

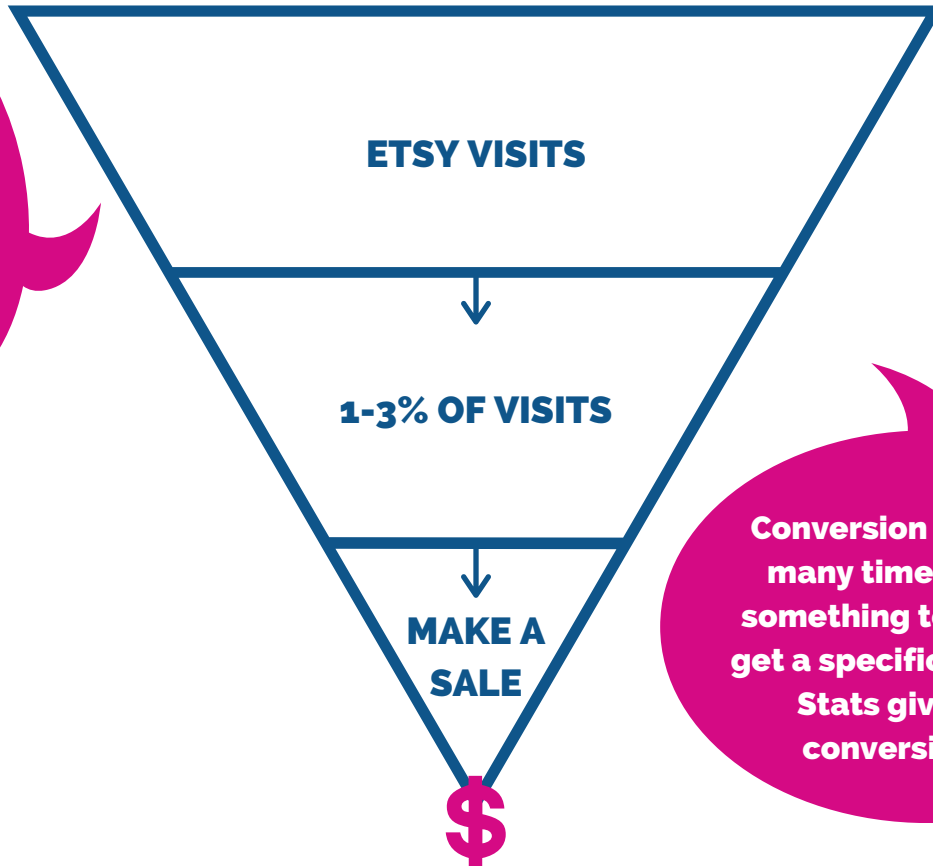


How Many Etsy Shop Visits Needed to Meet Sales Goal?



Traffic from Etsy, Social Media, E-mails

Visits = # of people who have visited your shop



Conversion Rate = How many times we need something to happen to get a specific result. Etsy Stats gives you a conversion rate.

How many sales or how much money do you want to make a month?

$\$2000 \div \text{Average Price of Items} = \text{Number of Items to Sell}$

Example: $\$2000 \div \$100 = 20 \text{ Items to Sell}$

Use this formula to estimate traffic needed to achieve goals.

$$\frac{\text{\# of Items to Sell}}{.01 \text{ Conversion Rate}} = \text{\# Visits Needed}$$

Example: $\frac{20 \text{ Sales}}{.01 \text{ Conversion Rate}} = 2000 \text{ Visits Needed per Month}$