



## Evaluating E-Commerce Marketing Mix: A Strategic Perspective

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### Abstract:

Current paper demonstrates on analysis of tools of performance assessment of the e-commerce systems. The analysis is based on the practical use of e-commerce systems and creation of a acquire funnel. In comparison to traditional practiced marketing attempt, digital ways offers more visibility to consumer conduct and their actions. The article proposes techniques of assessing e-commerce systems. Metrics and Key Performance Indicators (KPI) is advocated for evaluation. The structure can be used by various company's comprising services and management, as well as software developers of the online stores to upgrade their digitization efficiency of website or digital applications and comprehensive marketing efforts.

**Keywords:** Digital marketing, Sales funnel, e-commerce, performance evaluation

### Introduction:

Electronic commerce (e-commerce) is many times indicate to buy and sell through the internet, people immediately consider of consumer retail procurement from organizations like Amazon, Flipkart, Snapdeal. However, e-commerce touches on to both financial as well informational digitally mediated deals amongst company and outside stakeholders. When assessing the impact of e-commerce on companies marketing, it is beneficial and informative to recognize the role of buying and selling transactions. Selling e-commerce makes reference to deals comprising with sell of products to an organizations customers. Internet marketing which used directly to help sellers of e-commerce. Buyers of e-commerce refer to company to company

deals to gather resources required by companies from their providers.

### E-commerce models:

E-commerce agreements happen in different ways. Following are the models-

1. Business to consumer (B2C) - A company offers for sale its products directly to a customer.
2. Business to business (B2B) - A company offers for sale its products to a middlemen buyer who sells such product to the final customer.
3. Consumer to business (C2B) - A consumer goes to a business for giving a particular service or product.
4. Consumer to consumer (C2C) - A company assists consumers to sell their belongings such as

residential property, vehicles, etc., or rent a room to potential buyer by providing their information on the website.

5. Government to citizen (G2C) - These website provides services like registration for birth, marriage, death and different other certificates. The objective of G2C websites is to minimize the average time for

**Objectives:**

1. Recognize contrasting performance evaluation Metrics as well Key Performanc Indicators (KPI) for e-commerce company.
2. To realize the customer behavior stages during online purchase.
3. To connect the Metrics and Key Performanc Indicators (KPI) as per customer behavior stages.

**R. M.:**

The particulars given are based on secondary data collected from books, research papers, etc. E-commerce system of company, specifically website or internet based applications, is assessed in terms of Metrics and Key Performance Indicators (KPI).

Company may evaluate its digital attempts based on its cost inputs and budget provided for the same. The occurrence of evaluation can

satisfying citizen’s demands for various government services.

6. Government to business (G2B) - Governments approach businesses to keep up auctions, tenders, and application submission functions. These websites are recognized by the government.

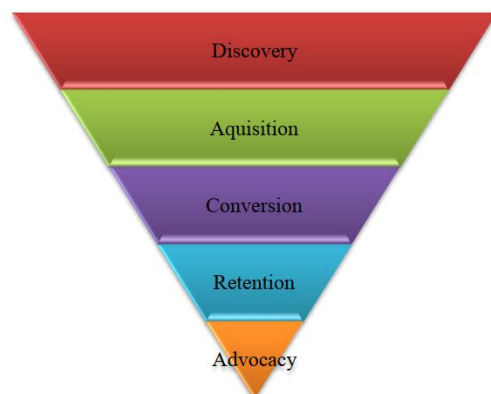
be weekly, 30 days, quarterly basis. Organization must regularly keep watch on these parameters and must alter, if required, to enhance its website or application efficiency.

A Metric is any determinable computation of company’s website presentation. KPI’s is the number barometer that can be traced for upliftment. Metrics measures the procedure whereas KPI’s calculates the outcome of connected processes. KPI’s is subjective and is set standards which company’s desire to attain.

**Customer Sales Funnel:**

Consumer Sales Funnel confers various stages by which consumer deals with e- commerce network. Every step of funnel has several metrics. A significance of every step is marked by personal preference, company’s strategies and stage of establishment life cycle.

The funnel depicted underneath:



**1. Discovery Metric:**

Company requires producing the identification where leads to customer's uncovering of a specific brand. These metric helps to calculate activities that create consciousness as well uncovering in customers.

**Impressions:**

Impression is the frequency that organizations publicize or section of content is showcased to customers. Impression may arise through paid advertisements on third- party websites, search engine results, social programs, etc. like Google's paid ads, Facebook and Insta.

**Reach:**

Reach defined as the cumulative number of consumers following and

**2. Acquisition Metric:**

In early step of customer sales funnels, customers are acquainted with brand. Now attempt must be taken so that customers shall consider organizations system for transactions.

**Email click-through:**

Email click-through rate clarifies numeral of email subscribing clicked between to site. The rate may be enhanced by managing well-designed emails including mobile- friendly design, strong calls-to-action, and good subject lines.

**Cost per acquisition (CPA):**

An organization requires to put money into email drives, paid search drives, and other advertising investments in order to increase customers to website and to increase sales. CPA may be enhanced by grouping campaigns to better target customers who will best respond to company campaigns call-to-actions. Betterments in landing pages will

subscribing. It is the sum of all of those who will watch content, which might include email opt-in subscribers, Facebook followers, as well loyalty program subscribers. Reach may be improvised by continuous drives (email, social media, or otherwise) to motivate subscribers, followers, etc.

**Engagement:**

Engagement defines the joining of Impressions as well reach. It measures sum of followers also subscribers are engaging in the content. This includes purchase connected activities such as click-through and unacquisition connected activities including likes and shares.

assist reinforce call-to-actions and this helps in managing campaign budgets carefully.

**Social Media Engagement:**

Following KPIs need to be traced on a continuous basis:

- *Likes per post:* Require to combine likes on every social media framework and dissect it by the total posts on the independent program.
- *Shares/post:* It is an indicator of the avg. number of times posts are shared over a given time.
- *Comments/post:* It is a measure of how much of a community your brand is accumulating on social media.
- *Clicks per post:* It gauge link click-throughs from social media posts given a time period. It is calculated by combining the numbers of clicks by social media posts over a particular time and then dividing it by the numbers

of produced social media posts in the same period.

**3. Conversion Metric:**

In the previous stage, consumer's visits to online site. Now efforts must to be taken to turn them from a visitor to a give payment to consumer.

**Shopping cart abandonment rate:**

Abandonments are requiring calculating website behaviors. Shopping cart abandonment is a gauge of total of customers adds somewhat to own cart but do not make a purchase. This measure is significant to watch if it has technological issues in the site or cart procedure prior it get to the checkout process.

**Checkout abandonment:**

Checkout abandonment gauge number of customers leaves site without making a purchase but after they begin the checkout process. It helps to monitor whether process is the root cause of abandonments or if the problem is something else entirely. **Average order value (AOV):**

AOV defined as avg. price which people are giving for the products in cart while checking out. AOV can be enhanced by giving add-ons, loyalty programs or arrangements such as price, item quality, etc.

**Sales conversion rates**

Rates is determined by the sum of sales cut up by the all numbers of sessions to company store. It assists in

**Refund and return rate:**

It uses returns and refunds as source to increase organization profit. Organization need to identify whether refund rate is impaled on a particular segment.

**Ecommerce churn rate:**

deciding how much traffic is required to result in target sales.

Following are methods to anatomize conversion rate metric:

- *Set conversion rate by channel:* e.g. Ad Words, S. E. O., Facebook, and many
- *Set conversion rate by category of items:*
- *Set conversion rate by campaign:* eg., if people are in work with associated or influencing people aim to enhance sales conversion rates in company's campaigns.

**4. Retention metrics:**

A present customer accession is high costly compared to customer retaining. A good consumer service, loyalty schemes, repeats buy deals, and investment to make customer satisfied helps to keep the customers.

**Customer Retention Rate:**

Retention rate is summated as the % of customers that organization maintains as customers in a specific time. The greater is the count; the well organization is performing in providing service to customers.

**Customer lifetime value (CLV):**

It is sum of amount organization receives from consumers over the length of its relationship with organization.

**Repeat customer rate:**

It is the % of those consumers has made various buys.

Churn rate assists to trace the change of consumers. It calculates the sum of users leaved in a given period of time.

**5. Advocacy Metric:**

At retention stage company already acquires and retains its

consumers. These consumers are profitable customers and so shall be treated nice.

**Net promoter score:**

Organization shall evaluate how likely current consumers refer items to others. On the basis of its evaluation, consumers are divided into three categories - attacker, passives and promoters. The more promoters' organization has the better profitable it is. NPS evaluates from product quality to customer service quality, from the consumer exposure to the quality of employment exposure given to employees.

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**Conclusion:**

To run victorious e-commerce system it demands company's observation in various methods like creating website to developing brand, to building product, to providing high quality consumer service. Consciousness with the e-commerce metrics as well KPI's touch on provided may assist to recognize how good company's doing these processes and keeping eye on those segments where organization may better manage methodologies and ways to enhance website performance.