

Annual Teleconference: New Ecommerce Research: 2006 Ecommerce Issues & Trends



Anne Holland, Publisher,
MarketingSherpa



Stefan Tornquist, Research Director,
MarketingSherpa

Questions about
this
presentation?

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Marketing
Sherpa.com](mailto:feedback@MarketingSherpa.com)

Facts not opinion: MarketingSherpa Methodology

1. Primary Research

MarketingSherpa's Ecommerce Eyetracking Study
MarketingSherpa's Ecommerce Benchmark Survey
MarketingSherpa 100 Ecommerce Site Study

2. Partnered Studies

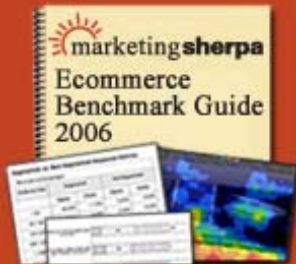
MarketingSherpa & Directions Research Shopper Survey

3. 'Best of' Secondary Research from 94 Sources, including:

Atlas, Inceptor, AWeber, Informz, comScore, The Kelsey Group, Coremetrics, Lyris, Demandware, Nielsen/NetRatings, Doubleclick, Pivotal Veracity, EmailLabs, Return Path, eROI, ExactTarget, Silverpop, Fathom Online, Hitwise, and Truverse

4. Anecdotal Evidence from MarketingSherpa's Own 3,300 Case Studies & Interviews

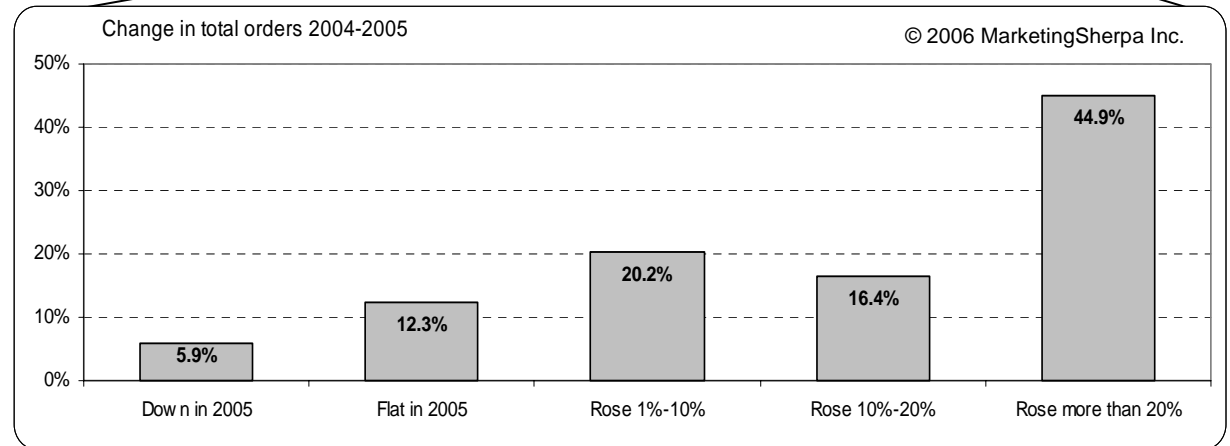
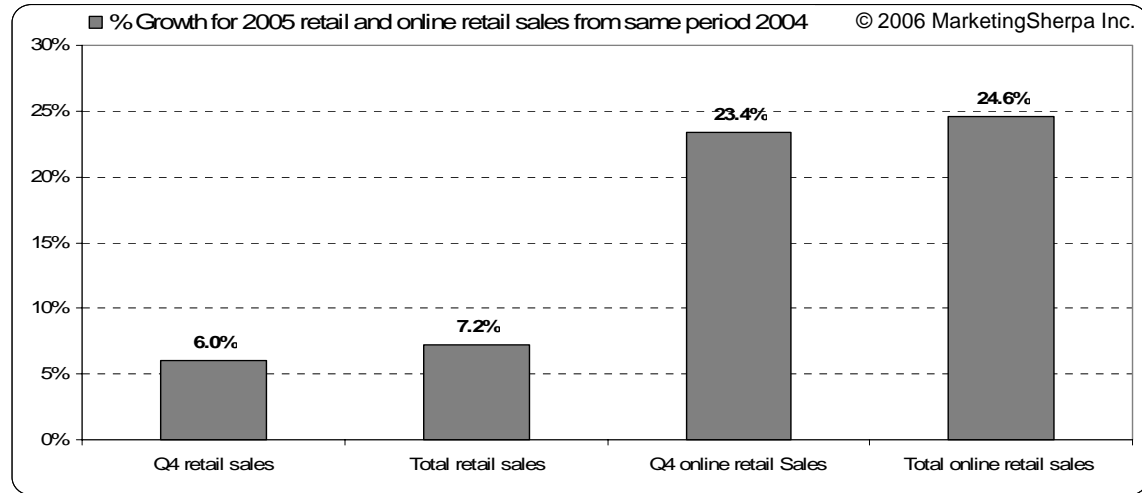
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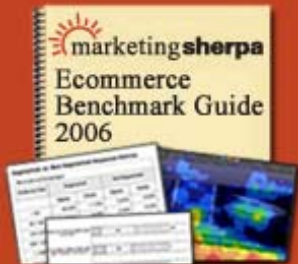
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Ecommerce Growth



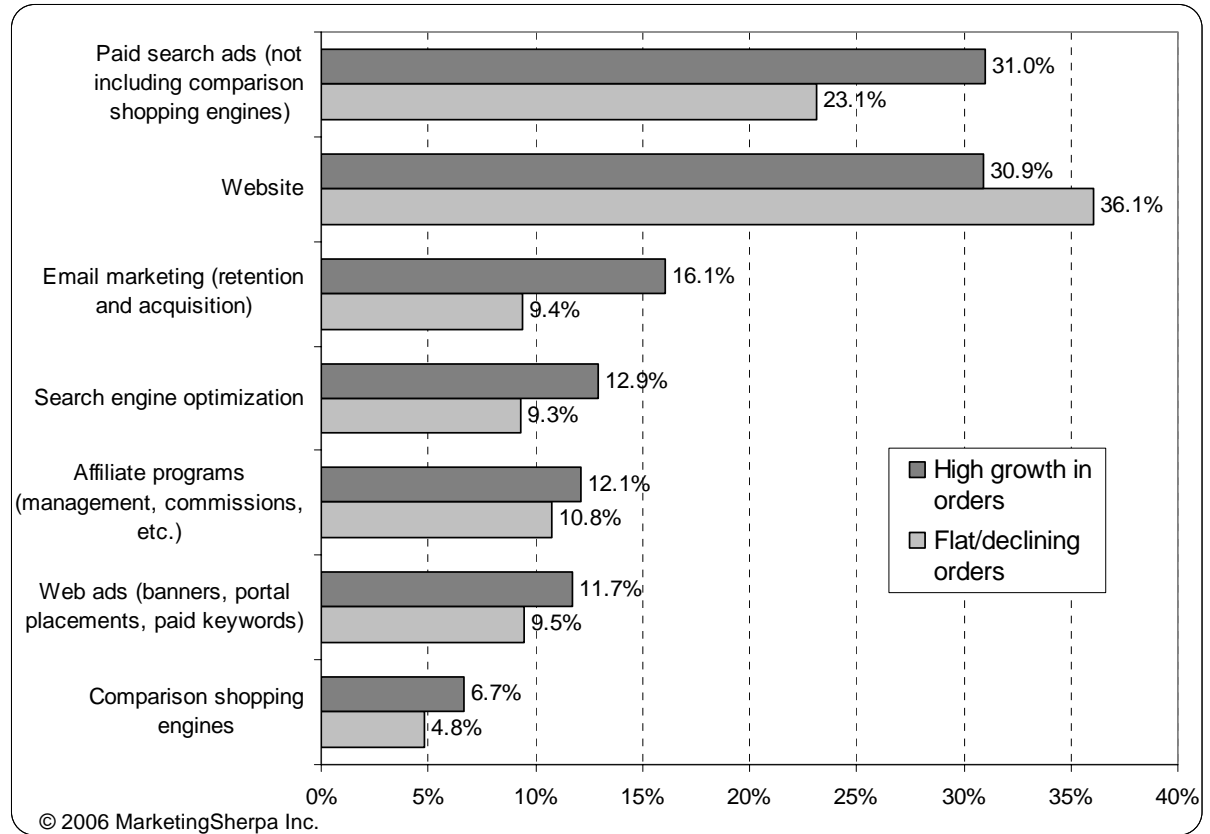
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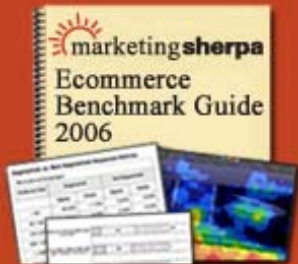
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Budgeting for Online Marketing Tactics



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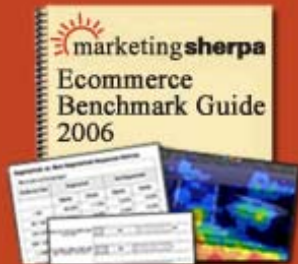
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Eyetracking – Bombay



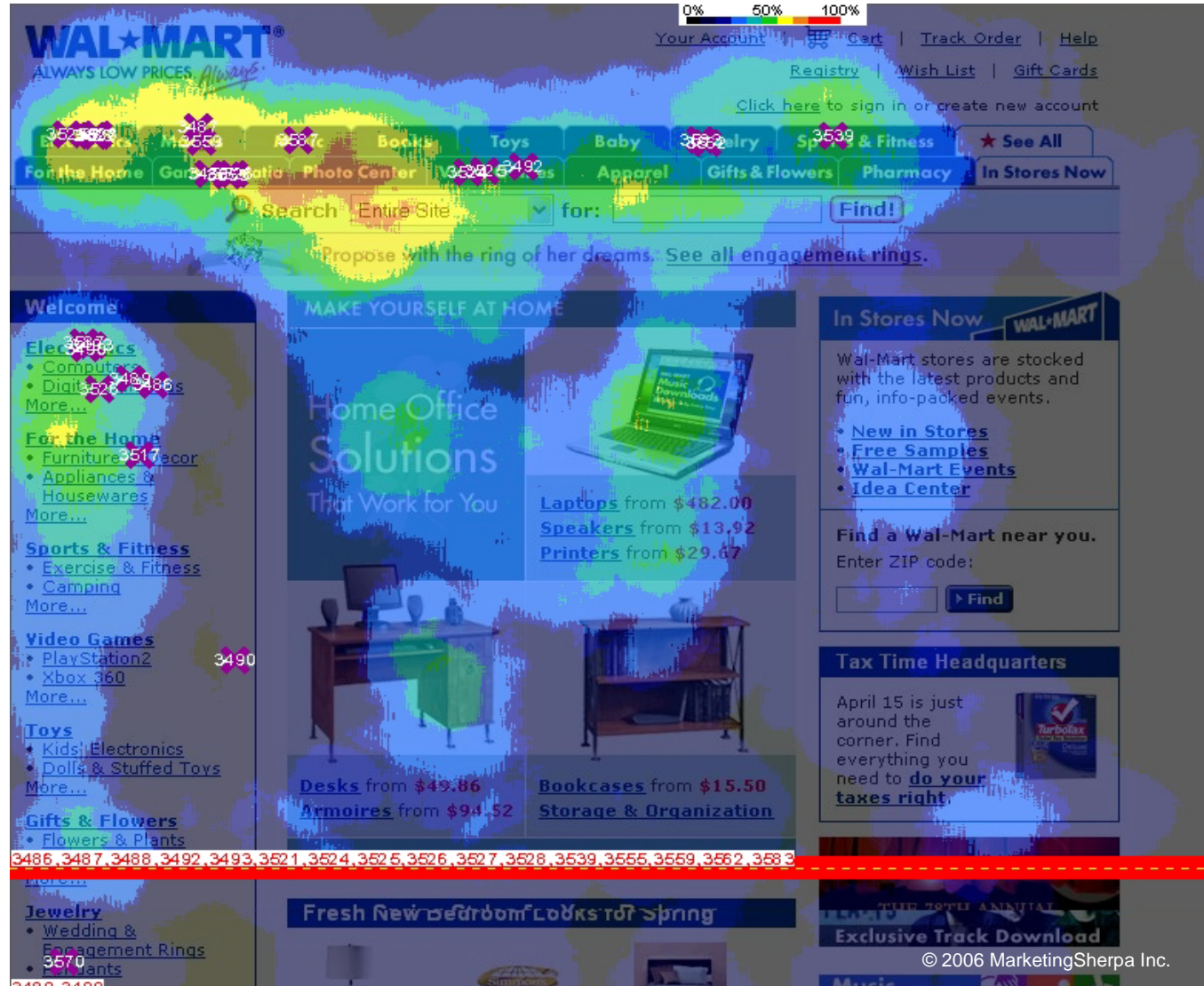
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Eyetracking – Wal-Mart



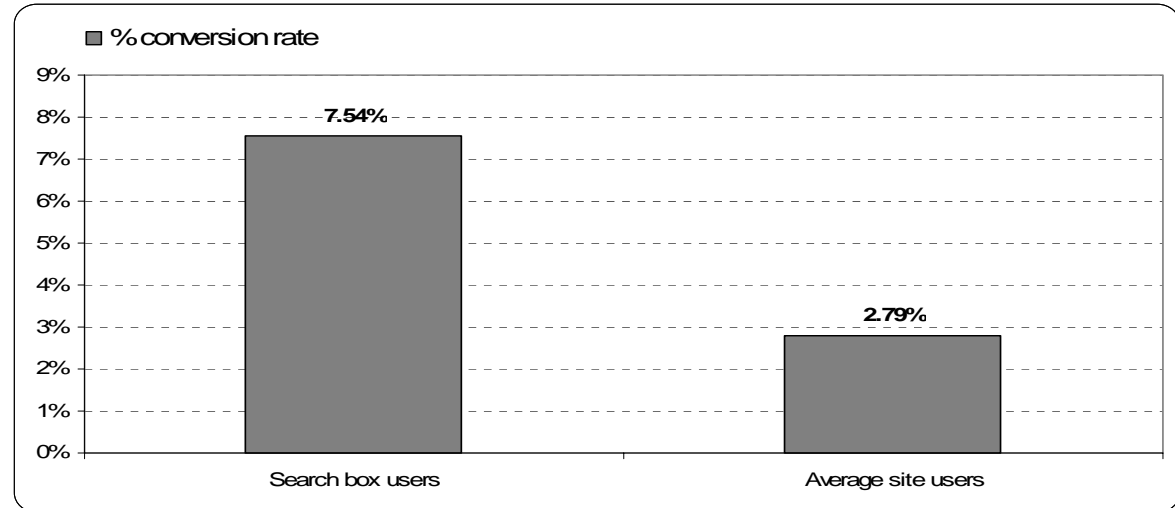
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Internal Search Conversion Rates



Source: WebSide Story, January 2006

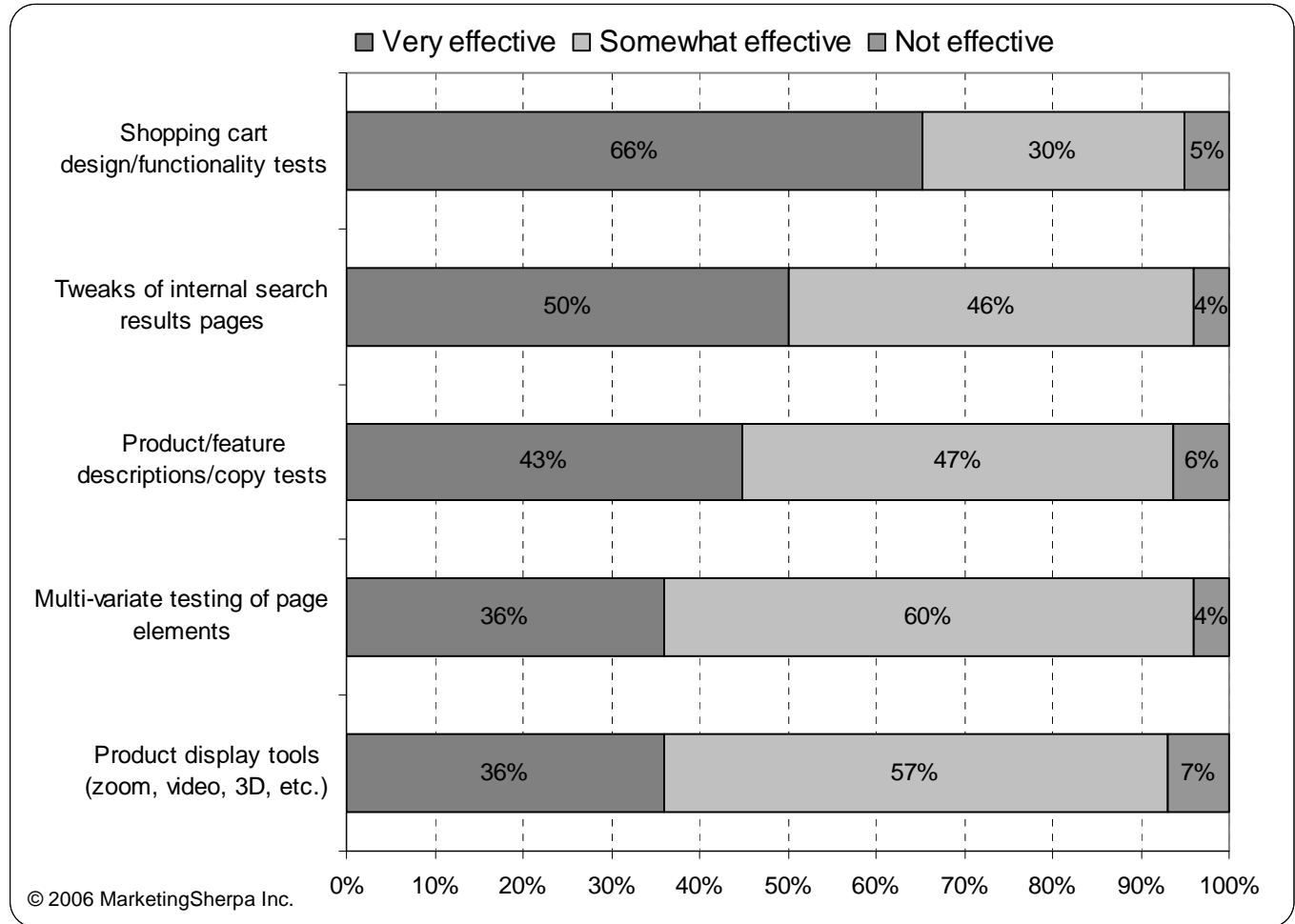
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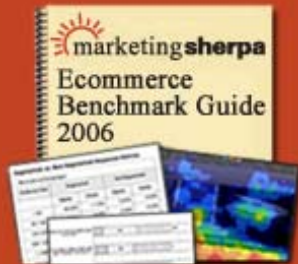
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Performance of Site Tests/Tweaks



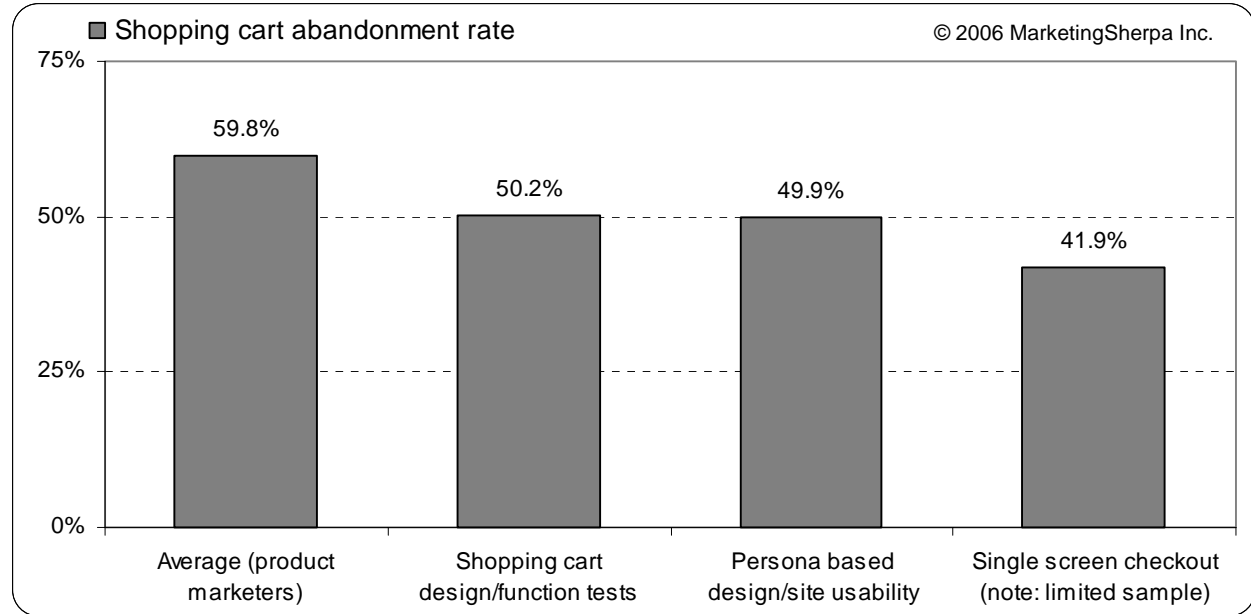
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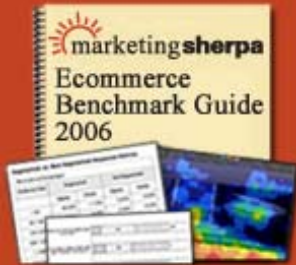
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Abandonment – What Can You Do About It?



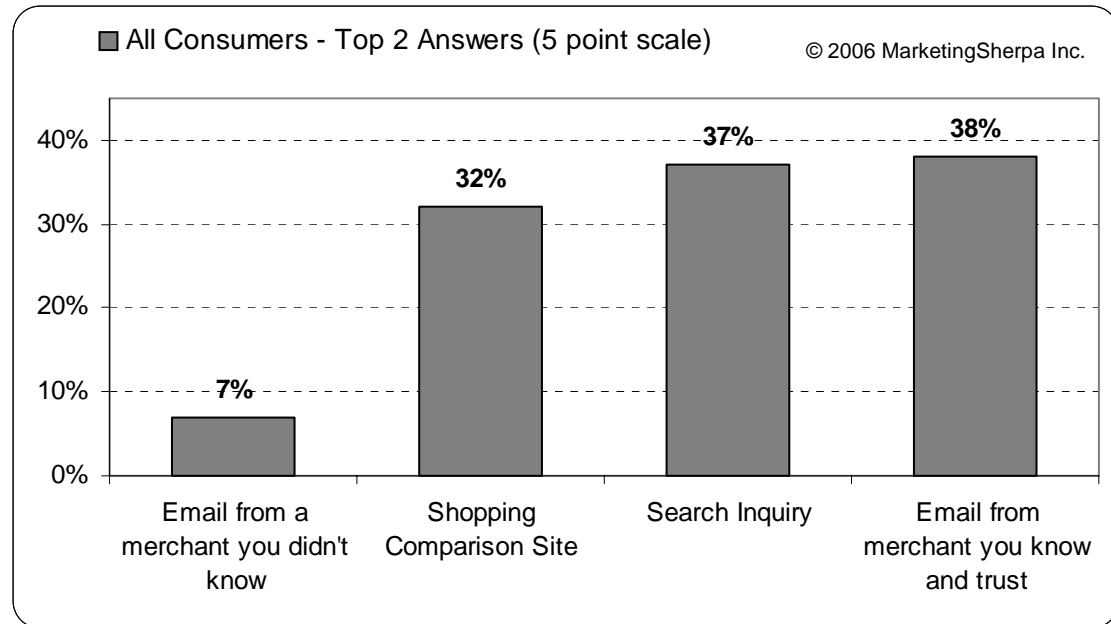
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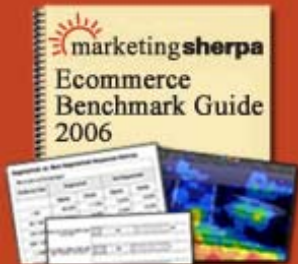
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What's Motivating Consumers?



Source: MarketingSherpa / Directions Research, January 2006

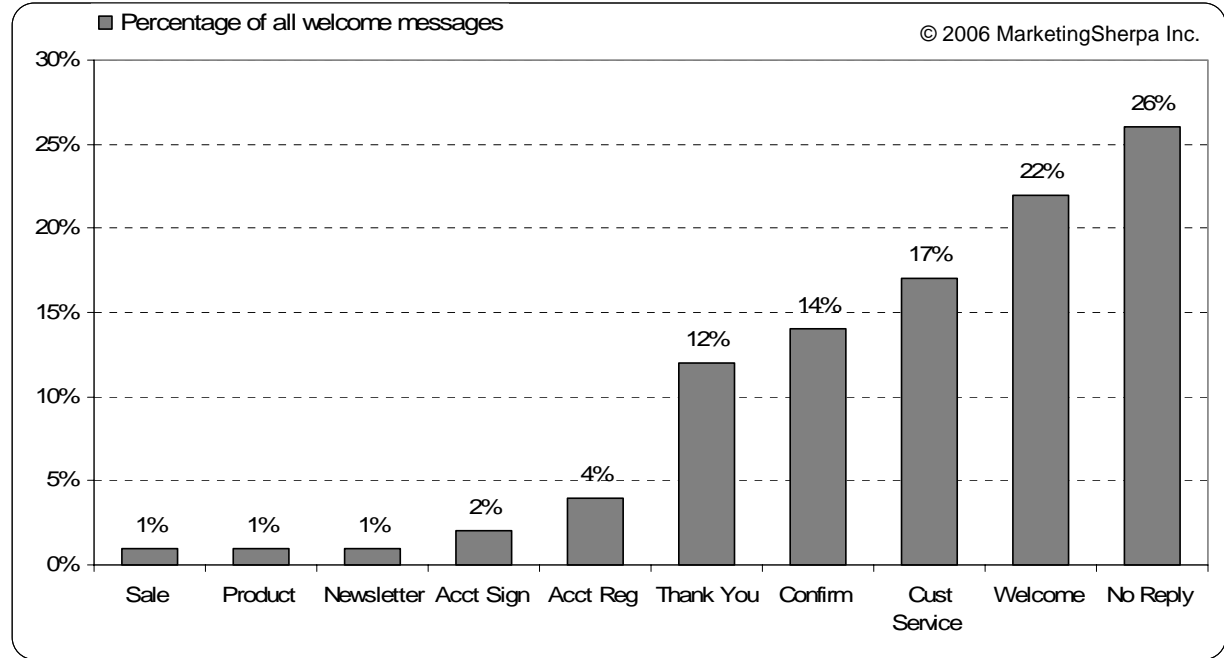
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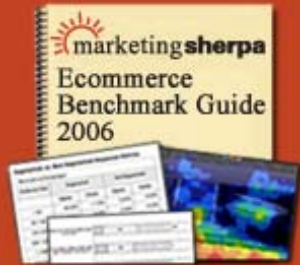
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What's in a Welcome Message?



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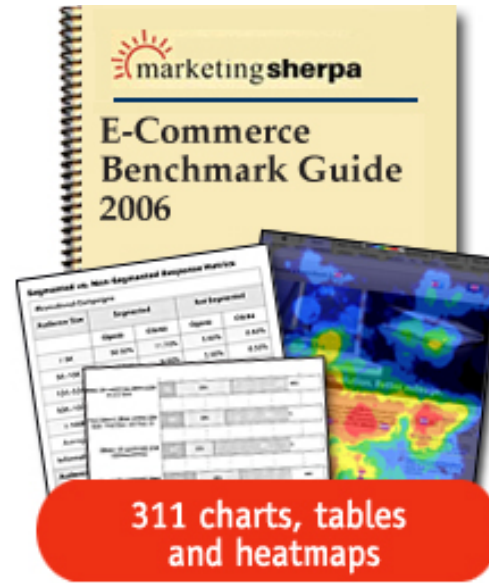
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How to get your own copy today:

Our research team welcomes feedback and/or questions.

Stefan Tornquist,
Research Director
StefanT@MarketingSherpa.com

MarketingSherpa, Inc.
499 Main Street
Warren, RI 02885
(877) 895-1717
Outside the U.S. (401) 247-7655
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311 charts, tables
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