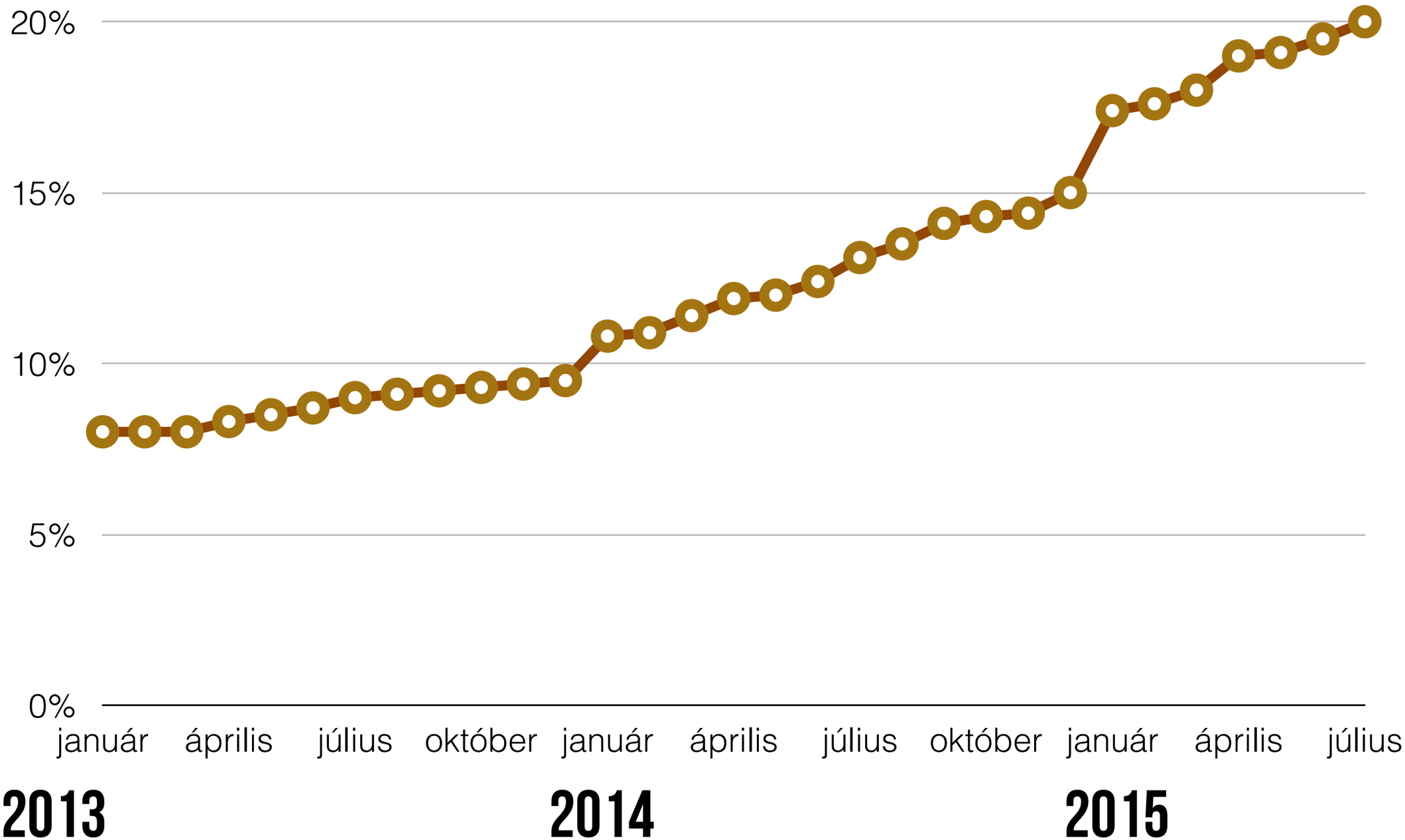
5 E-COMMERCE TREND

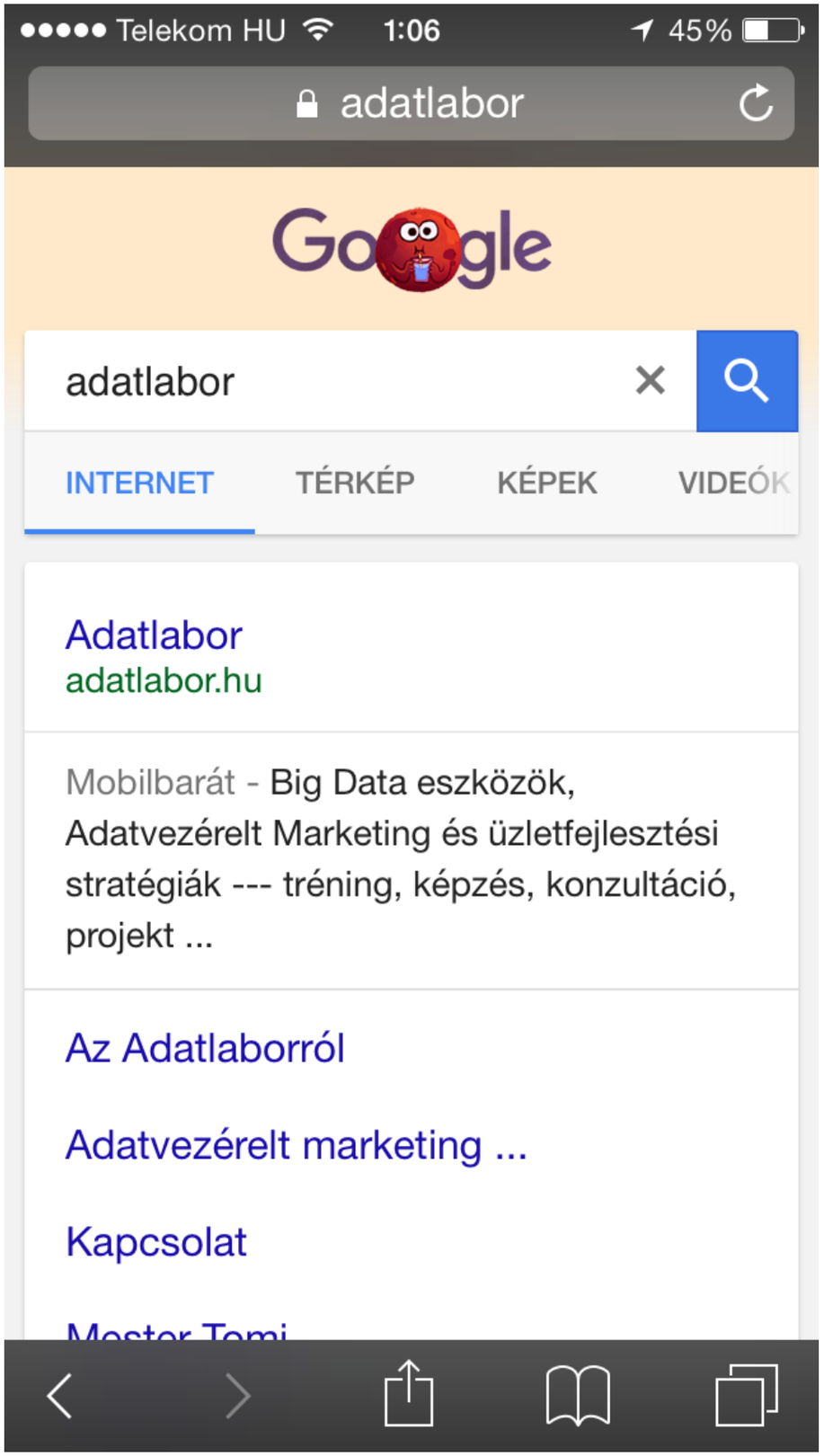
Adatlabor

Mester Tomi
Internet Hungary 2015
2015.09.30.

1. MOBILE FIRST

MOBILOS LÁTOGATÓK ARÁNYA

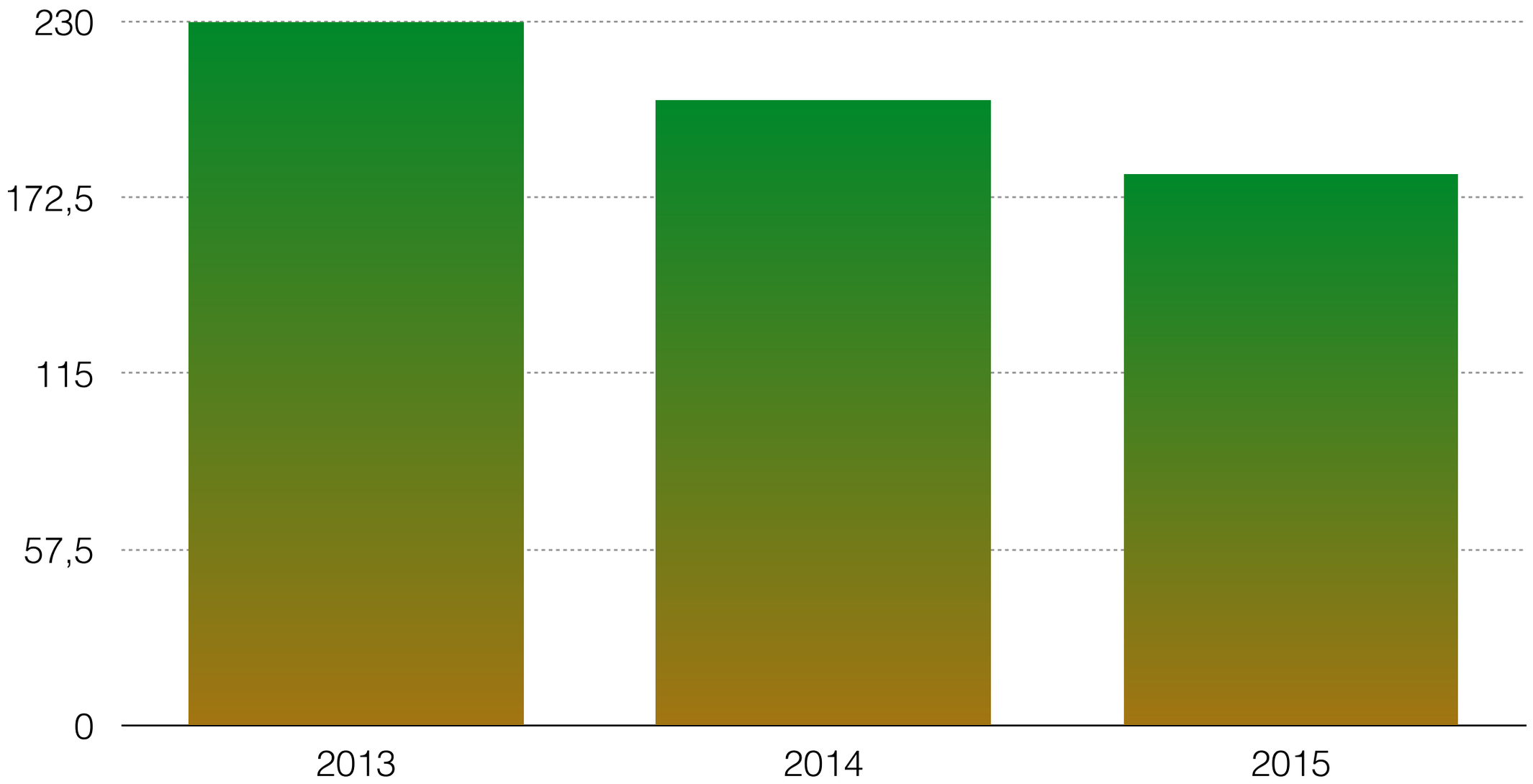


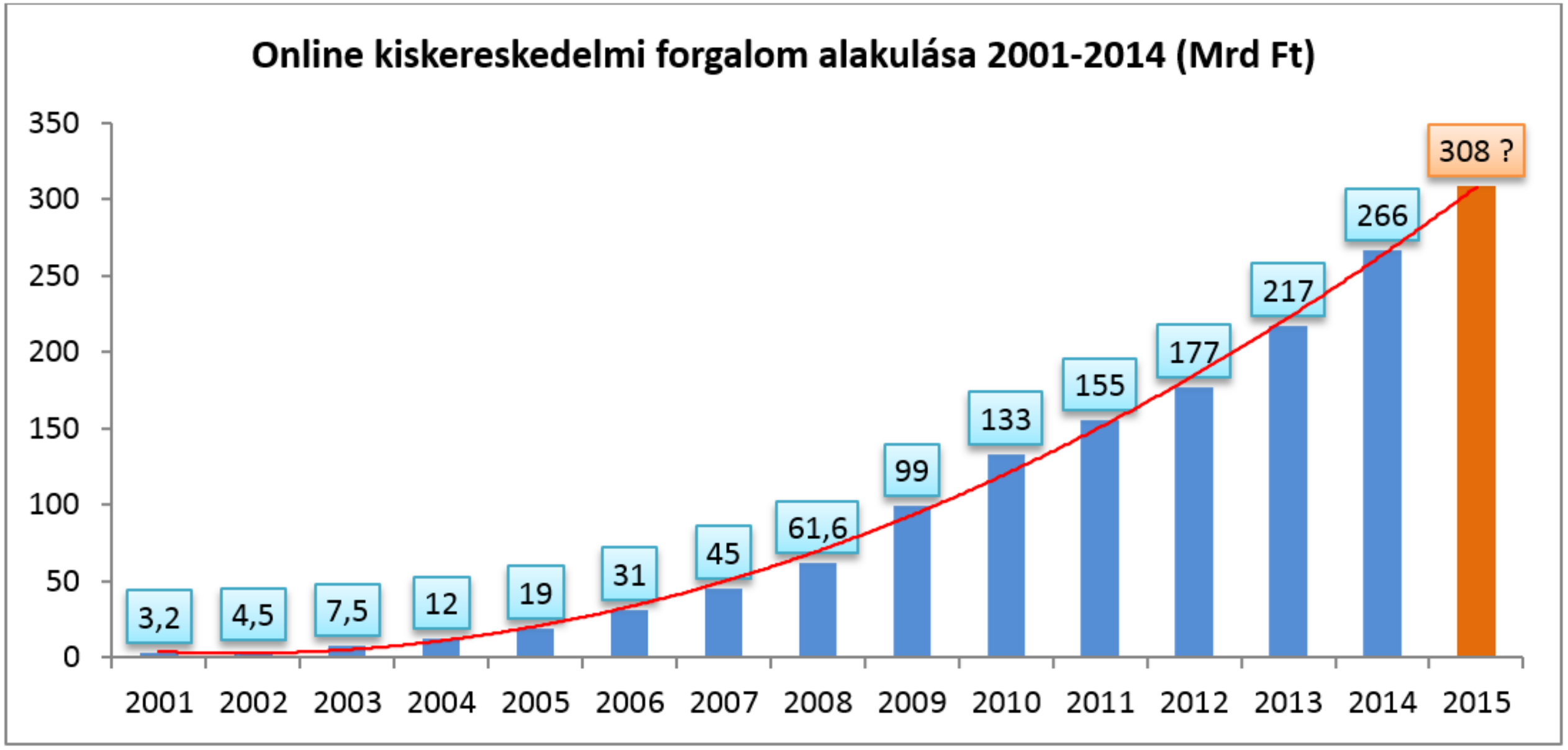

Telekom HU 1:06 45%
adatlabor
Google
adatlabor
INTERNET
TÉRKÉP
KÉPEK
VIDEÓK
Adatlabor
adatlabor.hu
Mobilbarát - Big Data eszközök, Adatvezérelt Marketing és üzletfejlesztési stratégiák --- tréning, képzés, konzultáció, projekt ...
Az Adatlaborról
Adatvezérelt marketing ...
Kapcsolat

MOBIL APP // RESZPONZÍV OLDAL KELL!

2. EGYRE KEVESEBB IDŐ KELL A KONVERZIÓIG

KONVERZIÓKIG ELTELT ÁTLAGOS IDŐ (ÉVENTE)





forrás: http://www.webshopexperts.hu/labor/mi-varhato-2015-ben-a-magyar-e-kereskedelemben

Start
Stop
Tide
Cottons
Minimum iron
Woollens
Outerwear
Proofing
Further progr

how to learn hadoop

A simpler way to work

Dropbox lets you work the way you want, wherever you are, with anyone.

First name

Last name

Email

Password

I agree to Dropbox terms.

Sign up for free

or

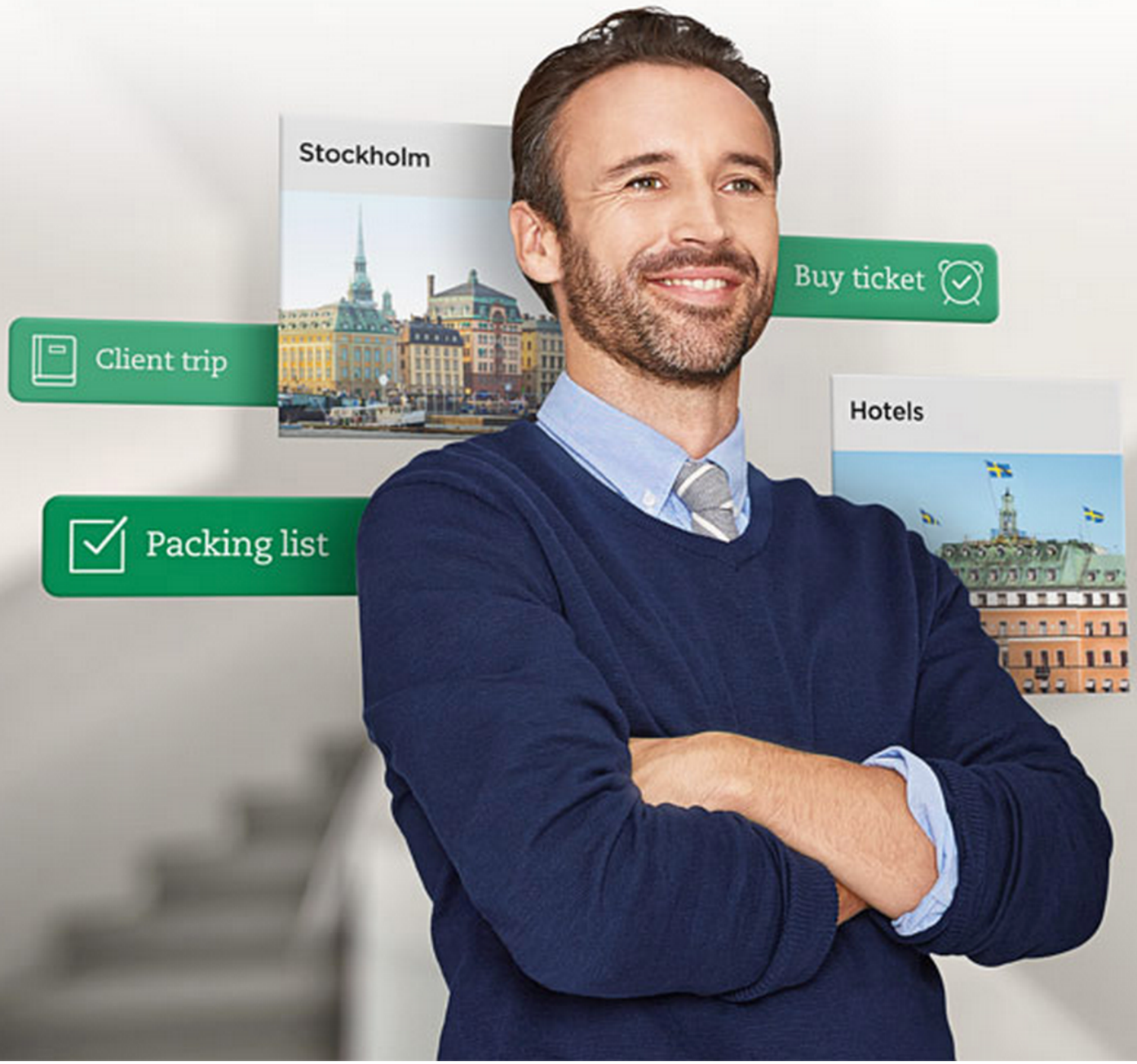
3. EMBEREKET SZERTÜNK NÉZNI

By using this site, you agree to Evernote's use of cookies to enhance site functionality and performance and to show you ads for Evernote products on other websites. Learn more on our Cookie Information page.

EVERNOTE

EXPLORE EVERNOTE BUSINESS

Pricing MENU

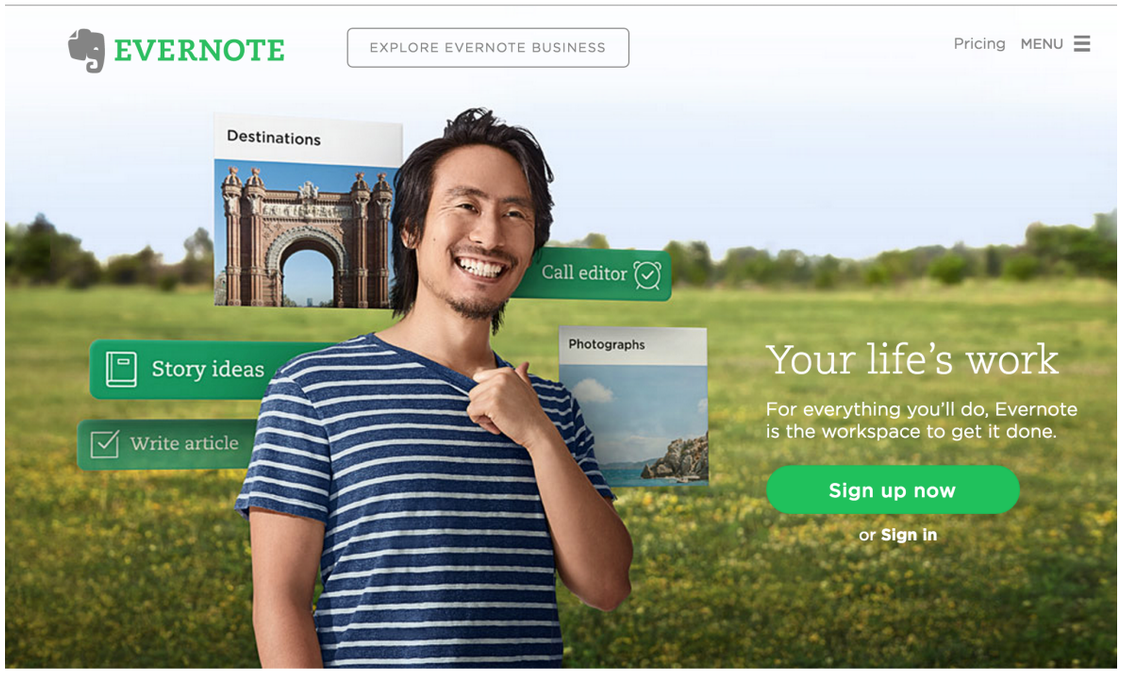


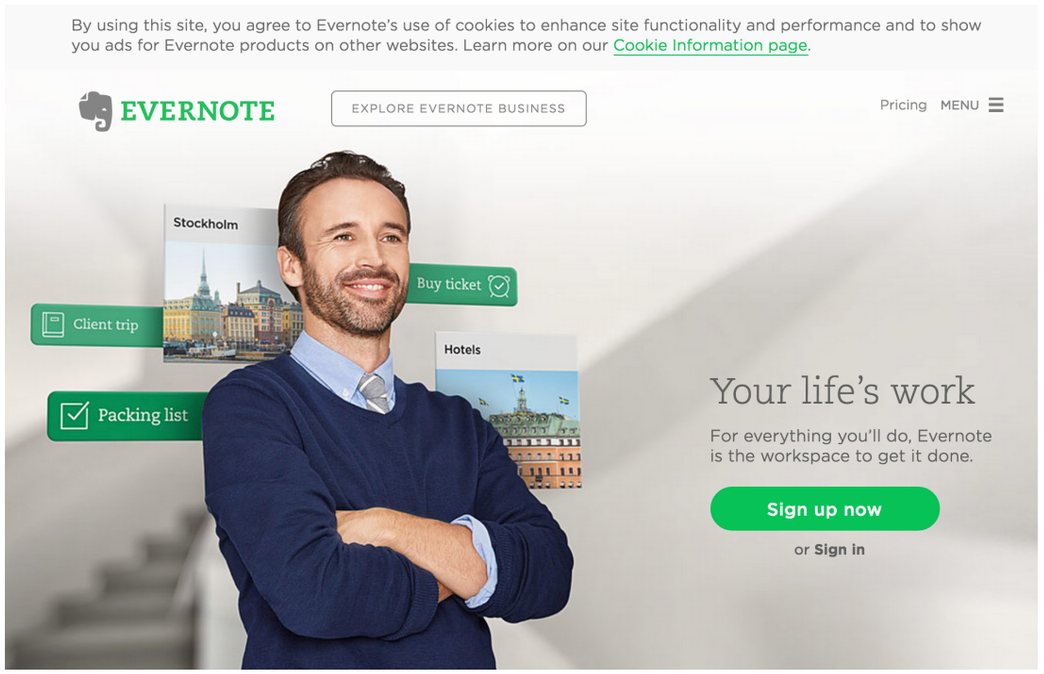
Your life's work

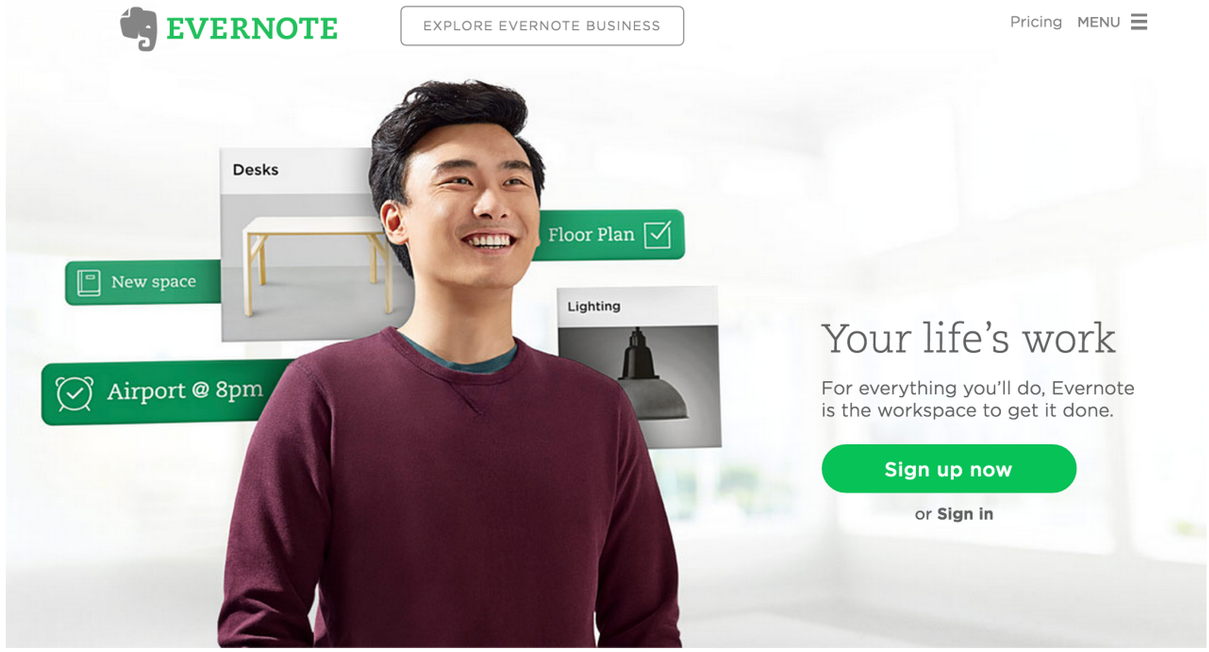
For everything you'll do, Evernote is the workspace to get it done.

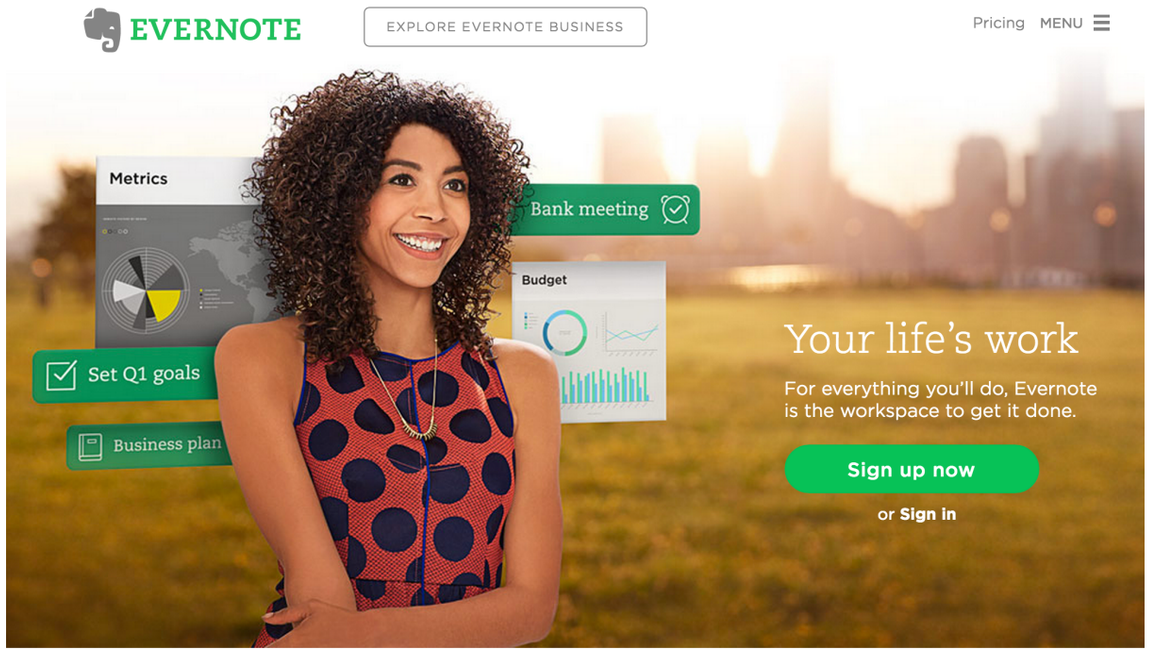
Sign up now

or **Sign in**


EVERNOTE
EXPLORE EVERNOTE BUSINESS
Pricing
MENU
Destinations
Call editor
Story ideas
Photographs
Write article
Your life's work
For everything you'll do, Evernote is the workspace to get it done.
Sign up now
or Sign in


By using this site, you agree to Evernote's use of cookies to enhance site functionality and performance and to show you ads for Evernote products on other websites. Learn more on our Cookie Information page.
EVERNOTE
EXPLORE EVERNOTE BUSINESS
Pricing
MENU
Stockholm
Buy ticket
Client trip
Hotels
Packing list
Your life's work
For everything you'll do, Evernote is the workspace to get it done.
Sign up now
or Sign in

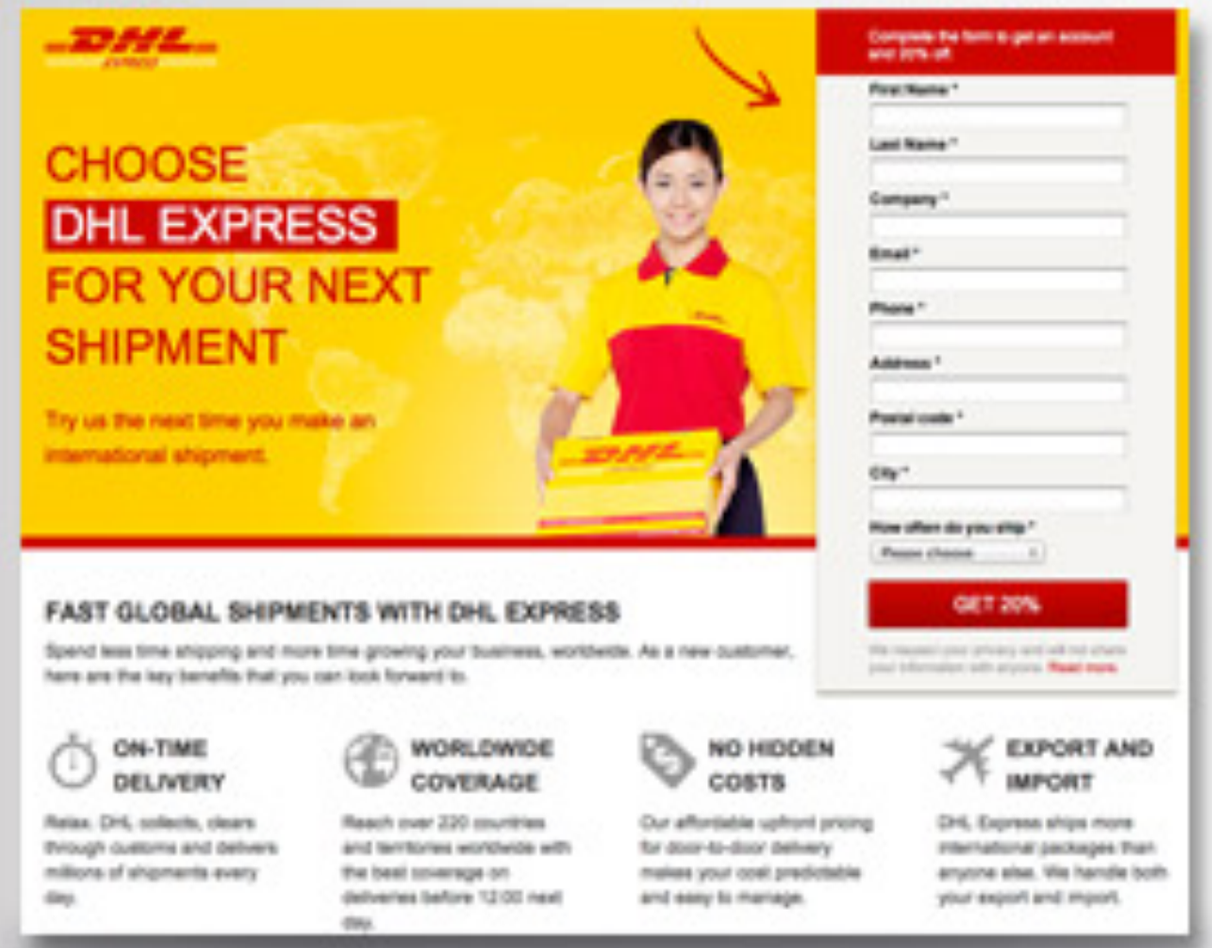

EVERNOTE
EXPLORE EVERNOTE BUSINESS
Pricing
MENU
Desks
Floor Plan
New space
Lighting
Airport @ 8pm
Your life's work
For everything you'll do, Evernote is the workspace to get it done.
Sign up now
or Sign in

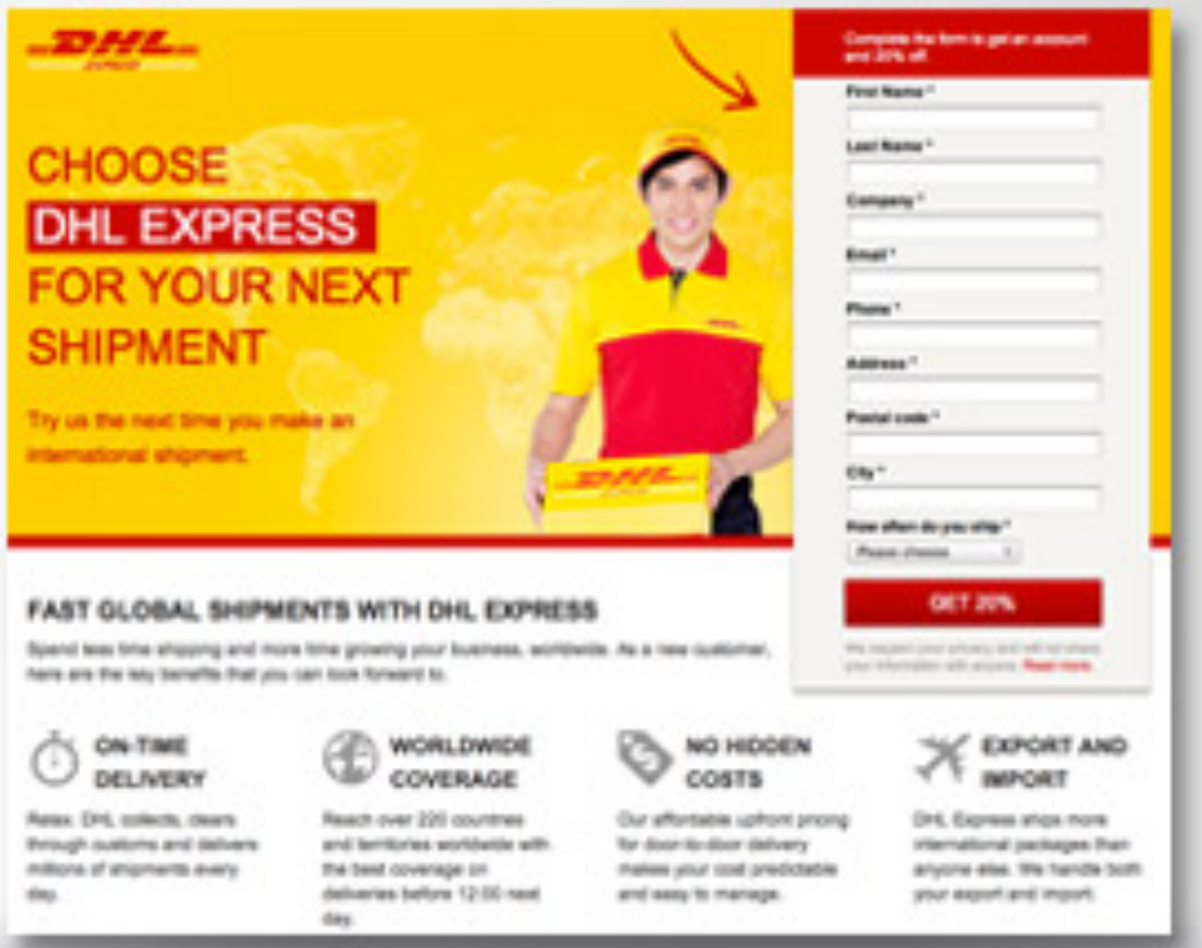

EVERNOTE
EXPLORE EVERNOTE BUSINESS
Pricing
MENU
Metrics
Bank meeting
Budget
Set Q1 goals
Business plan
Your life's work
For everything you'll do, Evernote is the workspace to get it done.
Sign up now
or Sign in

A Version

VS

B Version





Adonis Clothing, an eCommerce store dealing in men's fashion, replaced the clean-shaven photo of a model with the one in which the model has a beard. The test was run on a category of product pages. This increased Add to Carts by **49.73%**

C Control

James Perse

Crewneck Jersey T-Shirt

Was: GBP 35.85

Now: GBP 24.01 Item #363875

33% OFF

Size:

- If between sizes, order the larger size.
- Considered a Trim fit; fitted through the chest, armholes and sides.
- Sizing: 0=0(xs), 1=1(s), 2=2(m), 3=3(l), 4=4(xl), 5=5(xxl).

0(xs) 1(s) 3(l) 4(xl) 5(xxl)

Size Chart

Color: Torrey

Quantity: 1

Add to Wish List | Add to Shopping Bag

CLICK ABOVE TO ZOOM [+] VIEW LARGER IMAGE

★★★★★ Write a Review

V Variation

James Perse

Crewneck Jersey T-Shirt

Was: GBP 35.85

Now: GBP 24.01 Item #363875

33% OFF

Size:

- If between sizes, order the larger size.
- Considered a Trim fit; fitted through the chest, armholes and sides.
- Sizing: 0=0(xs), 1=1(s), 2=2(m), 3=3(l), 4=4(xl), 5=5(xxl).

0(xs) 1(s) 3(l) 4(xl) 5(xxl)

Size Chart

Color: Torrey

Quantity: 1

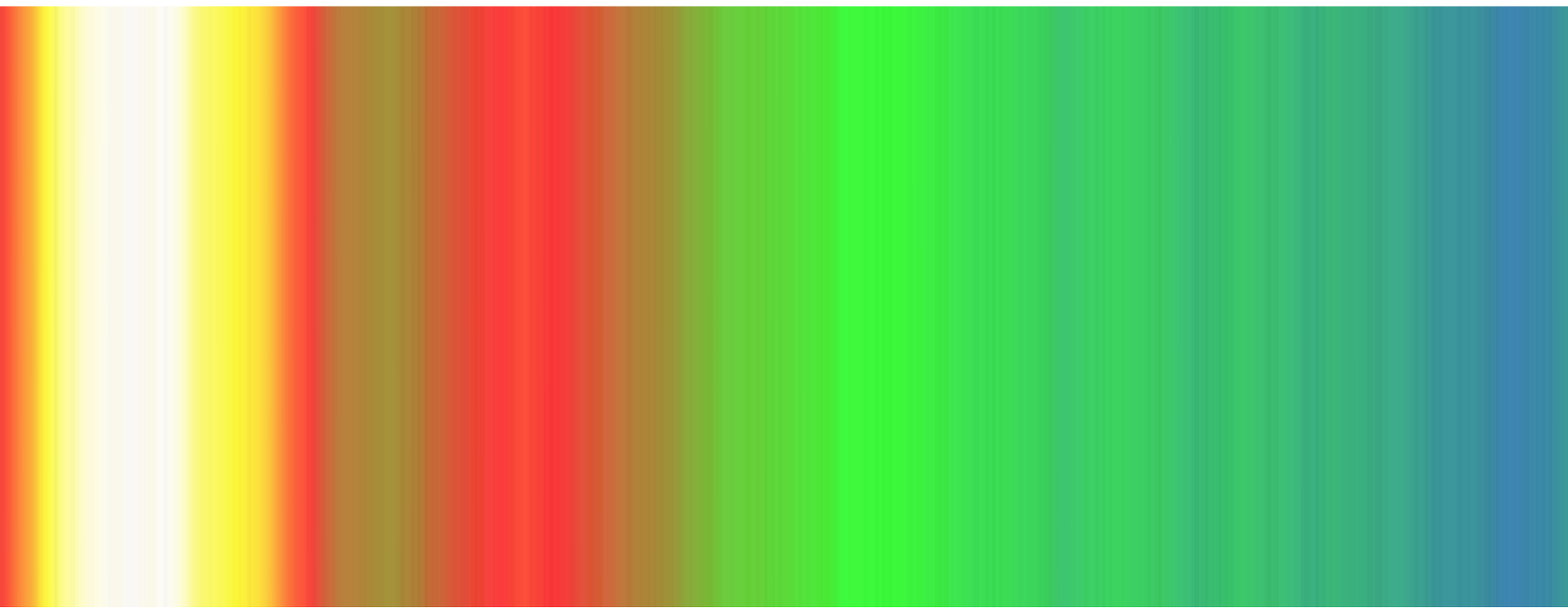
Add to Wish List | Add to Shopping Bag

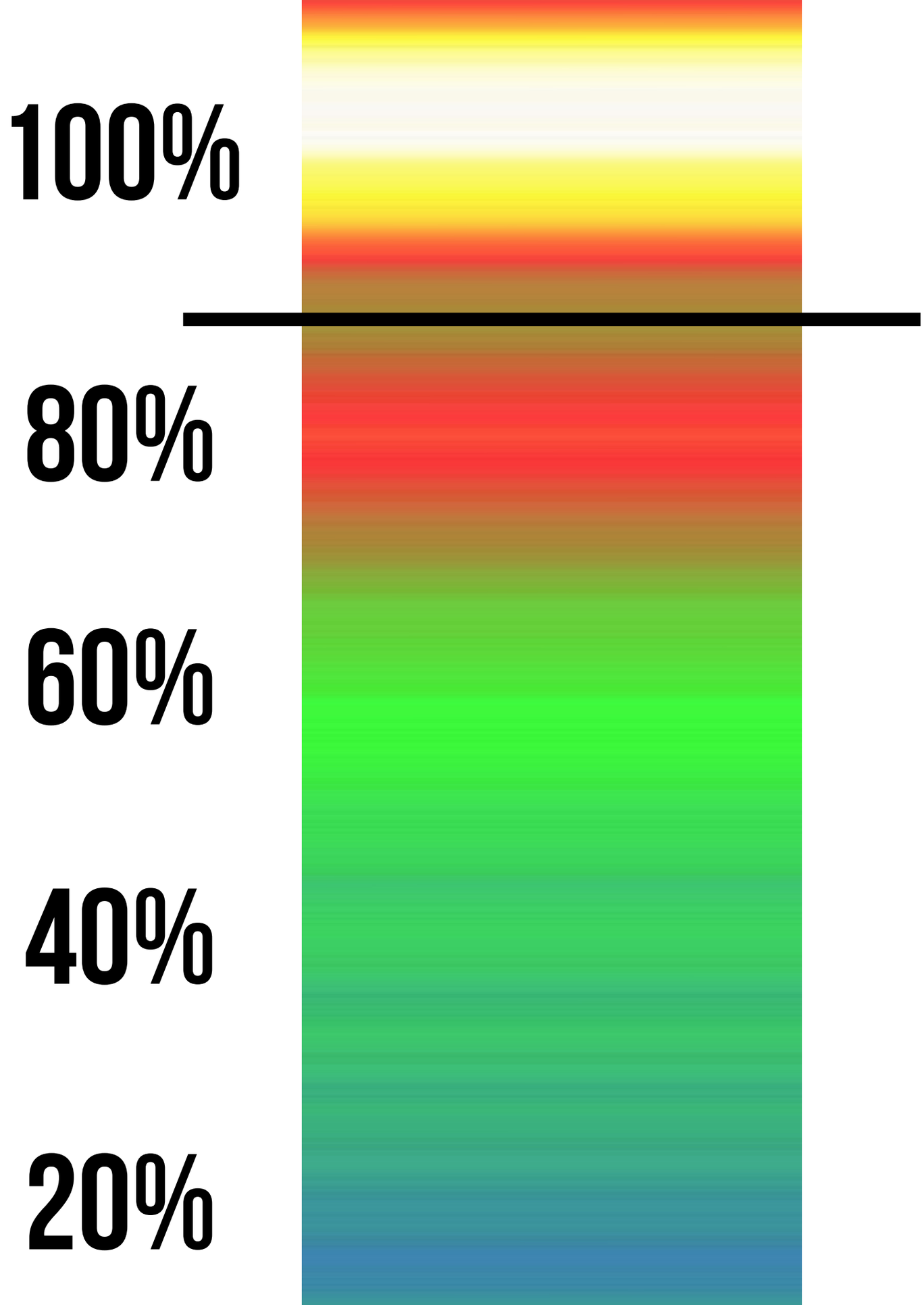
CLICK ABOVE TO ZOOM [+] VIEW LARGER IMAGE

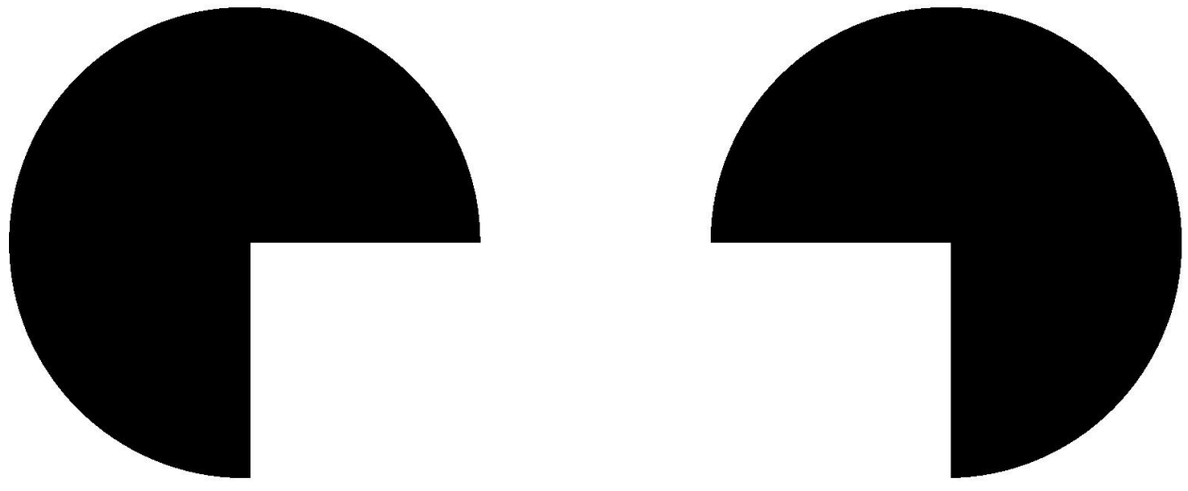
★★★★★ Write a Review

Visual Website Optimizer

4. AZ EMBEREK MÉG MINDIG NEM GÖRGETNEK




100%
80%
60%
40%
20%

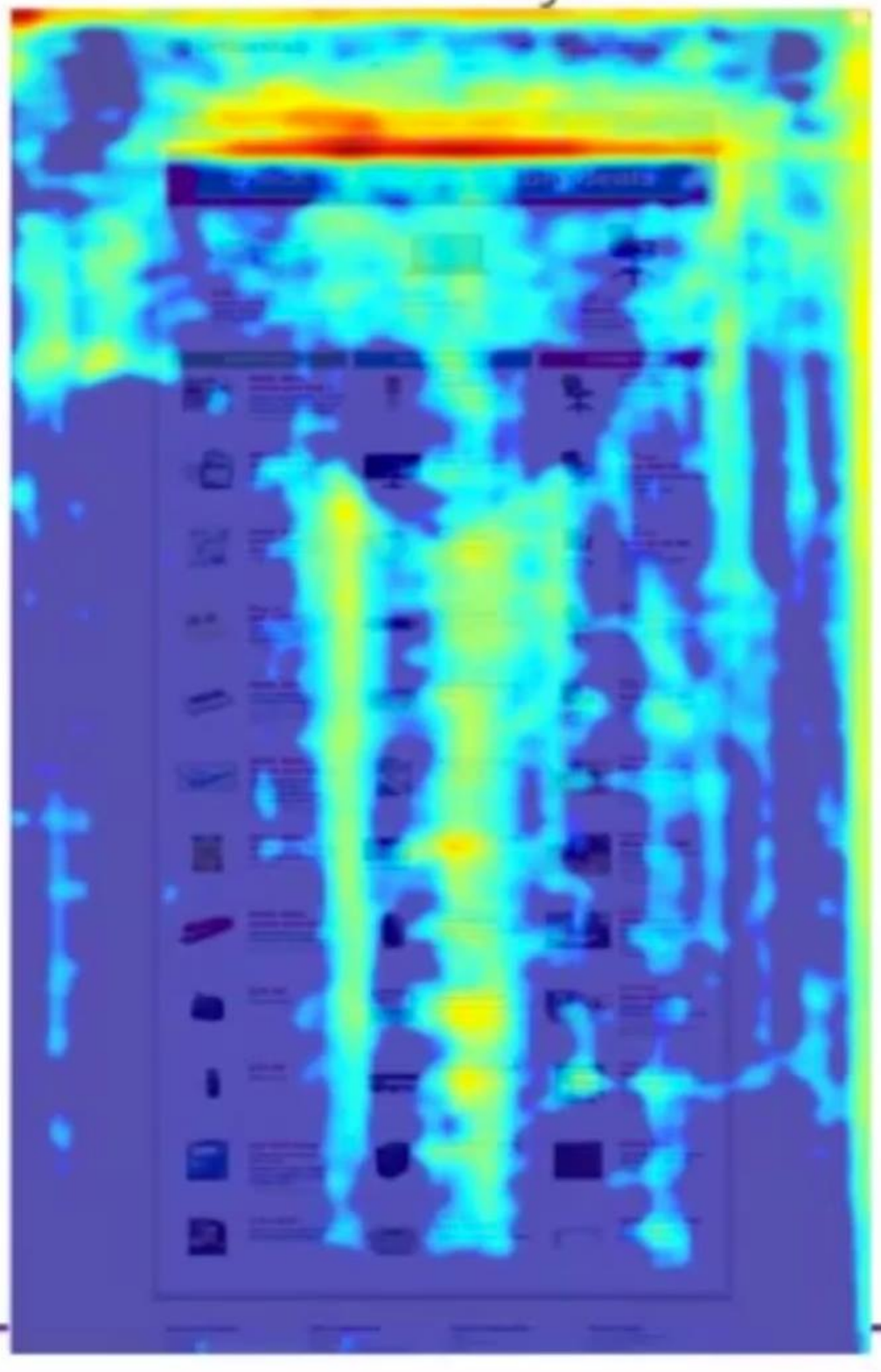


Vertical Layout

Horizontal Layout

forrás: Clicktale

Vertical Layout



Horizontal Layout

forrás: Clicktale

HEADER

IMAGE BANNER

TERMÉK

VÁSÁRLÁS

TERMÉK

VÁSÁRLÁS

TERMÉK

VÁSÁRLÁS

TOVÁBBI KONTENT

HEADER

TERMÉK

VÁSÁRLÁS

TERMÉK

VÁSÁRLÁS

TERMÉK

VÁSÁRLÁS

TOVÁBBI KONTENT

FOOTER

5. NEM AZ VAGY, AMIT BIRTOKOLSZ

5. NEM AZ VAGY, AMIT BIRTOKOLSZ

5. AZ VAGY, AMIT MEGÉLSZ

5. AZ VAGY, AMIT MEGÉLSZ

ÉS MEGOSZTASZ

LEGFONTOSABB FESZTIVÁLKELLÉK

RÉGEN

MOST

#MUTIMITESZEL

[redacted]

Like Page

Jó reggelt☺☀🍒🍝🍴 II #mutimiteszel

84 Likes

Like Comment Share

[redacted]

Like Page

Ha szombat Balaton, akkor reggel piac ☺ #mutimiteszel

2 Likes

Like Comment Share

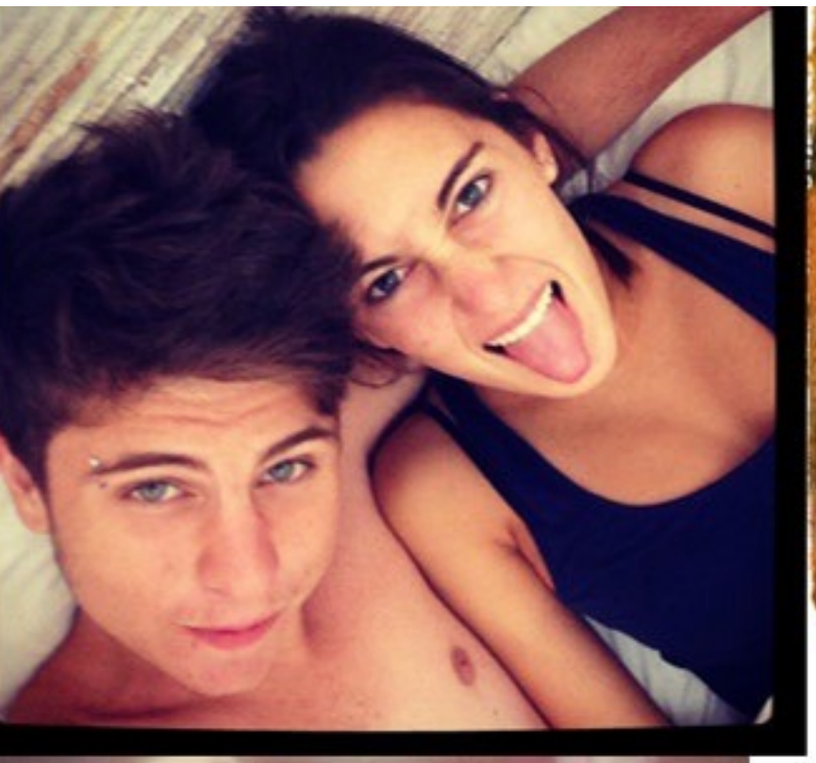
[redacted]

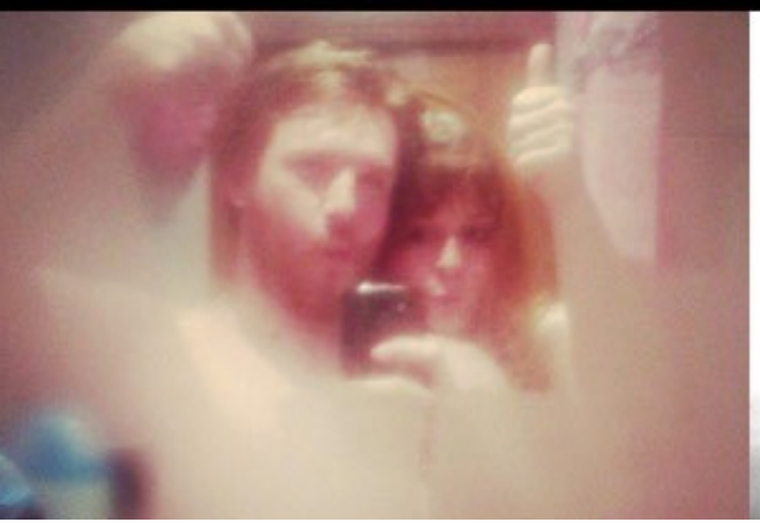
#mutimiteszel 🍔🤘🍴

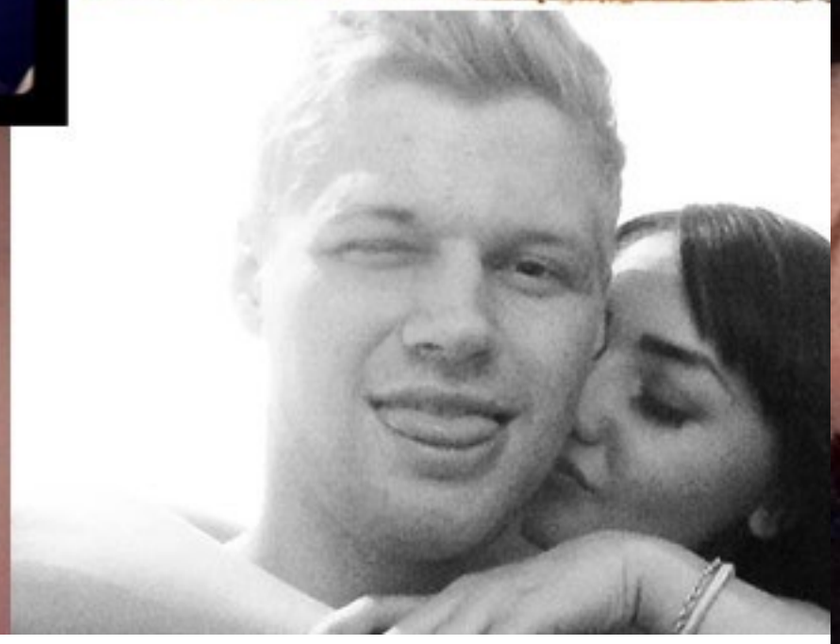
7 Likes 5 Comments

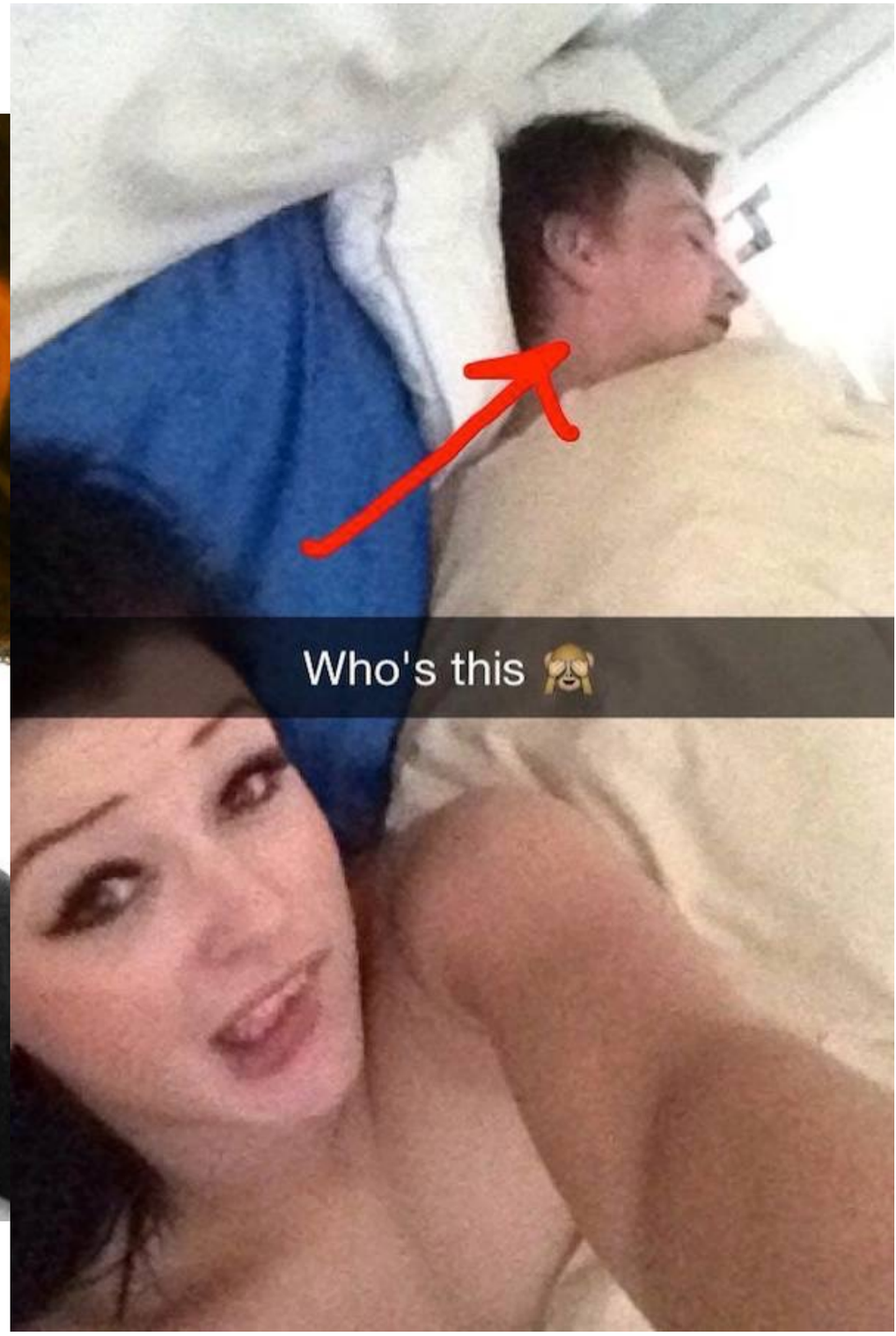
Like Share

#AFTERSEXSELFIE









#RUNNINGSHOES

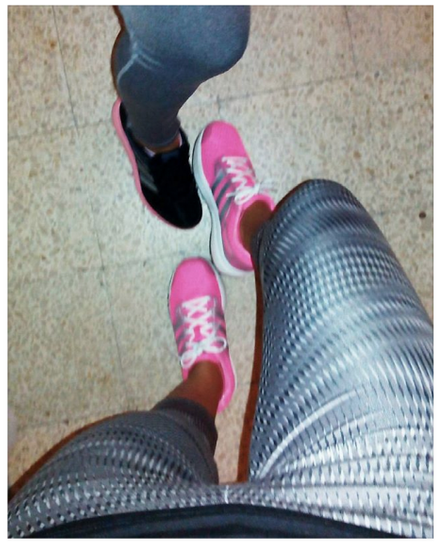
[redacted] nstagram ·

New #runningshoes #asics I just couldn't get used to the Altras. Love these!!

19 Likes 4 Comments

[redacted]

new in #treinarcomestilo #runningshoes #fitnessportugal #otcteam #adidas #vaidosa

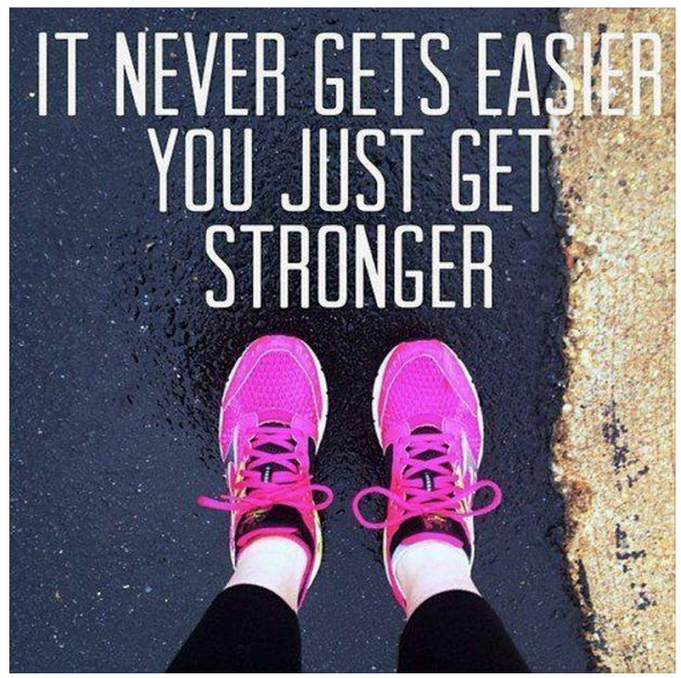


6 Likes

[redacted]

Like Page

#runningshoes #fitness http://ow.ly/QMPtd



2 Likes

AVIS
LOCATION

5 E-COMMERCE TREND

Adatlabor

Mester Tomi
Internet Hungary 2015
2015.09.30.

kontakt:

WWW.ADATLABOR.HU/BELSO

TOMI@ADATLABOR.HU
FACEBOOK.COM/ADATLABOR