

**EMERCE** CONVERSION & ANALYTICS

# Culture of Experimentation

# EMERCE CONVERSION & ANALYTICS

## Event - April 18th 2024

Emerce Conversion & Analytics is a live event with 300+ professionals in marketing, analytics, data.

## Emerce TV - launch December 12th 2024

For 2024, our editorial team launches a **video collection** around the current theme's.

## Online Channel

Conversion and analytics are a key online channel on the Emerce.nl platform with over 20.000 monthly followers.



# EMERCE CONVERSION & ANALYTICS

## Themes



Improving pricing techniques. Insights from economics, analytics and other perspectives such as the context around the click.



Testing results: The significance of data sets. What is reasonable and what is feasible / practical? How often, how many, how big?



Best practices: structuring web pages and optimising the customer route through your site.



# EMERCE CONVERSION & ANALYTICS

## Audience

Emerce Conversion & Analytics is for anyone who wants to stimulate sales via the online channel.

Emerce Conversion & Analytics is for decision makers with commercial responsibility. These include:

- E-commerce managers
- Site owners
- Online & media managers
- Marketing managers

Working at:

- Larger brand companies
- Tech companies



# EMERCE CONVERSION & ANALYTICS

## Our database

Over 70.000+ professionals in digital marketing and conversion working in larger companies (100+).

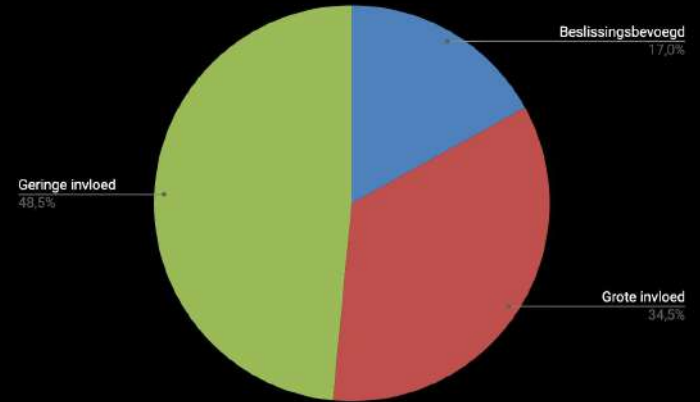
An experienced, mature audience, in digital commerce, media and services.

32% budget up to 25.000 per year

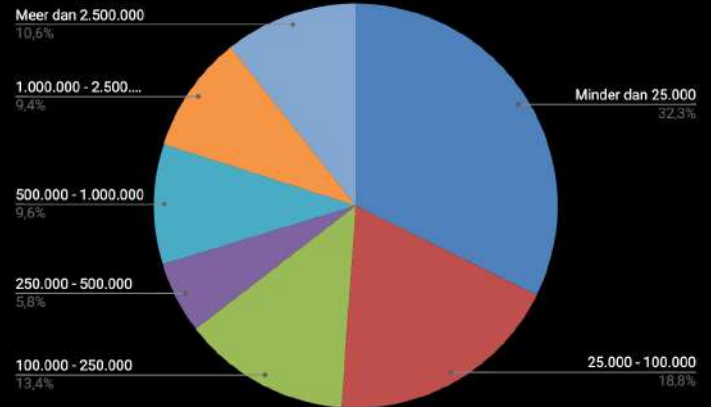
38% budget up to 500.000 per year

29% budget up to 2.500.000 per year

## Influence on buying decisions



## Budget for digital services

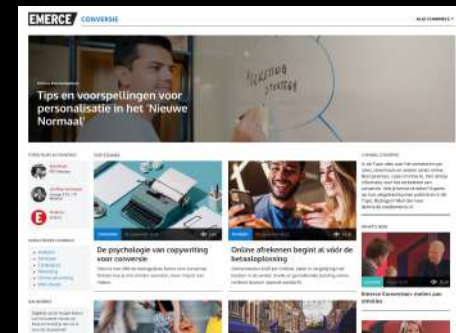




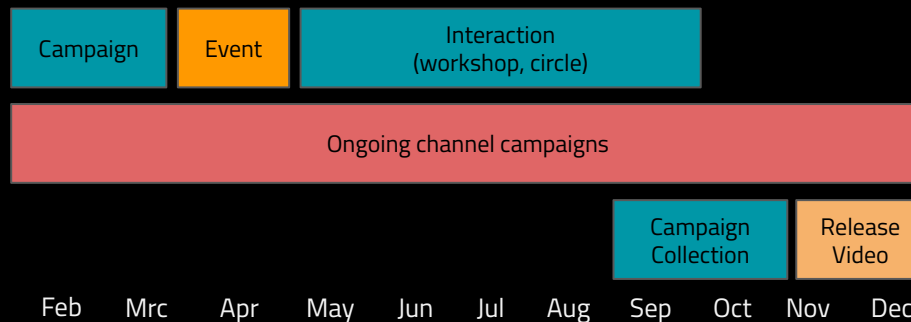
# EMERCE CONVERSION & ANALYTICS

## Outreach

1. Campaign Emerce.nl > 525.000 monthly visitors
2. Social media & e-mail 99.000 followers
3. Advertising
4. Partnerships
5. Media: Emerce, Business Insider, FD, MT / Sprout



## Schedule



**EMERCE** CONVERSION & ANALYTICS

**Reach out to 70.000+  
decision makers in online  
conversion, sales and  
transactions**