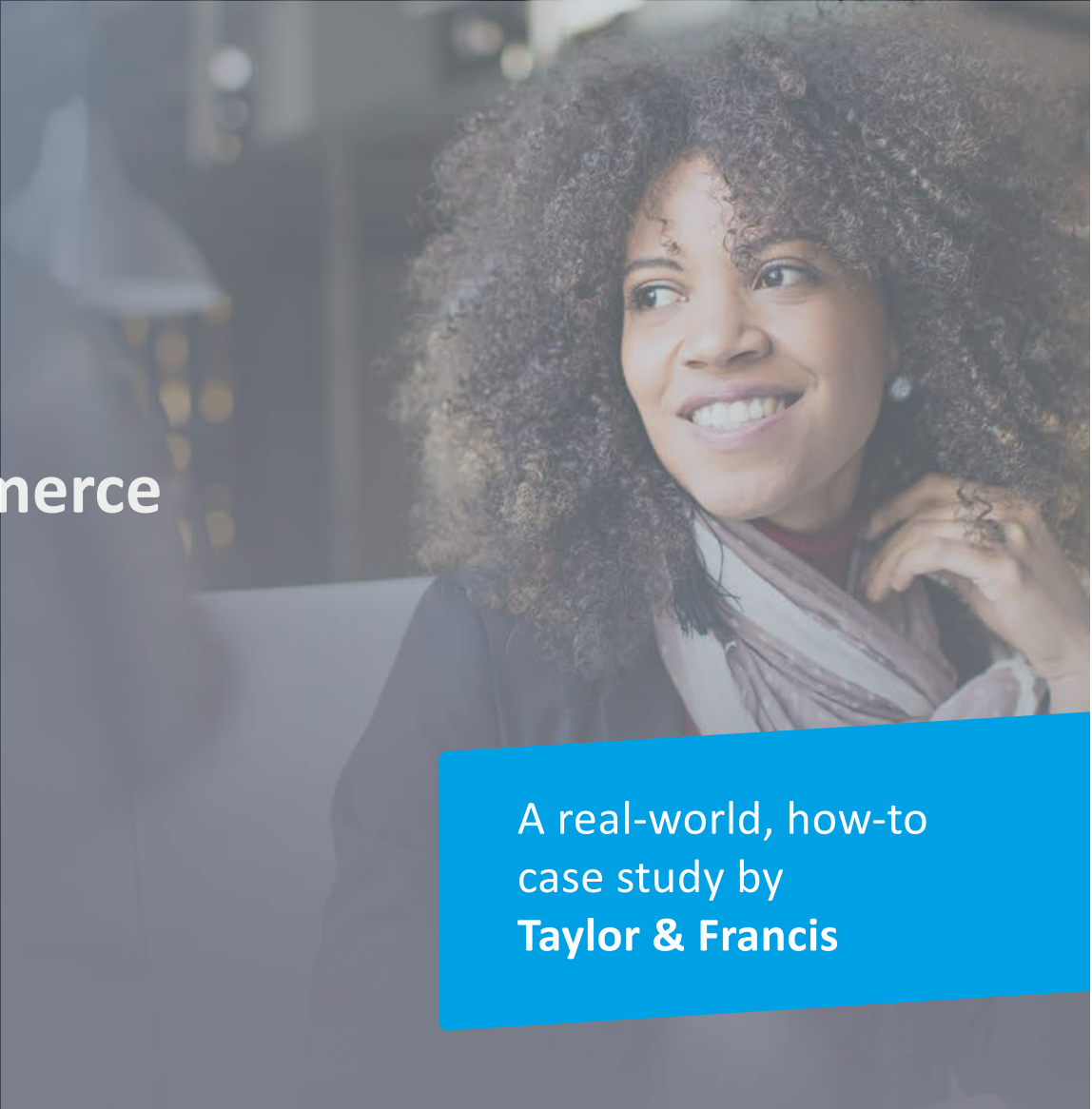ATYPON

WebinarSeries

Increase revenues with Literatum's new eCommerce workflow

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April 25, 2019

A real-world, how-to case study by
Taylor & Francis

Taylor & Francis Online

Access provided by **T&F Office Locations**

Log in | Register | Cart

Discover. Learn. Share.

Enter keywords, authors, DOI etc

Advanced search

4,100,000+ articles

tandfonline.com (TFO)

- **4.1 million+** articles published
- **2,558** journals live *to date*
- **209K** articles loaded *in 2018*
- **456 million+** sessions *in 2018*
- **151 million+** full-text downloads *in 2018*
- **5 journal articles downloaded** *every second*

The Challenge

- Downward trend in pay-per-view sales in 2016

- Investigation showed validation issues

- User eCommerce workflow long and exhausting

- 13 steps to purchase (in the worst case scenario)

1 Select item

2 Terms of use

3 Register if no account

4 Confirm registration

5 Log in

6 Return to cart

7 Accept terms of use

8 Re-enter password

9 Enter billing address
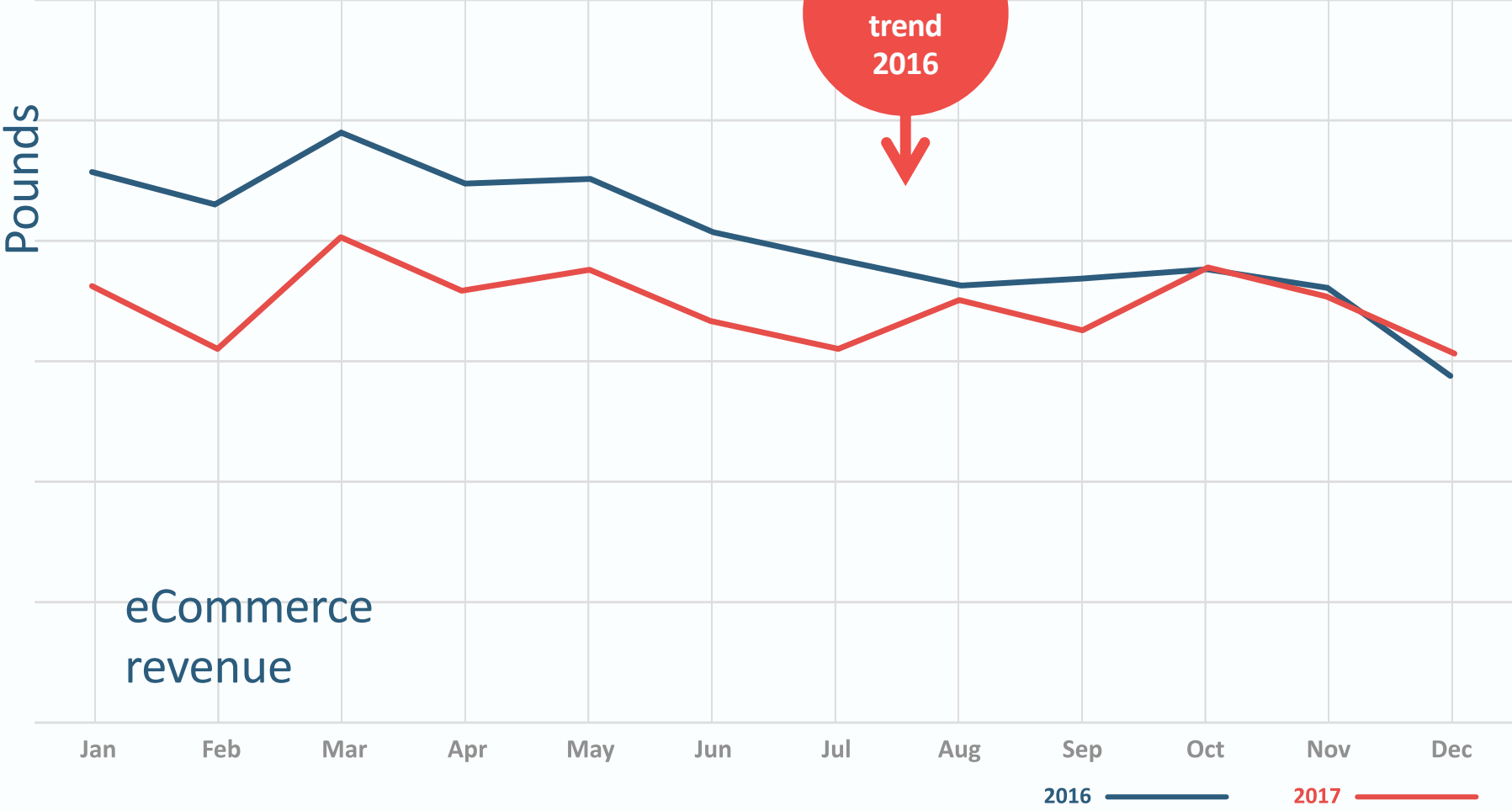
10 Save billing address

11 Review order
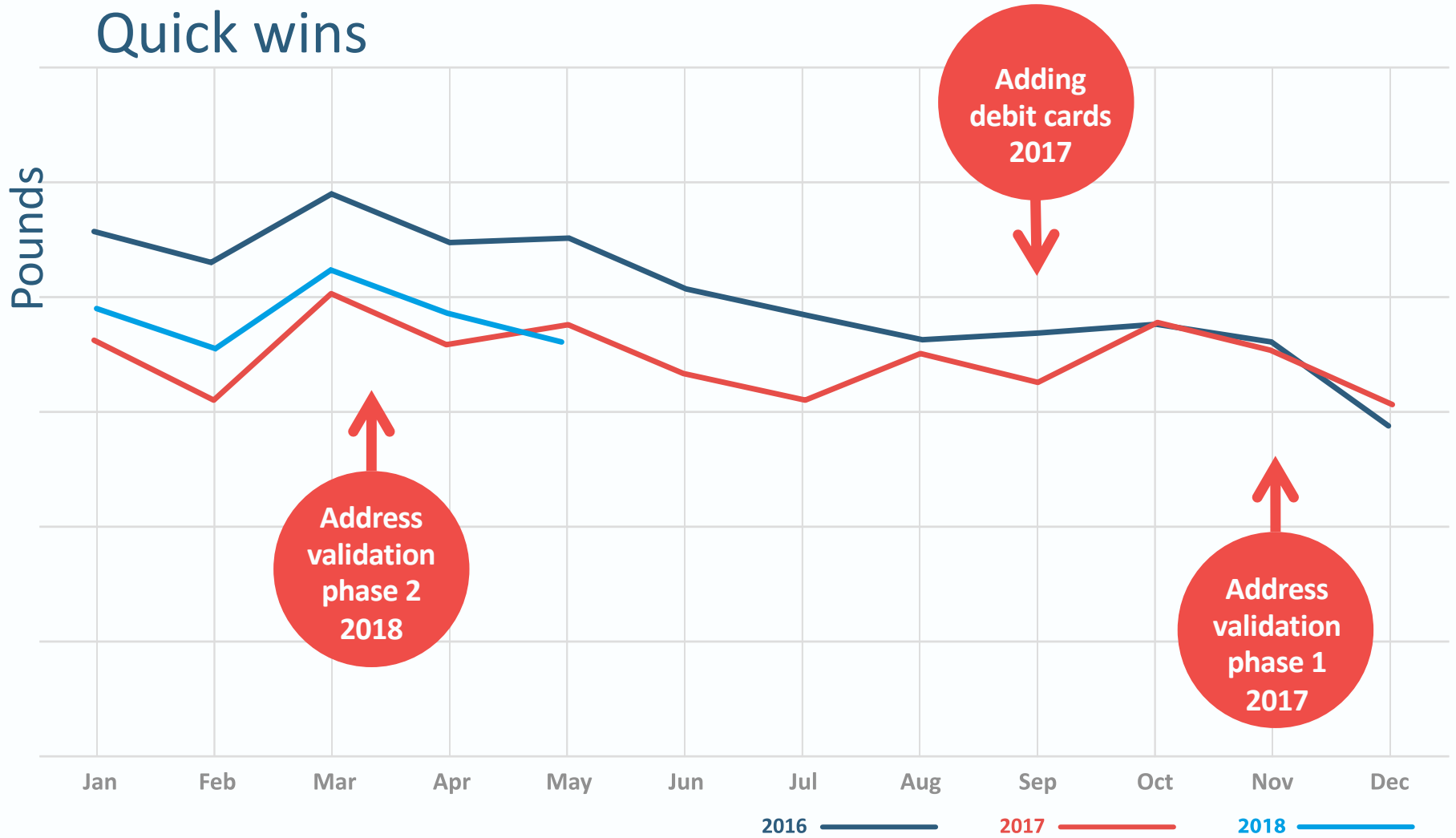
12 Approve order summary

13 CyberSource card details

Old eCommerce user workflow

Quick wins

Challenge

The impact of small, incremental changes did not return PPV sales to their 2016 levels.

Long-term solution

We adopted Atypon's new consumerized eCommerce workflow, making it easier for customer to purchase.

Benefits of the upgrade

- **Streamlined workflow:** Much shorter route to purchase

- **Persistent cart:** Save content in cart for later

- **Guest checkout:** Purchase without registering

Additional available benefits from with Literatum's new eCommerce workflow

- **Control display, exclusion, and ordering of offers** via specific taxonomies and "purchase access tags"

- **In-page third-party payment service UX improvements**

Checkout

Shopping cart

Returning user

Email

[   ]

Password

[   ]

Forgot your password?

[**Log in**]

Guest

Email

[   ]

This is the email that you will use to restore content access. Please make sure it is correct.

New customer?

[**Create account**]

Article / 24h

Dealing with the learning needs of child welfare social and health care workers: an interdisciplinary approach to blended learning with part time students >

USD 42.50

Save for later   Remove

Subtotal: **USD42.50**
Initial price: USD42.50

1
Checkout landing page

Registration

✉* Your email address

✉* Confirm email address

👤* Your first name

👤* Your last name

🏢 Your organisation

Country *

Select A Country ▼

County / State / Province

Already have an account?

👤 Log in now

Institutional accounts

If you are a librarian wishing to create an institutional account please contact support@tandfonline.com.

2
Registration flow unchanged

🍵 Taylor & Francis Online   Access provided by **T&F Office Locations**   👤 Log in | Register   🛒 Cart 1 Items

Enter keywords, authors, DOI etc.   🔍

Thank you for registering on Taylor & Francis Online.

To complete the registration process and activate your account, please click on the confirmation link which has been sent to your email address.

Go to homepage

3
Checkout

4
Checkout confirmation

5
Product details

Results of the upgrade

- **Uplift in PPV Sales** by **9%** in 2018

- Checkout steps reduced by **65%** from **13 steps to 5 steps**

- **Guest checkouts: 22% of transactions** (average) / **March 2019: 25%**

- **New registrations: 21% of transactions** (average) / **March 2019: 22%**
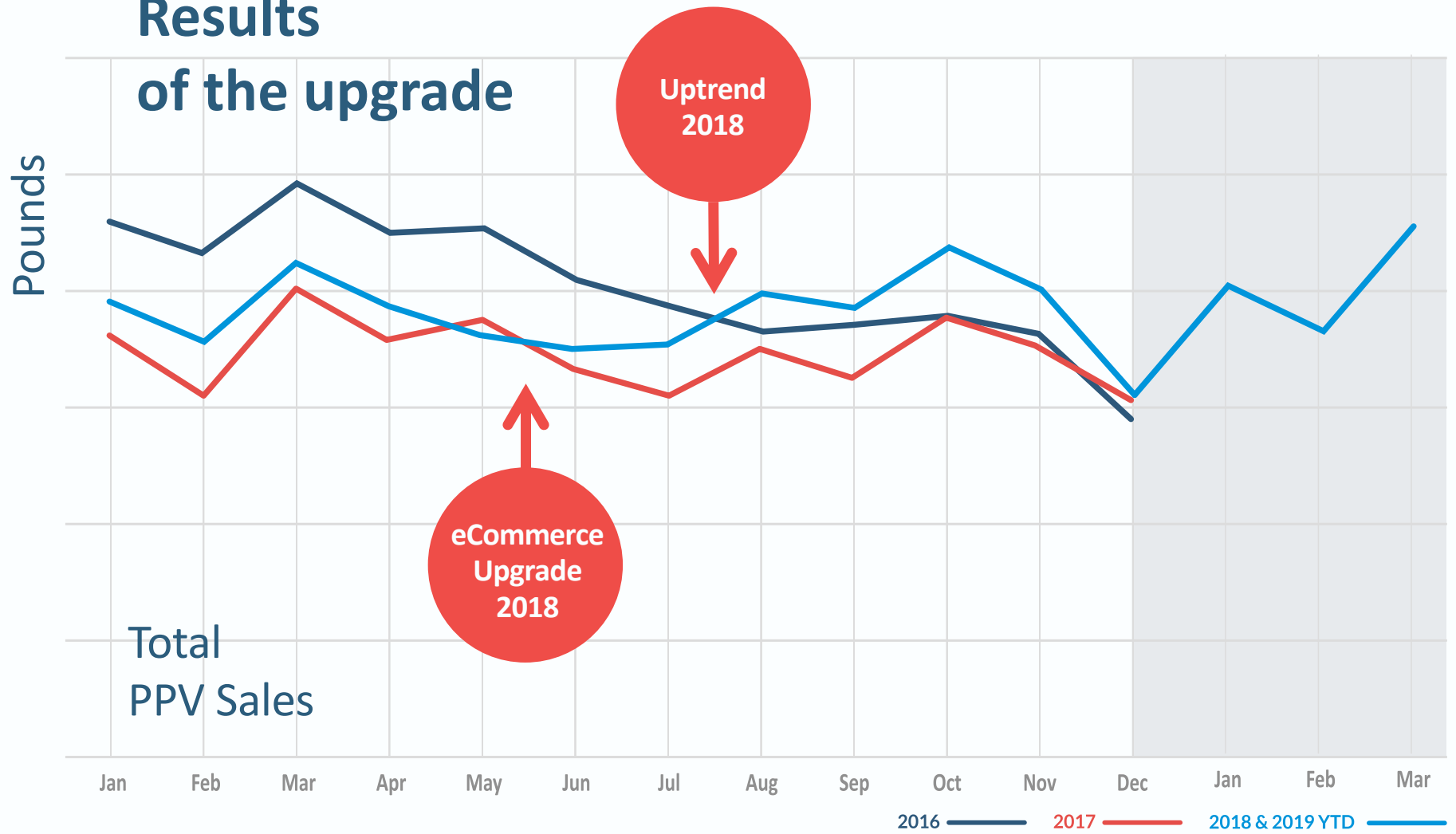
Additional eCommerce improvements

- Guest checkout reporting: *Literatum Admin Tool*

- Validation checks on guest checkout: *T&F customization*

- Save-for-later reporting: *Literatum Admin Tool*

Feature customisations coming in 2019

- Denial page UI optimization: *(partially completed)*

- Guest checkout user journey optimisation

Literatum Admin Tool report

ount	Shipping	Tax	Subtotal	Currency	Tax Region	Credit Card Holder Na...	Credit Card T...	Credit Card Num...	Reason C...	Reason	Checkout M...
0	10.26	64.26	USD	BIH	-					G	
0	19.76	123.76	USD		-					G	
0	6.4	38.4	GBP	GBR	-					N	
0	1.48	38.48	EUR	ITA	-					N	
0	0.8	20.8	USD	VAT	-					R	
0	0	54	USD	US-OH	-					R	
0	6.4	38.4	GBP	GBR	-					G	
0	3.68	49.68	EUR	DEU	-					N	
0	7.77	44.77	EUR	NLD	-					R	
0	0	11	USD	ARG	-					N	
0	0	50	USD	US-TX	-					G	
0	0	54	USD	US-IL	-					G	
			USD	US-IL	-					G	
			USD		-					G	
			USD	ARG	-					N	

"New," "guest," and "returning" users

Format   ○ TSV   ○ XML   ○ HTML   [Save Report]

Literatum Admin Tool report

Transaction

er Number	Customer T...	Purchasing User First Na...	Purchasing User Last ... ▼	Organization	Country	VAT Num...	Offer Code
000135795	Person	jessie			United Kingdom		S&TAP_N_2014
000135795	Person	jessie			United Kingdom		SSHAP_N_2014
000137009	Person	david					RWAQ_ArticlePricin..
000134809	Person	kurt					SSHAP_N_2014
000134638	Person	william					SSHAP_N_2014
000137229	Person	william					S&TAP_N_2014
000133473	Person	Allan			Denmark		SSHAP_N_2014
9-a213-4517-a6bb-526aea7fab5a	Person	Clarence		Studier	Sweden		SSHAP_N_2014
000136709	Person	john			United States		SSHAP_N_2014
000134560	Person	Helena					SSHAP_N_2014
7-1a29-47d2-aa5c-fff78938db6d	Person	agnes			United States		MTAP_2015
21-002e-4bfd-8926-a85e10ac5e3e	Person	claudio		University of Chile	Chile		MTAP_2015
	n	claudio		University of Chile	Chile		MTAP_2015
	n						SSHAP_N_2014
	n	Andrea					MTAP_2015

Users purchasing multiple items

Format ○ TSV ○ XML ○ HTML [Save Report]

Literatum Admin Tool report

Transaction

Transaction Sta...	Transactio...	Order Number	Customer Email	▼	Customer Number	Customer T...	Purchasing User First Na...
Successful	2539655	TANDF-20190413-10151236			TANDF-1000135657	Person	
Successful	2534030	TANDF-20190405-10149561			TANDF-1000134282	Person	
Successful	2536935	TANDF-20190409-10150472			TANDF-1000135077	Person	
Successful	2534086	TANDF-20190405-10149572			TANDF-1000103503	Person	
Successful	2534650	TANDF-20190406-10149726			TANDF-1000134434	Person	
Successful	2542652	TANDF-20190418-10152215			TANDF-1000136419	Person	
Successful	2538299	TANDF-20190411-10150872			TANDF-1000135369	Person	
Successful	2544040	TANDF-20190421-10152685			26ee28bf-ceb6-4f98-abf1-ad4cfb8b4e30	Person	
Successful	2530883	TANDF-20190402-10148846			TANDF-1000133699	Person	
Successful	2532635	TANDF-20190403-10149238			2033628d-ceff-4ee9-99c3-a7b3d97aa4f0	Person	
Successful	2543285	TANDF-20190418-10152350			TANDF-1000136506	Person	
Successful	2531692	TANDF-20190403-10149055			TANDF-1000133886	Person	
		TANDF-20190411-10150903			TANDF-1000135401	Person	
		TANDF-20190411-10150984			0e919a1d-e78a-4f83-9764-73d7562ac07b	Person	
		TANDF-20190421-10152768			TANDF-1000136868	Person	

Transaction status

Format   ◯ TSV ◯ XML ◯ HTML   Save Report

Transaction

Literatum Admin Tool report

Offer Descript...	Offer Delivery For...	AccessNow	Item Type	Item DOI	Quantity	Price Code	Discount C...	Price
Article Purchase	Digital	No	Article	10.3109/1040841X.2013.856854	1	MTAP 2017 ROW		54
		No			2			104
Article Purchase	Digital	No	Article	10.1080/02642069.2010.531266	1	SSH Article Purchase GBP 2019		32
Article Purchase	Digital	No	Article	10.1521/psyc.2008.71.2.123	1	SSH Article Purchase 2019		37
RBUL Article P...	Digital	No	Article	10.1080/00963402.2019.1555993	1	RBUL Article purchase ROW USD		20
Article Purchase	Digital	No	Article	10.3109/13506129.2015.1051219	1	MTAP 2017 USD		54
Article Purchase	Digital	No	Article	10.1080/09614520701337160	1	SSH Article Purchase GBP 2019		32
Article Purchase	Digital	No	Article	10.3109/10837450.2015.1116566	1	MTAP 2019 EUR		46
Article Purchase	Digital	No	Article	10.1080/01638539509544942	1	SSH Article Purchase 2019		37
Student ISCHE ...	Print	No	Journal	10.1080/cpdh20	1	0017550018TFOZF		11
Article Purchase	Digital	No	Article	10.1080/00031305.1977.10479...	1	S&T Article Purchase 2017 USD		50
Article Purchase	Digital	No	Article	10.3109/00365515709079962	1	MTAP 2017 USD		54
		No	Article	10.3109/00365515709079961	1	MTAP 2017 USD		54
		No			2			108
		No	Article	10.1080/07494460100640051	1	SSH Article Purchase 2019 ROW		43

Other info

Format ○ TSV ○ XML ○ HTML   Save Report

Modernized, simplified eCommerce workflow resulted in an increase in site-generated revenue.

Literatum's new eCommerce
workflow comes with all UX 3.0 sites.

It can also be added to non-UX 3.0 sites.

Speak to your Atypon account manager
for details.