

# UNDERSTANDING MARKETPLACE SHOPPING AND BEHAVIOR

PRODUCTS AND KEY ATTRIBUTES  
THAT DRIVE REVENUE

*“Without **limestats**  
data mining, we  
would have no idea  
how to approach  
important Ebay  
revenue decisions.”*

- Steven Friend  
Sr. Manager E-Commerce at  
GUESS Watches

## SITUATION

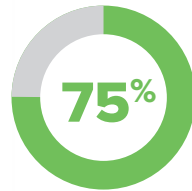
With the watch business being such an important revenue and gifting piece to categorical offerings for the **GUESS Watches** brand, being able to identify trends in the market while keeping tabs on what consumers prefer has always been key to strategy. The online landscape grows substantially every year, creating both opportunity to improve consumer learning and product optimization.

## CHALLENGE

As a brand, we needed to know both the revenue impact of 3rd party sellers as well as the top performing product attributes supporting third-party sales and product competition on the eBay marketplace. Traditional means of digging by seller, product, SKU, etc, are too inefficient in keeping up with the fast changing online landscape. **We needed a swift, efficient strategy to both identify key sellers, sales volume, and product attribute popularity.**



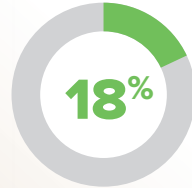
## DATA ANALYTICS



**Identified 75% of  
3rd Party Resellers**  
*Leading up to Q4 season*



**Average Order  
Value (AOV)**  
*Increased by \$23*



**Conversion Rates  
Increased by 18%**  
*When comparing the first  
and last three months*



**Revenue  
Increased by 2x**  
*When comparing the first  
and last month*

- Identified the **TOP 5 Marketplace Sellers** and **Product Attributes** driving 3rd party revenues
- Developed **Counter Intelligence Marketplace Product Strategy**
- Quantified the **bottom line impact** of 3rd party sellers to the **overall business**

## TESTIMONIAL

### STREAMLINES PRODUCT PERFORMANCE & SELLER COMPETITION ANALYSIS

Traditionally, in managing e-commerce properties and web stores, understanding marketplace competition and product performance was always a tedious, time consuming, data-digging experience. With **limestats**, not only do you get to monitor and see who and what is selling the best from a product perspective online, but you also get quality data to make informed revenue driving decisions. The adjustable date-product mining and user experience alone are what makes this a 'must-have' for any company serious about their various online selling channels. This is an amazing tool.

- Steven Friend, Sr. Manager E-Commerce at GUESS Watches

