



Masterclass

Beyond the Numbers:

Turning Zoovu Analytics into Actionable Strategies for Growth

Product Detail Page Interactions

9,218

-0.9%

vs previous
month

Conversion Rate

15.28%

16.1% Δ

vs previous
month

Configurator Engagement

6,523

5.7%

vs previous
month

Add-to-Cart Rate

45.23%

16.1%

vs previous
month

Meet the hosts



Uschi Erdei

Strategic Account
Manager



Harman Bhamra

Solutions Engineer

Started 3m ago

Share event



Display

Leave

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

Questions

Agenda for today

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

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

Overview • Zoovu Insights and Intelligence: The tools you have

Monitor performance



Understand customer behavior

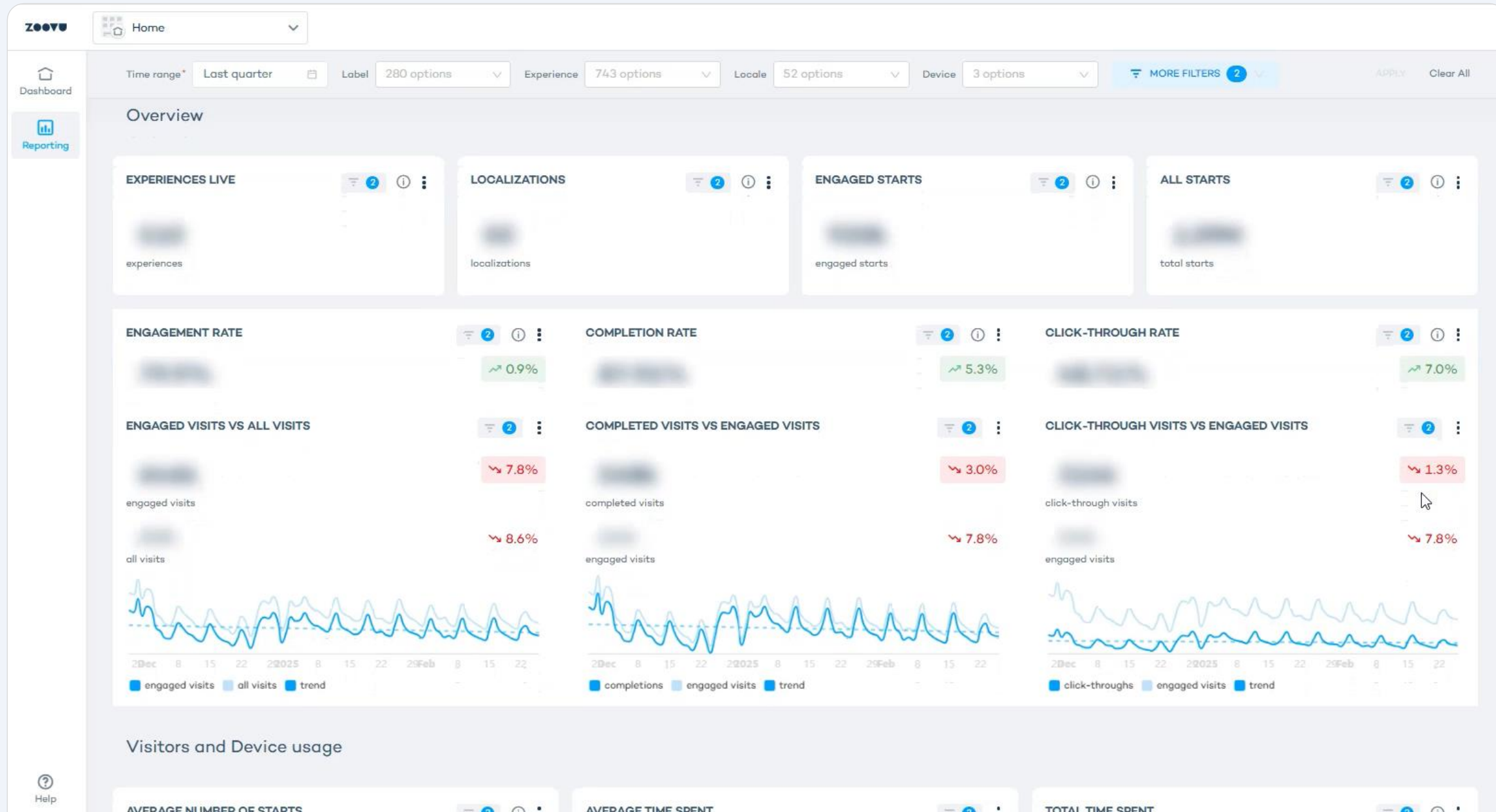


Measure influence



Custom Tracking Manager

General Reporting Dashboard • See how your experiences are performing



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

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



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

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

Discovery Impact Report



Discovery performance

TRAFFIC SHARE



0.35%

REVENUE SHARE



\$652,728.83

129.6%

Direct influenced revenue

0.7%

of total revenue

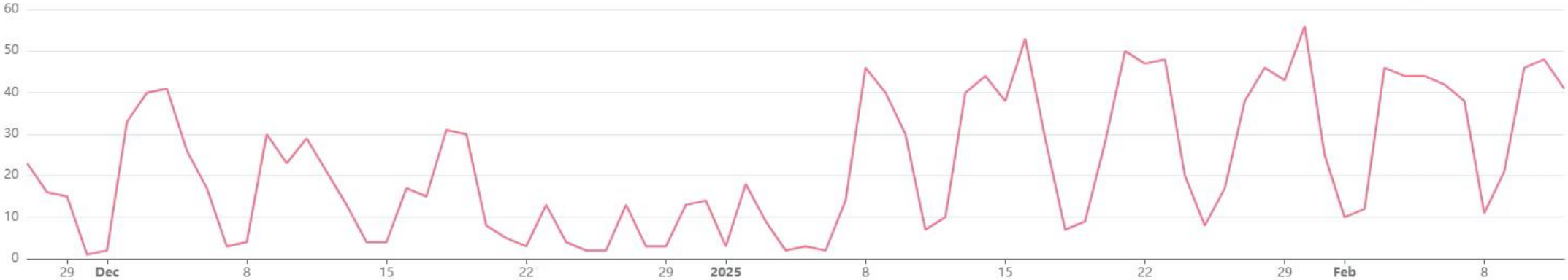
Total visits

Total conversions

Conversion rate



Without Zoovu With Zoovu All Inv



NEW: Tracking Manager

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

Rules + Add rule

Set up rules with triggers and event types to generate a new tracking script for your reports.

Events: ADD_TO_CART CLICKOUT DECLINE_TRACKING PAGE_VISITED PDP_VISITED
PURCHASED REMOVE_FROM_CART SEARCH SEARCH_RESULT UPDATE_CART

☐ Advanced mode

WHEN PDP Add to cart THEN Add To Cart

Locale*

locale

SKU*

SKU

Price

price

Currency*

currency

Quantity

Quantity (optional)

Category

Category (optional)

EventLabel

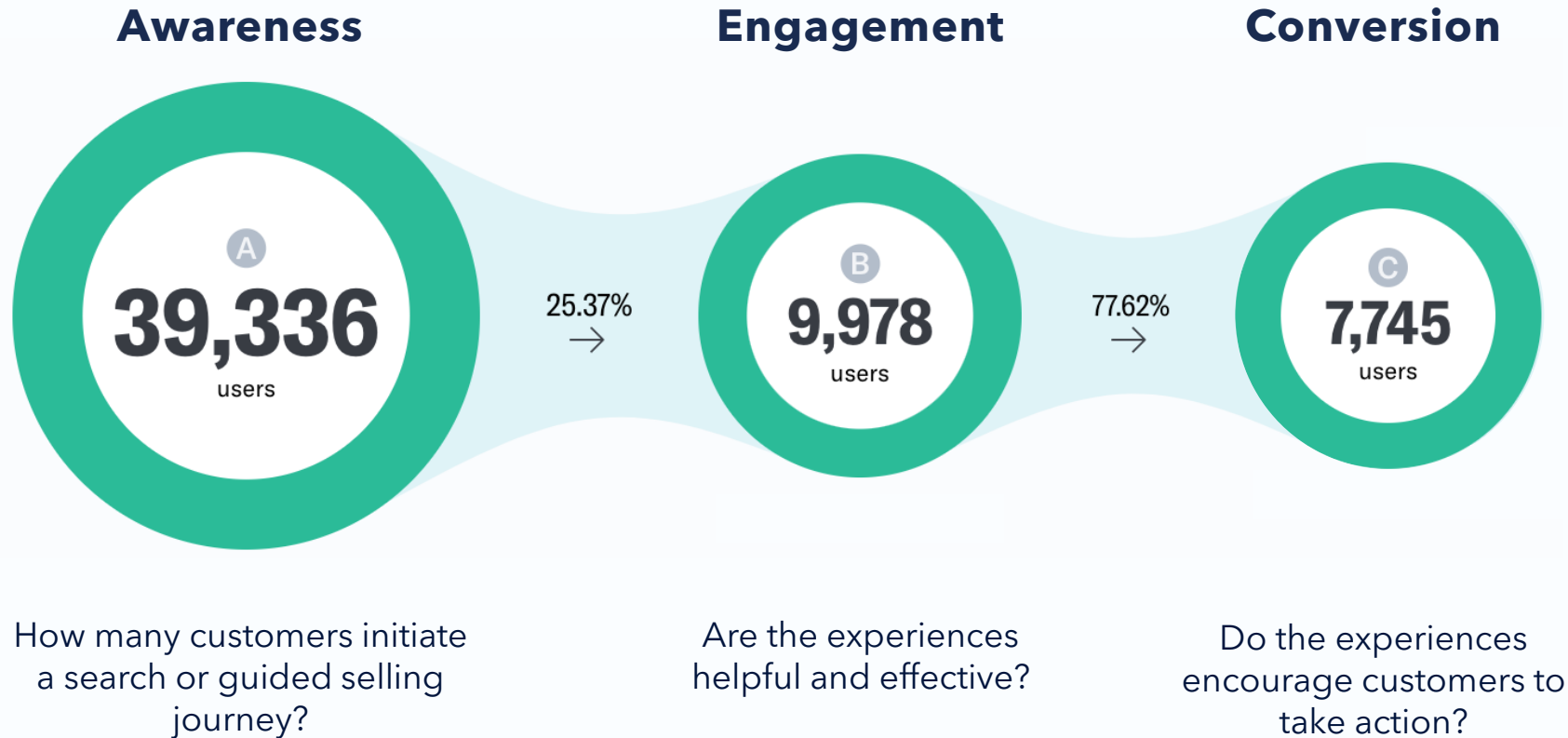
EventLabel (optional)

When Generic page visit, then PAGE_VISITED.
(Locale: locale)

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

How to analyze your data

Breaking down the search and discovery funnel



Key metrics to focus on



Awareness

Starts

Drop-off rate /
Abandonment rate

Most successful optimization actions

Awareness

Challenge:

Low starts

When to act: it depends.

Search

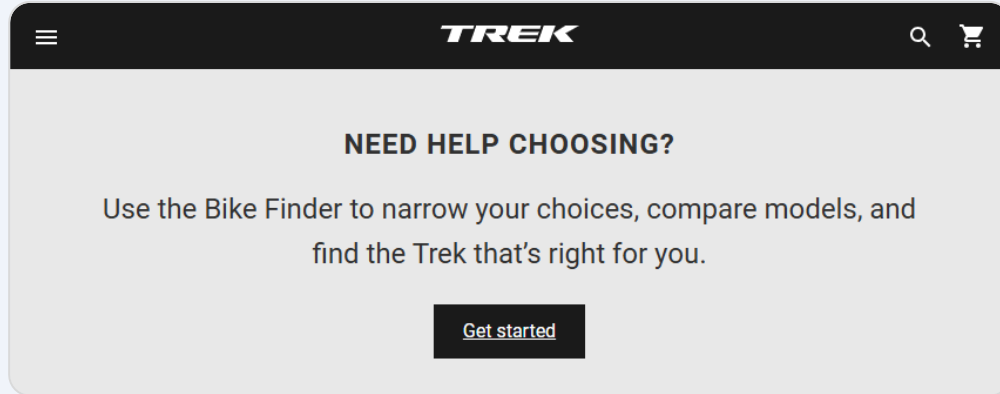
- ☐ Ensure that the [search bar](#) is clearly visible
- ☐ Activate (contextual) [auto-suggestions](#)
- ☐ Show [popular searches](#)

Discovery Experiences

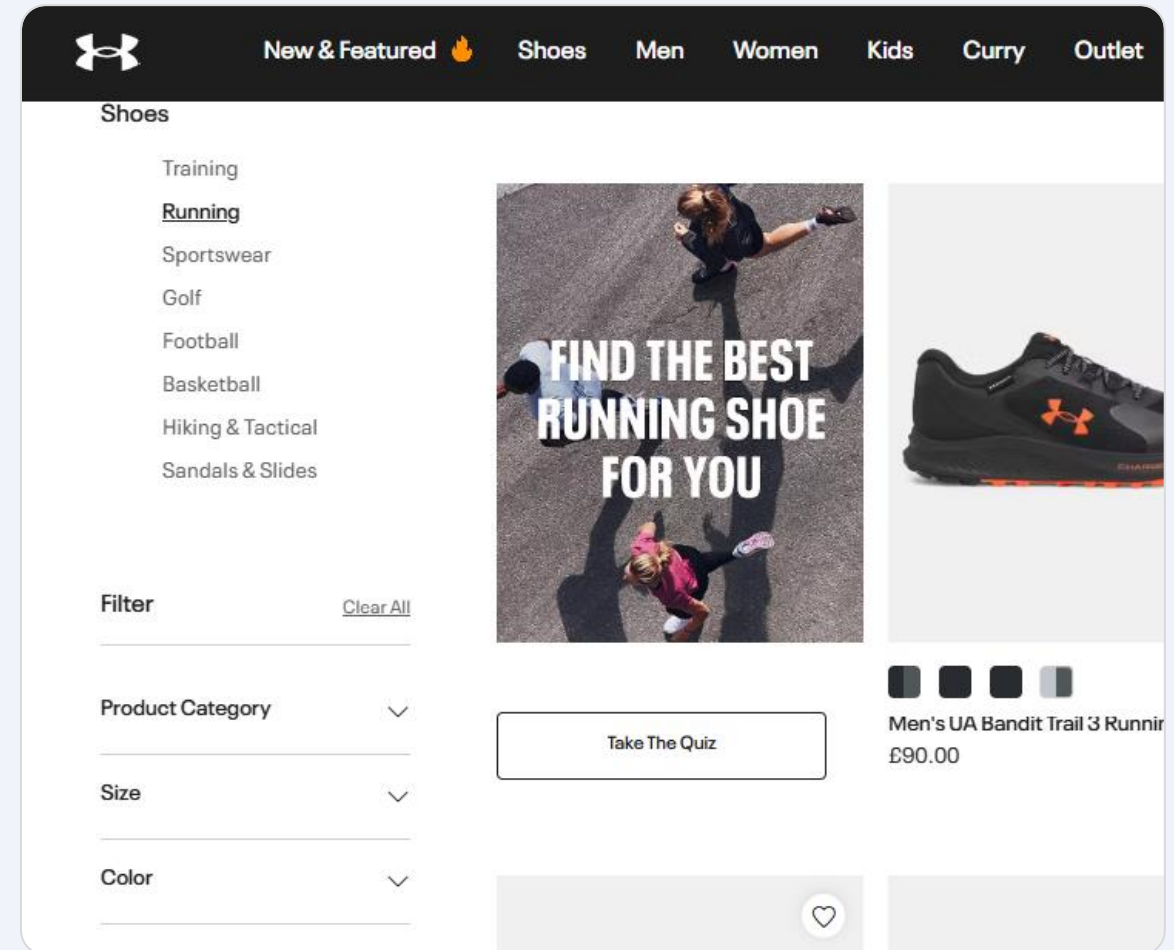
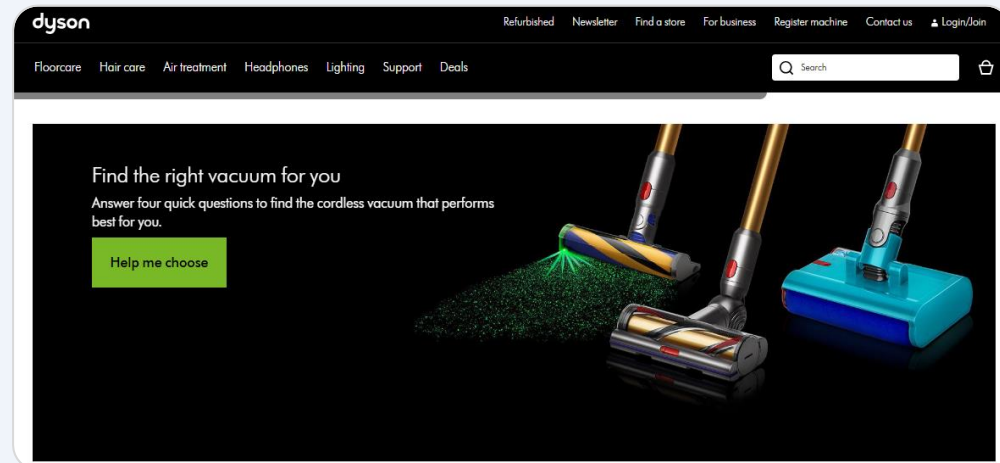
- ☐ Test multiple [entry points](#) - homepage, category pages, search results, and PDPs
- ☐ **Pilot opportunity:** [Behavioral launching](#)
- ☐ [Explain value](#) to customers with simple, action-driven CTA

Best Practice Insight Add clear and prominent entry points

Product listings



Category pages



Best Practice Insight

Explain what it is and the value it offers buyers

Parts Finder Assistant

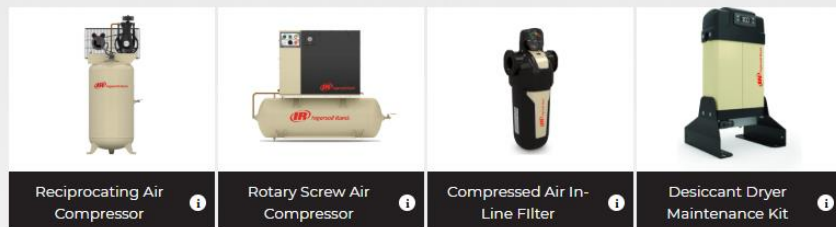
Finding the right parts for your commercial air compressor has never been so easy!

Ingersoll Rand's Parts Finder Assistant is an intelligent tool that helps you find genuine OEM compressor parts, fittings and accessories to suit your exact compressor. We designed our Parts Finder Assistant with efficiency, simplicity and ease in mind, removing the often time-consuming searching and researching to find what you need. Our Assistant includes everything from replacement valves, maintenance kits, pressure switches, and gaskets to lubricants, filter elements, regulators, gauges and motors.

Question 1 of 1

What type of equipment do you own?

Please choose one



NEXT >

GE HealthCare

Products Services Support Specialties Insights Shop About Us

← Image Guiding Solutions / Allia™ IGS 5

Book a demo Get a quote

Considering replacing an existing GE HealthCare lab?

Use our Online Value Calculator to discover the potential savings in money and time we can bring to your facility when considering replacing an existing GE HealthCare lab. Answer four simple questions to compare the total costs of a conversion against installing a brand new system. Discover the value of a Lift to Allia conversion now!

Launch the value calculator

Honeywell BUILDING AUTOMATION

PRODUCTS INDUSTRIES AUTOMATION SOLUTIONS BRANDS SUPPORT NEWS & MEDIA

You are browsing the product catalog for Austria

Products > By Category > Building Management & Automation > Field Devices

PRODUCT SELECTOR

Take the guesswork out of determining which product will be an exact fit. Our calculators help determine the parameters for your project to ensure that our products fit your needs.

Select a Product Type

Select

CONFIGURE NOW

Field Devices

Wall Modules Remote Temperature Controllers Variable Frequency Drives Thermostats

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.



Tool



Garden

How the Einhell Product and Battery Advisor works

1st step

Select your product

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



2nd step

Select the battery

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



3rd 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.



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!



Most successful optimization actions

Awareness

Challenge:

High abandonment and drop-off rate

When to act: > 26%

Search

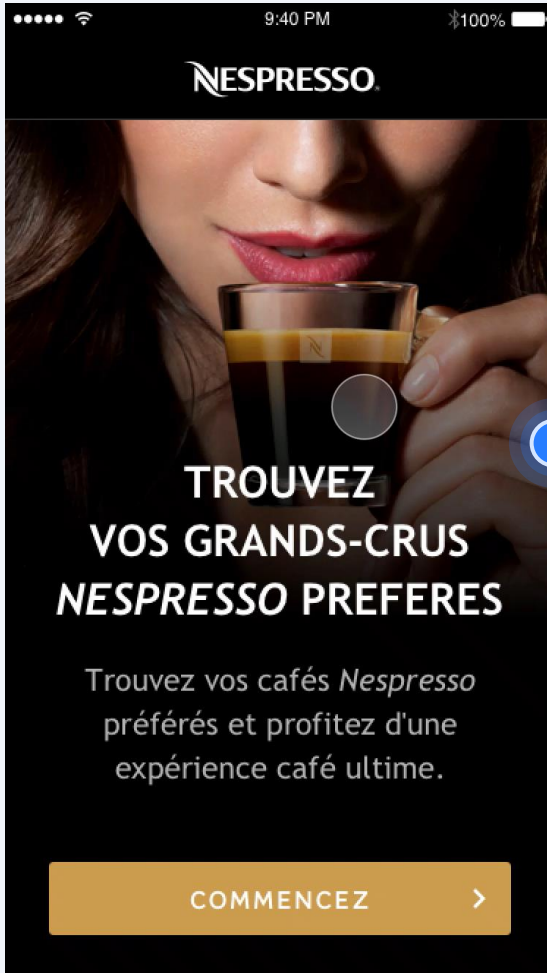
- ☐ Check if [top results are accurate](#) and relevant by optimizing the ranking strategy
- ☐ [Reduce zero-result searches](#) by expanding keyword coverage and handling misspellings
- ☐ Leverage [merchandising](#) options

Discovery Experiences

- ☐ [Use Customer Insights](#) to analyze drop-off points and optimize those steps i.e., simplify questions
- ☐ Display [progress indicator](#)
- ☐ Improve [mobile usability](#)

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

Best Practice Insight Reduce the search abandonment rate

Complete Your Quest®

RETAIL STORE CONTACT MY ACCOUNT WANT LIST LOG IN EUR - EURO

SELL/TRADE GAMING HALL COLLECTIONS ALL GAMES

POBLE KNIGHT GAMES

star wars games

ADVANCED SEARCH

RPGS BOARD GAMES WAR GAMES MINIS & GAMES HISTORICAL MINIS MAGIC & CCGS DICE & SUPPLIES MORE

SEARCH RESULTS FOR STAR WARS GAMES

PRODUCTS (6541) PUBLISHERS (10) PRODUCT LINES (49)

FILTER PRODUCTS

PUBLISHER

Search Publisher

- ☐ Wizards of the Coast (1647)
- ☐ Fantasy Flight Games (1090)
- ☐ West End Games (375)
- ☐ Litko Aerosystems (249)
- ☐ Dark Horse Comics (213)

- See 305 more

PRODUCT LINE

Search Product Line

- ☐ 3D Puzzles (1)
- ☐ 3D Wood Model (7)
- ☐ 3rd Gen Acrylic Paint Sets (1)
- ☐ ABC Warriors (Warlord Games) (1)

BEST SELLER

Star Wars - Outer Rim, Unfinished Business Expansion

By: Fantasy Flight Games
Stock #: FFGSW07EN Year: 2022
Product Line: Board Games - Science Fiction (Fantasy Flight Games)

Quantity: 1 Condition: SW (MINT/New) MSRP €45.48 **Our Price €38.36**

ADD TO CART

BEST SELLER

Star Wars Roleplaying Dice (14)

By: Edge Studio
Stock #: FFGESSWR02EN Year: 2023
Product Line: Star Wars RPG - Universal (Edge Studio)

Quantity: 1 Condition: MINT/New MSRP €19.19 **Our Price €16.12**

ADD TO CART

"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

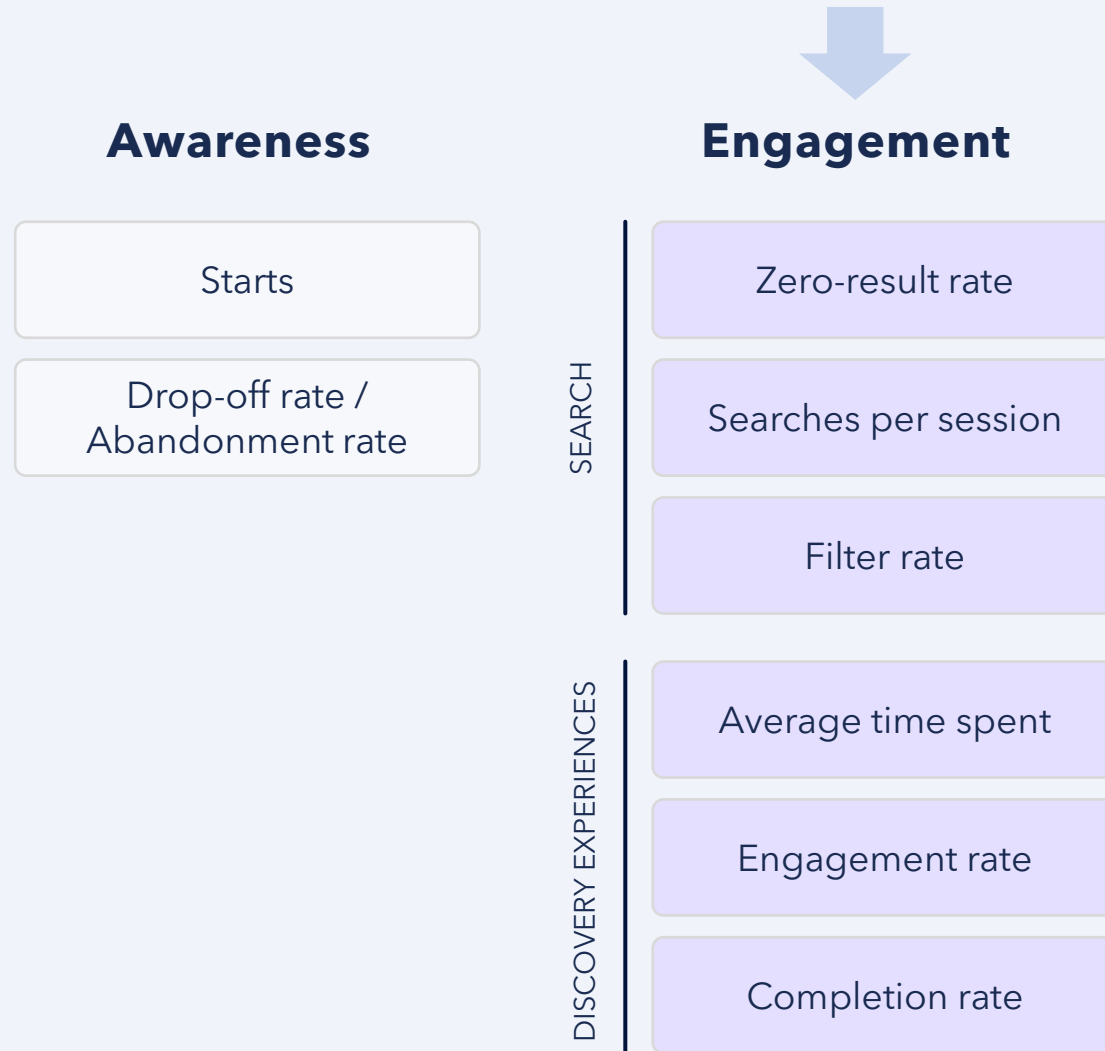
Optimized product data quality

Weekly report for zero results

Customer-friendly filters

Ranking and merchandising

Key metrics to focus on



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

Best Practice Insight

Reorder and reword questions to focus on customer needs

BEFORE OPTIMIZATION

1 of 4

What paper size do you need?

Please choose one

A1 A3 A4

Continue

Powered by ZOovu

AFTER OPTIMIZATION

This easy-to-use selector tool helps you find a printer that suits you based on what you'll be using it for.

Answer a few questions to find the perfect printer for you. Let's dive in!

What are your printing needs?

Pick as many as you want

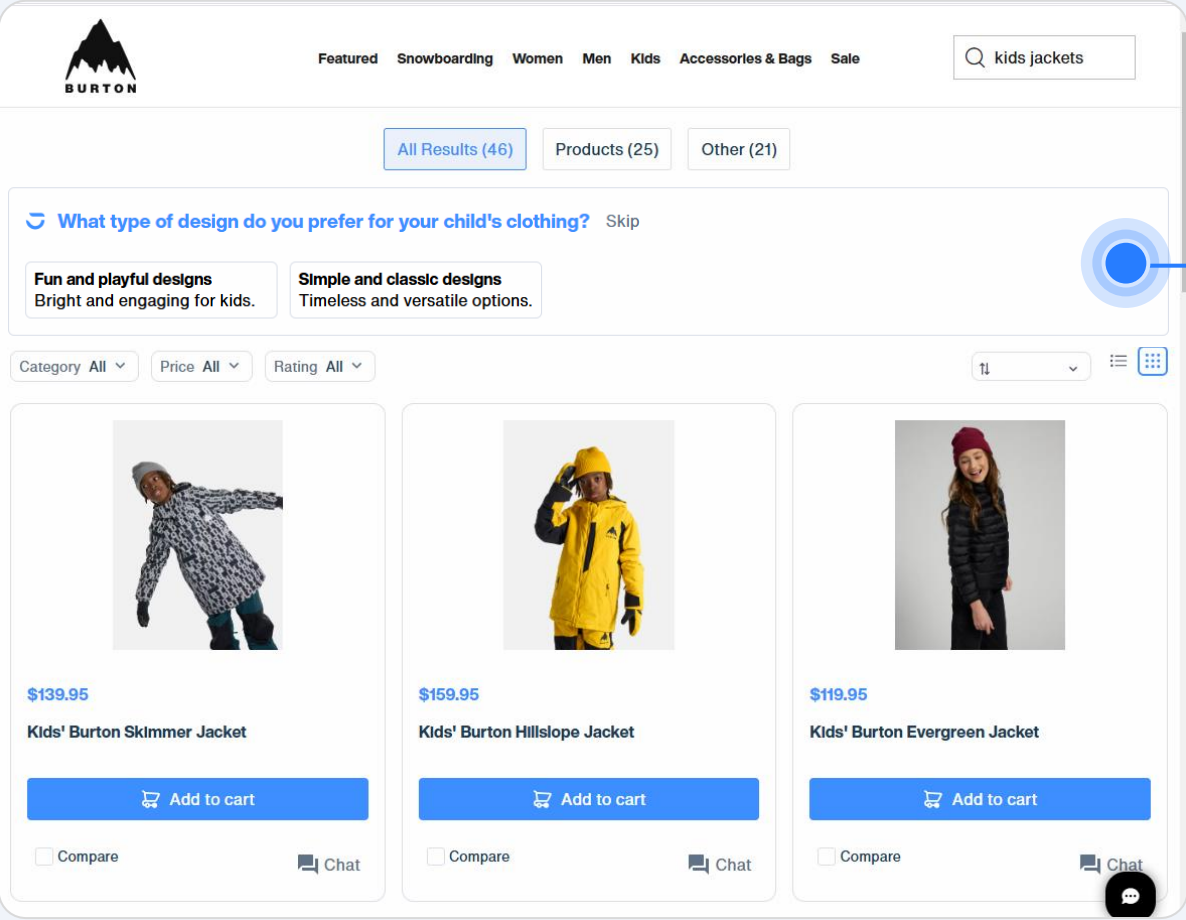
Small/Medium Business Student Workspace Home Office Photo Printing & Creative Professionals

High Volume

+29%
Higher
engagement rate

12x
Increase in
revenue

NEW: AI Dynamic questions

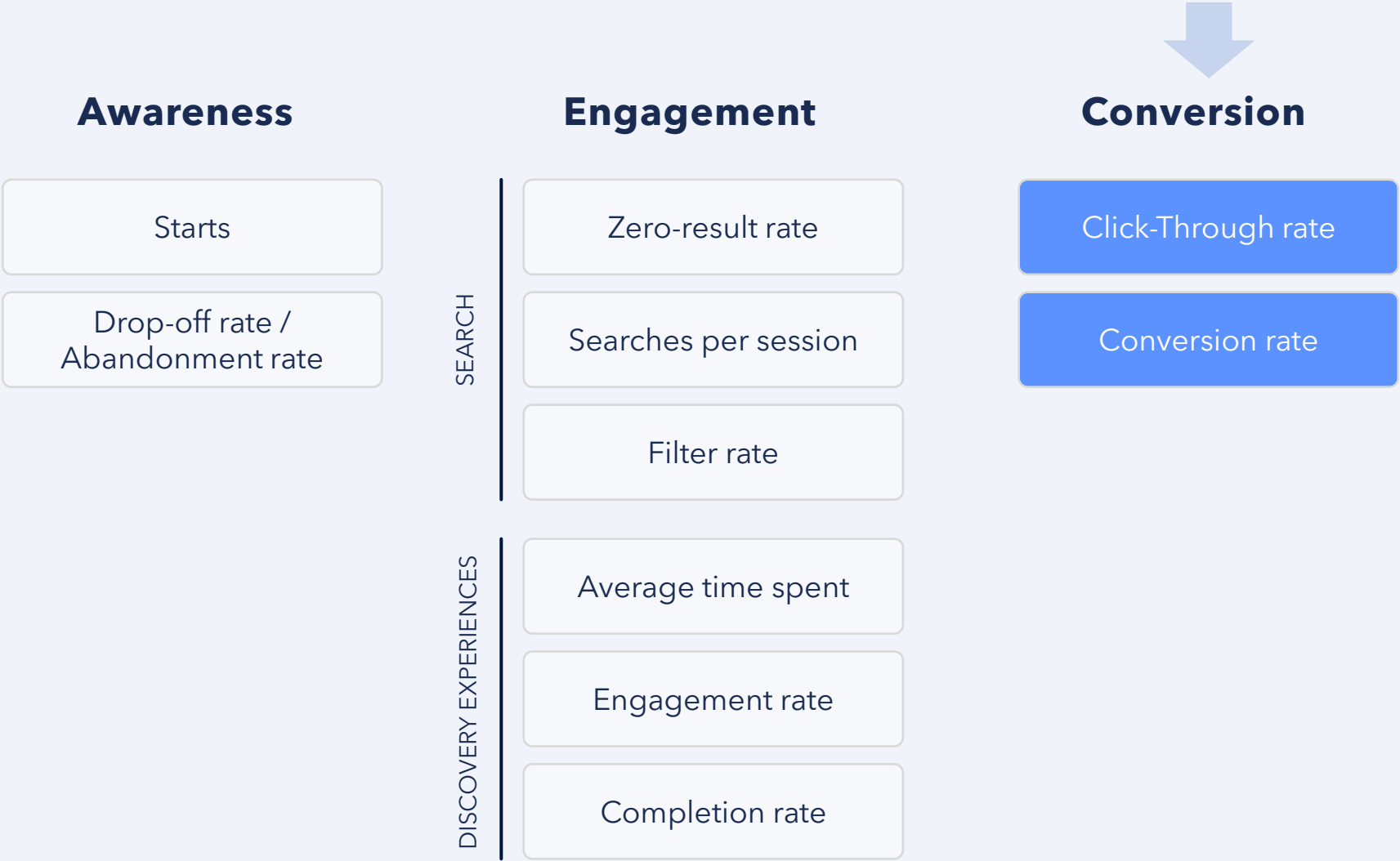


35%

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

Key metrics to focus on



Most successful optimization actions

Conversion

Challenge:

Low click-through or conversion rate

When to act: < 30%

Search

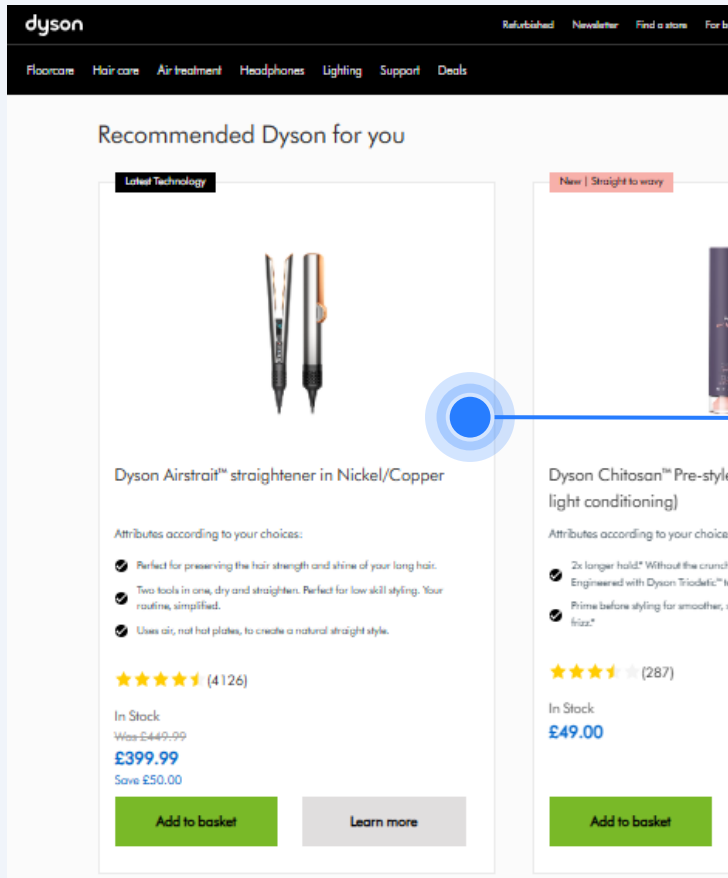
- ☐ Optimize [product titles and descriptions](#)
- ☐ [Highlight](#) promotions, discounts, or limited-time offers directly in search results
- ☐ Use [visual cues](#) like badges (Best Seller, Popular Choice, Limited Stock)

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

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

NEW: Integrate GenAI Zoe product expert to answer product questions

The screenshot shows the MediaMarkt website interface. At the top, there's a navigation bar with various service links and a search bar. Below the navigation bar, a banner reads "Consejos para encontrar el ordenador perfecto para ti". A sidebar on the left offers filters like "Uso personal" and "Crear". The main content area features a recommendation for an HP 14-ep0001ns laptop, priced at 499,00 €. A blue circle highlights a "Perfecto para ti:" section, which contains a detailed description of the laptop's features and a search bar for user questions.

MediaMarkt

Ofertas Suscríbete Servicios Empresas Web Canales Instalación placas solares Reparaciones Financiación Retorno Tarifa luz y gas Marcas propias ¿Te ayudamos? Formaciones Mejor precio garantizado Marketplace

Todas las categorías Buscar Mi tienda No has seleccionado ...

25 Aniversario ENVÍO GRATIS desde 49€ Financiación

Informática

Consejos para encontrar el ordenador perfecto para ti

Te ayudamos a encontrar el ordenador perfecto para tus necesidades.

¿Cuál de las sig llama más la at

Escoge uno

Uso personal
Voy a usar mi nuevo dispositivo principalmente para uso personal.

Crear
Necesito una computadora portátil con un procesador potente y una pantalla de alta calidad para el diseño gráfico, la edición de video o el trabajo creativo.

Nuestra principal recomendación para ti

Portátil - HP 14-ep0001ns, 14" Full HD, Intel® Core™ i3-N305, 8GB RAM, 512GB SSD, UHD Graphics, W11 H

499,00 €

Atributos que coinciden con sus requisitos:

- Memoria: 8 gigabytes GB
- Capacidad del disco duro: 512 gigabytes GB
- Procesador: Core™ i3

Perfecto para ti:
Este portátil HP 14-ep0001ns es perfecto para ti. Es ligero y portátil, ideal para llevarlo contigo cuando viajes. Además, tiene una gran capacidad de almacenamiento de 512 GB para que puedas guardar muchos datos y videos. La resolución de la pantalla es Full HD, perfecta para disfrutar de tus videos en streaming con una calidad excelente. También cuenta con altavoces dobles para un sonido nítido. En resumen, este portátil cumple con todas tus necesidades de streaming de videos, almacenamiento de datos y portabilidad.

¿Te ha resultado útil? ☐ ☐

Haz tu pregunta aquí...

Al registrar información, aceptas los términos de uso de Zoovu. [Ver política de privacidad](#)

Ir al producto

+66%

Increased click-through
rate within 30 days of the
launch

+25%

Conversion rate uplift

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%

ZOOVU

Q&A