

Webinar

Proven Tactics to Boost Your eCommerce Conversion Rate in 2022



Tanvi Anand
Mid-Market Account Executive
ChannelSight

Moderator



Aditya Labhe
Solutions Consultant, Sales Strategy
ChannelSight

Speaker



Paresh Mandhyan
VP of Marketing
VWO

Speaker



Jonathan Lewis-Jones
Managing Director
Publicis Commerce

Speaker

About ChannelSight

We help global brands optimise the digital path to purchase, capture consumer engagement and increase eCommerce sales.

Trusted by over 270 global brands

Whirlpool
CORPORATION

B/S/H/



crucial
by Micron



Perrigo

PHILIPS



GALDERMA
EST. 1981

P&G

Johnson & Johnson

32m+

Retailer sessions
tracked annually

2000+

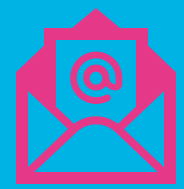
Active
retail partners

1.5m+

Baskets
generated annually

70+

Active
markets



Webinar Agenda:

- 1 Welcome and panel introduction
- 2 How brands can optimise conversion rates to drive online retailer sales
- 3 Brands should aspire to 'trade' with retailers
- 4 Conversions = Optimisation of user experiences
- 5 Closing remarks

Interested in a 15-minute demo after the webinar?
Please email us at hello@channelsight.com.

Webinar Speakers



Aditya Labhe

Solutions Consultant, Sales
Strategy



Paresh Mandhyan

Vice President
of Marketing



Jonathan Lewis-Jones

Managing
Director



How Brands Can Optimise Conversion Rates to Drive Online Retailer Sales

Aditya Labhe

Solutions Consultant, Sales Strategy
ChannelSight

What we'll cover:

- 1 Why optimise conversions for retailer partners/ customers?
- 2 Optimising the path to purchase to drive conversions
- 3 Increasing conversions from strategic stock prioritisation
- 4 Focusing on both on-retail and off-retail media

Part 1

Why optimise conversions for retailer partners/customers?



The rise of “one stop shops”

Consumers prefer marketplaces and retailers for the convenience, trust and product range that they offer.

64%

Consumers who say they are excited by the prospect of buying everything through one retailer or marketplace in future

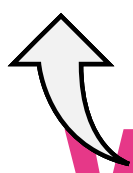
Give consumers what they want

Providing consumers with more buying options is an effective way to drive conversions.

+248%

Average conversion rate increase by switching from pure DTC to a hybrid model





What do we mean by hybrid?

Hybrid provides consumers an easy route to wherever they prefer to shop – whether that be DTC or through a retailer, marketplace or offline. Hybrid models are key for eCommerce conversions.

The screenshot displays a product page for the H-FREE 300 HF322HM 001 vacuum cleaner. The page is divided into two main sections: 'BUY ONLINE' and 'BUY OFFLINE'.

BUY ONLINE: This section lists various retailers where the product is available for purchase. The retailers and their stock status are as follows:

Retailer	Stock Status	Action
Argos	In Stock	BUY NOW
ebay	In Stock	BUY NOW
go	In Stock	BUY NOW
very	In Stock	BUY NOW
Currys PCWorld	Out of Stock	VIEW
Argos	In Stock	BUY NOW

BUY OFFLINE: This section shows a map of London, England, with several locations marked. The locations are numbered 1 through 17, indicating the availability of the product in those areas. The map includes labels for various London districts such as Harrow, Wembley, Hayes, Brentford, Richmond, Twickenham, Greenwich, Barking, Dagenham, Rainham, and Romford.

Location 1 (Argos): 68-69 The Strand, London. Phone: +44 345 656 4259. Call store for stock info. Open today 8:00 AM - 8:00 PM. Links: Get Directions, View online.

Location 2 (Currys PCWorld): 94-98 Oxford Street, London. Phone: +44 344 561 0000. Call store for stock info.

Part 2

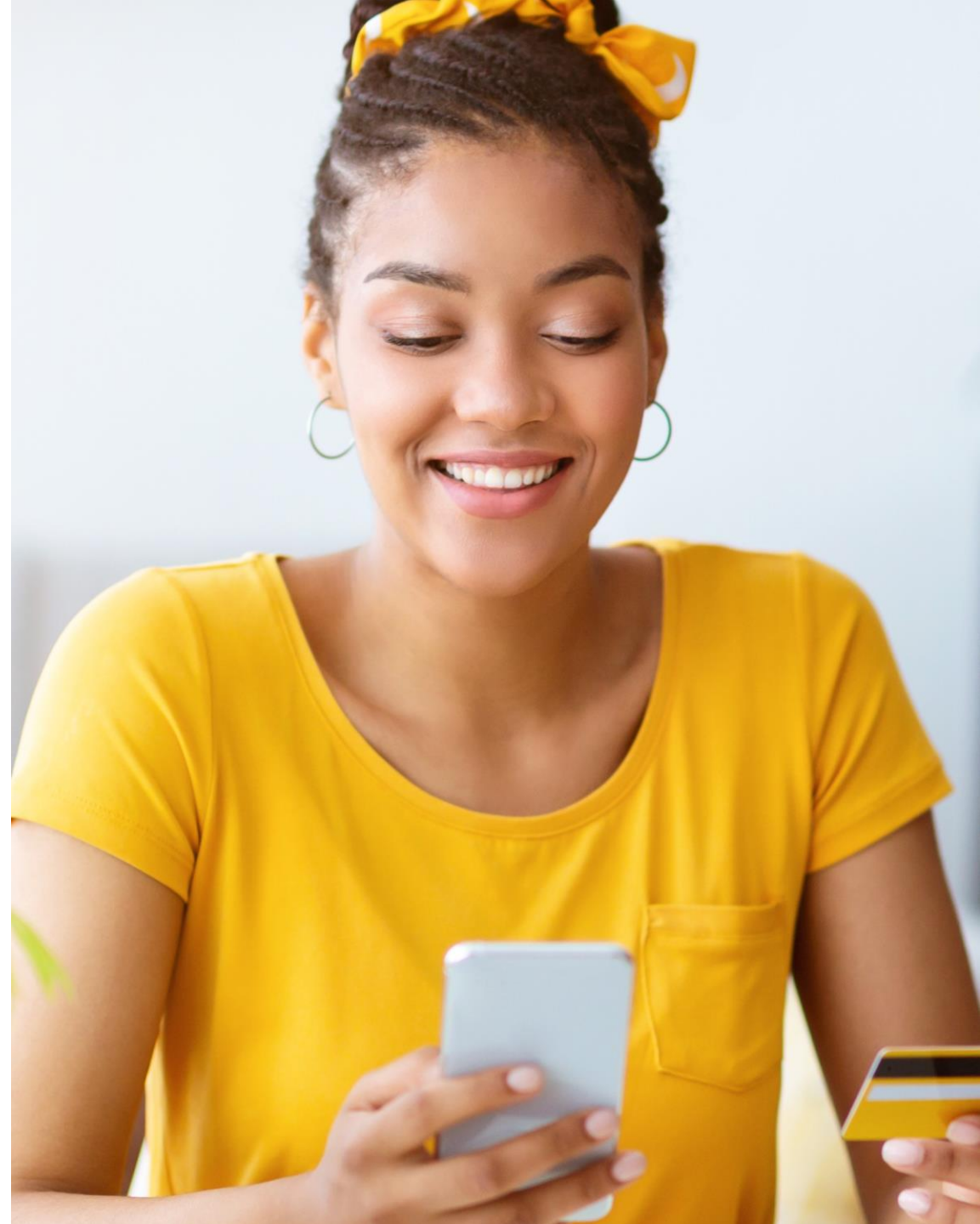
Optimising the path to purchase to drive conversions

83%

Consumers who find convenience while shopping to be more important to them now than it was five years ago

97%

Consumers who have backed out of a purchase because it was inconvenient



Less friction + more entry points = more conversions

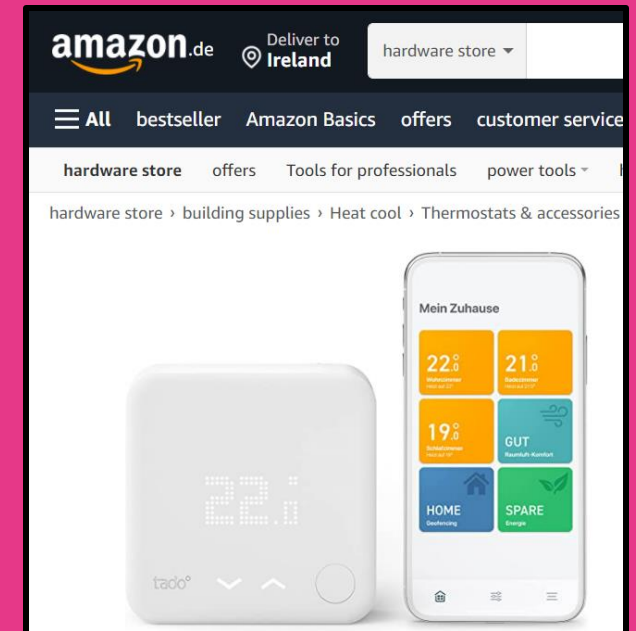
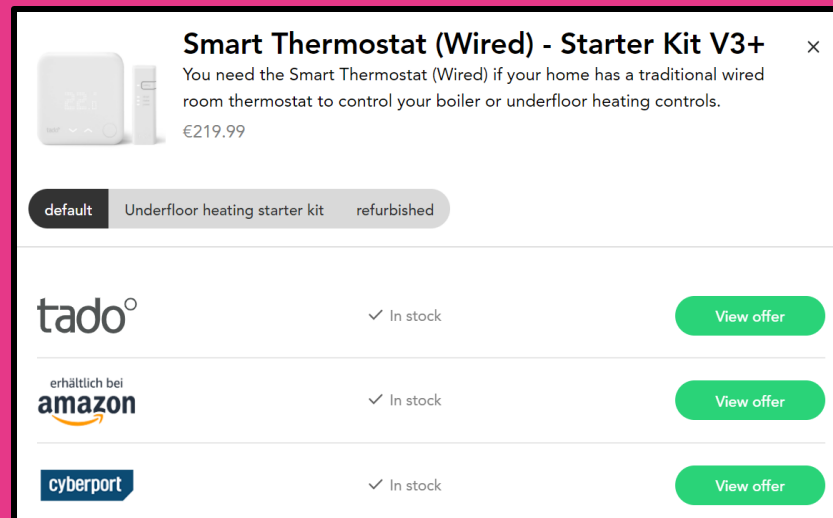
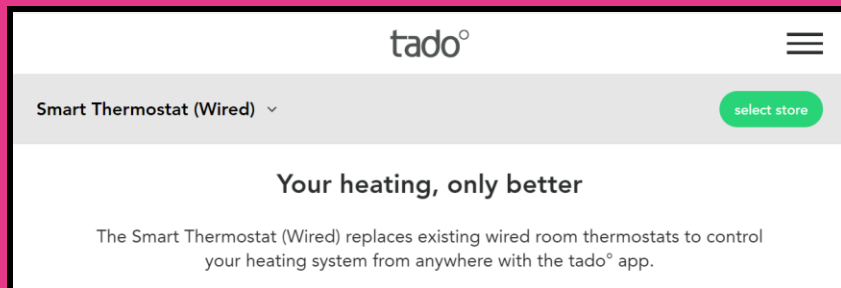
Ensure consumers don't have to leave your brand site to search for the product and provide multiple entry points.

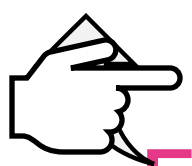




Example: A 'select store' button can increase conversions on product pages

B2C technology manufacturer, Tado°, seamlessly directs customers from their product pages to preferred retailers and marketplaces.





Example: A home page sticky button converts at around 3%

Cetaphil's sticky button provides customers a convenient path to purchase for top products right from the home page.

The image shows a website banner for Cetaphil cleansers. Two bottles are displayed: 'Gentle Skin Cleanser' with a light blue cap and 'Daily Facial Cleanser' with a deep blue cap. Text labels indicate the cap colors and their suitability for different skin types. A 'BUY NOW' button is visible on the right side of the banner. Below the banner, a sticky button overlay is shown, displaying the product name 'Cetaphil Gentle Skin Cleanser 16oz' and a list of retailers with 'BUY' buttons.

SELECT PRODUCT	Cetaphil Gentle Skin Cleanser 16oz
	
Available at amazon	✓ In Stock BUY
Walmart	✓ In Stock BUY
COSTCO WHOLESALE	✓ In Stock BUY
FACE VALUES	✓ In Stock BUY
Rite Aid	✓ In Stock BUY

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Yokebe Shakes

The Yokebe Shakes are a meal replacement made from high-quality protein sources and all the important vitamins, minerals and trace elements. Replacing two of your daily main meals with a yokebe shake each contributes to weight loss as part of a low-calorie diet.

Yokebe Shakes

ACTIVE SHAPE

Yokebe Plus



Yokebe ULTIMA

- ✓ With vanilla-lemon flavor
- ✓ 234 calories per shake
- ✓ Supports fat metabolism(2) and weight loss(3)
- ✓ High in protein, with 24 vitamins and minerals
- ✓ Gluten and lactose free(8)

[MORE INFO](#)[BUY NOW](#)

Yokebe Classic

- ✓ Only 247 calories
- ✓ Contains all important minerals
- ✓ With valuable protein
- ✓ Suitable for vegetarians

[MORE INFO](#)

Yokebe Classic Single Can

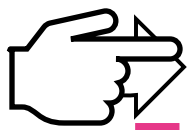
Yokebe Classic single can

Shop	product	Availability	
amazon.de	Yokebe Classic - Diet Shake for Weight Loss - Gluten Free and Vegetarian - Meal Replacement for Weight Loss...	available immediately	TO THE SHOP
medpex Versandapotheke	Yokebe Classic NF powder	out of stock	TO THE SHOP
dm HIER BIN ICH MENSCH HIER KAUF ICH EIN	Meal Replacement, Classic, 500 g	available immediately	TO THE SHOP

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Example:
Category page
call to actions
convert at
around 5%

Less steps equals more conversions. Yokebe adds call to actions directly to their category pages.



Example: Content page call to actions convert at around 7%


Meet customers when their purchase intent is highest. Quaker adds call to actions directly to their recipe pages.

[Ingredients & Instructions](#)[Nutrition Info](#)[Ratings & Reviews](#)[You May Also Like](#)


Ingredients

1/2 cup [Quaker® Oats](#)
1/2 cup low-fat milk
1/2 cup strawberries
2 tablespoons peanut butter
2 tablespoons jelly




Key Products




Quaker® Oats Old Fashioned
★★★★☆ 4.6 (1234)



QUAKER OLD FASHIONED OATS

Retailer	Product	Stock	Price	
	Quaker Old Fashioned Oats, 64 oz Bags, 2 Count	In Stock	11.39	BUY NOW
	Quaker 100% Whole Grain Old Fashioned Rolled Oats Canister - 18oz	In Stock	2.89	BUY NOW
Available at 	Quaker Old Fashioned Rolled Oats, Non GMO Project Verified, Two 64oz Bags in Box, 90	In Stock	11.39	BUY NOW

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Part 3

Increasing conversions from strategic stock prioritisation

Apply the 80/20 rule

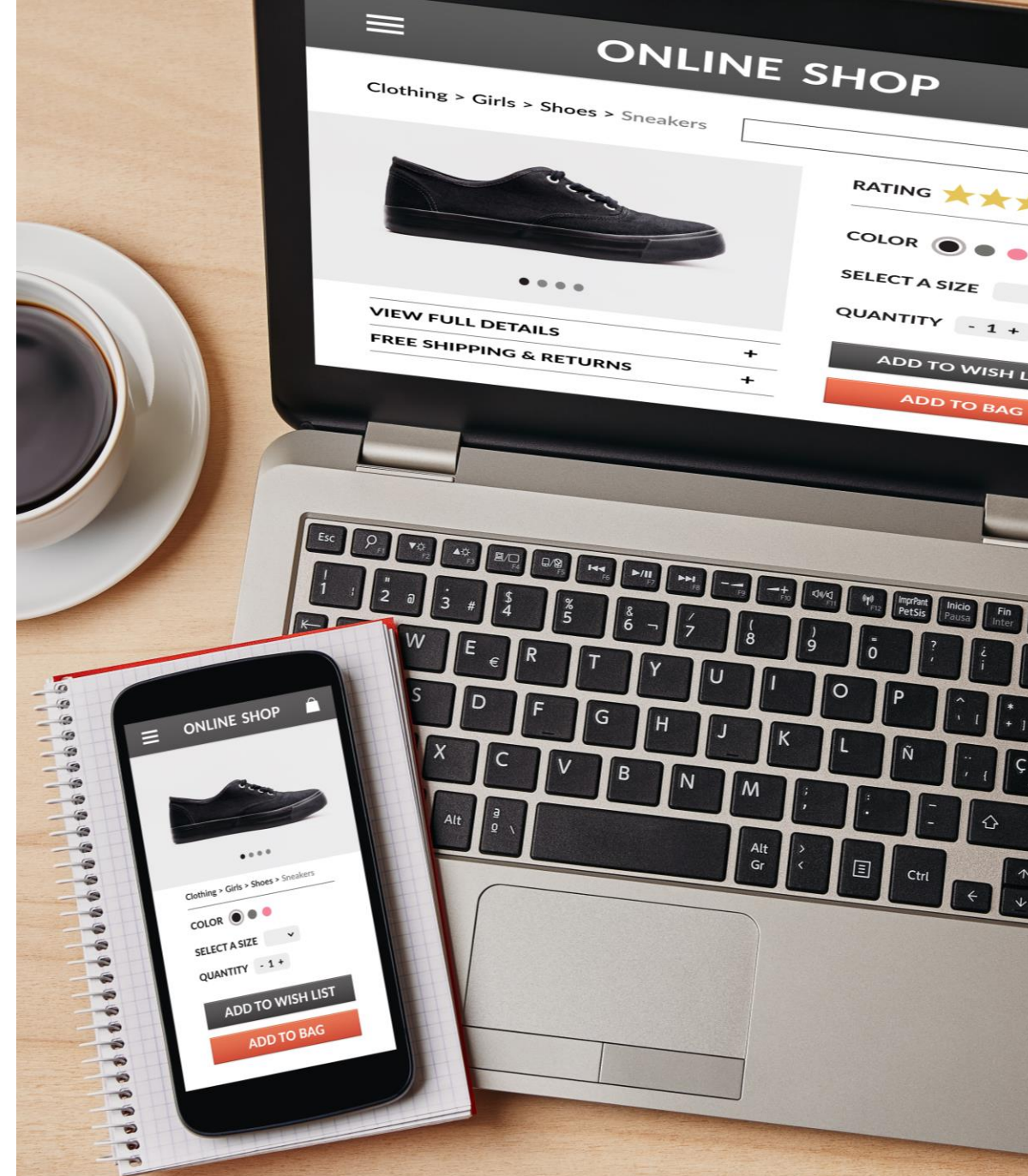
According to the 80/20 rule, 80% of your sales will come from 20% of your products.

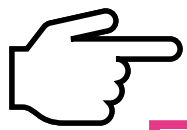
Tip #1

Prioritise the products that sell well on DTC and let retailers and marketplaces do the rest.

Tip #2

If the top performing products are out of stock on the DTC site, direct consumers to the retailers that have them in stock.





Example: Hoover strategically prioritises their stock and sales channels

Hoover directs customers to retailers and marketplaces for products that perform better on those sites. For top-selling products, the DTC 'Buy Now' button is more prominent.

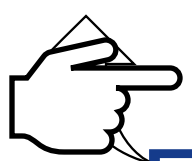
Product	Model	Rating	Voltage (V)	Dry capacity	Run time (min)	Function	Primary Button
H-HANDY 700 EXPRESS	HH710M 001	8.3 out of 10	11.1	0.15	12	Dry	BUY NOW
JOVIS PLUS	SM550AC 001	0.5			Continuous		BUY FROM A RETAILER

Focus on mitigating stockouts

37%

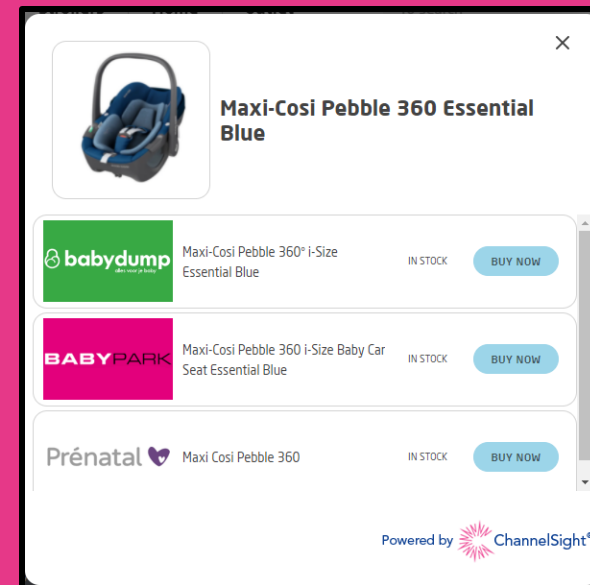
Consumers who experience a stockout
who will purchase from a different brand





Example: Leverage retailers during DTC stockouts

Direct customers to retailers that have the product in stock. Maxi-Cosi does this with a 'View in other stores' button when the DTC product is out of stock.



Part 4

Focusing on both on-retail and off-retail media

“Every digital point of contact with our consumer is a commerce opportunity. As consumer behavior changes, we want to meet our shoppers’ needs with innovative marketing and easy ways to get their products delivered to their home in a matter of minutes”.

Jackie Guarini (Northacker), Head of
Commerce Media for Anheuser-Busch

Retail media is skyrocketing

The vast amount of valuable consumer data that marketplaces and retailers have access to is driving this surge.

+28%

Projected YoY growth in retail media advertising in 2022





What is driving the retail media surge?

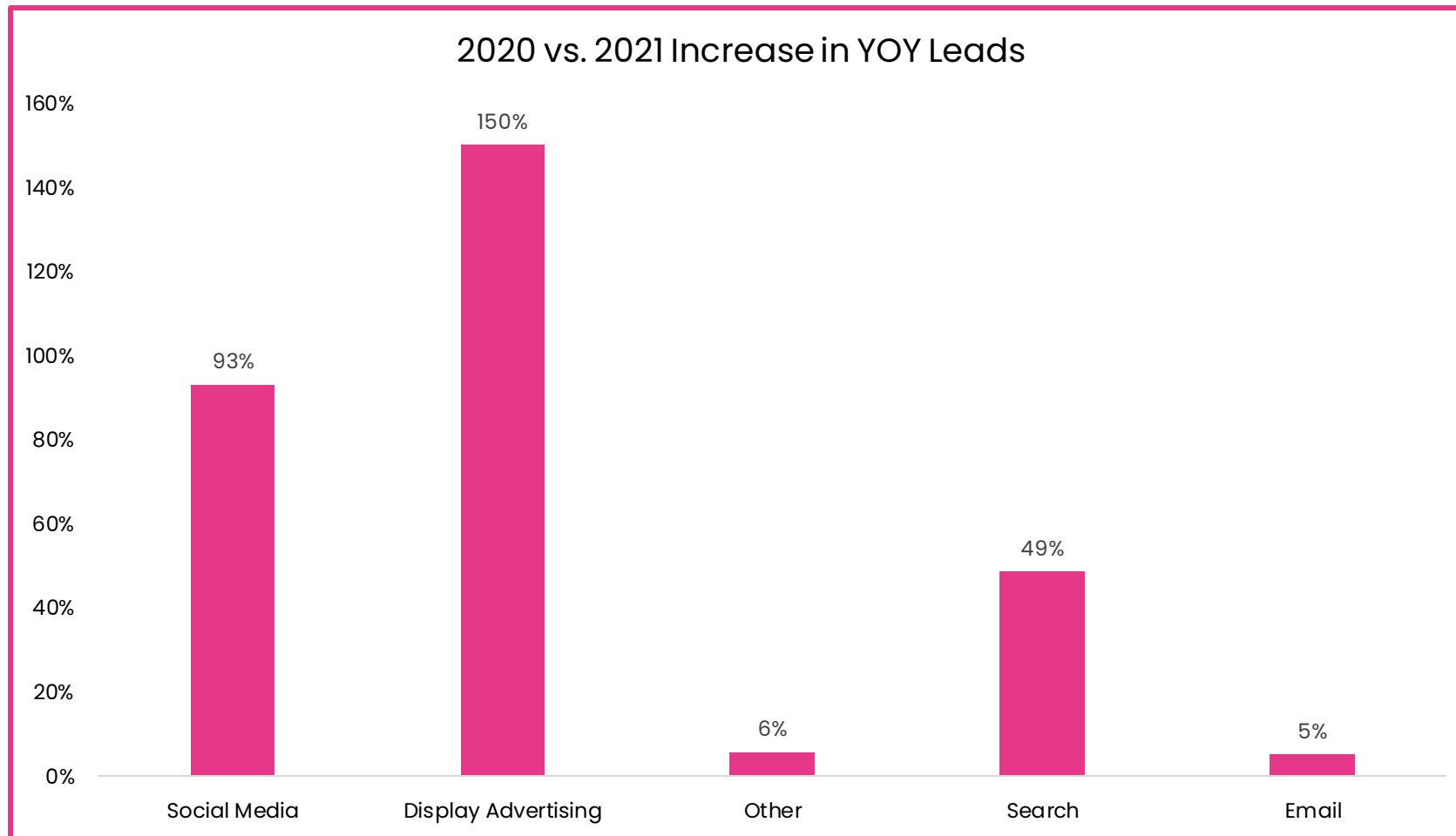
The hockey stick growth in eCommerce driven by the pandemic

Access to valuable first-party data from retailers and marketplaces

The opportunity to close the loop between marketing and sales

The need to reach customers in a fragmented media landscape

Display advertising and social media are surging as sales channels



Integrated customer experiences are key to driving conversions

Consider the whole omnichannel consumer journey, not only the brand sales funnel.

Social media

Retailers/
Marketplaces

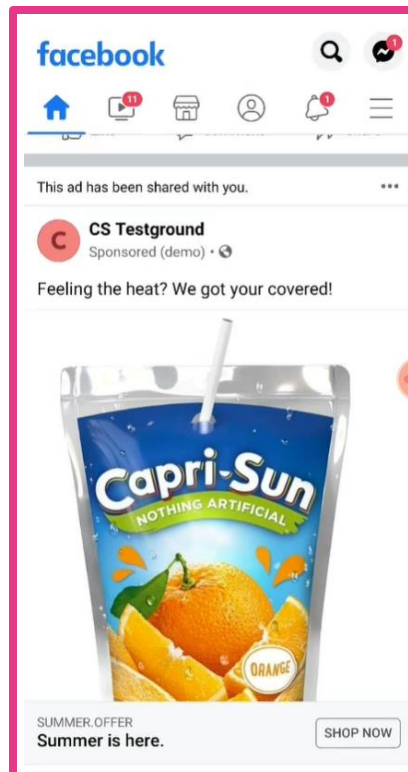
Brand website

Consider everything a digital touchpoint to maximise conversions



Utilise media tactics to include a shoppable element

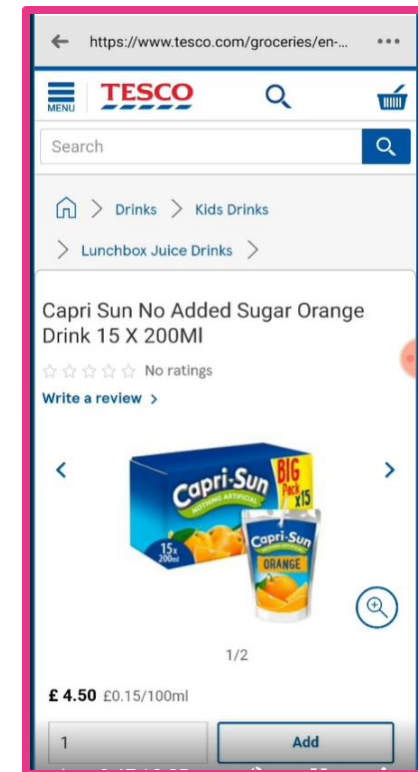
Social media



Landing page



Retailer



Don't reinvent the wheel

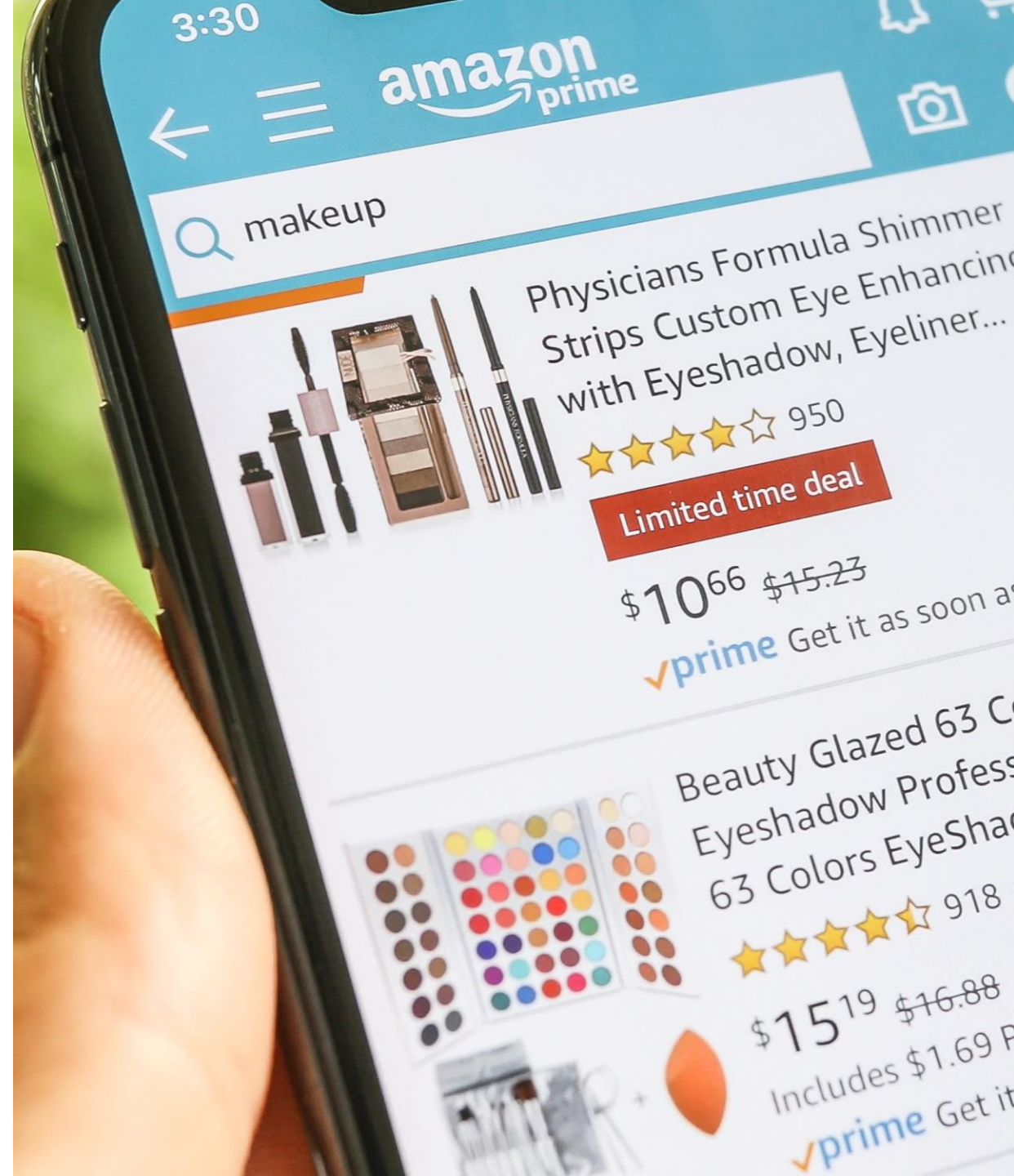
Apply what you already know about your customers and product performance to retail media.

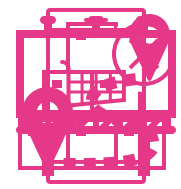
Tip #1

You know your audience best, so leverage this in your retail media strategy as well.

Tip #2

Focus on the hero SKUs that sell best online, (i.e., big packs, items over \$25/£15).





Key takeaways

Marketplaces and retailers are preferred by consumers.

Optimising the path to purchase is key to driving conversions.

Strategic stock prioritisation ensures consumers stay in the sales funnel.

The retail media surge cannot be overlooked by brands.



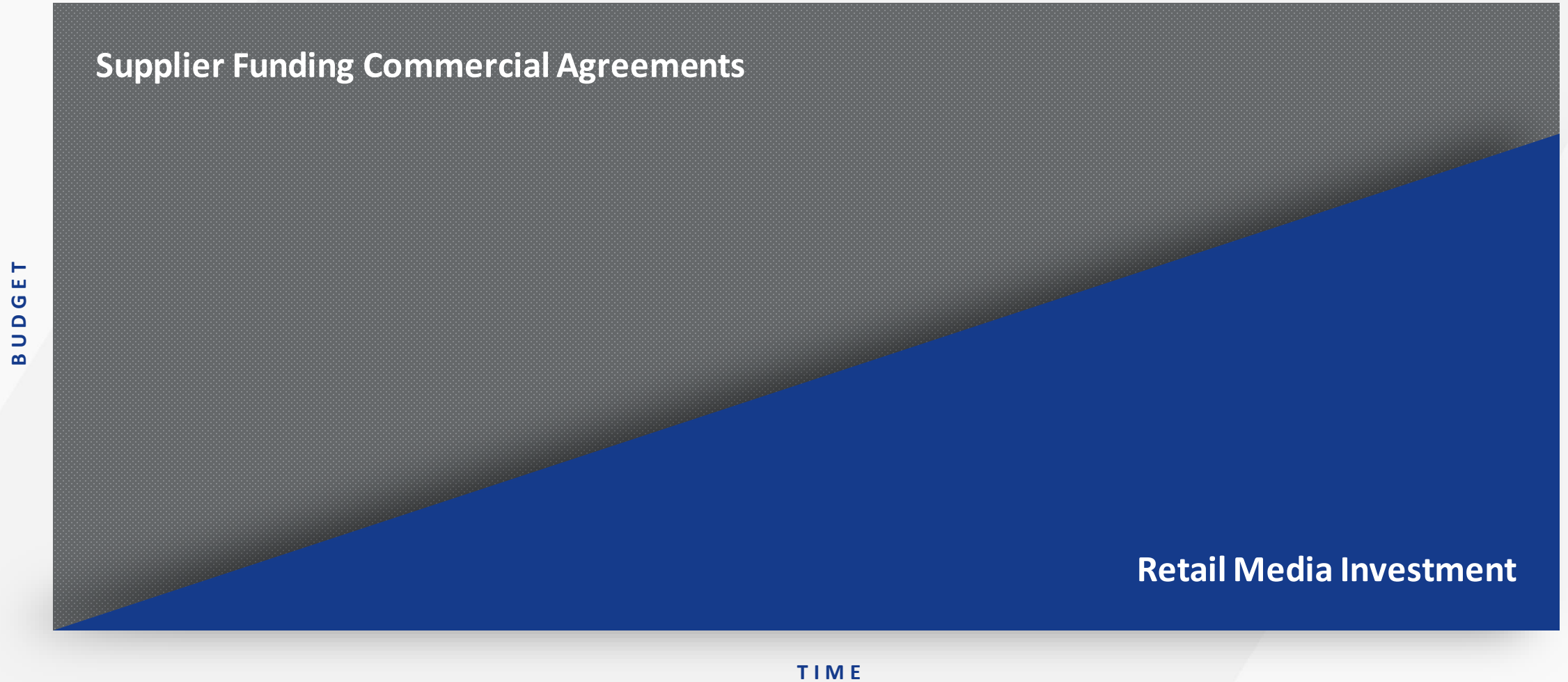
FEBRUARY 2022

PUBLICIS COMMERCE

Brand should aspire to ‘trade’ with retailers

Jonathan Lewis-Jones (Feb 2020)

Retail Media is turning the nature of supplier funding deals on their head



Therefore this is the right time for brands to ask retail partners for more

SPECIFIC MEDIA
INVENTORY WITH ROI

SKU LEVEL
CONVERSION DATA

API
REPORTING

LOCAL
STOCK LEVELS

OMNICHANNEL
ANALYTICS

CO-ORDINATED
MEDIA STRATEGY

AUDIENCE /
INSIGHTS SHARING

1-2-MANY
LIVE EVENTS

PERSONALISED
EXPERIENCE
DEVELOPMENT

Getting the right people round the table to start 'trading' in short term cycles.

PREPARE

Action Summary & Period Results sent out before meeting

REVIEW

Have we done actions by owner from last trading meeting?

DIAGNOSE

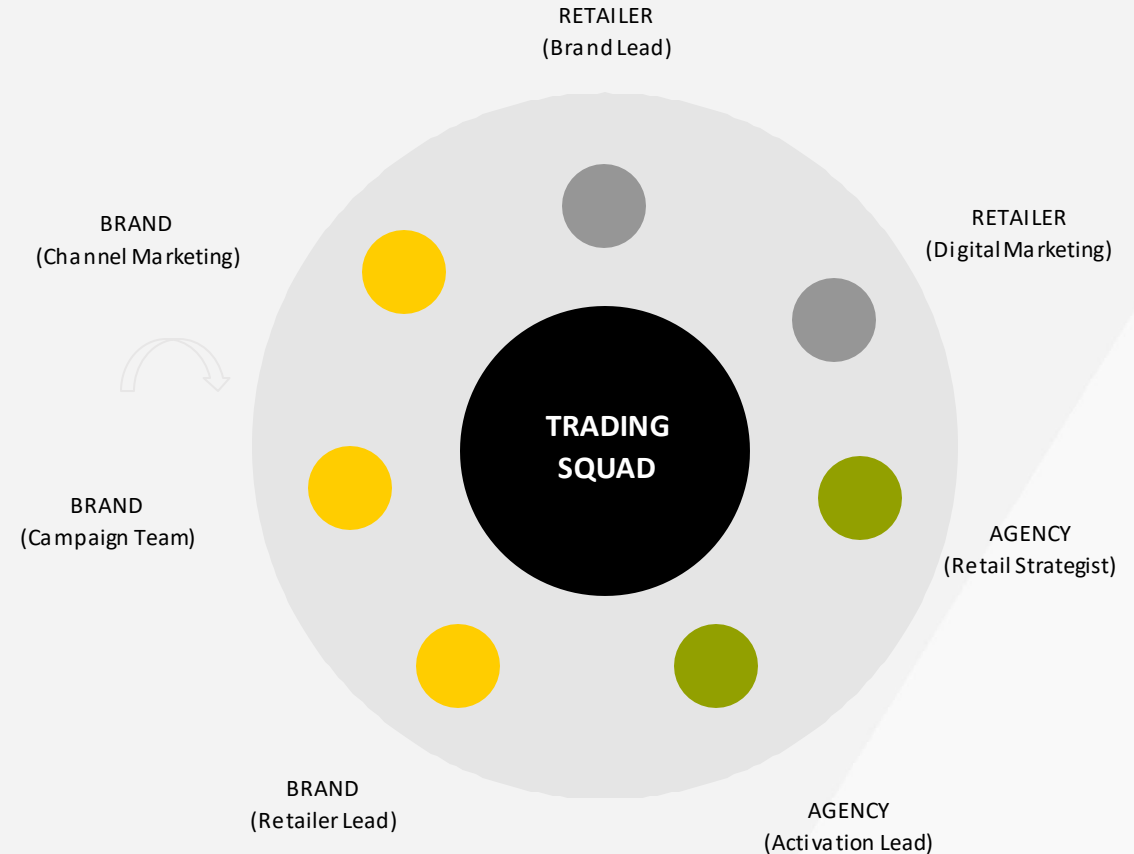
Review sales against redefined benchmark in each trading period.

ASSIGN

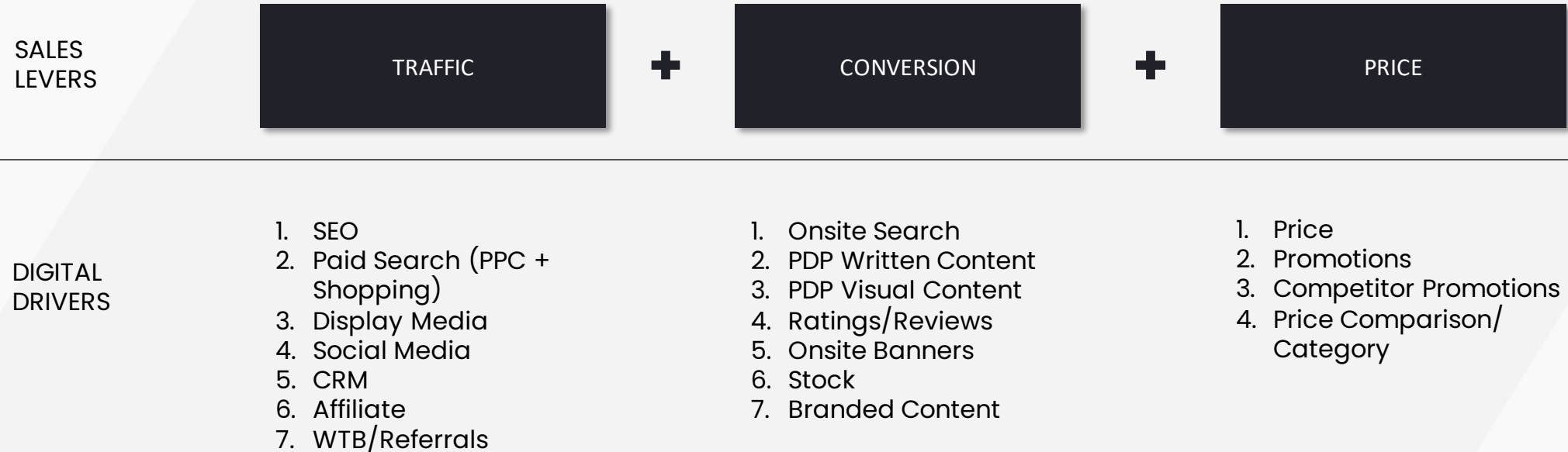
Assign task and responsibility to address specific issues

ACTION

Share action summary and Schedule next session



Understanding the actions that need to be taken to drive performance.



Building a trading dashboard to diagnose issues and assign actions.



The barriers to this are commercial not technical

**All the data and tech
currently exist to make
this trading way of
working a reality.**

**The real challenge is
undoing legacy ways of
working and disrupting
existing commercial
relationships.**



**PUBLICIS
COMMERCE**

Thank You

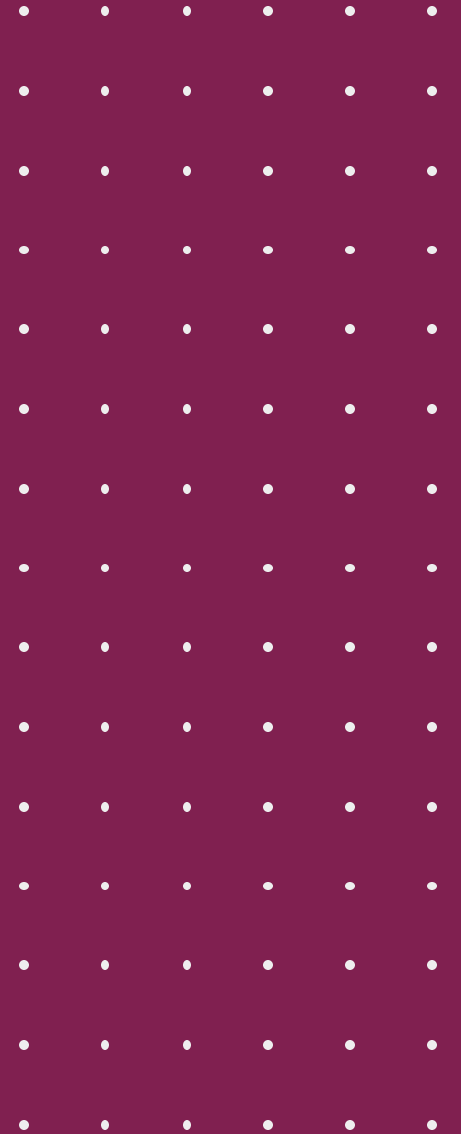
jonathan.lewisjones@publicisgroupe.com



Conversions

=

Optimization of user experiences



Why has Conversion rate become a priority for most companies?

- Traffic acquisition has become expensive
- More new users with less online-shopping experience arrive
- More than 95% of all visitors walk away without buying
- Optimizing the UX to increase conversion rates is mandatory, however ...
- The number of possible optimizations in most channels' UX is infinite.

“CRO” or “UXO”?

Conversion rate optimization is actually not the right way to think about this. The actual focus needs to be on **the optimization of user experiences**. Increased conversion rates is an outcome of this activity.

8 experiences that have a greatest influence on whether a website visitor converts / purchases



Arrival
Experience



Search
Experience



Navigation
Experience



Information
Experience



Decision
Experience



Checkout
Experience



Payment
Experience



Support
Experience

We will cover these four experiences today

Email me for details on these four experiences

How can you use this?

The division of the "user experience" into these 8 individual experiences offers **a framework and a guideline** for a systematic selection for opportunities for user experience optimization.

This structure will help you to develop an effective roadmap for optimization and experimentation.

The Arrival Experience



1. The Arrival Experience

It is what your visitors experience during the first 10 seconds of landing on your site. This is the most crucial phase as it determines if the visitor progresses to the next stage or not. It's important to remember that not every consumer journey starts on the home page. Are your category pages optimized to make a great first impression as well?

How do you make a great first impression?

- Neat Design layout
- Quick loading pages
- Mobile optimized performance
- Attention grabbing CTA buttons
- Niche specific trust badges
- No forced audio/video content
- More images than text
- Create curiosity
- Highlight USP and guarantees
- Relate to pre-click experience
- Highlight offers that relate to the user's interest detected in previous sessions

The Search Experience



2. The Search Experience

- Can they find the products or content or information with ease?
- Is your search bar finger-friendly for mobile devices?
- Do you offer advanced sort- & filter options?
- Do you remember search queries from previous searches?
- Do you have pre-populated search options?
- Do you offer real-time search suggestions?

Example of **bad** search experience

We have found 1591 products for:
plank of wood

ts Clear all 30 1 2 3 4 ... 54 20 Relevance

fy

Materials (1106)

de (10)

(7)

ulture & Accessories (12)

Windows (93)

(189)

(74)

Tools & Accessories (18)

Buildings (68)

Decor (37)

(704)

& Plumbing (4)

m (3)

Doors (12)

i (1)

Mouldings (47)

- Nails, Screws & Adhesives (279)

Online Exclusives (191)

- Painting & Decorating (254)

Plants, Seeds & Trees (72)

Security & Ironmongery (46)

Timber (934)


- Tools & Workwear (9)


Wood Treatments (83)


^ Type


☐ 3 section loft ladders (2)


☐ Acoustic gate (1)



Wickes Treated Timber Gravel Board - 19mm x 150mm x 1.83m Pack of 5
★★★★★ (439)
£21.50
£2.39 per M


Wickes 8mm Wooden Dowel for Reinforcing Timber Joints - Pack of 25
★★★★★ (7)
£2.39
£0.10 per EACH

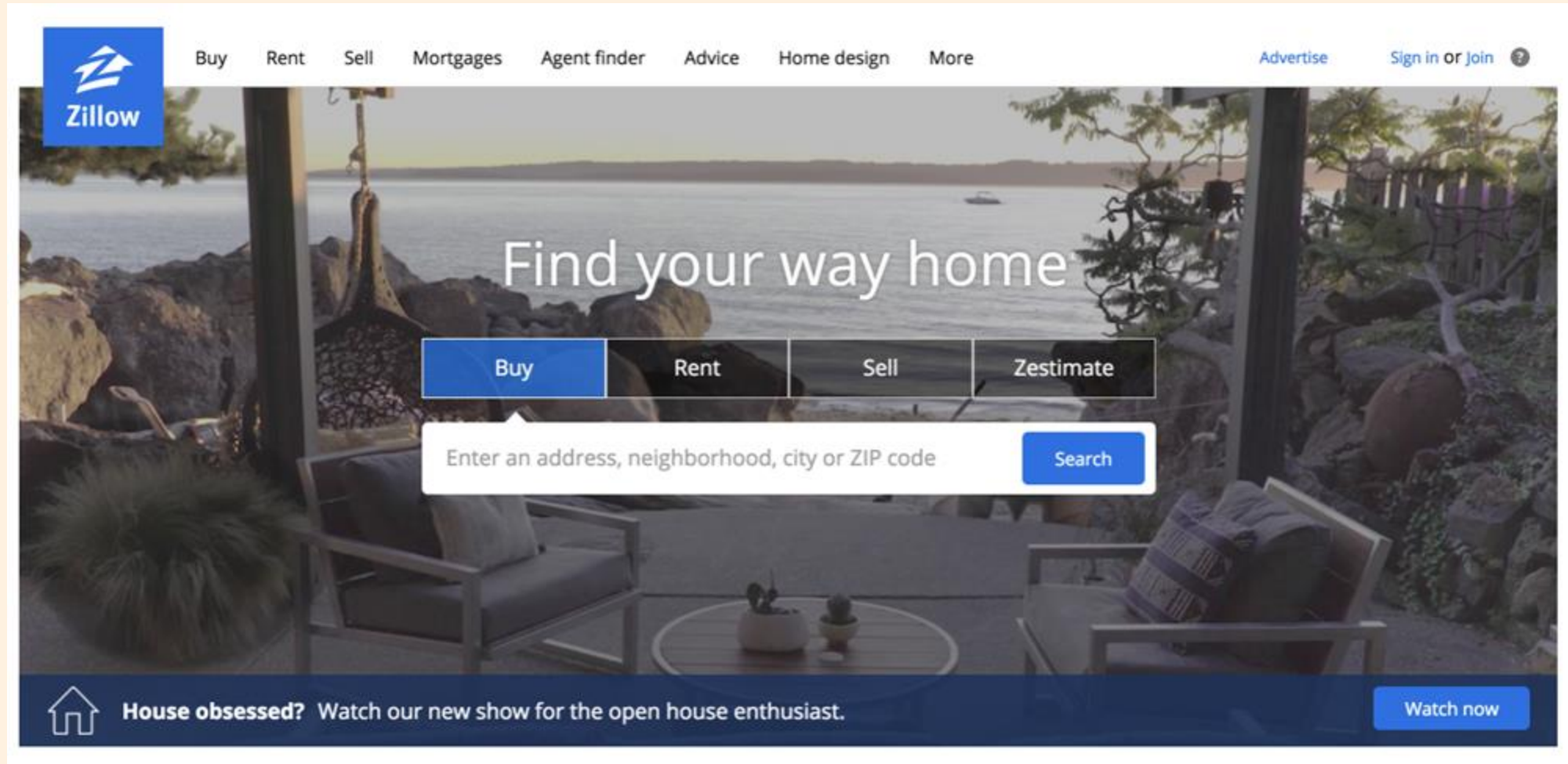

Wickes Garden Colour Matt Wood Treatment - Classic Cream 2.5L
★★★★★ (58)
£12
£4.80 per L


Wickes Garden Colour Matt Wood Treatment - Natural Slate 2.5L
★★★★★ (122)
£12
£4.80 per L

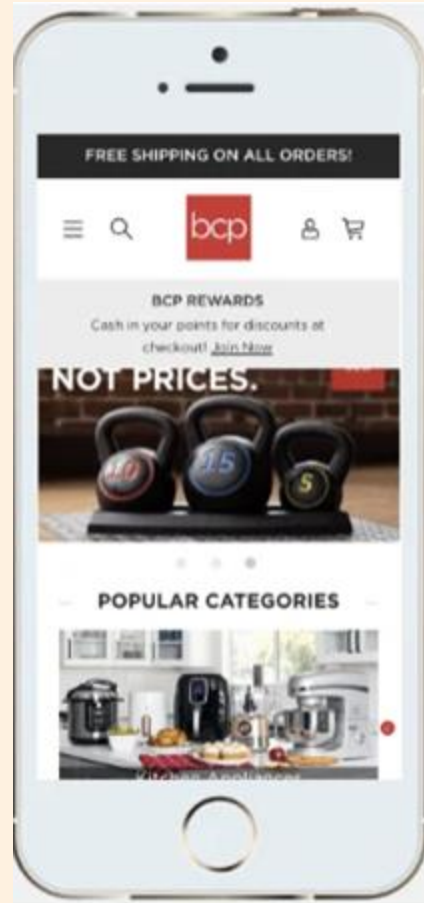

Cuprinol Garden Shades Matt Wood Treatment - Urban Slate 5L
★★★★★ (160)
£30
£6.00 per L


Wickes Garden Colour Matt Wood Treatment - Blackbird 2.5L
★★★★★ (103)
£12
£4.80 per L

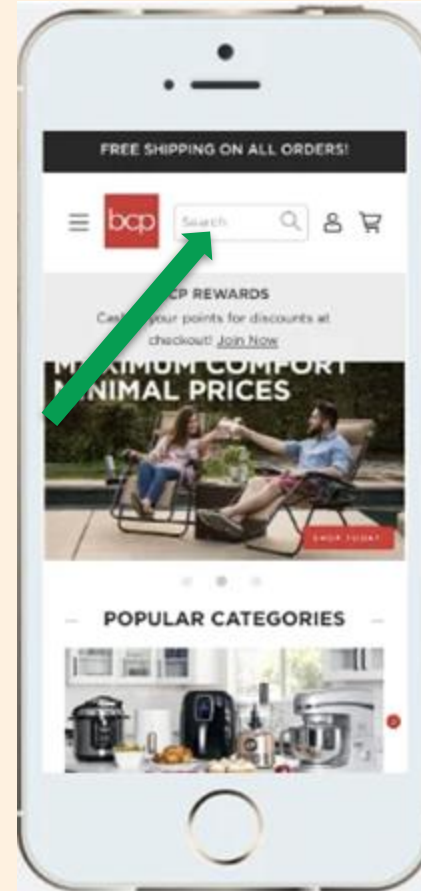
Example of **good** search experience



Best Choice Products Unlock Hidden Revenue Streams with “Search” Bar by 30%



BEFORE



AFTER

30%▲

Revenue

The Decision Experience



3. The Decision Experience

Users don't like taking decisions and many of them need a little help, a little push at the right time. Highlighting **scarcity**, **urgency** or **exclusivity** are common practises:








“Only 2 more available” ... “12 other users are checking out this room” ... “Members only”

Highlighting rare items, low stock, and exclusivity will not only increase their perceived value, but also help users discover and obtain something **‘special’** that may not be available in the future.


Example of **bad** decision experience

You Viewed

You May Also Like

 EUR €356.39 €552.40	 EUR €371.89 €576.42	 EUR €453.92 €607.66	 EUR €558.71 €1,001.31	 EUR €266.39 €701.67	 EUR €268.89 €447.78
 EUR €453.92 €607.66	 EUR €618.29 €958.36	 EUR €62.98 €107.40	 EUR €188.99 €426.46	 EUR €157.49 €444.69	 EUR €77.75 €129.69

Example of good decision experience



Best Seller

Hotel Pennsylvania ★★

📍 [New York City – Show on map](#) 📏 (2.2 km from center) – [Subway Access](#)














This Manhattan hotel is located across the street from Madison Square Garden and Penn Station.


In high demand! Booked 500 times in the last 24 hours

Review score 5.6

34,568 reviews

[Show prices](#)

	<p>📷 One-Bedroom Apartment with Two Queen Beds</p> <p>Bedroom 1: 2 full beds </p> <p>Living room: 1 sofa bed </p>	<p>Show prices</p>
	<p>📷 Studio with Two Twin Beds</p> <p>2 twin beds </p>	<p>Show prices</p>
	<p>📷 One-Bedroom Apartment with King Bed</p> <p>Bedroom 1: 1 queen bed </p> <p>Living room: 1 sofa bed </p>	<p>Show prices</p>
	<p>📷 Penthouse One-Bedroom Apartment with King Bed</p> <p>Bedroom 1: 1 queen bed </p> <p>Living room: 1 sofa bed </p>	<p>Show prices</p>
	<p>📷 Penthouse Studio with King Bed</p> <p>1 queen bed </p>	<p>Show prices</p>

 **Don't Miss This:** Radio City Apartments was booked 10 times on our site in the last 12 hours.

The Checkout Experience



4. The Checkout Experience

How easy is to check out from your page?

1 out of every 5 shoppers abandon cart due to a too long or complicated checkout process. Optimize your checkout process to turn more visitors into customers.

- Reduce the information the customer needs to enter
 - One click check out
 - Don't require shoppers to register before check out
 - Everybody hates forms
 - Nobody remembers their log in details
- Mobile friendly check out process
- Use a progress bar to show shoppers the steps they need to take to complete checkout and where they are currently
- Display trust signals throughout the checkout process

Example of **bad** checkout experience

APPLY

Change

AVAILABILITY
Expected to arrive **Tue. Aug 14.**

Show Reference

Optional

Register

To make your future checkouts faster!

User ID

Create PasswordShow

PASSWORD STRENGTH

WeakGoodStrong

- Must contain 8-20 characters
- Is case sensitive
- Cannot include spaces
- Cannot be your User ID
- Must contain at least 1 letter and 1 number
- May use special characters such as !@#\$%^
- Cannot contain "grainger" or "gra1nger"

By creating an account, you agree to Newegg's Terms and agree to its Terms of Service. Your information will be used as described on this page and in Grainger's Privacy Policy.

Last Name

Newman

Email Address

john.newman.baymard@gmail.com

Password

.....

Meet 3 of these rules:
✓ ABC ✓ abc ✓ 123 ✓ @#\$

Required:
✓ 8~30 Chars

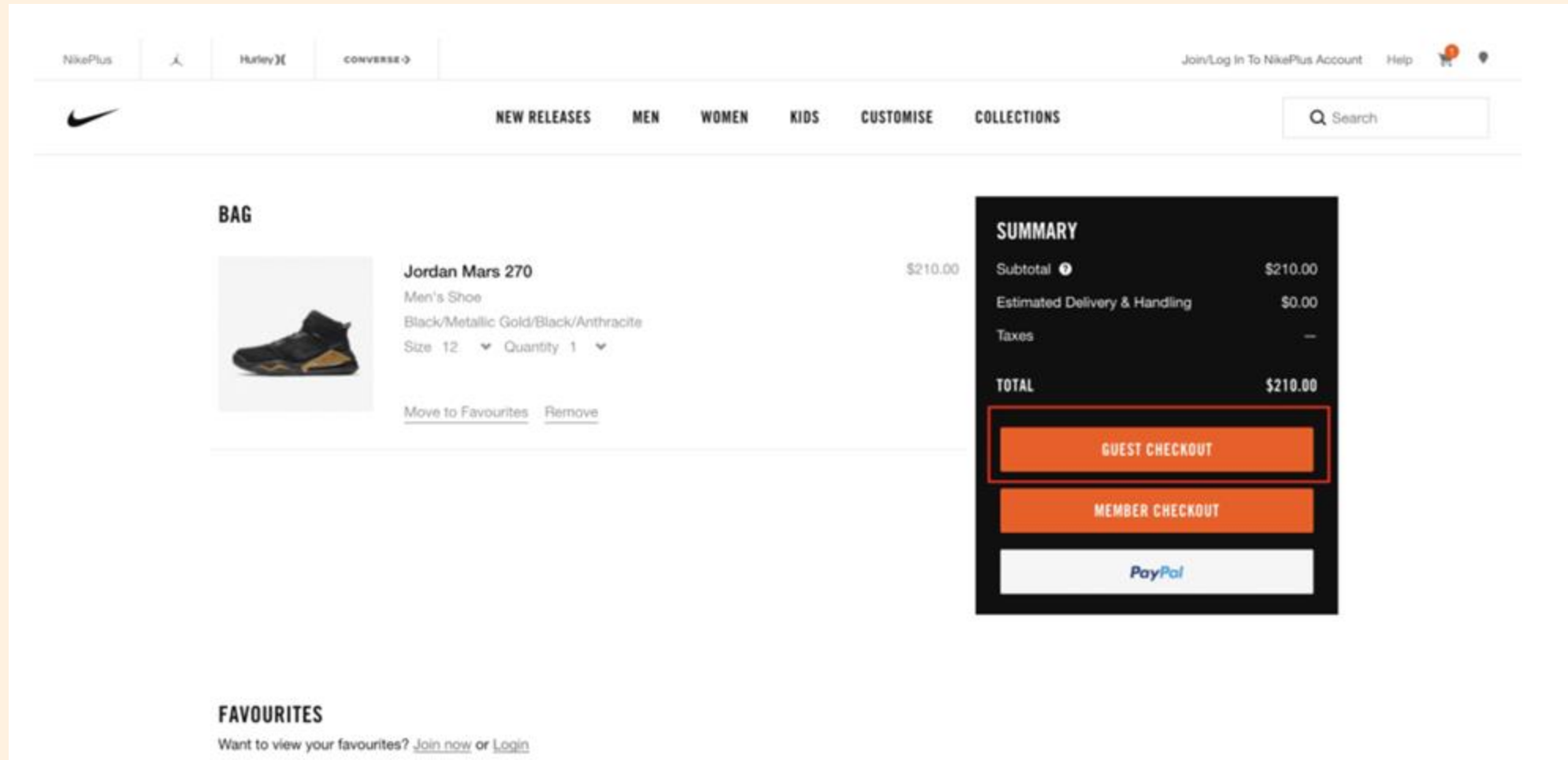
☒ Subscribe for exclusive e-mail offers and discounts

By creating an account, you agree to Newegg's Terms and agree to its Terms of Service. Your information will be used as described on this page and in Grainger's Privacy Policy.

Done

q w e r t y u i o p
a s d f g h j k l
↑ z x c v b n m ↵
.?123 space return

Example of **good** checkout experience



How ReplaceDirect Used A/B Testing To Reduce Cart Abandonment by 25%

BEFORE

The screenshot shows the 'BEFORE' version of the ReplaceDirect checkout page. It features a multi-step progress bar at the top with four steps: 'Uw gegevens', 'Persoonlijke gegevens', 'Bestellen', and 'Bevestiging plaatsen'. The current step is 'Uw gegevens'. The page is divided into two main columns. The left column contains a sign-in prompt, a registration form with fields for name, email, and phone, and a payment method selection section. The right column displays a list of benefits, including a 24-hour return policy, a 14-day price guarantee, and various payment options like credit cards and PayPal. The overall layout is somewhat cluttered with many small icons and text elements.

AFTER

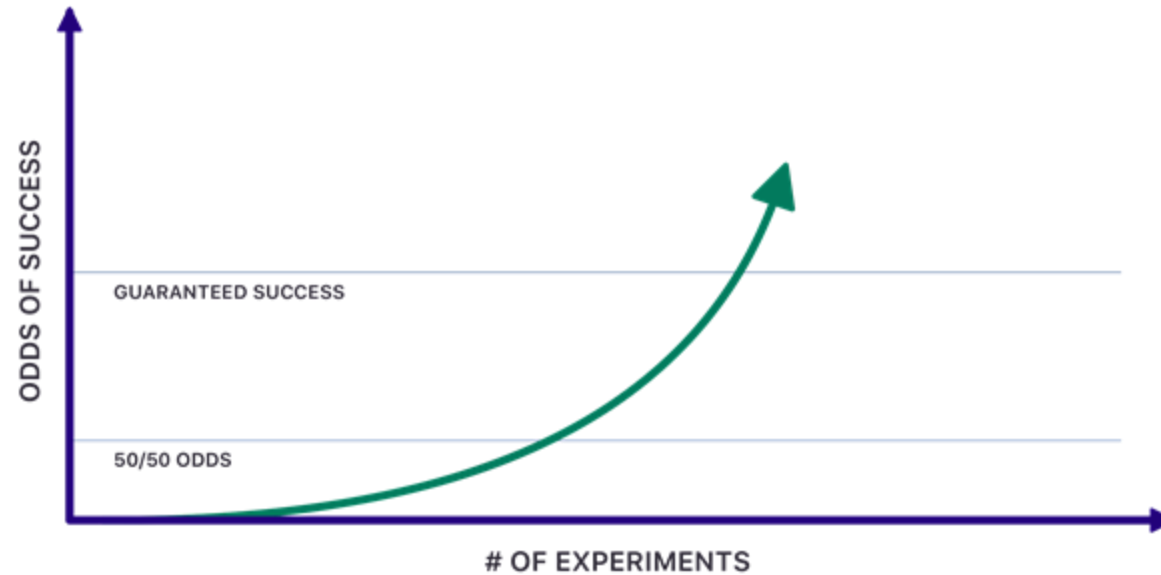
The screenshot shows the 'AFTER' version of the ReplaceDirect checkout page. It features a more streamlined layout with a clear progress bar at the top. The current step is 'Uw gegevens'. The page is divided into two main columns. The left column contains a sign-in prompt, a registration form with fields for name, email, and phone, and a payment method selection section. The right column displays a list of benefits, including a 24-hour return policy, a 14-day price guarantee, and various payment options like credit cards and PayPal. The overall layout is more modern and easier to navigate, with a focus on reducing friction in the checkout process.

Variation Page: 25% Reduction in Cart Abandonment

25%▼

Cart Abandonment

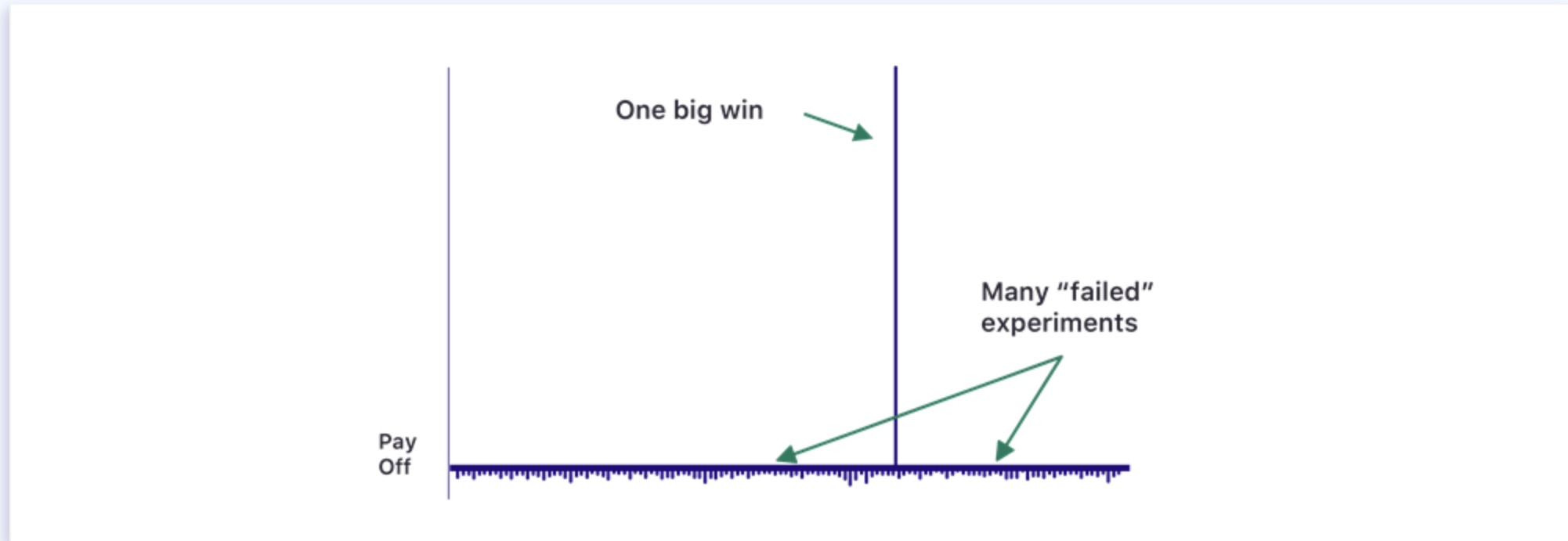
The key to optimizing user experience is **experiment velocity**



The more you experiment, the better your odds are.

The quality of each subsequent experiment increases as you apply the lessons learned from previous experiments. These lessons make your success curve exponential rather than linear.

One big winner pays more than enough for all the losing experiments



1 Winner >>> 10 Losers

A winner can pay for many failed experiments. You don't have to be right with every experiment, but whenever you are right you're rewarded with a disproportionate return.

Thank you!
Keep in touch.

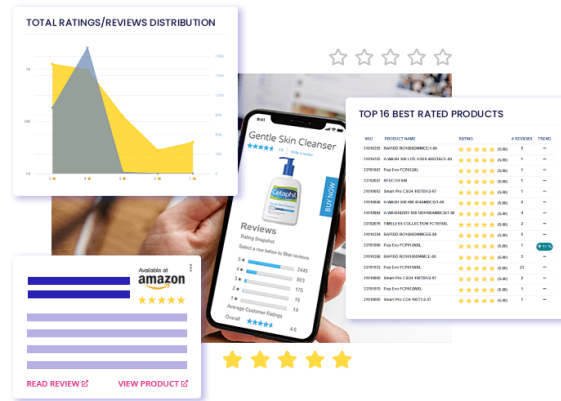
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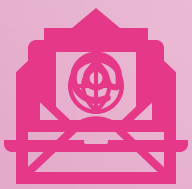
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