Case Study

USER BEHAVIOUR ANALYSIS THAT LIFTED CONVERSION RATE BY 10%

OVERVIEW

Mastech InfoTrellis helped a leading grocery delivery service provider increase its landing page conversion rate by 10% by providing a complete picture of user behavior. The solution helped the service provider increase activation by getting first-time users to go from exploring to actually placing the order through Opportunity Analysis.

AT A GLANCE

CLIENT: Delivery Service Provider

GEOGRAPHY: North America

INDUSTRY: Logistics

SOLUTION OFFERING:
Customer Journey Analysis

THE CHALLENGE

▷ The service provider needed cross-platform tracking to measure the behavior of a single user across mobile, mobile web, and native mobile apps

▷ They were using a hodgepodge of self-built tools for analysis. The turnaround time was higher as this wasn't self-service.

▷ They needed an analytics platform to empower themselves to track everything they needed across platforms without worrying about hitting event limits and costly overages.

THE SOLUTION

▷ Our solution used Amplitude to track users across the web and mobile to get a complete picture of the user behavior, from landing page to checkout.

▷ The Amplitude solution helped them with Opportunity Analysis - identifying opportunities for growth and allowed employees to explore customer behavior themselves, and find answers quickly, cutting out analyst bottlenecks.

▷ The team integrated their internal A/B testing system with Amplitude to easily segment user behavior and conversion rates by different experiments and variants. The team found the flexibility of Amplitude's funnels feature was a huge help in assessing test results.

HIGHLIGHTS

📊 The solution helped the client identify and prioritize growth opportunities.

📦 Employees can make informed decisions on the product, backed by trusted user behavior data.

⏱ All employees could explore user data in Amplitude and find insights, enabling much faster testing and iteration cycles.

THE OUTCOME

Mastech InfoTrellis' solution, powered by Amplitude, improved the client's landing page conversion rate by 10% by providing a thorough understanding of how their users move through key funnels.

Our analytics tool was highly effective and closest to how the client wanted to look at its metrics. Every engineer and product manager could make independent decisions, and the growth team could comprehensively track everything and do what's right for the product instead of being constrained by their homegrown system.

> "WE NOW HAVE A MUCH CLEARER SENSE OF WHERE OUR USERS ARE GETTING CONFUSED OR DROPPING OFF, AND WE ARE CONTINUOUSLY IDENTIFYING NEW OPPORTUNITIES FOR IMPROVEMENT AND GROWTH. IT'S CREATED A MORE DATA-DRIVEN PRODUCT PROCESS WHERE, INSTEAD OF MAKING GUESSES, WHICH YOU STILL DO A LOT AS A PRODUCT PERSON, WE'RE MAKING INFORMED GUESSES."
>
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