



Lazada University

IDENTIFY GROWTH OPPORTUNITIES WITH BUSINESS DATA

XX/XX/21



COURSE OVERVIEW

INTRODUCTION

In this module, you will learn about Business Advisor, what are the commonly used key metrics in eCommerce, and how you can monitor the data available in Business Advisor to plan your sales strategy.

WHAT YOU'LL LEARN

1. Understand what is Business Advisor and its benefits.
2. Know the definition of important key metrics.
3. Learn how to identify growth opportunities and start planning to work on areas for improvement.



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WHAT IS BUSINESS ADVISOR & ITS BENEFITS?

A one-stop portal with all the essential information you need to understand and grow your business.



Monitor your performance real-time and on the go



Make smart **decisions**

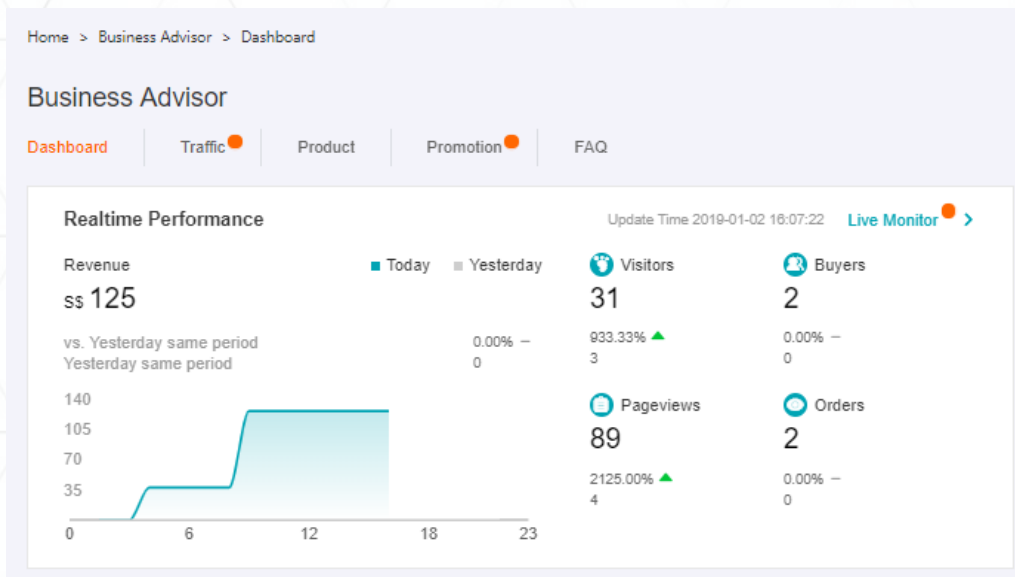


Track the **effectiveness** of your strategy

1. MONITOR YOUR PERFORMANCE REAL-TIME & ON THE GO

You can view your real-time data in Business Advisor home page and Live Monitor.

Dashboard -> Realtime Performance



Live Monitor

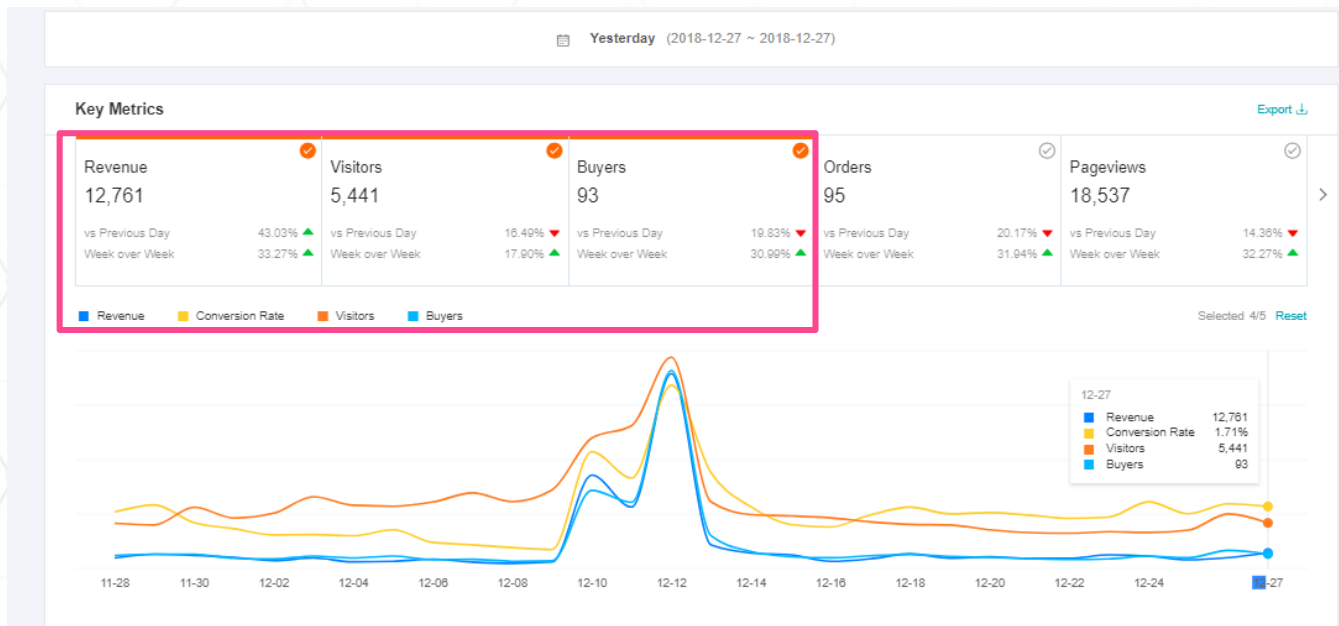


2. MAKE SMART DECISIONS

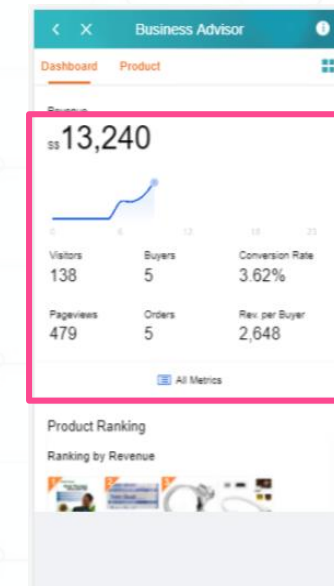
You can start to make a plan to improve by referring to your business data and the E-Commerce basic formula.

$$\text{Sales} = \text{Traffic} \times \text{Conversion Rate} \times \text{Revenue per Buyer}$$

PC View



App View



3. TRACK THE EFFECTIVENESS OF YOUR STRATEGY

With every action you take, know what should be the targeted result and track the effectiveness of your actions.

Action taken	What to track?
Lowered Price	Did conversion rate increase?
Use Seller Picks	Did traffic for your product(s) increase?
Create Vouchers	What is the redemption rate? What is the ROI?
Create follower-only Voucher	Did your followers increase?
Create a Feed post	Did you get more followers or traffic growth?
Decorate your store	What is your traffic and clickthrough rate?

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KEY METRICS IN DASHBOARD

Metrics	Definition	Metrics	Definition	Metrics	Definition
Visitors	Number of customers that have viewed your store	Buyers	Number of visitors that have put at least one order during the selected time period	Visitor Value	Revenue per Visitor
Revenue	Total buyer paid value	Orders	Number of orders	Add To Cart Visitors	Number of Visitors that have added at least one of your SKUs to shopping cart
Conversion Rate	Number of Buyers divided by number of Visitors	Average Order Value	Average Revenue per Order	Add To Cart Units	Number of units the SKU is added to shopping cart
Revenue Per Buyer	Revenue per Buyer during the selected period	Units Sold	The total units sold	Wishlist Visitors	Number of Visitors that have added at least one of your SKUs to wishlist.
Page Views	Number of times customers have viewed your store	Average Basket Size	Average Units Sold per Order	Wishlist	Number of times the SKU is added to wishlist

KEY TRAFFIC METRICS

Metrics	Definition	Metrics	Definition
Visitors (Total Traffic)	Number of customers that have viewed your store during the selected time period. This includes all your store and product pages.	Visitor (Store Homepage)	Number of customers who visited your home page during the selected time period.
SKU Visitors (Traffic to Products)	Refers to total number of unique visitors who viewed the SKU.	Visitors (Product Detail Page)	Number of customers who visited your product detail page during the selected time period.
Buyers (Conversion)	Number of visitors that have put at least one order during the selected time period.	Visitors (Other Store Pages)	Number of customers who visited your other shop pages (includes Profile, All Products, Campaign Page, Feed, Category List, Search in Store)

OTHER METRICS IN BUSINESS ADVISOR

Metrics	Definition	Metrics	Definition
Est. Spend	The estimated total amount spent on Lazada Sponsored Services.	Enquiry Rate	Customers Enquired/Visitors
Unit Sold	The total units sold during the selected time period. If 3 units of an SKU are sold, it reflects 3.	Response Rate	Responded Conversations/ Received Conversations
Est ROI	Estimated Return on Investment (Est. ROI) is total store revenue that resulted from your sponsored services compared to total amount spent on Lazada sponsored services.	Response Time	Guided Buyers/Responded Customers



Note: You can download the full list of Metrics spreadsheets.

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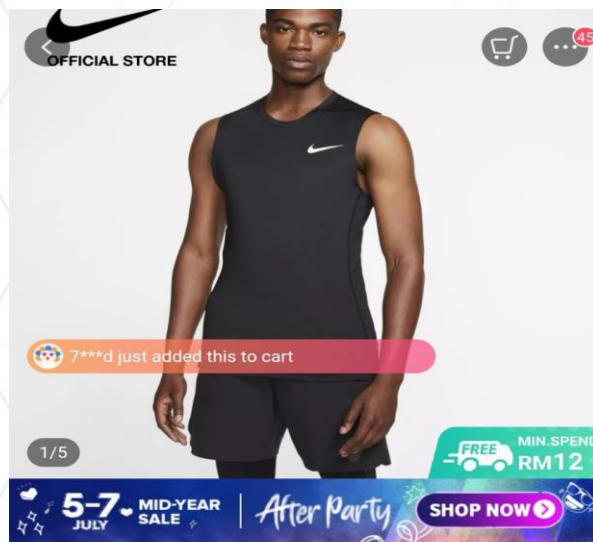
**Identify Growth
Opportunities**



1. TO INCREASE CONVERSION RATE

What you can do?

E.g. Create promotions, improve your PDP, ensure price competitiveness



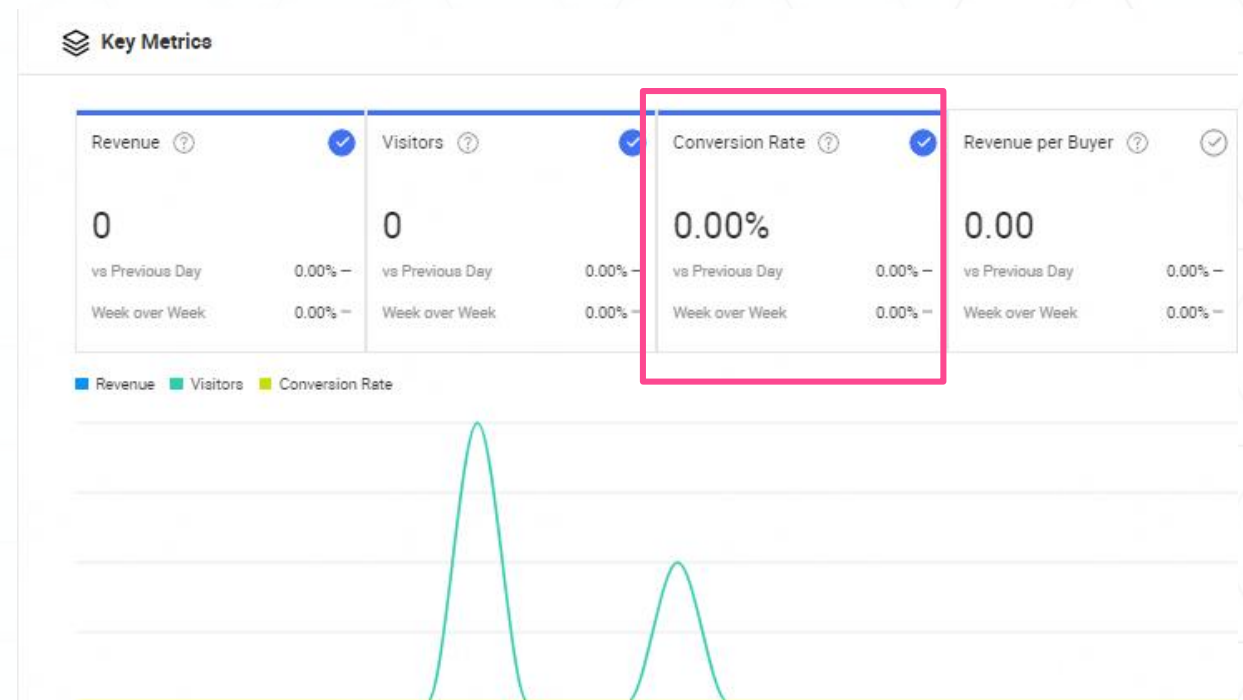
RM84.00
RM99.00 -15%

LazMall Nike Men's Pro Sleeveless Top - Black

5.0/5 ★★★★★

How to see the effectiveness?

In Business Advisor, review your Conversion Rate to see if the value have increased.



2. LOW TRAFFIC TO YOUR STORE

What you can do?

E.g. Use Seller Picks, join Campaigns or Flash Sales, create a Feed Post

Isetan Kuala Lumpur
Lazada Flagship Store 402 Followers

Follow

-36%
RM169.00
RM265.00

-33%
RM139.00
RM209.00

-44%
RM219.00
RM389.00

-40%
RM179.00
RM299.00

-37%
RM219.00
RM345.00

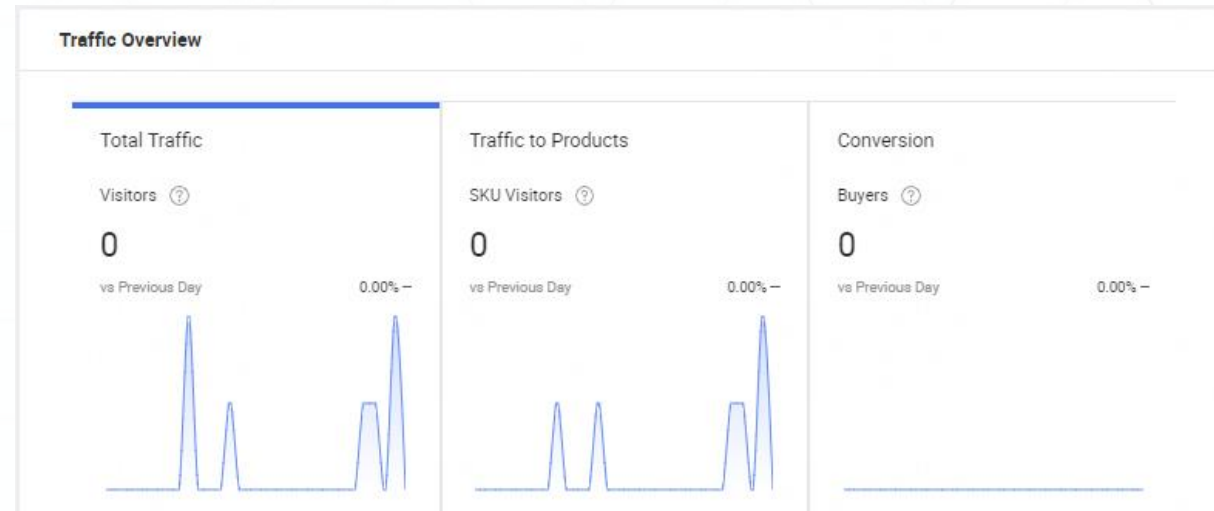
View More

New Arrival TODAY! Be the FIRST to explore these NEW products!

54 views

How to see the effectiveness?

In Business Advisor, review your Traffic Performance to see if the traffic increased.



3. TO ATTRACT MORE STORE FOLLOWERS

What you can do?

E.g. Create Follower-Only Voucher, create Feed posts



How to see the effectiveness?

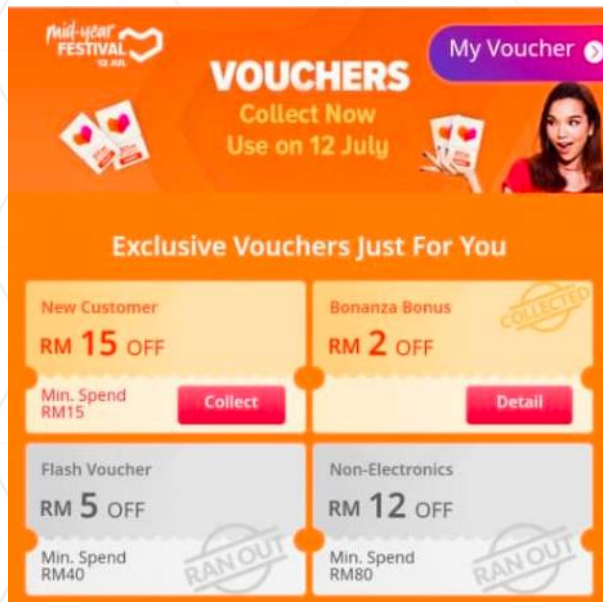
In Business Advisor, view your Followers number.



4. HIGH TRAFFIC BUT LOW CONVERSION RATE

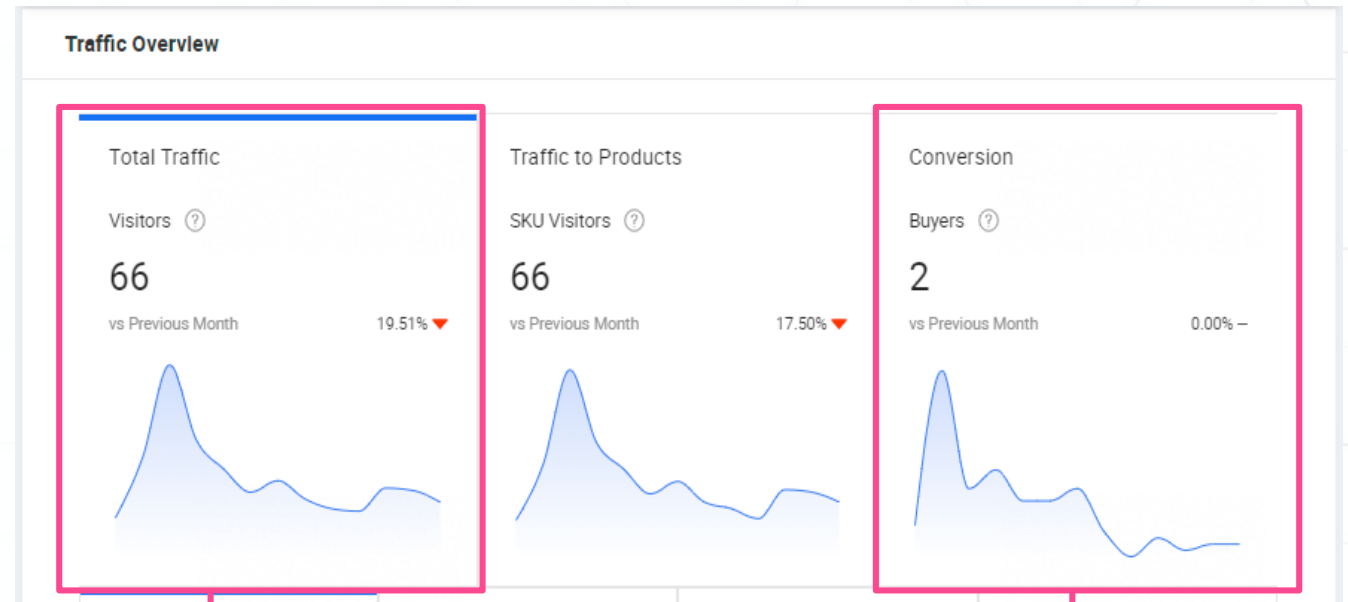
What you can do?

E.g. Offer Vouchers, Free Shipping and ensure that your PDP contains information that can convince your customers to buy from you



How to see the effectiveness?

In Business Advisor, view your CTR Performance to see if the number increased.



Traffic is high

Low Conversion Rate

SUMMARY

- **Monitor your store performance and key metrics frequently on Business Advisor to ensure business growth.**
- **There are many eCommerce metrics and definitions. Start familiarising yourself with these metrics to plan your strategy and understand your business better.**
- **Different scenarios can occur throughout your selling journey. Knowing what your data means is important for you to take the right action and to review the right data.**





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