

Goal

THE HIGHEST CONVERTING PLATFORM

Approach

Ways to achieve the goal

CRO BEST PRACTICES
Creates a baseline use industry best practices

CRO EXPERIMENTS (ON-GOING)
Run on-going experiments to improve CRO based on hypotheses

BENCHMARKING & QUICK FIXES

BASED ON CUSTOMER INTENT

Different kinds of experiments, based on customer intent, on stages of the shopper's journey, web performance, etc.

BASED ON PURCHASE JOURNEY ...

BASED ON WEB PERFORMANCE

Lens

The opportunity area

Browsing
"I'm just exploring what this store has to offer"

Researching
"I want to learn more about the product / category / brand / price to make a smarter decision."

Buying
"I know what I want."

Here, we are taking Buying as an example

Search & Discovery

Product Page

Add to Cart

Checkout

Here, we are taking Product Page as an example

Insights

Insights for each Lens based on

1. Primary Research
2. Data
3. Best Practices

Primary Research Data Benchmarking
INSIGHTS

INSIGHT #1
During festive season, **delivery date** plays a major role in decision-making

INSIGHT #2
Product unavailability will discourage purchase

Primary Research Data Benchmarking
INSIGHTS

INSIGHT #1
Informing shoppers that a particular item is **trending this season**, improves their intent to purchase.

INSIGHT #2
Shoppers often like a look on the model in the product photo, but they are **skeptical about how it will look on them**

Hypotheses

Frame hypotheses based on the insight that will lead to improved conversion rates

Instead of displaying the Delivery Date "Guaranteed Delivery by 30th August", display relevant event name as well. "Guaranteed Delivery before Raksha Bandhan"

A hypothesis is framed using the shortlisted insight

Describing the **height of the model and the size they are wearing**, gives shoppers more confidence in their purchase

Test

A/B test to arrive at the optimal solution

A/B TEST

A

✓ Delivery before Raksha Bandhan

+12% INCREASE IN CONVERSION

B

✗ Delivered by 30th August

A/B TEST

A

✓ PDP with Model Height & SKU Size

+8% INCREASE IN CONVERSION

B

✗ PDP without Model Height & SKU Size

Release

Implement the winning solution across the platform

Wide-scale release of winning variant

Wide-scale release of winning variant