



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

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 enhancing 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 CSEs, affiliates, and direct merchant relationships to create a vast pool of reliable raw products 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 competitor source results. WinBuyer 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 the merchant's settings – delivering value-added monetization to the merchant site.

Study Participants

Each participating store is a category specialist, including online retailers operating in the electronics, furniture, home & garden, and 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 study sought to:

- Understand the effects of WinBuyer's OCP application on revenue lift (including conversion-to-sale and average order size)
- Understand the specific factors maximizing lift.

The screenshot shows a product page for a Nike shoe. The main product is a Nike Shox Turbo + VI ID Running Shoe, priced at \$99.99. Below the product, there is a section titled "Also available from these merchants" with a table of prices and comparison buttons.

Shop	Price	Compare
Famous Footwear	\$95.99	Compare
Zappos	\$99.99	Compare
macy's	\$119.99	Compare
Nike	\$135.00	Compare