



# PLUS ZERO Data Consulting Service

## 1. ABOUT PLUS ZERO

Our Vision and Services

## 2. DATA STRUCTURE AND INTERNALIZATION

Structuring, Analysis, Training, and Visualization

## 3. DIGITAL BUSINESS OPTIMIZATION

Search Engine Optimization, Performance Ads Optimization, Conversion Rate Optimization



The background of the slide is a dark, blue-tinted photograph. It shows a person's hands using a laptop and a smartphone. The laptop is open, and the person's hands are visible on the keyboard. In the foreground, a hand is holding a smartphone, which is displaying a screen with some data or a map. The overall scene is dimly lit, with the primary light source being the screens of the devices.

**PLUS ZERO**

# 1. ABOUT PLUS ZERO

Our Vision and Services

# Who We Are

PLUS ZERO is an official partner of Google, Adobe and Salesforce, providing 'data-driven strategy establishment and revenue maximization services' to diverse countries both domestically and internationally.

## PLUS ZERO

Google Marketing Platform Partners

**PLUS ZERO**  
Product Certifications

- Analytics
- Tag Manager
- Optimize
- Data Studio

**BRONZE**  
Solution Partner

**ANALYTICS**      **TARGET**

Google Marketing Platform  
Certified

**salesforce** marketing cloud  
partner



### ASIA PACIFIC

4 Countries

Korea | China  
Japan | Vietnam

### EUROPE & MIDDLE EAST

8 Countries

United Kingdom | Portugal  
Netherland | Sweden  
Germany | Turkey  
Denmark | Italy

### NORTH AMERICA

2 Countries

Canada | USA

## Major Clients

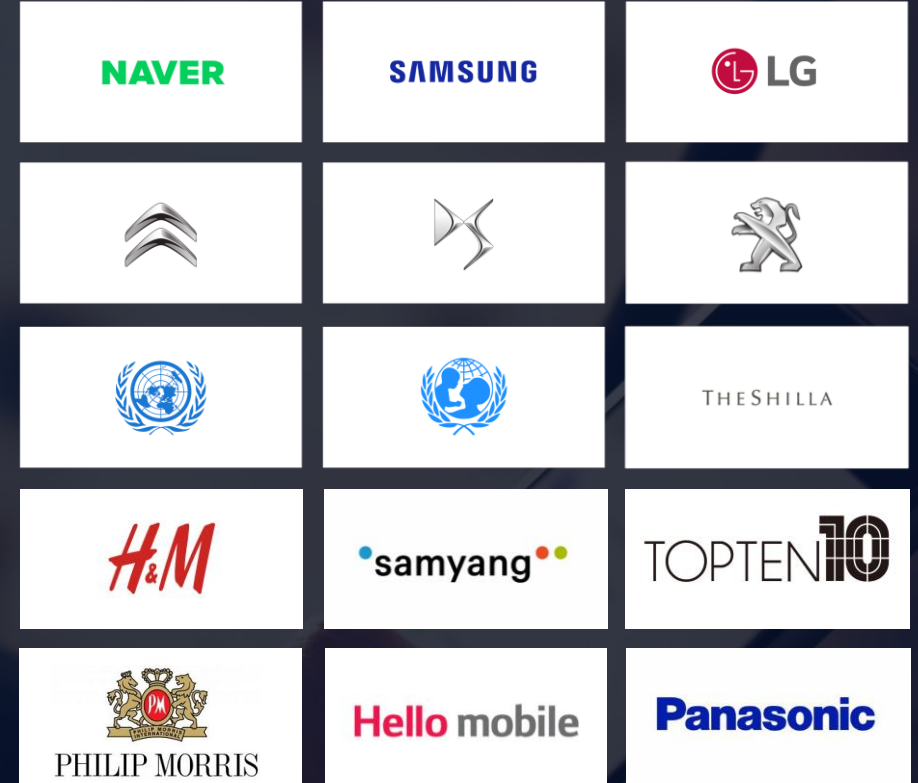
Business Partners who have created both **big and small successes** with PLUS ZERO

# The Purpose of PLUS ZERO. Clients' Experiences in Success

"We believe that if we provide a perfect business environment, our clients can succeed on their own"

"We help our clients stay resilient and focus on meaningful pursuits in challenging environments"

CEO  
Seong Jin Jeong



# Service Provision

PLUS ZERO offers the following services to 'Improve client's business by attracting potential customers and eliminating customer inconvenience'



## 1. Data Structure and Internalization

After building the data environment, we provide key personnels with internalized training, automated visualization dashboards, data analysis and utilization guides to help clients leverage the data



Data Environment Development



Data Visualization Dashboard



Data Utilization Guide



Data Utilization Training

## 2. Marketing Optimization Projects

Reduce unnecessary marketing costs through Search Engine Optimization(SEO) and performance ads optimization, and then maximize revenue through customer experience enhancement and conversion rate optimization



Performance Ads and Marketing Analysis



Search Engine Optimization (SEO)



System Issue Improvement



Customer Experience & Conversion Rate Optimization

## 3. External/Internal Data Integration Dashboard

Provide personalized marketing and visualization dashboards that link GA and CRM data with external data such as competitor/product search volume trends and major advertising channels



Competitor & Product Search Trend Data



Major Advertising Source & Medium Data



CRM & Analytics Data

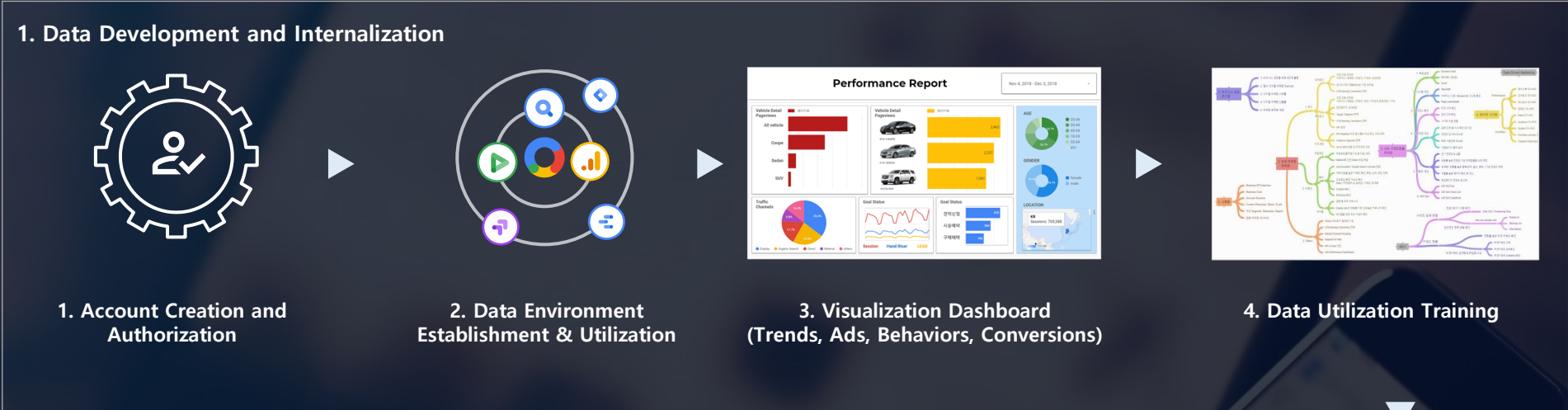


Integrated Visualization Dashboard

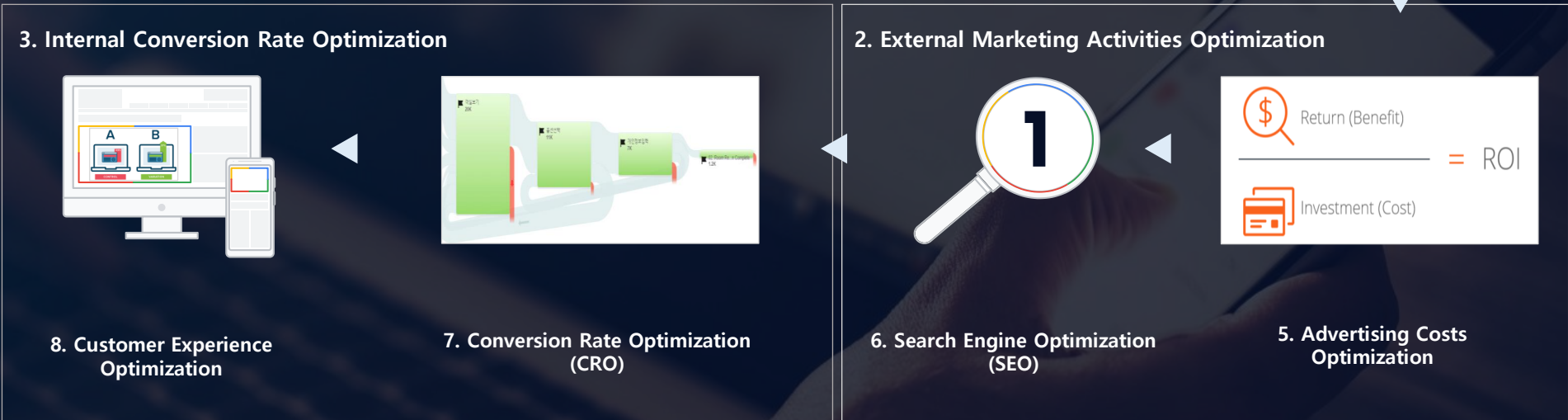
# Service Process



Business Analysis



Business Growth



# Service Schedule

## Schedule Outline

	Task	1M	2M	3M	4M	5M	6M
<b>Step.1</b> <b>Data Structuring and Internalization</b>	<b>Data Utilization Environment Development</b> (GA4, BigQuery)	●	●				
	<b>3<sup>rd</sup> Party Data Automated Visualization Dashboard</b> (Trend, Ads, GA, BigQuery)		●				
	<b>Data Utilization Training to key workforce</b>			●			●
<b>Step.2</b> <b>Marketing Optimization - Acquisition</b>	<b>Digital Ads Performance Analysis</b> (Ads Optimization)			●			●
	<b>Search Engine Optimization</b> (SEO)	●	●	●	●	●	●
<b>Step.3</b> <b>Marketing Optimization - Conversion Rate</b>	<b>System Issue Diagnosis and Improvement</b>		●	●	●		
	<b>Conversion Rate Optimization</b> (CRO)		●		●		●
	<b>Customer Experience Optimization</b> (UX A/B Test)		●		●		●

# Data Utilization Roadmap

Data-Driven Strategy Establishment and Sales Maximization

## Step1. Data-Driven Brand/Product Strategy Planning

*Creation of Attractive Products/Campaigns*

## Step2. Acquisition Optimization

*Expand the Traffic Channels for Potential Customers*

## Step3. Conversion Rate Optimization

*Minimize Churn Through Customer Experience Optimization*

Product Review Data  
Collection/Analysis

Social, Display, Search Ads  
Integrated Management of Ads Performance  
Advertising & GA Data Visualization

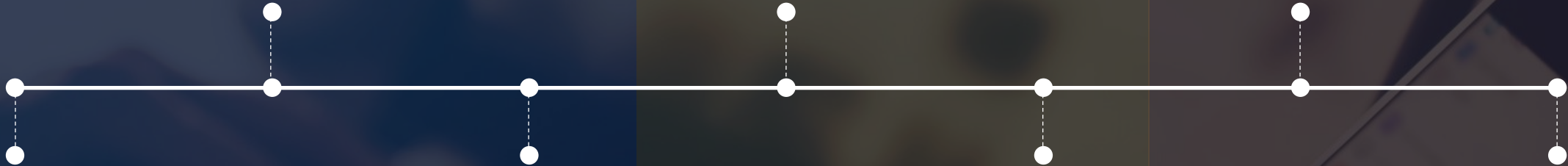
Improving Conversion Rate based on AB Test  
Personalized Screen Exposure

Competitor/Product  
Search Volume & Trend Analysis

Data-Driven Campaign Strategy Formulation  
Marketing: Search Volume vs Traffic  
Campaign: Trend vs Traffic & Sales  
Attractive: Traffic vs Purchase  
Target: Search Demo vs Purchase Demo  
(Age/Gender)

SEO, PR, Viral  
Major Keyword Top Exposure

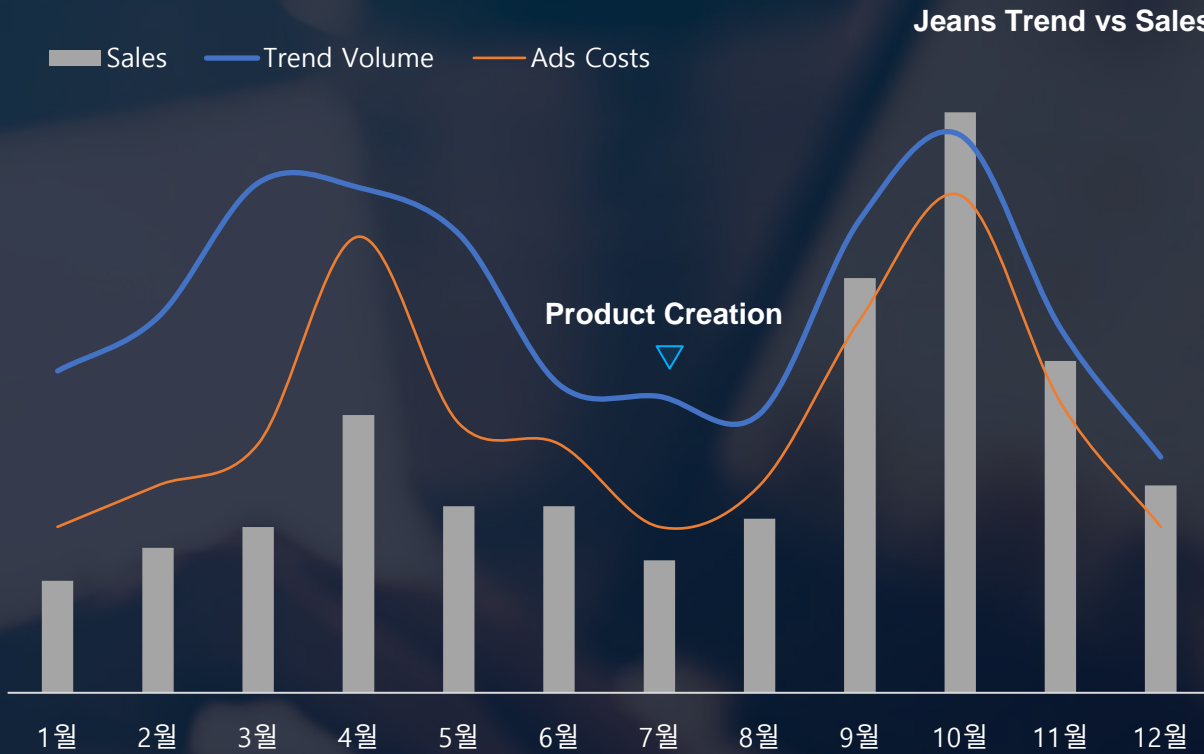
Purchase Cycle and Customer Analysis  
CRM Activities





# Data Utilization Case

Maximize Sales : Attractive Product/Campaign Planning → Expand Traffic Channels → Minimize Churn



Check the Jeans Trend

'Knee Firing' 'Stretching' Check Reviews.  
→ **Produce Jeans that don't stretch the knee**

Jeans have two peaks annually  
March, April, May / September, October

Internal Traffic/sales occurs only in March, April, and May  
→ **Producing Thick Jeans for Winter**

**March, April, May Campaign:** Cool Jeans Campaign

**September, October Campaign:** Thick Jeans Campaign

Social: Expand Campaigns twice a year  
Retargeting: Increase Brand Features Recognition

Search Ads & SEO: Share of Search Results  
PR & Viral: Brand & Product Content Exposure

**Data-Driven Brand / Product Strategy Planning**

: **Creation of Attractive Product/Campaign**

**Acquisition Optimization**

: **Expand the Traffic Channels for Interested Users**

**Conversion Rate Optimization**

: **Minimize Churn Through Customer Experience Optimization**

## Product Analysis

- Knee Firing
- Stretching
- The Smell
- Laundry
- Color Fading

## Product Creation



- Stretchy Jeans
- Colorless Jeans

## Campaign Schedule

March, April, May  
: Cool Jeans

September, October  
: Thick Jeans

Social/Display/Search..

## Customer Experience

Personalized Screen Exposure

Minimize Churn

Messages to encourage return visits

When there is incoming traffic related to jeans keywords, expose knee firing related content(banner)

Send messages to encourage return visits in the purchase cycle

# PLUS ZERO's Digital Transformation

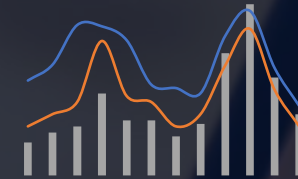
## Data-Driven Strategy Formulation and Sales Maximization

Data-Driven  
Brand/Product Planning

Development of Products  
that Customers want

Key Trend

Product Review Analysis



Acquisition Optimization

Expand Traffic Path for  
Customers who are more  
likely to purchase

Ads Performance  
Optimization

Search Engine Top Exposure



Conversion Rate  
Optimization

Minimize Churn Through  
Customer Experience  
Optimization

UX Research / AB Test

Conversion Rate Optimization



Data Visualization

External/Internal Data  
Collection and Visualization

Keyword, Ads, Review

Google Analysis





## 2. DATA STRUCTURE AND INTERNALIZATION

Structuring

Analysis

Training

Dashboard for Data-Driven Decision Making

# Data Structure & Internalization

PLUS ZERO's Development Services include internalization services to enable customers to utilize the data.

- Development: Based on GMP, Creating a Data Utilization Environment
- Internalization: Data Visualization for Data Utilization, Audit Guide, and Data Utilization Training

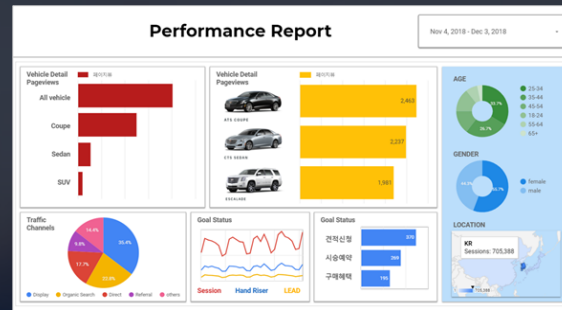
## Data Utilization Environment



Building a Customized GMPs for Data Collection and Utilization

- Google Analytics & GA4
- Google Tag Manager
- Google Data Studio
- Google Optimize (A/B Test)
  - Firebase
  - BigQuery

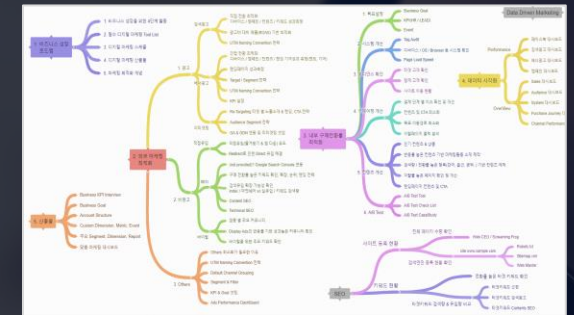
## 3rd Party Data Visualization Dashboard



Trend, Ads, GA and other 3rd Party Data  
Check key metrics in real time through Visualization

- Naver Search Volume Trend
- Naver, Facebook, Google Ads Data
- Business Product Sales Analysis
- Analysis of the status of Key KPI
- Marketing Performance Analysis
- System Issue Monitoring

## Data Utilization Training



Based on GA, Dashboard, Audit Guide  
Data Utilization Practical Training

- Business Growth Potential Practice
  - Google Analytics Practice
- Data Studio(Dashboard) Creation Practice
  - A/B Test Practice
- Search Engine Optimization (SEO) Practice
- Marketing Costs Optimization Practice

## Data Structure & Internalization

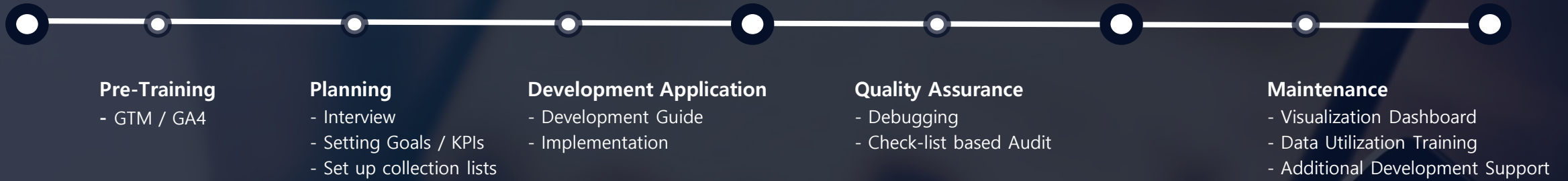
Standardized development services based on the following process

Project Launch

1<sup>st</sup> Development Complete

Development Complete

Final



Project	Category	1M	2M	3M	4M	5M	6M
Data Structure and Internalization	Data Structure Development	●	→				
	Visualization Dashboard		→				
	Data Utilization Training			→			
	Maintenance			→			

# Data Structure & Internalization

Google Marketing Platform Implementation based on structured process and development check List  
 Google Analytics, Tag Manager, Looker Studio, Optimize, Google Ads, Search Console etc.

SAMPLE

## Business Goal & KPI Interview

Three screenshots of interview forms for 'EPLUS ZERO'. The first shows 'Business Objectives' with categories like 'Sales', 'Marketing', and 'Customer'. The second shows 'KPIs' with a table for 'Sales & Conversion' and 'Marketing Campaign'. The third shows 'KPIs' with a table for 'Customer Engagement' and 'Product Performance'.



Event Structure

## Firebase implementation guide

### 2. Add To Cart 스크립트

아래의 저해스크립트 코드가 버튼 클릭과 동시에 실행되어야 합니다. 결제 안의 값들은 동적으로 변경되면서 되겠습니다. HTML button 태그에 onclick 속성 혹은 formSubmit 함수 안에 아래의 스크립트를 삽입해서요 추천 드립니다.

CTA 클릭 시 push 메소드 실행

```

    <button onclick="gtag('event', 'add_to_cart', {
        event_category: 'ecommerce',
        event_label: 'add_to_cart',
        value: 10000,
        currency: 'KRW',
        items: [
            {
                name: '상품명',
                price: 10000,
                quantity: 1,
                sku: '상품번호'
            }
        ]
    });">
    
```

### 3. Checkout Step 1 스크립트

아래의 저해스크립트 코드가 '다음단계' 버튼 클릭과 동시에 실행되어야 합니다. 다만, Checkout Form에 있는 필수 요건(e.g. 개인정보 / 결제정보 등)들이 모두 채워졌을 때만 실행이 되어야 합니다. 결제 안의 값들은 동적으로 변경되면서 되겠습니다.

Form 필수 항목이 다 채워져 있고, CTA가 클릭될 때만 push 실행

```

    <button onclick="if (formIsValid()) {
        gtag('event', 'checkout_step_1', {
            event_category: 'ecommerce',
            event_label: 'checkout_step_1',
            value: 10000,
            currency: 'KRW',
            items: [
                {
                    name: '상품명',
                    price: 10000,
                    quantity: 1,
                    sku: '상품번호'
                }
            ]
        });
    }">
    
```

### 5. Transaction 스크립트

아래의 저해스크립트 코드가 페이지 로딩과 동시에 실행되어야 합니다. 결제 안의 값들은 동적으로 변경되면서 되겠습니다.

Page Load 완료 시 push 메소드 실행

```

    (function() {
        window.dataLayer = window.dataLayer || [];
        function gtag(){dataLayer.push(arguments);}
        gtag('js', new Date());
        gtag('event', 'page_load', {
            event_category: 'ecommerce',
            event_label: 'page_load',
            value: 10000,
            currency: 'KRW',
            items: [
                {
                    name: '상품명',
                    price: 10000,
                    quantity: 1,
                    sku: '상품번호'
                }
            ]
        });
    })();
    
```

A grid of 12 screenshots showing various Firebase implementation steps, including 'Add Firebase to your iOS app', 'Add Firebase to your Android app', and 'Add Firebase to your web app'. Each screenshot includes a visual representation of the app interface and the corresponding code snippets.

Category	Task	Before	After	Note
GA	Demographics & Interests			
	Goals			
	Filtering			
	Direct Traffic			
	Site Search			
GTM	Source State			
	Property & View Account Structure			
	Lowercase			
	Content Grouping			
	Event tracking (for interactions)			
	Subdomain / Cross-domain support			
	Google Tag Manager			
	Usage of different workspaces			
	Naming conventions			
	User ID			
Enhanced Ecommerce				
Custom Dimensions (up to 30)				
Custom Metrics and Calculated Metrics				

Implementation Check List

# Data Structure & Internalization

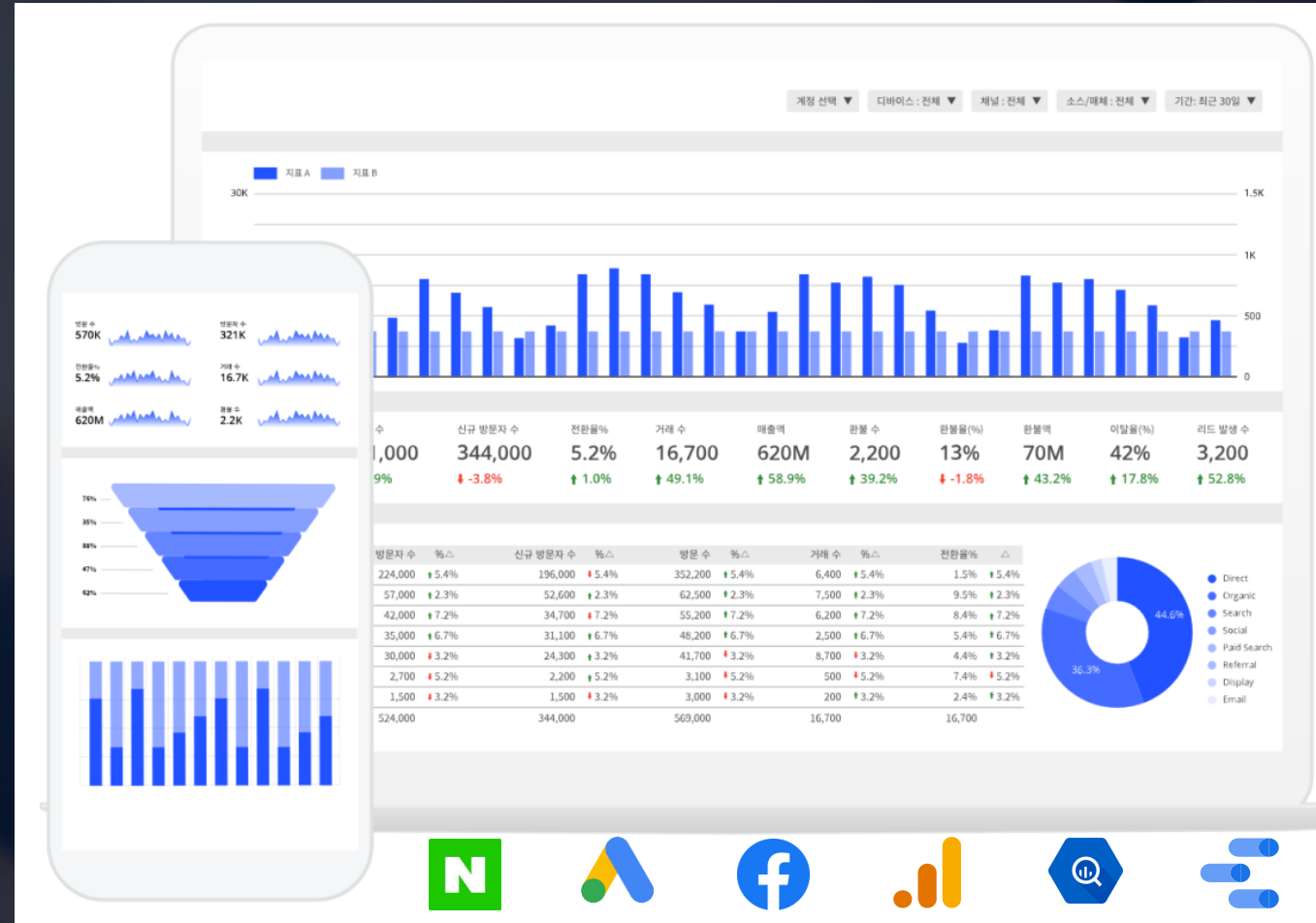
Domestic only costs (Naver, Facebook, Google Ads..) & Providing GA matching real-time dashboard.

A real-time dashboard for monitoring and analyzing major metrics such as sales compared to ads costs for each channels, user status etc.



## Report Type






- Check Business Status
- Check Marketing Performance & Analysis
- User Behavior Pattern Analysis
- Ads Performance Analysis
- System Issue Monitoring
- Traffic (App + Web + CRM + 3rd) (Traffic through Ads/Non-Ads/Social/Youtube, etc.)
- Check Major KPI Data
- Interest Status by Category/Product
- Data by Age/Gender/Region
- Naver Search Volume Data
- Naver, Facebook, Google Ads Data

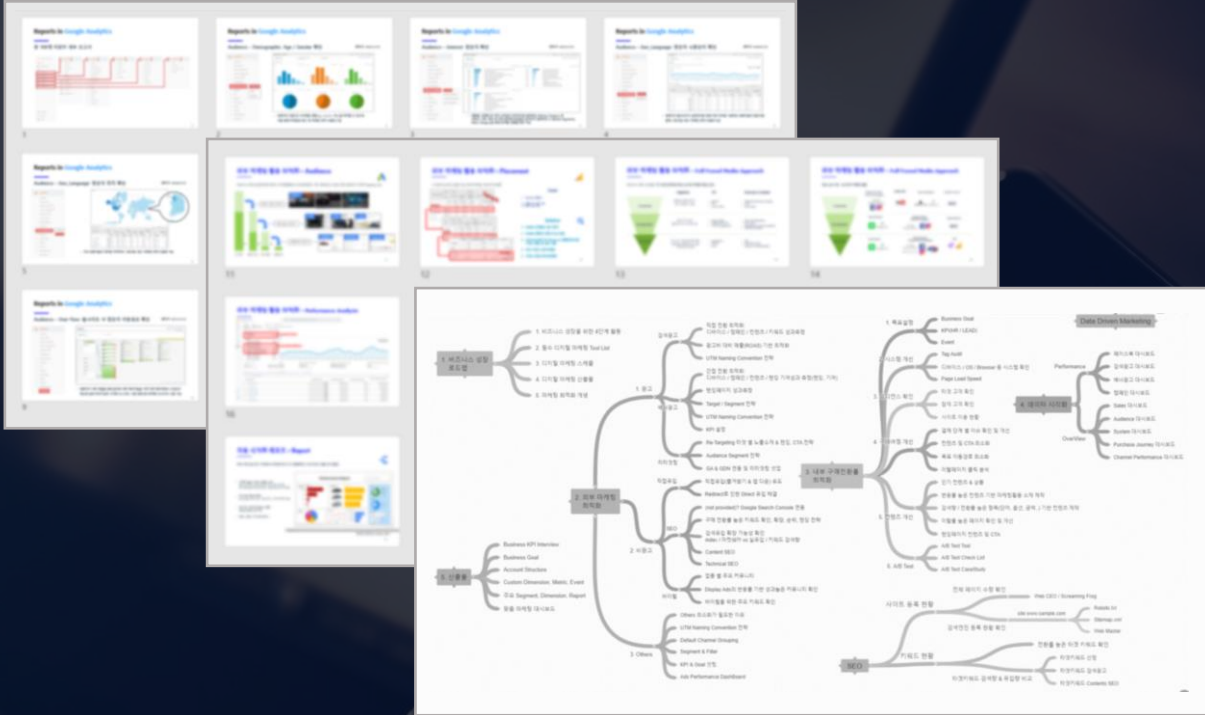


# Data Structure & Internalization

Internalization Training for Effective Utilization of Google Marketing Platform  
Conduct Practical Training based on 1st Party Data

## Internalization Training for Manager

-  PLUSZERO 101 Audit Guide
-  Data Analysis and Check Performance
-  Check Major KPI and Automated Dashboard
-  Business Improvement A/B Test
-  Search Engine Optimization (SEO)

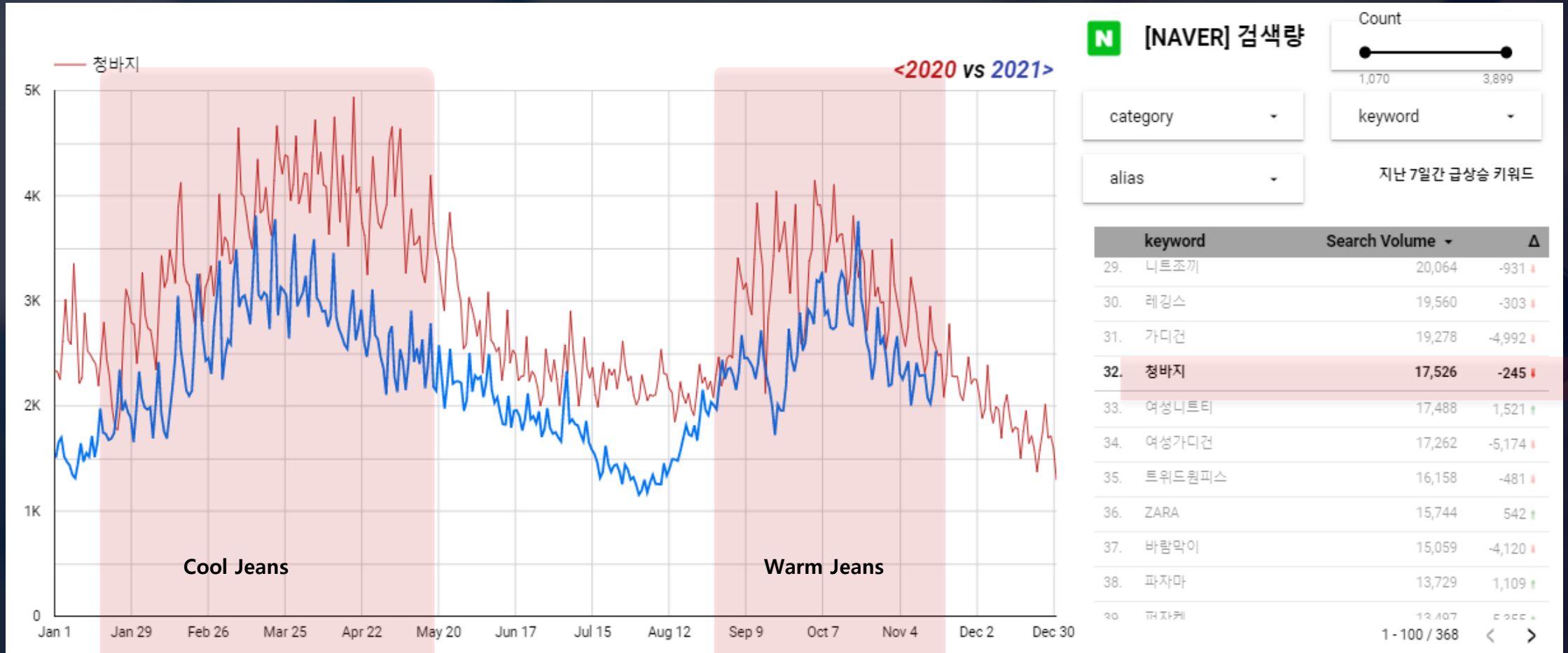


The collage displays a variety of data visualization tools and reports. It includes several Google Analytics reports with charts and tables, a funnel diagram illustrating the customer journey from acquisition to conversion, and various performance dashboards with bar and line graphs. The reports are presented in a grid-like fashion, with some overlapping, suggesting a comprehensive set of analytics for internalization training.



# Data Structure & Internalization

Brand / Product Market Trend + Campaign Timing & Period + Seasonal Product Analysis Dashboard



# Data Structure & Internalization

We use it for brand comparison and customer interest analysis in various categories of industries.

SAMPLE

## [급상승 키워드] 지난 7일간 급상승 키워드

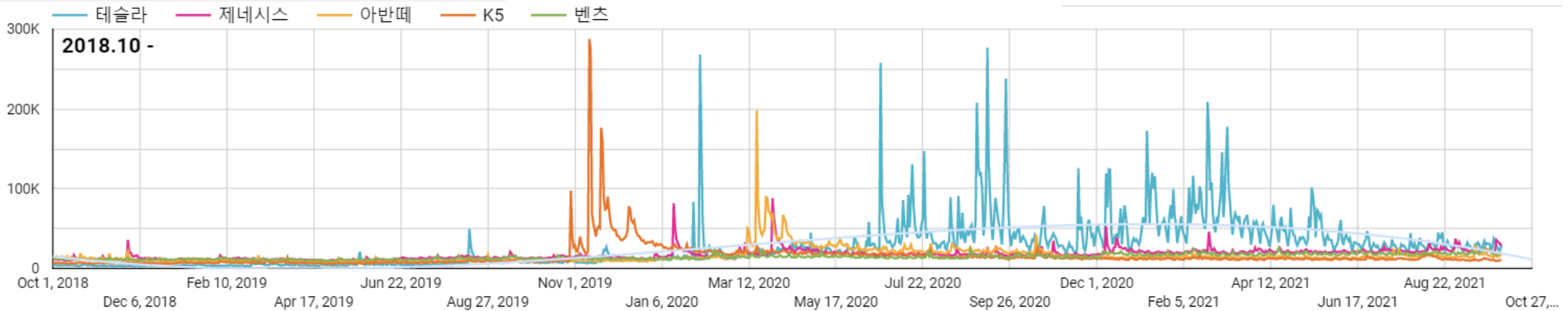
category	Search Volume	Δ
1. SUV	1,824,238	-219,474 ↓
2. 제조사	1,679,281	-98,205 ↓
3. 세단	786,091	-89,064 ↓
4. 해치백	123,137	178 ↑
5. 차종	57,974	-5,193 ↓

alias	Search Volume	Δ
1. 제조사	1,679,281	-98,205 ↓
2. 준중형	746,683	-96,981 ↓
3. 중형	653,369	-78,315 ↓
4. 준대형	547,209	-80,781 ↓
5. 소형	436,120	-36,349 ↓
6. 대형	264,559	-18,179 ↓
7. 경형	85,526	2,245 ↑
8. 차종	57,974	-5,193 ↓

keyword	Search Volume...	Δ
1. 제네시스	204,292	44,834 ↑
2. 테슬라	200,214	-5,743 ↓
3. 벤츠	129,098	-26,697 ↓
4. 스포티지	128,131	-24,253 ↓
5. 기아	115,251	6,920 ↑
6. 아반떼	108,009	-9,743 ↓
7. 포르쉐	96,921	-8,745 ↓
8. 아이오닉5	96,537	-13,629 ↓
9. BMW	90,702	-15,313 ↓
10. 쏘렌토	84,694	-12,865 ↓

Count  41 230,000

keyword Contains



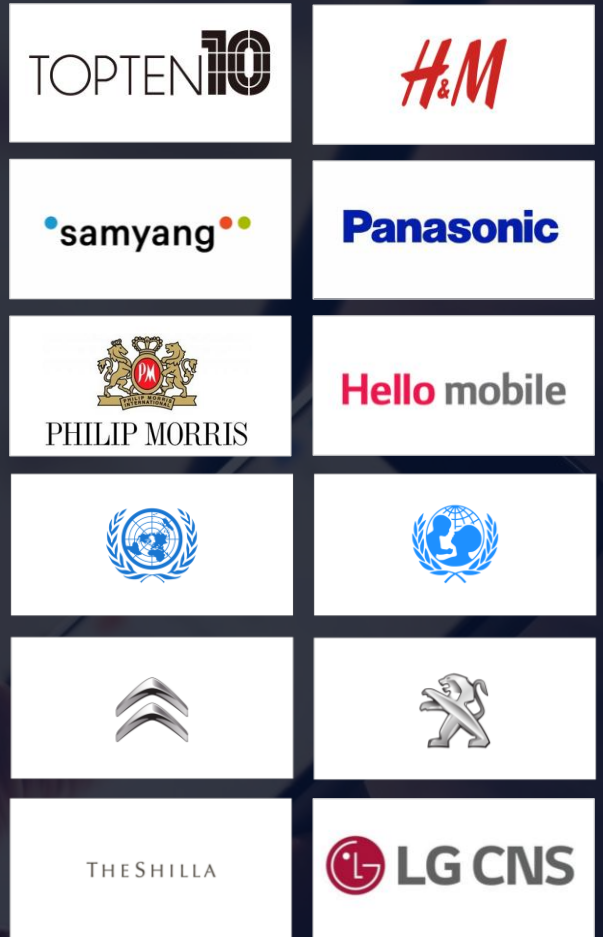
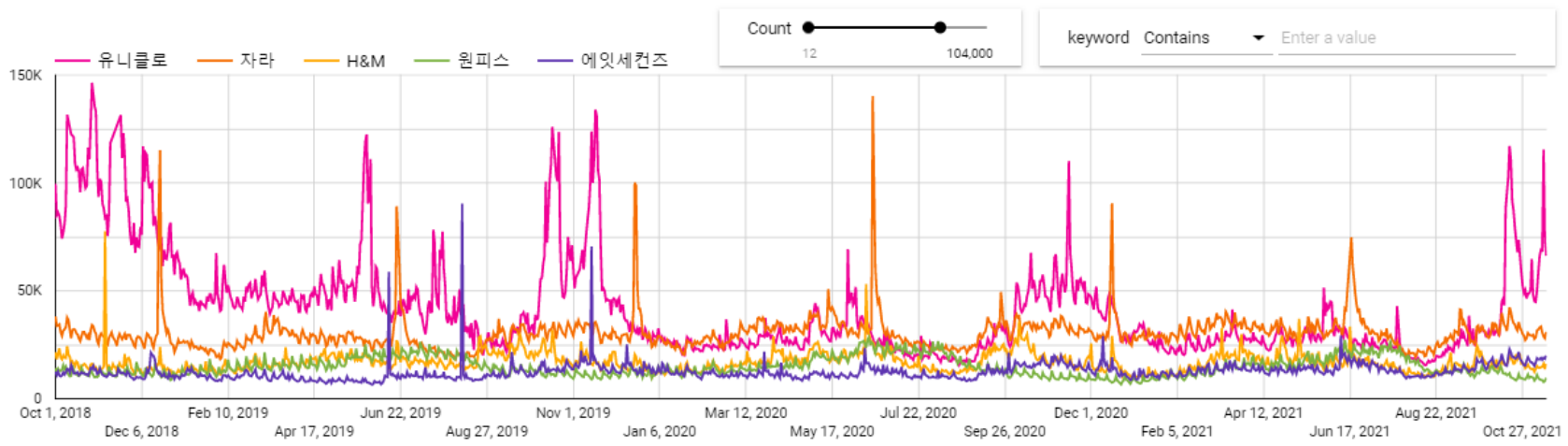
# Data Structure & Internalization

We use it for brand comparison and customer interest analysis in various categories of industries.

SAMPLE

[급상승 키워드] 지난 7일간 급상승 키워드

category	Record Count	Δ	alias	Record Count	Δ	keyword	Search Volume	Δ
1. 상의	714	0	1. 원피스	329	0	1. 유니클로	517,161	164,913...
2. 하의	574	-14 ↓	2. 니트	245	0	2. 자라	216,914	11,556 ↑
3. 아우터	546	0	3. 셔츠	245	0	3. 스포패딩	215,475	138,202...
4. 원피스	329	0	4. 바지	245	0	4. 롱패딩	173,744	117,618...
5. 이너웨어	217	0	5. 티셔츠	224	0	5. 에잇세컨즈	130,759	12,059 ↑
6. 경쟁사	196	-46 ↓	6. 브랜드	196	-46 ↓	6. 후리스	122,523	26,441 ↑
			7. 자켓	189	0	7. H&M	104,111	6,587 ↑
			8. 청바지	182	0	8. 경량패딩	97,173	22,930 ↑
			9. 가디건	168	0	9. 패딩조끼	68,269	9,715 ↑
			10. 스커트	147	-14 ↓	10. 원피스	61,569	-6,686 ↓
			11. 코트	105	0	11. 코스	56,371	2,998 ↑
			12. 요가복	91	0	12. COS	55,410	4,537 ↑

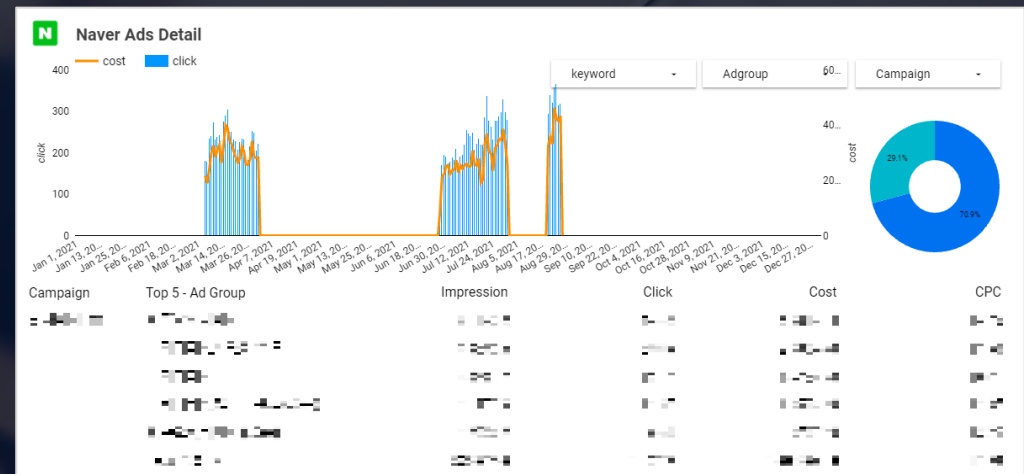
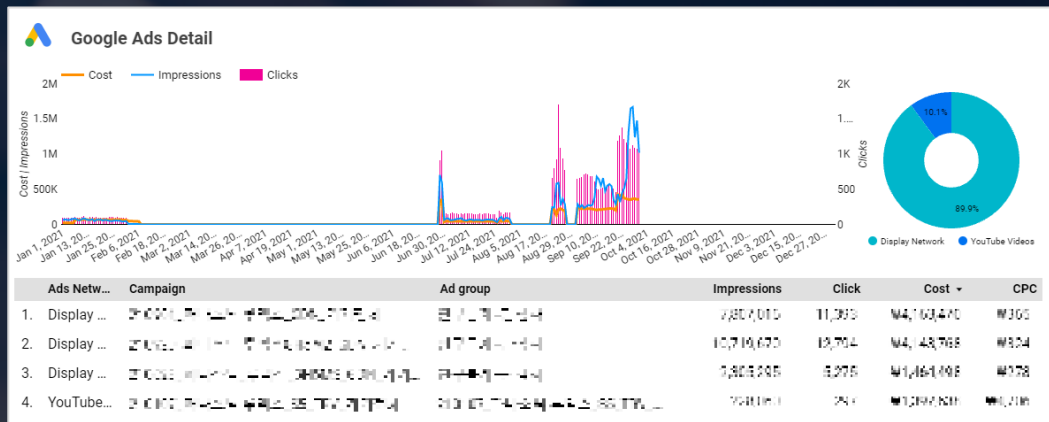
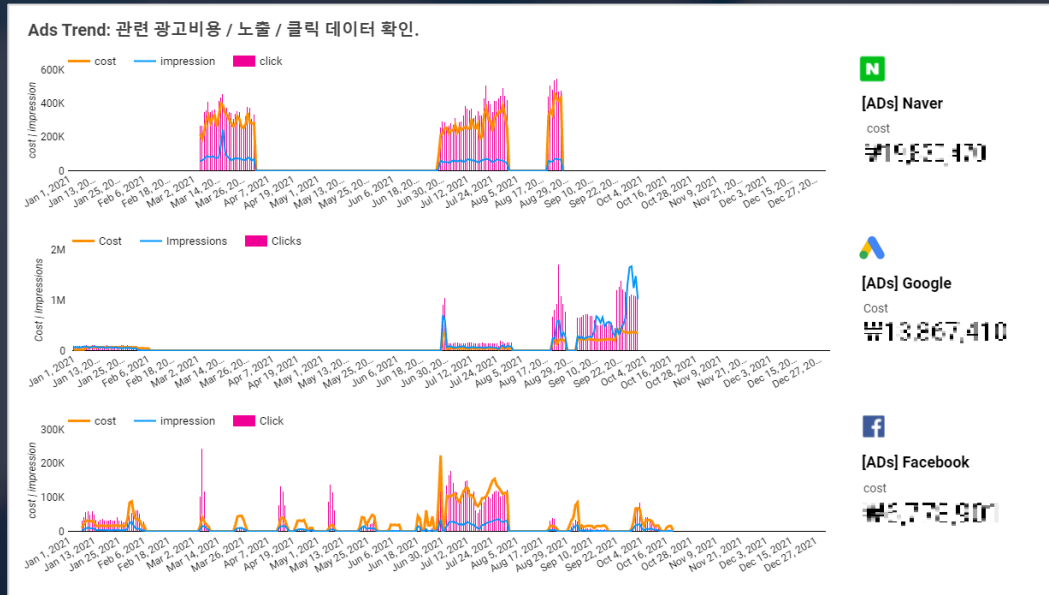


# Data Structure & Internalization

Check search volume trend, ads data, GA data, and actual sales data on one page.

## 3rd Party Data (Ads, GA) Dashboard

SAMPLE



# Data Structure & Internalization

Intuitive performance analysis through visualization of key ads channels data and purchase data

## Major Channels Ads Data Visualization

SAMPLE

Ad name	Ad creative image	Cost	Reach	Impressions	Frequency	Clicks (all)	CTR (all)	구매완료 (pixel update)
1. Retargeting_Carousel		5,560.27	0	80,997	0	2,553	3.2%	41
2. NCA_Collection_summershop		1,693.35	0	52,449	0	3,553	6.8%	2
3. NCA_Collection_injector3		1,259.66	0	32,008	0	2,811	8.8%	1
4. NCA_single_image_tale_4		1,001.59	0	25,825	0	1,553	6.0%	5
5. NCA_Story_store opening1		356.39	13,396	14,241	1.06	741	5.2%	0

## Purchase Data Visualization

SAMPLE

Product	47. Purchas...	Product Revenue	Unique Purchases	Quantity	Avg. Price
벨티드 오버사이즈 울 코트   0878984003		₩₩250,000	17	17	₩₩250,000
솔 카라 울 코트   1014984001		₩₩1450,000	5	5	₩₩290,000
벨티드 오버사이즈 울 코트   0878984001		₩₩100,000	4	4	₩₩250,000
카라 미니 드레스   1002143001		₩₩800,000	7	7	₩₩129,000



Naver, Facebook, Google Ads Data Visualization  
Impressions / Clicks / Goal / Cost..



Google Analytics Ecommerce Performance Visualization  
Product / Image / Revenue / Price / Transactions..

The background of the slide is a dark, blue-tinted photograph. It shows a person's hands using a laptop and a smartphone. The laptop is in the foreground, and the smartphone is held in the right hand, displaying a screen with some data or charts. The overall scene is dimly lit, emphasizing the digital nature of the content.

PLUS ZERO

## 3-1. DIGITAL BUSINESS OPTIMIZATION | ACQUISITION

Search Engine Optimization (SEO)

Ads Optimization

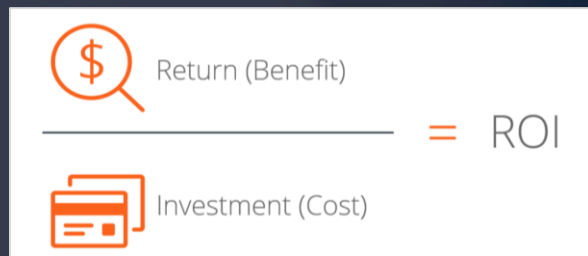
# Digital Biz Optimization | Acquisition

PLUS ZERO's Cost Reduction Projects are a service that reduces marketing costs through SEO and Performance Optimization.

- SEO: Expose keywords at the top of the Search Engine with high ads costs, high conversion rate

- ROAS Optimization: Reduce and delete ads with low sales compared to ads costs & low conversion contribution to ads

## 1. Ads Costs Optimization



Reduce and Delete ads with low sales compared to ads costs & low contribution to ads (ROAS Optimization)

- Search Ads Conversion Optimization
- Banner Ads Contribution Optimization
- Social Ads Contribution Optimization

## 2. Search Engine Optimization (SEO)



Maximize Organic Acquisition through Search Engine Optimization (SEO)

- SEO Status Analysis and Check for Growth Potential
- Site Content Optimization
- Site Structure Optimization

## 3. Monitoring Performance Integrations



NAVER, FACEBOOK, GDN etc.

Automatic Integration Dashboard for Ads & GA Data

- Ads & GA Data Integration
- Channels Attribution Calculation
- Performance Visualization Dashboard Creation

# Digital Biz Optimization I

## Direct/Assisted Conversions

For optimizing the performance of Search/Banner/Social ads, we check and optimize direct and assisted conversions performance based on the characteristics of each channel.

Analyze ads budget based on direct/assisted conversions performance.

### Direct Conversions: Check and Optimize Channel Effective for Conversions

Default Channel Grouping	Acquisition		Behavior		Conversions eCommerce	
	Sessions	Bounce Rate	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	
	% of Total: 100.00% (3,455)	Avg for View: 49.55% (0.00%)	Avg for View: 00:02:22 (0.00%)	Avg for View: 2.84% (0.00%)	% of Total: 100.00% (98)	
<b>Channel</b>	3,455	49.55%	00:02:22	2.84%	98	
1. Paid Search	1,603 (46.40%)	37.49%	00:02:47	2.99%	48 (48.98%)	
2. Organic Search	1,219 (35.28%)	59.89%	00:01:48	1.56%	19 (19.39%)	
3. Direct	420 (12.18%)					
4. Social	175 (5.07%)					

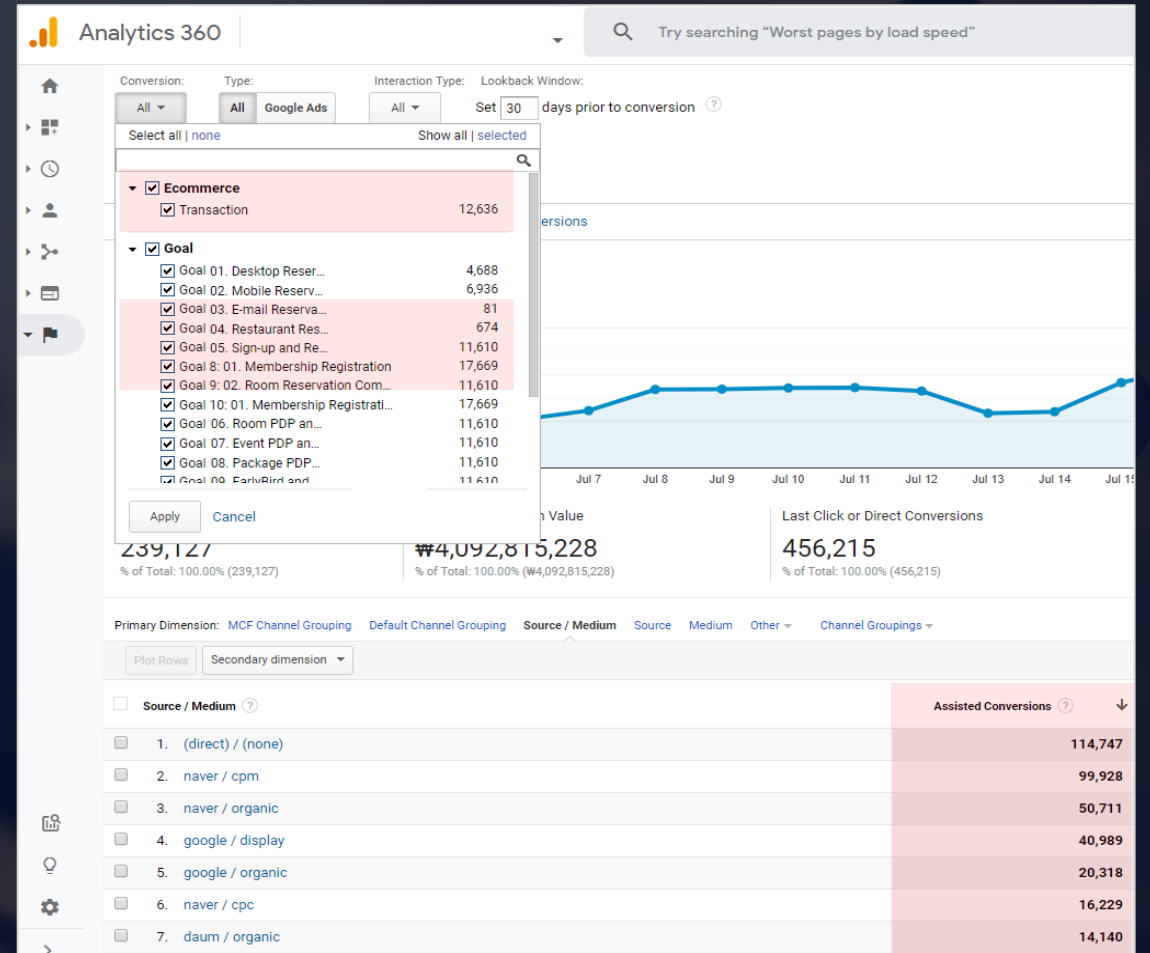
  

Keyword	Acquisition		Behavior		Conversions eCommerce	
	Sessions	Bounce Rate	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	
	% of Total: 17.95% (3,454)	Avg for View: 49.54% (-26.74%)	Avg for View: 00:02:22 (-16.70%)	Avg for View: 2.84% (-100.00%)	% of Total: 0.00% (98)	
<b>Device</b>	620	36.29%	00:01:58	0.00%	0	
only mobile	620	36.29%	00:01:58	0.00%	0	
only pc	978	38.34%	00:03:16	4.91%	48	

Campaign	Sessions	Ecommerce Conversion Rate	Transactions
	% of Total: 18.00% (3,455)	Avg for View: 2.84% (-100.00%)	% of Total: 0.00% (98)
only mobile	622	0.00%	0
only pc	978	4.91%	48
1. rt_always			
only mobile	170 (27.33%)	0.00%	0 (0.00%)
only pc	760 (99.18%)	4.74%	46 (95.83%)

### Assisted Conversions: Analysis of Channel Performance contributing to Conversions

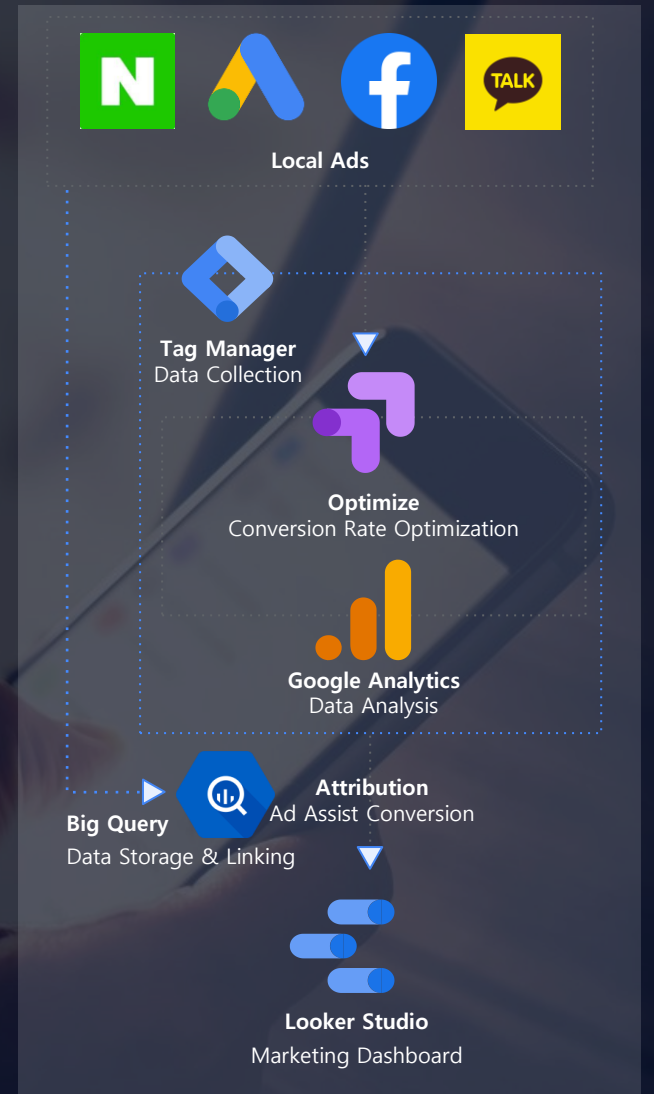
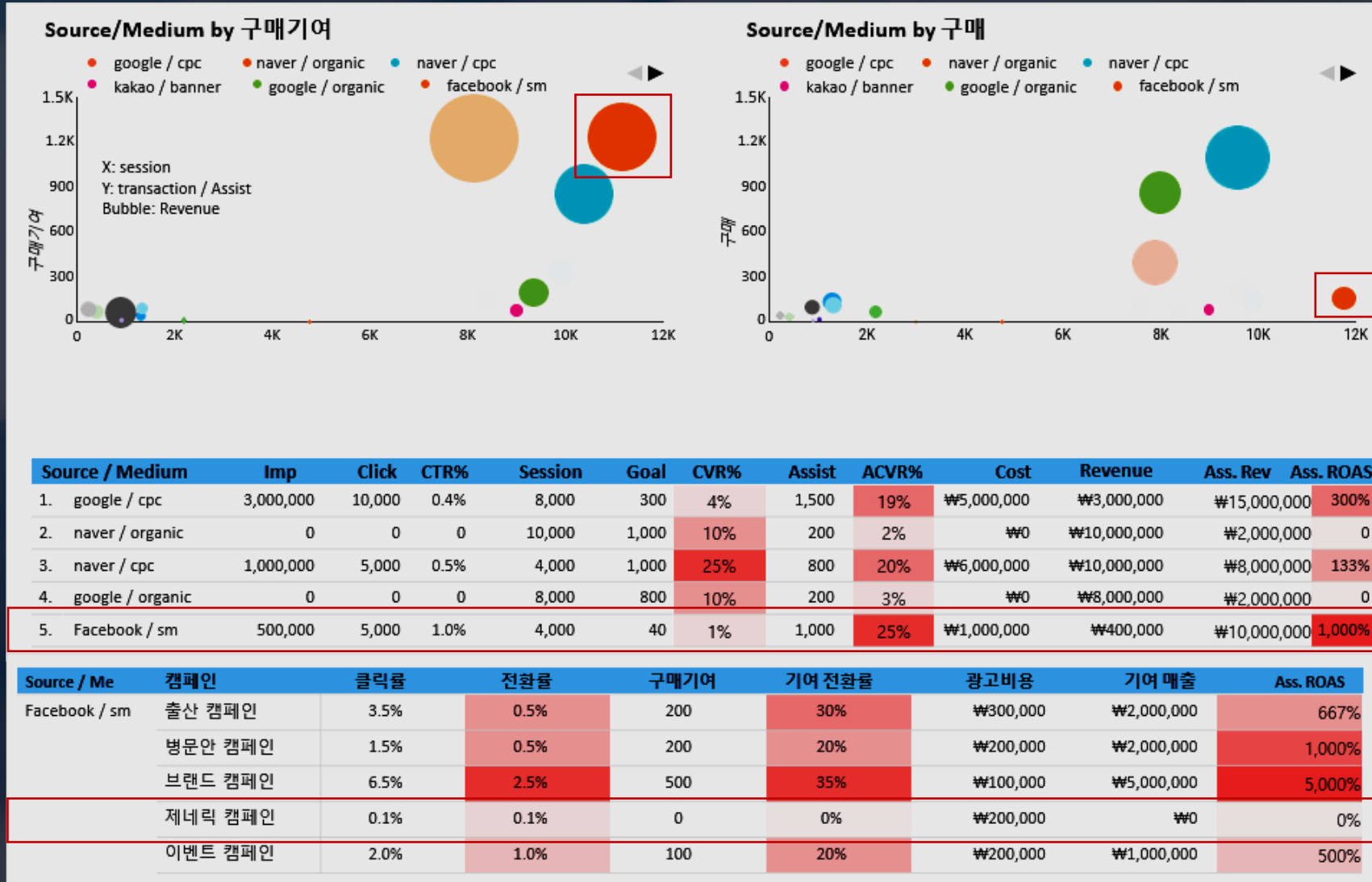




# Digital Biz Optimization I Dashboard

ROAS (Sales compared to Costs) by channels based on ads data and GA matching data & Assist ROAS Optimization.  
 Measure and optimize direct/assisted conversions performance for each channel compared to ads costs.

SAMPLE



# Digital Biz Optimization I Search Engine Optimization

Expose the major keywords at the top of the Organic Search results through SEO to reduce excessive keyword ads costs

## SEO KPI. Quantity

### New User, Session, Goal

- Keyword Organic acquisition to achieve your business goals
- Create an Organic Search acquisition environment for users who recognize 'brand'

### Cost Saving

- Calculate the ads conversion value of increased traffic through Organic Search

## SEO KPI. Quality

### Conversion Rate

- Optimize Goal Conversion Rate
- Optimize Goal Attribution
- Improve Conversion Rate for Achieving Business KPIs through Organic Search Traffic

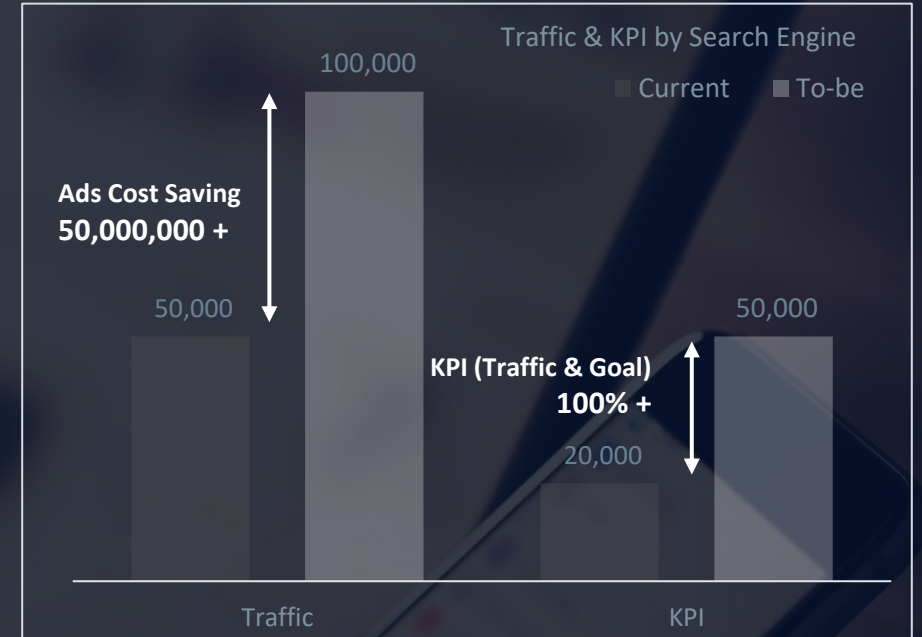
### Bounce Rate

- Minimize Website Bounce Rate
- Encourage Content Engagement by Organic Search Traffic Users

KPI Factors	Goal Definition
<b>Monthly Traffic &amp; Goal Achievement</b>	At the end of the project, Monthly Traffic & Goal Achievement increased by <b>100%</b>
<b>Reduce Ads Costs</b>	6 months before and after the project, the ads conversion value of the increased traffic keyword is <b>50 millions per year</b>

\*The above KPIs will be reassessed at the beginning of the project based on internal data

SAMPLE



Keywords	Avg. CPC	Changed	Convert to Paid media (KRW)
Keyword A	2,000	20,000	40,000,000
Keyword B	2,000	10,000	20,000,000
Keyword C	2,000	5,000	10,000,000
Keyword D	2,000	5,000	10,000,000
<b>Total</b>	<b>2,000</b>	<b>40,000</b>	<b>80,000,000</b>



## 3-2. DIGITAL BUSINESS OPTIMIZATION | Conversion Rate Optimization

System Improvement

Conversion Rate Optimization (CRO)

Customer Experience Optimization (UX A/B Test)

# Digital Biz Optimization I

## Conversion Rate Optimization

PLUS ZERO's sales growth project is a service that drives business growth by improving customer experience.

### 1. System Issue Improvement



Identify and Improve System Issues that hinder customer experience

- Check Device/OS/Browser Issues
  - Check Page Quality Index
- Check Connection Environment Issues

### 2. Conversion Rate Optimization (CRO)



Improve the Customer Purchase Journey Based on User Behavior Pattern Data

- Optimize Traffic Quality by Channels
- Improve Product/Content Quality
  - Analyze Target/Audience

### 3. Customer Experience Optimization (UX A/B Test)



Hypothesis Formulation and Validation to discover pain points

- Identify Weak Point Based on Data Analysis
- Hypothesis Formulation for Weak Point Improvement
  - Hypothesis Validation through A/B Test

# Digital Biz Optimization I System Improvements

Minimize website's bounce rate through System Issue Improvement such as Device, OS, Browser and Page Quality Issues

Device	OS	Browser	Sessions	Transactions	CVR%	Bounce Rate	Duration	Load Time (sec)	
desktop	Windows	Chrome	108,378	6,911	6.4%	28%	07:41	4.6	
		Internet Explorer	83,374	2,193	2.6%	68%	03:50	7.4	
		Edge	9,328	642	6.9%	30%	08:54	4.1	
		<b>Total</b> ⓘ	<b>181,875</b>	<b>9,781</b>	<b>5.4%</b>	<b>35%</b>	<b>06:45</b>	<b>4.2</b>	
	Macintosh	Chrome	19,599	1,416	7.2%	23%	06:56	3.3	
		Safari	12,009	707	5.9%	21%	07:12	2.3	
		Firefox	141	10	7.1%	28%	08:14	2.9	
		<b>Total</b> ⓘ	<b>31,800</b>	<b>2,135</b>	<b>6.7%</b>	<b>22%</b>	<b>07:02</b>	<b>2.8</b>	
	<b>Total</b>			<b>216,868</b>	<b>11,922</b>	<b>5.5%</b>	<b>34%</b>	<b>06:41</b>	<b>3.9</b>
	mobile	iOS	Safari (in-app)	49,305	3,004	6.1%	15%	06:49	2.7
Safari			30,967	499	1.6%	25%	02:06	3.5	
Chrome			3,651	22	0.6%	77%	00:30	2.4	
<b>Total</b>			<b>83,925</b>	<b>3,525</b>	<b>4.2%</b>	<b>21%</b>	<b>04:48</b>	<b>2.9</b>	
Android		Android Webview	44,390	2,518	5.7%	14%	07:44	2.3	
		Chrome	20,456	287	1.4%	30%	02:34	3.3	
		Samsung Intern...	8,058	124	1.5%	30%	02:38	5.7	
		<b>Total</b>	<b>72,961</b>	<b>2,931</b>	<b>4.0%</b>	<b>20%</b>	<b>05:43</b>	<b>2.6</b>	
<b>Total</b> ⓘ			<b>156,953</b>	<b>6,456</b>	<b>4.1%</b>	<b>21%</b>	<b>05:14</b>	<b>2.7</b>	

## IE Environment:

Page Load Speed



Bounce Rate



Low Conversion Rate

## IOS vs AOS

### Chrome Environment:

Duration



Bounce Rate

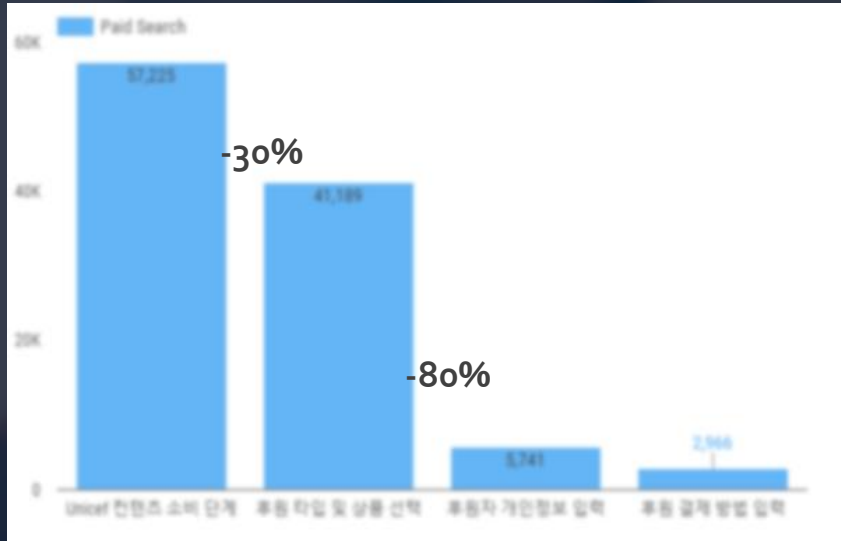


Low Conversion Rate

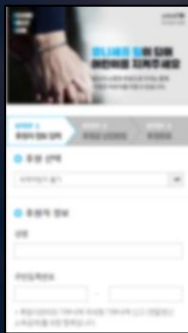
# Digital Biz Optimization I Conversion Rate Optimization

Identify high bounce rate occurring pages

Formulate an experimental hypothesis subject to reduce bounce rate and improve purchase completion rate



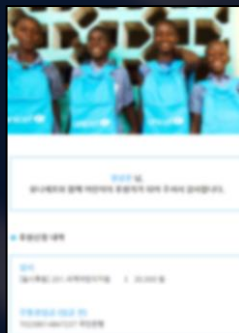
-30%



-80%



-50%



후원인 정보를 입력해주세요.

후원인 유형:  개인  법인  외국 법인

성명: 1,133

주민등록번호: 1,182 | 1,167

연락처: 218 | 53 | 48 (주요번호 입력시 생년월일 자동등록)

회사명: 1,064 | 1,063 | 1,053

직업: 1,042 | 454 | 643

주소: 1,045

후원금기: 128

나이	성별	연간 후원금
68세	남	472천원
69세	남	473천원
70세	남	379천원
71세	남	105천원
72세	남	528천원

수신동의(선택)

개인정보 수집·이용 동의:  후원금 수령 동의:

836 후원금 수령 동의:

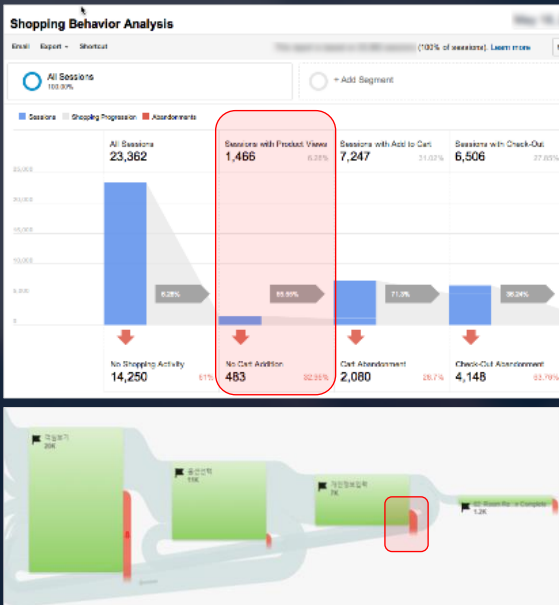
761 개인정보 수집·이용 동의:

# Digital Biz Optimization I

## Conversion Rate Optimization

Identity data-driven pain points and formulate improvement hypothesis based on PLUS ZERO's UX check list  
 Conduct A/B test without any development work through Google Optimize to verify and apply winner to website

### Check Bounce Rate by Step



Check Weak Point in the Purchase Journey

### Derive Improvement Plan

카딜락의 대형 럭셔리 프레스티지 세단이 새롭게 태어났습니다. 카딜락은 새롭게 개발한 CT6와 함께 역동성이 더해 새로운 기준을 정립하는 다양한 여정을 시작하였습니다. 혁신적으로 개발되었고 아름답게 제작된 CT6는 첨단 테크놀로지와 스포카를 갖춘 디자인을 결합하였습니다.

- 최고속력 340마력, 최대토크 39.4kg·m (북미 기준)의 강력한 3.6리터 V6 직분사 엔진
- 플러그 하이브리드 엔진을 탑재한 4문급 4륜구동 모델은 2017년 미국 자동차 매거진 '올해의 차'로 선정되었습니다.
- 퓨전 프레임과 조인트 테크놀로지



VS

카딜락의 대형 럭셔리 프레스티지 세단이 새롭게 태어났습니다. 카딜락은 새롭게 개발한 CT6와 함께 역동성이 더해 새로운 기준을 정립하는 다양한 여정을 시작하였습니다. 혁신적으로 개발되었고 아름답게 제작된 CT6는 첨단 테크놀로지와 스포카를 갖춘 디자인을 결합하였습니다.

- 최고속력 340마력, 최대토크 39.4kg·m (북미 기준)의 강력한 3.6리터 V6 직분사 엔진
- 플러그 하이브리드 엔진을 탑재한 4문급 4륜구동 모델은 2017년 미국 자동차 매거진 '올해의 차'로 선정되었습니다.
- 퓨전 프레임과 조인트 테크놀로지



Hypothesis and Validation of Weak Point (A/B Test) to derive Improvement Plan

### Implement the changes on the Actual Website

카딜락의 대형 럭셔리 프레스티지 세단이 새롭게 태어났습니다. 카딜락은 새롭게 개발한 CT6와 함께 역동성이 더해 새로운 기준을 정립하는 다양한 여정을 시작하였습니다. 혁신적으로 개발되었고 아름답게 제작된 CT6는 첨단 테크놀로지와 스포카를 갖춘 디자인을 결합하였습니다.

- 최고속력 340마력, 최대토크 39.4kg·m (북미 기준)의 강력한 3.6리터 V6 직분사 엔진
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- 퓨전 프레임과 조인트 테크놀로지



Create an Environment to maximize Conversion Rate through Real Website Implementation

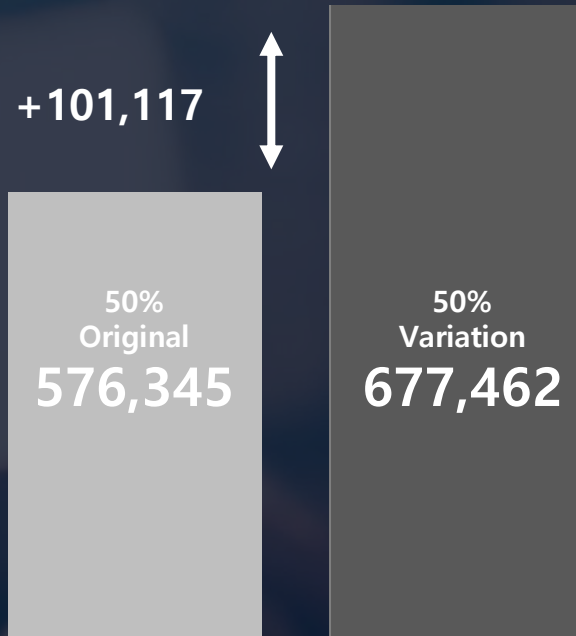
# Digital Biz Optimization I

## Customer Exp. Optimization

(UX A/B Test)

Conduct A/B Test 5 times per month for 6 months to optimize conversion rate

Reduced site abandonment in the purchase journey and improved conversion rate by 30%

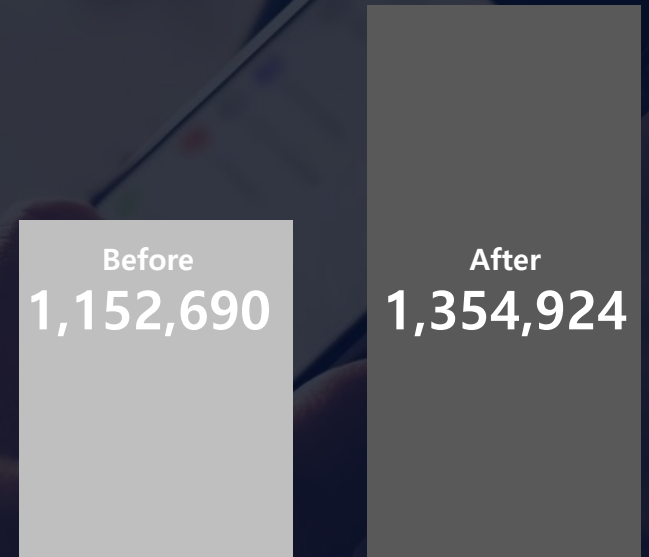


Apply 15 Lab Servers



A/B Test Winner

Website Conversion Rate  
**30% Improvement**



	Session	Transaction	CVR%
A ver. Original	13,280,839	576,345	4.3%
B ver. Variation	13,277,382	677,462	5.1%
Variation $\Delta$	-3,457	+101,117	+0.8%p



# Digital Biz Optimization I Conversion Rate Optimization (Personalization)

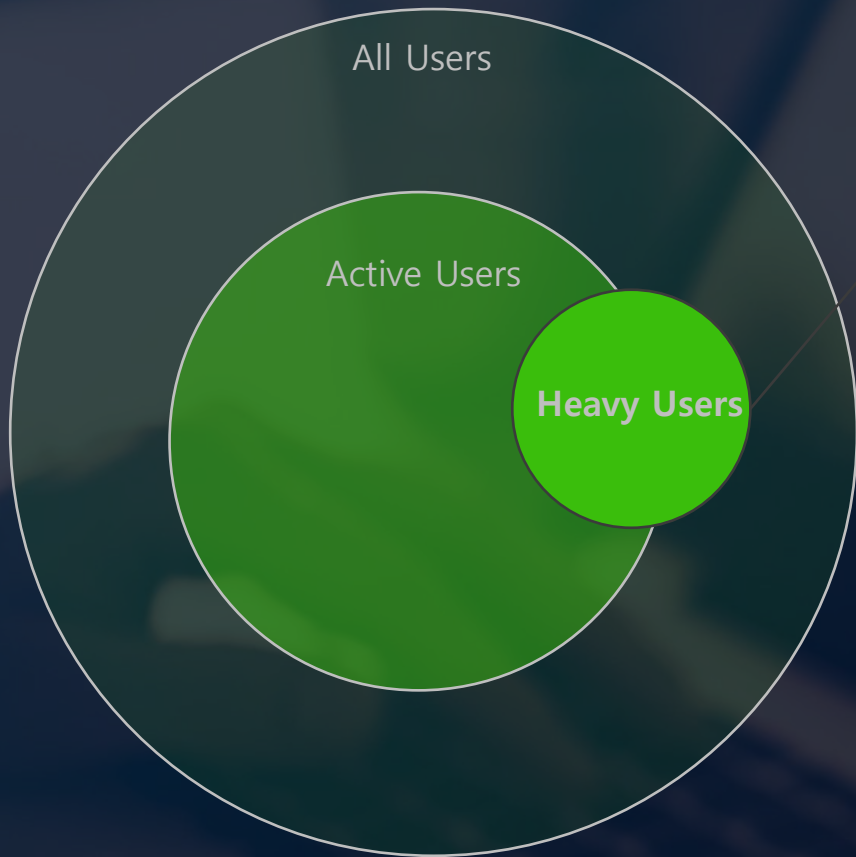
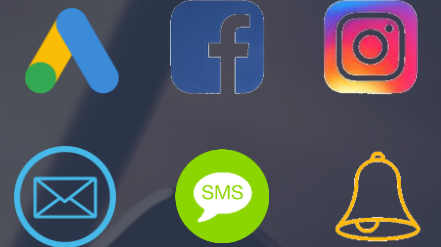
Ads & Personalized messaging to target audiences who are more likely to purchase subscription

## Subscription Purchase Promotion Creative

Google Analytics Segment

### Segments of Potential Subscription Purchasers

- Ex 1. Free members with 10 or more session in a period
- Ex 2. Free members with an average duration of 30 minutes or more
- Ex 3. Free members who entered the subscription purchase funnel and then abandoned



User ID and CRM Mapping Concepts

- Purchase abandonment
- Sign Up
- Purchase Attempt
- Event Action

VB5EB4E  
VA4GE12  
VD5DTE5  
VE8VED6

Name | ID | E-mail | H.P | . . .

Subscription Purchase Rate **12%** ↑

### Segment

Purchase abandonment  
behavior patterns

### User ID

Purchase abandonment  
Customer List

### CRM Data

Customer List

# Digital Biz Optimization I Conversion Rate Optimization (Retargeting)

Extract users with high potential purchase based on behavior data and create a utilization environment



Collect Behavior Data



Process Behavior Data

Easy Query Generator

User Behavior Report		2021. 1. 19. - 2021. 1. 25.				
유저 ID 수집		유저 ID 기준 행동 분석				
유저 행동	같음	같음	같음	같음	같음	
유저 ID	같음	같음	같음	같음	같음	
Event Param Value (String)	같음	같음	같음	같음	같음	
Event Param Name	같음	같음	같음	같음	같음	
유저 ID	정렬 기준	이름	Event Param Name	Event Param Value (String)	Event Count	Unique Users
1. 00f83ed646061cdab15f70403def9106	동작자 설정	이름	ga_session_number	null	59,515	2,556
2. 03148e0915113c5c1d71850c7cef71d4	CSV 다운로드	이름	engagement_time_msec	null	23,837	2,505
3. 045384150E15480F8E1A42A180574E11	CSV 다운로드(Excel)	이름	firebase_event_origin	auto	11,953	2,503
4. 0543f857252855fb016fd2602ba88459	스크린샷로 내보내기	이름	firebase_screen_id	null	11,953	2,503
5. 055bd68075d8035e30bc7f650ef0b5c8	Diagnose Query Performance	이름	firebase_event_origin	auto	41,466	2,448
6. 05FBEC151BCB4455B9397C73B1CE7B35	탐색	이름	firebase_error	null	41,466	2,448
7. 072ad1c5a8eae4133b615e02fa4863ad		이름	ga_session_id	null	9,512	2,429
8. 07301f473d7e7e022e466c3e33ddadca		이름	session_start	ga_session_number	9,507	2,427
9. 095F51D7888D4F24848F1A297A31A2E1		이름	user_engagement	firebase_event_origin	22,983	2,398
10. 098AE523C571400D80CB507E19E1E23		이름	user_engagement	firebase_screen_id	22,654	2,390
1 - 100 / 210 < >						
<b>항공 유저 행동</b>						
app.nFlightMain 검색 메인 app.nFlightSearchResult 검색 결과 app.nFlightBooking 예약정보 입력 app.nFlightBooking.request 예약완료 app.nFlightBooking.check 중요사항 최종안내						
<b>호텔 유저 행동</b>						
app.hoHotelMain 검색 메인 app.hoHotelSearchResult 검색 결과 app.hoHotelDetail 상류 상세 app.hoHotelBooking 예약정보 입력 app.hoHotelBooking.request 예약완료 app.hoHotelBooking.check 중요사항 최종안내						
<b>렌터카 / 픽업 / 렌딩 유저 행동</b>						
app.rCarMain (렌터카) 검색 메인 app.rCarSearchResult (렌터카) 검색 결과 app.rCarBooking (렌터카) 예약정보 입력 app.rCarRentDetail (픽업/렌딩) 예약정보 입력 app.rCarPickupSending (픽업/렌딩) 접수 메인 app.rCarDetail (렌터카) 상류 상세 app.rCarBookingRequest 예약 완료						

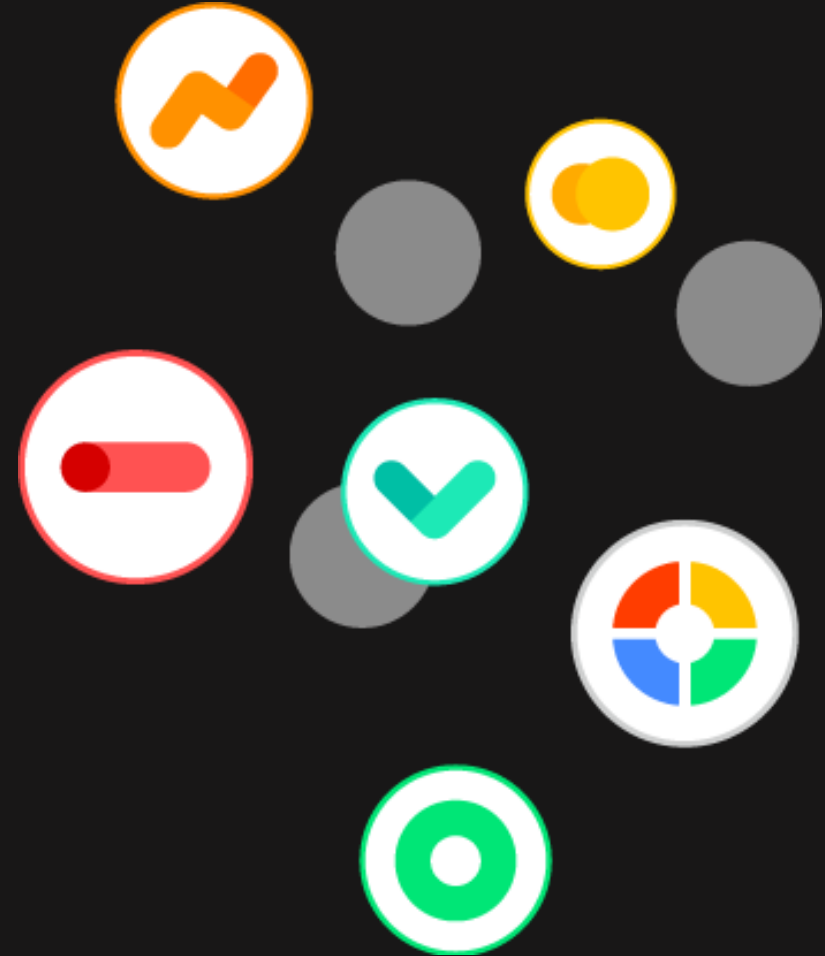


High Potential Purchase Customers  
Retargeting



Extract User Information without queries through Data Visualization

# THANK YOU



## CONTACT US

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