

LYONSCG DIGITAL MARKETING SERVICES

Insights & Optimizations

Turn Raw Data into Smart Decisions

Benefits

- ✓ Capture data that informs business decisions
- ✓ Gain important insight into customer behavior
- ✓ Understand what works and what needs improvement in your shopping journey
- ✓ Validate strategic decisions through testing
- ✓ Combine insights and testing to deliver valuable, personalized experiences

As a retailer or brand, you have a wealth of information at your fingertips. Every digital behavior and touch point generates raw data that can unlock game-changing insights and drive stronger results for your business. But, you lack the tools and resources needed to get the most out of your data.

The LYONSCG Digital Marketing Practice includes a full-service, in-house analytics organization that will help you mine valuable data and apply it to optimize the digital experience and drive long-term success. LYONSCG combines extensive analytics experience, deep commerce platform knowledge, and proven best practices to identify trends and turn raw data into actionable insights.

Analytics Infrastructure

Analytics tracking enhances the scale and precision of captured data to clarify trends, inform decisions, and reinforce a data-driven culture.

Accuracy and Precision: Ensure tags are present and collecting information most relevant to your business.

- Globally present tags
- Accurate tag firing
- Variable relevance and priority
- Platform configuration
- Smart data routing
- Data reliability

Depth: Dig deep into trends, behaviors, and patterns that tell you how users interact with your site.

- Comprehensive and consistent data tracking
- Channel- and content-specific insight
- User site pathing
- Click/scroll behavior capture
- High-value element identification

Accessibility: Clarify, organize, and present data to better equip stakeholders with the tools to make smart decisions.

- Clear and digestible reports
- Prioritized data presentation
- Simple report automation
- Relevant and customized dashboards
- Optimized tracking

Optimization Analysis

Optimization analysis follows the customer journey from acquisition to outcome, identifying efficiencies and hurdles in the path towards conversion.

Acquisition: Locate where high-quality traffic originates, and understand the purpose of a customer's visit

- High-value traffic identification
- Streamlined entry for key user groups
- Traffic opportunities and threats
- Informed channel optimization decisions

Behavior: Identify effective website content and learn which specific elements help or hinder the shopping journey.

- Activity tracking and mapping
- Content-specific engagement metrics
- Pain point identification

Outcome: Correlate measured visitor activity with business goals to determine which site elements drive value and which need optimization.

- Goal-based activity and conversion measurement
- Acquisition, behavior, and conversion correlation
- Optimization roadmap development

Optimization Testing

Optimization testing reveals the most effective experiences that resonate with your visitors.

Process: Follow a proven methodology that identifies areas of greatest impact and guides future testing and site enhancements.

- Analyze existing metrics to identify valuable test locations.
- Conceptualize tests and create a testing calendar.
- Implement controlled tests and monitor performance.
- Leverage test results to determine the path forward.

Key Testing Areas: Unlock valuable insights and improve your site by testing specific areas.

- Buying Process – reduce friction and streamline the shopping journey.
- Reason to Buy – create a more persuasive shopping experience.
- Internal Validation – define next steps that are approved by all stakeholders.

About LYONSCG

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP Hybris, and Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to www.lyonscg.com.

Related Services



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Digital best practices that set you up for long-term success



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Search Engine Optimization

Strategies that enhance traffic and conversion



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