functionize

Proactive website monitoring for **enterprise eCommerce** applications with **Rave**

- Raise conversion rates
- Prevent abandoned carts
- Avert lost revenue
- fully automated proactive alerts before problems hit your customers

Revenue Assurance Validation for E-commerce (RAVE)

RAVE uses deep learning and AI to globally scan your eCommerce website for issues multiple times a day across all categories, products, variations, geographies, languages and currencies. Ensure your customers have a flawless shopping and checkout experience to drive maximum revenue.

Pricing & Inventory

Pricing, inventory, and product accuracy discrepancies.

User Experience

User experience, page accessibility, and conversion rate blockers.

Localization

Language and currency disparities per serviceable geographic regions.

Our deep learning and AI driven testing platform is of great value to complex e-com sites. Specifically sites with:

- A large volume of products that come in various permutations (color, size etc). In fact the larger and more complex the product set, the better.
- A globally deployed footprint that supports multiple languages and currencies.
- Continually changing inventories

What we do

We use our AI platform to scan thousands and thousands of product pages across multiple languages and currencies in a matter of hours to find issues on the site that were not caught in pre-production. The idea is for us to find them first so they can be fixed before customers find them live on the site.

The data we find includes *but is not limited to* things like:

- Missing images
- Broken links
- 404 page not found errors
- Items flagged erroneously out of stock
- Broken check-out buttons

What we found on the large eCommerce site

The site is a globally deployed site from a tier one company that from every measure was a high quality site.

Here are a few of our findings

OVER 500 PRODUCT LISTING PAGES WERE TESTED

- 25% had at least one missing product image (total missing images = 128)
- 18% products opened in a pop up window instead of the same window, which is default behavior (total issues = 90)

missing image

pop up
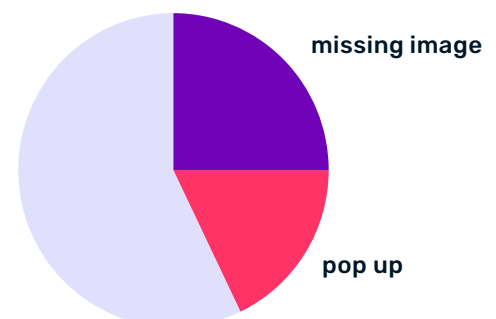
OVER 3,900 PRODUCT DISPLAY PAGES WERE TESTED

- 60% of PDPs had at least one product configuration that was available on the page but listed as out of stock (total issues = 2,357)

- 42% of PDPs had at least one product configuration that was available on the page but had no checkout button found (total issues =1,676)
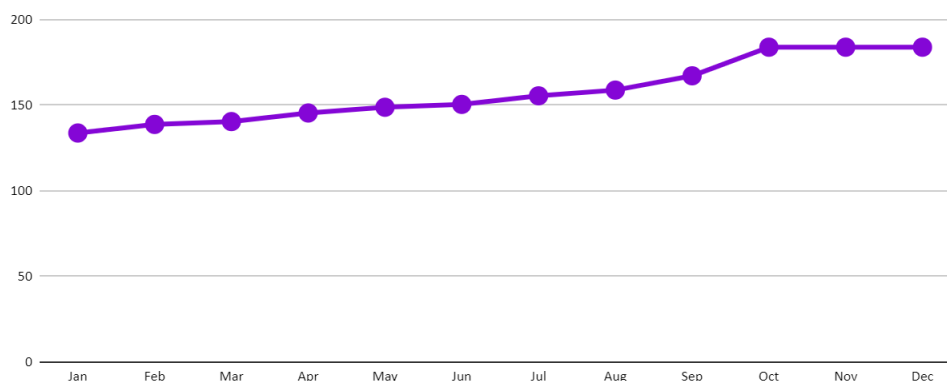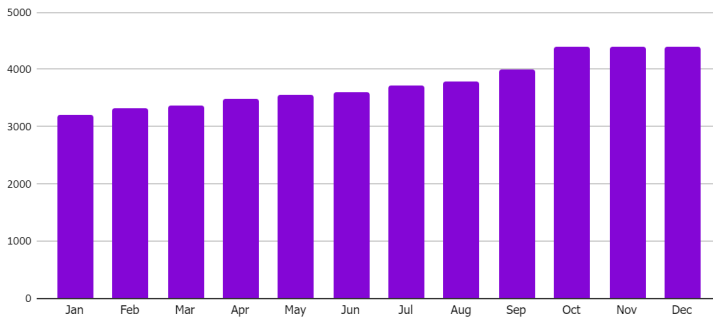
out of stock

no CTA
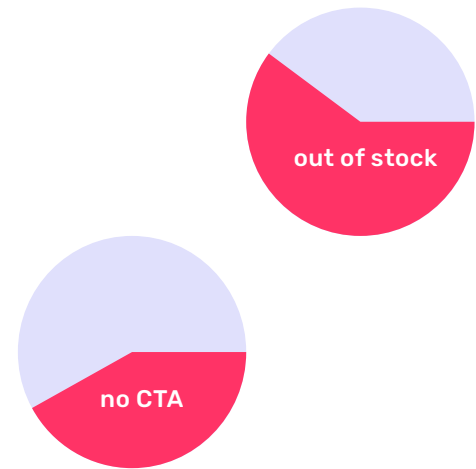
What will happen after we start testing

Monthly findings

| Ratchet	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Average Scan Time in Minutes	134	139	140	145	149	150	155	159	167	184	184	184
Pages Scanned	3200	3320	3360	3480	3560	3600	3720	3800	4000	4400	4400	4400
Total Products Scanned	6400	6640	6720	6960	7120	7200	7440	7600	8000	8800	8800	8800
Percent of Products with Broken Checkout Buttons	17.5%	32.5%	31.3%	28.8%	33.0%	31.3%	28.8%	33.0%	30.0%	20.0%	17.5%	18.8%
% Missing Imagine per Product	3.2%	3.2%	3.2%	3.0%	3.0%	3.0%	2.5%	2.1%	1.8%	1.0%	0.9%	0.8%
% Out of Stock per Product	3.3%	3.2%	3.1%	3.0%	3.0%	3.0%	2.5%	2.2%	1.8%	1.1%	0.9%	0.8%
% 404 Page Not Found per Page	0.73%	0.70%	0.71%	0.68%	0.68%	0.68%	0.56%	0.47%	0.42%	0.23%	0.22%	0.17%

Average Scan Time in Minutes
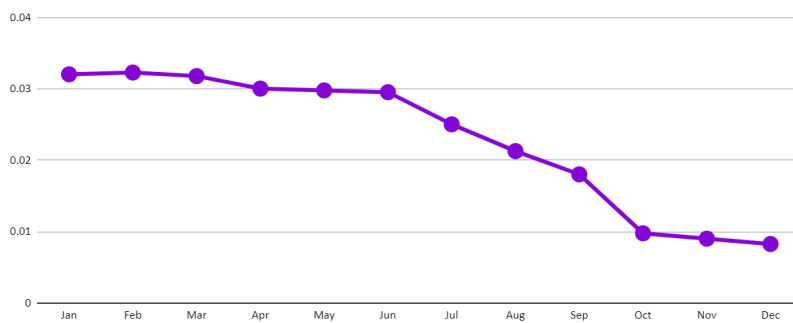
Pages Scanned
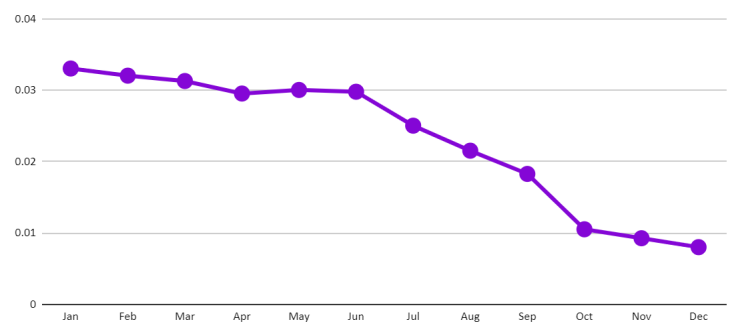

Total Products Scanned
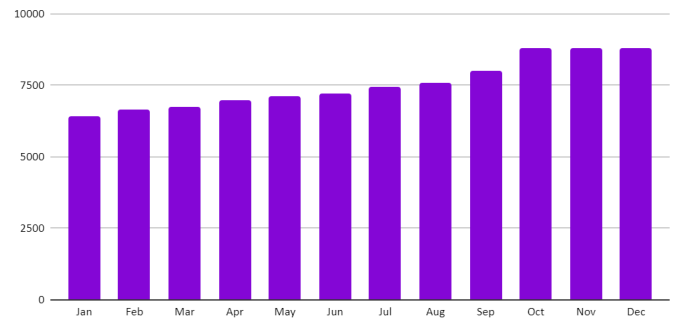
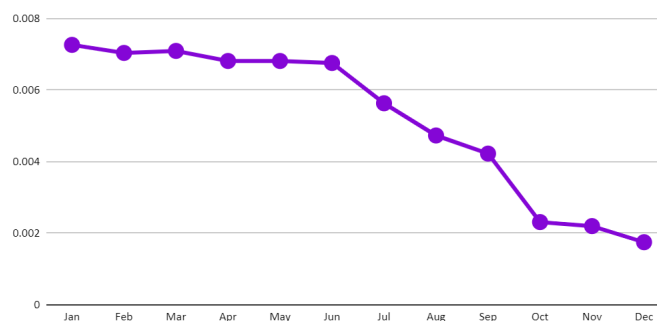## % 404 Page Not Found per Page
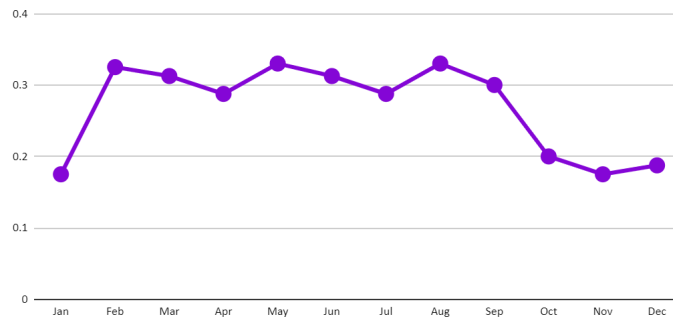
% Missing Imagine per Product

% Erroneously Out of Stock per Product

% 404 Page Not Found per Page

What we can help answer:

We are hoping to speak live to discuss a number of questions we have. Examples of the type of learnings we hope for include:

1 How often do you drive someone to your site and then "zero out" because they uncovered a site error?

2 What percent of the clicks I paid for land on a broken link and bounce?

3 Hopw many of these errors exist on your site at each stage of conversion rates? Landing page, product detail page, check out?

4 How are these issues impacted your conversion rates?

5 How much money are these undetected errors costing you?