

Buying behaviour

By mapping your customers' purchasing behaviour and optimizing the purchasing process on the website, Inflow improves the conversion rates of your website – and this will create a surprising business performance for your company.

Ask yourself this question:

What do you know about your users preferences and needs regarding buying on your website?

This knowledge can do wonders for your business.

What you get:

- Analysis results from buying behaviour analysis made from online survey, user tracking in purchase flow, user interviews and/or other analysis methods
- Expert evaluation of which analysis method is best in your company's situation
- Concrete recommendations to improve your e-business from
- Tracking data on the website and purchase flow
- Documentation on the situation before and after – and the improvements made

Your advantages:

- Know your users needs and preferences regarding buying on your website – and create better business
- Find out how, when and where users become costumers and adapt and get ahead of your competitors
- Act on facts and document your success to your company organization, partners etc.
- Optimize business further with knowledge on up sale and retention from existing costumers

[Contact Inflow](#) and find out more.