

Why 98% of your website visitors don't buy from you

And what you can do about it



It's Easy To Start Selling Online

An aerial photograph of a densely packed urban area, likely a slum or a highly developed city center. The image shows a vast number of small, multi-story buildings with flat roofs, many of which are covered with red tiles. The buildings are tightly packed together, with very little open space visible. The colors of the buildings are mostly muted, with some white, yellow, and grey, but there are some colorful accents, such as a green building in the center and a blue building in the lower right. A tall, thin tower or antenna is visible on the right side of the image. The overall impression is one of extreme density and overcrowding.

Overpopulation

An aerial photograph of a city skyline, likely Dubai, with several prominent skyscrapers rising from a thick layer of fog or low clouds. The Burj Khalifa is visible in the center background. The text "Big Players Dominate the Market" is overlaid in white, bold, sans-serif font across the middle of the image.

Big Players Dominate the Market

A photograph of a bakery display case filled with a wide variety of pastries and donuts. The pastries are arranged on white trays and are decorated with various toppings like cream, fruit, chocolate, and sprinkles. Some are on sticks. The display is behind a glass case, and the background is slightly blurred, showing more of the bakery interior.

Consumers Have Many Options

A magnifying glass with a dark handle and a silver-colored rim is positioned over a background of diagonal rainbow stripes. The lens of the magnifying glass is focused on the text, which appears slightly larger and clearer than the surrounding background. The stripes are in shades of red, orange, yellow, green, and blue, running from the top-left towards the bottom-right.

Consumers Have High Expectations

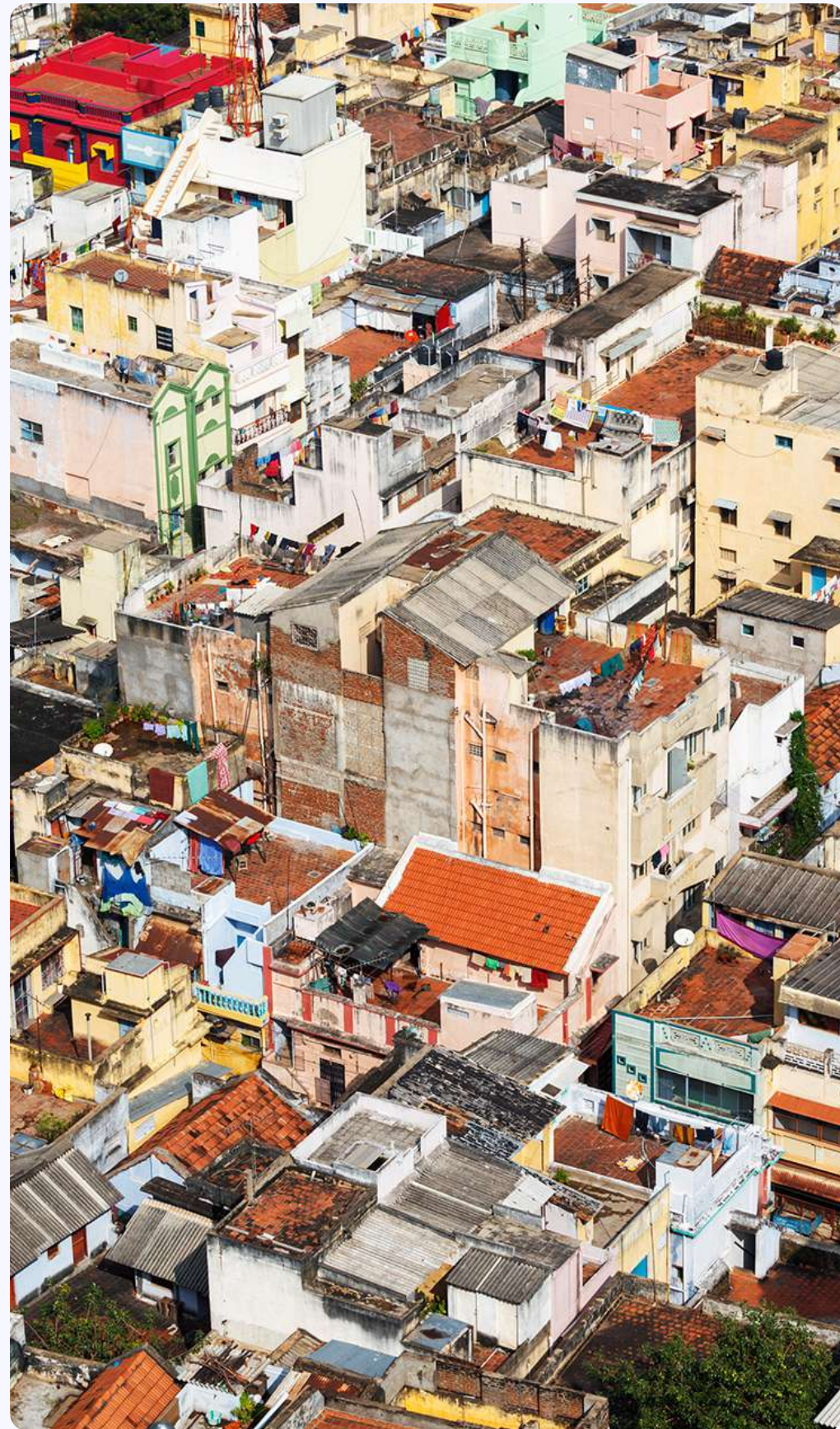
A top-down view of several light bulbs scattered on a dark, textured wooden surface. Most are standard incandescent bulbs with visible filaments. One compact fluorescent bulb (CFL) is positioned centrally, slightly to the left, and is the only one of its type. The text "Consumers Have Unique Needs" is overlaid in white, bold, sans-serif font across the middle of the image, partially obscuring the central CFL bulb.

Consumers Have Unique Needs



SMEs Face Unique Challenges

SMEs Have Unique Challenges



Overpopulation



Consumers with Many Options



High Expectations



Unique Needs

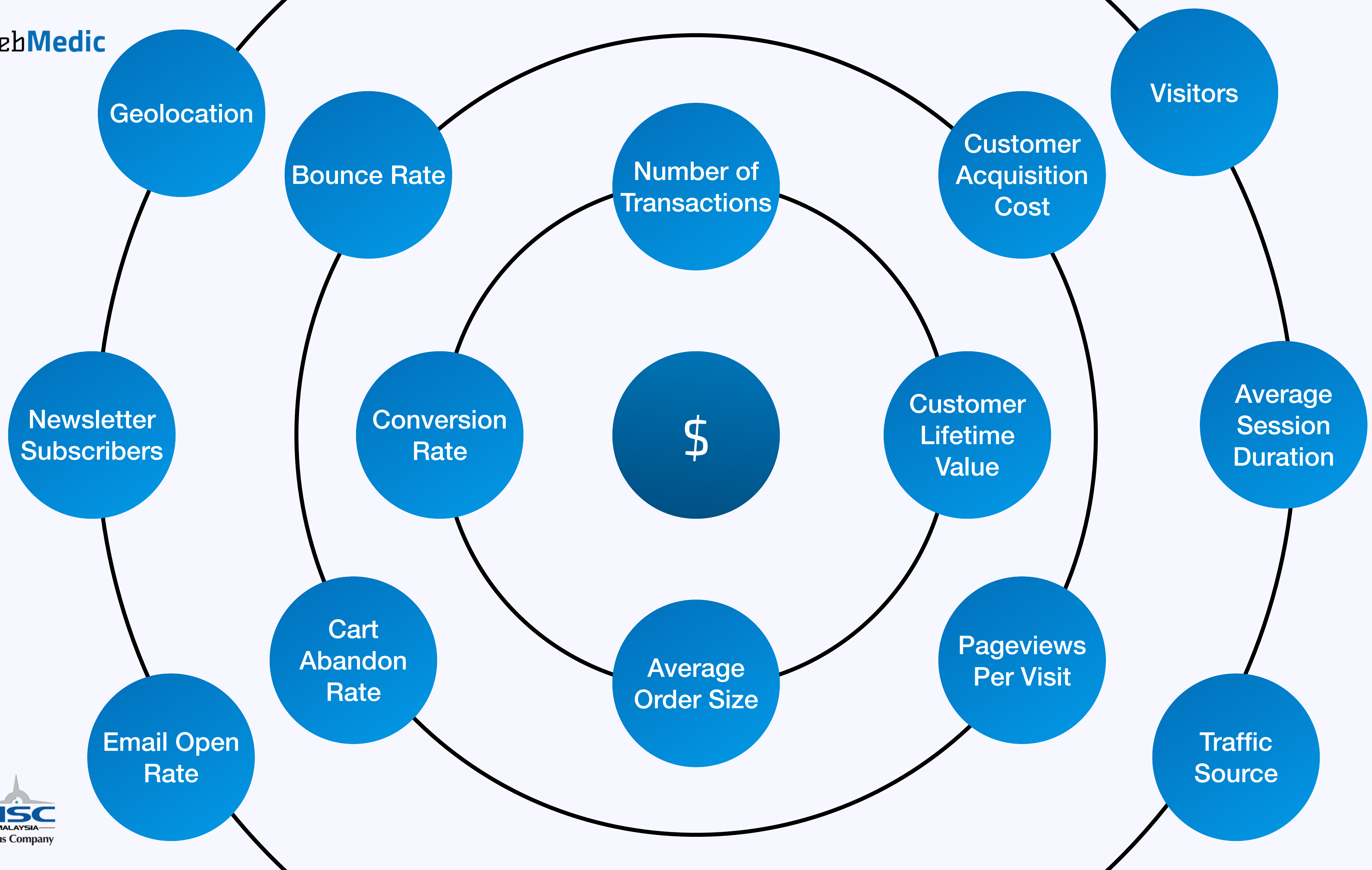
How can SMEs win online without huge budgets?





Most Online Business Only Measure The Bottomline

\$



The Online Business Formula

$$\text{Visitors} \times \text{Conversion Rate} \times \text{Customer Lifetime Value} = \text{Revenue}$$

The % of people that
become customers

The total amount of money
a customer spends
in your business

The Power of Improving Conversion and LTV

$$30,000 \times 1\% \times \text{RM } 500 = \text{RM } 150,000$$



$$30,000 \times 1.8\% \times \text{RM } 600 = \text{RM } 324,000$$

$$80,000 \times 1.8\% \times \text{RM } 600 = \text{RM } 864,000$$

Visitors x Conversion Rate x Customer Lifetime Value = Revenue

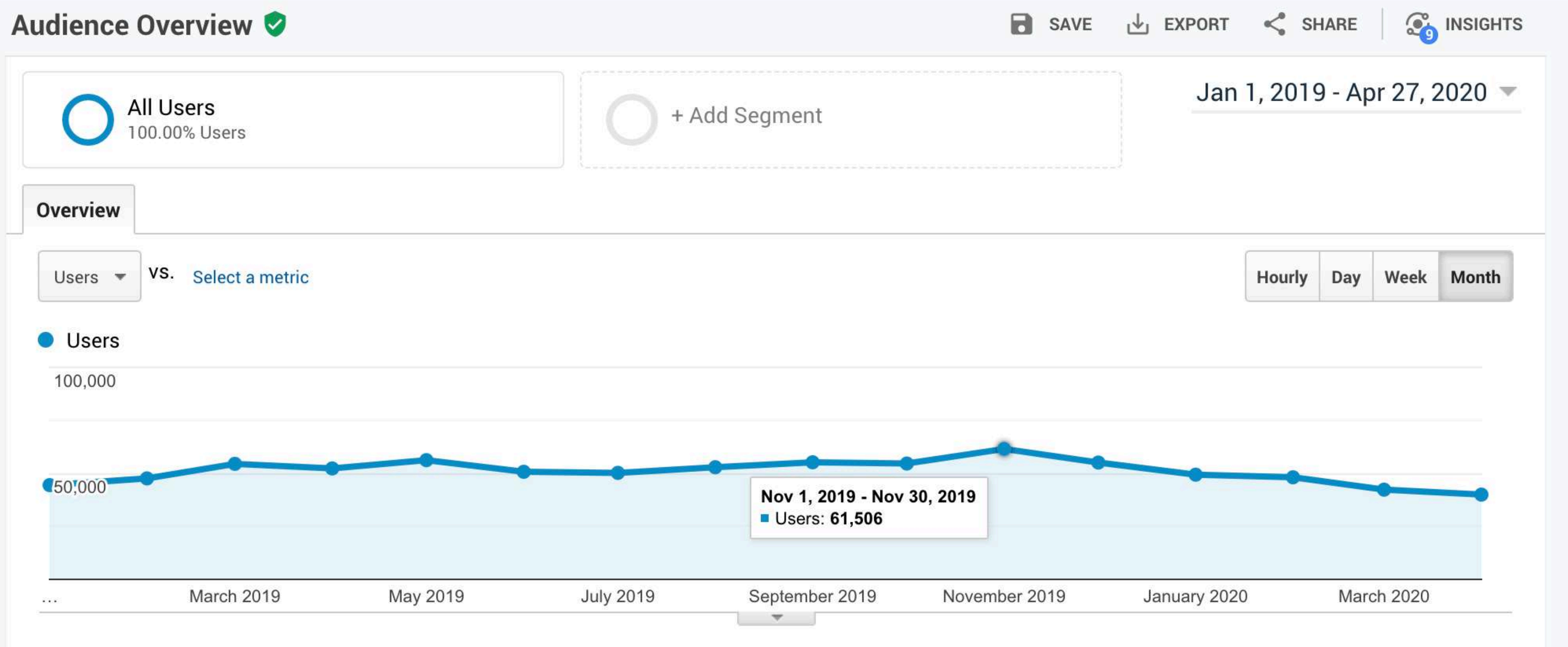


Visitors x Conversion Rate x Customer Lifetime Value
= Revenue

A group of seven diverse women are captured in a moment of joy, laughing and hugging each other in front of a plain, light grey wall. The women are dressed in a variety of styles, including casual jeans and jackets, traditional hijabs, and a formal maroon dress. Their expressions are genuine and happy, conveying a sense of community and shared experience. The text 'Visitors' and 'It's not just numbers' is overlaid in white, bold font across the center of the image.

Visitors
It's not just numbers

High level numbers don't help

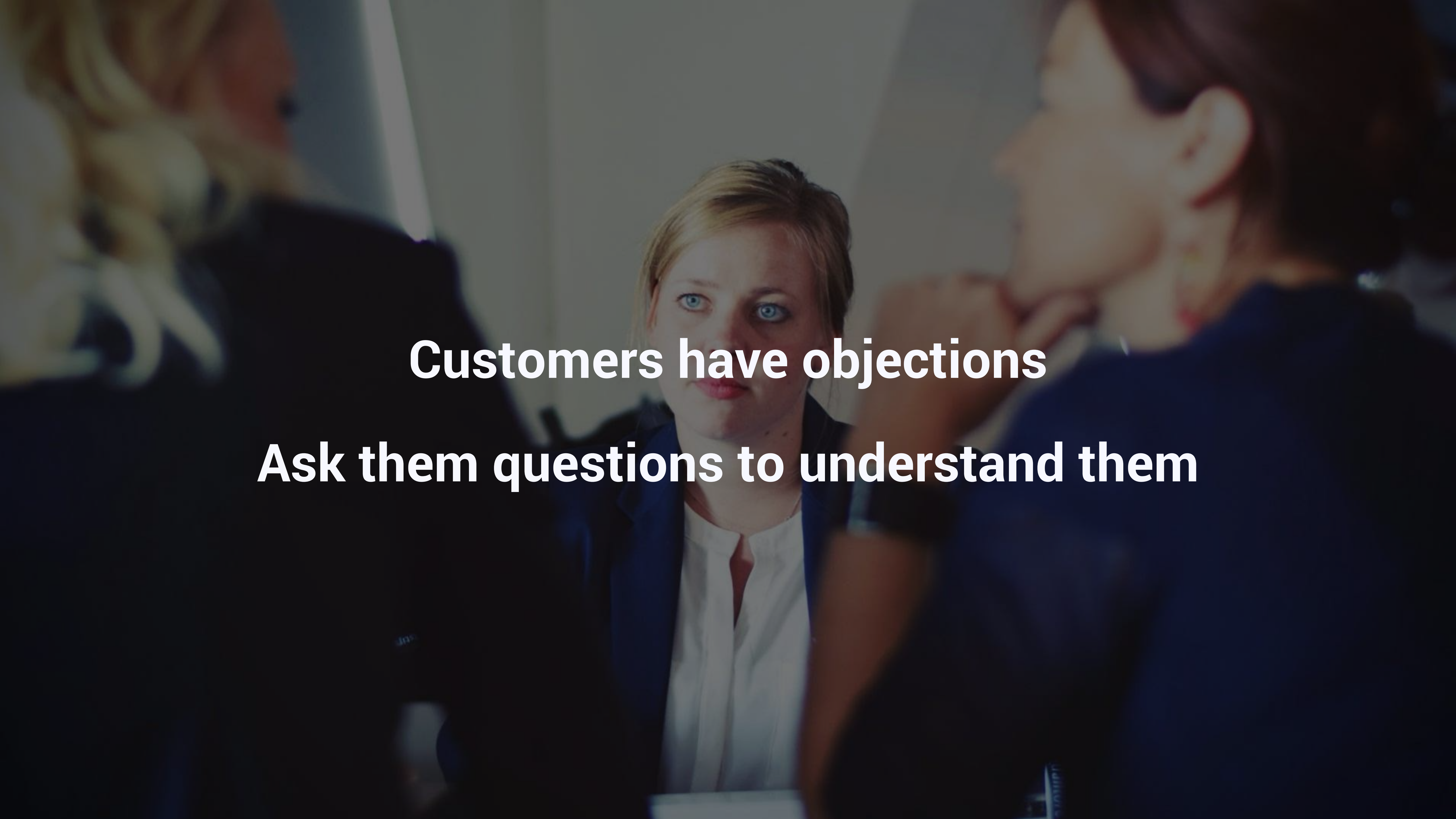


Google Analytics > Audience > Overview

Nobody...



Your visitors are people, but who are they and what do they like / don't like?

A woman with blonde hair, wearing a white shirt and a dark blue blazer, is looking directly at the camera with a thoughtful expression. In the background, two other people are visible but blurred: a woman with blonde hair on the left and a man with dark hair on the right, both appearing to be in a professional setting.

Customers have objections
Ask them questions to understand them

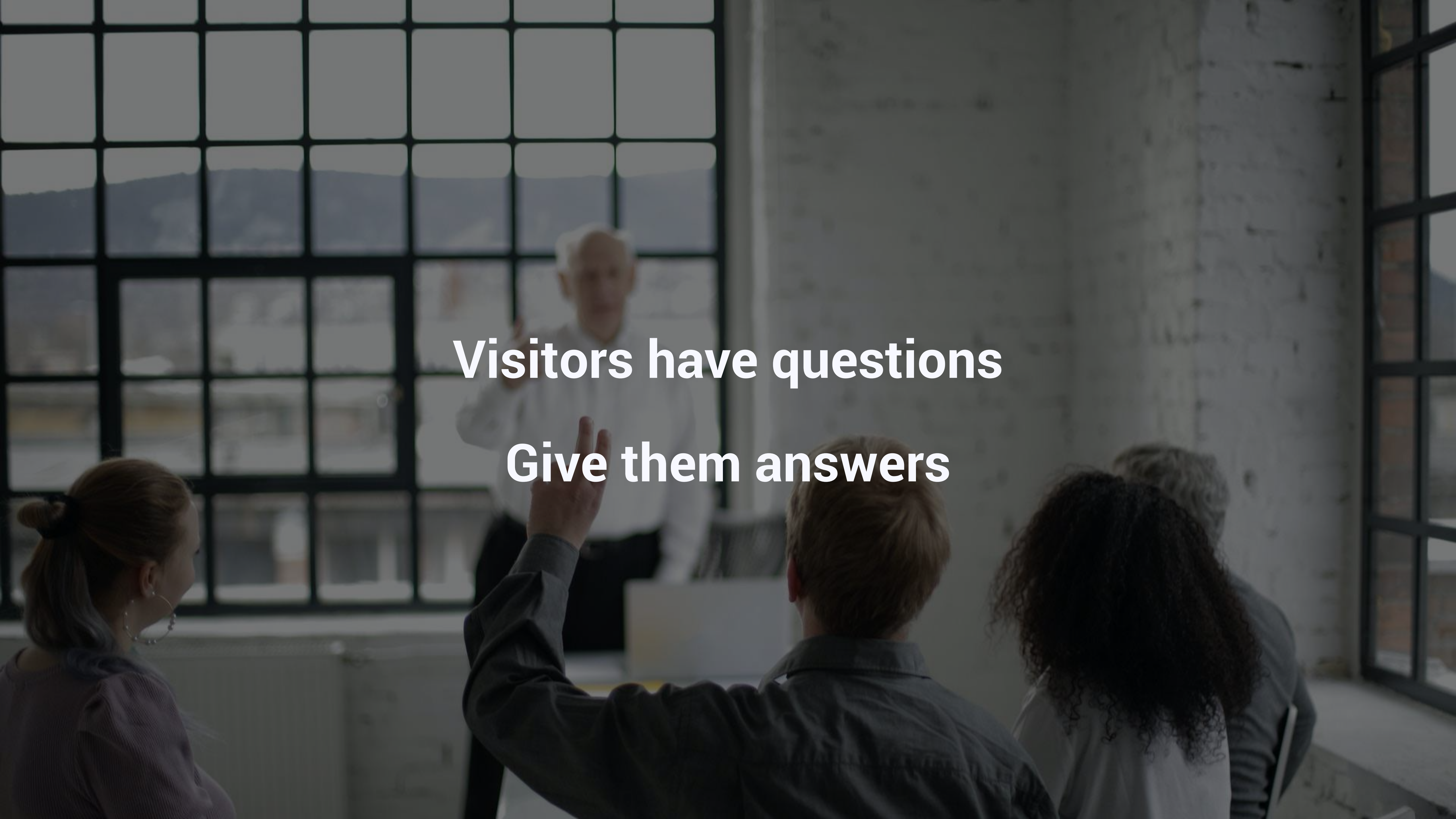
Ask Customers Why They Didn't Buy

If you did not make a purchase today, what stopped you?

- ☐ I don't believe the product will work.
- ☐ I don't understand the product.
- ☒ The product is too expensive.
- ☒ I'm just browsing.

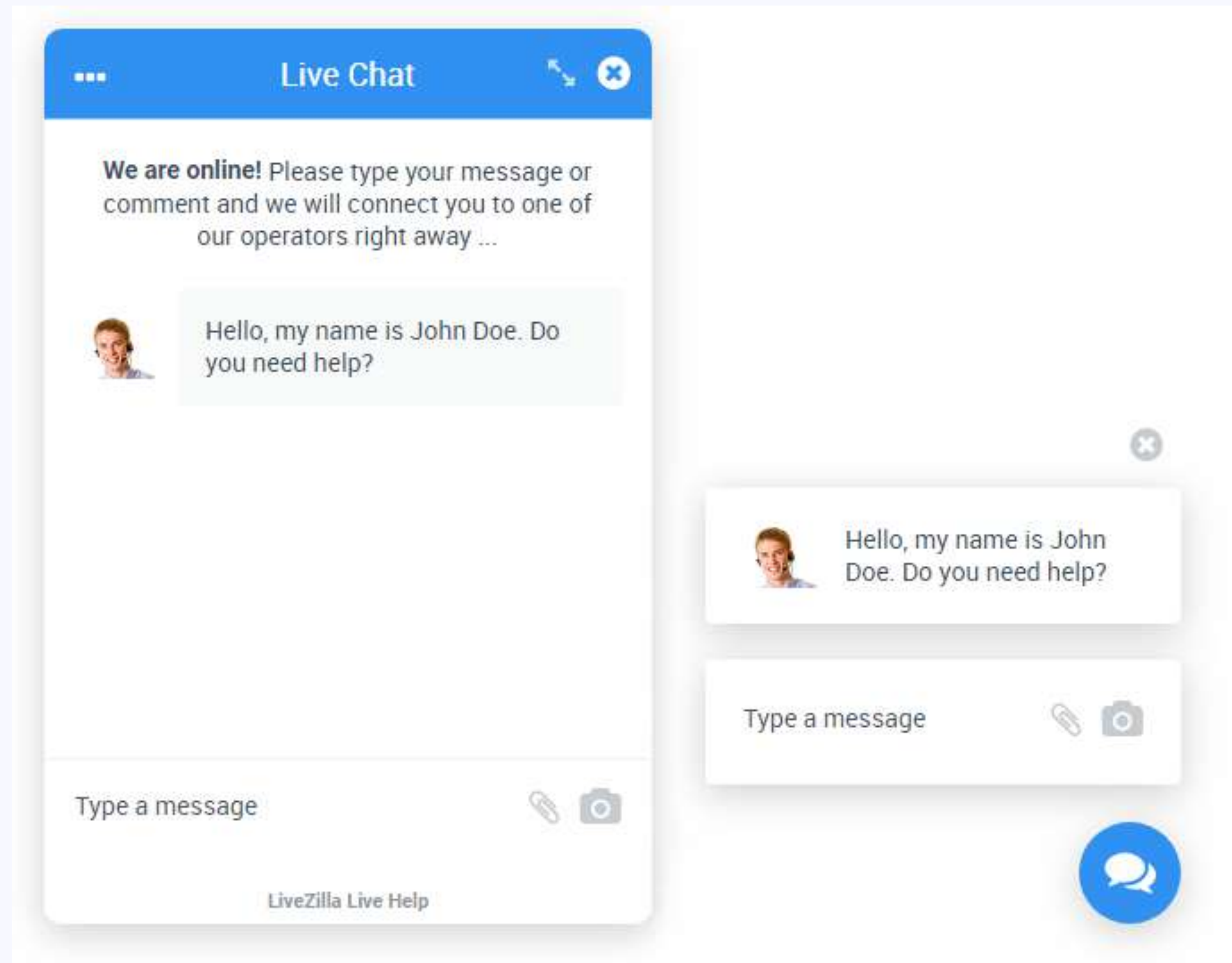
Not using [Hotjar](#) yet? [Send](#)

Surveys using hotjar.com — Free service

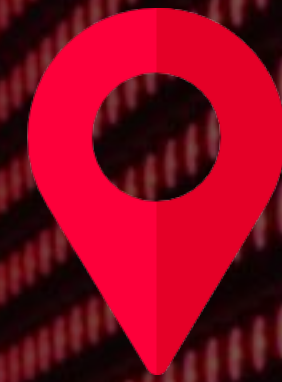
A man in a white shirt is standing and gesturing with his hands, addressing a group of people seated in the foreground. The audience includes a woman with red hair in a bun on the left and a man with his hand raised in the center. The setting is a modern office with large, multi-paned windows in the background showing a cityscape. The image has a dark, semi-transparent overlay.

Visitors have questions
Give them answers

Offer Livechat To Support Them Quickly



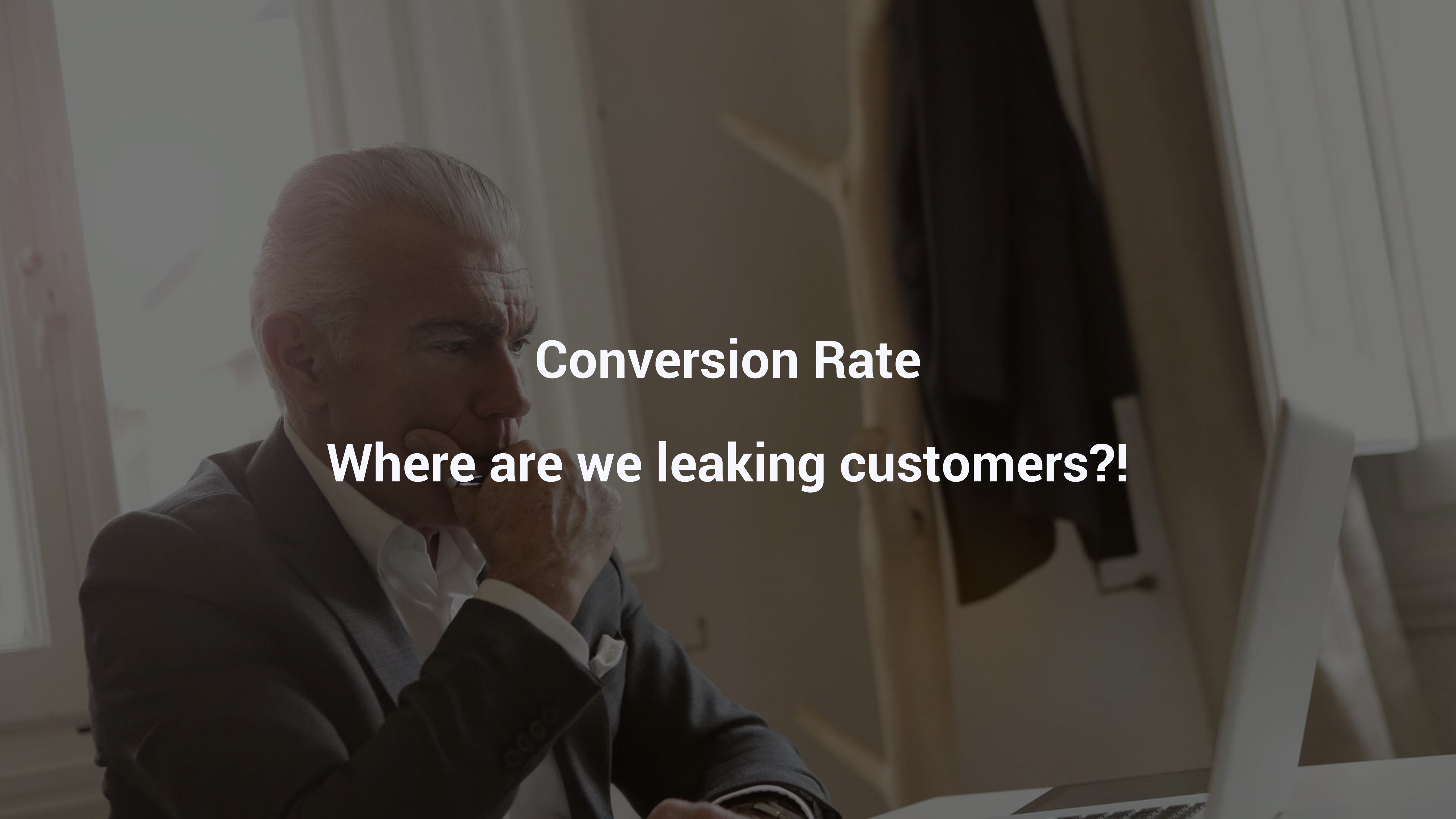
Live chat using drift.com — Free service



Visitors x Conversion Rate x Customer Lifetime Value

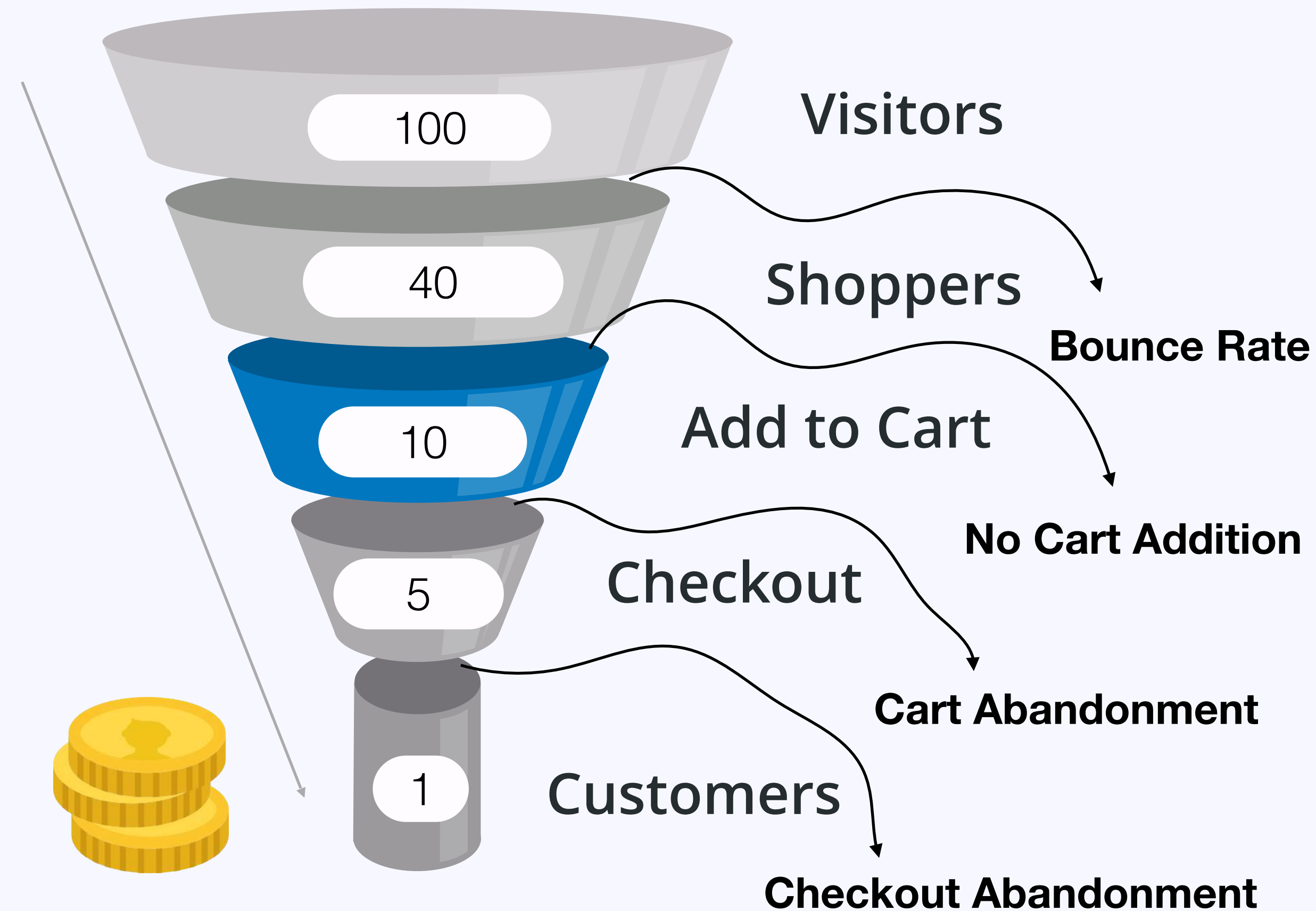


= Revenue

A man with grey hair, wearing a dark suit and white shirt, is sitting at a desk. He has his hand on his chin, looking thoughtful or concerned. He is looking at a computer monitor which is partially visible on the right. The background is slightly blurred, showing what appears to be a coat hanging on a rack. The overall tone is professional and contemplative.

Conversion Rate
Where are we leaking customers?!

The Online Business Funnel



1 out of 100 visitors become customers, that is 1% conversion rate

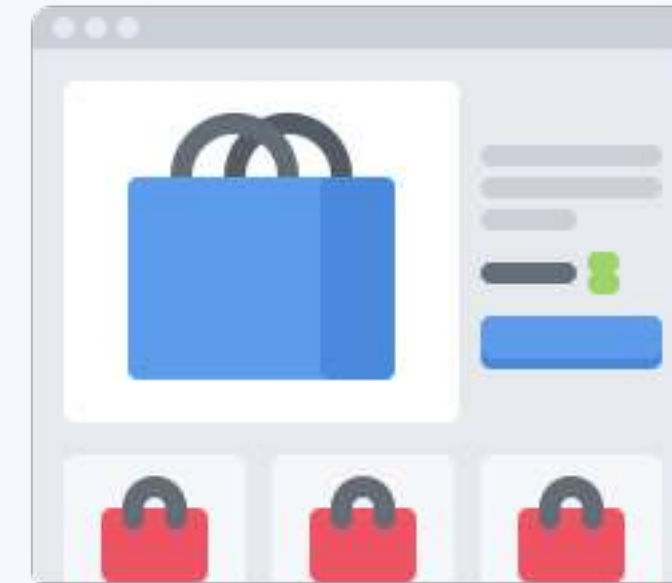
Key areas where we need to look for leaks



Channels



Landing Pages



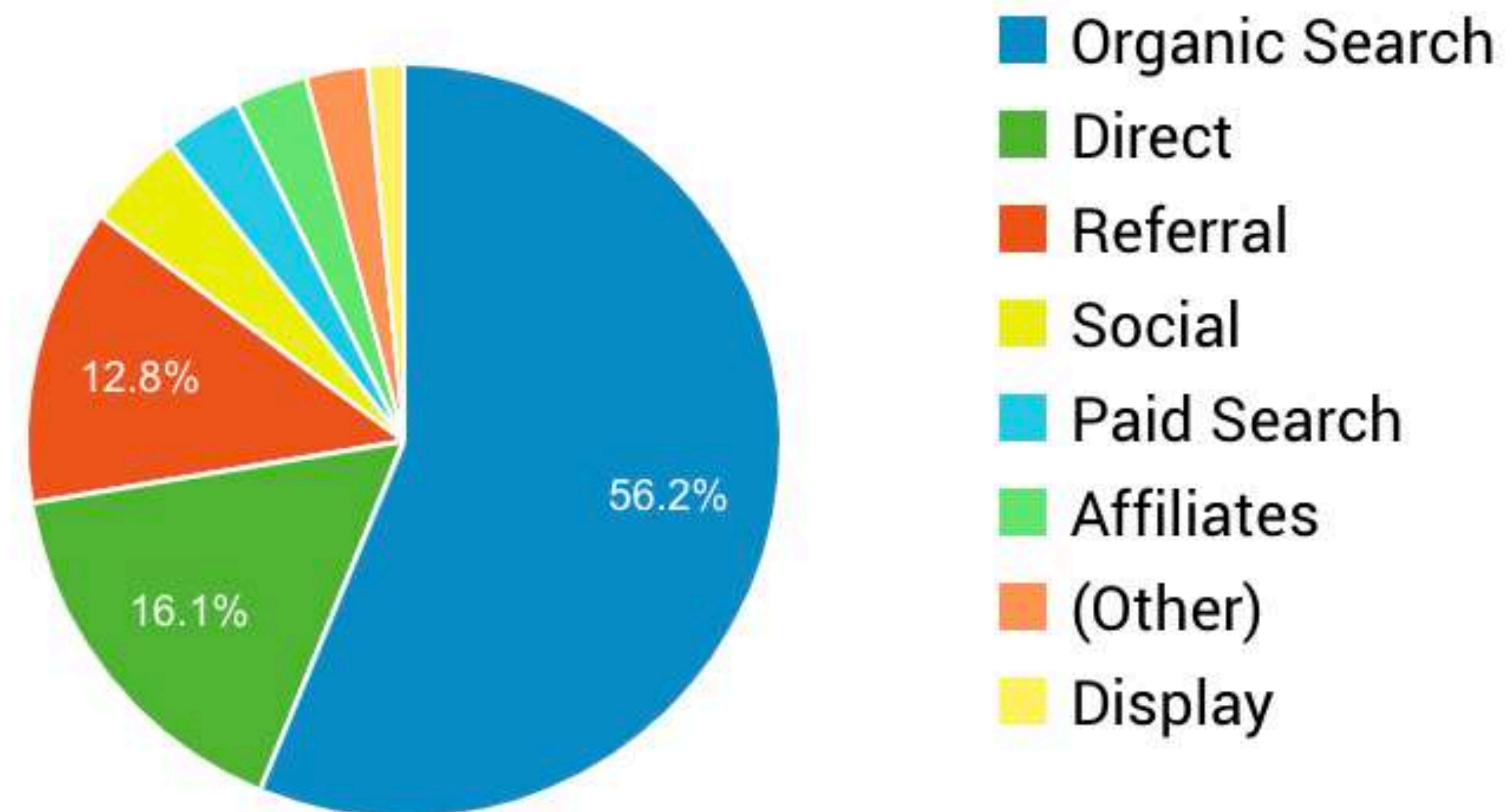
Product Pages



Checkout

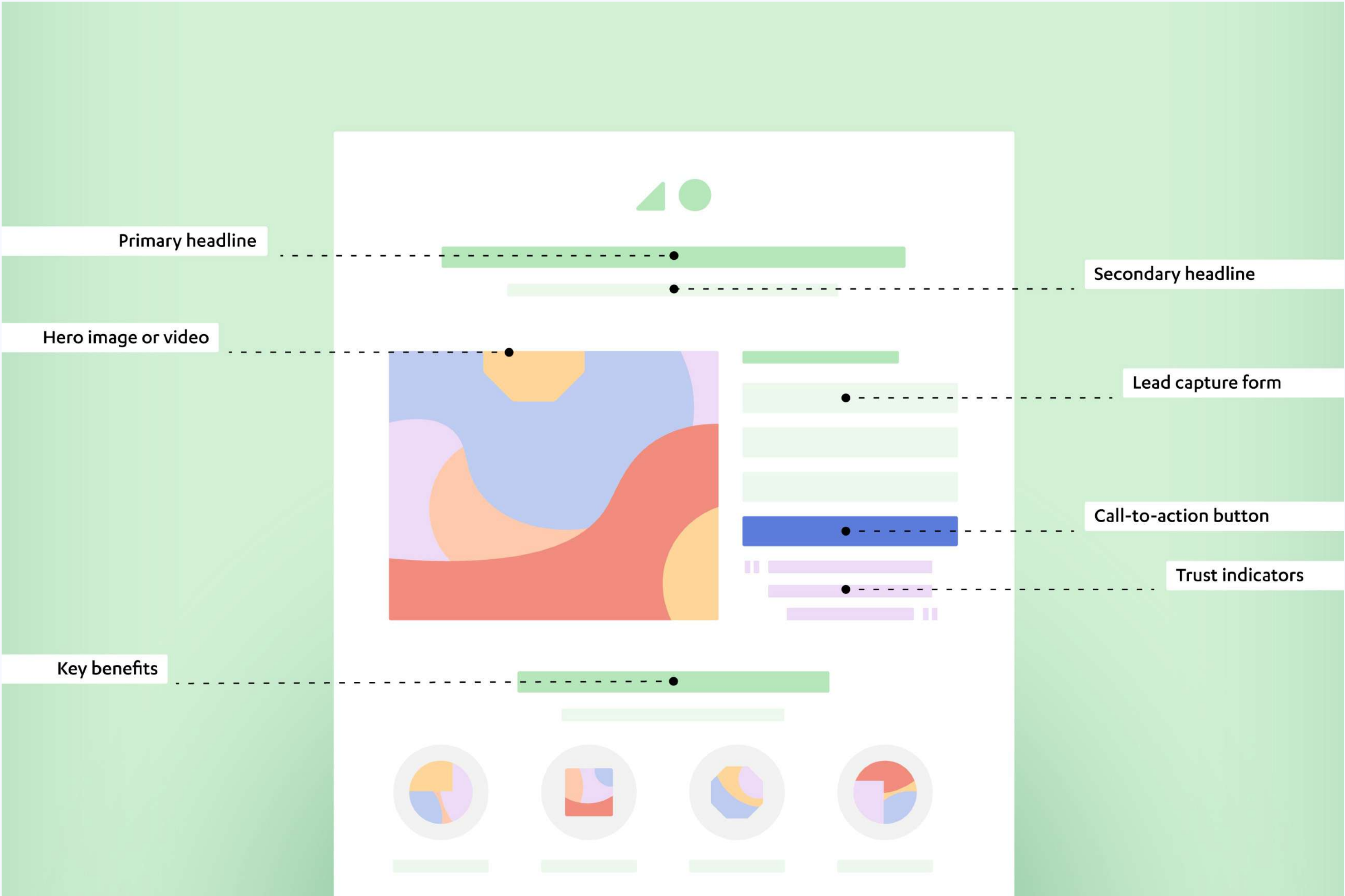
Channels

Top Channels

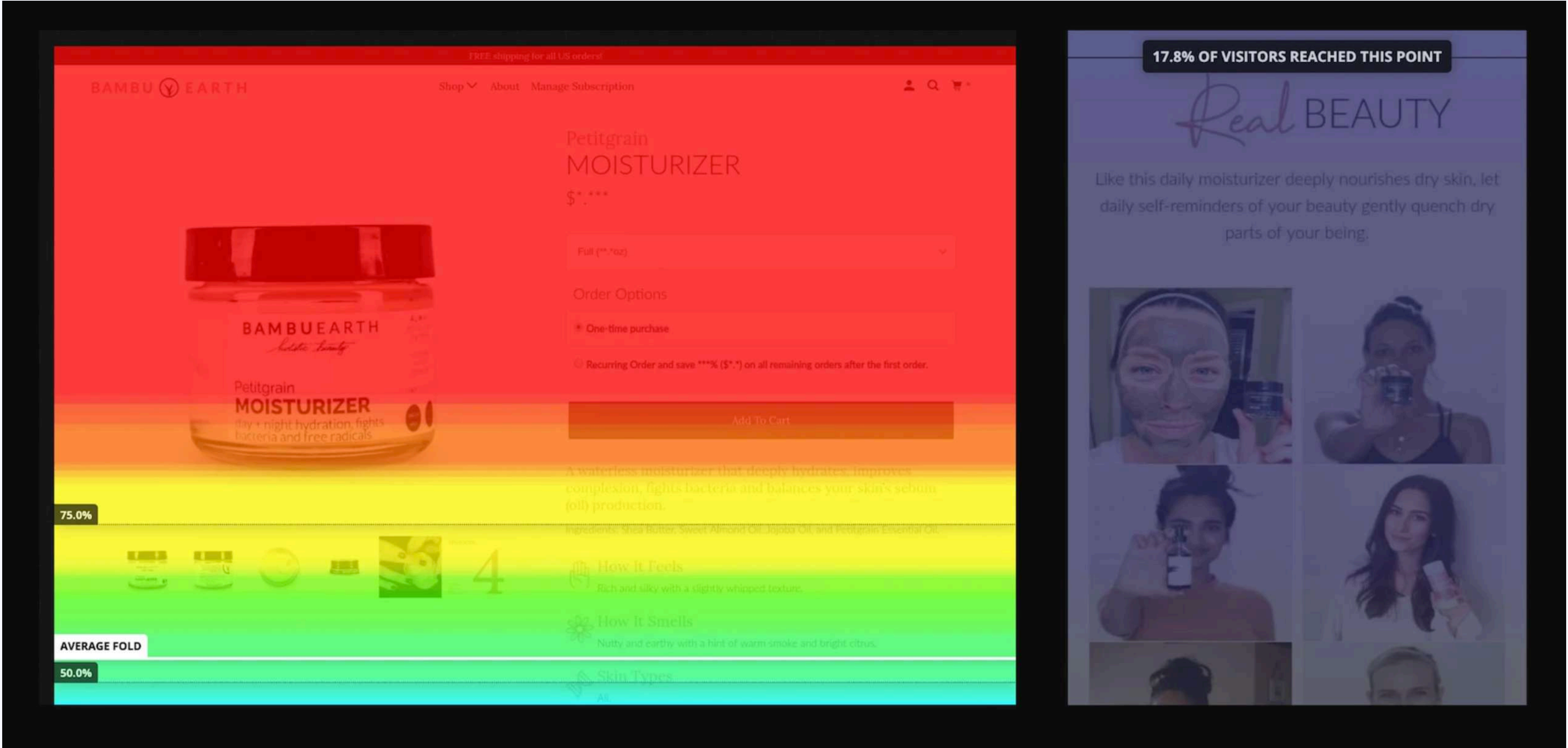


Google Analytics > Acquisition > All Traffic > Channels

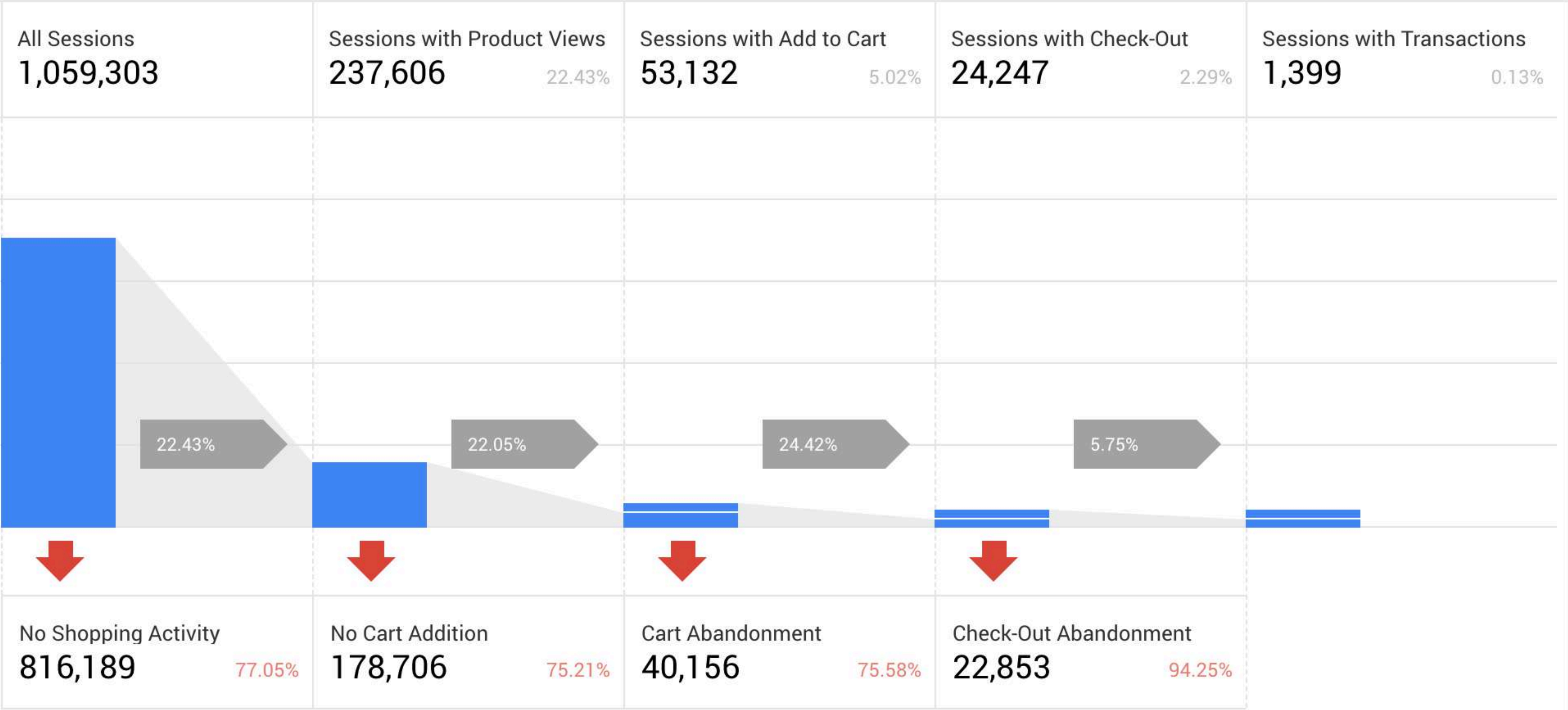
Landing Pages



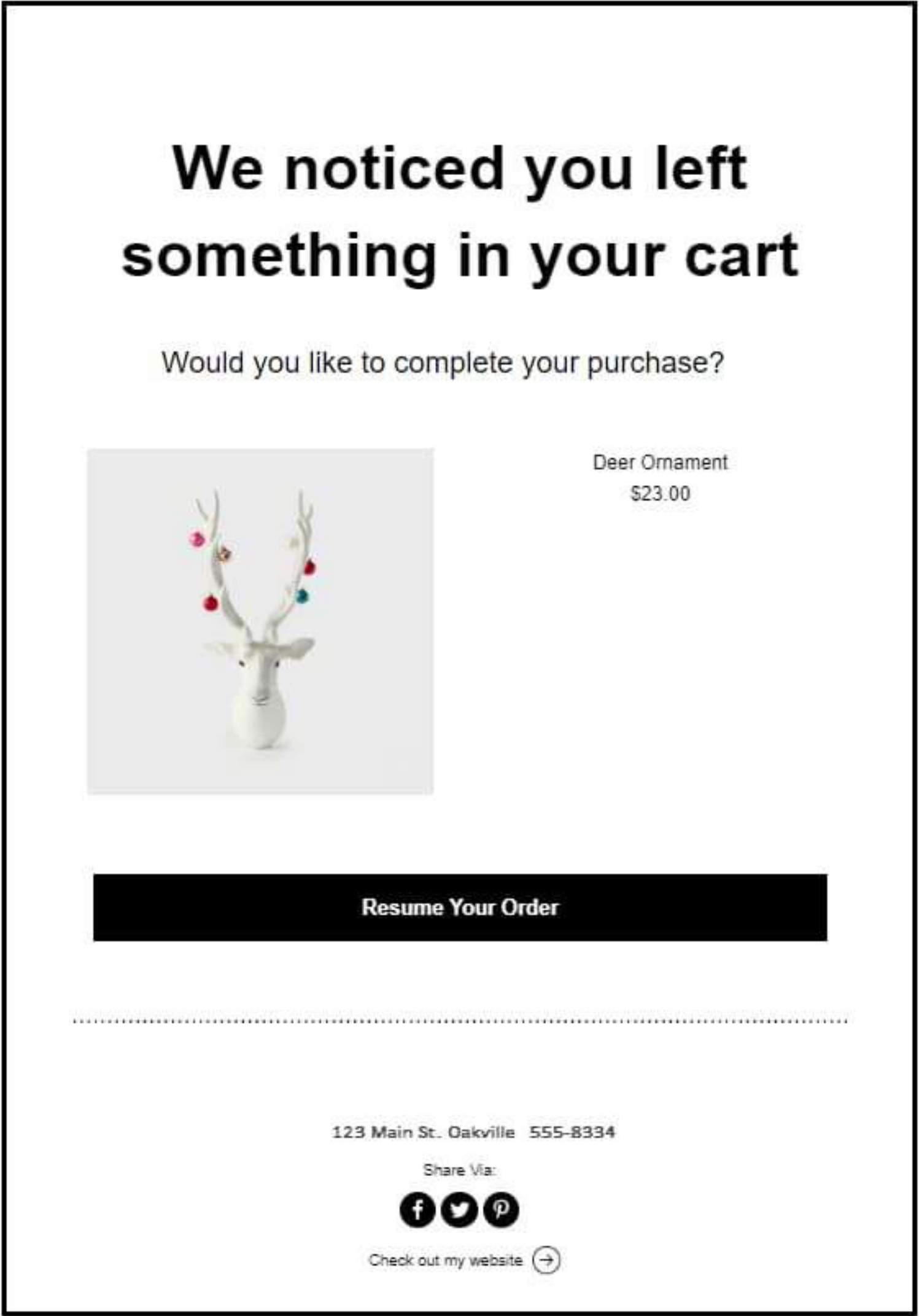
Product Pages



Checkout



Abandoned Cart Recovery via Email



Abandoned Cart Recovery via Remarketing





Visitors x Conversion Rate x Customer Lifetime Value



= Revenue

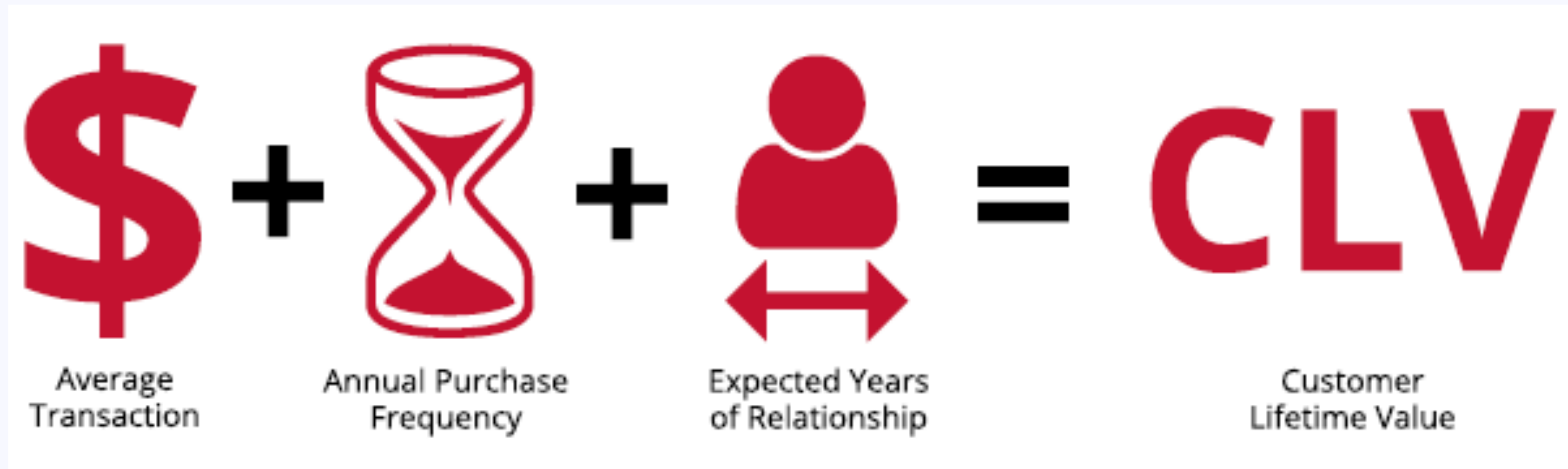
A woman with long dark hair is sitting on a brown couch in a living room. She is holding a yellow credit card in her right hand and looking at a laptop screen. The background shows a bookshelf with various items and a framed picture on the wall. The text is overlaid in the center of the image.

Customer Lifetime Value
Retention is better than acquisition

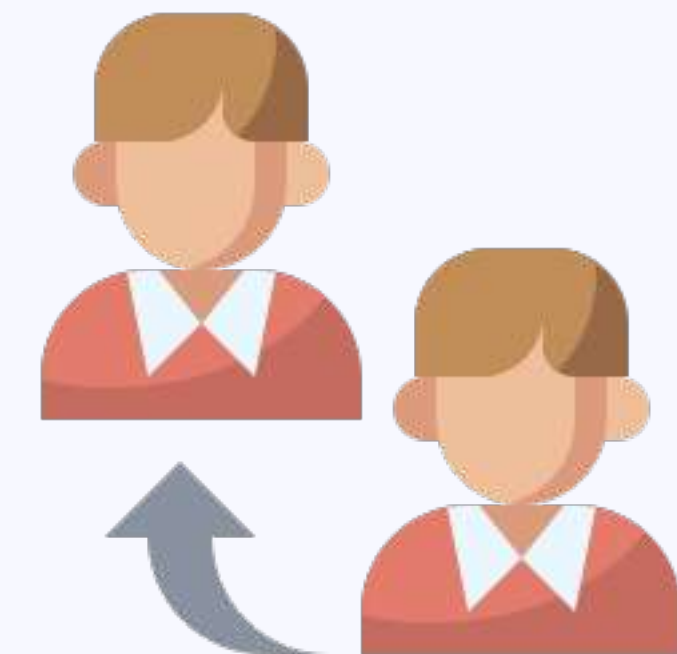
Lifetime?!



Based on what they buy, how often and what you can offer



Let's say you are an ecommerce store for babies



Most your customers buy only once

TOTAL PAYING CUSTOMERS

5,578



SINGLE ORDER CUSTOMERS

3,842

68.88% of total



TOTAL REPEAT CUSTOMERS

1,736

31.12% of total

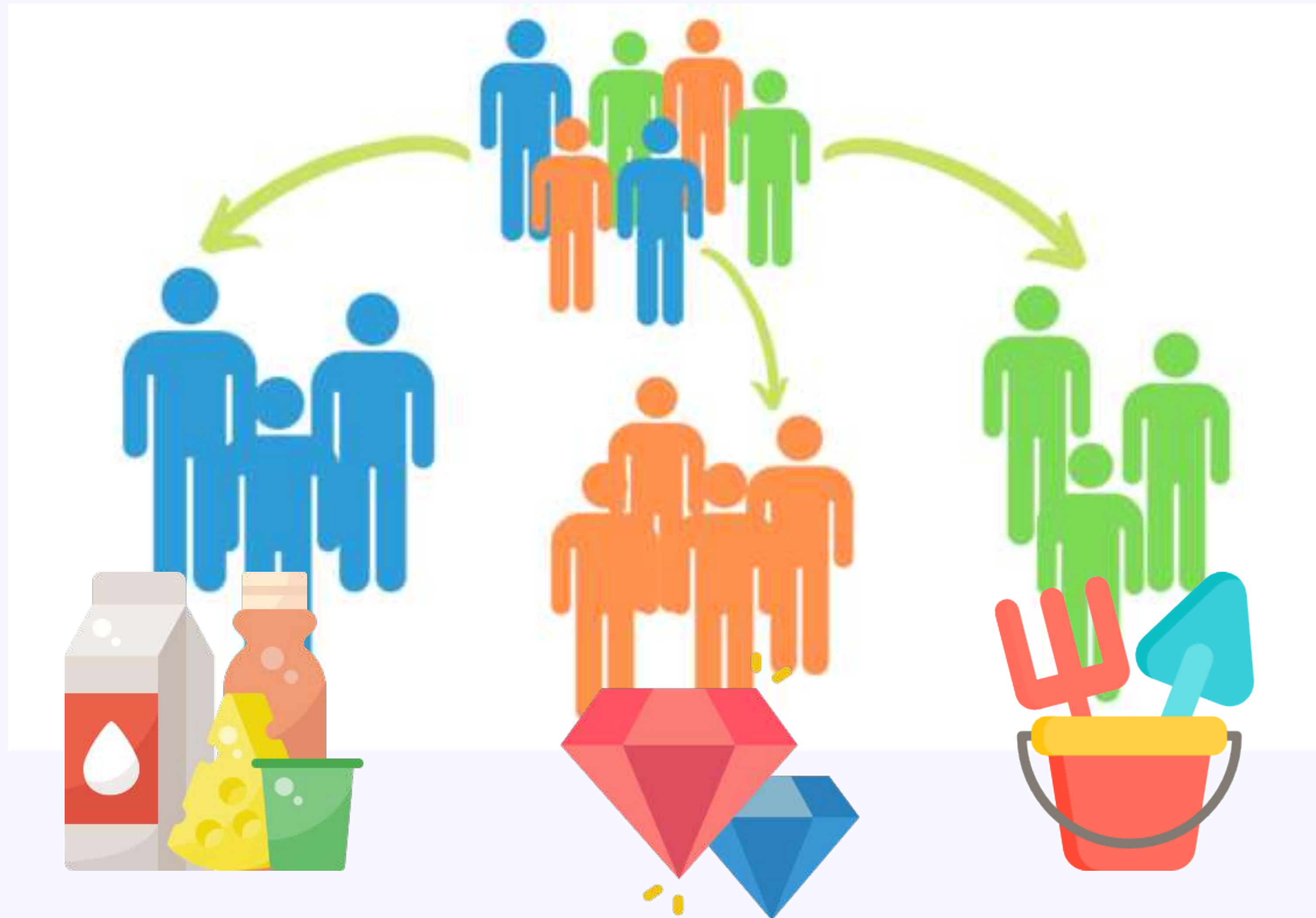


WebMedic.app — Customer Performance Analysis

Quickly email everyone!



Customer Segmentation



Better Lifetime Value = Exponential Growth

Customer Retention



Just 5% increase
in retention rates

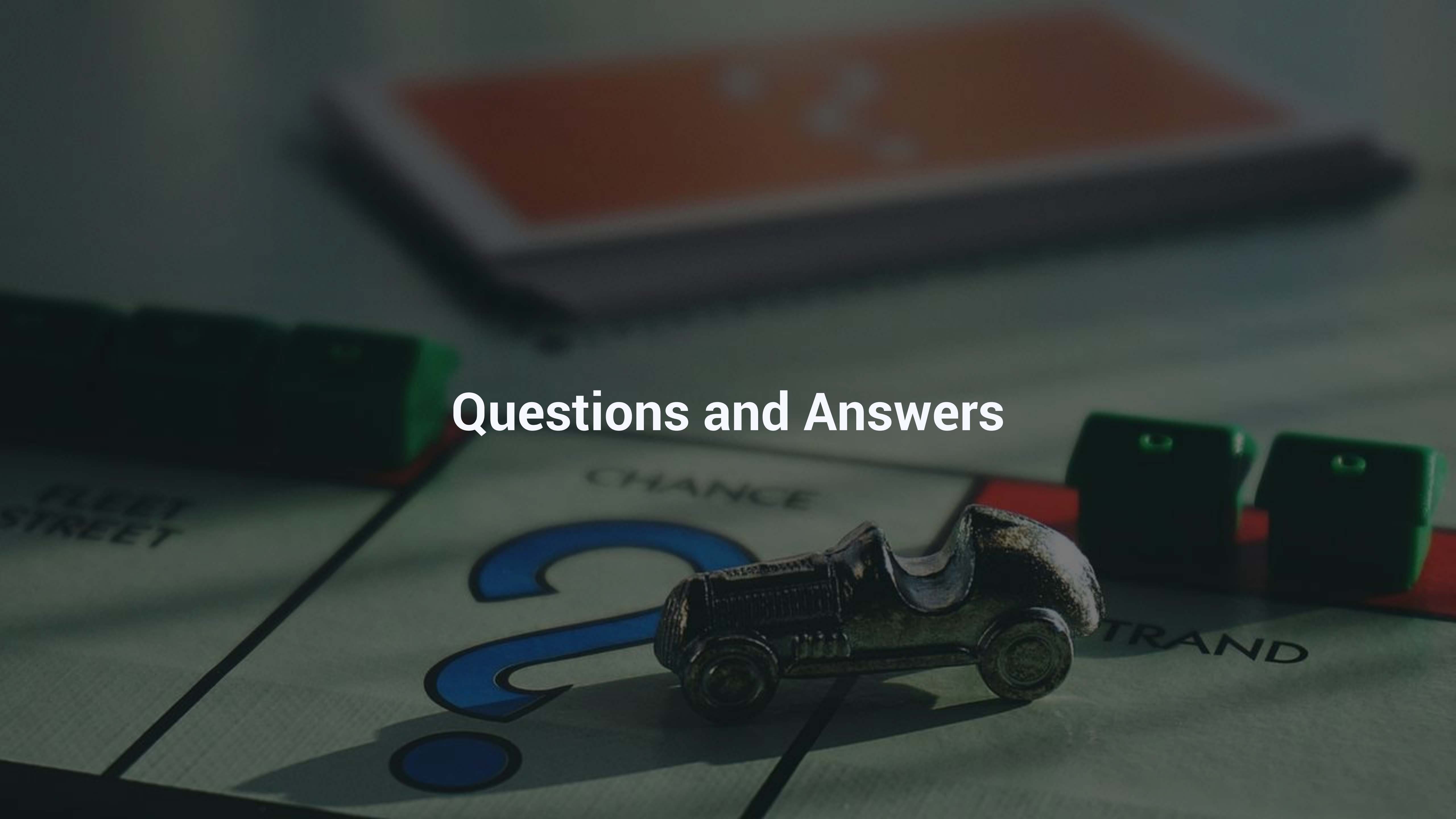
Generates

Up to 95%
increase in profits

Profit Growth



Questions and Answers



We help online businesses
increase sales by improving
on-site conversion rate

Stop Wasting Time and Money
Start Growing Online Today

<https://grow.webmedic.com>

Sign up here to get started