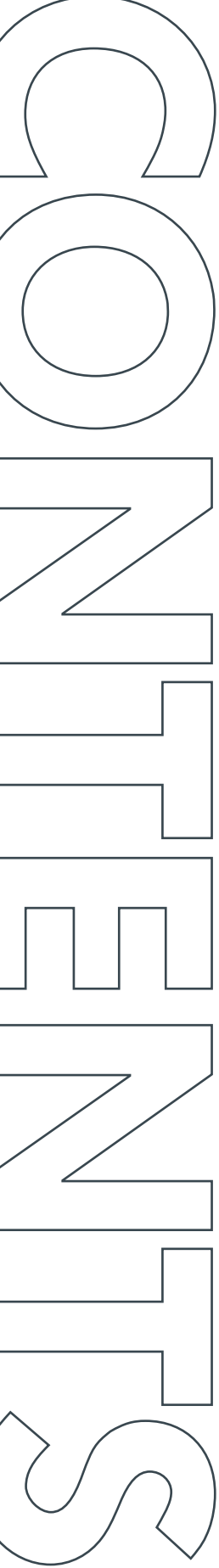


HOW TO IMPLEMENT AN ECOMMERCE CRO PROCESS THAT DRIVES SUSTAINABLE REVENUE



CAMPAIGN
CREATORS



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INTRODUCTION



What if you discovered your paid ads campaign or abandoned cart email series wasn't driving results? Should you just shrug and move on to the next campaign in hopes to see better results? Not if you're hoping to drive sustainable growth!

The reality is—*each company's target audience is different*. What may work for one brand's audience, may not work for another. If a landing page template design converted 50% of visitors for one company's website, it's possible the same template may only convert 5% of visitors for you. Also, with consumer behavior changing faster than ever before, it's common to find out that your digital marketing activities that once worked last year, aren't converting as well this year.

So how do you ensure your marketing efforts are continuously impacting your bottom line? **You implement eCommerce conversion rate optimization.**

Conversion rate optimization (CRO) is one of the only eCommerce marketing strategies that ensures sustainable growth, yet it's also one of the more complicated strategies to replicate. Each CRO process can look different, but it's essential to have a consistent framework that provides accurate results.

At Campaign Creators, we've spent the last decade crafting and implementing our own CRO framework that has seen success for both B2B and eCommerce companies. Not only has our process improved results immediately, but it has also driven long-term, sustainable revenue. For example, we've [helped an indoor trampoline park](#) increase **eCommerce conversions by 227% in just 5 months**, but have also improved their **year over year party booking revenue by about 25%**.

If you're ready to implement an advance eCommerce marketing strategy that helps you increase revenue per visitor, reduces customer acquisition costs, and ensures sustainable growth—Conversion Rate Optimization is the solution for you.

DEFINING ECOMMERCE CONVERSATION RATE OPTIMIZATION

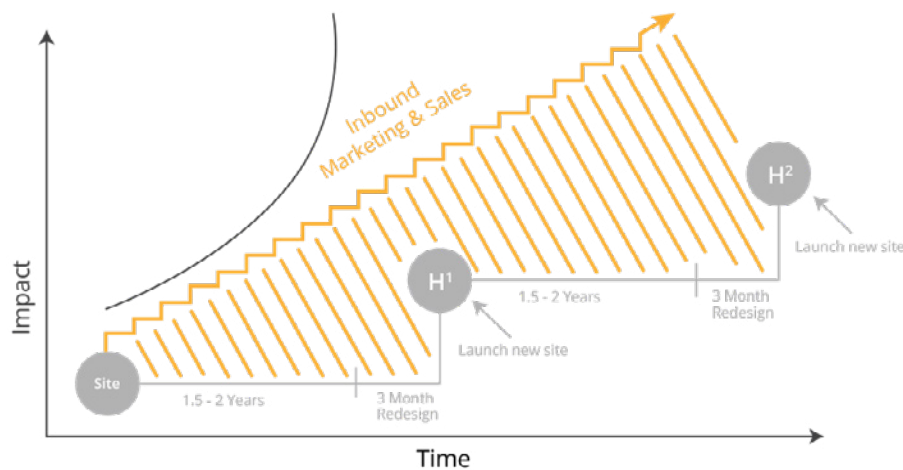
Conversion rate optimization, or CRO, is the process of testing elements of your website in order to increase the percentage of website visitors to take a desired action. This can also be applied to your overall marketing strategy, where you can use this process to improve certain KPIs, such as increasing your customer's lifetime value.

The CRO methodology follows agile website principles, or in other words, implements small improvements over a long period of time. This is similar to the Pareto Principle, or the 80/20 Rule, that states 20% of activities will have 80% overall impact on your business. So instead of spending months building out every detail of your website, you can launch a site immediately and use CRO to continuously make improvements.

GROWTH-DRIVEN DESIGN

vs.

TRADITIONAL WEB DESIGN



Even though CRO can be successfully implemented for any company or industry, the strategies and tactics can look different depending on the sales process. Especially since the eCommerce customer lifecycle is so different than the B2B buyer's journey, there are so many other elements you can test to improve conversions. So what does CRO look like in eCommerce?

eCommerce CRO Examples

The most common eCommerce examples include:

- ➔ Increasing the percentage of website visitors to make a purchase
- ➔ Increasing your Average Order Value (AOV) (the average a customer will spend in one order)
- ➔ Increasing the percentage of website visitors to provide their email address (this could be through a pop-up offering a discount in exchange for their email)
- ➔ Increase the percentage of customers that leave reviews
- ➔ Increase the percentage of customers that purchase subscriptions
- ➔ Increasing your Customer Lifetime Value (LTV) (the estimated net profit attributed to your customer's entire relationship with your brand)

CRO Leverages Scientific Methodologies

To ensure your marketing activities are making an impact, CRO will leverage elements of the scientific methodology to drive real results. This includes developing hypotheses, creating a test to prove (or disprove) that hypothesis, and gathering actual results to make a data-driven decision and conclusion. Rather than basing your marketing strategies on assumptions, CRO will provide valuable data about your brand and users, and help you make statistically significant improvements to your marketing tactics.

OBSERVE

QUESTION

RESEARCH

HYPOTHESIS

EXPERIMENT

TEST HYPOTHESIS

DRAW CONCLUSIONS

REPORT

In addition to conducting controlled, data-driven experiments, a proper CRO process will use heuristic analysis. The CRO Heuristic Framework is used to analyze websites, funnels, and campaigns and helps you determine whether you're delivering an effective user experience for your visitors.

CRO Heuristic Framework



Clarity



Friction



Distraction



Urgency



User Intent



Buying Phase

Using this framework, an effective CRO process will help you aim for the following goals:

1. Increasing Clarity
2. Reducing Friction
3. Eliminating Distraction
4. Increasing Urgency
5. Aligning the Site to the User Intent
6. Aligning with the Visitor's Buying Phase

Rather than guessing the elements of your marketing that need improvement, CRO guides you in analyzing the most essential aspects that impact a user's experience.

WHY INVEST IN CONVERSION RATE OPTIMIZATION

According to BigCommerce, the average eCommerce conversion rate is around 1-2%. That means eCommerce brands are losing out on up to 98% of website visitors. That's huge! Besides the fact that CRO can help you capture those lost opportunities, it has become an invaluable tactic to growing your eCommerce brand.

Helps increase your revenue per visitor

Of all the traffic that you drive to your website each day, how many of those visitors end up purchasing or even converting? If the answer is not many, then you're likely leaving money on the table.

CRO will help you identify where your website is leaking money and where your biggest opportunities lie. Especially if you have all kinds of website funnels and marketing campaigns running, you'll learn what to prioritize improving first. CRO helps you gain specific insights into your various eCommerce marketing activities, so that you're converting more of you traffic into purchases.

Lowers your customer acquisition costs

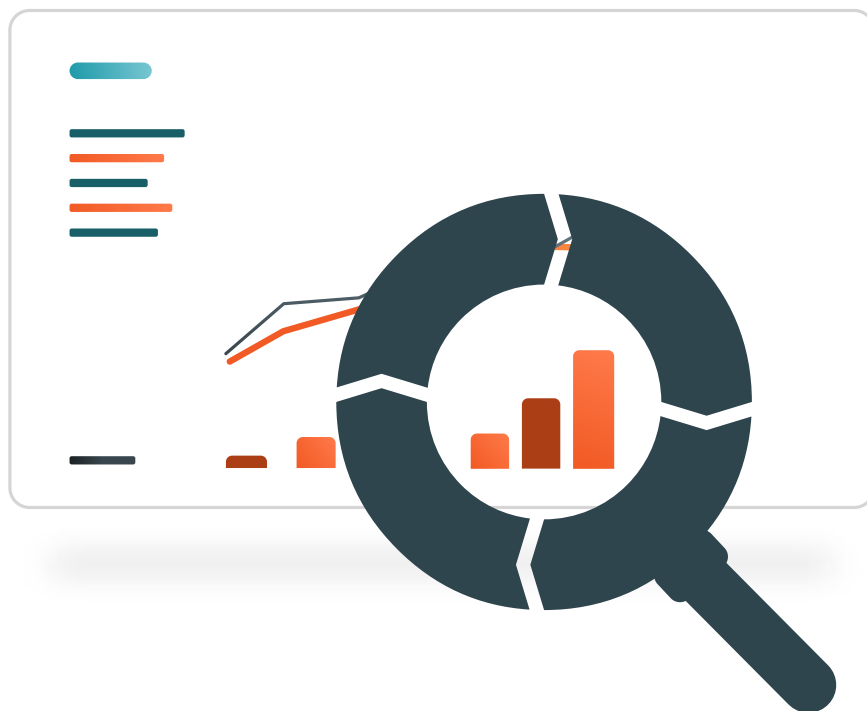
All too often eCommerce brands are spending tons of money on customer acquisition, especially with paid ads. While you may see immediate and impactful results, it's not the most sustainable tactic to invest in long term. As competition rises, paid ads costs will continue to increase as well. So rather than continuing to throw money to stay competitive, invest your money into optimizing your site for long term sustainability.

If you feel like you're spending too much to acquire a new lead or customer, CRO will help lower those costs. You'll be able to identify areas where you're wasting money in your conversion funnel and implement solutions to get you more revenue from your existing traffic. Rather than spending more time and money driving new traffic to your website, CRO will help you increase profits from existing traffic and contacts.

Provides better insights into what works for your eCommerce brand

It's important to remember that a marketing tactic that worked for one company, may not work another. This is where CRO comes in. It allows you to run A/B and multivariate tests to help you gain real insights into what works for your brand. As much as we all love best practices, they can definitely be deceiving. CRO will help you identify elements on your website, certain messaging, and other specific marketing components that drives results for your brand.

Also, once you launch a new campaign, it's easy to set it and forget it. But with consumer behavior changing, your once high-converting campaign can all of a sudden fall flat. CRO will help you identify specific elements in your campaign that need improvement. Rather than spending more time executing a brand new marketing campaign, you can find more ROI optimizing your existing one.



HOW TO IMPLEMENT AN EFFECTIVE ECOMMERCE CRO PROCESS

There's all kinds of quick tips and tactics you can find online that claim to boost your conversions—and hey, they may work! But the issue with most of these tactics isn't whether they work for the time being, it's whether they work in the long run. To ensure your eCommerce CRO strategies are supporting your marketing to produce long term results, you'll need a process that produces statistically significant results and is based upon continuous improvement. Here's how you can do this in 8 steps.

Step 1: Creating Your Optimization List

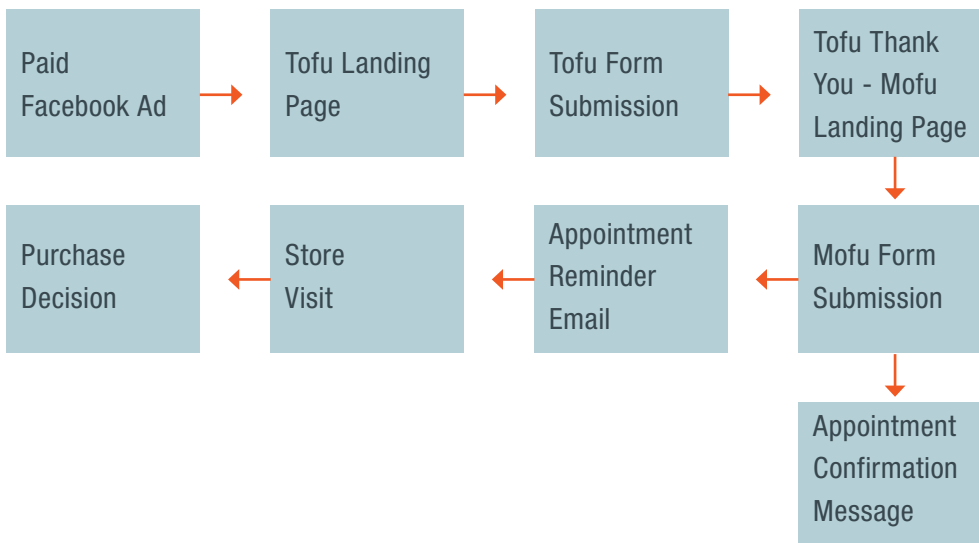
Strategic Alignment

Whether you're planning to implement CRO on your own, with a team, or for a client, it's important get everyone on the same page in the beginning. Set up a meeting with all participants and stakeholders to make sure everyone is aligned on the process. This is the time to discuss business objectives (KPIs), subjective objectives (Political KPIs), any resource constraints (i.e. time, talent, budget, platforms), and overall collaboration (i.e. meetings, roles, stakeholders). The more details you confirm with all participants, the easier your process will be down the road.

You should also identify the relevant technology platforms that you and your team will use to run your CRO process.

Begin by identifying what you're using for your:

- ➔ CMS
- ➔ Analytics
- ➔ Heat mapping
- ➔ Click tracking
- ➔ Event Tracking
- ➔ Split testing
- ➔ User recording
- ➔ Surveys or Polls



Conversion Path Mapping

Identify conversion pathways users take when they visit your website. If your struggling to identify this, start with your buyer personas. Assuming that you have your buyer personas set (and if not, [learn how to develop your buyer personas here](#)), identify what influences these users. Then work backward from the desired “conversion”.

Prioritizing Your To-do List

Based on your strategic alignment meeting and your mapped out conversion path, it's time to list all of the items you want to test and improve. Because you can't test everything at once, you can use the PIE framework to help you prioritize items.

The PIE framework helps you consider three factors for each test: Potential, Importance, and Ease. For each item, you want to identify their scores (from 0-10) based on their **potential** for improvement, **importance** compared to other items, and **ease** of implementing that test. Take the average of each item's score and sort the items again with higher ranking pages at the top.

This will become your optimization list, similar to a prioritized to-do list as you continue to test and improve your website. Everytime you complete a test, you can revisit this list for your next item to test. See table below.

Item	POTENTIAL	IMPORTANCE	EASE	PIE SCORE
IMPROVE CLARITY OF VALUE PROPOSITION	10	8	10	9.3
CREATE INCENTIVE TO "ACT NOW"	5	4	2	3.6
CREATE EDUCATIONAL/ INTERACTIVE ELEMENTS	6	5	1	4
IMPROVE ON-PAGE HIERARCHY	7	7	3	5.6

Example Prioritization List Using PIE Framework

Step 2: Research & Data Analysis

Begin by uncovering who your audience is and how they're using your site. When you're digging into your website analytics and reporting tools, a few questions you can ask yourself include:

- ➔ How are most visitors entering my website?
- ➔ Where are they clicking to next?
- ➔ What pages are visitors spending most time on?
- ➔ How are new visitors converting on my site?
- ➔ How are returning visitors converting on my site?
- ➔ Which pages have the highest bounce rates and exit rates?
- ➔ What is the most common website path to purchase?

Make sure you spend enough time digging through your available data in order to identify any anomalies and key insights. If your website analytics doesn't provide the best data, Hotjar's Heatmaps tool is a great resource. This tool can help you understand what users are doing on each of your website pages, such as where they're clicking and how far they're scrolling. By asking yourself these questions, you'll be able to discover how visitors are actually interacting with your website, versus how you *think* they're interacting with your website.

Step 3: Planning

Hypothesis Formation

After gathering insights about your users and how they're currently using your website, the next step is creating a plan. Use the insights from your research and analysis to identify the biggest issues or areas of friction on your website. Then, propose treatments and strategic solutions on how you'll resolve each of these issues. Similar to the scientific methodology, this step is where you formulate your hypothesis. Use the following formula for starters:

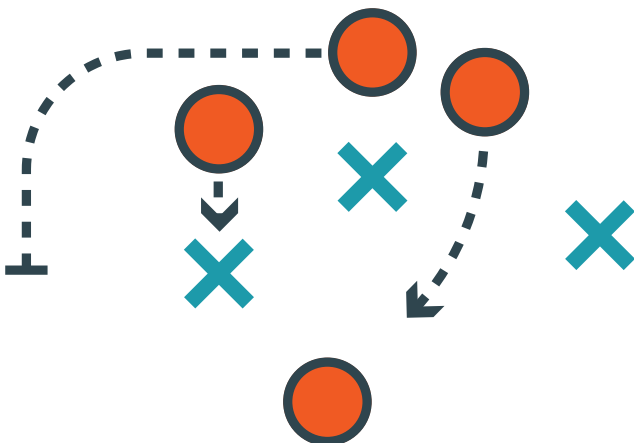
For [your buyer persona] visiting the [website page], we believe changing [current asset] into [test asset] will improve [focus KPI]. We believe this to be true because [research or previous experiment].

Scope

Once you determine your hypothesis, you'll want to map out your game plan and determine the scope of your project. This includes determining **how many hours** you expect to spend, as well as **total costs** of this project.

Sprint Timeline

Lastly, because you can't test everything at once, you'll want to prioritize items and determine a project timeline. Figure out the **total number of days or weeks** you want to run your sprint, as well as **milestones** you want to accomplish. For example, if you want to run your test for a total of 60 days, when would you set your first milestone? In addition, what would be your first milestone? Creating a project timeline is key to helping you stay on the right path to achieving your goal.

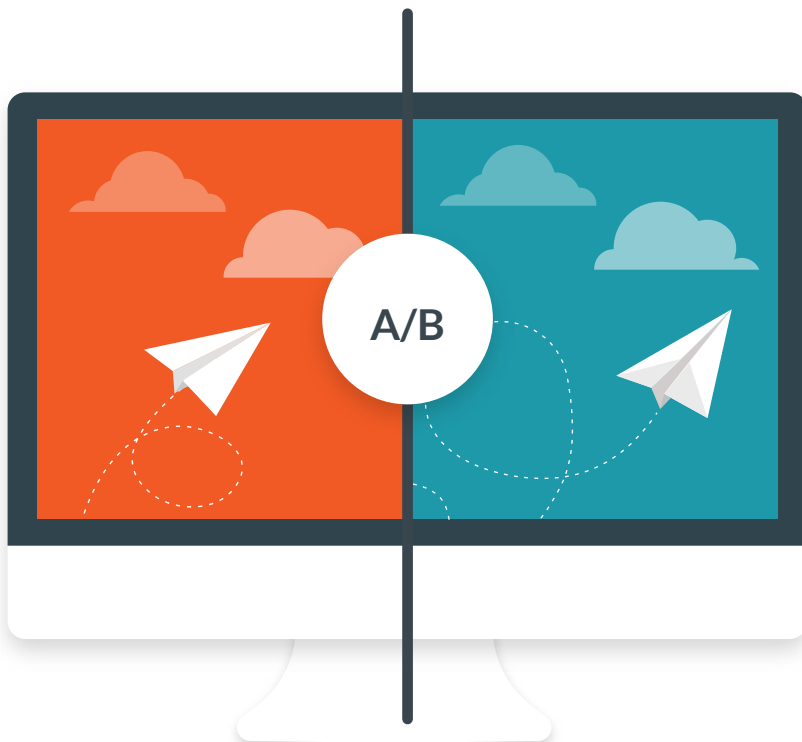


Step 4: Building

Once you've set your gameplan, next step is building. Each test will be built differently, however, best practice is to split up responsibilities among your team. Assign someone to help you execute the following elements:

- Strategy
- User Experience
- Design
- Programming
- Copywriting

If you don't have a huge team to support each of these roles, it's fine having one person take on multiple roles. As long as each person understands their expectations of owning certain pieces of your sprint, building your test shouldn't be an issue.



Step 5: QA Testing

Once your test is built, next step is making sure everything was executed correctly. While building your test may seem important, baking in time for QA (Quality Assurance) is just as critical to execute a successful test. To ensure an effective QC process, test across the following:

1. Test using different devices. This includes testing how it runs on desktop, mobile, and on a tablet. This is critical for ensuring design isn't impacted.
2. Test using different browsers. There's tons of internet browsers, but the most common browsers you should test are Google Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge.
3. Test using different operational systems (OS). This includes reviewing your test on Microsoft Windows, Mac, Android, and iOS.

As you're running your test through QA, it can also make a huge difference to have your testers be different from your builders. To get better quality feedback, have someone outside of the project help identify issue the builders may have missed.

Step 6: Go Live

Now that your test has been built and reviewed, it's time to go live! All that's important for this step is pushing that button to set your test live for the world to see. While this may seem like the final moment you've been waiting for, remember it's only the beginning.

Step 7: Strategic Observation

Now that your test is live, next step is monitoring your results. There's two key factors you need to remember when you're observing your data. **First, you want to make sure you review your data at the right time.** You don't want to pull results too soon, or you may not have the most accurate data. If you're wondering when the right time is to review your data, it really depends on different goals and factors (such as traffic and conversions) for your test. This is usually already scoped out in your project timeline (Step 3).

Second, you need to know when your test is statistically significant. This is where the chi-square goodness of fit test comes in. This will tell you if the observed data (your results from your test) is significantly different than what we would expect if we performed in line with our expected data (your comparison benchmarks). To conduct this test, you need the following metrics:

- ➔ Expected conversion value
- ➔ Observed conversion value
- ➔ Expected sample set
- ➔ Observed sample set

Once you have your observed and expected frequencies, you can calculate your chi-square statistic using the following formula:

$$\chi^2 = \sum \frac{(\text{Observed} - \text{Expected})^2}{\text{Expected}}$$

Once you have this number, you want to compare it to the critical value, which will essentially tell you whether your results are statistically significant.

Luckily, you don't have to calculate this equation by hand or determine the critical value each time. There's tons of great tools online that will do all of this for you, such as the free chi-square calculator tool on [Social Science Statistics](#). As long as you have the expected and observed values for your test, this calculator will do all the calculations for you and give the simple answer of whether your results are significant or not.

Step 8: Stop Decision

At this point, you've gathered statistically significant results to determine a conclusion for your test. Whichever test resulted in better results, it's time to implement that method moving forward.

Besides implementing the winning test, it's just as important to document your sprint's results as reference for future tests. You can use the following prompts to provide the right insights.

- ➡ As a result of our sprint we [confirmed or disproved] our hypothesis of...
- ➡ We analyzed the following KPIs...
- ➡ These are our main results and key takeaways...

And that's it! Well, at least for this sprint.

Remember that eCommerce conversion rate optimization is a methodology that continuously strives for long term improvement. Once this test is done, you can revisit your optimization list (from Step 1) and perform the same process again starting at Step 2.

As each test is concluded, you'll be able to learn something new about your customers and continue to optimize your marketing to drive sustainable results.

NEXT STEPS



Now that you have a better understanding of how to implement an effective eCommerce Conversion Rate Optimization process, you may be wondering whether you have the resources, time, or capabilities to implement this.

Whether your company may lack the skills, budget, time, or any other digital marketing capability, this shouldn't stop you from executing your dream Conversion Rate Optimization process.

Download **Your Guide To Filling a Digital Marketing Gap** to learn:

- ➔ The top 5 most common and viable options for filling a digital marketing gap
- ➔ A breakdown of each option in terms of monetary costs, time, risks, and more
- ➔ Which option is best for you to fill your unique marketing gap

If you're deciding between hiring an employee, a freelancer, an agency, partnering with a company, or doing it yourself, download our guide to feel confident you're making a well-informed decision!

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