Tracking Transaction Throughput With Adobe SiteCatalyst

Introduction

- The client is a sports events governing body in the US.
- The client added the e-commerce feature on its website but was not able to track the transaction throughput with its Adobe Analytics implementation.
- Nabler studied the requirements and mapped the business KPIs to Adobe Analytics variables.
- With Nabler's solution, the client was able to track the e-commerce variables such as conversion rate and understand the customer behavior.

The Need

Headquartered in Florida, USA, the client is the largest governing body for sports events. The client has a content-rich website where the visitors can interact, post, and connect to its social platforms. Recently, it decided to add "checkout" on its website to allow the fans to buy sports merchandise, memorabilia, etc. To track this, the client had deployed basic Adobe Analytics tracking code which generated reports on behavioral metrics but not on e-commerce metrics.
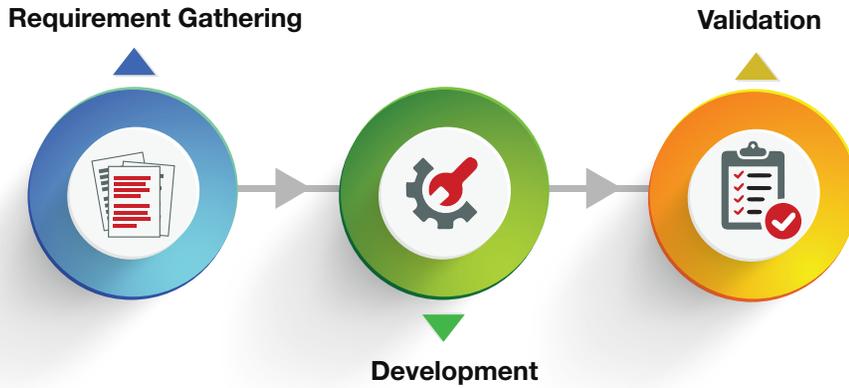
The client was unable to track the Product, Revenue, and Purchase variables with the current implementation. Because of this, there was no clarity on the conversion rate and fall out during the checkout process. Also, the client wanted to know the kind of errors the visitors were facing while filling the checkout form.

The client chose Nabler for this assignment. Nabler has vast experience in Adobe Analytics and SiteCatalyst. We have certified and trained experts in the field who dive deep to resolve analytics related challenges faced by our clients.

About Nabler

Nabler is a solutions-focused digital analytics consulting firm that assists enterprises and media agencies in leveraging the best out of their digital infrastructure by playing a consultative role throughout their digital maturity journey.

Founded in 2004, with offices in Charlotte (USA) and Bangalore, Nabler has consulted some of the top 100 global brands and Fortune 500 firms.

To talk more about your needs, write to info@nabler.com

The Solution

We divided our approach into three phases:

Requirement Gathering

Validation

Development

1. Requirement gathering and solution design

- After gathering the necessary requirements from the client to implement the solution, our analysts identified the opportunities to track the e-commerce metrics on the checkout flow and created a solution design document.

- We mapped the business KPIs to Adobe Analytics variables. Here are the few variables that were used to track E-commerce metrics: Product variable (s.products) along with success events (prodViews, s.purchase, scCheckout), and eVar to capture the form error along with success event.

2. Development

- By leveraging TEALIUM Tag Management Solution, we rolled out the relevant JavaScript code on the pages.

- We developed custom JavaScript and JQuery functions to populate the e-commerce values to Adobe Analytics variables.

TEALIUM®

3. Validation

- After the deployment of the code in the Staging area, we conducted an Automated Tag Validation using our crawler application to ensure the quality and integrity of the tags.

- After the tags validation, we conducted an audit of the reports in SiteCatalyst, especially the Products report and Shopping Cart Events. We tested their synchronization with other out of the box and custom reports.

- Once the client validated our results, we published our code to Production and performed another round of Tags and Reports validation.

The Benefits

After the launch of tags on Production, we monitored the reports for three weeks to identify opportunities for optimization. With the help of our newly launched reports, the client was able to:

- Track the e-commerce variables such as conversion rate for the new products that were launched.

- Understand the behavior of a user and identify which section had a high fall-out rate during the checkout process.

- Compare different products and determine which product had a better conversion rate.

- Analyze the form errors and the other errors users were facing while filling the checkout form.

This document was used as a reference point for all further new product implementations.