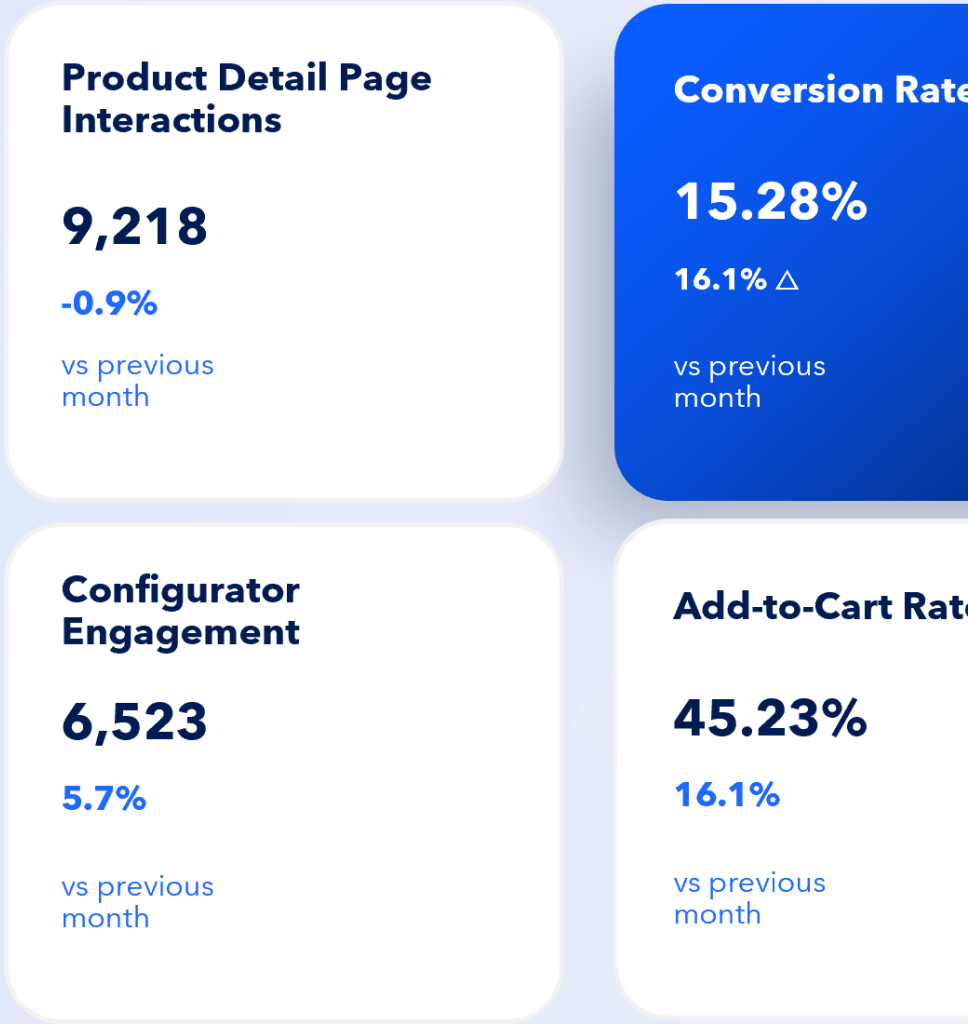
ZOOVU Masterclass

Beyond the Numbers:

Turning Zoovu Analytics into Actionable Strategies for Growth



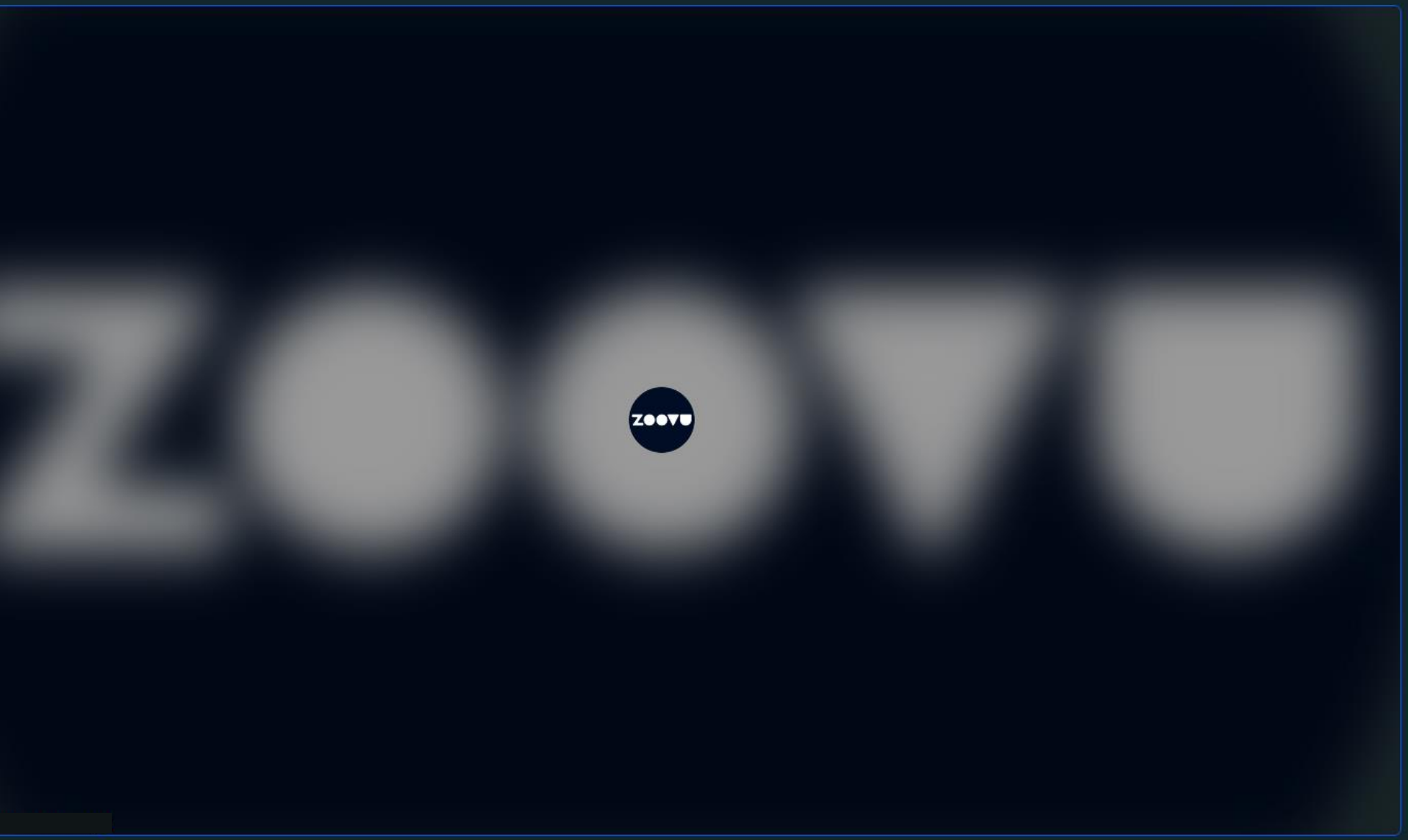
Meet the hosts

Uschi Erdei

Strategic Account Manager

Harman Bhamra

Solutions Engineer



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Share event

Questions

You haven't asked a question yet

You can send your questions to host and moderators here. Your questions won't be visible to other attendees.

Ask a new question

Livestorm

Display

Leave

Questions

Agenda for today

- Zoovu insights & intelligence tools
- Understanding the key metrics that matter
- Acting on data: real-world optimization strategies

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Turning data into action

Understand what's happening, why it's happening, and how to improve it

Find and fix revenue leaks

Understand how customers search, filter, and engage with your products

Understand what makes customers buy

Optimize product discovery and conversion using real insights vs gut feelings

Measure what really drives revenue

Track how changes in search, recommendations, and guided selling directly impact revenue

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Overview • Zoovu Insights and Intelligence: The tools you have

Monitor performance

REPORTING DASHBOARD

Understand customer behavior

CUSTOMER INSIGHTS (ZERO-PARTY DATA)

Measure influence

DISCOVERY IMPACT REPORT

Custom Tracking Manager

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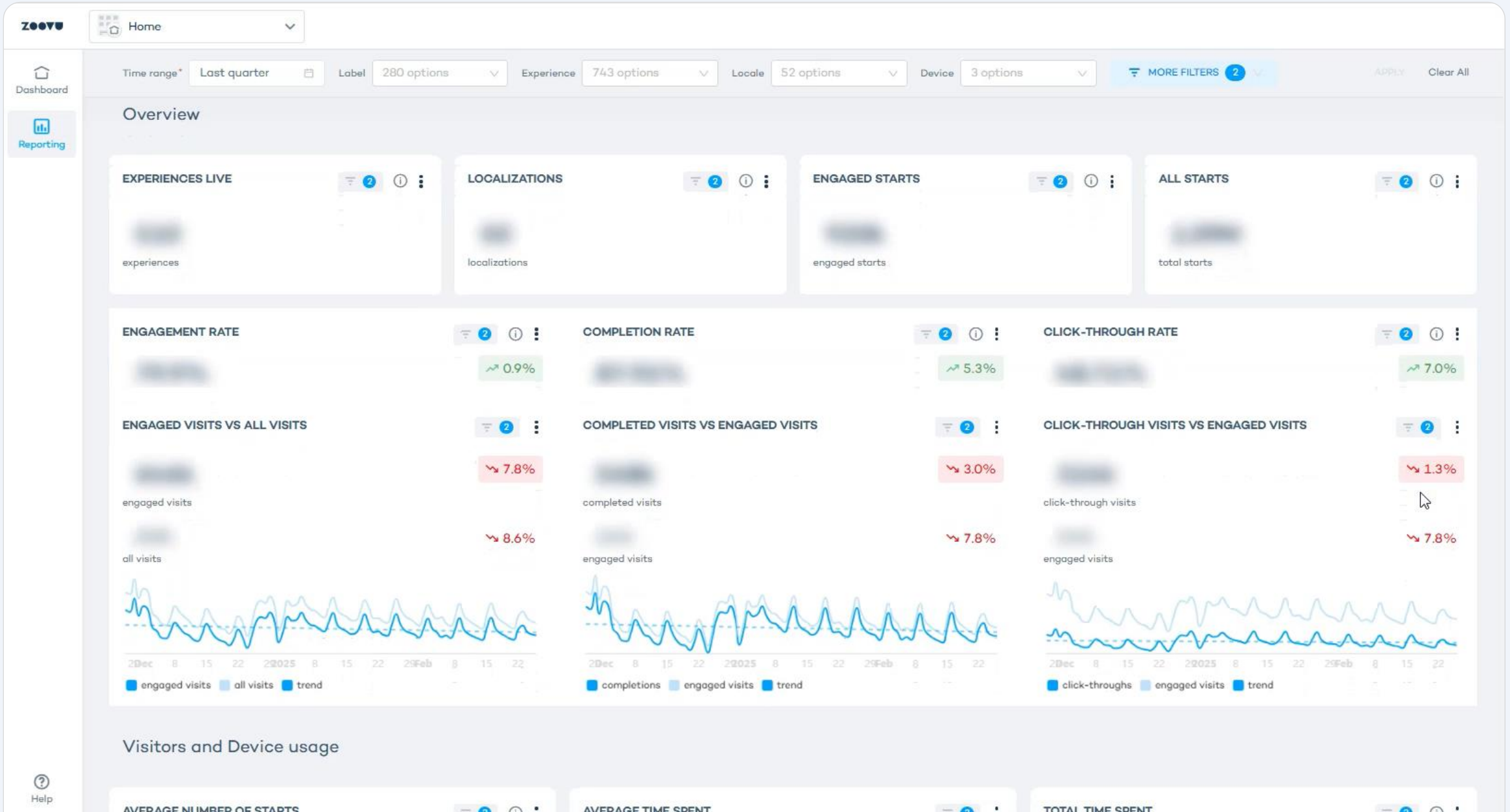
General Reporting Dashboard • See how your experiences are performing



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DISCOVERY IMPACT REPORT

Custom Tracking Manager

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Customer Insights • See how your customer engage and why they buy

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Measure influence

DISCOVERY IMPACT REPORT

Custom Tracking Manager

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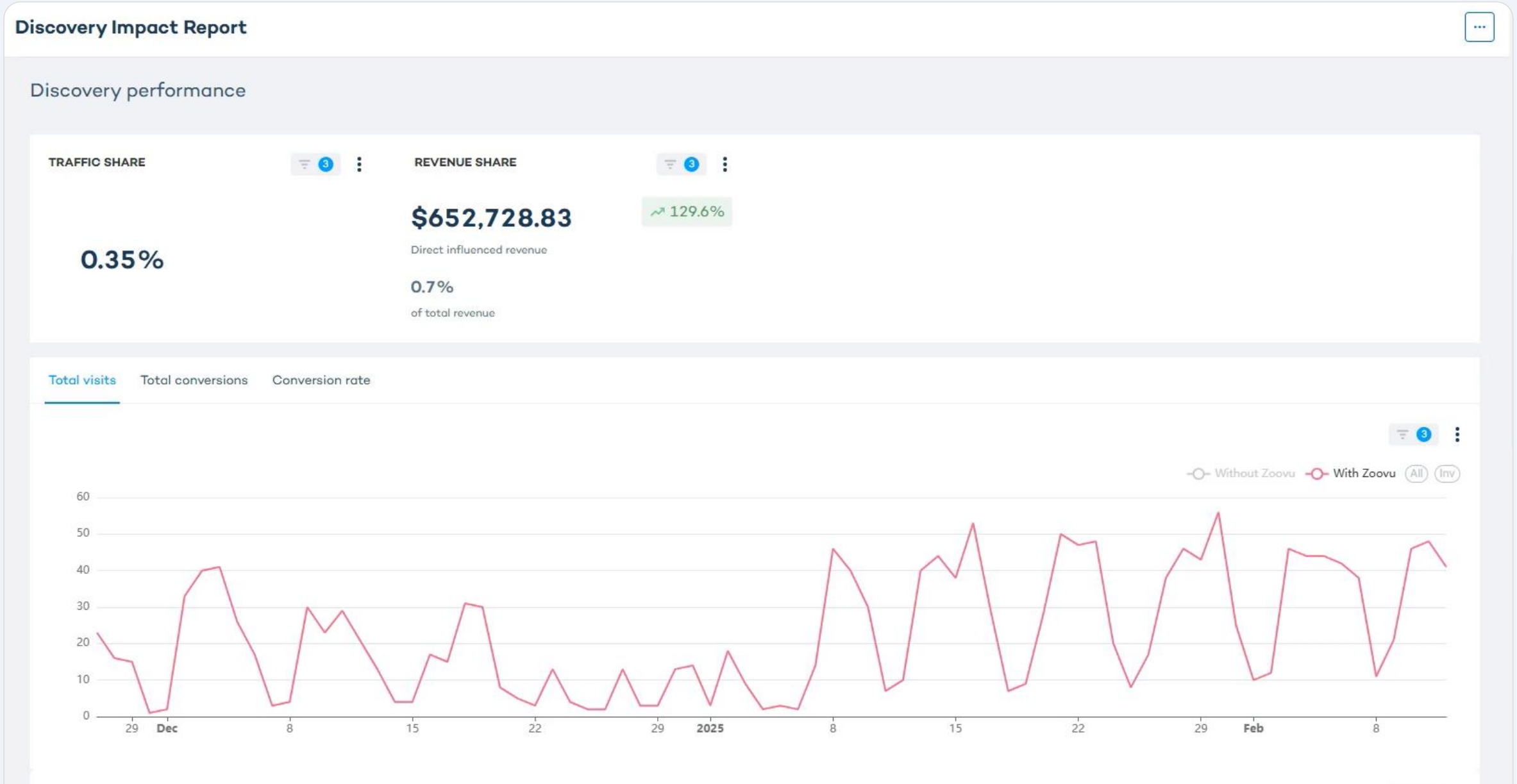
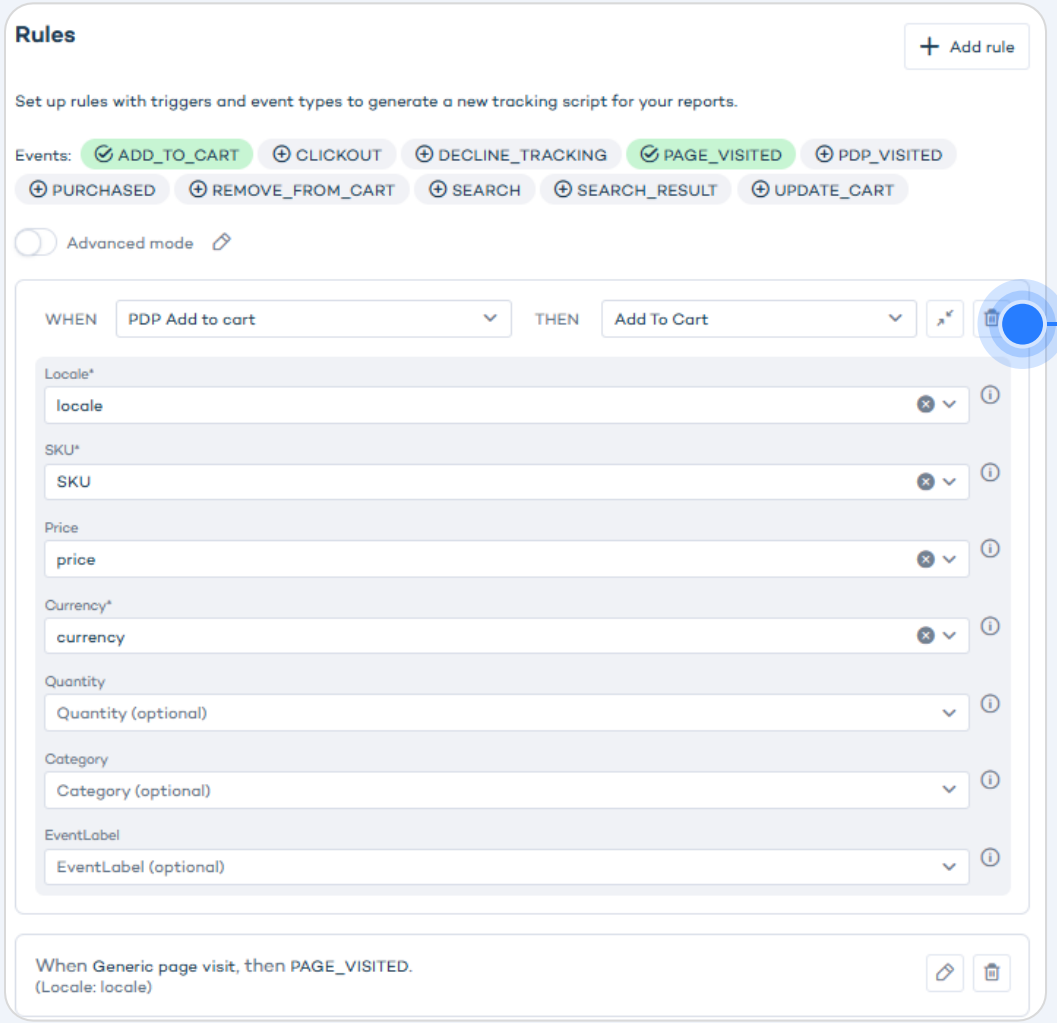
NEW: Discovery Impact Report • See the impact of discovery-optimized journeys



NEW: Tracking Manager

Track the KPIs that matter most to your business – without coding



- Track sales, conversions, downloads,…
- Easily create simple and complex tracking rules without heavy-lifting
- Integrate once, update anytime – without additional website updates

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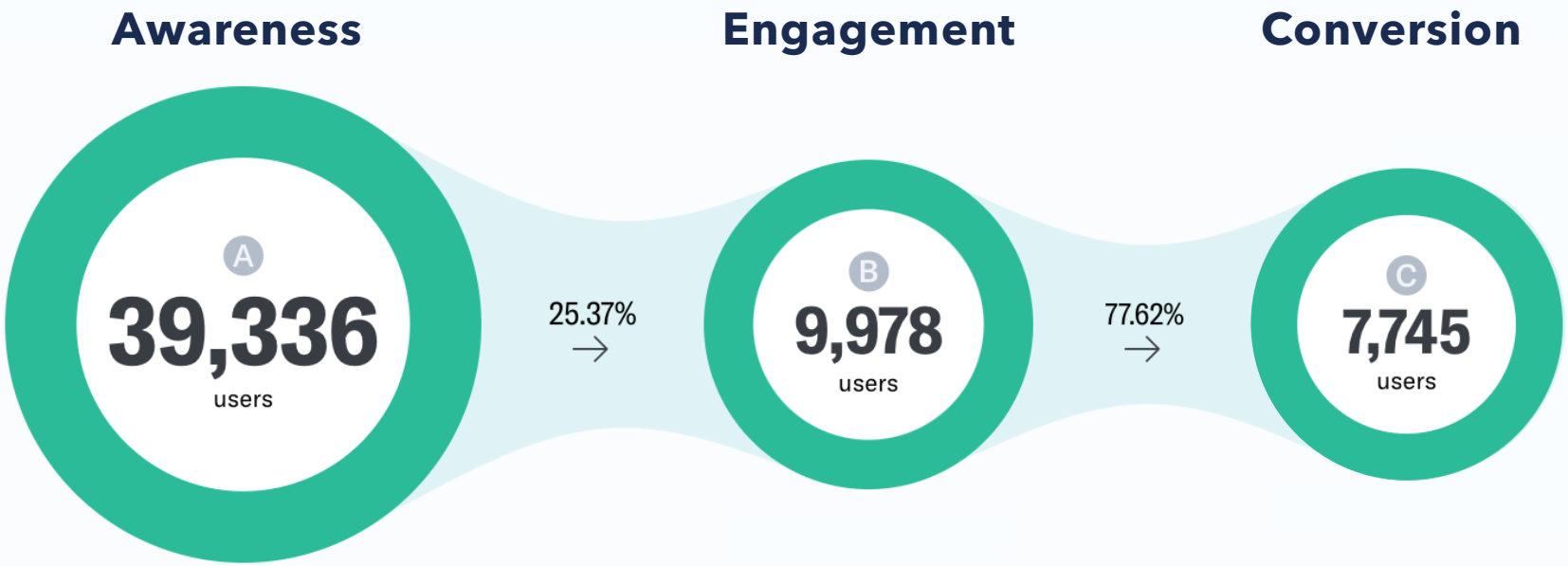
How to analyze your data

Breaking down the search and discovery funnel



How many customers initiate a search or guided selling journey?

Are the experiences helpful and effective?

Do the experiences encourage customers to take action?

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Key metrics to focus on

Awareness

Starts

Drop-off rate /
Abandonment rate

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Most successful optimization actions

Awareness

Challenge:

Low starts

When to act: it depends.

Search

- ❑ Ensure that the search bar is clearly visible
- ❑ Activate (contextual) auto-suggestions
- ❑ Show popular searches

Discovery Experiences

- ❑ Test multiple entry points – homepage, category pages, search results, and PDPs
- ❑ **Pilot opportunity**: Behavioral launching
- ❑ Explain value to customers with simple, action-driven CTA

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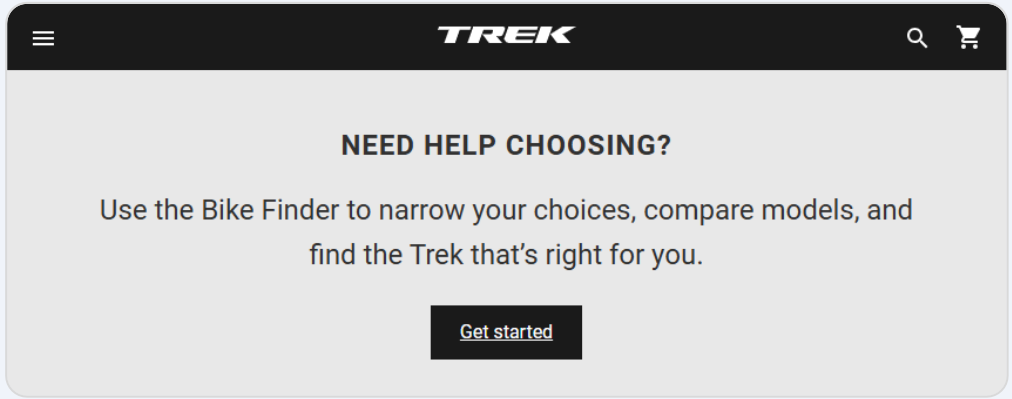
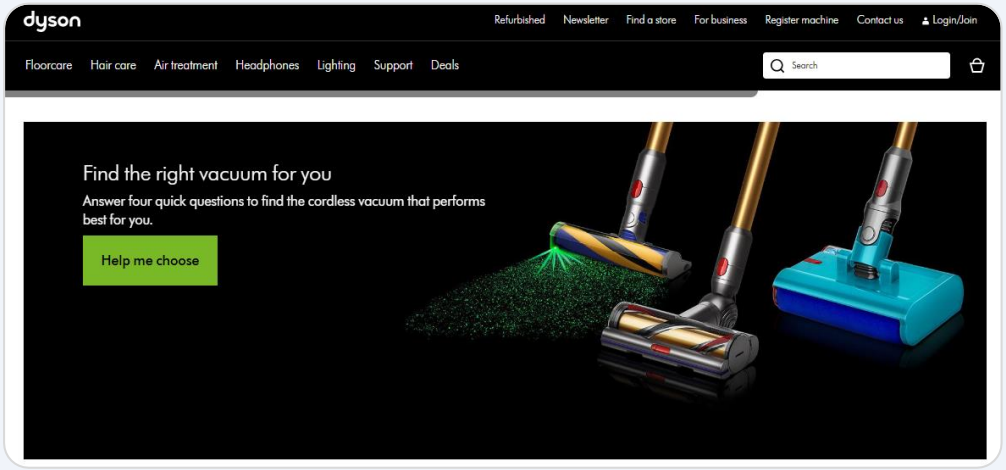
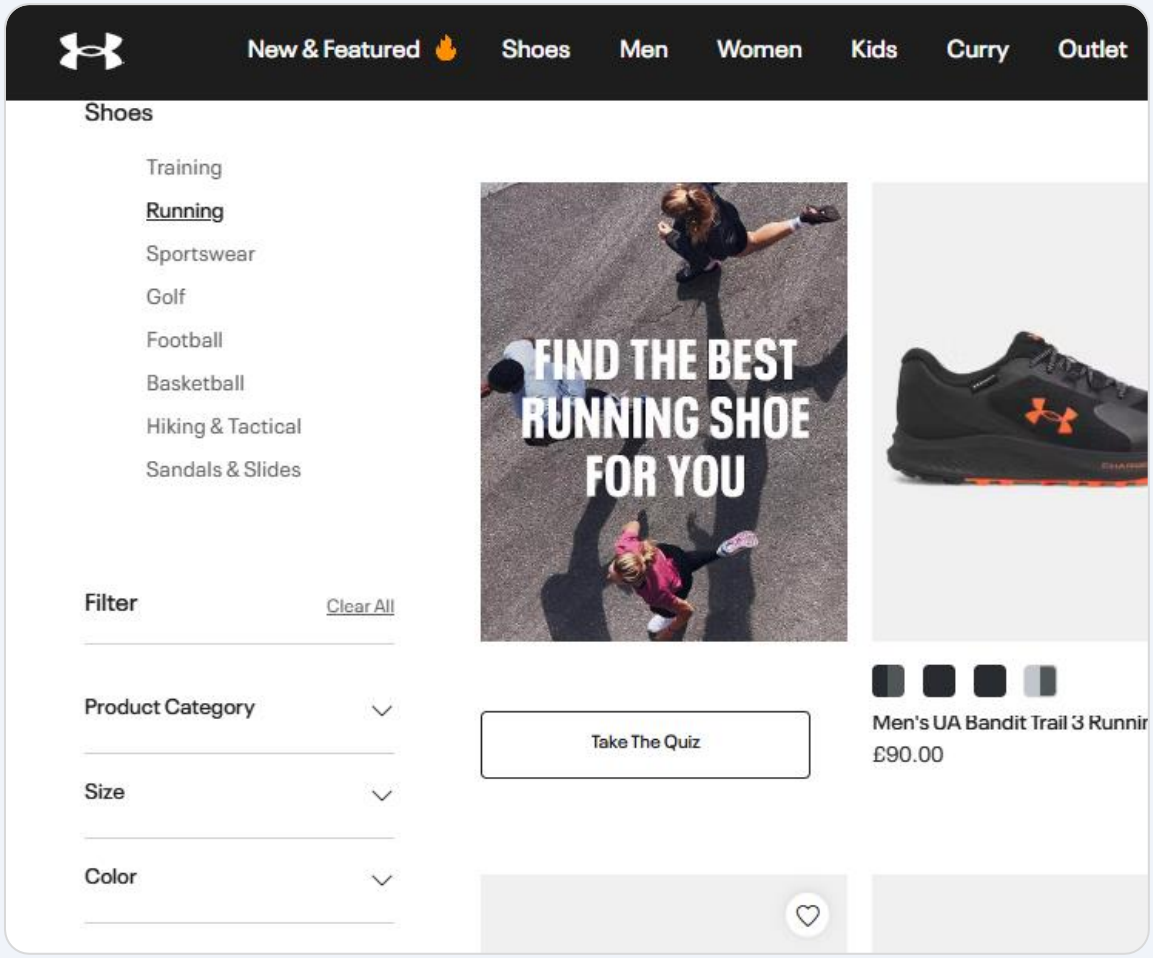
Best Practice Insight Add clear and prominent entry points



Category pages



Product listings



[Entry points – Best practices]

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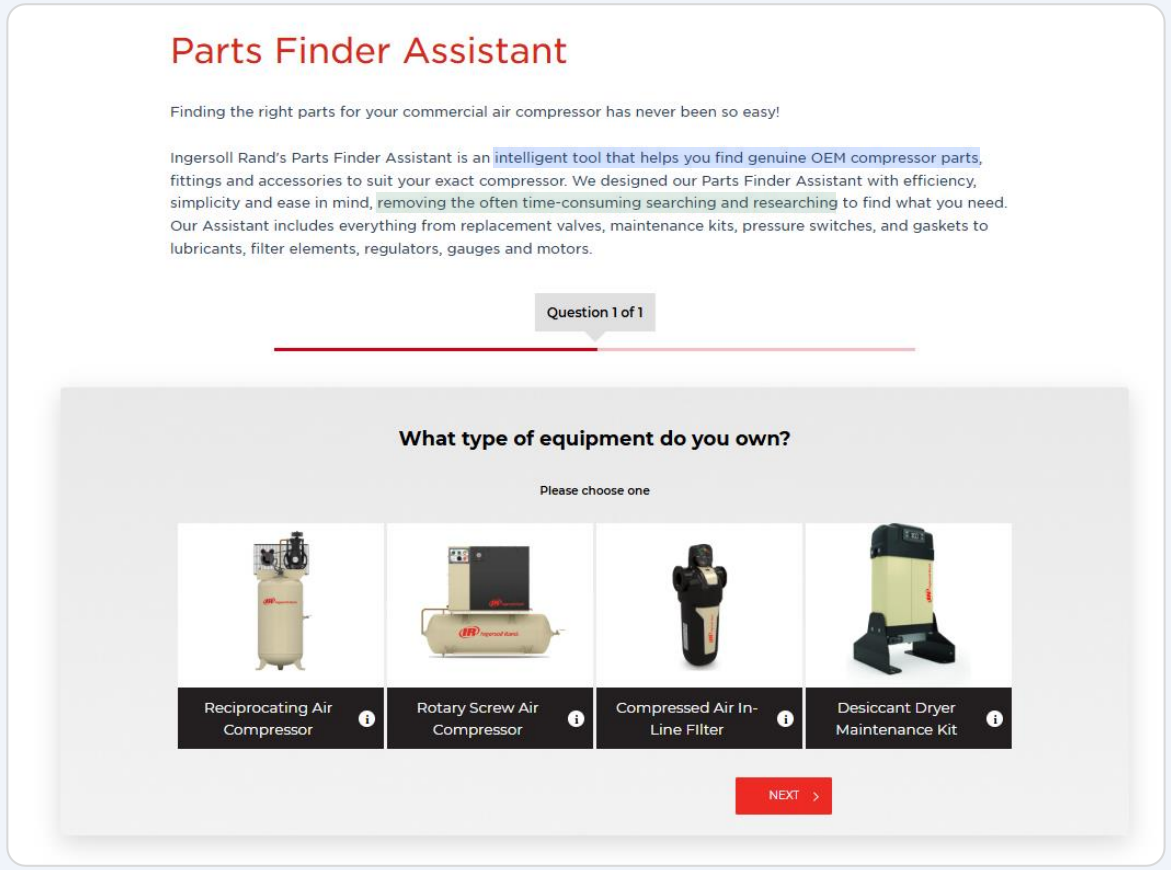
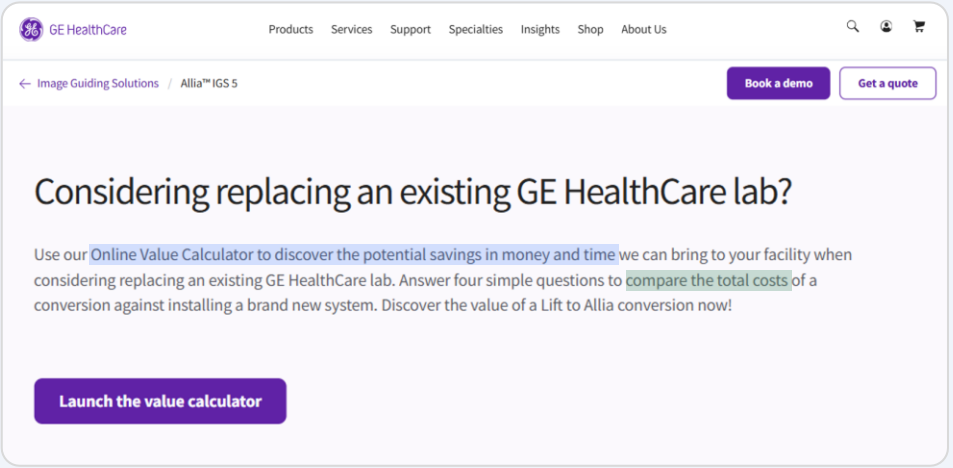
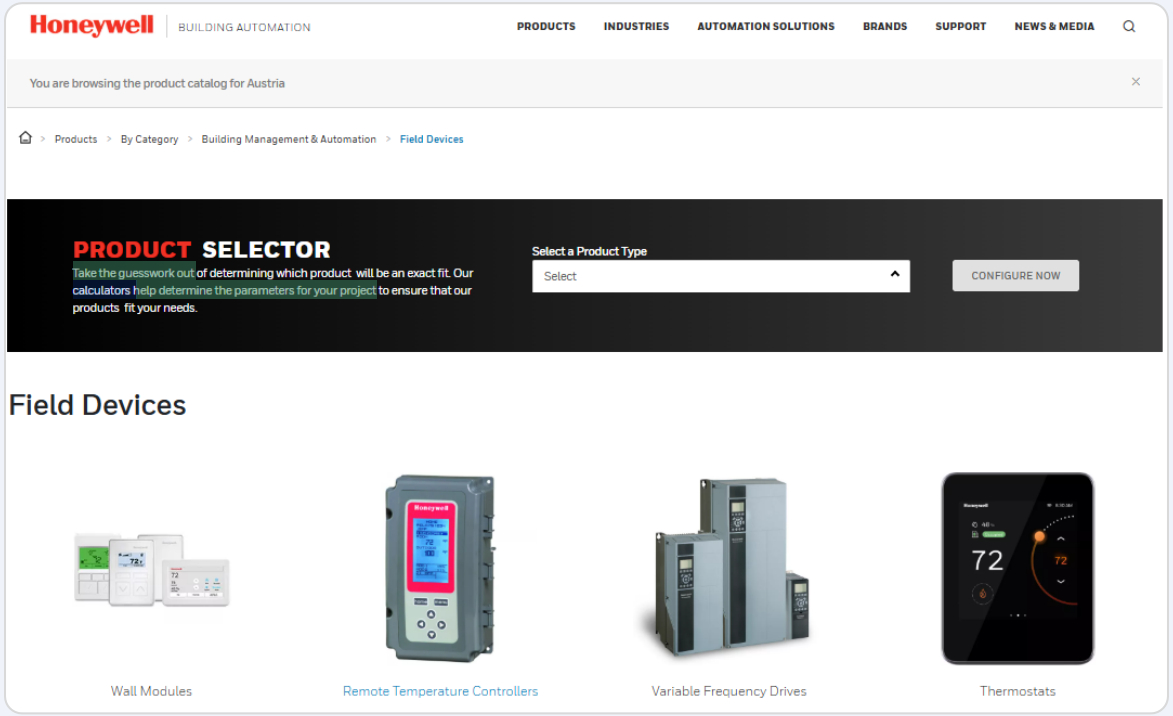
Best Practice Insight

Explain what it is and the value it offers buyers







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Best Practice Insight Share more details and explain to buyers how it works

Start the Einhell product advisor now

Simply choose a topic and get started right away.

How the Einhell Product and Battery Advisor works

1st step

your product

u already know which device you want? Then you can start the advisor via the ct page to find batteries and accessories. Are you still unsure which device is or you? Then start the advisor from the beginning and let us show you a ion of suitable Power X-Change devices for your requirements.

2nd step

Select the battery

If you have decided on a specific Einhell cordless device, the battery advisor integrated in the product advisor will suggest the Power X-Change batteries that are specifically recommended for the selected device. The specific battery performance, capacity and power are displayed, tailored to your device.

step

the charger

nding on the Einhell battery you have chosen, you will be shown the various X-Change chargers with the respective charging time for your battery. Once ave decided on a charger, the next step will suggest suitable accessories for evice. This way you can put together your own set!

4th step

Buy your set

Are you happy with your personally assembled Power X-Change set? The Einhell product and battery advisor will tell you the calculated total price (RRP) of your set. Once you have made your decision, the set ends up in the shopping cart in the online shop with just one click - and it is on its way to your home!

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Most successful optimization actions

Awareness

Challenge:

High abandonment and drop-off rate

When to act: > 26%

Search

- ❑ Check if top results are accurate and relevant by optimizing the ranking strategy
- ❑ Reduce zero-result searches by expanding keyword coverage and handling misspellings
- ❑ Leverage merchandising options

Discovery Experiences

- ❑ Use Customer Insights to analyze drop-off points and optimize those steps i.e., simplify questions
- ❑ Display progress indicator
- ❑ Improve mobile usability

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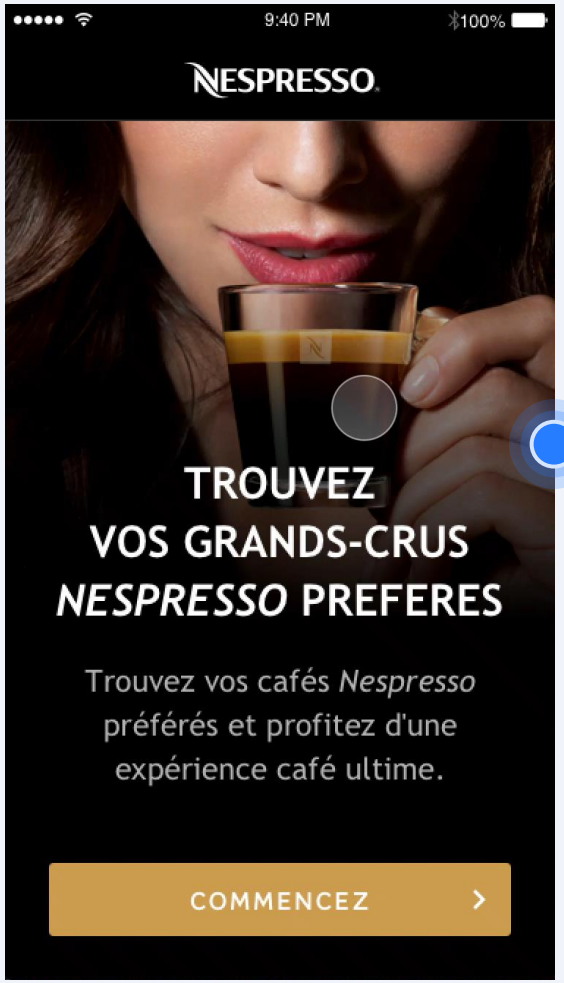
Best Practice Insight Optimize for mobile



15-20%

Decrease in drop-offs from mobile*

* average across multiple brands

Most effective mobile optimizations

1. **Keep questions concise**
   short, clear, and to the point
2. **Minimize input effort**
   use features like auto-forwarding
3. **Limit choices per step**
   keep decision-making simple by offering 3-5 options per step
4. **Use optimized tooltips**
   provide contextual guidance that don't obstruct the interface
5. **Test for cross-device consistency** –
   Use the Experience designer to ensure the experiences works across different screen sizes

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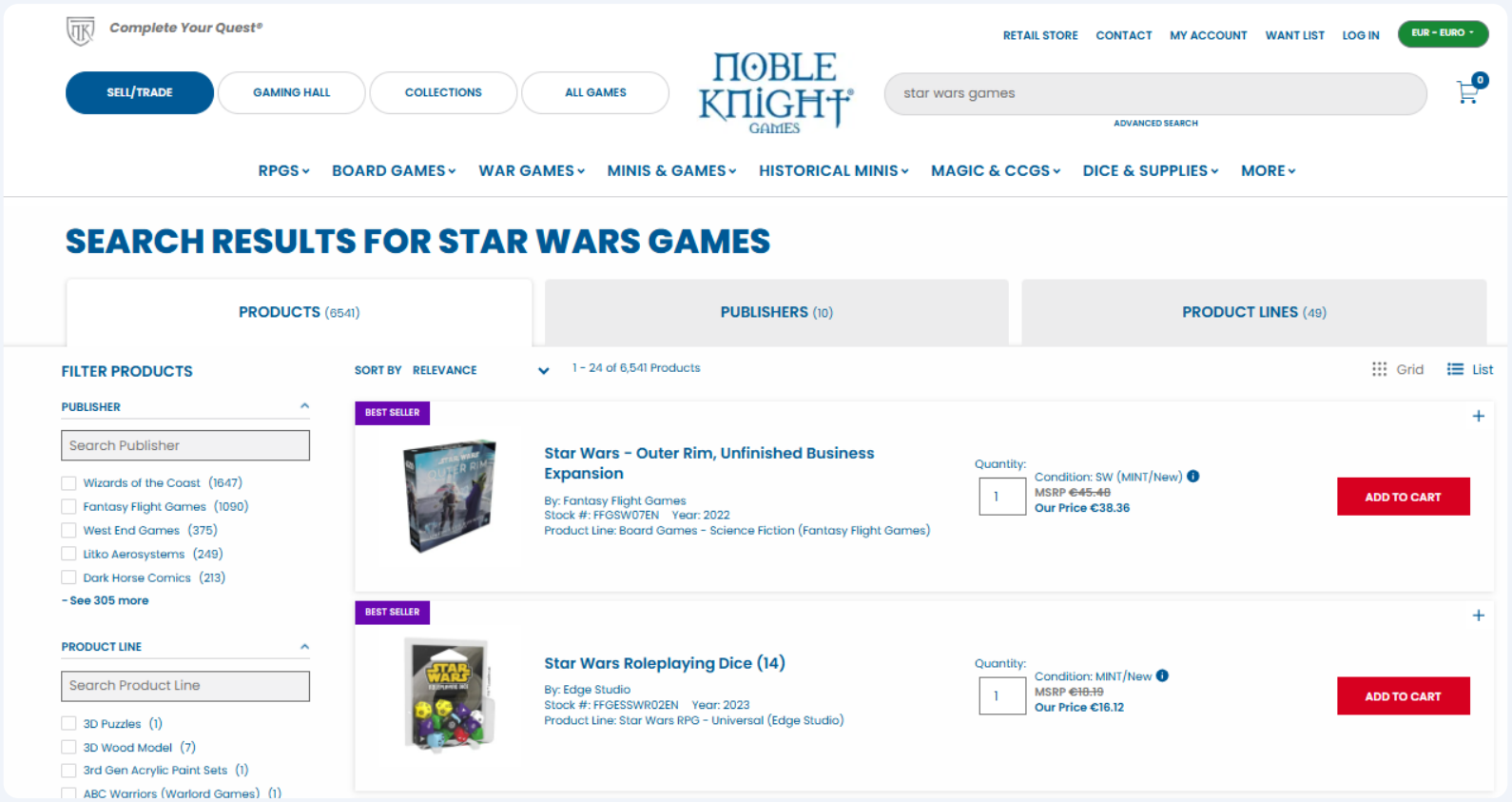
Best Practice Insight Reduce the search abandonment rate



"Our conversion rate increased by 30% overnight. Customers could find what they were looking for and weren't abandoning the site anymore."

Dan Leeder, Vice President
Noble Knight

Optimized product data quality

Weekly report for zero results

Customer-friendly filters

Ranking and merchandising

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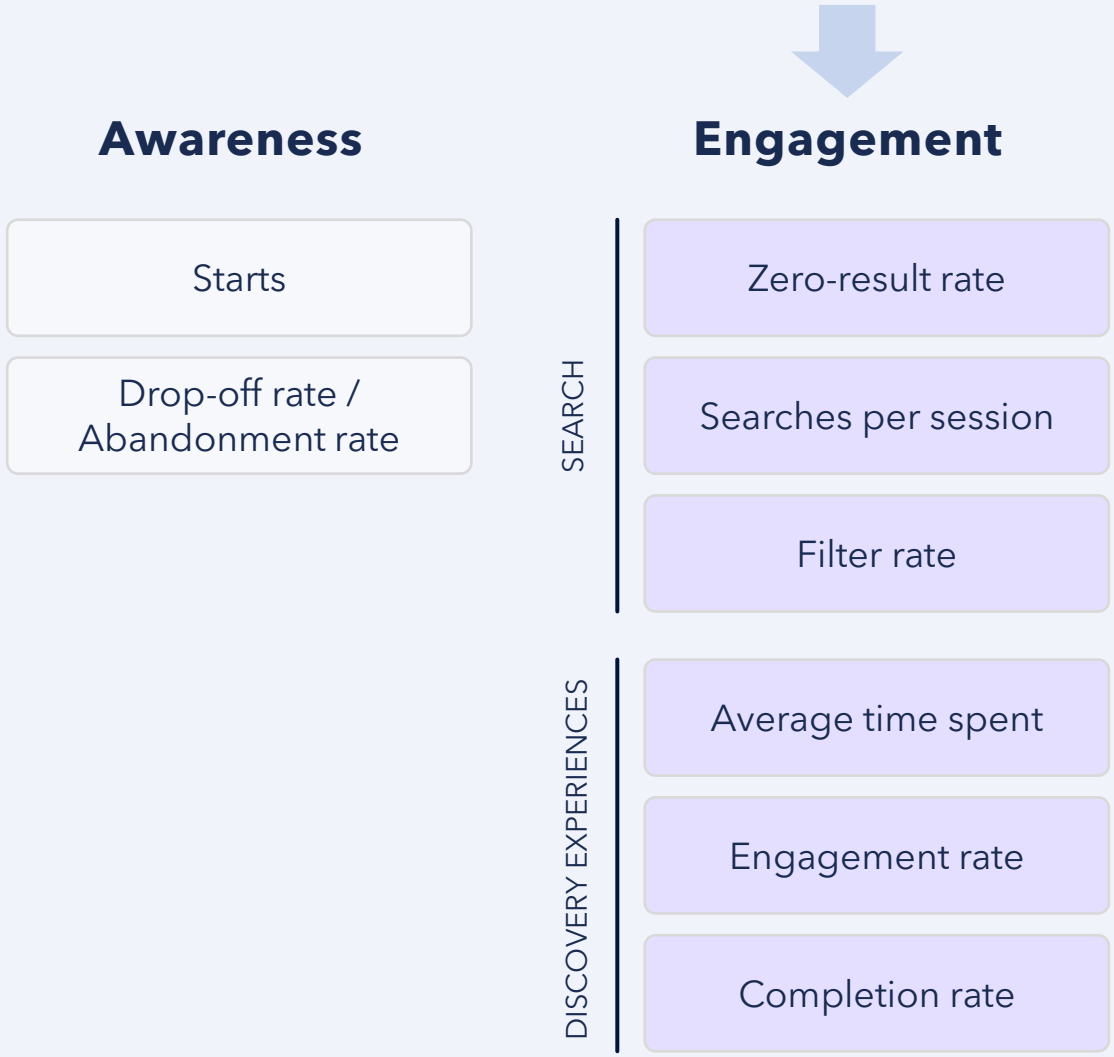
Key metrics to focus on



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Most successful optimization actions

Engagement

Challenge:

Low engagement or completion rate

When to act: < 65-70%

Search

- ❑ Enable dynamic sorting to show best-selling or high-rated or trending products first
- ❑ Use dynamic filters
- ❑ Test different search layouts; grid vs. list view can impact engagement,

Discovery Experiences

- ❑ Ensure the first few questions are highly relevant and easy to answer and follow a logical order
- ❑ A/B Test rewording questions to improve clarity
- ❑ Adapt flow dynamically based on customer answers

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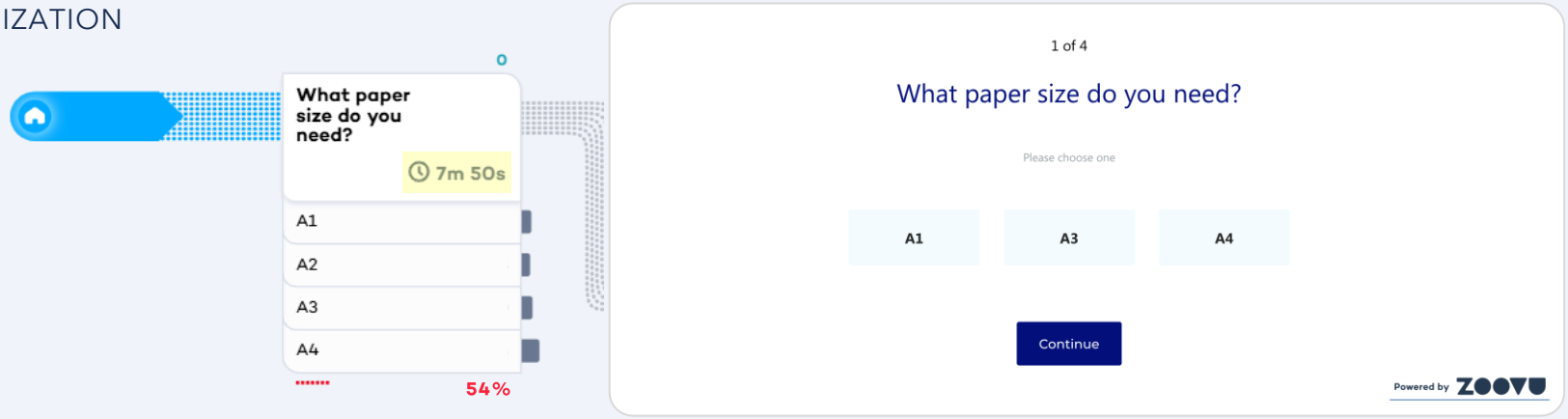
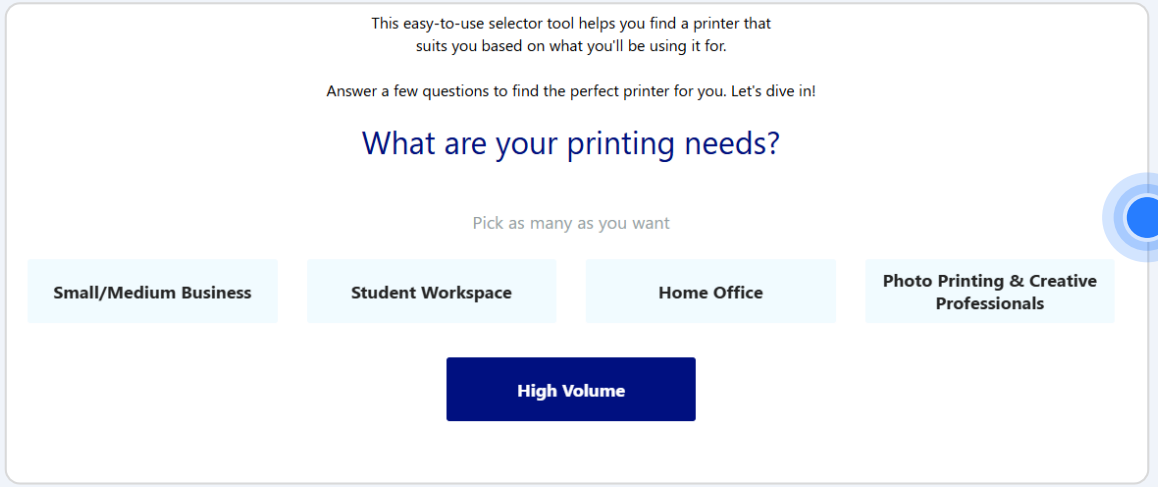
Best Practice Insight Reorder and reword questions to focus on customer needs

BEFORE OPTIMIZATION



AFTER OPTIMIZATION



+29%

Higher engagement rate

12x

Increase in revenue

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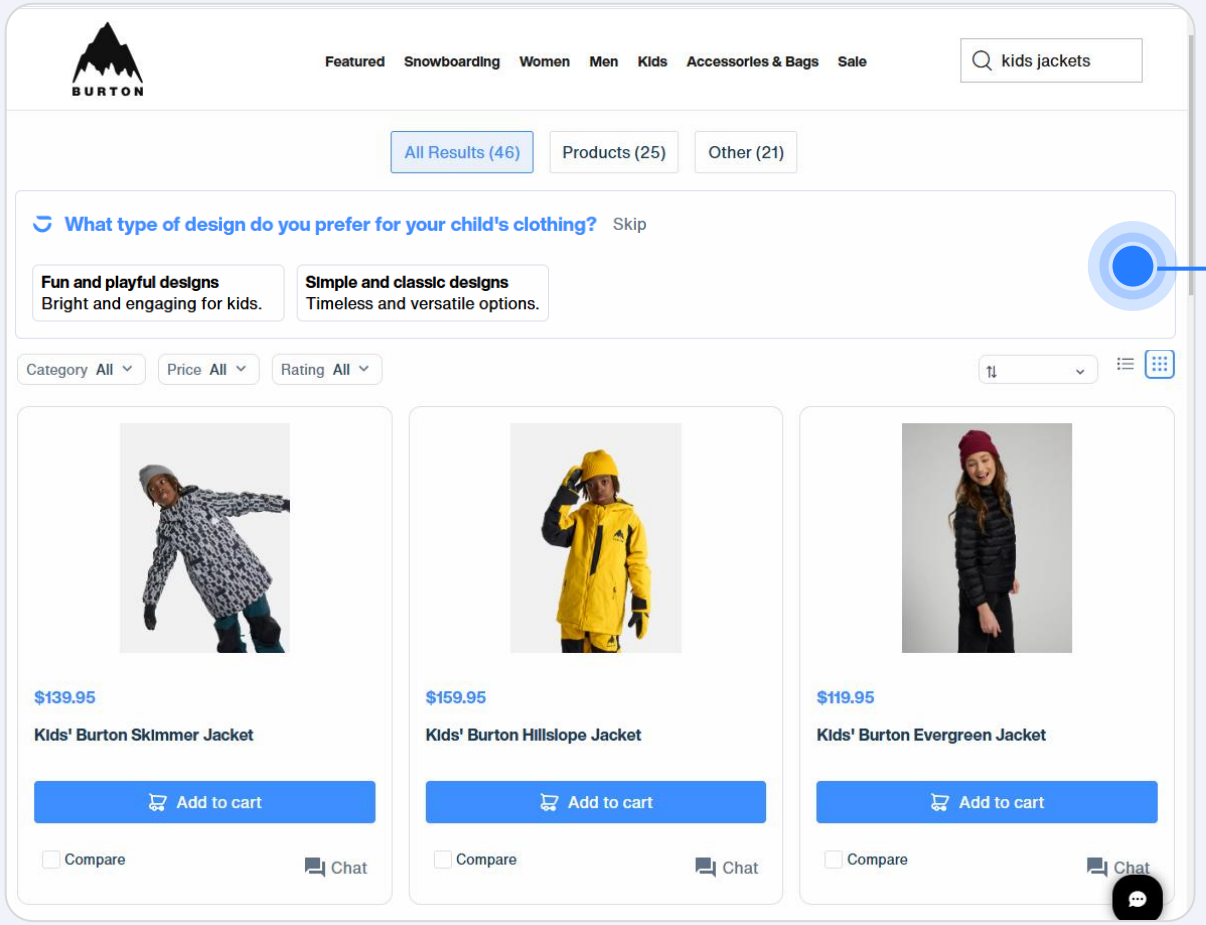
NEW: AI Dynamic questions



35%

Boost in click-through rates to PDPs through improved engagement

GenAI-driven follow up questions

contextual, relevant and connected to product catalog and search intent

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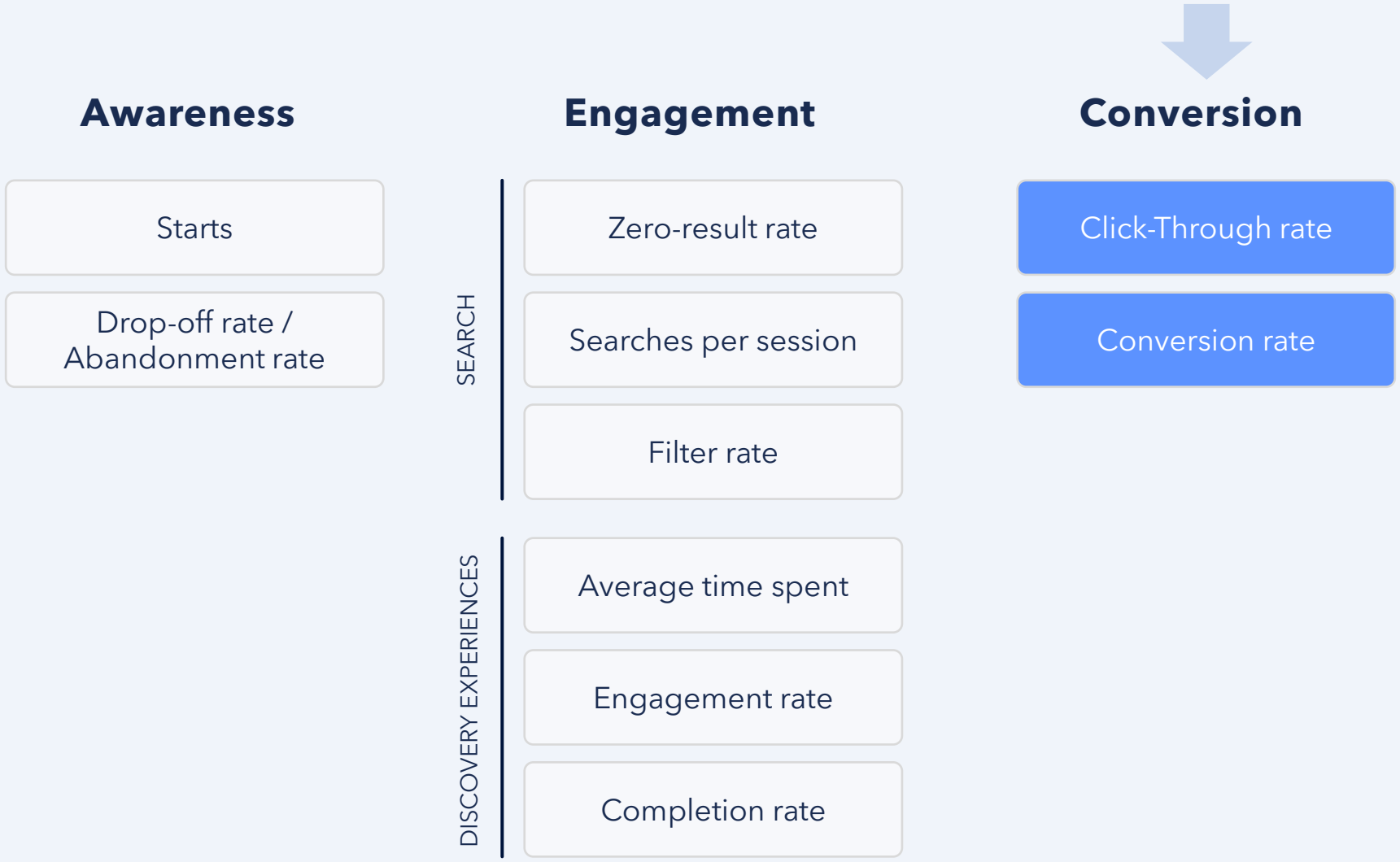
Key metrics to focus on



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Most successful optimization actions

Conversion

Challenge:

Low click-through or conversion rate

When to act: < 30%

Search

- ❑ Optimize product titles and descriptions
- ❑ Highlight promotions, discounts, or limited-time offers directly in search results
- ❑ Use visual cues like badges (Best Seller, Popular Choice, Limited Stock)

Discovery Experiences

- ❑ Ensure recommendation quality and relevance
- ❑ Explain why each product is suggested and include social proof elements
- ❑ Test the number of recommendations displayed—too few might limit choice, too many might overwhelm users

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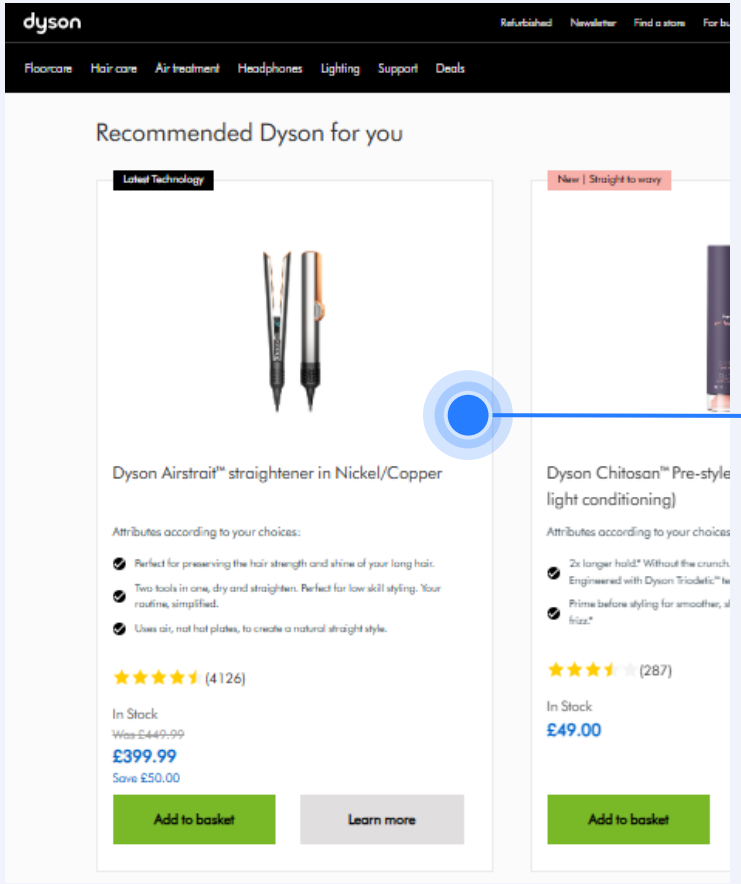
Best Practice Insight Make product cards answer all questions before a purchase



13-52%

More product clicks*

* Depending on industry

Most effective optimizations

1. **Use high-quality images**
   Build confidence in your products
2. **Explain why it's great for buyers**
   Display personalized and needs-based reasons
3. **Integrate trust signals & social proof**
   Show ratings, reviews and testimonials, badges such as "Top rated" or "Best seller"
4. **Add a clear call-to-action**
   Use action-driven CTAs to reduce hesitation
5. **Reduce decision-making friction**
   Activate side-by-side comparisons, alternative recommendations

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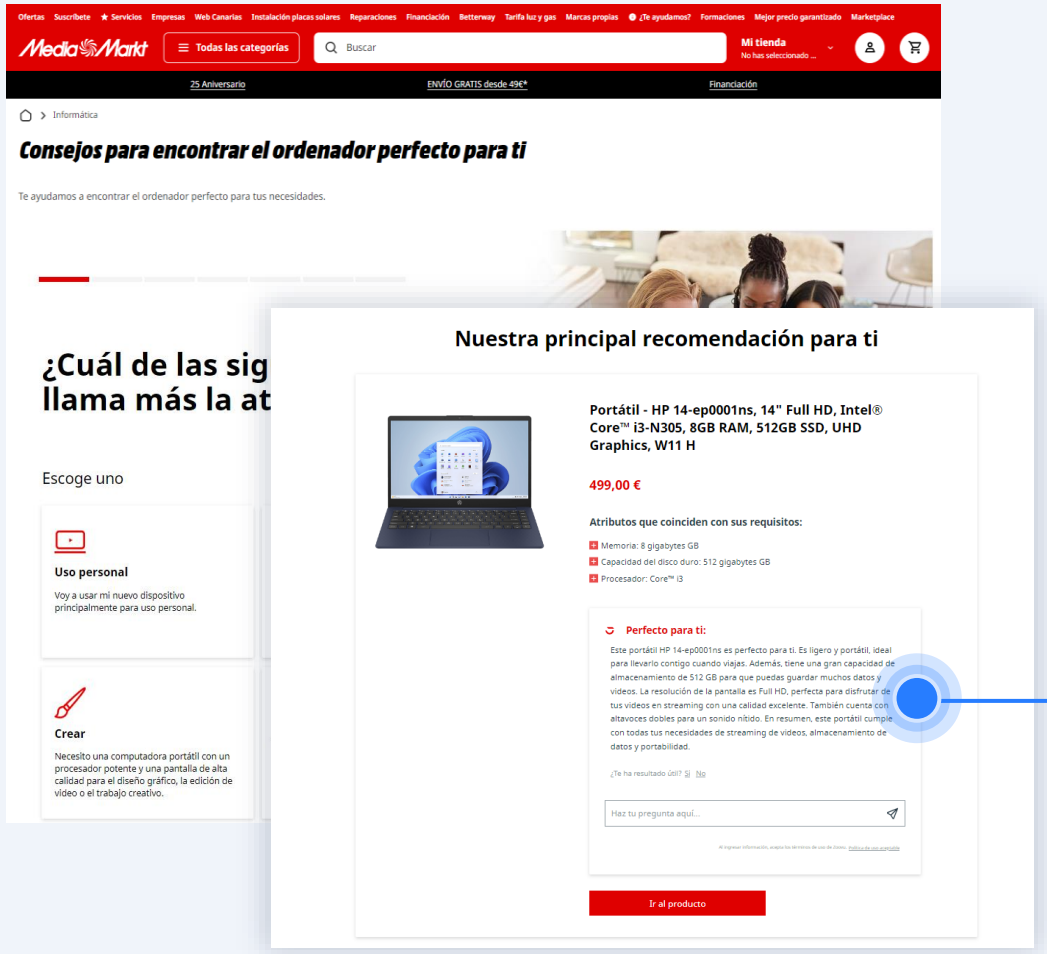
NEW: Integrate GenAI Zoe product expert to answer product questions



+66%

Increased click-through rate within 30 days of the launch

+25%

Conversion rate uplift

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Tips

1. **Don’t get overwhelmed**
   Use the funnel to guide decisions. Your data tells you where the opportunities are.

2. **Be unapologetically customer-oriented**
   Look at your experiences through the lens of your customers’ pain points.

3. **Small improvements can lead to big results**
   A/B test changes—even small adjustments.

4. **Reach out for Zoovu optimization support**
   We’re here to help you analyze your data, apply the right improvements, share best practices, optimization strategies and more: external.customer.success@zoovu.com

Benchmarks across industries

Industry	Engagement rate	Completion rate	Click-through rate	Potential CVR uplift
Apparel, Footwear & Sportswear	80%	88%	39%	15% - 30%
Consumer Goods & Personal Care	86%	98%	54%	15% - 30%
Electronics & Technology	79%	88%	47%	20% - 35%
Gaming, Toys & Hobby	80%	95%	59%	15% - 30%
Health & Wellness	74%	91%	52%	15% - 25%
Healthcare & Medical Equipment	60%	95%	45%	25% - 40%
Home & Living (Furniture, Kitchen, and Appliances)	80%	93%	62%	20% - 35%
Home Improvement & DIY	76%	89%	55%	20% - 30%
Industrial Tool, Equipment & Manufacturing	75%	85%	54%	25% - 50%
Retail & eCommerce	85%	94%	49%	15% - 30%
Scientific & Laboratory Equipment	72%	80%	43%	25% - 45%
Telecommunications & Media	44%	74%	32%	10% - 25%

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Q&A