



The Product Contributor Matrix helps categorise products by the way customers shop. Knowing this helps drive the right attention on groups of products.

Figure 3: The product contributor matrix

**Considered purchases:** High visits, low conversion. Often require high consideration/research before purchase.

**Best Sellers:** High visits, high conversion. Often new and exciting products.

**Range builders:** Low visits, Low conversion. Most products will have a size or colour variation – these are often in this section, as well as poorer performing products.

**Core essentials:** Low visits, high conversion. Often essential products that need limited thought before purchase.