



Analytics & Marketing Optimization

Case Study

B2C – Reducing Cost Per Transaction

www.e-nor.com

Company Background

Offices: Silicon Valley, Los Angeles, New York & Alberta, Canada

- Established in 2002

Staff Credentials:

- Google Analytics Premium Reseller
- Google Analytics Certified Partner
- Google Website Optimizer Certified Partner
- Google AdWords Certified Partner
- Google Urchin Certified Partner
- Usability Professionals Association
- Digital Analytics Association Premier Corporate Member



Clients & References



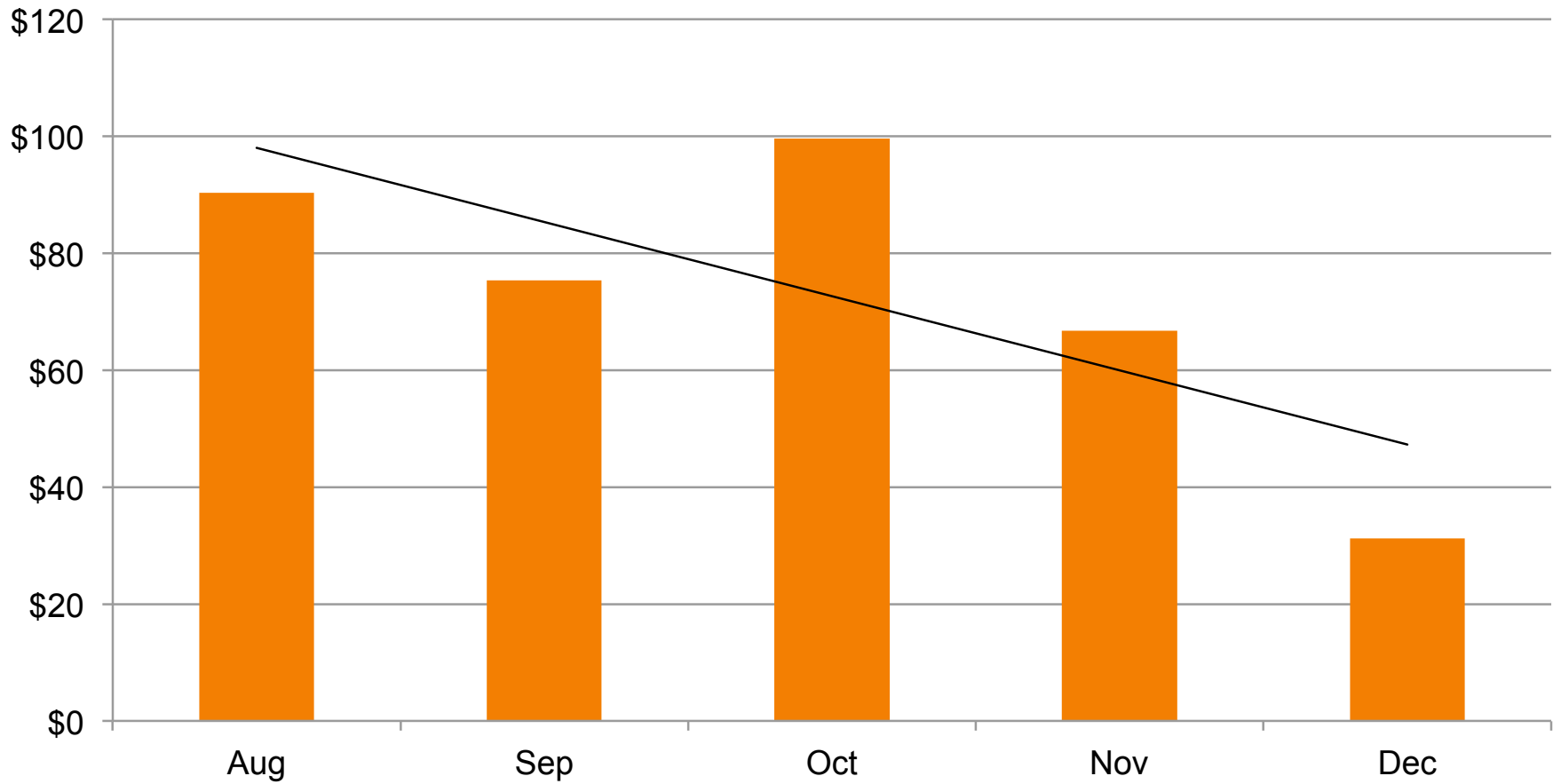
Digital Marketing Optimization Framework 4



Case Study – Reducing Cost-Per-Transaction

- Business Category:
 - Retail
 - B2C eCommerce Website
- Marketing Issue to address:
 - High cost-per-transaction

Average Cost-Per-Transaction

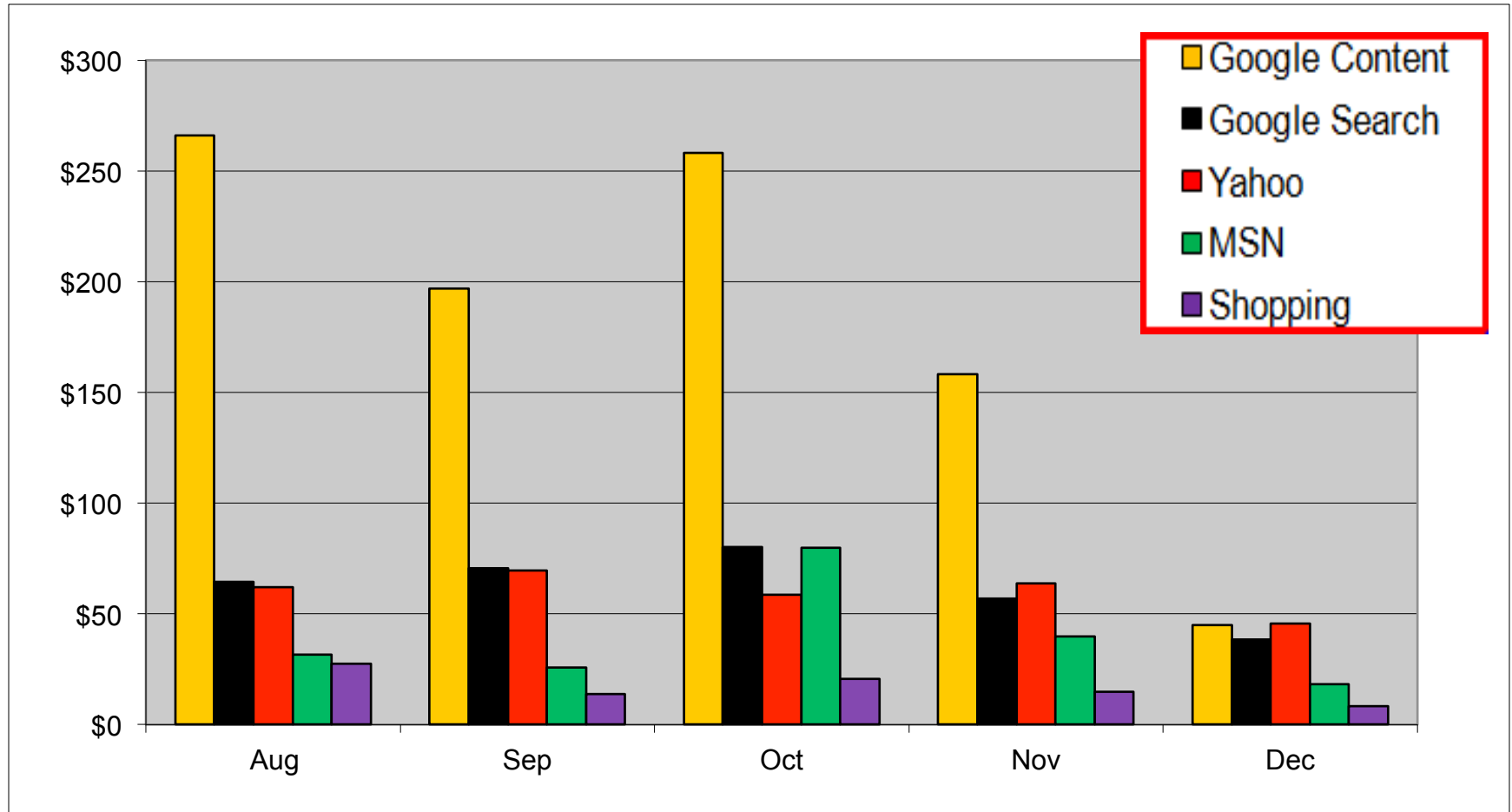


Approach & Results

- Approach:
 - Segment Marketing Channels + Traffic Sources
 - Improved targeting of under-performing channels

- Results:
 - 5-fold improvement in cost per transaction (from \$250+ down to under \$50)

Cost-Per-Transaction Improvement (by Campaign)



E-Nor Analytics Services

- Planning – Define Analytics Reporting Framework
- Solution Architecture
- Implementation
 - Testing & Validation
- On-going Support & Training
- Analysis, Consulting, Process & Optimization

Thank You

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