



EmpathyInsights

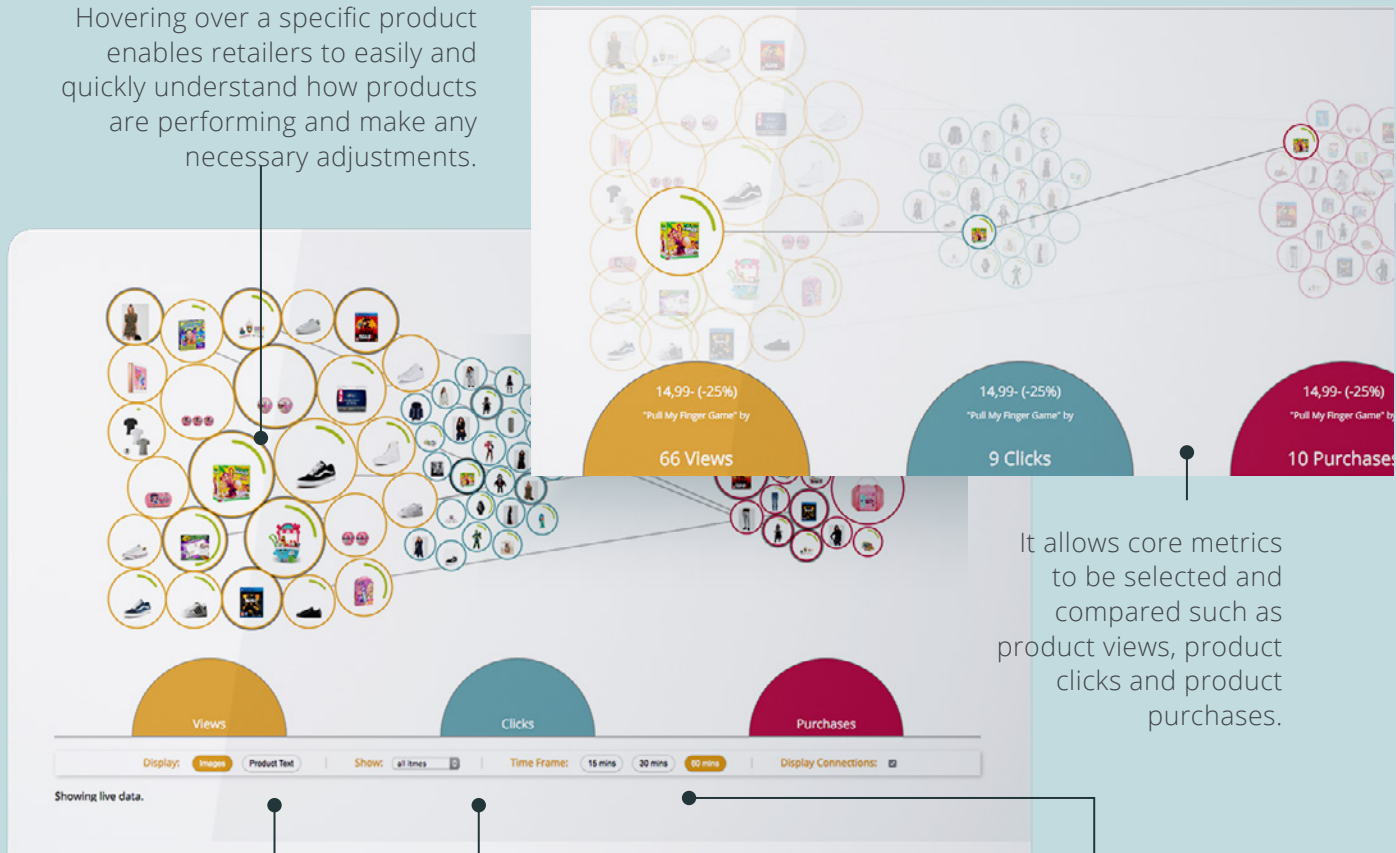
PRODUCT PERFORMANCE VISUALISATION

Retailers need to have a complete, end-to-end overview of the customer journey, understanding not only what site visitors search for and view but the products they then click on and finally purchase.

This insight not only offers a holistic understanding of the search experience but it also demonstrates how the product catalogue is performing and if people are actually finding what they're looking for. Product performance and analysis is vital to ensure a site is functioning well and that users are enjoying a pleasant and fruitful online shopping experience. This is where our Product Performance visualisation comes into play.

Real product images are shown inside circles that vary in size in line with the volume of the metric they're representing.

Hovering over a specific product enables retailers to easily and quickly understand how products are performing and make any necessary adjustments.



It allows core metrics to be selected and compared such as product views, product clicks and product purchases.

Products names and images on the visualisation enable quick identification of items so that their individual performance can be monitored or checked.

It's also possible to select only discounted products to be able to compare their performance against each other rather than selecting the whole store catalogue.

As the data displayed is in real-time, the time interval can be selected with options between 15, 30 or 60 minutes.



Easily **identifies catalogue and product performance** through product views, clicks and purchases, as well as comparisons between stock items.

Spots opportunities for improvement by highlighting products with low performance within any of the search KPIs.

Compares the performance of promoted products versus non-discounted ones.

Enables retailers to **take real-time corrective action** or make changes to the catalogue or results page for products not performing as expected.

Shows trends through particular product views and customer reactions.