



ATYPON

WebinarSeries

Increase revenues with
Literatum's new eCommerce
workflow

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

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- **4.1 million+** articles published
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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

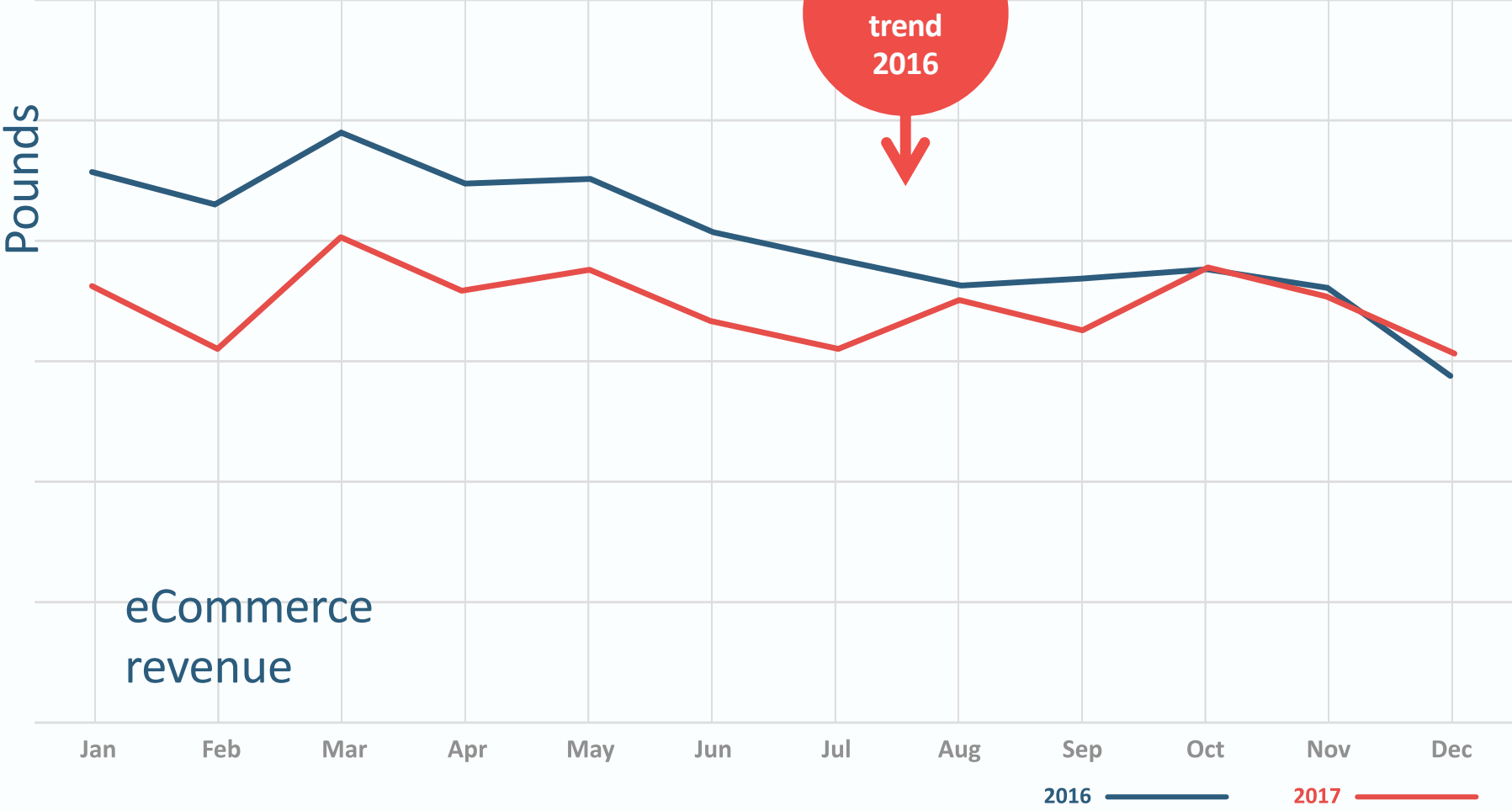
11
Review order

12
Approve order summary

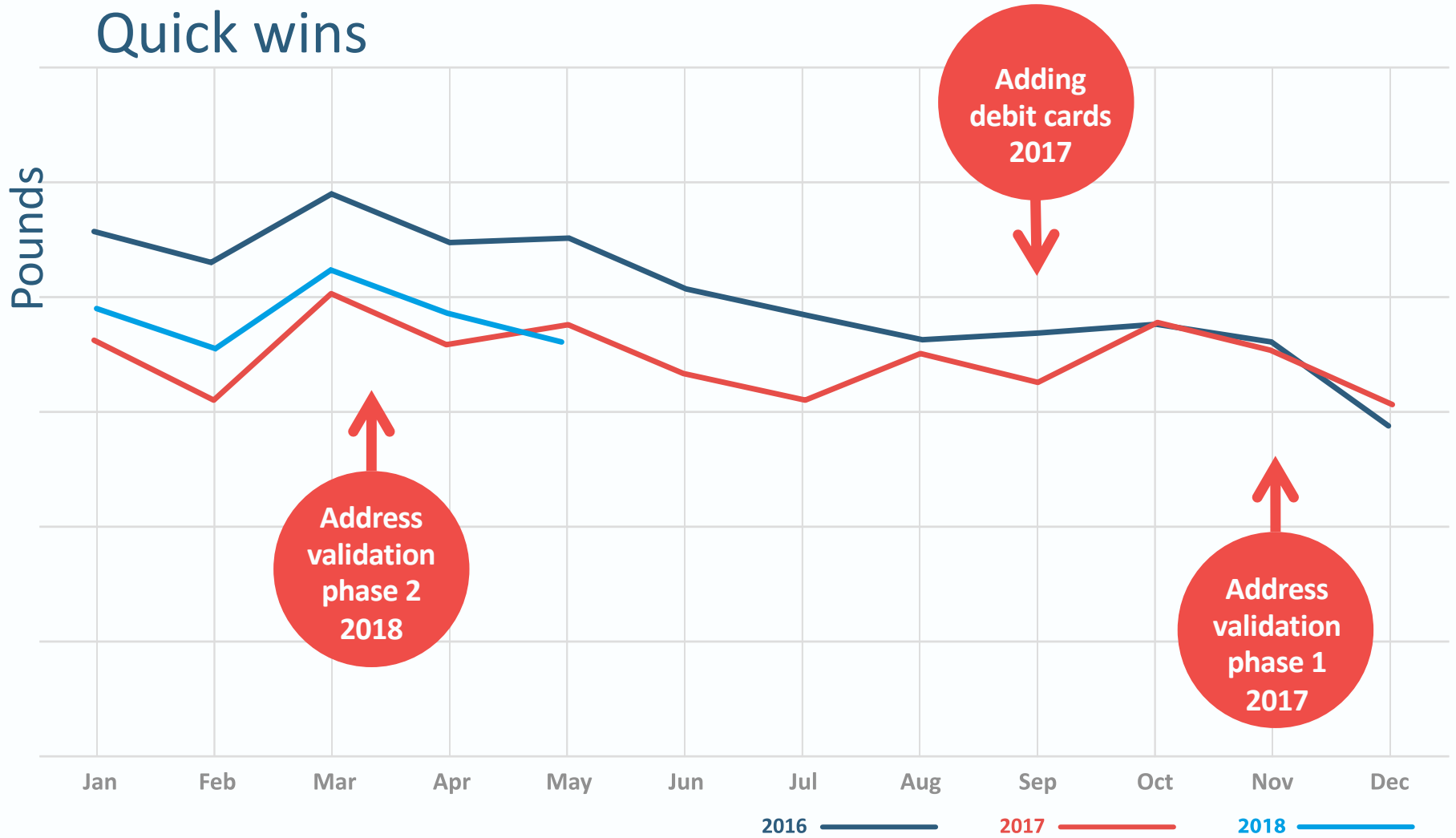
13
CyberSource card details

Old eCommerce user workflow

Additional issues



Quick wins





Challenge

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

A 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

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](#)

Shopping cart

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

* fields are compulsory

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.

Enter keywords, authors, DOI etc.



2

Registration flow unchanged

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](#)

Billing address

Article / 24h
Outcomes focused user involvement in social work education: applying knowledge to practice >
USD 42.50
Save for later Remove

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

Need help? Contact us.

First name* Address line 1*
Last name* City/Town*
Billing country*
Postcode*

Order summary

| | |
|-------------|-------------------------|
| Subtotal | USD42.50 |
| Taxes | (calculated at payment) |
| Order total | USD42.50 |

Continue

Billing Address

Article / 24h
Outcomes focused user involvement in social work education: applying knowledge to practice >
USD 42.50
Save for later Remove

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

Need help? Contact us.

First Name
Last Name
Address
City/Town
Billing country
Postcode

Order summary

| | |
|-------------|----------|
| Subtotal | USD42.50 |
| Taxes | USD8.50 |
| Order total | USD51.00 |

Payment

We accept these cards. Card Type Visa and Visa Debit

Place Order

3
Checkout

4
Checkout
confirmation

CyberSource
the power of payment

Payment Details

Card Type * Required field
 VISA Visa
 Mastercard

Card Number *
 Expiration Date *
 CVN
This code is a three or four digit number printed on the back or front of credit cards.

Cancel Pay

Your Order
 Total amount
\$51.00

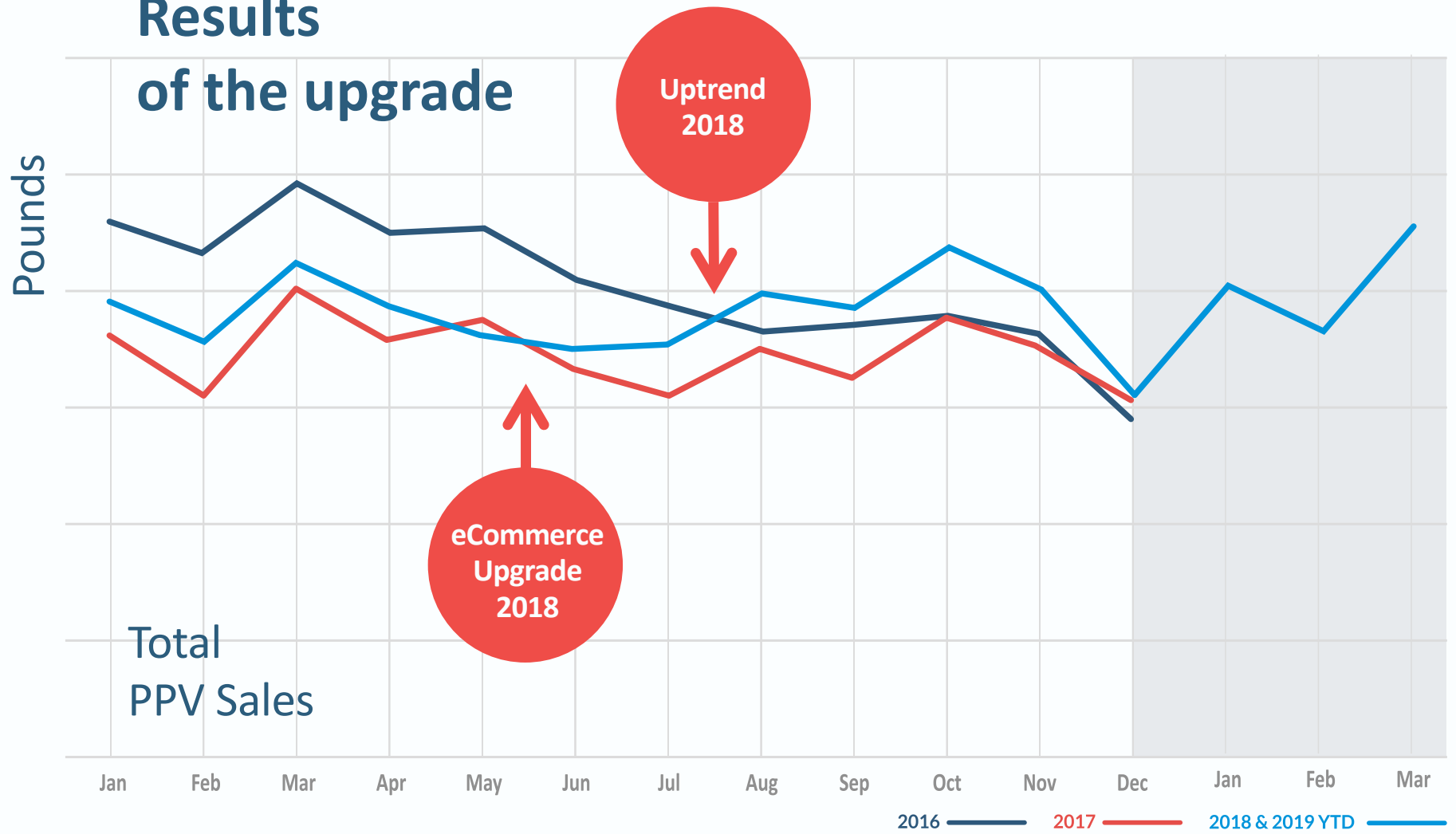
5
Product details



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%**

Results of the upgrade





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

| Amount | 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 | |
| 0 | | | USD | US-IL | - | | | | | G | |
| 0 | | | USD | | - | | | | | G | |
| 0 | | | USD | ARG | - | | | | | N | |

“New,” “guest,” and
“returning” users

Format

TSV

XML

HTML

Literatum Admin Tool report

| Order 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 |
| 1-002e-4bfd-8926-a85e10ac5e3e | Person | claudio | | University of Chile | Chile | | MTAP_2015 |
| | | claudio | | University of Chile | Chile | | MTAP_2015 |
| | | | | | | | SSHAP_N_2014 |
| | | Andrea | | | | | MTAP_2015 |

Users purchasing multiple items

Format

TSV

XML

HTML

Literatum Admin Tool report

| 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

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



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.



ATYPON

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