

## What do you know about your users and their behaviour?

To gain maximum online profit it is vital to focus on knowledge about your users' behaviour.

### Gain more profit with knowledge about your users' online behaviour

When the value creating actions are prioritized Inflow will map the number of online sales/bookings etc., contacts, downloads, sign ups for the newsletter, 'tell a friends' and all the other actions your users are making. And we will track the actions in direct connection to the marketing channel they come from.

From the value creating actions we decode the efficiency of the website and the concrete sales optimization that has to be done.

### Sales optimization of your website

From our knowledge about user actions we can optimize your website so that:

- Visitors start on the right landingpages
- Visitors sticks to the website because we communicate the relevant things, we develop brand trust and we motivate to navigate further on the website
- The weak sides of the website is strengthened from insight knowledge on your customers fields of interests and needs - the user apostasy is minimized
- Focus on the products of mayor interest of your users " and the products that creates the biggest profit
- Prioritize the value creating actions on the relevant webpages
- Payment /booking flow can be optimized on your website
- The users are motivated for new value creating actions when they come to confirmation pages

[Contact Inflow](#) to start the optimization of your website.

### Get more knowledge about your users product needs

To complete the mapping of your users' online actions, interests and their needs we often recommend online surveys, eye tracking, panel surveys and other analyses. This is the base from which we can get the concrete facts. These facts are then used to optimize your website.