



Hizlial.com partners with SEM and Google Analytics to invest in insight, and take informed action to maximize online performance



Hizlial.com is one of the biggest online retailers in Turkey, selling a wide range of products across many categories, including electronics, sports and outdoor goods.

Challenge

Hizlial.com made contact with SEM, a Google Analytics Authorised Consultant (GAAC) with hopes of increasing sales, user satisfaction and determining the most effective advertising mediums to increase return on investment. The main challenge was that there was no analytics culture in the firm so SEM had to integrate analytics into their business decision making processes as well as their website.

Solution

Firstly, SEM provided training to Hizlial.com so that they would be able to understand the importance of analytics and incorporate web analytics into their management decisions.

Having assessed the needs of the business and clear areas for development, SEM completed a full Google Analytics implementation across the website, including installation of e-commerce tracking, setting up goals and filters and installing accurate tracking code.

In order to better understand the effectiveness of all online campaigns, SEM tracked all PPC campaigns including AdWords among others. SEM identified areas for development in the website by tracking bounce rates and the searches performed by the visitors on the site with Google Analytics site search tracking. Based on the information collected, landing pages were redesigned according to visitor intentions, decreasing site search and bounce rates, and increasing page conversions.

SEM created goals and funnels to track the site's effectiveness in terms of sales and completed registrations. As a Google GadgetAd expert, they also applied their expertise in GadgetAds to create and track GadgetAd campaigns, which have been very successful.

Results

In just a two month period, the effectiveness of the implementation and analysis started to become apparent. Hizlial.com observed a 6% increase in average order value, a 9% increase in both pages/visit and average time on site and a 2.6% increase in total revenue.

ABOUT GOOGLE ANALYTICS

Google Analytics tells you exactly how visitors got to your site and how they use it. It can help you identify bottlenecks and gives you ideas for improvements, leaving you to concentrate on your marketing campaigns and increase your returns.

Google Analytics is an advanced, easy-to-use tool. The software has all the functions that you'd expect from an advanced web analysis package.

You can use Google Analytics directly via the AdWords interface. It is also available separately via www.google.com/analytics/en-GB/. Google Analytics is the only programme that automatically logs AdWords ROI statistics, without you having to import separate cost data. You can also use Google Analytics to monitor the results of other online campaigns.

Google Analytics is free. Instead of spending money on a web analysis package, you can concentrate on optimising your marketing campaigns and improving your website and its contents.

For more information visit:
www.google.co.uk/analytics

“With the help of Google Analytics we can reach detailed data and reports we need in an easy way. Google Analytics allows us to track our marketing efforts with Google and other companies and track success via unbiased reporting. This allows us to decide what to do with various advertising mediums.

We can see where we lose or gain customers in the sales process and funnels. We can make informed decisions based on this data and also geo target our traffic. Lastly, while similar solutions are very pricey Google Analytics is completely free. This allows us to invest more in insight, and then take informed actions to maximize our website's effectiveness” says Can Arda, General Manager at Hizlial.com

