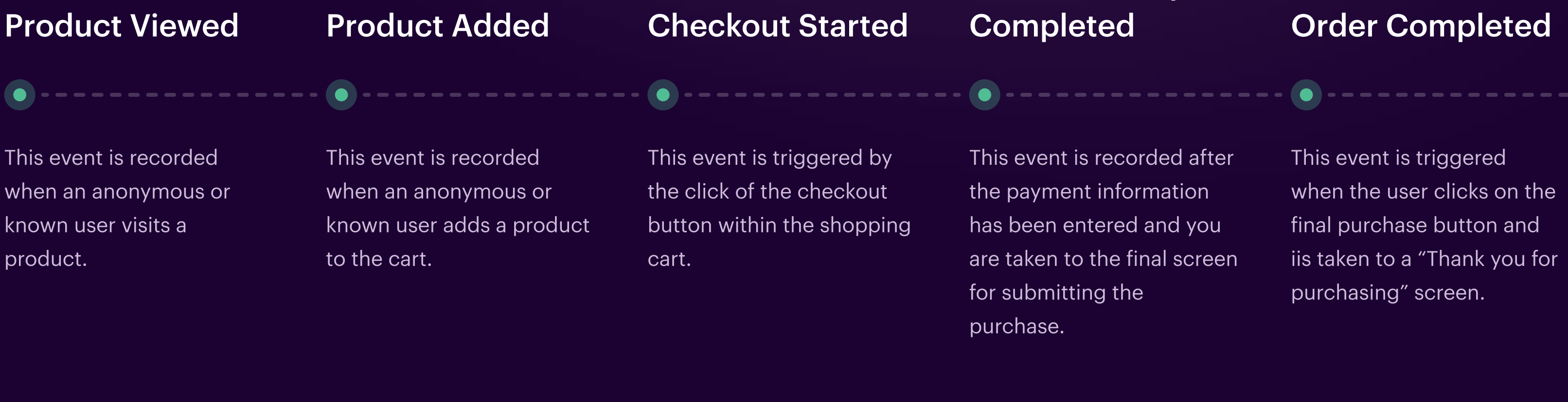


Ecommerce Businesses

What to track and put in your stack

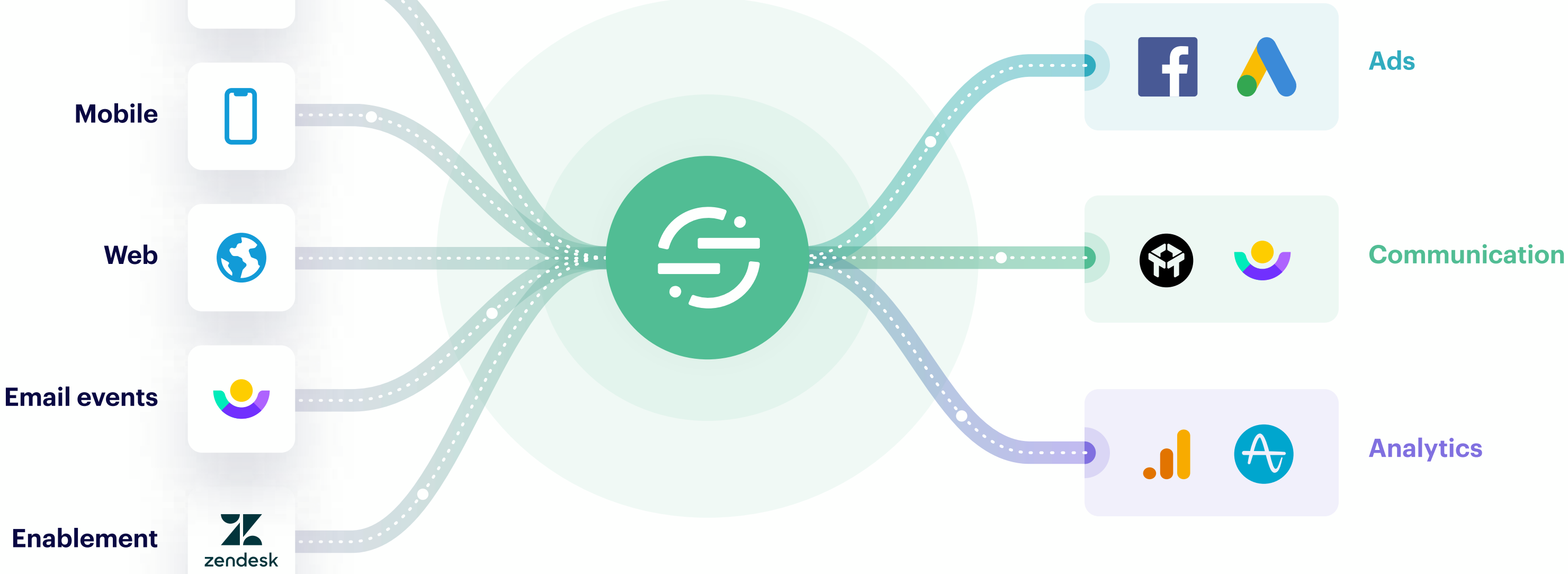
The Journey

Track the events that matter for telling the user's story



Segment for Product Team

Empowering every team with good data



Metrics we measure

Revenue

Visit to order rate

By combining the Order Completed event with the default Segment page viewed event you can create this conversion rate. You will want to break it down by marketing channel and products purchased to further optimize your funnel.

Read more →

Conversion

AOV (average order value)

If you take the Order Completed event and divide the revenue earned by that total you will know your AOV. Break this down by the types of product in a cart and the channels where users came from to optimize for higher-order value.

Read more →

Conversion

Total Revenue and Orders

Your Order Completed event will allow you to know how much revenue you have generated across your total number of orders. It is important to know which product mix drives high-value customers.

Read more →

Conversion

CLV

Your Order Completed event over time will add up all the revenue and inform you of your customer lifetime value. You will want to break this down by marketing channel to optimize for the most profitable customers and get the best return on your ad spend.

Read more →

Conversion

Repurchase rate and frequency

Your most valuable metric in eCommerce is your repeat purchase rate, and you can learn this by using your order completed event and building a funnel to see what marketing channels and products drive repeat purchases.

Read more →

Use cases

How we've seen most Ecommerce startups use their stack

These tools are all now available to you for free or heavy discount through Segment's Startup Program

Scroll down for more information

Use Segment Javascript sources

Custom marketing attribution and identity merging in Chartio using pages and identifies tables in BigQuery from Segment Javascript source(s).

Customer.io Email Journey

Customer.io email events (Email Delivered / Opened / Clicked / Unsubscribed) can be turned on as a source in Segment and they'll flow through to Amplitude and BigQuery for analysis of full customer journey.

Load ad spend

Load ad spend from Facebook and Google Ads into BigQuery via Segment and combine with app activity tracked by Segment to build a CAC model in Chartio.

Power custom messaging

Push events and custom user traits through Segment into Customer.io and Drift to power custom messaging based on web activity.

Follow product-level activity

Use the Product Purchased event in Amplitude, powered by the Order Completed event from the Segment ecommerce spec, to follow product-level activity from Product Viewed to Product Added to Product Purchased and see revenue by product, sku, and product category.

Startup Program

Best in class startup stacks like this are now free to build and use through [Segment's Startup Program](#) credits and partner deals

Redeem your deals

See more Use Cases