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Factorial

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We turn your
business goals
into tech reality.

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Factorial

Pit Stop for Your Online Business

1-Day E-Com Deep Dive

May 2025



1-Day E-Com Deep Dive

Shop Analysis with a Clear Focus.

More impact in your online shop – in just one day:

Our compact website audit identifies the biggest levers for better conversion, faster performance, and more reliable data – no lengthy workshops, no technical dependencies.

We examine your e-commerce setup in detail and deliver a clearly prioritized action plan. This allows your team to immediately see where to start – pragmatic, effective, actionable.

1 Day. Full Transparency. Concrete Next Steps.



Identify

where drop-offs happen – and how to increase conversions immediately.



Quantify

which pages slow down revenue – and which offer the highest leverage.



Activate

what can be improved right away – in the CMS, via plugin, or with your agency.

What We Analyze





Quickly identify what’s holding you back – and what’s working:

We analyze your shop’s performance, user experience, and data foundation. The result: a compact action plan with clear priorities. Actionable. Impactful. Ready for quick wins.

Focus Area	Key Questions
User Journey & Conversion Funnel	Where do users drop off – and why?
UX & Navigation	Do users quickly find what they need?
Performance & SEO	How fast does your site load? How visible are you on Google?
Tracking & Data Quality	Are your numbers accurate – or just numbers?
Conversion-Tracking, Events, DSGVO-Check	Tracking & Data Insights

Your Outcome

You receive a compact action plan focused on the biggest levers for more revenue, better user guidance, and stronger performance. Every recommendation is assessed based on **impact and feasibility** – including clear notes on **what your team can tackle without developers**. The results are **clearly structured and ready to use** – for sharing with marketing, your agency, or leadership.

Deliverables	Content
 Quick Audit Report	Clearly structured, prioritized, easy to understand
 "Ease of Action"-Metric (IMPACT VS EFFORT)	Each recommendation includes an implementation score (🟢 low, 🟡 medium, 🔴 high)
 1-Pager for Decision-Makers	Quick overview with clear next steps
 30 Minuten Wrap-up Call	Insights, optional Q&A, and handoff to your team

Who Is This Deep Dive For – and Why?

01

Clarity Before Investment

For **teams** that need direction before investing in new features, tools, or a relaunch.

02

Impact Over Wishlist

For **companies** that want to know which actions truly make a difference – and what can be done immediately.

03

Impact Over Guesswork

For **anyone** asking:
“Where are we losing revenue – and how can we fix it concretely?”

Kosten

Fixed Price. No
Upselling. No
Follow-Up
Obligation.

Cost

- flat rate -

€ 2.500

net

Optional: Support with implementation or tool setup.



Let's Get Started

Interested?

Let's talk for 30 minutes – we'll show you how much you can get out of just one day. We don't deliver PDFs that sit in a drawer – but recommendations you can act on the next day.

E-Mail

artur@factorial.io

Mobile

+49 15 79 03 35 242



You x Factorial

The Pit Stop for Your Online Business

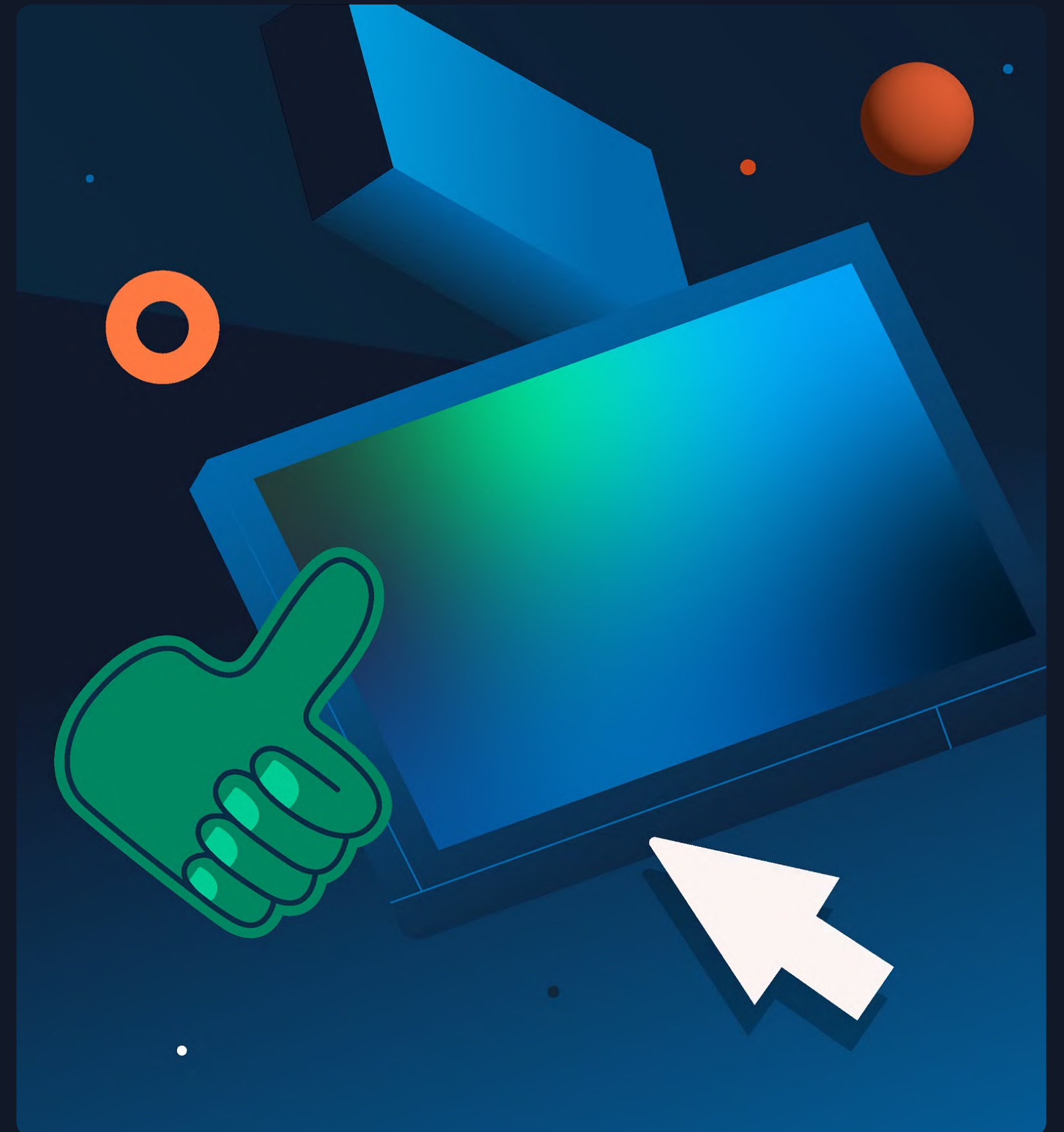
Let's dive deep together – so you know exactly where your website is holding you back, and can focus on what truly drives results.

We Are a Technology Partner

Our Core

We develop and orchestrate digital ecosystems to unlock the full potential of data. Our goal is to create innovative user interactions.

That's how we bring our clients up to par with the world's leading digital players.



“

“We recommend Factorial as a technically and creatively highly skilled agency partner. Factorial helps us future-proof our business model and expand it through innovative services.”



Caren Siebold,
Managing Director, dpa mediatechnology GmbH

“

“Agile team, clear processes, well-organized communication – that was a real success factor.”



Tino Runtzler,
Director Tech Product and Revenue stern | GEO | Capital

Occhio

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ASSOCIATION

R T L



A Selection of Our Clients and Partners

Factorial

Address

Factorial GmbH
Langenfelder Straße 93
22769 Hamburg

Contact

hello@factorial.io
+49 40 41306797