



ABOUT THE BOOK & AUTHOR

E-commerce is more competitive than ever before, with online retailers spending billions of pounds each year on pay-per-click, online advertising, social media and SEO campaigns to tempt people to visit their websites. The average conversion rate for online retailers in the UK, however, stands at less than 5%, yet surprisingly for every £92 spent on attracting visitors, just £1 is spent on converting that initial interest into a sale. So why is it that

OUR CAMPAIGN

We were appointed by the authors to manage the PR launch for their new book. We worked to generate book reviews and profile pieces for the authors, to position them as E-Commerce Experts in the business media.

HIGHLIGHTS

The campaign was a great success, achieving an amazing 22 pieces of coverage, with highlights including Raconteur, Flight Time Magazine and News Talk. The book was received well with the business media with the authors offering their expert advice and comment on E-Commerce.

95% of website visitors fail to buy? Is there a magic formula that will make them take that all-important final step and part with their cash?

E-Commerce Website Optimization brings together usability, analytics and persuasion to offer a straightforward and detailed 5-step methodology of how to use the tools and techniques of CRO to increase the sales on ecommerce websites. It is grounded in the latest theory and research and backed by real-world case studies, outlining practical ways to create long-term increases in revenue, build competitive advantage and retain customer loyalty.

The authors, Dan Croxen-John and Johann Van Tonder are CEO and COO of leading global e-commerce conversion specialists AWA digital. They have helped major retail brands like Canon, Interflora and Dunelm to use data to optimize their site performance and increase sales, and have now distilled the insights from their work in practical tips that other business leaders and marketers can apply to their own sites.

