Get deeper insights with Enhanced Ecommerce

Make smarter online retail decisions

As online commerce evolves, retailers are looking for more ways to help shoppers become buyers. Enhanced Ecommerce in Google Analytics provides insight into on-site behavior, helping retailers make smarter decisions. Its analysis capabilities help you optimize the evolution of retail.

Using Enhanced Ecommerce, you can see how far shoppers get in the shopping funnel, and where they drop off. Understand which products are viewed most, which get left in carts, and which lead to conversions. You can also upload product metadata to analyze sales performance across multiple dimensions, and create user segments to see how consumers interact with your products.

Improve the end-to-end experience

When it comes to online conversion rates, even small improvements can make a big difference. Enhanced Ecommerce insights help you make choices that improve your site performance and customer experience.

Enhanced Ecommerce gives you insights into metrics including product page views, products added and removed from shopping carts, and transactions that have been initiated, abandoned, or completed.

Analytics
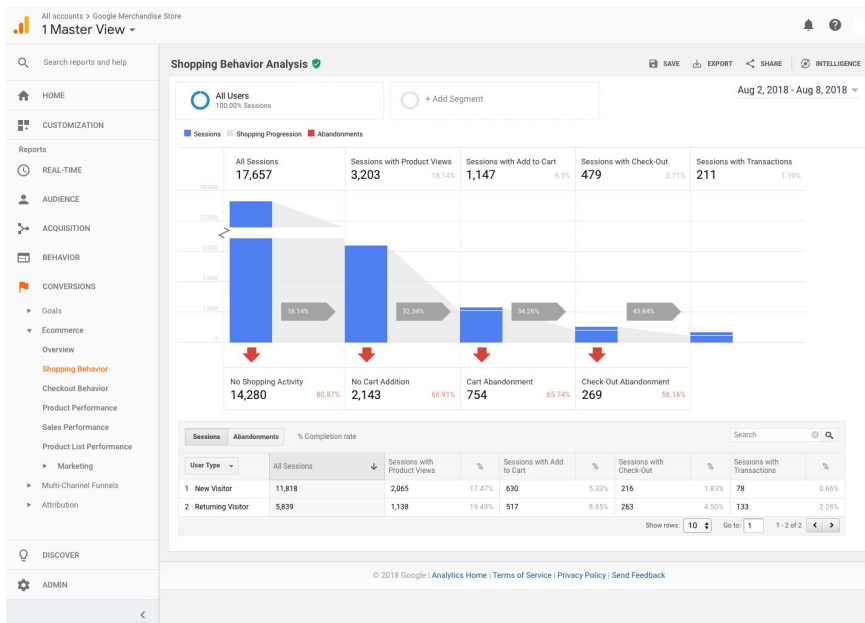
Create product lists and landing pages to see which ones deliver the best customer engagement. Analyze how internal promotions impact sales — and act immediately on the results. Then use refund support to improve the entire shopping lifecycle. Import user segments based on e-commerce activity and reach the right customers with remarketing campaigns.

See farther, faster

By creating audience segments directly from funnel reports, Enhanced Ecommerce can reveal insights into abandoned cart sessions, which products were abandoned, and how best to recover those users. Better information allows you to take immediate action to support your bottom line, and Analytics insights help you improve the total e-commerce experience and turn more shoppers into buyers.

Learn more at g.co/analytics

" Enhanced Ecommerce will help us to overcome many challenges. As an example, I'm looking at a report that indicates a 74.4% checkout abandonment rate. That insight is shockingly simple: over 7 out of 10 people that add something to the cart and start to checkout don't complete it! This is the kind of data that can drive change more readily than simple conversion rates for ecommerce orders."

– Caleb Whitmore, CEO, Analytics Pros

Google