

10 CONVERSION RATE OPTIMIZATION STRATEGIES FOR FASHION ECOMMERCE

1

ZERO SURPRISES POLICY

BE CLEAR ON THE PRICE FROM THE START
 "EXTRA COSTS ARE THE #1 REASON WHY USERS ABANDON THE CHECKOUT PROCESS"



LEVERAGE SOCIAL PROOF

SHOW REVIEWS ON THE PRODUCT PAGE AND ON SOCIAL MEDIA
 "WE LOOK AT OTHERS FOR VALIDATION WHEN IN DOUBT ABOUT A DECISION"

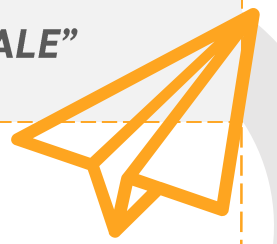
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3

GET THEIR EMAIL A.S.A.P.

ENGAGE WITH USERS AND MAKE THEM COME BACK
 "60% OF CART ABANDONMENT EMAILS SENT WITHIN 24 HOURS ARE LIKELY TO GENERATE A SALE"



SHOW TRUST BADGES

DISPLAY SSL CERTIFICATES AND ACCEPTED PAYMENT METHODS
 "49% OF THE PEOPLE WHO DON'T BUY ONLINE DON'T DO IT DUE TO LACK OF TRUST"

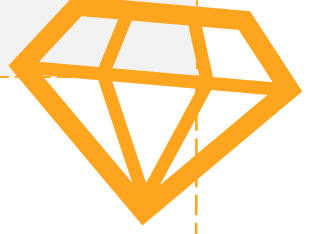
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LAUNCH A LOYALTY PROGRAM

KEEP IT SIMPLE
 "DO NOT CONFUSE YOUR COMMUNITY WITH MULTIPLE OPTIONS AND REWARDS"



CREATE CONTENT CONSISTENTLY

ENCOURAGE USER-GENERATED CONTENT CREATION
 "CREATE AN EDITORIAL CALENDAR AND STICK TO IT"

6



7

USE RETARGETING

STAY IN FRONT OF INTERESTED CUSTOMERS
 "ONLY 17% OF VISITORS WANT TO BUY WHEN VISITING A STORE FOR THE FIRST TIME"



ISOLATE CHECKOUT

TUNNEL-VISION YOUR CHECKOUT
 "REMOVE ANYTHING WHICH DISTRACTS THE USER FROM PROCEEDING TO THE NEXT STEP"

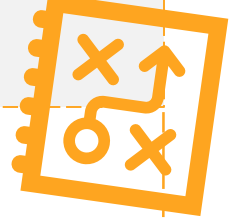
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SAVE STEPS AND FIELDS

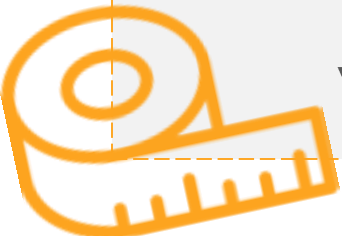
USE GUEST CHECKOUT AND REMEMBER RETURNING CUSTOMERS
 "COMPLEXITY IS THE #3 REASON WHY CUSTOMERS DO NOT FINISH THE CHECKOUT"



REDUCE THE SIZE OF YOUR SITE

COMPRESS AND REMOVE IMAGES TO IMPROVE SITE LOAD TIME
 "53% OF MOBILE USERS WILL LEAVE YOUR PAGE IF IT TAKES >3 SECONDS TO LOAD"

10



Sources:

- Baymard Insitute – 41 Cart Abandonment Rate Statistics 2019
- Episerver – Reimagining eCommerce Report 2018
- CIGI – CIGI-Ipsos Global Survey on Internet Security and Trust 2017
- Salesforce – Predictive Intelligence Benchmark Report 2014
- Google – Find Out How You Stack Up To New Industry Benchmarks For Mobile Page Speed, Think with Google 2018