

OCP Generates Lift in Sales

Executive Summary

This e-commerce case study highlights the results of a WinBuyer study “Online Sales Conversions and OCP”. The study, completed in November '09, examines the results of employing Onsite Comparative Pricing (OCP) on a multitude of US-based online stores and the critical components therein which drive lift in conversion as well cart size.

Results of the study indicate that the more product and price matches available for display in the OCP application, the higher the increase in conversion-to-sale, average order size, and total site revenues.

Study Participants

Each participating store is a category specialist, including online retailers operating in the electronics, furniture, home & garden, health & beauty domains among other categories.

Objectives

The study participants typically deployed significant resources to bring consumers to their sites and sought to maximize ROI on their sales pipeline by using WinBuyer’s OCP application. The objectives of the study were defined by the following criteria:

- Understand the effect of WinBuyer’s OCP application on revenue lift (including on conversion-to-sale and average order size)
- Understand the factors maximizing lift



WinBuyer’s OCP Application

WinBuyer’s Onsite Comparative Pricing (OCP) application puts comparative pricing data at the point of sale. OCP maximizes retailer page revenues (RPM) by generating lift through enhanced consumer confidence and experience and by creating a new revenue stream from unconverted traffic that clicks on the application.

The OCP application employs partnerships with leading CSE’s, affiliates, and direct merchant relationships to create a vast pool of reliable raw product and price data.

Shop	Shop Rating	Price	Shop Now!
HD	★★★★☆	\$250	Shop Now!
Blueway	★★★★☆	\$260	Shop Now!
Agador	★★★★☆	\$274	Shop Now!

Powered By WinBuyer



The OCP application employs partnerships with leading CSE’s, affiliates, and direct merchant relationships to create a vast pool of reliable raw product and price data. WinBuyer’s Commerce Information Extraction (CIE) technology automatically scans the product identifying information on the product page, and, with unmatched accuracy, finds exact matches within the available pool of source results. WinBuyer then automatically optimizes the refined pool of results to give maximum incremental earnings from unconverted traffic. Finally, WinBuyer’s OCP application displays the optimized comparative price listings based on merchant’s settings – delivering value-added monetization to the merchant site.

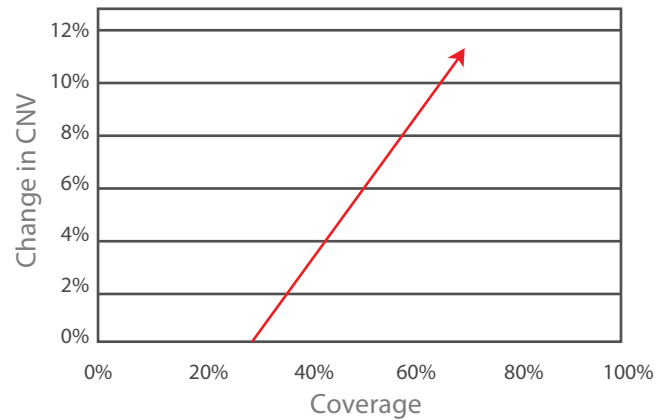
Methodology

The Winbuyer Onsite Comparative Pricing Application was deployed on each of the six study participant's sites simultaneously. Throughout the duration of the study, all visitors to the participating sites were subject to a blind A/B test. Half of the visitors saw WinBuyer's OCP application when they landed on a study participant product page, while the other half did not. A combined total of over 10,000 transactions were processed and the total revenue generated surpassed \$1M during the test period.

Findings

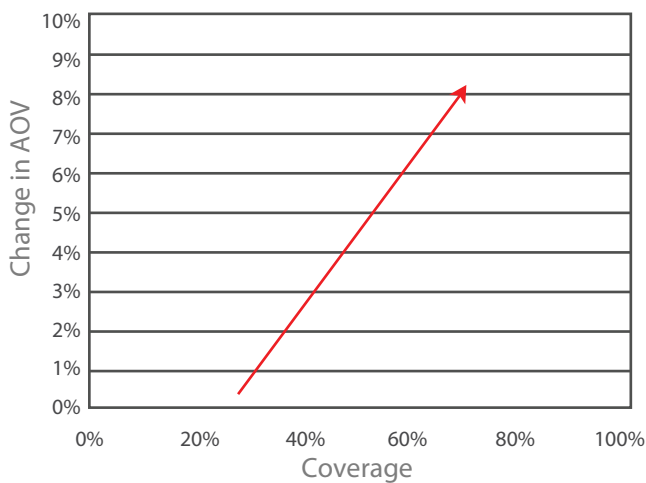
The results of the blind A/B test indicate that there is a very strong positive correlation between OCP coverage and merchant revenue lift. Coverage refers to the number of product and price matches available for the OCP application to display. Specifically, merchants applying OCP to products with coverage of 35% or more experienced increases in average revenue, average order size, and total site revenues.

The Effect of Coverage on Conversion



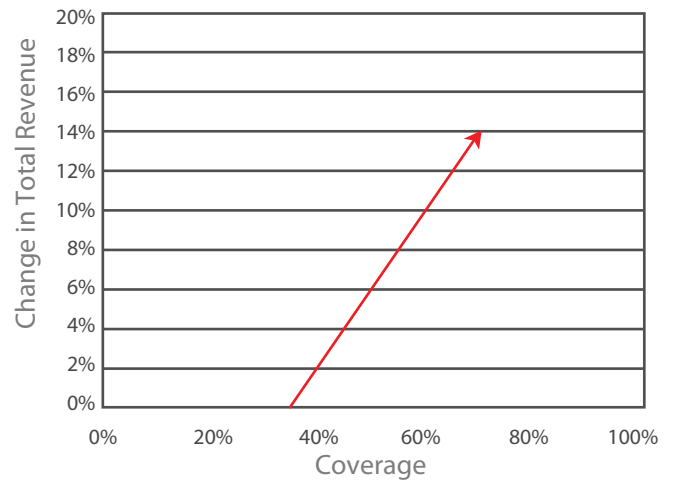
Average revenue lift of 4.9% achieved on pages that applied the Winbuyer OCP

The Effect of Coverage on Average Order Value



Average order value increased by 3.2% on pages with Winbuyer's OCP application.

Total Coverage Impact on Page Revenues (RPM)



Total site revenues increased by 2% at 40% coverage.

WinBuyer's OCP solution is a simple JavaScript application which requires minimal integration effort and carries no out-of-pocket cost for basic implementations.

For more information on the coverage available for your store contact us at www.winbuyer.com