

Big Data & Predictive Analytics on e-Commerce

E-Commerce Entrepreneurs Summit 2014



@mannixpabalan



mannix@hashtagdigital.ph

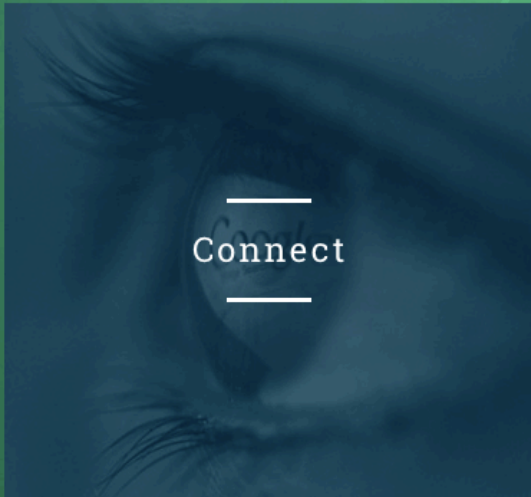


mannixpabalan.wordpress.com

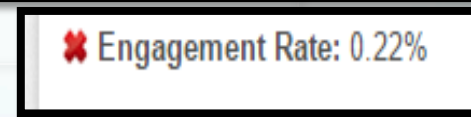
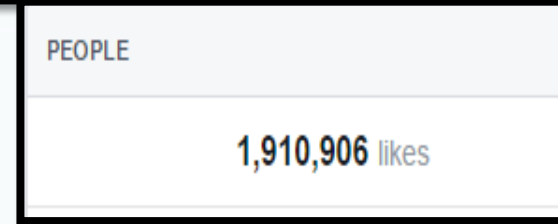
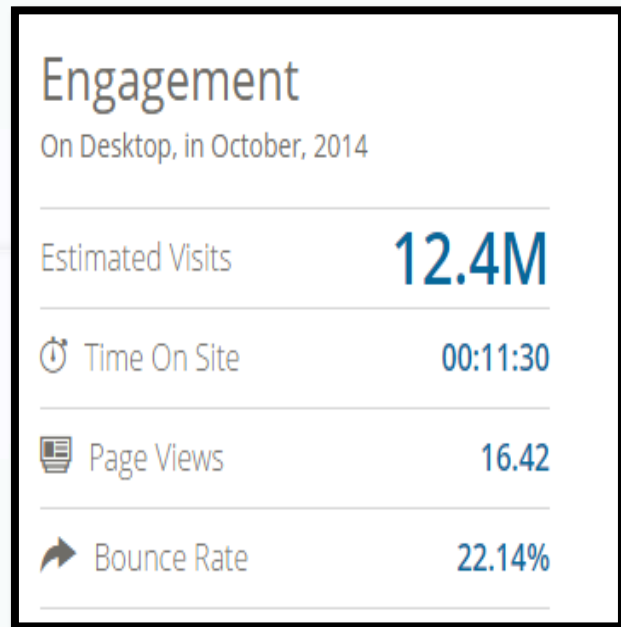
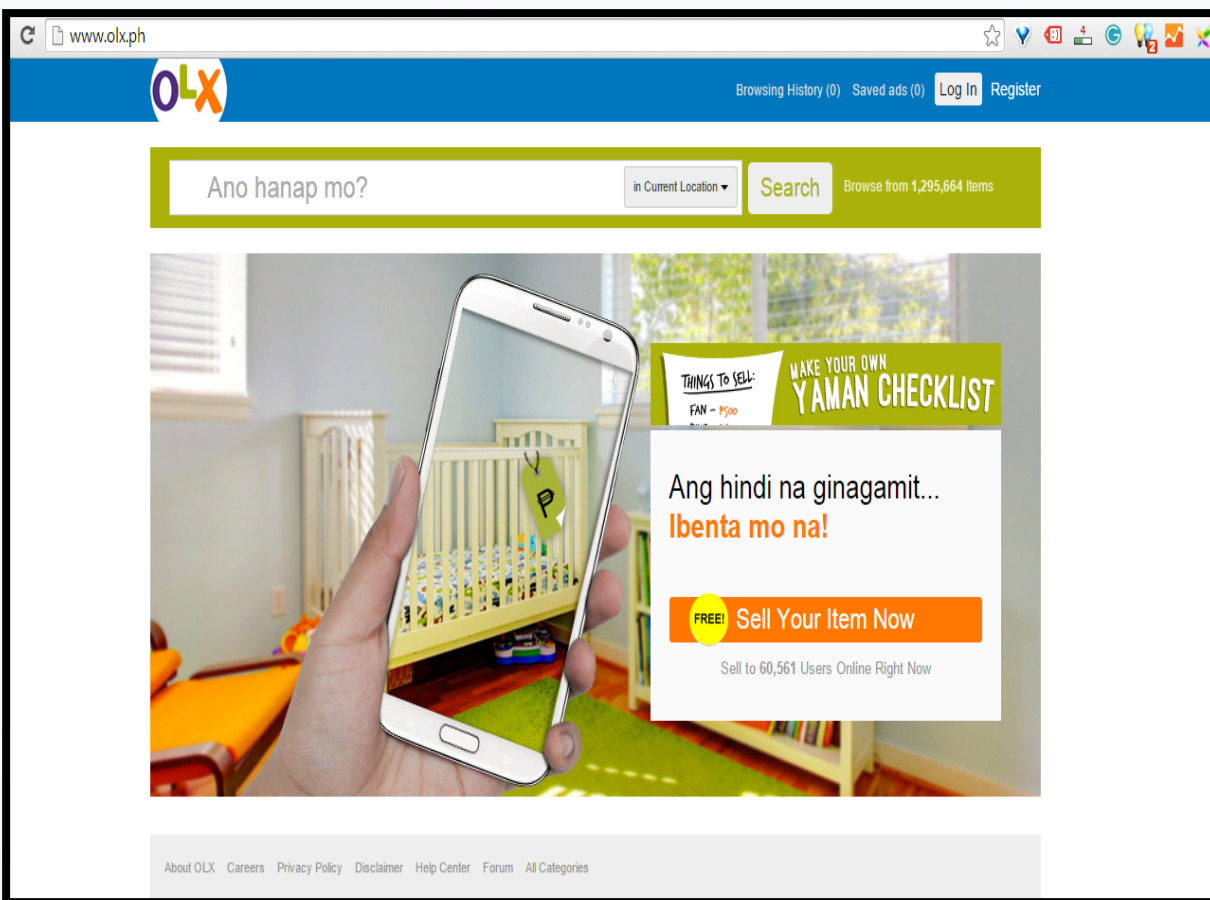
Mannix Pabalan

- ❖ Keen Observer of Digital/Online Marketing sphere & Internet landscape
- ❖ Founder and Currently Managing Director Hashtag Digital Inc.
- ❖ Former Head of Digital/Online Marketing Rocket Internet GmbH Lazada
- ❖ Former General Manager and Founder AyosDito.ph

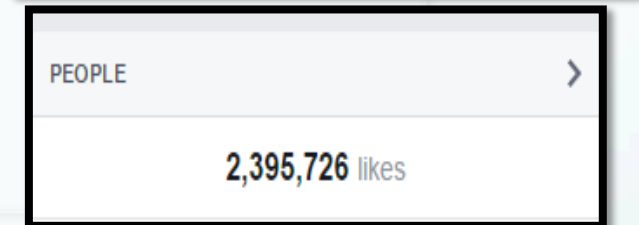
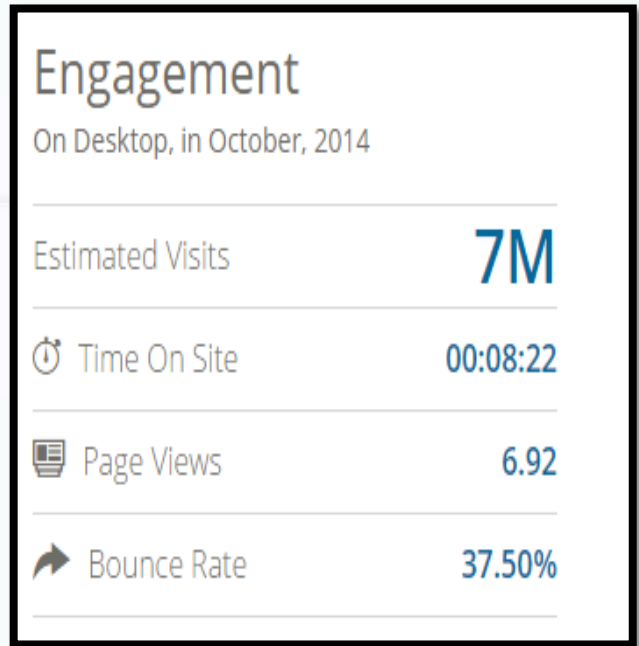
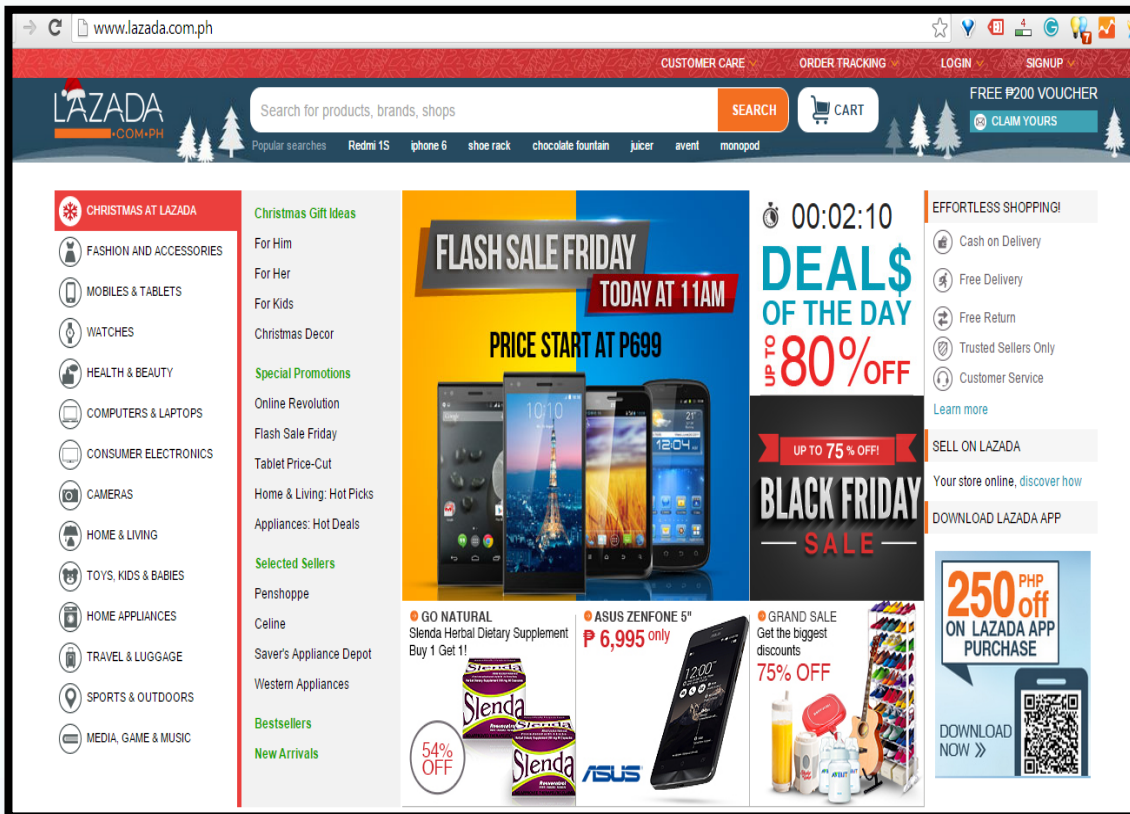
#digital







- Top 13^h most visited website in PH.
- Presence in 106 countries. Founded in March 2006. currently owned by Naspers.
- Sulit rebranded to Olx.ph – March 2014.
- Est. 100,000– 150,000 closed deals per month.
- Est. Regular Monthly visit coming from Fan Page – 8,500 to 10,000 or 850 to 1,00 closed deals per month.
- Est. Organic and Paid Search Monthly visit of 5,000,000 to 7,500,000 or 50,000 to 75,000 close deals per month.



Engagement Rate: 2.26%

- Top 17th most visited website in PH.
- Launched in PH March 2012.
- Est. 56,000 – 84,000 transactions per month.
- Est. Regular Monthly visit coming from Fan Page – 110,000 or 1,100 to 1,500 transactions per month.
- Est. Organic and Paid Search Monthly visit of 2,000,000 to 3,000,000 or 40,000 to 60,000 transactions per month.

www.ayosdito.ph

AyosDito.ph
Real People. Real Deals.

Login / Register

Sell Your Item! FREE

Find great deals near you!

- 1 SEARCH for your item
- 2 CONTACT the seller
- 3 CHECK the item and close the deal!

Choose a category

- Home & Garden
- Mobile Phones & Gadgets
- Cameras & Video Cameras
- Clothing and Apparel
- Musical Instruments
- For Children
- Western Visayas

What are you looking for?

Choose your location

- CAR: Cebu & Central Visayas
- Ilocos Region: Eastern Visayas
- Cagayan Region: Zamboanga Peninsula
- Central Luzon: Northern Mindanao
- NCR - Metro Manila: Davao Region
- CALABARZON: SOCSARGEN
- MIMAROPA: CARAGA
- Bicol: ARMM

Engagement

On Desktop, in October, 2014

Estimated Visits	6.4M
Time On Site	00:11:36
Page Views	12.64
Bounce Rate	28.91%

PEOPLE

2,299,228 likes

Engagement Rate: 0.79%

- Top 20th most visited website in PH.
- *Currently Owned & Operated by 701 Search Pte., Ltd., (Joint Venture of Singapore Press Holdings & Schibsted).
- Launched – March 2009.
- Est. 52,000– 78,000 closed deals per month.
- Est. Regular Monthly visit coming from Fan Page – 37,000 to 42,000 or 380 to 430 closed deals per month.
- Est. Organic and Paid Search Monthly visit of 2,000,000 to 3,500,000 or 20,000 to 30,000 close deals per month.



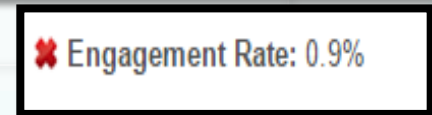
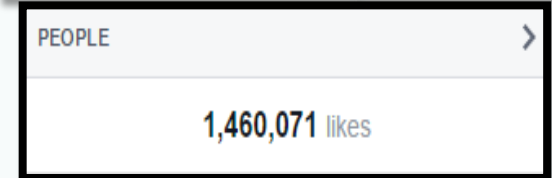
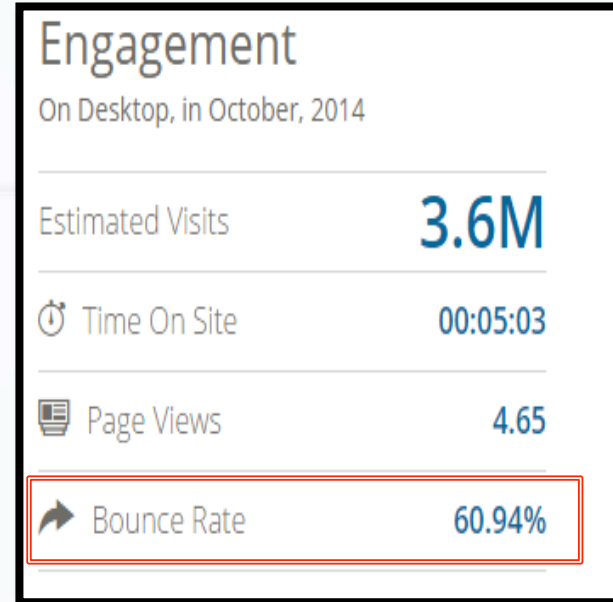
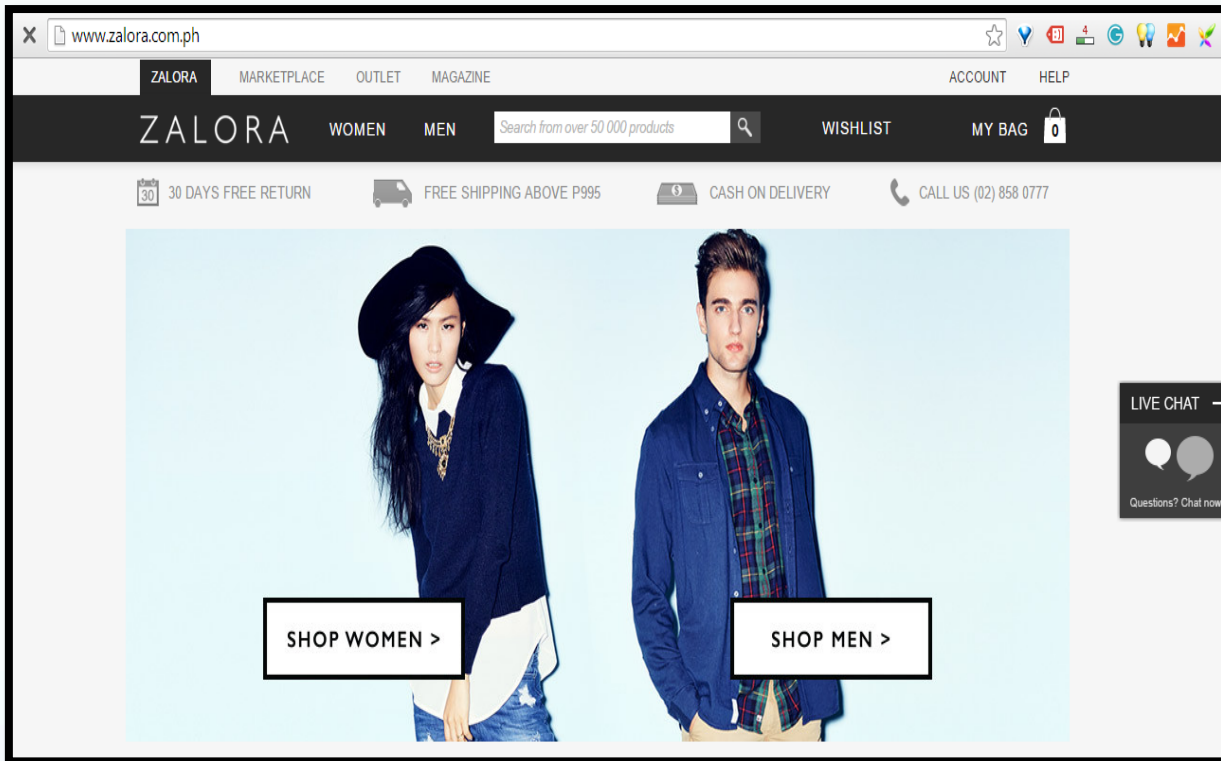
Engagement	
On Desktop, in October, 2014	
Estimated Visits	1.7M
Time On Site	00:08:17
Page Views	5.35
Bounce Rate	31.73%

PEOPLE

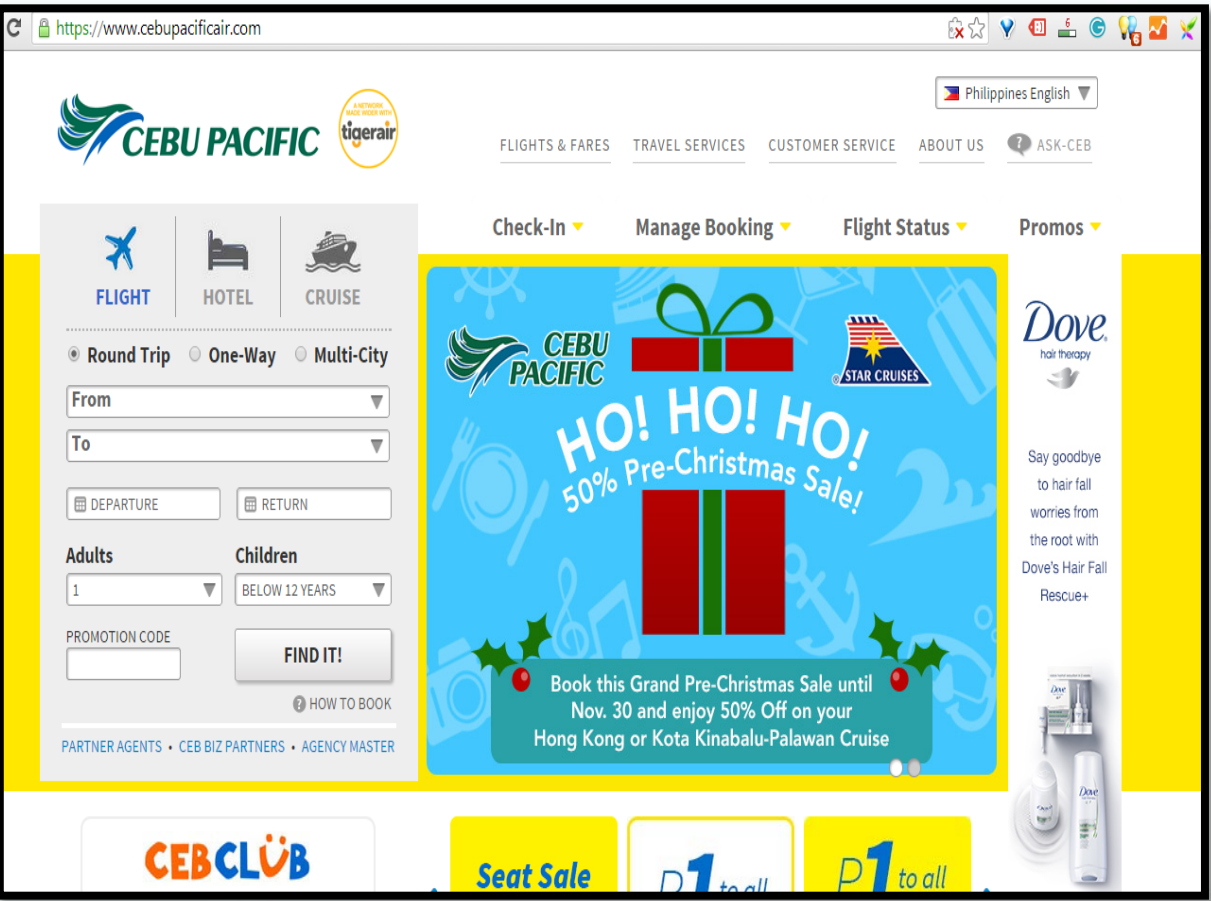
978,677 likes

Engagement Rate: 0.75%

- Top 31th most visited website in PH.
- Est. 14,000– 21,000 online transactions per month.
- Est. Regular Monthly visit coming from Fan Page – 15,000 - 18,000 or 150 to 300 transactions per month.
- Est. Organic and Paid Search Monthly visit of 500,000 to 730,000 or 4,800 to 7,200 transactions per month.



- Top 45th most visited website in PH.
- Launched in May 2012.
- Est. 30,000 – 44,000 online transactions per month.
- Est. Regular Monthly visit coming from Fan Page – 26,000 - 30,000 or 270 transactions per month.
- Est. Organic and Paid Search Monthly visit of 1,000,000 to 1,500,000 or 10,000 to 15,000 transactions per month.



Engagement

On Desktop, in October, 2014

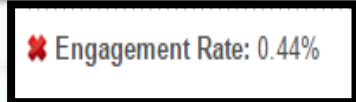
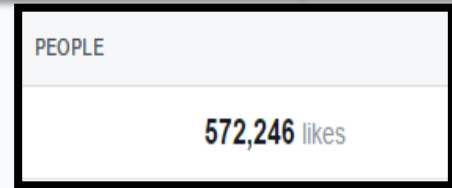
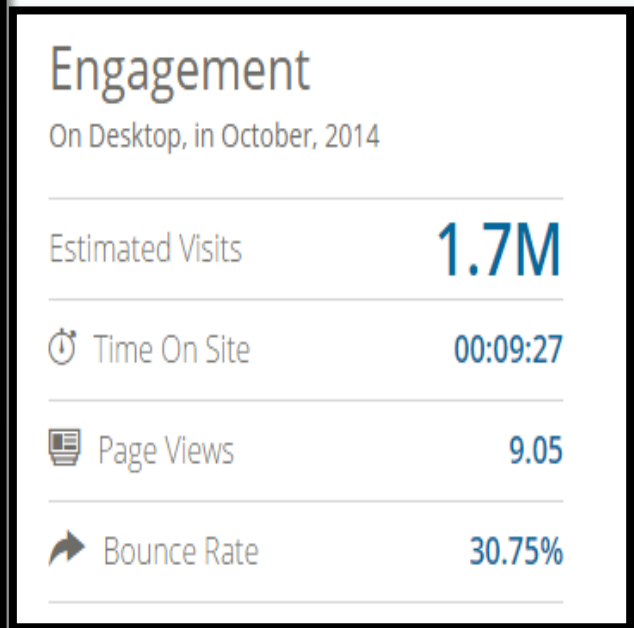
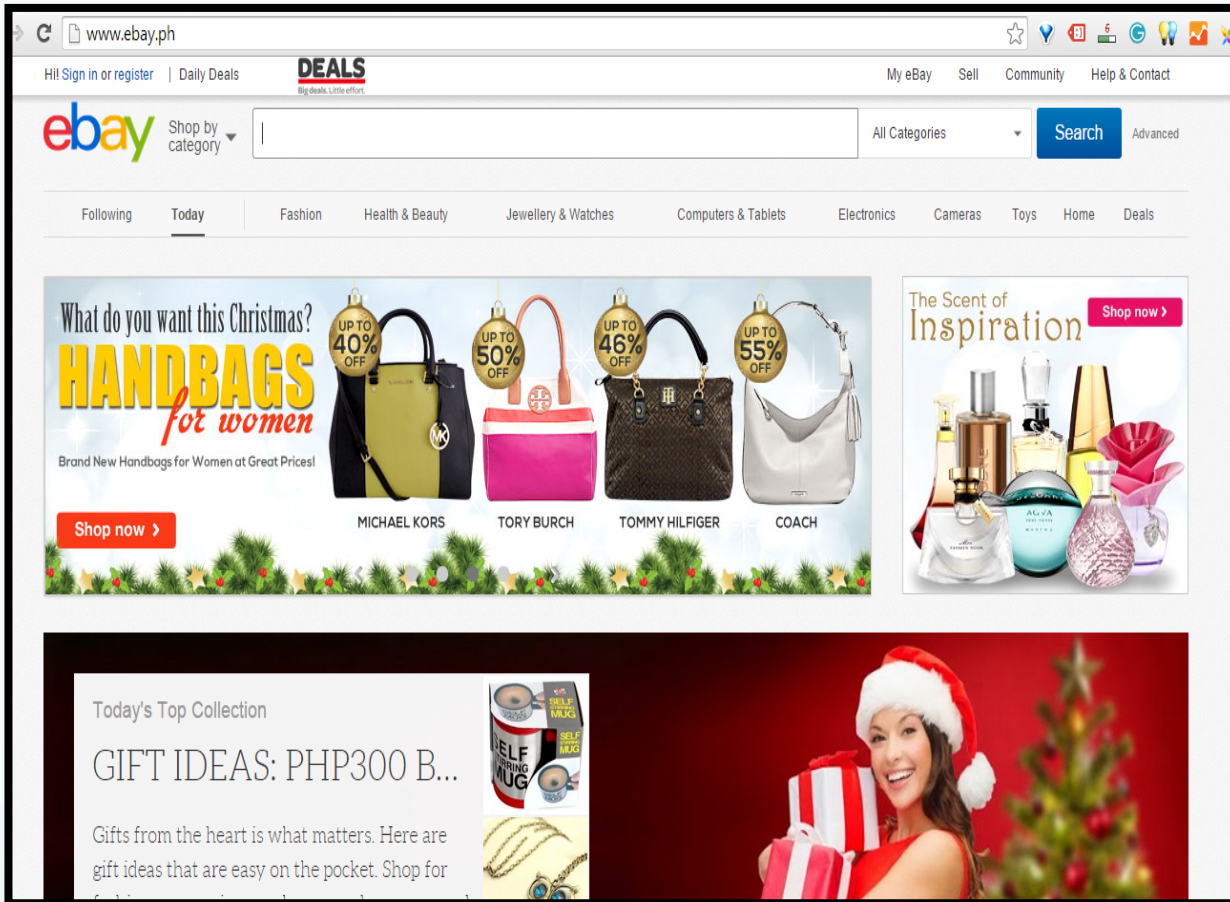
Estimated Visits	5.2M
Time On Site	00:13:16
Page Views	7.77
Bounce Rate	17.66%

PEOPLE

1,782,347 likes

Engagement Rate: 1.52%

- Top 68th most visited website in PH.
- Launched in 1988. Took off later with the low cost carrier business model in 2005.
- Est. 41,000 – 62,000 online bookings per month.
- Est. Regular Monthly visit coming from Fan Page – 50,000 - 60,000 or 700 bookings per month.
- Est. Organic and Paid Search Monthly visit of 1,400,000 to 2,100,000 or 15,000 to 22,000 bookings per month.



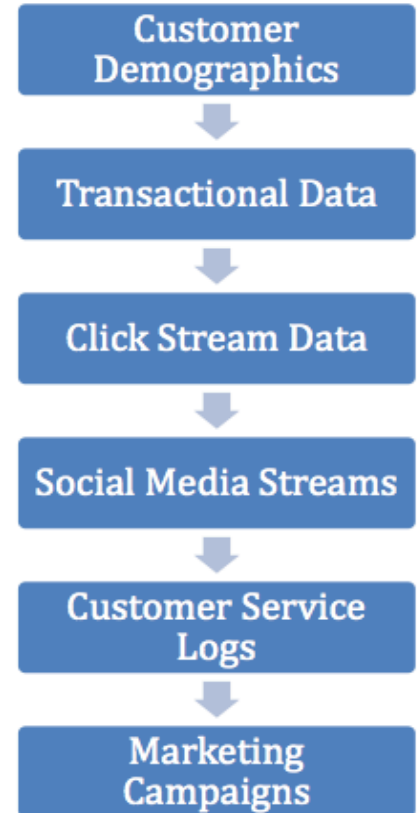
- Top 128th most visited website in PH.
- Launched in 2007.
- Est. 14,000– 21,000 online transactions per month.
- Est. Regular Monthly visit coming from Fan Page – 5,000 - 6,000 or 50 to 60 transactions per month.
- Est. Organic and Paid Search Monthly visit of 500,000 to 730,000 or 4,800 to 7,200 transactions per month.

ACHIEVING E-COMMERCE GOALS?



- How do I lower my cost of acquisition?
- Which factors drive my customers towards repeat purchase?
- Can I increase effectiveness of marketing campaigns?
- Which assortment sales can improve my margins?
- How can I increase average transaction size?
- How do I personalize my campaigns for maximum response?

Can data address my challenges?



Maximizing Data in E-Commerce



Analyzing Customer Behavior



Descriptive Analytics
Customer puts off the purchase decision

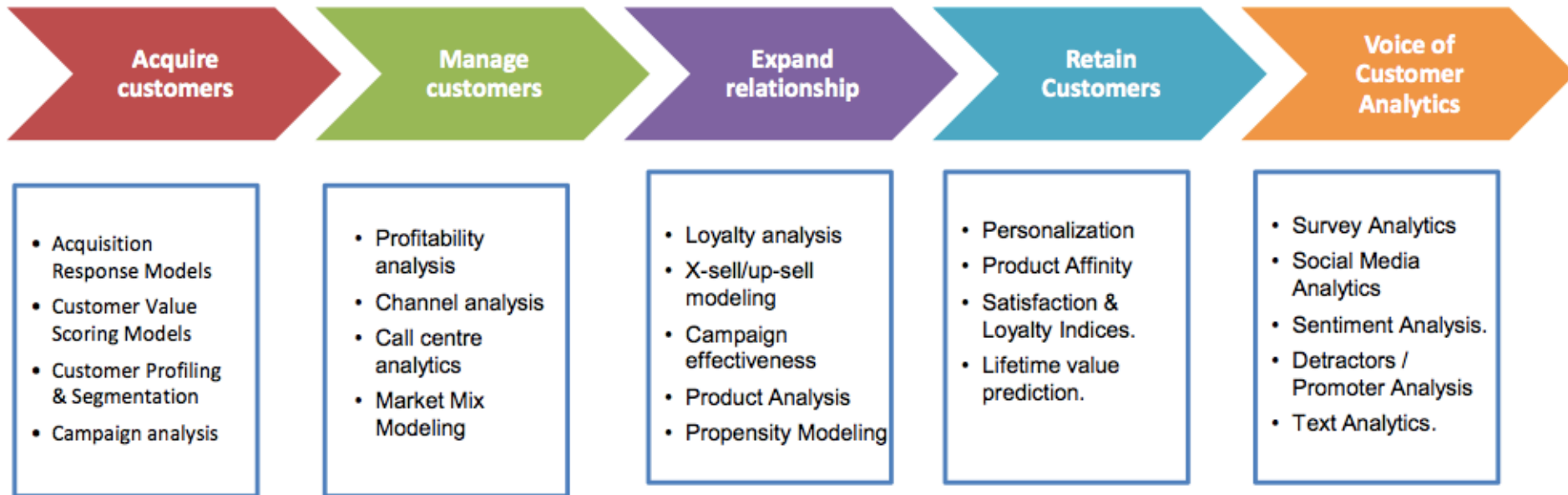
Diagnostic Analytics
Higher Price
Higher Shipping Cost
Not ready to purchase.
Product not too his liking.

Predictive Analytics
Will my customer complete or abandon this transaction?

Prescriptive Analytics
Suggest other product recommendations at optimal price point.
Combine with other product as combo-pack.
Arrange call back to the customer.



Predictive Analytics Value Lifecycle



Most widely used tools

Tools		Per Annum (US)
Google Analytics (Premium)	Analytics	\$150,000.00
Adobe Site Catalyst		\$100,000.00
Web Trends		\$100,000.00
Hootsuite	Social Media	\$7,139.76
Sprout Social		\$18,000.00
Adobe Social		\$81,000.00
Radian6		\$120,000.00
Alterian/SDL		\$7,200.00
Crazy Egg	Heat Map	\$1,200.00
Gemius Heatmap		\$1,200.00
Click Density		\$4,860.00
Clicktale		\$11,880.00
Optimizely	Site Testing	\$4,788.00
Adobe Target		\$8,400.00
Visual Website Optimizer		\$20,400.00
Convert		\$17,988.00
Wordstream	PPC MANAGEMENT	\$11,988.00
Acquisio		\$4,500.00
Clickable		\$1,548.00
RAVEN	SEO TOOLS	\$2,988.00
MOZ		\$7,188.00
SEO PROFILER		\$11,988.00
WEB CEO		\$4,188.00





OPTIMAX

WEB ANALYTICS

Know your audience and find out what they are talking about your brand!
Correlate your Web Analytics and Social Insights to aid your marketing decisions!

SOCIAL INSIGHTS

ORGANIC AUDIENCE

Leverage from your organic traffic to effectively execute your paid traffic!
Create a robust campaign through a balanced SEO and SEM!

PAID TRAFFIC





Key Features

Web Analytics

Better optimize your brand's site with the help of analytics that presents clear measurements of user interactions to your site. Additionally, acquire insights of your launched campaigns with complete efficiency.

Social Insights

Actively track and monitor your brand's activities and interactions through social media networks such as Facebook and Twitter. This includes insights on your customers' sentiments as well as an analysis of your competitor/s' activities.

Organic Audience

Easily gather clear insights of your brand's search engine optimization updates targeted to your preferred search. Moreover, you may monitor rank of specific keywords and trends as well as your brand and non-brand keywords.

Paid Traffic

Whether your campaign's goal is for (brand-awareness, sales, increase targeted traffic, etc.) you get to track your advertisement campaigns' statistics conveniently in just a few scrolls and clicks without the hassle of too many navigations.

How Predictive Analytics Is Transforming eCommerce & CR Optimization

1. Improve Customer Engagement & Increase Revenue
2. Launch Promotions That Are Better Targeted For Your Customers
3. Optimize Pricing To Maximize Profits
4. Inventory Management – Stay Properly Stocked & Reduce Overstock
5. Minimize Fraud By Proactively Detecting It
6. Better Customer Service At Lower Costs
7. Analyze Data & Make Decisions In Real-Time

keep in mind that simply having the platform does *not* guarantee success ... accurate predictive models can be incredibly difficult to build & can take a lot of effort but worth your time and money



Connect | Engage | Track

THANK YOU!



@mannixpabalan



mannix@hashtagdigital.ph



mannixpabalan.wordpress.com