ELEVAR

TURN YOUR SHOPIFY STORE

INTO A SALES POWERHOUSE

Today's Training Topics

1. Data Foundation: Your Data Works for YOU

2. Marketing: Pixel Management

3. User Behavior: Expert Analytics

4. Conversion Optimization: Brick by Brick

5. Elevar Tools & Offers

6. Q&A

About Me
Brad Redding, Founder of Elevar

Some fun facts about me:

- I have a 4 week and 16 month old at home (and you might hear them today :))

- 12 years ago I had an "Etsy for boutiques" business. Very familiar with consignment stores.

- I'm a big fisherman and basketball player in spare time

About Elevar

➔ Official Shopify Plus Partner

➔ Specialize in data analysis and conversion optimization for over 2,000 Shopify stores

➔ We do 3 main things:
- ◆ Google Tag Manager app on Shopify app store
- ◆ Flagship app that automates data analysis
- ◆ PRO hands-on program to increase conversion rate

The # 1 Problem: How to Increase My Conversion Rate

There is more to consider than *just* purchase conversion rate.

1. % of Email Signups

2. % of Add to Carts

3. % of Initiate Checkouts

4. % of Purchases (i.e. eCommerce Conversion Rate)

What is unique about your purchase journey?

It's Complicated…
CVR = Sessions x Conversion Rate x AOV
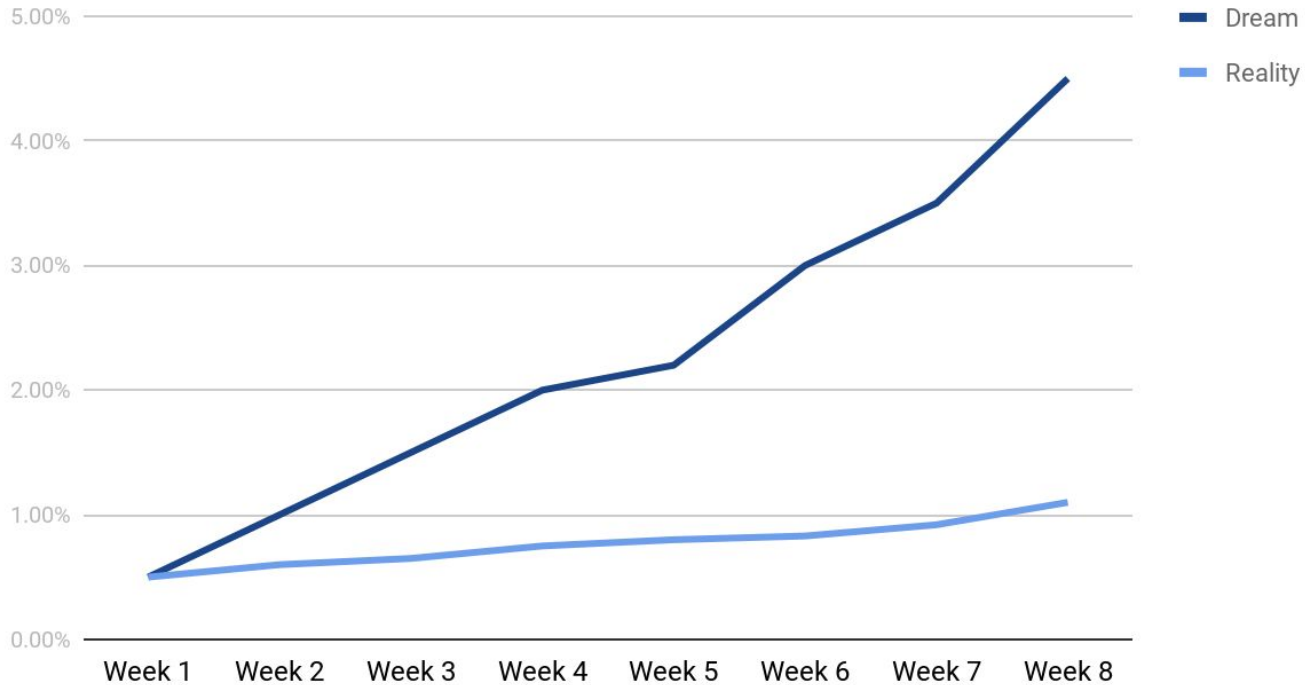
Take these scenarios:

1. You hold 50% off flash sale. Conversion rate spikes!! But Average Order Value drops. Revenue = FLAT.

2. Double down on campaign from Facebook. Sessions double. But they don't convert. Conversion rate tanks.

What went wrong? Upsells, remarketing, cross-channel promotion, etc.

The Dream
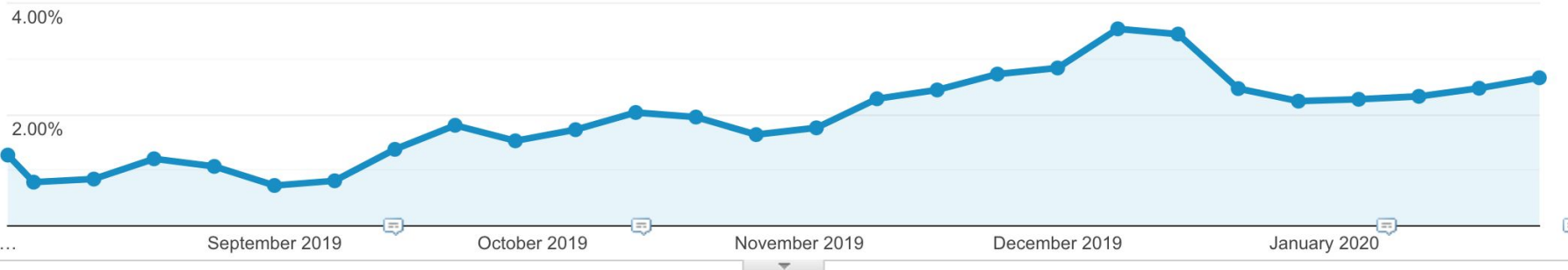
Conversion Rate Optimization

Real Example of PRO Customer

Strategy # 1: Data Foundation

<u>If you aren't measuring it, you won't improve it.</u>

Google Analytics

- Pageview tracking
- Enhanced eCommerce
- GA configuration checklist (see guide) / Google Merchandise

Google Tag Manager

- Benefits: marketing tags w/o developer & user tracking
- Datalayer
- Built-In Marketing tags

Strategy # 2: Marketing Pixels

Google AdWords

At minimum:
- Remarketing tag (build audience)
- Dynamic product remarketing (show products the user previously viewed)

Facebook

At minimum:
- Built-in Facebook Pixel in Shopify
- Abandoned cart campaigns

Strategy # 3: Event Data

Report Tab

Landing Page	Sessions		Watch Video		% of 50% Video Watch		% of Email Signups		% 50% Scroll + 30 Secs		% of Related Article Click		Ecommerce Conversion Rate
1. /	120,522	(33.80%)	3,537	(29.93%)	1.23%	(71.30%)	0.00%	(0.00%)	14.38%	(96.78%)	0.64%	(112.23%)	5.35%
2. /products/beauty-box-collagen-for-women	77,613	(21.77%)	3,069	(25.97%)	2.59%	(149.94%)	0.00%	(0.00%)	13.02%	(87.64%)	0.22%	(38.31%)	3.93%
3. /products/stud-box-collagen-for-men	7,967	(2.23%)	19	(0.16%)	0.16%	(9.18%)	0.00%	(0.00%)	11.96%	(80.49%)	0.16%	(27.62%)	2.81%
4. /pages/collagen-supplements-before-and-after	6,090	(1.71%)	65	(0.55%)	0.74%	(42.63%)	0.00%	(0.00%)	42.20%	(284.06%)	0.32%	(56.11%)	1.03%
5. /blogs/features-testimonials/can-taking-collagen-cause-weight-gain	5,277	(1.48%)	0	(0.00%)	0.00%	(0.00%)	0.00%	(0.00%)	34.12%	(229.67%)	0.16%	(27.32%)	0.02%
6. /products/beauty-box-collagen-for-women?+LTV|Female|25-65+=	4,305	(1.21%)	168	(1.42%)	2.81%	(162.41%)	0.00%	(0.00%)	12.44%	(83.76%)	0.25%	(43.52%)	2.25%
7. /blogs/features-testimonials/can-collagen-make-you-gain-weight	4,304	(1.21%)	1	(0.01%)	0.02%	(1.27%)	0.00%	(0.00%)	42.70%	(287.47%)	0.02%	(3.69%)	0.00%
8. /blogs/features-testimonials/how-long-does-it-take-for-collagen-supplements-to-work	4,266	(1.20%)	9	(0.08%)	0.15%	(8.55%)	0.00%	(0.00%)	46.38%	(312.24%)	1.13%	(197.19%)	0.26%
9. /blogs/features-testimonials/collagen-is-it-good-for-high-blood-pressure	4,067	(1.14%)	9	(0.08%)	0.21%	(12.35%)	0.00%	(0.00%)	53.20%	(358.12%)	0.33%	(57.31%)	0.00%
10. /blogs/features-testimonials/what-age-should-you-start-taking-collagen	3,963	(1.11%)	5	(0.04%)	0.10%	(5.67%)	0.00%	(0.00%)	42.20%	(284.06%)	0.19%	(32.47%)	0.03%

advanced

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Strategy # 4: Conversion Optimization

A/B Testing via Google Optimize

- What is it?

- How does it work?

- Do I need to be technical?

Real Real Product Page Example: remove elements that we don't see people using

Strategy # 4: Conversion Optimization Continued..

Why Test?

- Landing pages for paid campaigns

- New vs returning users (or even logged in). Different experience?

- Do I need to be technical?

Quick Insights

Questions to Ask Yourself

- What does my shopping funnel look like? Where is my biggest gap?
- What landing pages have highest bounce rate?
- What pages have the highest exit rate?
- What is my branded paid search vs generic paid search ROAS?
- Do I have abandoned cart remarketing emails setup (3 email sequence)?
- What type of products have the highest view/add to carts (should you promote more?)
- Add a poll on site using Hotjar
- Example A/B Tests

How Elevar Can Help

Free Training & Tools

- Free video course on GTM + Shopify + Analytics (25 videos!)

- Google Analytics How-To Audit

- Google Optimize How-To Articles

- Free Chrome Extension to Tag Your Site

www.getelevar.com/resources/

Shopify Google Tag Manager Suite App

50% OFF (normally $199).
One-time fee.

Elevar PRO 3 Month Program

Includes:

- UX Audit
- Google Analytics & Data Layer Audit & Implementation
- eCommerce strategy with our team
- A/B Testing
- Much more..

Normally $2,097. Only $400/month.

Interested In Working With Us?

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