



UX Studies from GA

Shiseido Ginza Tokyo

THAILAND

JULY - AUGUST 2024

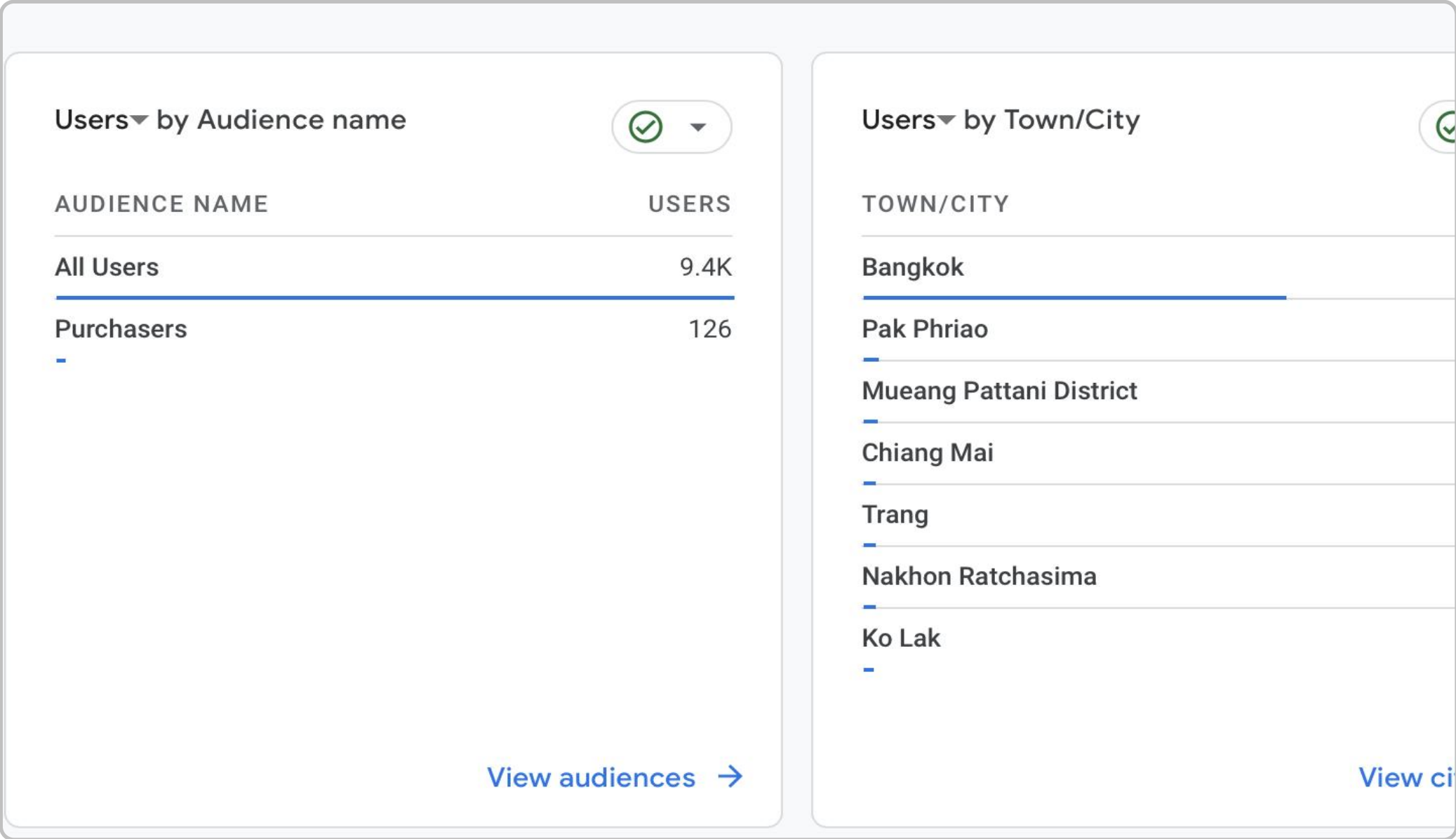
dentsu

| **SHISEIDO**
GINZA TOKYO

Approach to GA Studies

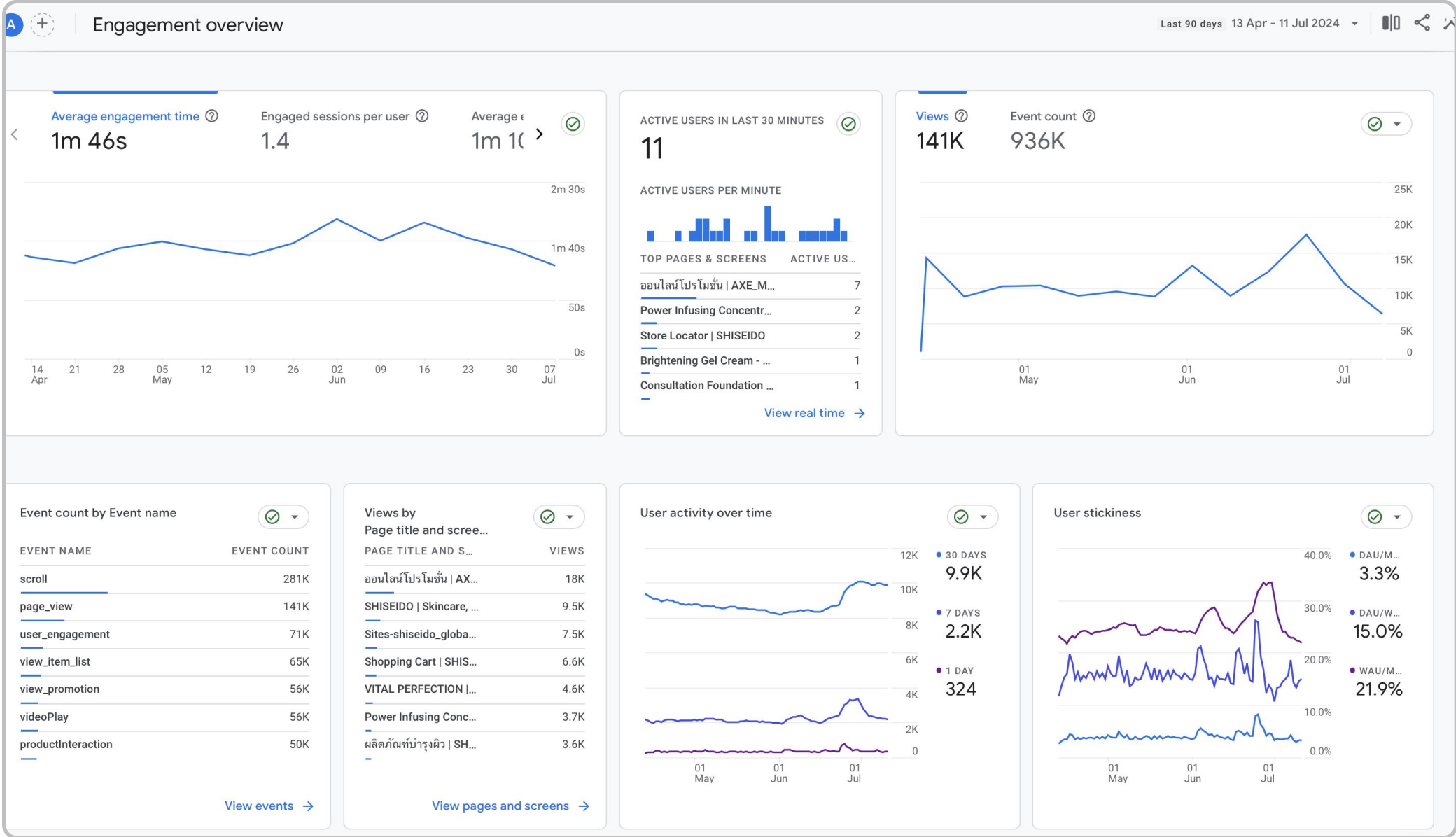
Analyse the Shiseido Ginza Tokyo website using Google Analytics to assess user behaviour, identify drop-off points, and optimise conversion paths.

Google Analytics Data for User Retention & Conversion



User Activity

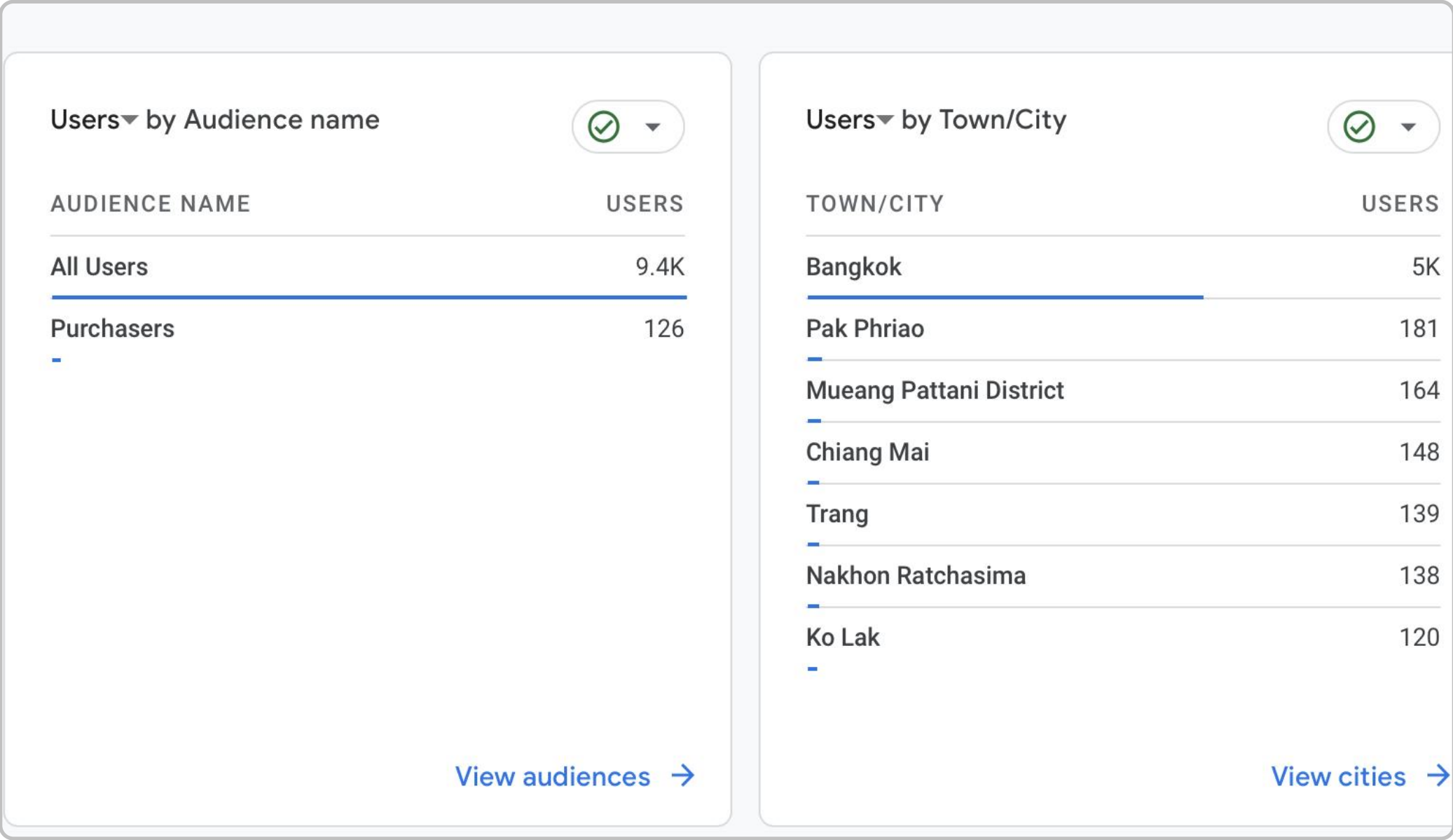
Less than 0.1% users are converting to customers
98% users are from Bangkok



Session Duration & Engagement duration

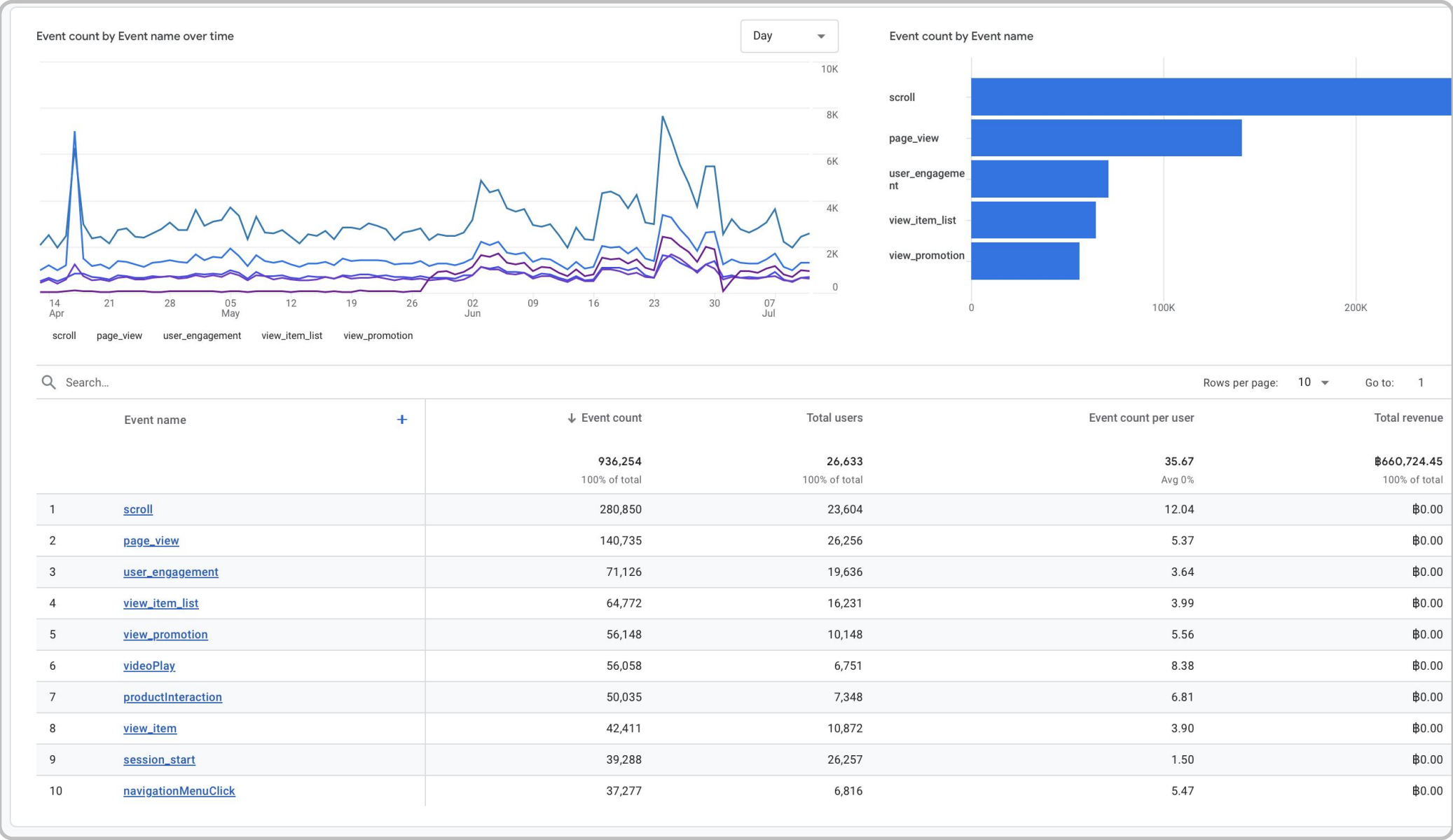
Average session difference between users & buyers is only 40 secs
Average session duration is less than 4 mins overall
Average engagement time is less than 2 mins

Google Analytics Data for User Retention & Conversion



User Acquisition

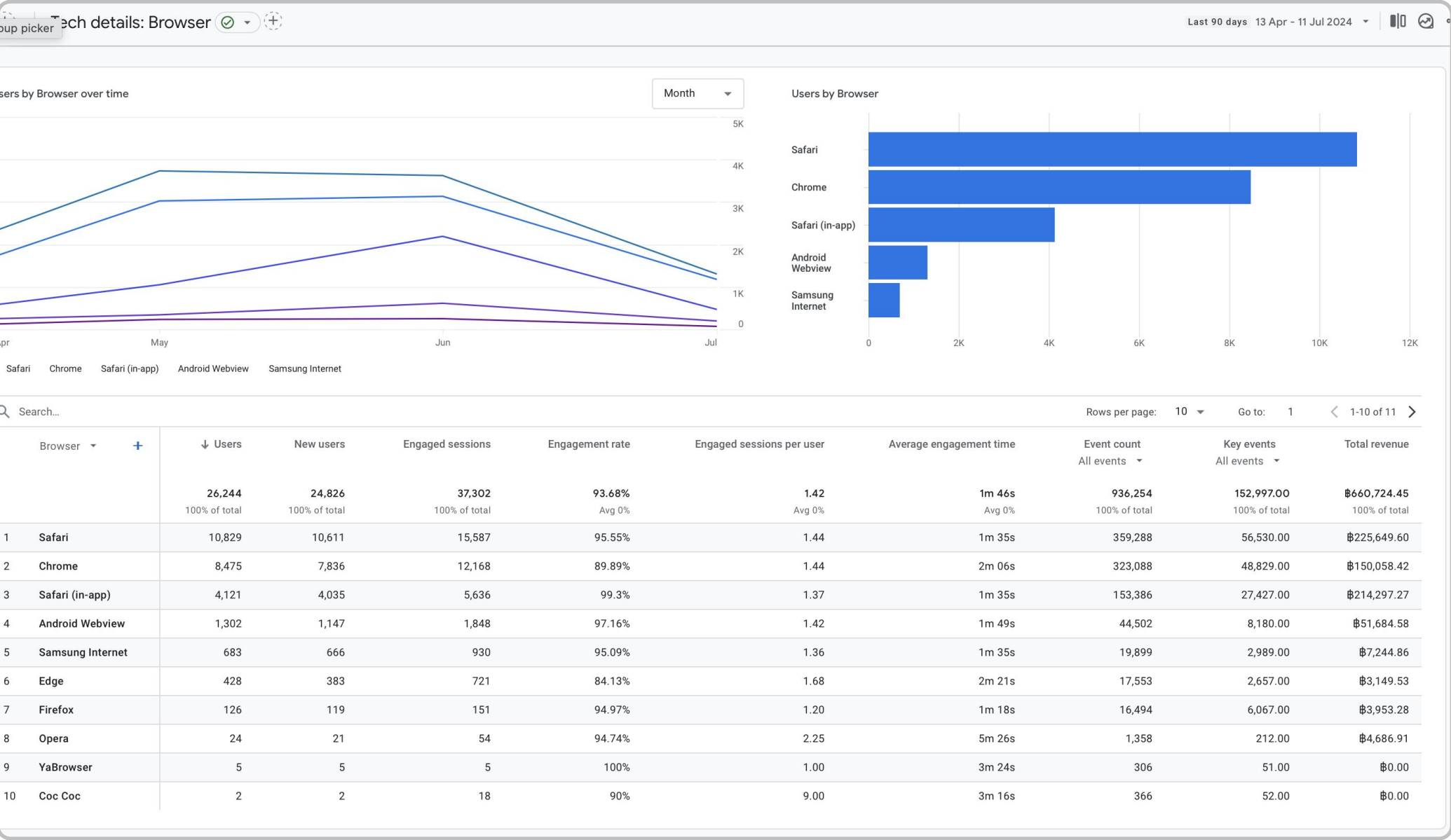
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Event count

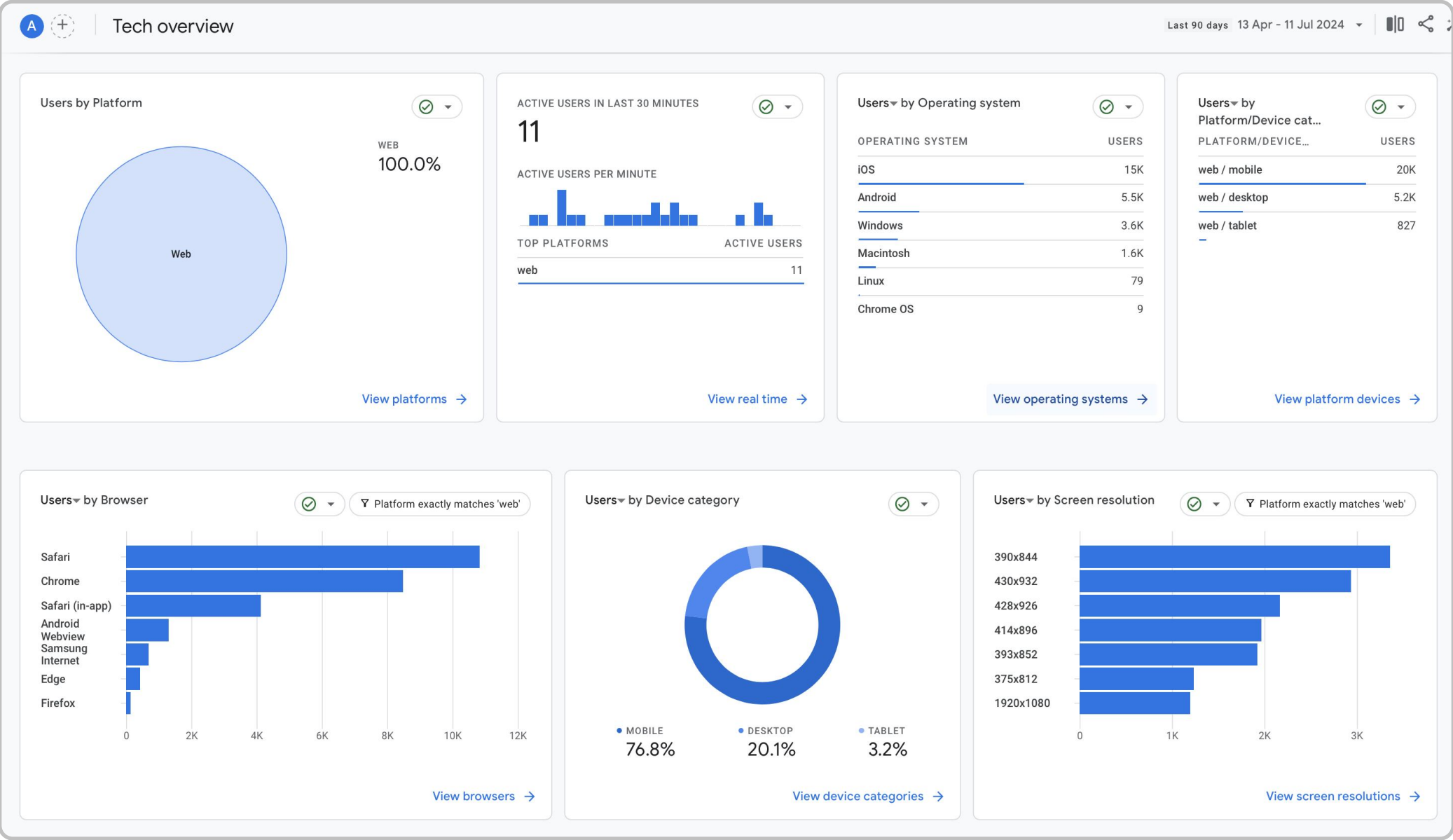
Scroll is the top event over time

Google Analytics Data for Mobile User Experience



Platforms

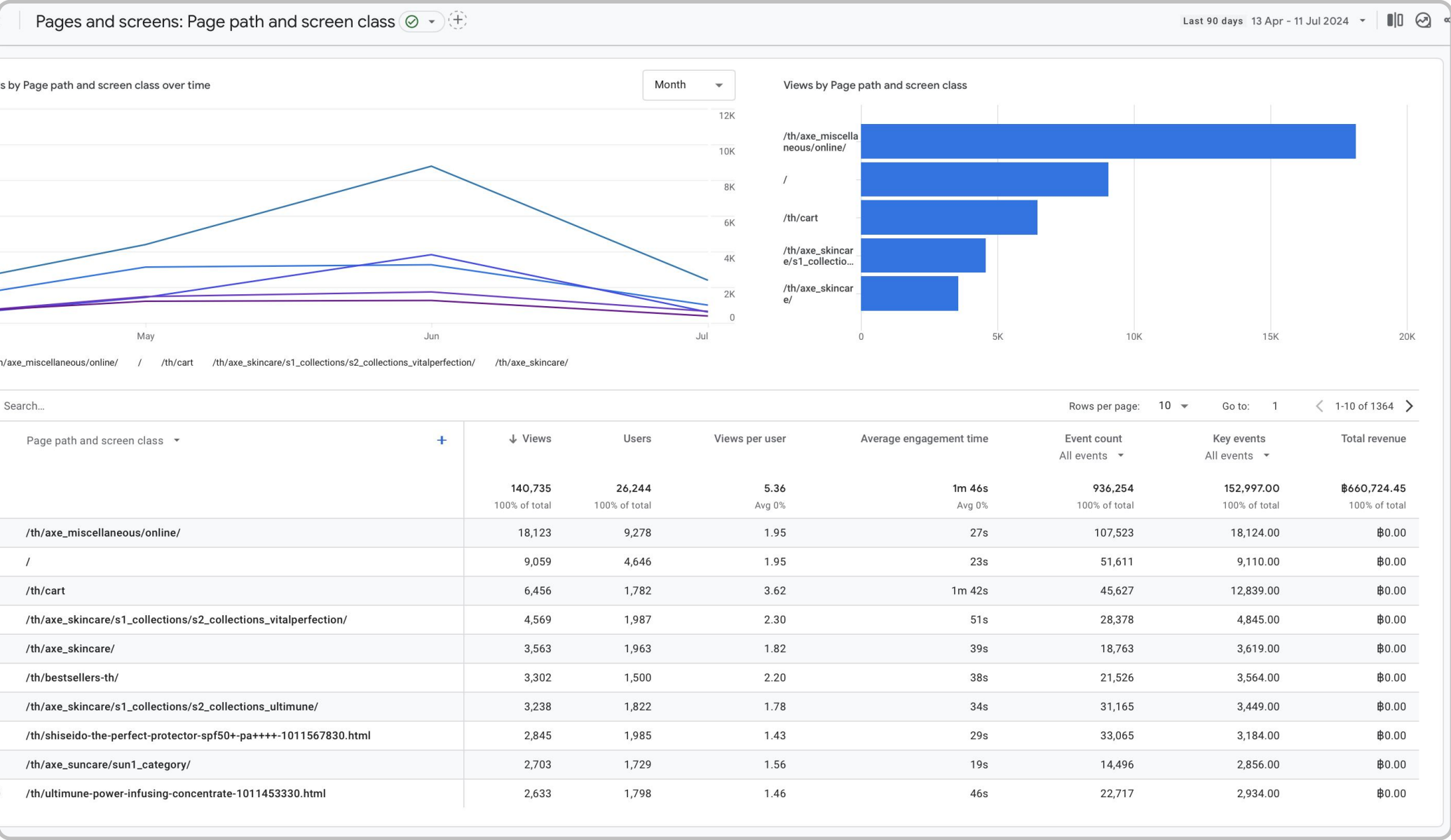
Safari and Chrome are most used browsers



Tech Overview

Majority of iOS users using mobile web
76.8% are mobile users

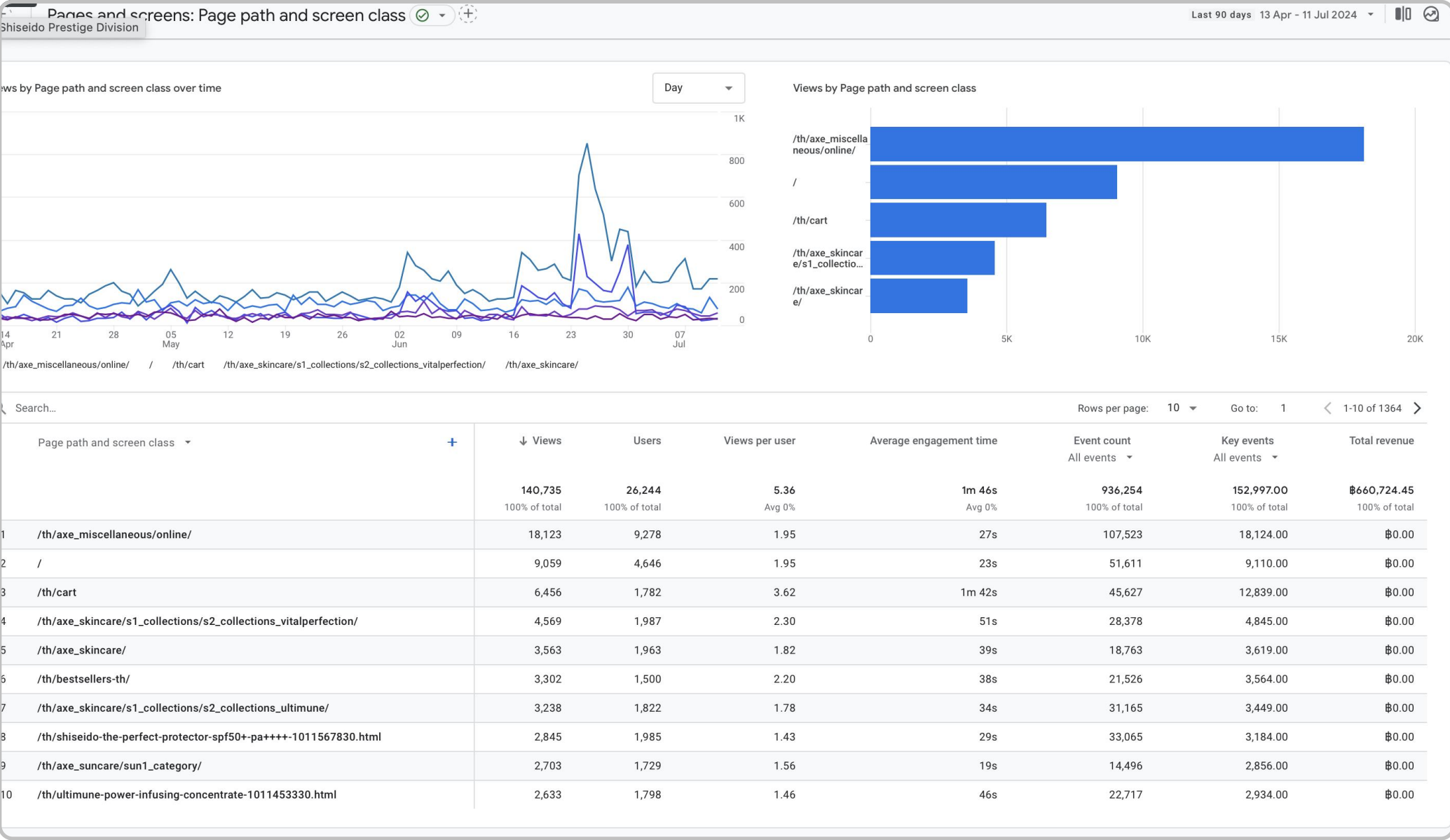
Google Analytics Data for Pages



Pages & Screens

The ‘Cart’ page has the most average time spent on than other pages

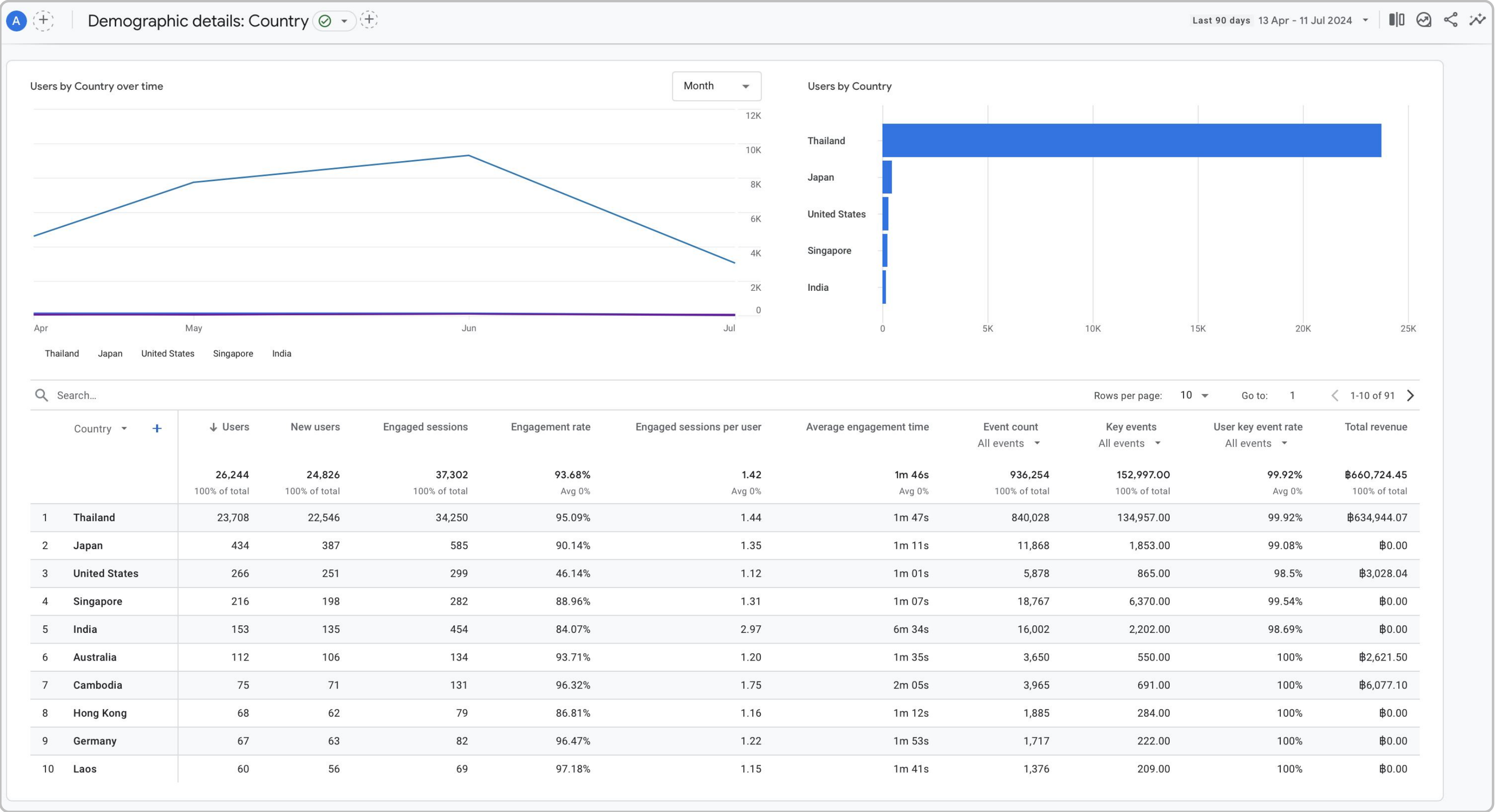
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Views by Page

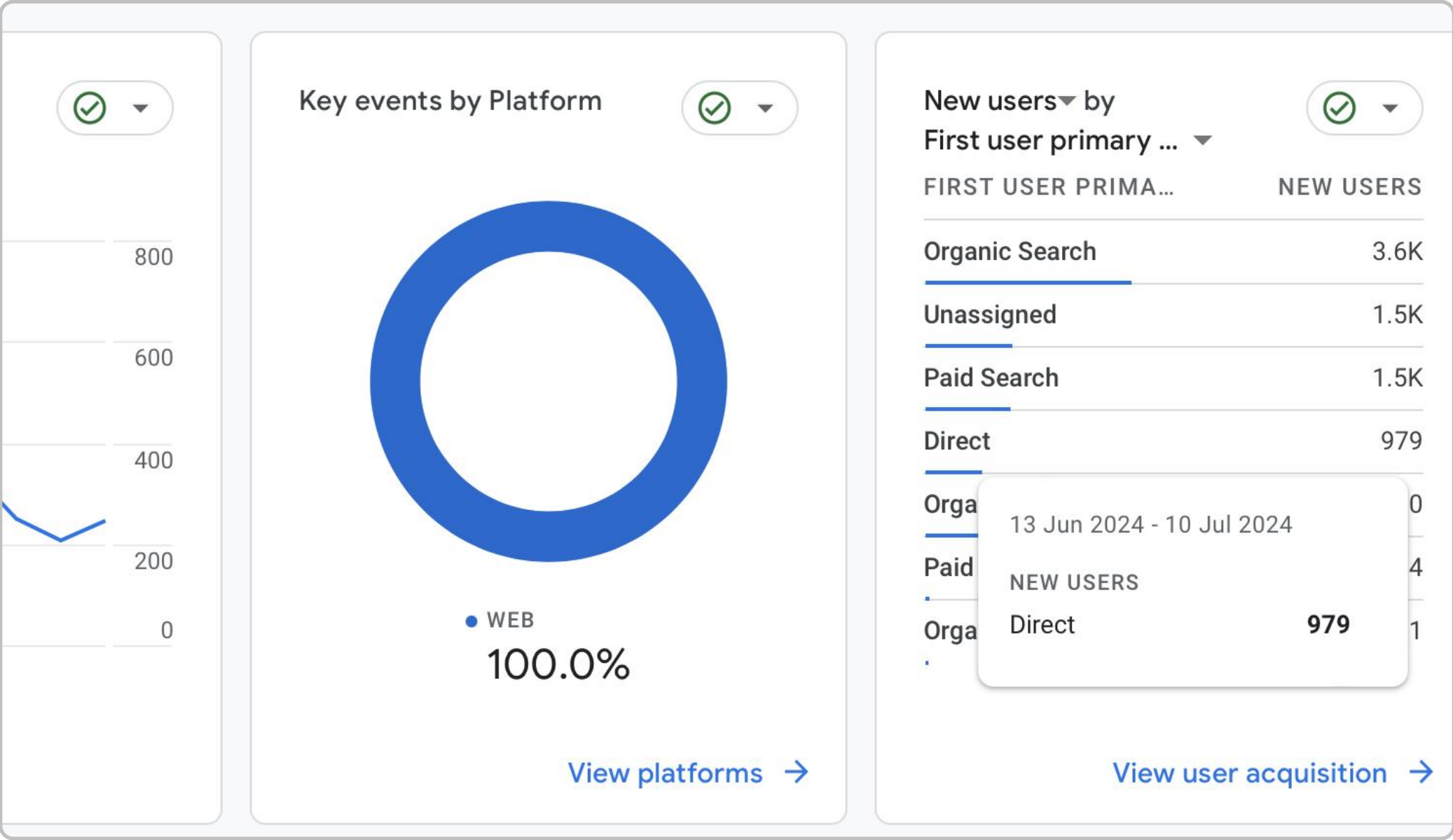
“Miscellaneous page” that are Promotional pages, were most accessed pages over time - more than double of the next. Contents of these pages are not available

Google Analytics Data for Demographic details



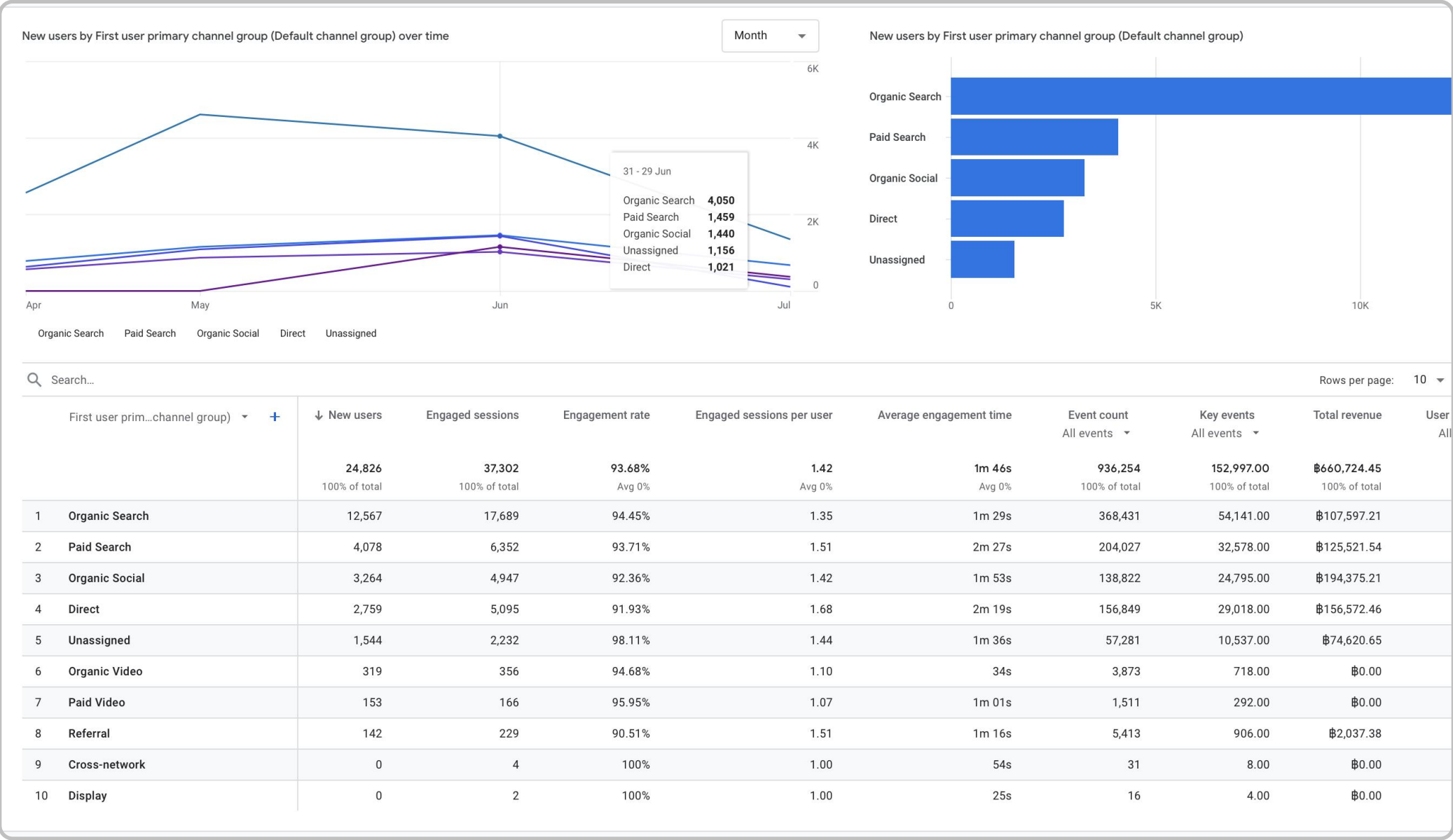
98% of users are from Thailand

Google Analytics Data for Product Discovery and Promotion



Lead Generation Overview

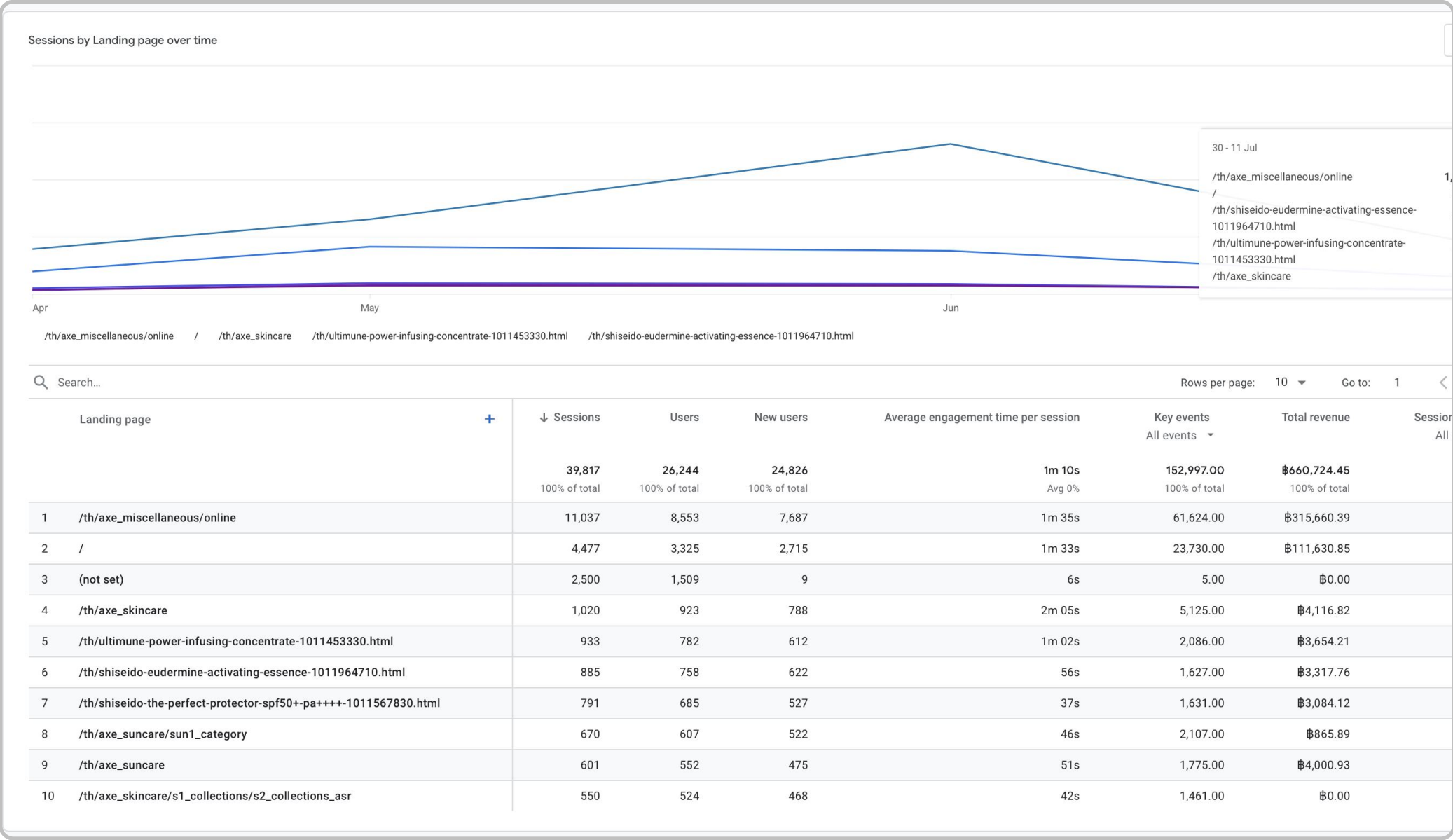
More than 50% users come from Organic search



Primary channel of revenue

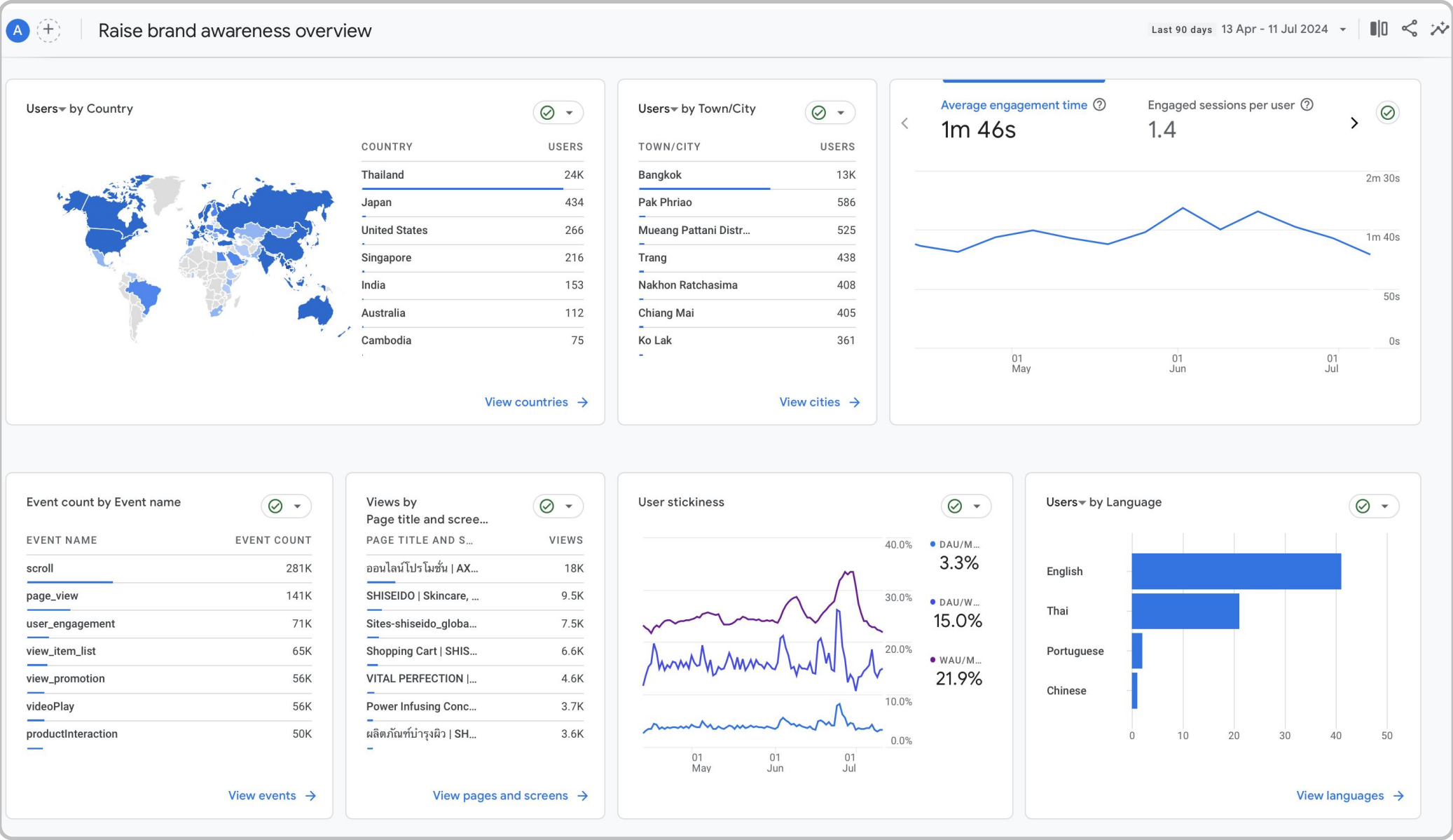
Revenue through Organic Social is higher than any other medium Organic Video, Paid Video, Cross Network and Display have resulted Zero Revenue

Google Analytics Data for Product Discovery and Promotion



Landing page session over time

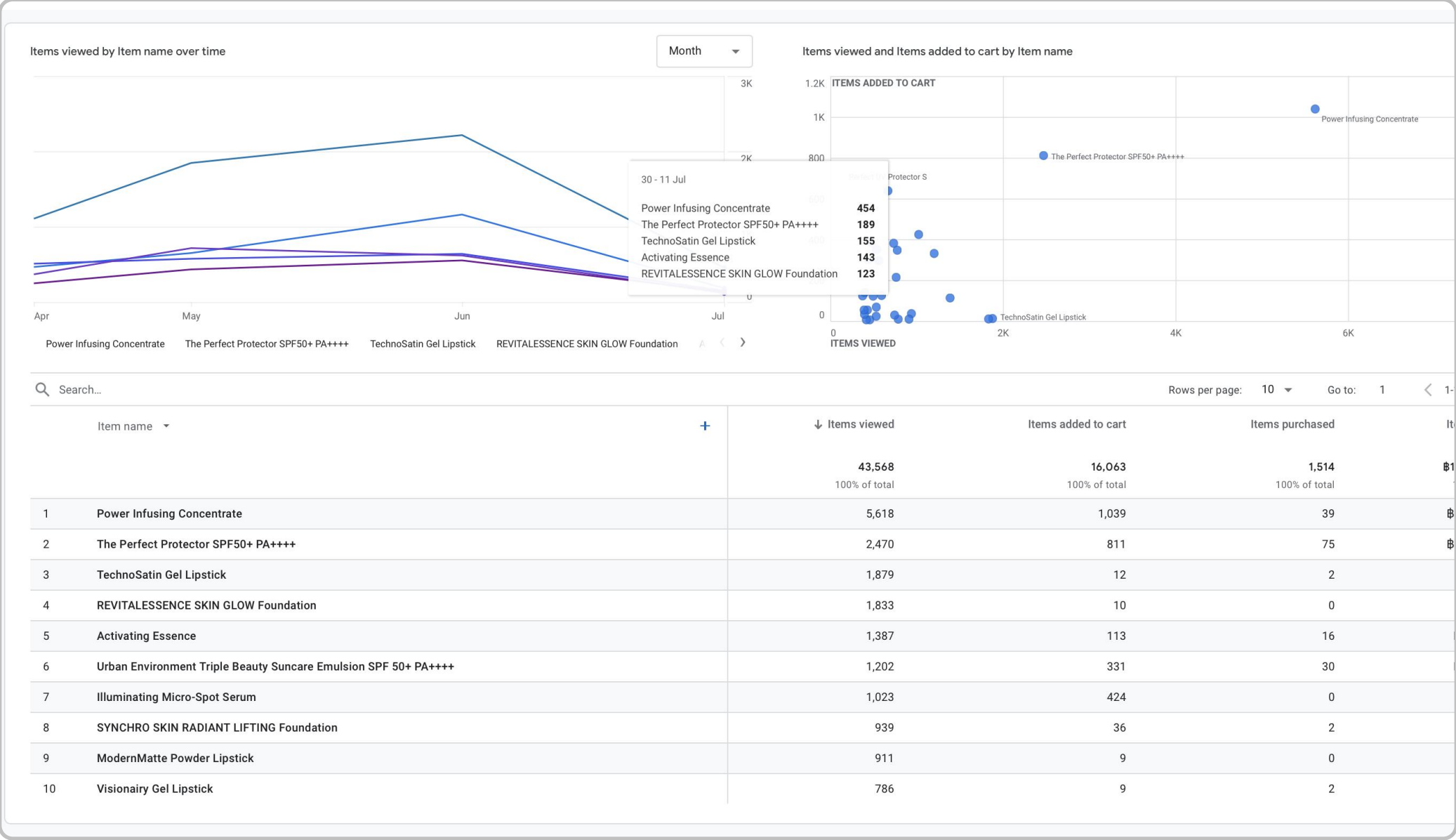
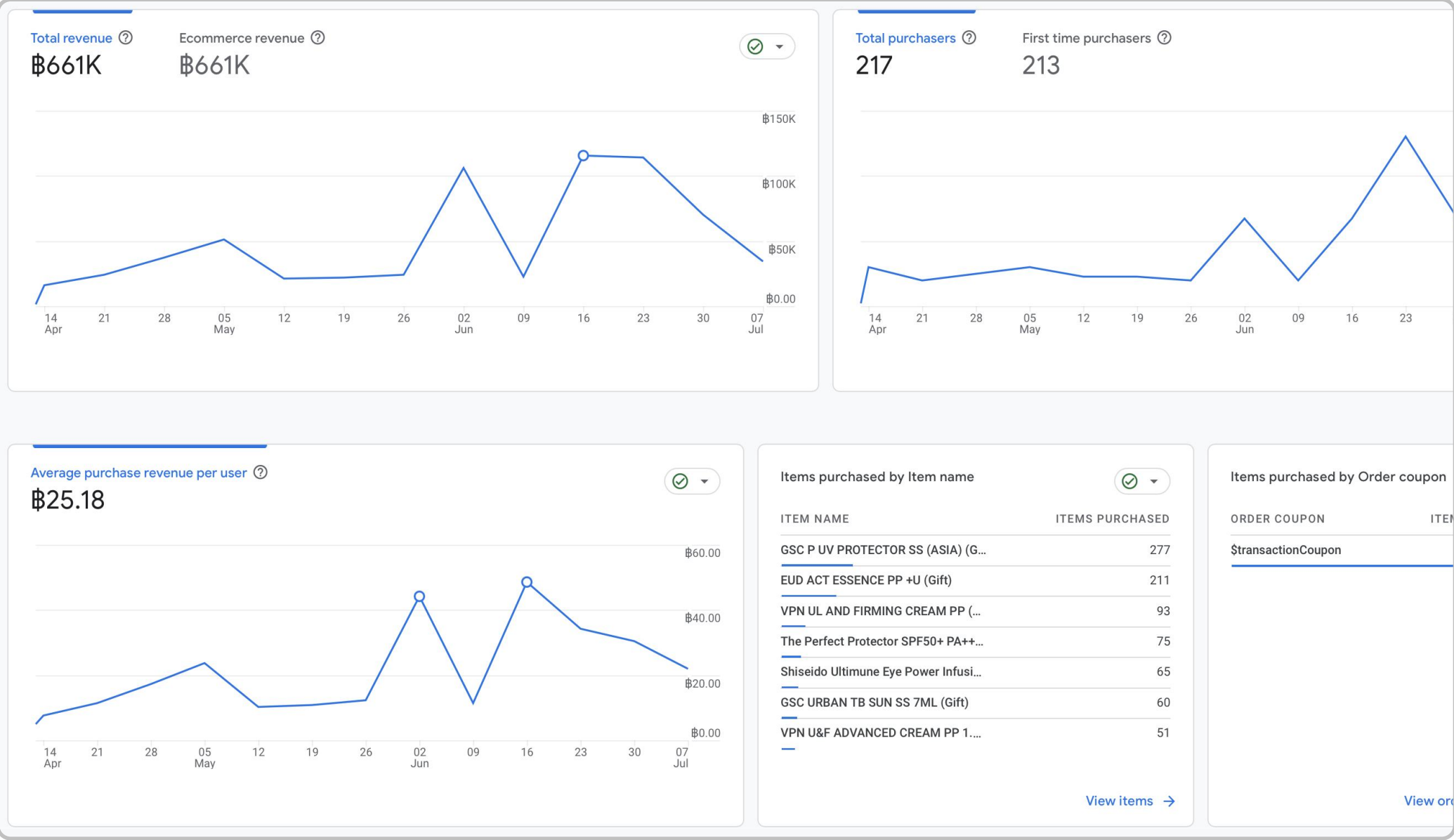
Average engagement time per session by landing page over time is less than 1 min 10 secs
Axe_skincare is most engaged session overall



Promotions & Brand Awareness

Zero items under promotion were clicked
Details about products showcased in 'Promotion' are unavailable
70% users are using english translated website
25% users are using native thai website

Google Analytics Data for Checkout Process



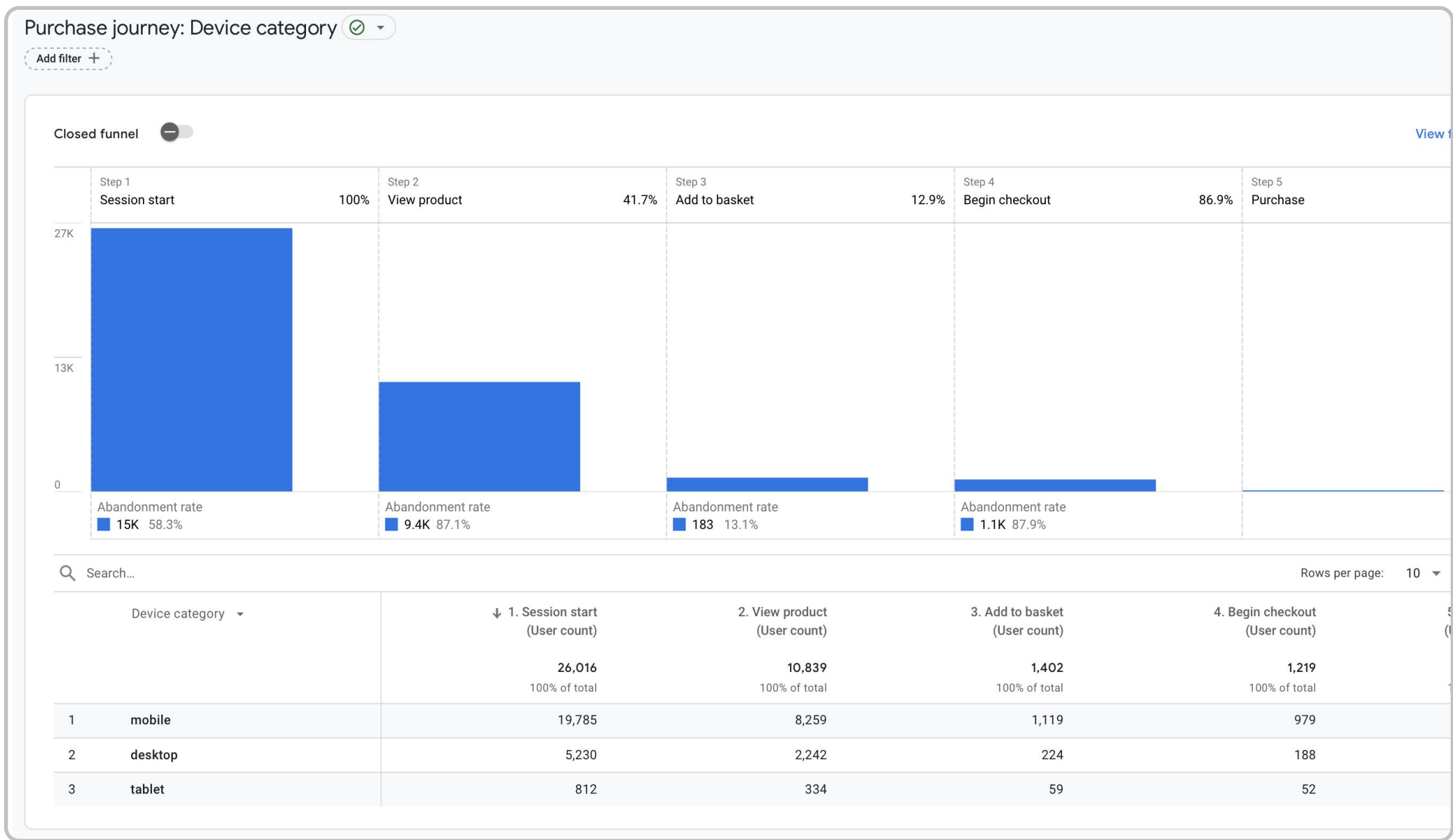
Online Sales

Very less percentage of users are returning customers
“GSC P UV Protector SS” is highest purchased item

E-commerce purchases

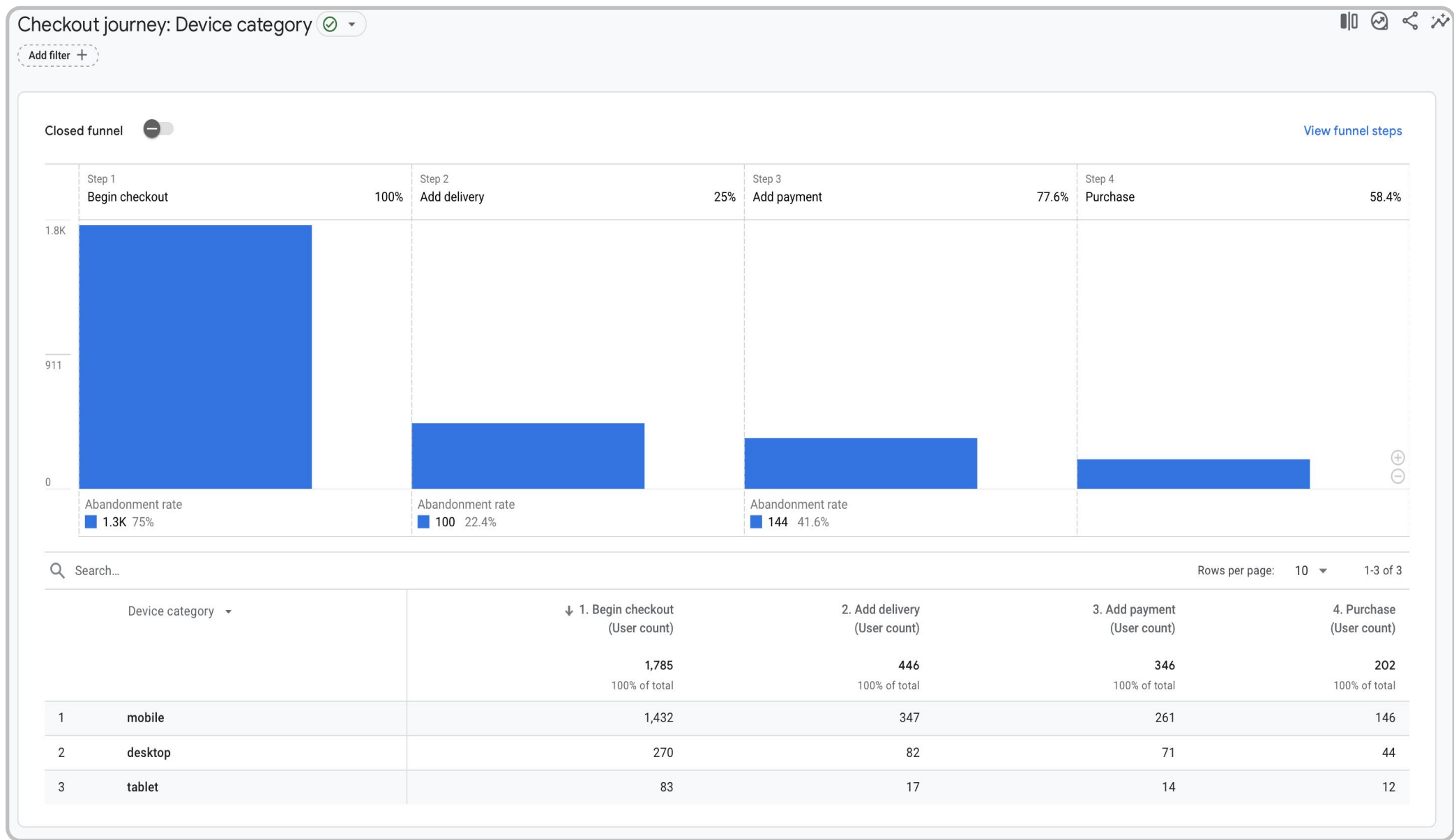
Power Infusing Concentrate is the most viewed item over time also added to cart. Visionary Gel Lipstick is the least viewed
The Perfect Protector has the highest Cart-to-Purchase conversion

Google Analytics Data for Checkout Process



Purchase journey

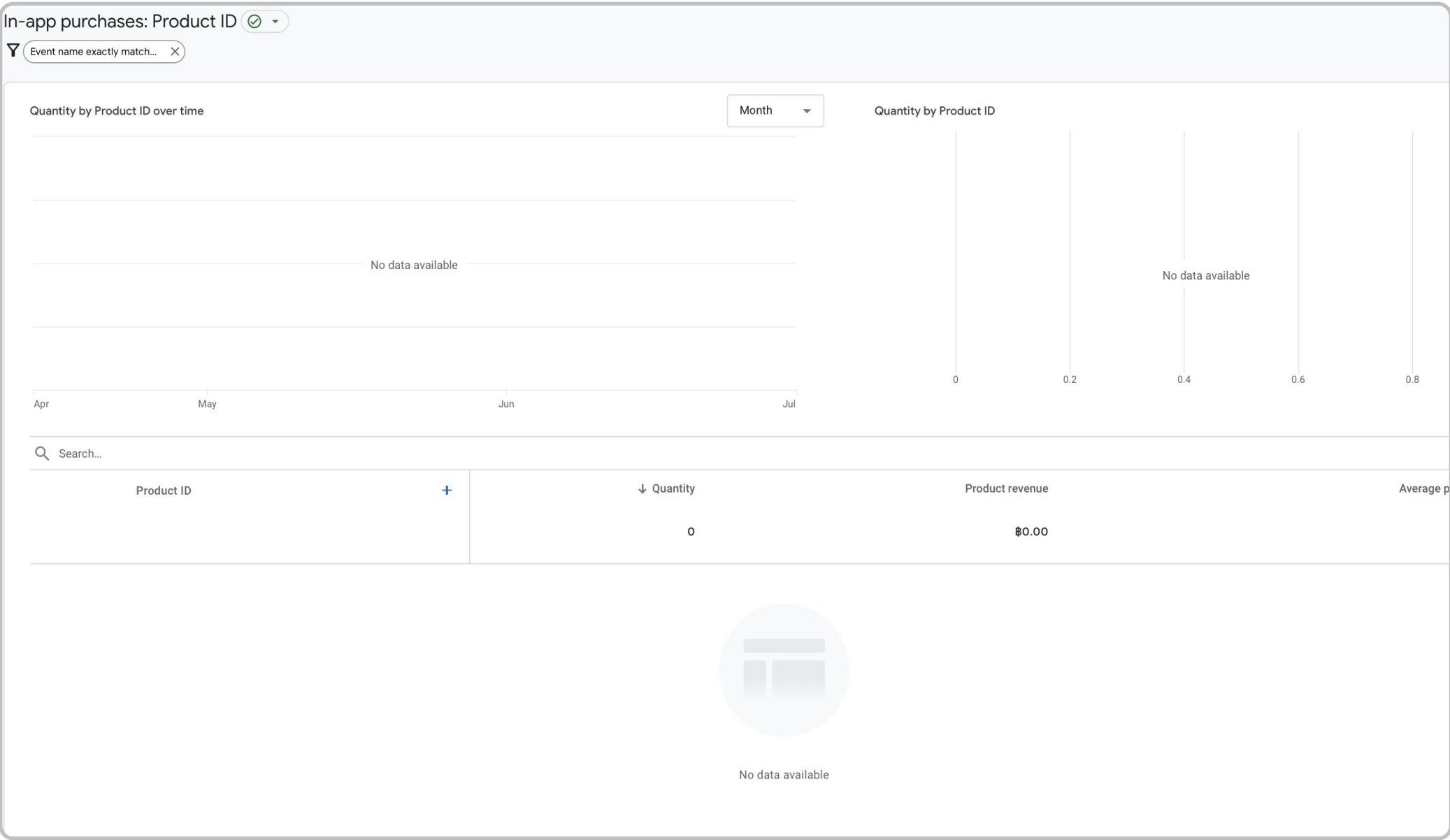
58.3% abandon the purchase journey at the start itself.
Only 12.1% complete Purchase journey
The conversions to beginning checkout and purchase are higher on mobile devices



Checkout Journey

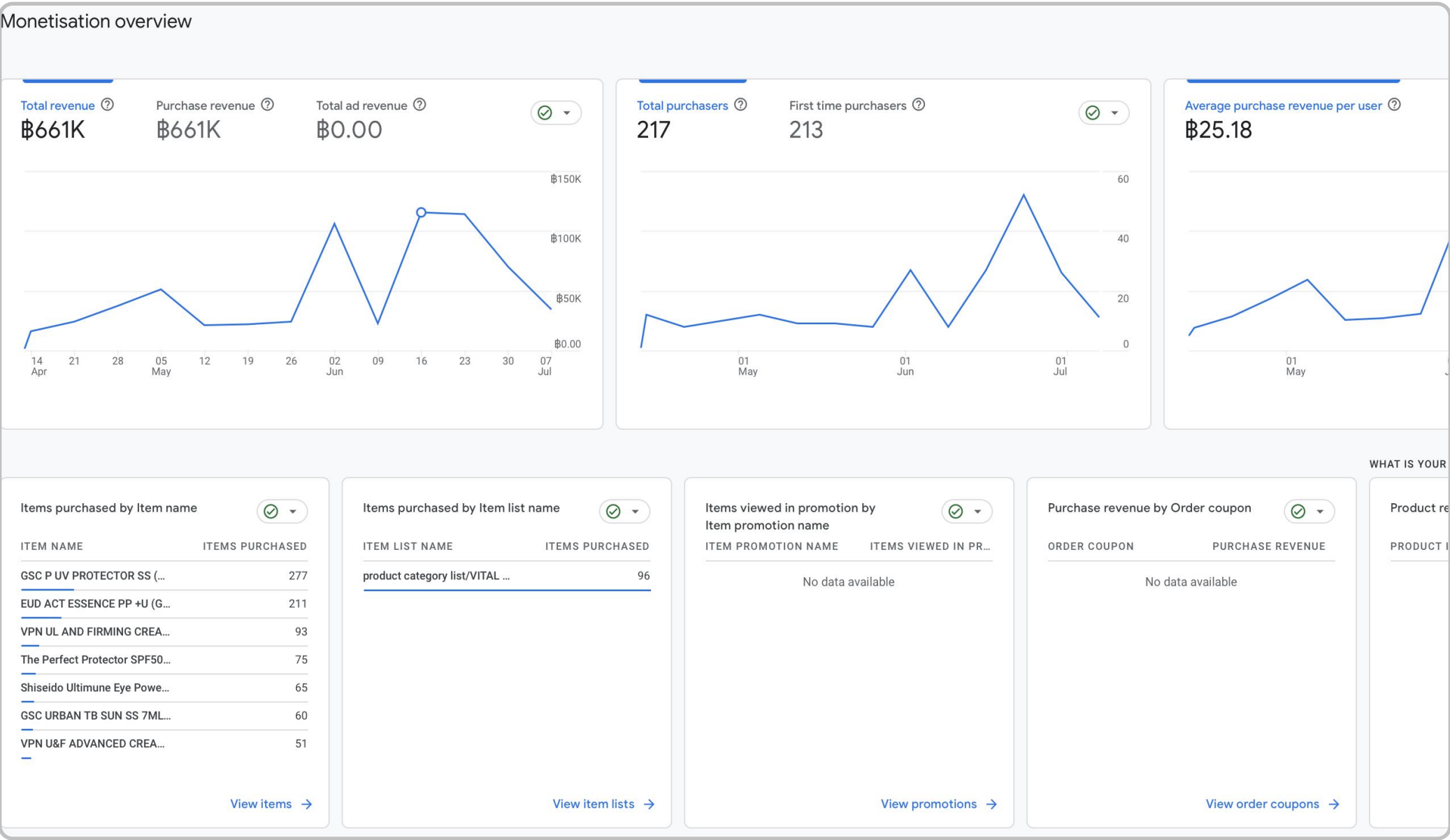
75% users use Mobile as primary device to complete their checkout journey
20% users use desktop and only 5% users use tablet

Google Analytics Data for Checkout Process



In-app purchase

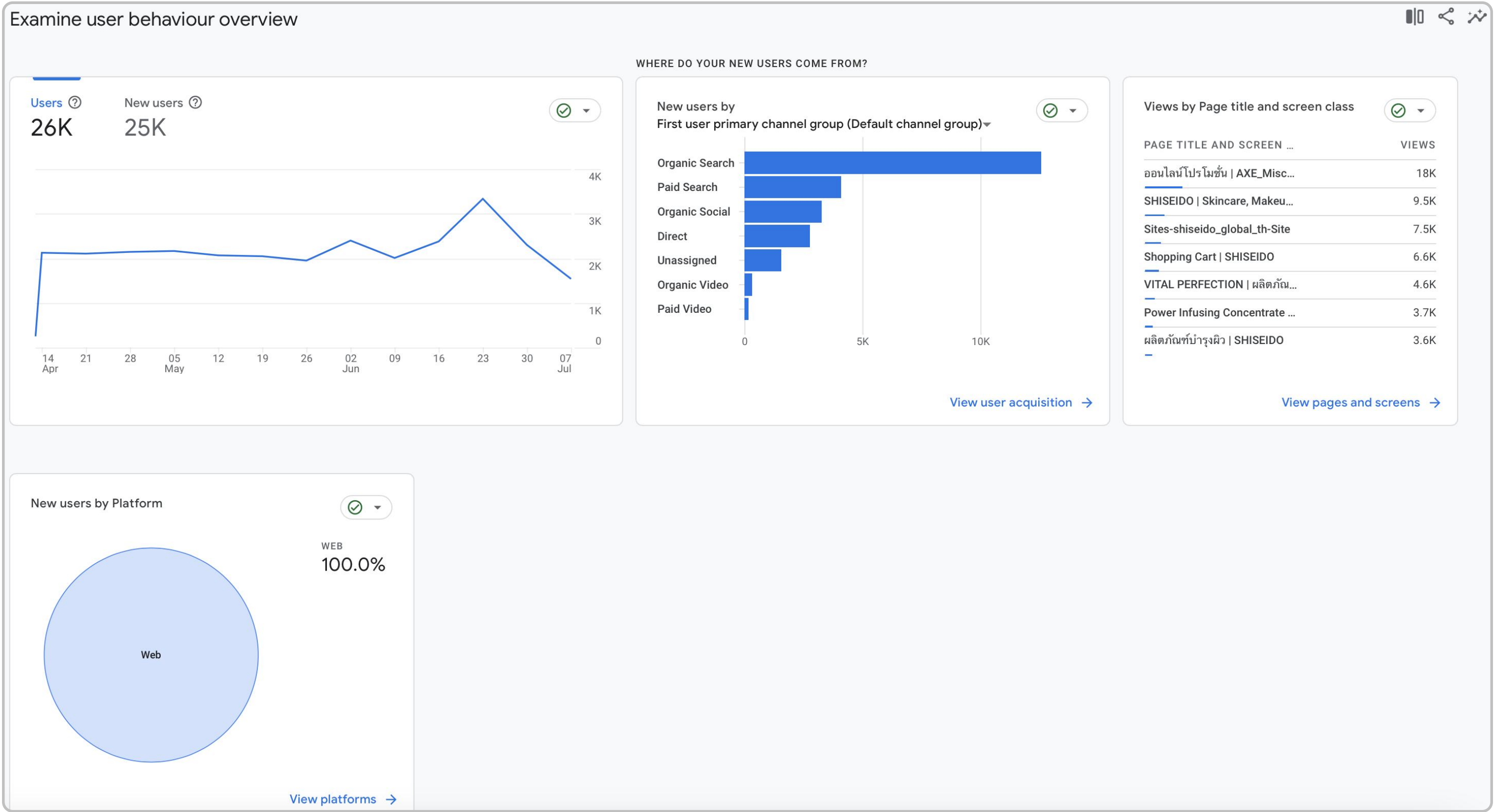
No Data available for In-app Purchases



Monetisation

99.95% Purchases are from First time users

Google Analytics Data for User Behaviour



96% of users are New
Less than 4% are returning users

Findings

Based on studying the data from
Google Analytics



Analysis

User Demographics and Behaviour

25% of users are returning, while **75%** are new users

More than **50%** of users come from organic search

98% of users are from Bangkok

The average session duration is less than **4 minutes**

The average engagement time per session is less than **2 minutes**

Scroll is the top event over time

76.8% of users are mobile users, **20%** use desktop, and only **5%** use tablets

Safari and **Chrome** are the most used browsers

70% of users are using the English translated website, while **25%** are using the native Thai website

Conversion and Sales

Less than **0.1%** of users are converting to customers

The average session duration difference between all users and purchasers is only **40 seconds**

“**GSC P UV Protector SS**” is the highest purchased item

Power Infusing Concentrate is the most viewed item over time and also added to cart the most

Visionary Gel Lipstick is the least viewed item

58.3% of users abandon the purchase journey at the start itself, while only **12.1%** complete the purchase journey

99.95% of purchases are from first-time users

Analysis

Revenue and Acquisition

Revenue through **Organic Social** is higher than all other channels. Organic Video, Paid Video, Cross Network, and Display have resulted in zero revenue

Organic search is the top way for acquisition, with **Google yielding the top acquisition**

No GA Data is available for In-app Purchases

Website Interaction

The average engagement time per session by landing page over time is **less than 1 min 10 secs**. Axe_skincare is the most engaged session overall

Cart is the page where users spend the **most average time**

The **Miscellaneous page** was the most accessed page over time - Contents of these pages are not available

Zero items under **promotion** were clicked

Aligning Ad Messaging

Promotional landing pages from social media ads are among the most accessed sections of the website

Ads are in English, but the landing pages are in Thai

This **language mismatch** causes confusion, leading users to doubt the **site's credibility** and abandon their browsing sessions

Elegance is the only beauty that never fades
- Audrey Hepburn

