



How to Drive Conversion in an Economic Downturn

the pixel.



GOLD
Solution Partner



Introduction

Agenda

- Introduction
- Does the perfect tech stack exist?
- Mobile First Approach
- Importance of Site Search
- What is UX?
- Introduction to CRO
- CRO in action
- Key Takeaways
- Q&A



Introduction

Aynsley Peet, Head of Growth, The Pixel

Aynsley Peet Intro

Over 20 years experience of Ecommerce driving online sales, CX and CRO

Who are The Pixel

Adobe Commerce experts who help businesses drive online sales growth through Adobe Commerce development, strategy & planning, design & UX, integrations and CRO.



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Does the perfect tech stack exist?

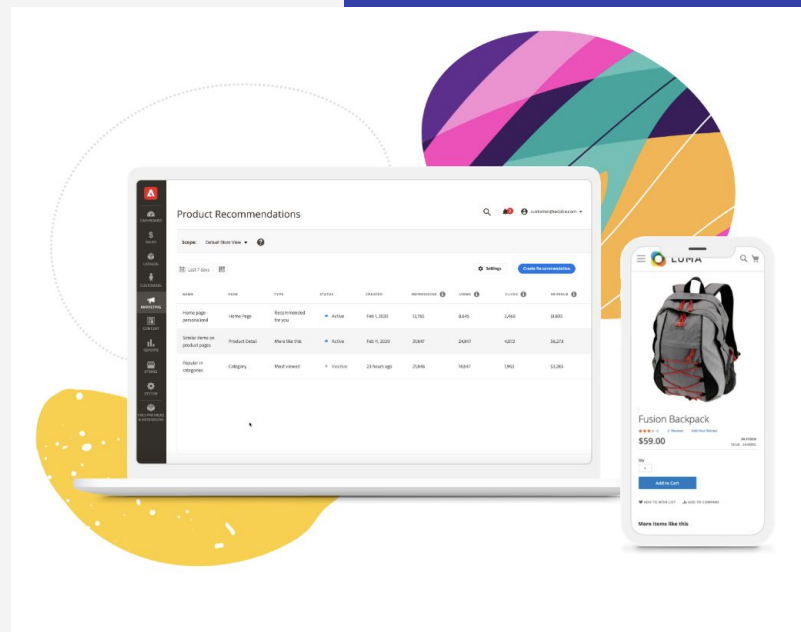
Does the perfect tech stack exist?

Simple answer is NO.

But having a core tech stack in place is the ideal starting point.

Fundamentally, start by selecting the correct E-commerce platform for your business.

Would you need an ERP? Or WMS?



Adding to your tech stack

On to the E-commerce platform you can add modules/features:

- Email service providers
- Recommendation engines
- Personalisation
- Payment options
- Reviews - Product and Service
- UGC
- Analytics
- CRO / A/B Testing



Mobile First Approach

The slide features a dark blue background with the text 'Mobile First Approach' centered in white. Five small squares are scattered around the text: one cyan square at the top left, one orange square at the top center, one cyan square at the top right, one orange square at the bottom left, and one blue square at the bottom right.

Mobile First Approach

- From Salesforce shopping Index Q1 2023 - 74%v of website traffic is on mobile. Up from 71% in Q1 of 2022, and 70% in Q1 of 2021
- When implement design and NAV changes focus on mobile
- UX and CRO - Primary importance on mobile



Device Conversion

1 Dec 2022 - 28 Feb 2023

Average

2.38%

Conversion Rate

51.52%

Bounce Rate

3.39

Pages/Session

£100.20

Avg. Order Value



2.02%

Conversion Rate

54.69%

Bounce Rate

2.89

Pages/Session

£92.87

Avg. Order Value



3.08%

Conversion Rate

45.90%

Bounce Rate

4.32

Pages/Session

£113.89

Avg. Order Value



1.94%

Conversion Rate

48.57%

Bounce Rate

3.51

Pages/Session

£100.13

Avg. Order Value



Importance of Site Search

Site Search importance

With site search users converting x3 / x4 more than a standard user.

Benchmark - Typical search usage is 15%

- How can you get more users searching
- Key objective to get more users searching on mobile
- Consider exposing mobile search



The slide features a dark blue background with five small squares scattered around the central text. One square is orange and located at the top center. Two squares are light blue: one on the left side and one on the right side. Two squares are yellow: one at the bottom left and one at the bottom right.

What is UX?

UX - High-level Review

In a typical UX review the following pages would be reviewed and optimisations highlighted:

- Home Page, PLP, PDP, Basket & Checkout
- Loyalty & Referrals
- Search
- Product Recommendations
- Address lookup
- Personalisation
- Payment options
- Shipping options

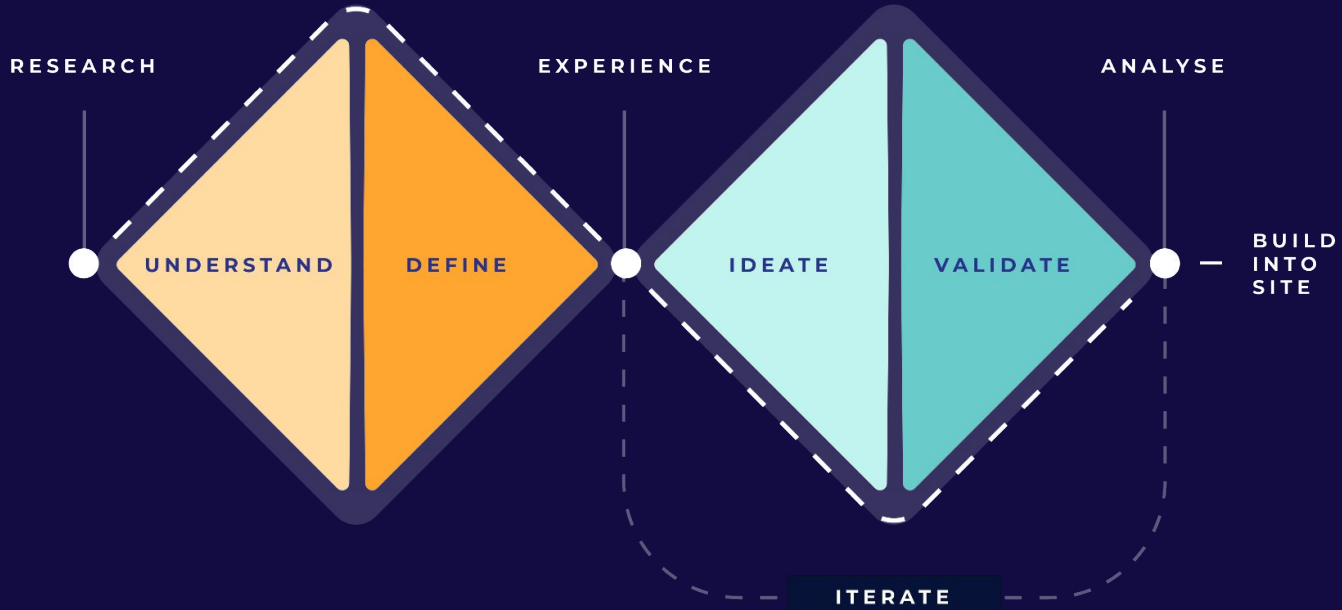




Introduction to CRO

CRO Process

Iterative Enhancement



CRO Process

Research

Customer Experience

Site Performance Review -Website Analysis

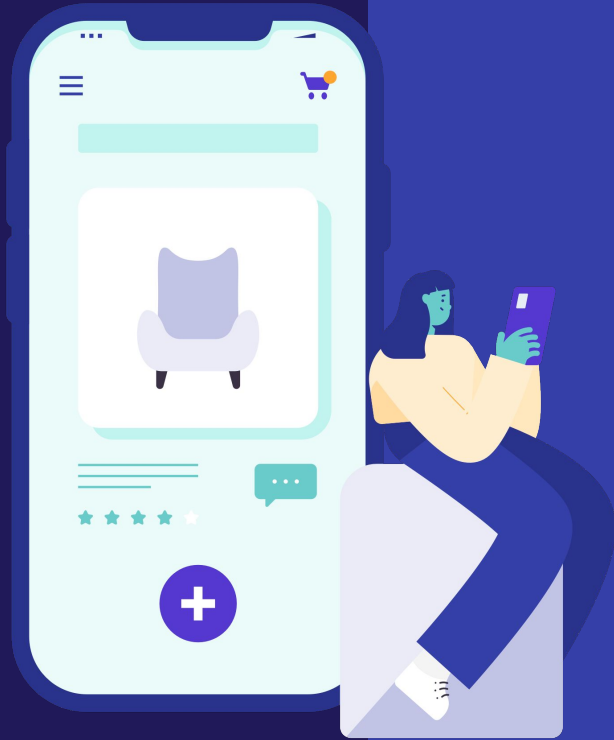
Checkout Process Evaluation

Audience Insights

User Interviews

Retrospective





CRO Process

Experience

Ideation

Experiments (A/B Testing)

Experiences (Personalisation)

Rapid Prototyping

Ui Improvements

Mobile Optimisation

CRO Process

Analyse

Tag Management

Analytic Dashboards

Audience Insights

Conversion Rate, Add to Cart, Average Order Value

Engagement

Implement / Iterate



CRO Process

Heatmapping

There's nothing quite as emotive and powerful as data visualisations

Heatmaps & click tracking-

Purpose - Filters & Facets Popularity

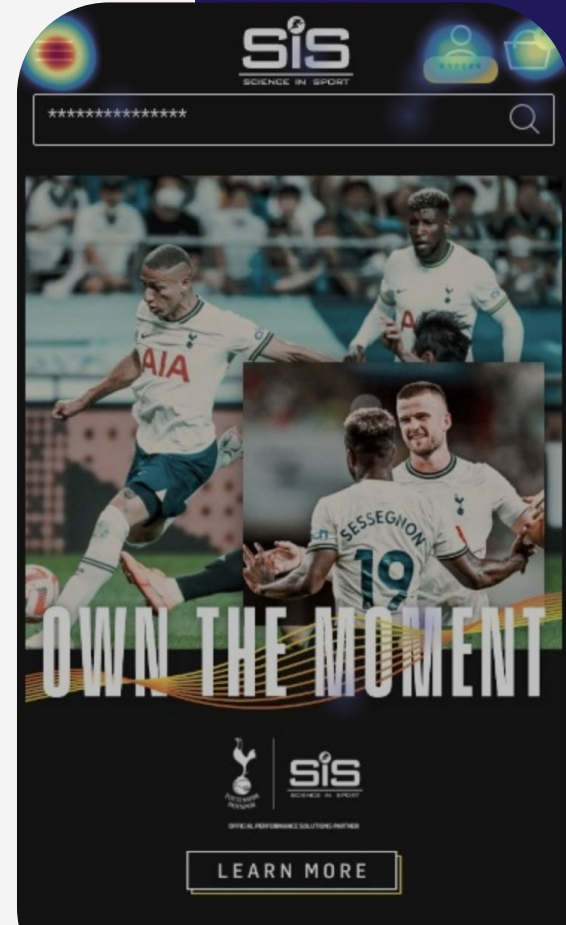
Example - Heatmaps highlighted frustrations with the Filter design, Content & Order. By using Heatmaps we could organise filters by popularity and design with purpose.

Purpose - Frustrations

Example - Users engaging with content that wasn't clickable
(Benefits of signing up)

Purpose - Content popularity

Example - Using click percentages we reorganised the homepage based on popularity with scroll rate in mind.



CRO in action

The image features a dark blue background with the text "CRO in action" centered in white. Five small squares are scattered around the text: one orange square at the top center, one cyan square at the top left, one cyan square at the top right, one orange square at the bottom left, and one blue square at the bottom right.

Make Header and Search Sticky on mobile

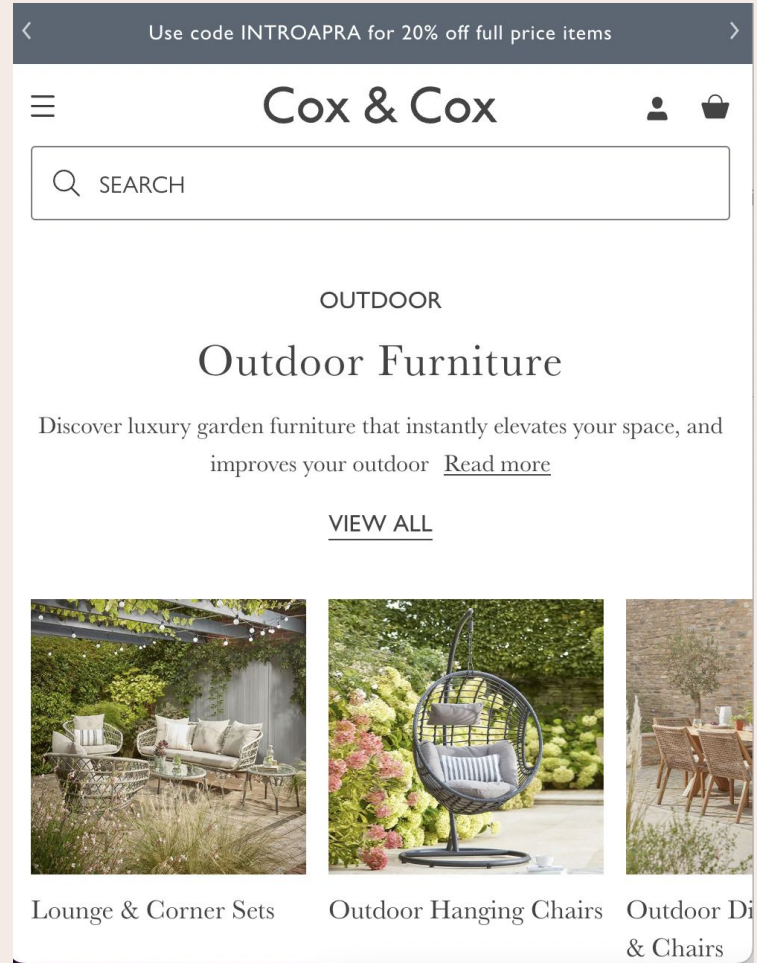
To drive search usage and conversions, consider making site search and header sticky and mobile as users scroll down web pages

The screenshot displays a mobile e-commerce interface for SIS GO Isotonic Energy Gel. At the top, a black header contains a menu icon, the SIS logo (Science in Sport), and a shopping cart icon. Below the header is a white search bar with the text "Search Entire Store" and a magnifying glass icon. A yellow banner below the search bar features a timer "00:01:00:01" and the text "10% OFF. HURRY, DECLINING DISCOUNT USE CODE: HURRY". The main product image shows a box of SIS GO Isotonic Energy Gel, Cherry flavor, with several gel packets visible. Below the product image is a row of four small images: a man in a black jacket eating a gel packet, a woman in a blue jacket eating a gel packet, a green and yellow gel packet, and a pink and yellow gel packet. At the bottom of the page, the text "GO ISOTONIC ENERGY GEL" is displayed in bold black letters, followed by five green stars.

Expose Site Search on Mobile

By exposing site search on mobile, Cox & Cox were able to increase site search usage from 14% to 17%.

With search users generally seeing a x3, x4 ecommerce conversion rate improvement it is beneficial to encourage more users to use site search.



Social Proofing

Social proofing is reported to generate a 23% uplift and is (used by Aldi, M&S, The Very Group, Argos, AO, Wickes,

Messaging can cover: items added to basket, bought over period of time, users browsing now

Can also deliver FOMO messaging around stock and sale pricing.

HOME >

Weathered Oak Counter Stool - Natural

£295.00

In Stock – 1221286

–

QTY: 1

+

ADD TO BASKET

or 4 interest-free payments of £73.75 with [clearpay](#) ⓘ

☆ **Best Seller** – Over 50 purchased recently, and 16 people have this in their baskets

Case Studies

Science in Sport - A/B Testing Examples

Offer category in main navigation

Overview: Increase conversion rate by providing a link to a sale category that will entice price conscious users to purchase

Highlights:

- +15.5% Mobile Orders
- +13% Mobile Revenue

Add To Basket Overlay Prod Recs

Overview: I want to increase AOV by presenting users with products under £15 on add to basket

Highlights:

- +6.64% Cart Additions
- +11% Revenue
- +4% ABS

Search hint text alternatives

Overview: Increasing the use of on-site search through testing different hint text will get users to a product faster

Highlights:

- +10% Orders
- +7% Revenue

Reduced Mobile Header Size

Overview: Reducing the size of the mobile header across the site improves usability and therefore improves conversion rate

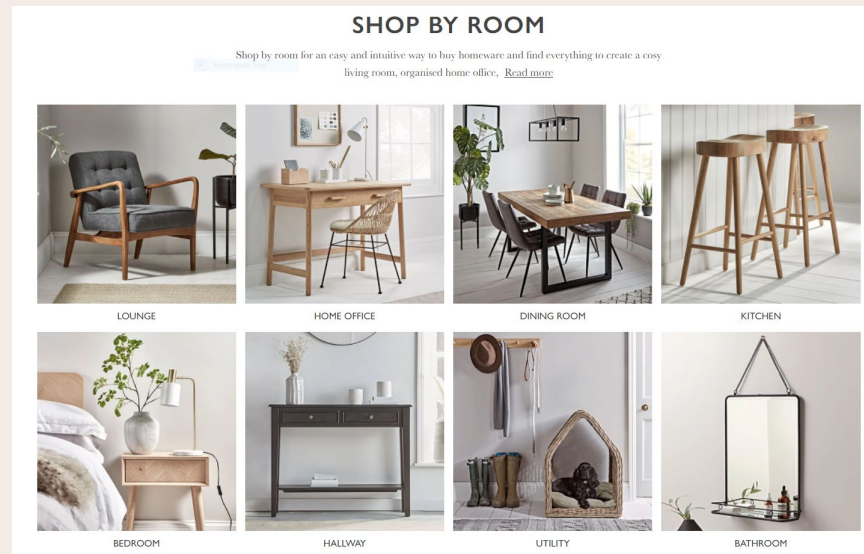
Highlights:

- +3% Orders

New Category Structure

The Pixel undertook Cox & Cox customer interviews and then an internal review with Cox & Cox on their website categories

- Identified users wanted to buy by room and theme
- Analytics data confirmed user engagement with new layout



Case Study

Cox & Cox

+0.38%

AVERAGE ORDER VALUE

+3.68%

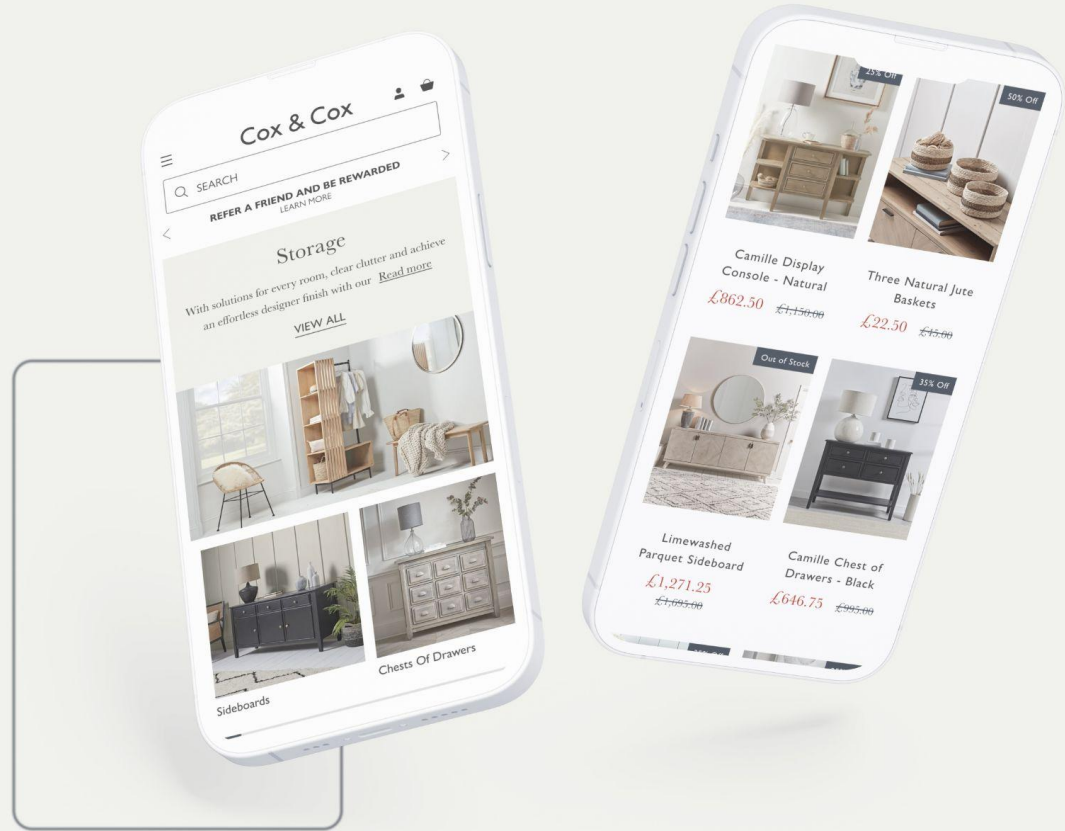
CONVERSION RATE

+10.1%

MOBILE CONVERSION RATE

-2.26%

BOUNCE RATE



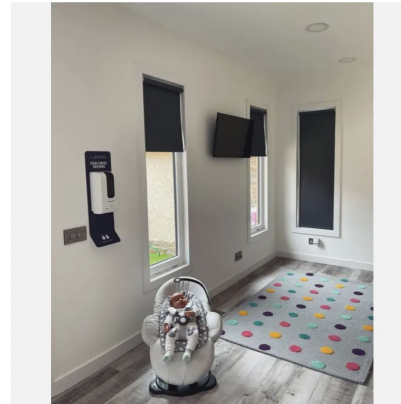
UGC - User Generated Content

UGC can be used on homepages, PDP, create inspirations pages, blogs.

UGC is also ideal for us in email marketing, social and social advertising.

- 84% of users are more likely to trust a brand's marketing campaign when using UGC
- 77% more likely to buy a product if found via UGC
- 50% uplift in conversion rates with UGC on PDP

Feel inspired



[Upload your photos](#)

imphotostudiouk @

08 Jul 2021

Mummy's little assistant at the studio today. Swipe to see how much she enj... [Read more](#)

Shop featured products



little home at
John Lewis
Pom Pom Rug,
Multi, L180 x...

£150.00



Key Takeaways

Key Takeaways

- Try to focus on your mobile website - layout and user journeys
- Ensure site search is optimised
- Speak to your customers, Tech partners and internal teams
- Always look to TEST, TEST, TEST





Thank you - Aynsley Peet
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