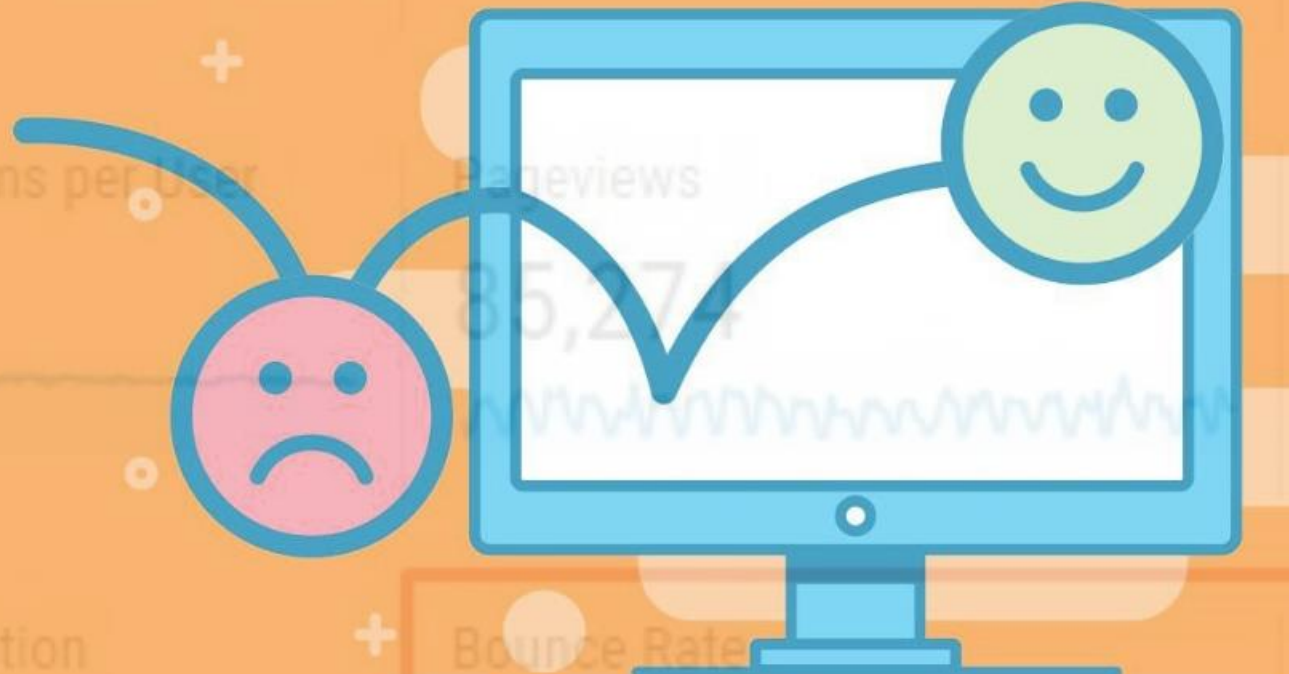


BILLING ADDRESS

***The address
used on a
customer's
credit card
statement.***



BOUNCE RATE



Bounce Rate

68.86%

Users

31,465

New Users

35,274

Sessions

42,511

Number of Sessions per User

1.35

Pageviews

35,274

Pages / Session

2.01

Avg. Session Duration

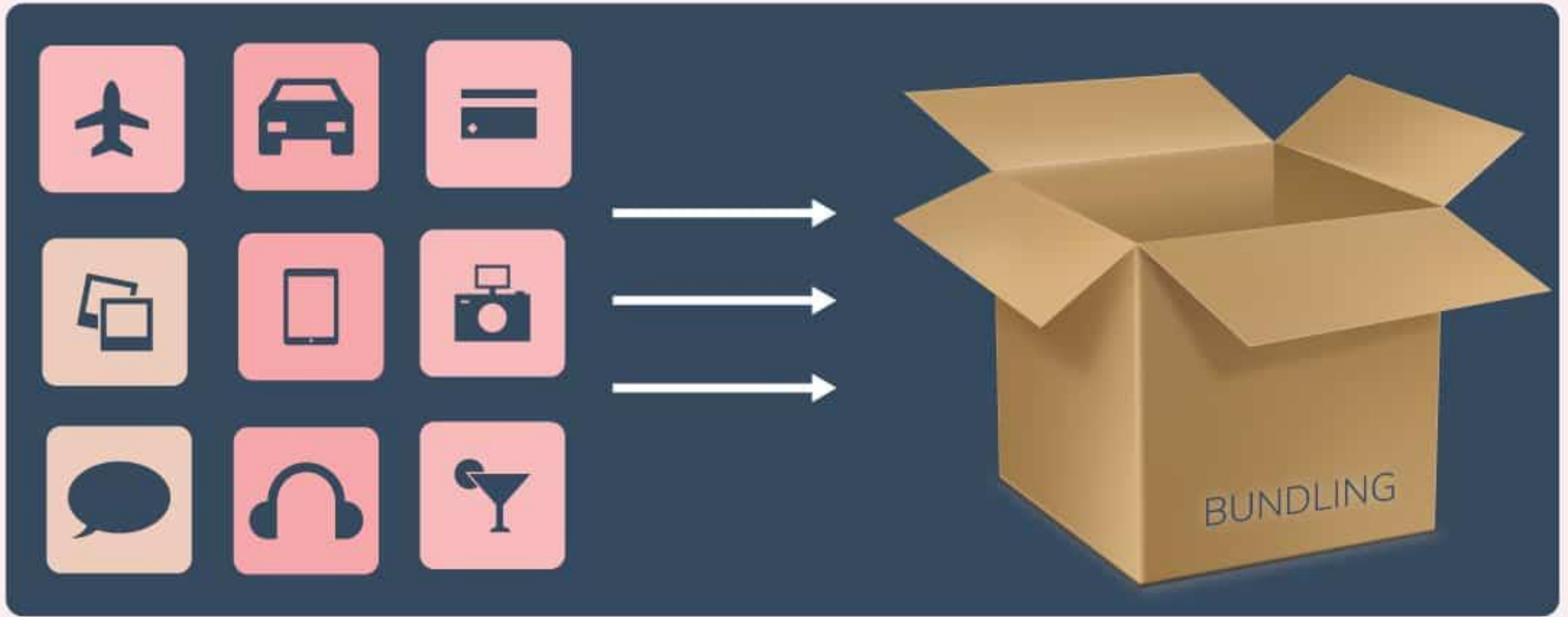
00:01:37

Bounce Rate

68.86%

The percentage of visits to a website where visitors leave after viewing a single page.





BUNDLING (OR PRODUCT BUNDLING)

A hand is pointing at a large, glowing white circle containing the letters 'B2B'. This central circle is surrounded by a network of smaller, similar circles, each containing a white silhouette of a person in a business suit. The background is a blurred image of a person's hand holding a smartphone, with the same network of person icons overlaid on it.

B2B

**BUSINESS TO
BUSINESS (B2B)**



Online transactions in which an online business sells products or services to other businesses.



**BUSINESS TO
CUSTOMER (B2C)**



Online transactions between a merchant and a consumer.

BUY-TO-DETAIL RATE





Google Analytics

A Google Analytics metric that looks at the number of products purchased relative to the number of times the customer viewed product detail pages.



**CALL
TO
ACTION**

Call to Action



Call to action (or CTA) is an advertising and marketing tactic that involves providing instruction to the target audience to persuade them to take an action, such as “visit now,” “learn more now,” “subscribe now,” and “get access now.”



CART ABANDONMENT RATE



Cart abandonment rate is an online shopping metric that shows the rate of potential customers who leave a site before completing their purchases compared to all the shopping carts created.



CART-TO-DETAIL RATE



A Google Analytics metric that looks at products added to a customer's cart relative to views of product detail pages.

CHARGEBACK



\$€£¥฿



A reversal of a completed credit card transaction—typically because a customer disputes a charge and the merchant’s bank refunds the value of the transaction.



CLICK-TO-OPEN RATE (CTOR)

This measure reflects the effectiveness of the message and content in your email in getting recipients to click through and find out more about your business or offer.



T₁ H₄ A₁ N₁ K₅
Y₄ O₁ U₁



أشيقر[®]
DIGIMENTORS