1010DATA ECOM PATH TO PURCHASE

AARON MENDES – VP MARKET INSIGHTS PRODUCTS

Path to purchase is exactly what is sounds like:
What do people do before they buy online?

1. **Browse Internet**
2. **Search Google**
3. **Search for Product on Merchant Site**
4. **Compare Products**
5. **Add to Cart**
6. **Browse More Products**
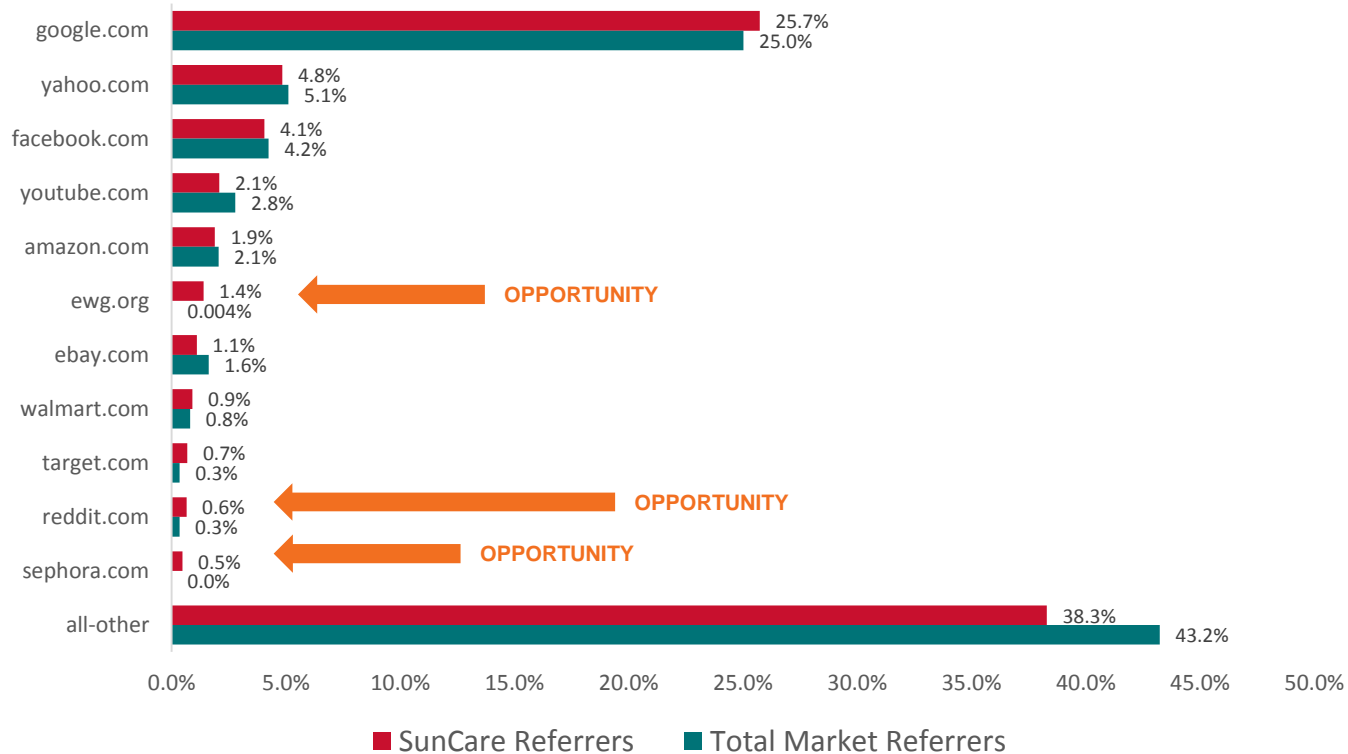7. **Add to Cart**
8. **Check Out**

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Online path to purchase helps to maximize online sales through more effective allocation of resources and spend

- On what search terms should I bid?

- Which keywords should be in my product lines?

- With which websites should I advertise?

- How much should I spend on Amazon paid search?

- How much should I spend on Google AdWords?
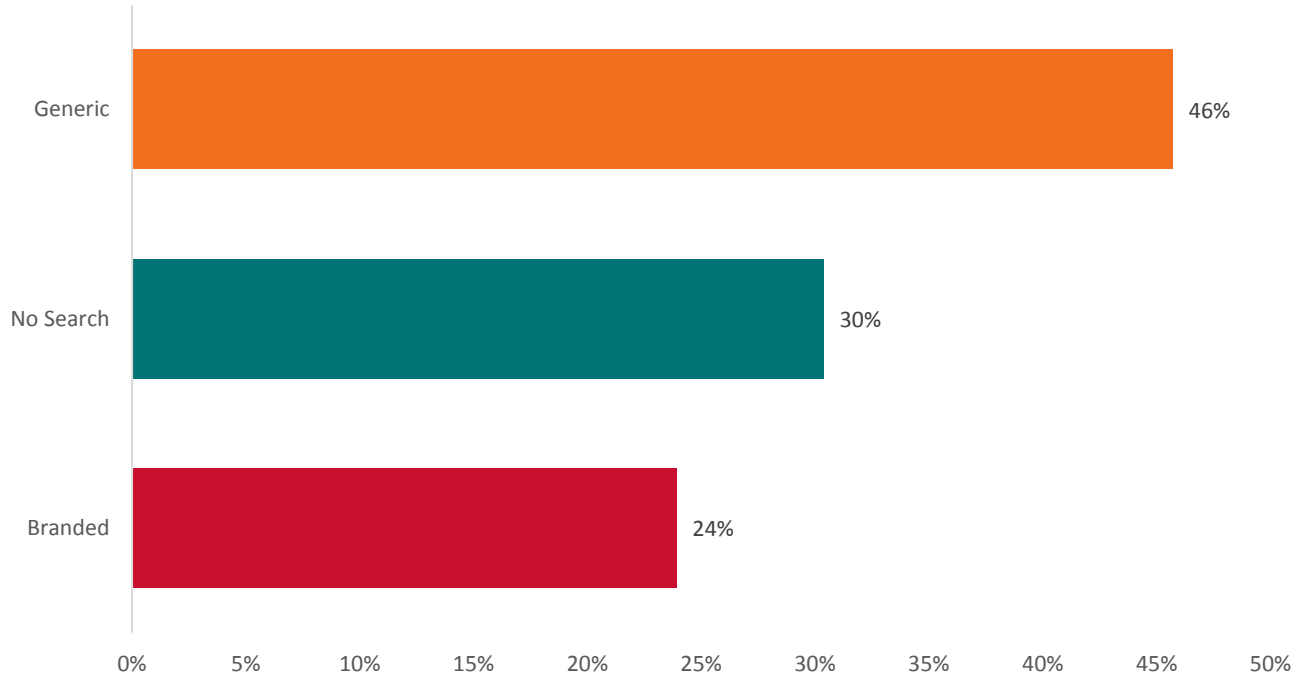
- What should I include in my ad copy?

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1010data's Path to Purchase product provides never-before-available details about the customer online shopping journey

- Top referring domains

- Top Google/Bing search keywords

- Top on-site search keywords

- Whether or not search keywords are branded or generic

- Top complementary items, brands, and categories

- Broken out by merchant, category, brand, and item
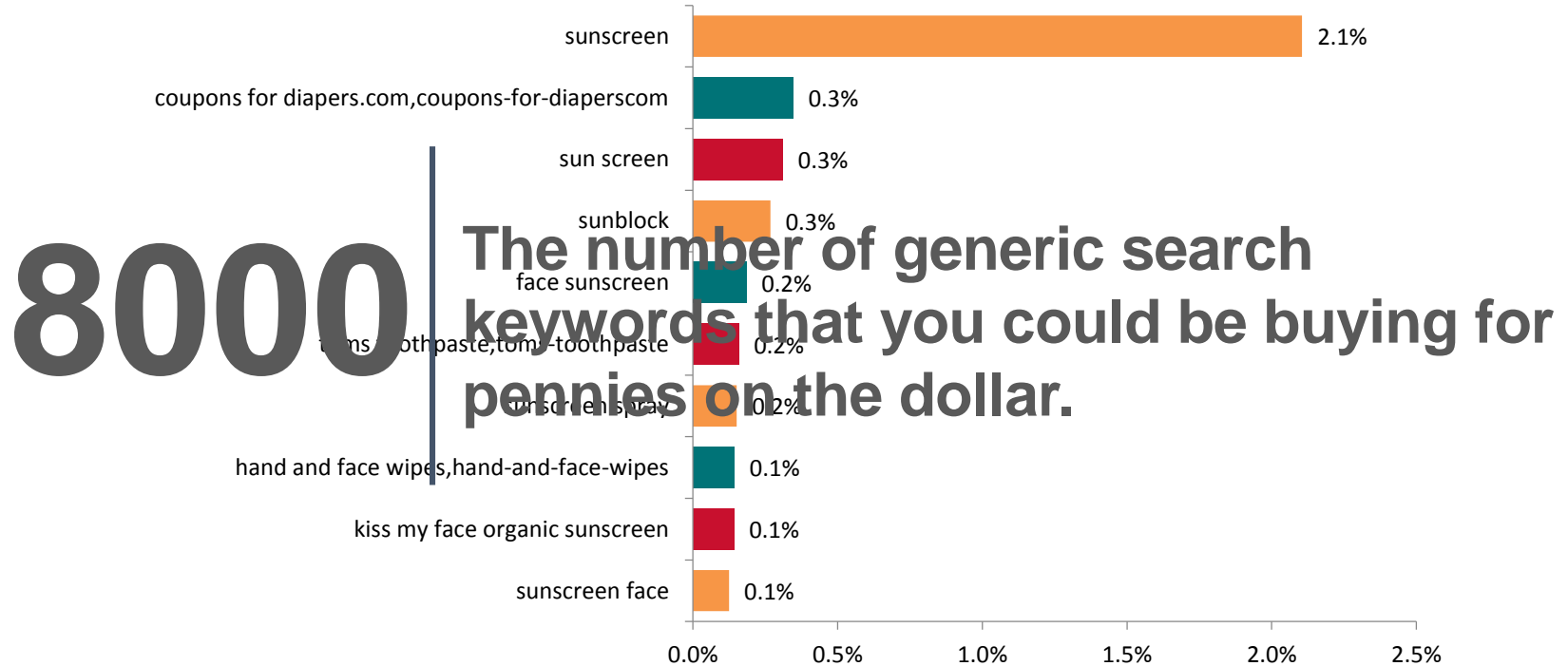
- Reporting in terms of dollars, units, and views

1010data's Path to Purchase product provides never-before-available details about the customer online shopping journey

	SunCare Referrers	Total Market Referrers
google.com	25.7%	25.0%
yahoo.com	4.8%	5.1%
facebook.com	4.1%	4.2%
youtube.com	2.1%	2.8%
amazon.com	1.9%	2.1%
ewg.org	1.4%	0.004%
ebay.com	1.1%	1.6%
walmart.com	0.9%	0.8%
target.com	0.7%	0.3%
reddit.com	0.6%	0.3%
sephora.com	0.5%	0.0%
all-other	38.3%	43.2%

OPPORTUNITY (ewg.org)
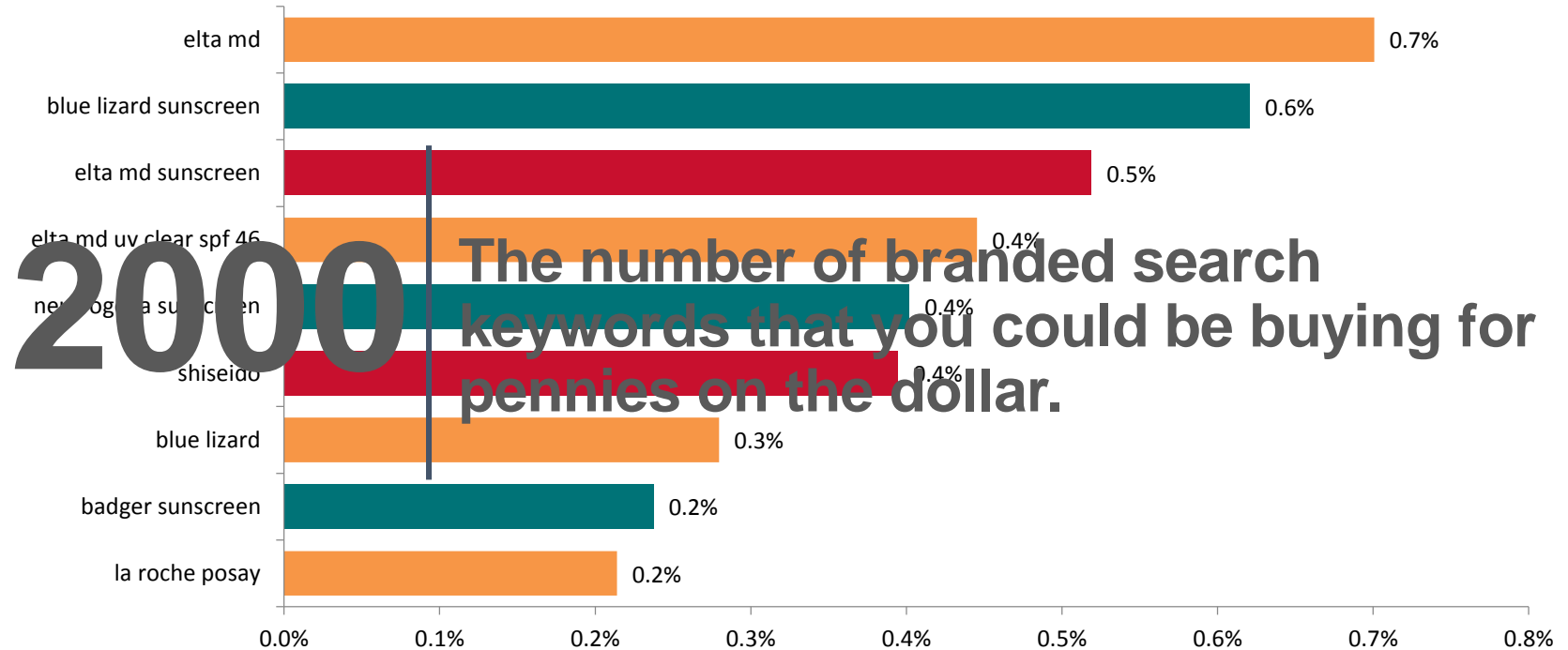
OPPORTUNITY (reddit.com)

OPPORTUNITY (sephora.com)

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70% of SunCare sales on merchants' sites start with search

SunCare has a massive long tail of keywords for generic search terms

8000 The number of generic search keywords that you could be buying for pennies on the dollar.

Keyword	Percentage
sunscreen	2.1%
coupons for diapers.com,coupons-for-diaperscom	0.3%
sun screen	0.3%
sunblock	0.3%
face sunscreen	0.2%
toms toothpaste,toms-toothpaste	0.2%
sunscreen spray	0.2%
hand and face wipes,hand-and-face-wipes	0.1%
kiss my face organic sunscreen	0.1%
sunscreen face	0.1%

0.0% 0.5% 1.0% 1.5% 2.0% 2.5%

SunCare has thousands of onsite long tail branded search terms that can help generate extra revenue

Search Term	Percentage
elta md	0.7%
blue lizard sunscreen	0.6%
elta md sunscreen	0.5%
elta md uv clear spf 46	0.4%
neutrogena sunscreen	0.4%
shiseido	0.4%
blue lizard	0.3%
badger sunscreen	0.2%
la roche posay	0.2%

0.0% 0.1% 0.2% 0.3% 0.4% 0.5% 0.6% 0.7% 0.8%

2000
The number of branded search keywords that you could be buying for pennies on the dollar.

Keyword: 'Sunscreen'

Horizontal bar chart of ad spend by brand for the keyword 'Sunscreen':

Brand	Value
Neutrogena	$558,035
Banana Boat	$167,472
Babyganics	$110,286
Coppertone	$95,061
Elta MD	$80,990
La Roche	$76,235
Sun Bum	$76,033
ArtNaturals	$59,861
No-Ad	$44,229
Blue Lizard	$43,915

For the top generic search term, 'sunscreen' Neutrogena and Banana Boat dominate.
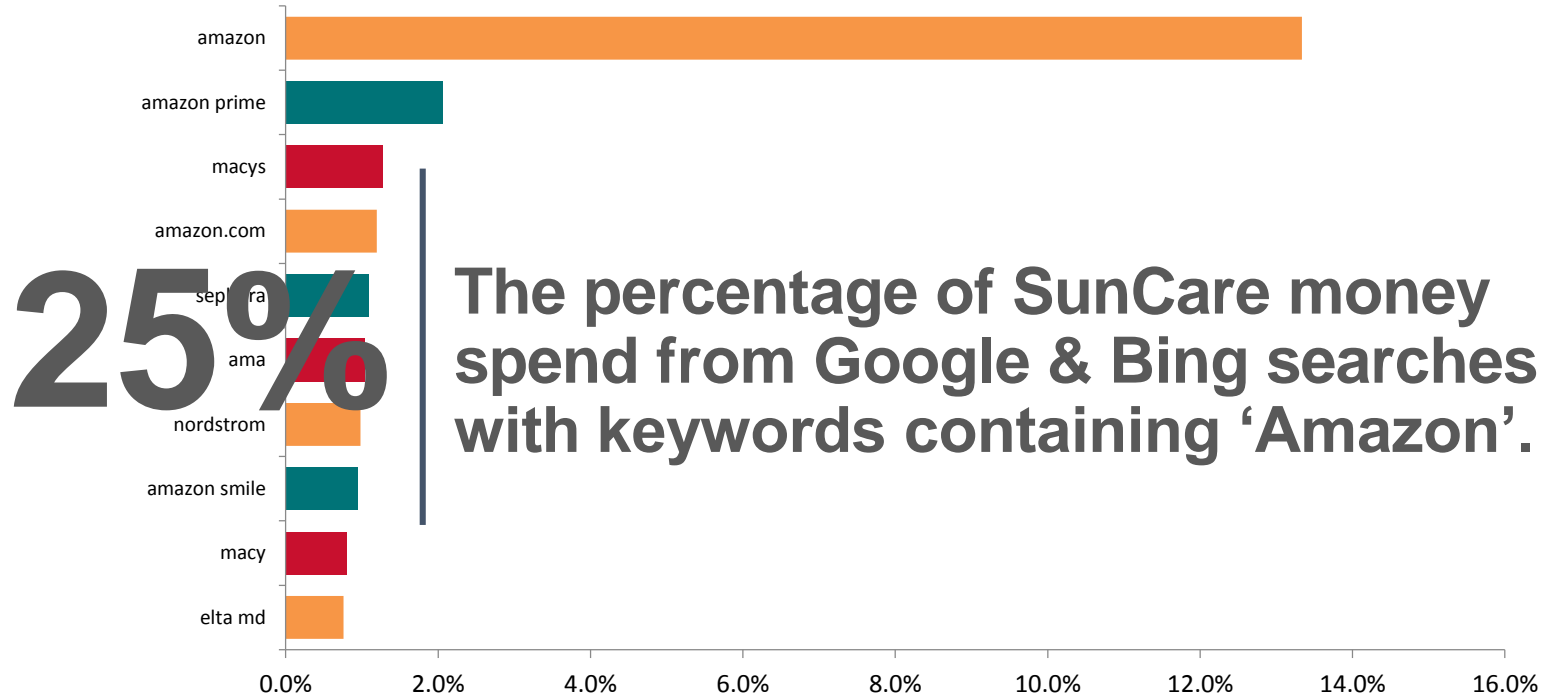
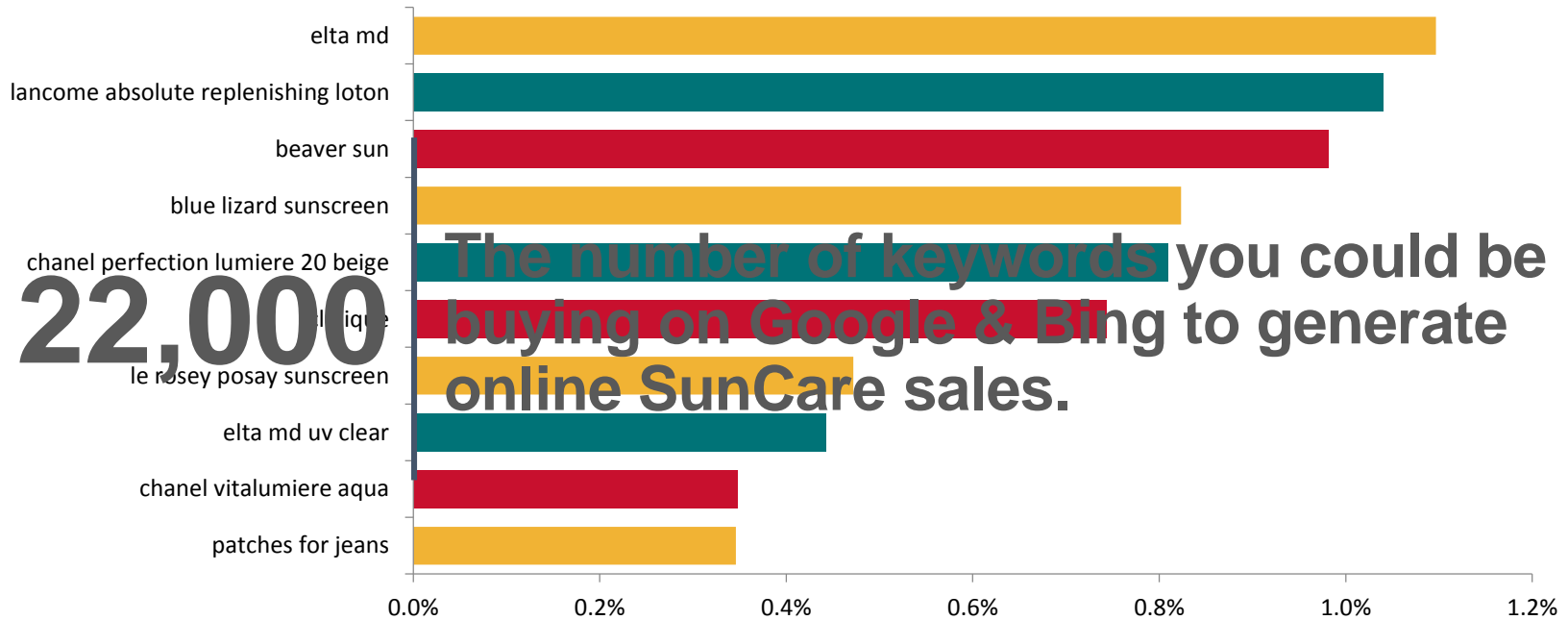Copy their keywords and placement strategy.

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Owning onsite organic search

Keyword	Value
sunscreen	$558,035
sunblock	$73,682
face sunscreen	$64,798
super sensitive sunscreen	$53,269
spray sunscreen	$41,214
sun bum sunscreen	$38,861
sunscreen spray	$34,130
sun screen	$32,069
spray on sunscreen	$27,891
sunscreen face	$27,663
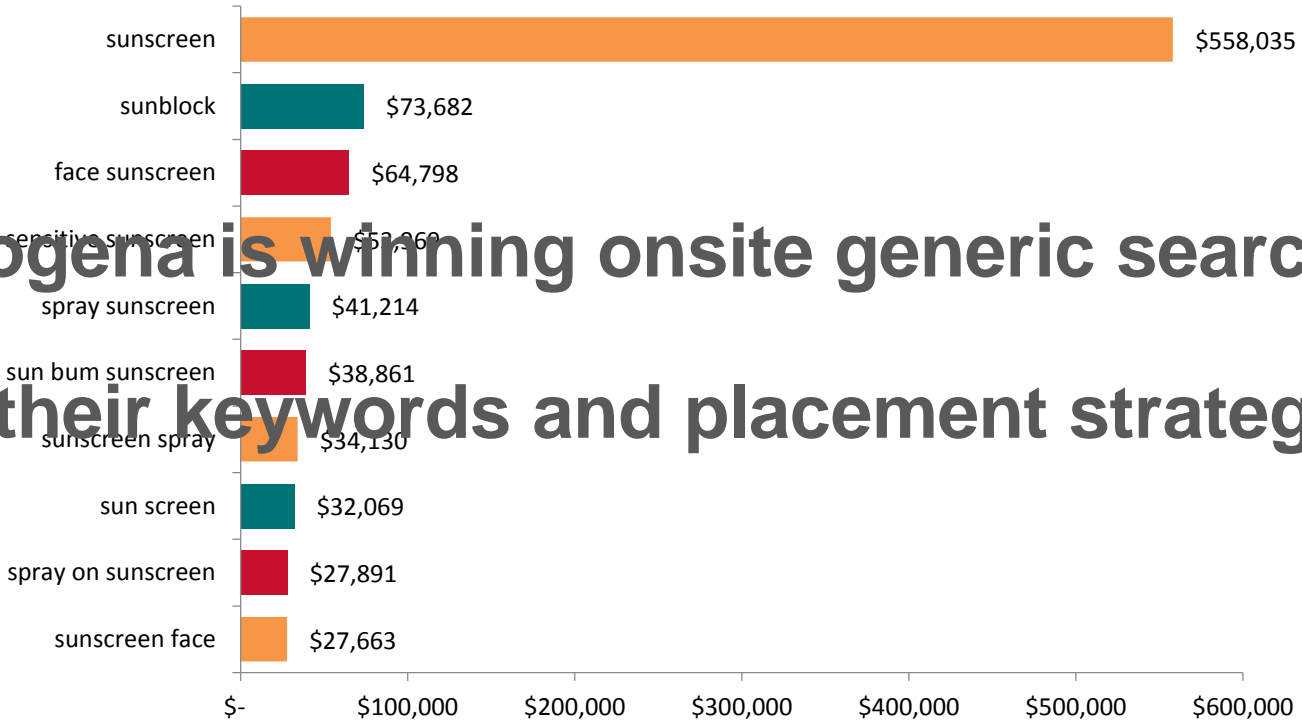
Neutrogena is winning onsite generic search.

Copy their keywords and placement strategy.

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Of non-retailer Google & Bing searches, most of them are auto-suggest long tail terms

The number of keywords you could be buying on Google & Bing to generate online SunCare sales.

22,000

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Of non-retailer Google & Bing searches, most of them are auto-suggest long tail terms

Sales

- Onsite PPC & Promos
- Product Description Keyword Optimization
- Onsite SEO
- Advertise with Complementary Products
- Bundling Opportunities with Complimentary Products

Marketing

- Display Media Buys
- Sponsorships & Partnerships
- Google & Bing PPC
- Branding

Share Data With Each Other!

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Questions?