



45 Tactics for eCommerce Conversion Optimization



Optimizing online engagement & experiences.

trinity.one | Philadelphia, PA & Rochester, MN | info@trinity.one

Table of Contents

Experimenting With The “Cart-Addition”	3	Optimize Category Layouts	18
Experience	4	Unique Copy At Product Level	19
Progression Rate Monitoring	5	International Messaging	19
Dynamic Overlays	6	Product Targeting By Clickstream	20
Geo-Specific Messaging	6	Auto Suggestion For Search	20
Trust Badges	7	Clear Error Messaging	21
Additional Payment Methods (Primarily PayPal)	7	Intelligent Emails	21
Auto Populating City And State After ZIP Code	8	Product Videos	22
Form Analytics	9	Sales Selection	22
Save For Later	10	Live Chat In The Cart	23
Exit Interruption	11	Persistent Cart	23
Abandon Cart Emails	12	Progress Indicators In Checkout	24
Testing Free Shipping Thresholds	12	Visual Credit Card Icons Within	24
Infinite Scroll	13	Checkout	25
Product Badging	13	Guest Checkout	26
Show Discounts	14	Maximize Thank You Page	26
“Email Me My Cart” On Mobile	14	Facebook Remarketing (Contextual Ads)	27
Delivery & Ship Info At The Product Page	15	Sticky Headers	27
Product Page Q&A	15	Security Assurance	28
Related Searches	16	Mega Menus	28
Caching	16	Timer Countdowns	29
Prominent Pricing	17	Gift Guides And Lists	29
Out Of Stock Reminders	17	Bot Messengers	
Video Analytics			

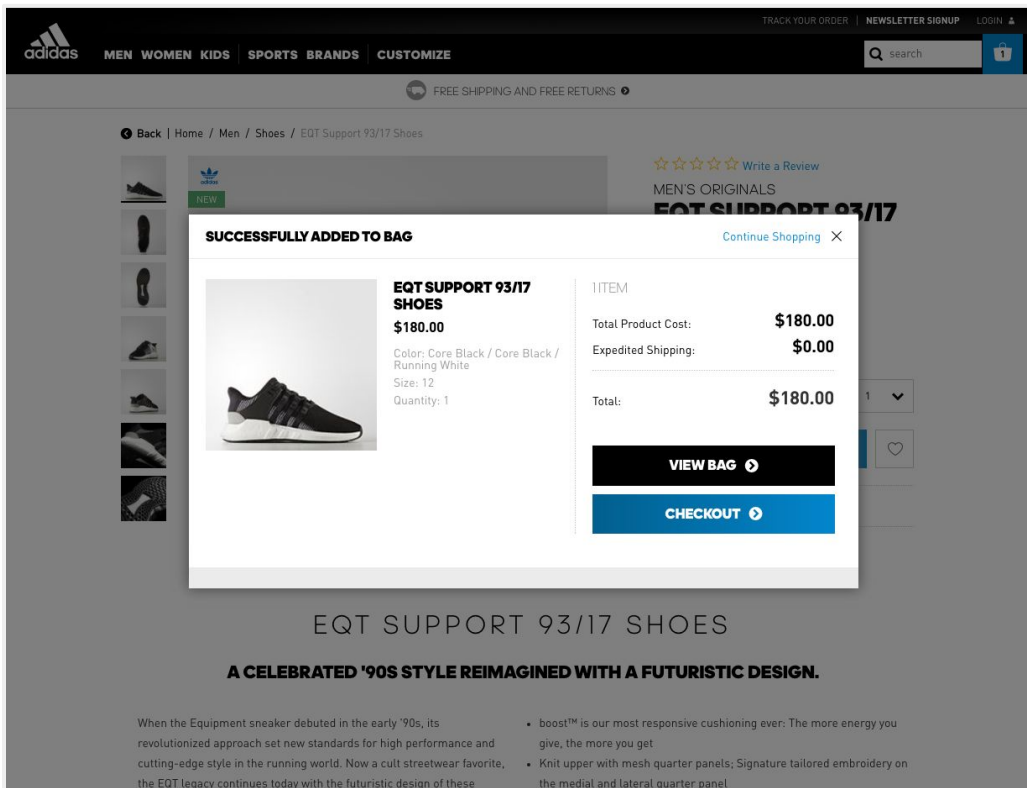


1



Experimenting with the “Cart-Addition” experience

More carts equals more growth. When looking to increase the volume of cart additions within your e-commerce experience, tweaking the add to cart process is a key aspect of improving your overall conversion rate. Your store likely takes a user directly to the cart page after an add to cart action has been taken. You may want to test an alternative approach, by skipping the cart page entirely and further guiding the user down the checkout path directly (right to the page). Another option is to use an overlay modal (as Adidas does in the right example). This approach allows the user to jump right into checkout, versus having to go through the additional step of the shopping cart page. We have seen conversion rate increases exceed 25% by instituting this type of practice.



Testing cart flow processes is critical to optimize your transactional path

adidas.com

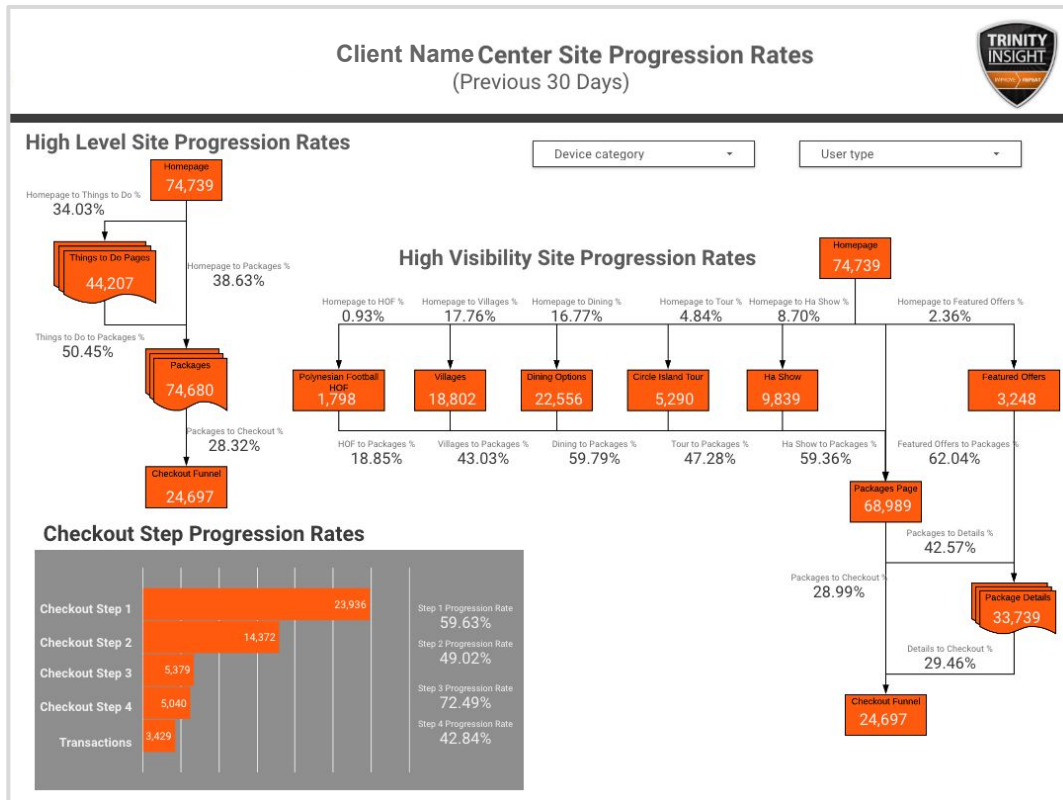


2 /// Progression rate monitoring

Want to maximize your site potential and market opportunity? If so, your e-commerce store needs to have an up-to-date pulse on a daily basis on all sections of the user experience. Your brand needs to identify immediately what sections or experience types are under-performing.

By only reviewing your conversion rate and not your page level micro-conversion rate, i.e. the percentages that make up the paths in your merchandising pages, you are missing the granular details that define where your experience is broken or under-performing. Progression monitoring enables marketers to have a clear understanding of website opportunities, primarily using Google analytics and their associated API functionality.

At Trinity we use the GA API in conjunction with data grabbing tools such as [Supermetrics](#), empowering the knowledge to enable optimization on the pages that need it most.

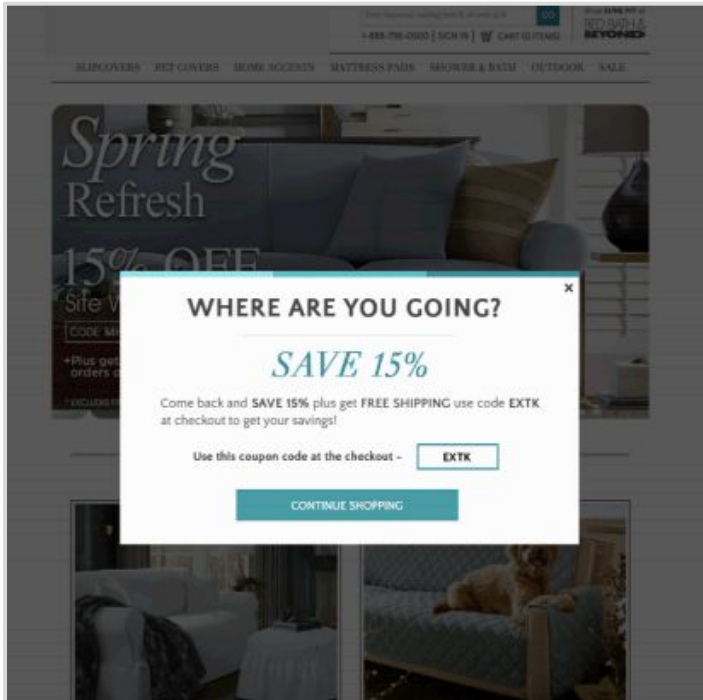


Progression rates broken out by shopper type

Trinity Insight



3 /// Dynamic overlays



Although sometimes seen as annoying and potentially distracting to an online experience, overlay modals have proven to be effective in capturing email addresses and encouraging users to opt in to utilize promotional codes.

We recommend utilizing modals in a fashion which they are **tailored to the clickstream path and behavior of the web user.**

Either within exit intent scenarios, or within timed “page depth release rules”, overlays should be targeted with promotions that correlate to categories viewed or to the shipping value proposition (ex. Give email for flat rate \$3.00 shipping code)

For example, if a shopper is shopping for grills on HomeDepot.com, the user will be shown a home and garden category coupon in exchange for email sign-up.

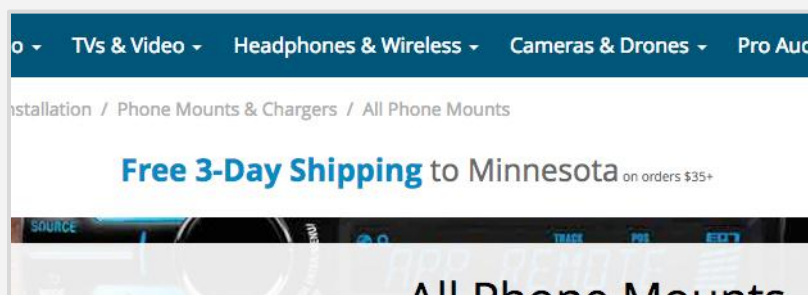
The e-commerce business captures the email address, emails the coupon to the user (or shows it immediately) and provides a great chance for that user to utilize a coupon in the process of the sale.



4 // Geo-specific messaging

A great way to capture the interest of the user upon arriving to your store is to present geo-specific messaging that relates to their hometown location where they are based. By utilizing IP addresses of web traffic, a website can present both weather-related merchandise promotions as well as shipping messaging that speaks to the timeframe for which a package would reach a local destination.

Many retailers in a great success in utilizing this type of geo-specific messaging with the free shipping promotion they already serve, for example if I came to a website from my hometown of Philadelphia, I would see “We ship free to Pennsylvania” as a core creative that is dynamically tailored within the homepage.



Geo-based messaging enhances content effectiveness in your store

5 // Trust badges

Trust badges are another simple way to improve progression rates within your checkout process, without having to reconstruct or redesign your actual pages. Consumers respond very positively to the insertion of a trust provider logo, as a significant subset of Web shoppers still feel somewhat uneasy with utilizing credit card data online.

Trust badging companies scan your site on a daily basis and providing a dynamic badge that is embedded within your checkout process and showing the extended level of trust to your shoppers. Gains from this type of solution can vary, at the low end you may see a 1 to 2% increase in conversion rate with in some instances we have seen companies experience 6 to 10% increases.

Subtotal:	\$1,396.95
Shipping:	Free
Sales Tax:	\$0.00
You Pay:	\$1,396.95

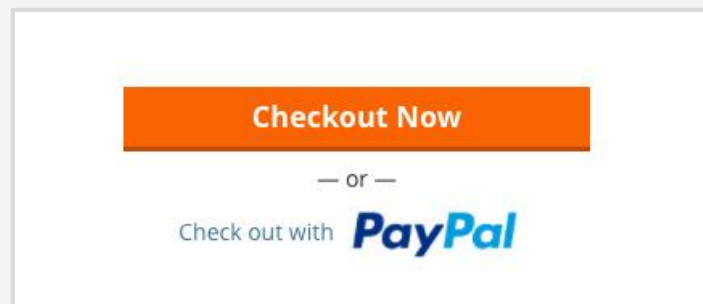
Place Order



6 // Additional payment methods (Primarily PayPal)

Additional payment functionality is another way to provide a more effective checkout experience. In this instance it comes down to convenience. Additional payment options speed up transactions and relieve shoppers from entering credit card and ship details.

PayPal provides convenience to the shopper, is easy for reconciliation due to pre-built accounting integrations and often shoppers already have an existing balance that can be utilized for purchase at your store (reducing buying friction). Other payment options from Visa and from Apple also exist but we recommend primarily utilizing PayPal within your current gateway and e-commerce platform.



7 // Auto populating city and state after ZIP Code

The “new customer” e-commerce process for a consumer is a headache. Nobody likes filling out fields and creating accounts. The more you can make it easier the better off you will be (and your conversion rate).

A great example is a small change that can drive a big impact is to auto populate state and city information after a user enters in a zip code within a checkout form. Within a test at Trinity, utilizing an API connection that populated this address data upon zip code population, this strategic page enhancement drove an 8% page level conversion increase which equaled hundreds of thousands of dollars in revenue annualized.

A screenshot of a checkout form. It has a label "ZIP Code" above a text input field. To the right of the input field is the text "Enter ZIP Code to see city and state." Below the input field is a checked checkbox with the label "Use as Billing Address".