

Look Sharp, Look Deep



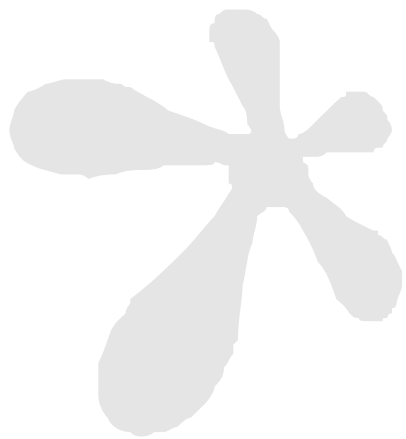
Professional Partner for Your Website Success

Performance in Full Swing

# A Critical Report on Successful E-commerce Website Management

By CCMedia

Don't scratch the surface, scratch deep



Blindfolded? / In the dark? / Lost?

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**A Critical Report on  
Successful E-commerce  
Website Management  
Profit-making Models for E-  
commerce Websites  
Overview the Critical  
Analysis on E-commerce  
Website**

Obtain Potential Customers  
from Website?  
The Most Effective Investment  
Summary

## **A Critical Report on Successful E-commerce Website Management**

The Internet boom brings about the advancement of E-commerce. Since the Internet knows no bounds, it simplifies transaction process and enables consumers to look for relevant product information with ease. While shop operators can be in the interactive interplay with customers by means of the Internet.

In general, the so-called E-commerce suggests that different units proceed with all kinds of businesses activities with the resources network such as information exchange, product or transaction services. It can be divided into B2B and B2C models. PChome, Amazon and eBay are all the examples of the models. In such a competitive homogeneous marketplace, how to obtain your own niche is the key to your E-commerce management.

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## **Profit-making Models for E-commerce Websites**

There are numerous cost factors in terms of managing physical sales venues and channels. The cost covers rentals, stocks and displays. However, with the increase on sales items, the overall cost increase, too. Therefore, if these are converted to virtual channels, it will make a difference. Even if the cost still increases, the variation is still slight. Under the circumstances, the low entry level leads to a competitive business environment.

Since transaction revenues are the main profit source of E-commerce website, to create and maximize profits is the objective of website management. Actually, the man behind the scene is just "people". Therefore, to hold on to your target groups is equal to being in control of your profits. When it comes to profit maximization, customization and differentiation strategy are always emphasized in terms of the era of customer relationship management. In addition, to stress the importance of your website to your customers, i.e., to enhance customers' loyalty, is the goal to reach from the perspective of brand management.

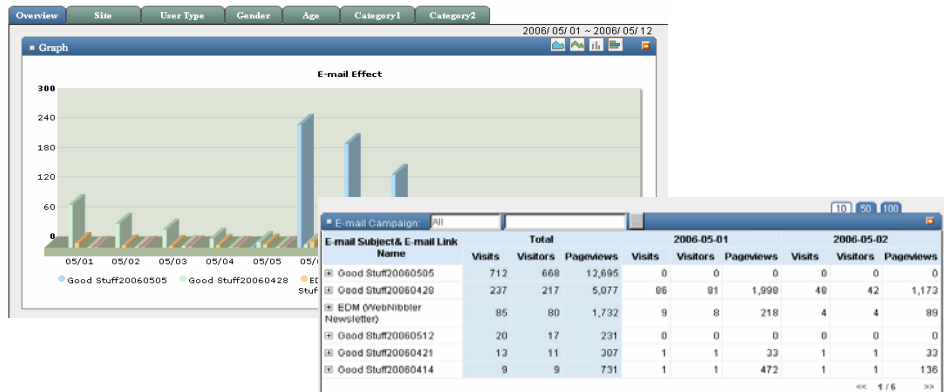
## **Overview the Critical Analysis on E-commerce Website**

To E-commerce website administrators, profit-making is the focus on website management. But how do you appraise the management or look for the revenue source? WebNibbler provides you with the analytics report from several facets.

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## Obtain Potential Customers from Website?

To gain profits from E-commerce websites, your site has to be appealing to more customers. In this way, website operators usually resort to diverse marketing strategies to entice more visitors. For example, some put bigger banner ads on the external portal sites or send bulk mail to recruit more members. But how do you measure if the results meet your expectations? With the analytics report you can distinguish your popular and less popular items from your site and further overview less favorable e-mail subjects. You can also realize if low visit rates result from inappropriate page content or biased target groups. By analyzing the report, you can boost clicks of e-mail.



▲ **Email Analysis / Basis Analysis:** WebNibbler provides you with E-mail analysis to realize how many visitors enter your website from the links in E-mail. You can also observe the enticing or less appealing themes to different target groups. In this way, you can improve the Web content or examine the orientation to various target groups so as to enhance your E-marketing performance.

Besides e-mail marketing, the cooperation with referrals is another channel to increase the number of customers by cashing in on referrals' fame and stickiness. A travel website has cooperated with several well-known portal sites on equal budget allocation. Suppose site operators find that Yahoo brings more visits to their site than any other sites do, the travel website is supposed to strengthen the corporation with Yahoo in order to maximize profits.

## The Most Effective Investment

To generate profits for websites, one has to invest essential capitals. Yet for E-commerce websites, Web administrators need to spend more in order to create every visit, direction, or seal the deal. To enhance the cost effectiveness is the way to yield a juicy profit.

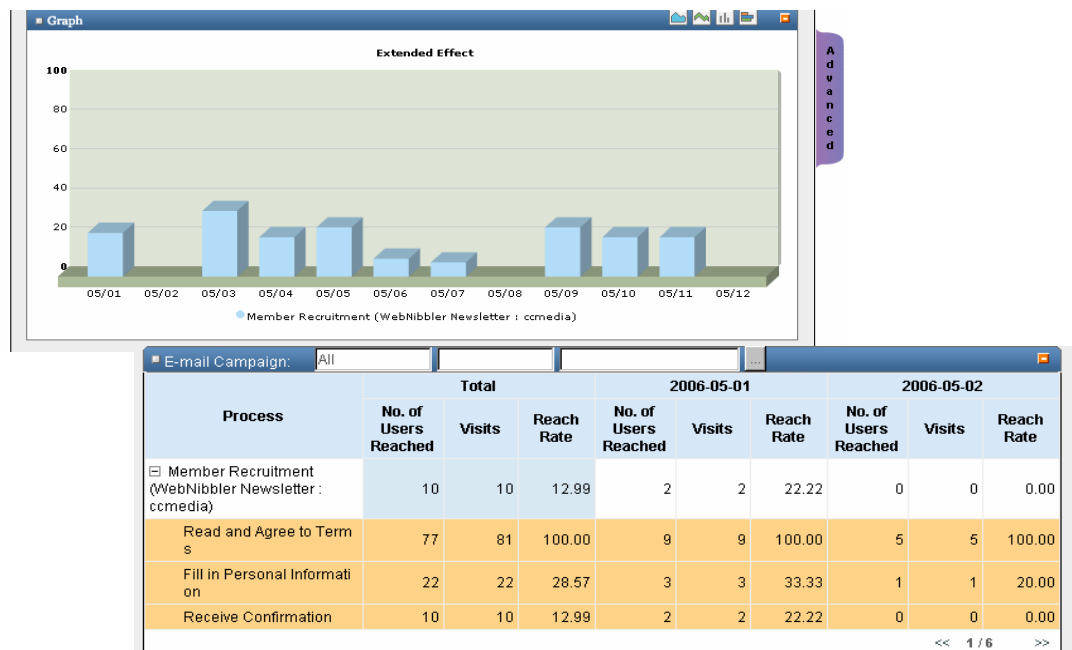
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Suppose one wants to create the number of visits, one needs to devise related campaigns to create the traffic and therefore the cost will surely be increased. In this way, the cost per visit is an important index for website administrators. The formula of Cost per Visit (CPV) is:  $CPV = \text{total cost} / \text{total number of visits}$

Marketing specialists can ensure the marketing concept is fully implemented and the CPV is decreased by utilizing more precise marketing campaigns such as launches of certain campaign activities to certain target groups. Once traffic is created to certain amount, one may want to create more profits for the website. In terms of this, marketing specialists or product managers shall adopt certain strategies to respond to the target or even put in more costs. Therefore, the Cost per Order (CPO) is derived. The formula of CPO is:  $CPO = \text{total cost} / \text{total volume of transaction}$

“Value” is the very cost that administrators need to afford so as to deal with each order. While the value of CPO is high, marketing specialists are supposed to review their campaigns and make some improvements to lower the CPO value. Consideration of CPO value helps provide administrators with comprehensive and complete information.

With the customized service and web analytics provided by WebNibbler, you can integrate customer behavior and actual information of transactions on your website. With the analysis of information integration, you are able to be in total control of your operation performance and reach your objectives across the board.





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In this low entry-level yet competitive sector, differentiation strategy is surefire to successfully managed E-commerce websites. To maximize the website profits is the ultimate goal for this type of business operation. While the most important source of the profit, i.e. visitor, plays a great part in profit-making. Therefore, to obtain potential customers, grasp target groups, and maintain the existing clientele constitute the most important tasks for E-commerce website operation. Besides providing exhaustive web analytics analysis based on customer behavior, WebNibbler also provides you with an exclusive visitor analysis, which converges your transaction database to show you the key index of E-commerce website operation. You can both grasp the essence of website management and maximize contributions made by your website to your operation.



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