



# opiniac.com – what is your preferred choice?



# opiniac.com – data volume



250 000 filled surveys

850 000 unique users

1 350 000 survey impressions

# opiniac.com – users

## Clients



## Partners



# opiniac.com – 3 easy steps to start

Definition



Installation



Reporting

opiniac

# User stories bring a real value



## We take a closer look at subjective issues

Content usefulness

Navigation and functionality

Readability and design

# Only a complex evaluation gives efficient results

Daily website analytics supplement

Input to expert evaluation

Finding reasons, not results

## We track user expectations and experience



Research absolutely anonymous

Any e-commerce user can participate

We engage user for max 20 – 30 sec

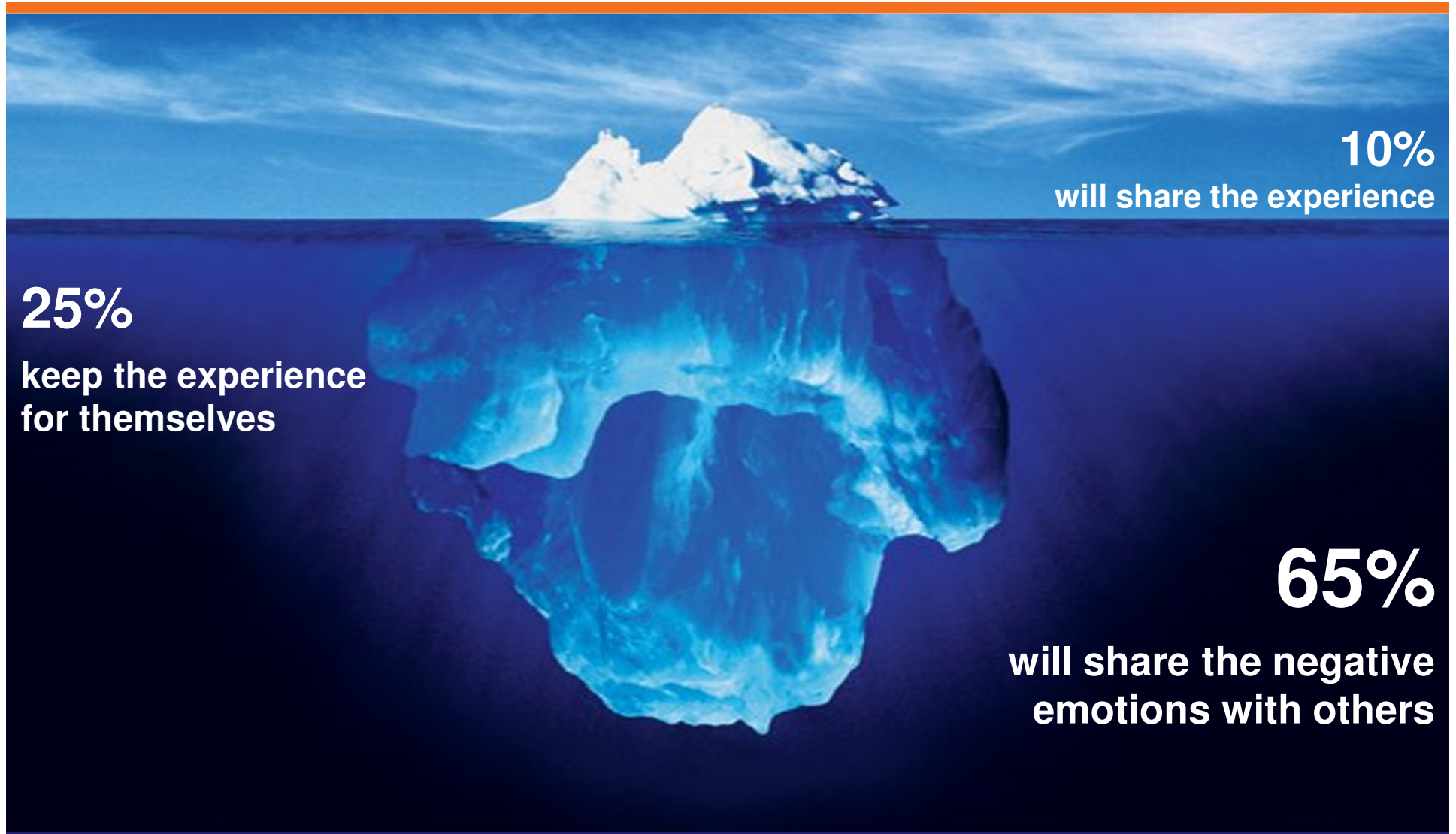
## We focus on engaged users

Engaged means 3 – 5% of population

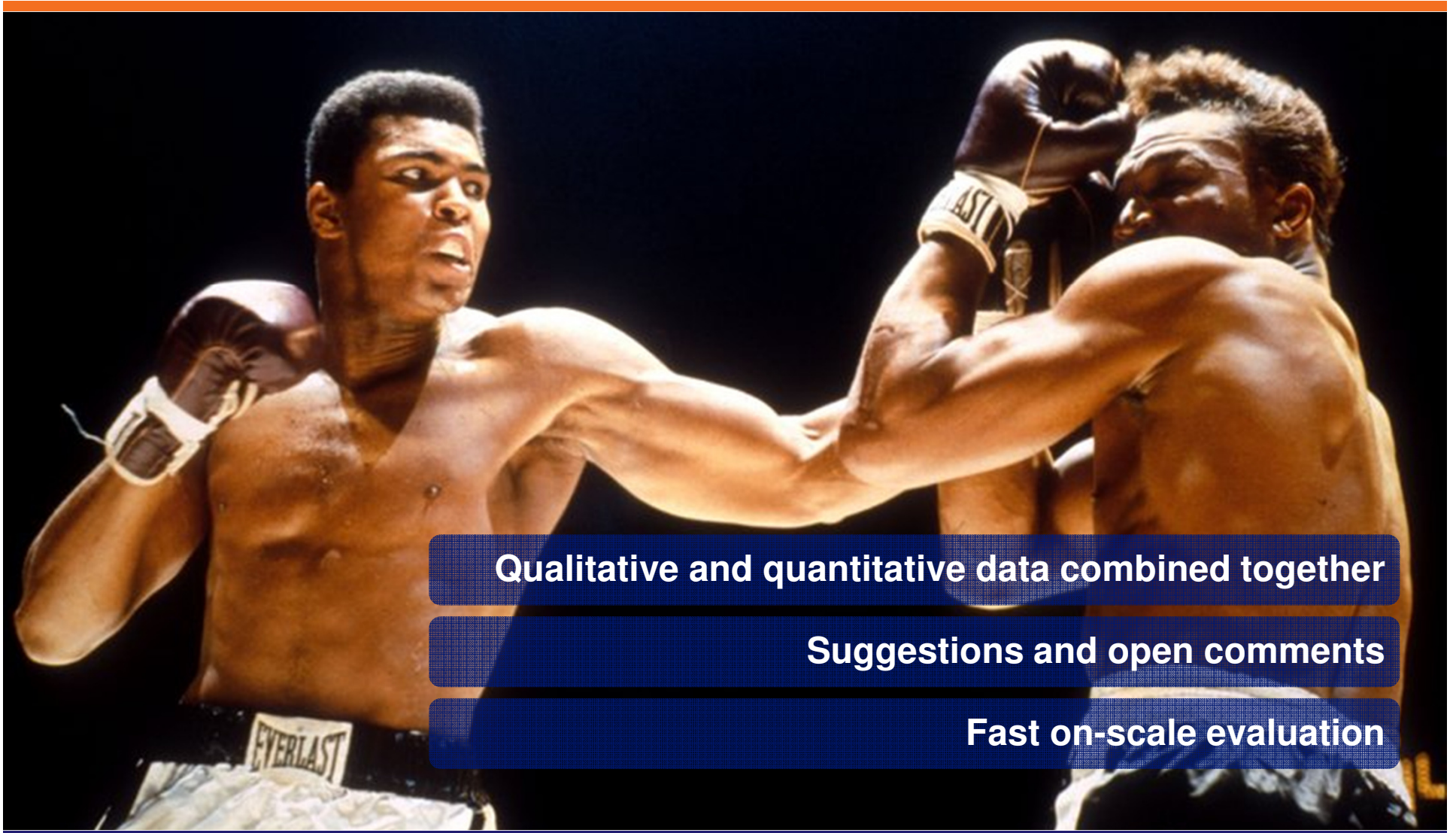
Optimum 100k UU/month and more

Who give 500+ surveys

## Our conversation is a controlled one



## Users hit with real strength and precision



Qualitative and quantitative data combined together

Suggestions and open comments

Fast on-scale evaluation

There are number of e-commerce visitors daily



# Who check products, abandon cart, and are gone...



# We ask the fundamental question "Why?"

Visit sections  
and pages

Abandon  
shopping cart

Implement  
new features



# User experience is the key to success

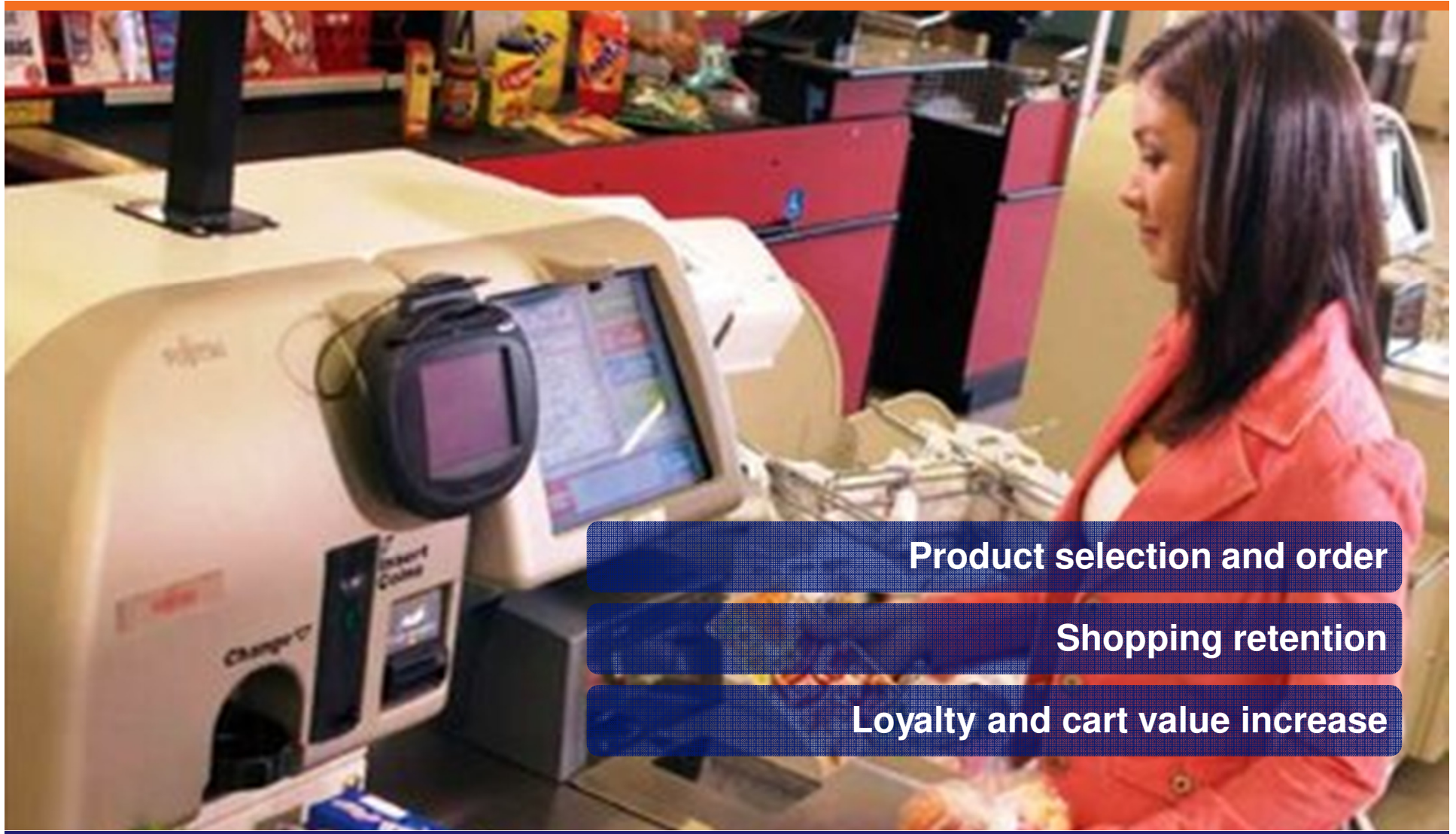


Which products do they like?

What they would like to improve?

Would they recommend your e-commerce?

## Where conversion and order are the final objective



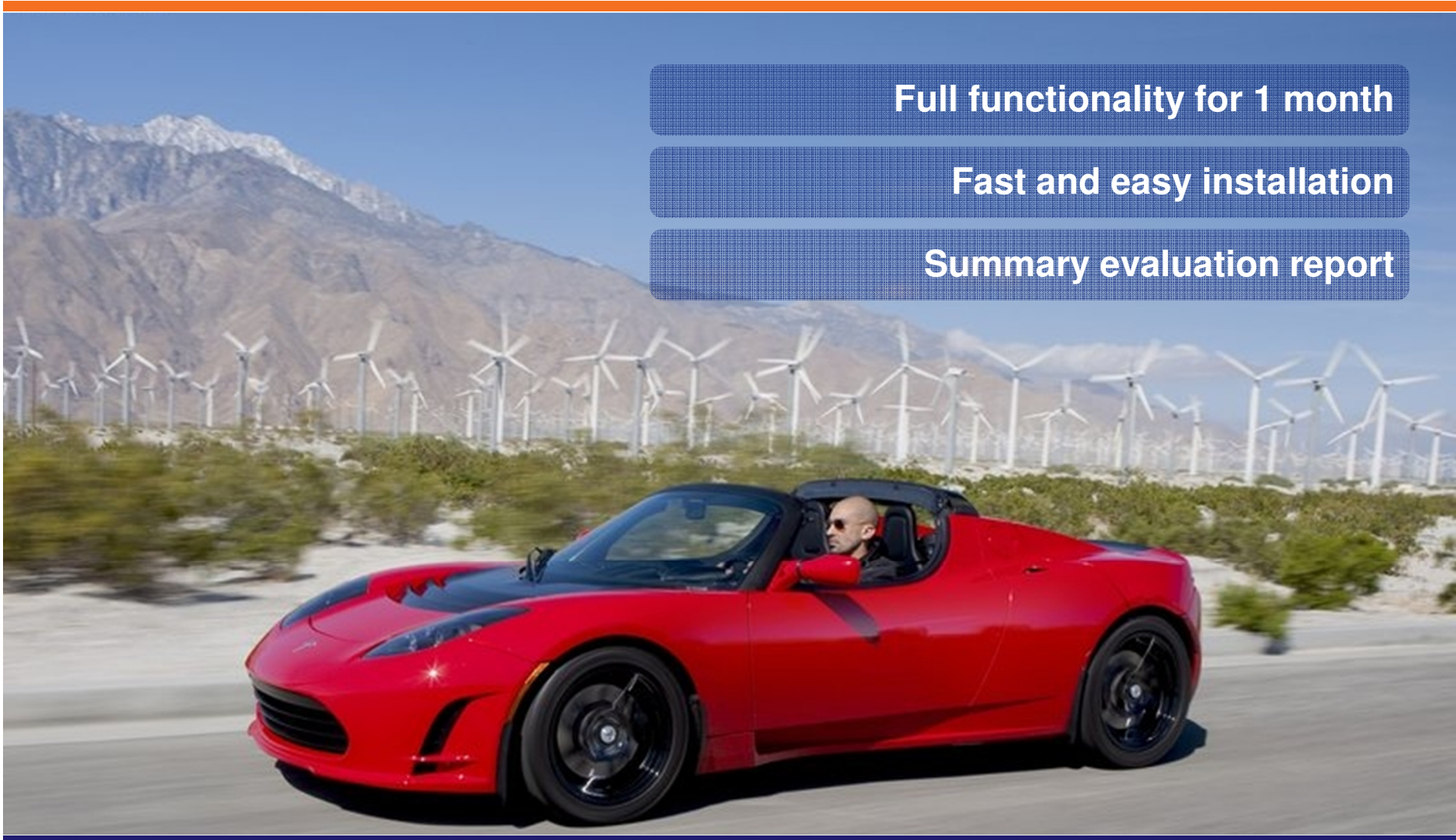
**Key takeaway – Who asks, doesn't err!**

---



**You can  
manage, if  
you can  
measure**

# Get a free test drive



Full functionality for 1 month

Fast and easy installation

Summary evaluation report

