

SELF-ASSESSMENT

Is Your Website Selling As Much As It Can?

Take this commerce self-assessment and uncover opportunities to improve conversion rates.



It's hard to get visitors to your website to click the buy button.

Today's consumers have thousands of options, and your competitors are only a click away. It's no surprise, then, that the average conversion rates for commerce websites is around three percent.¹

But you don't have to settle for average. You can do better—maybe even a lot better. Commerce technology has been evolving rapidly over the past couple of years, becoming both more advanced and more personalized. You may think your site is optimized for conversions, but you're probably leaving money on the table.

This self-assessment can help you understand if your commerce site has all the features it needs to turn website visitors into customers.



Conversion driver #1: customer experience and usability

Generally speaking, the better your website experience, the higher your conversion rates. In fact, delivering a great online customer experience can be a competitive differentiator. Fully 70 percent of CEOs agree that user experience is a competitive differentiator.² A user study of more than 500 online shoppers suggests that 60 percent will leave a site and go to a competitor if the site delivers a poor user experience.³

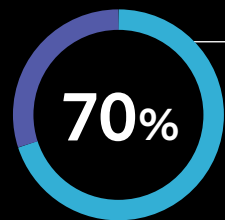
A great user experience makes it easy for customers to interact with your site whether they are using a desktop computer or a mobile phone. But even

today, many merchants struggle to deliver a usable mobile experience. According to user research, **having to enlarge a mobile screen to touch a link or button is the most frustrating element** of the mobile user experience, which suggests that many websites are not mobile-friendly.⁴ Other common issues include:

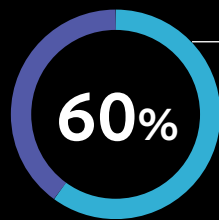
- Small text and images
- Limited functionality that requires mobile users to switch to desktop mode
- Tiny forms
- Insufficient product information

Meanwhile, AI is playing a greater role in online shopping. It often powers customer support chatbots as well as personalized product recommendations. A great user experience—one that make it easier for customers to buy—should include these key elements:

- An easy-to-use mobile design
- An accessible help center or knowledge base
- Live chat
- Social sharing capabilities
- Personalized product recommendations
- Support for subscription products
- Dynamic product configuration (for complex products)



of CEOs now see user experience as a competitive differentiator.²



would leave a site that offered a poor user experience and go to a competitor.³



Does your overall user experience help you sell?

Ask yourself these questions:

YES

NO

- Can customers **easily** shop on their mobile devices?
 - If so, can they view product information without zooming and pinching?
 - Can they easily fill out payment forms?
 - Is text large enough for them to read it easily?
 - Can they access all website functions without switching to desktop view?
- Do you have a knowledge base on your website?
 - If so, is it clearly labeled?
 - Is it searchable/easy to navigate?
 - Can users find what they're looking for in two clicks or less?
- Does your website offer live chat?
 - If so, is it easy to start?
 - Is it powered by humans or intelligent AI rather than a manual script?
 - If chat cannot resolve a user's question, can the user escalate it easily?
 - Can the user get a record of their chat conversations?
- Does your website offer social sharing capabilities?
 - If so, can you share content with one or two clicks?
 - Are shared links attractively formatted for all major social platforms?
 - Can users easily follow your brand?
- Does your website offer personalized product recommendations?
 - If so, do you use machine learning/AI to generate recommendations?
 - Do you provide recommendations in real time?
 - Do your recommendations perform well with both new and existing customers?

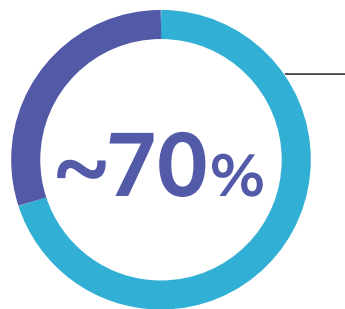
Every "no" answer is an opportunity to improve.

Conversion driver #2: checkout processing and payments

Checkout is a critical phase in the customer journey. Even when customers put items in their cart and begin to check out, there's no guarantee that they will complete their purchase. According to research from the Baymard Institute, nearly 70 percent of shopping carts are abandoned.⁵ Often that's because the checkout process is complex and requires too many steps, such as setting up a user profile or account.

Things can also go wrong during the payment process. Less-sophisticated fraud detection systems can reject valid transactions based on customer location or other blunt criteria. A great checkout and payment experience will help users complete transactions quickly and easily, minimizing friction with these key elements:

- Guest checkout
- One-click checkout
- Intelligent fraud detection



of shopping carts are abandoned, according to the Baymard Institute's research.

Does your checkout and payment experience help you sell?

Ask yourself these questions:

- | | YES | NO |
|---|-----|----|
| • Does your site offer guest checkout? | | |
| – If so, is it easy to find? | | |
| – Does it display taxes and fees clearly? | | |
| – Can users skip creating a password? | | |
| • Does your site let users create an account and save checkout information? | | |
| – If so, can they check out quickly with third-party payment options like Amazon Pay or PayPal? | | |
| • Does your site offer one-click checkout? | | |
| • Can users check out without completing more than two forms? | | |

Every "no" answer is an opportunity to improve.

Conversion driver #3: product availability and logistics

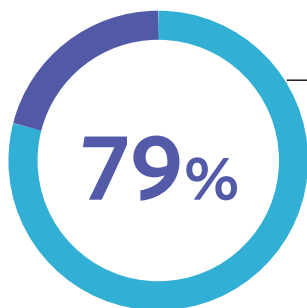
One of the most frustrating experiences for users is to get a product all the way to checkout, only to discover that it can't be shipped to their location or may take days to arrive. But listing free shipping prominently on product pages can dramatically increase conversions. In a survey of 1,400 consumers, 91 percent said they were likely to buy from a brand that offers free shipping.⁶ Similarly, out of 1,600 US shoppers, 79 percent said that free shipping would make them more likely to shop online.⁷

Another way to smooth the path to purchase is to make sure customers know about fast shipping options. In that same survey, 54 percent of US

consumers under age 25 pointed to same-day shipping as their number one purchase driver.⁷

Generally speaking, providing clear and actionable information about product availability and logistics can improve the customer experience—and your conversion rates. To promote sales, your website should include these important features:

- Accurate availability information
- Accurate shipping information
- Availability and logistics information that appears on the product page rather than only in the shopping cart



of 1,600 US shoppers surveyed responded that free shipping would make them more likely to shop online.⁷

Does your product availability and logistics experience help you sell?

Ask yourself these questions:

YES NO

- Does availability information appear on your product pages?
 - If so, do you include information on when products that are out of stock will become available again?
- Does product shipping and delivery information appear on your product pages?
 - If so, is it displayed prominently?
- Are estimated shipping and delivery costs highlighted?
 - Is it obvious whether shipping is free or not?
- Can users on your website easily check the status of their shipments?
- If they call customer service, will phone reps have the latest information about orders placed online?

Every “no” answer is an opportunity to improve.

Conversion driver #4: promotions and offers

Promotions and discounts can have an outsized impact on conversion rates. A survey of 1,018 shoppers shows that two-thirds of consumers have “made a purchase they weren’t originally planning to make solely based on finding a coupon or discount.”⁸ Similarly, four out of five (80 percent) reported that finding an offer or discount had encouraged them to make a first-time purchase with a brand that was new to them.⁸

Personalized offers work even better. According to a survey of 22,000 consumers worldwide, 78.6 percent of respondents said they are only likely to engage with a brand using coupons or other offers if those promotions are directly tied to how they have interacted with the brand previously.⁹ Making sure customers see relevant promotions at the right stage of their buyer’s journey can prompt them to buy more. The following are important considerations when it comes to promotions and offers that increase conversions:

- Displaying relevant promotions and offers on the home page
- Displaying relevant promotions and offers at checkout
- Clearly indicating which products are currently on sale

Seeing relevant promotions at the right stage of their buying journey can prompt customers to buy more.

Do your online promotions and offers help you sell?

Ask yourself these questions:

- | | YES | NO |
|--|-----|----|
| • Do you display offers and promotions on your home page? | | |
| • Do you display offers and promotions on the checkout page? | | |
| • Do you display offers and promotions on product detail pages? | | |
| • Are the offers and promotions you display personalized by geography? | | |
| • Are the offers and promotions you display personalized by past purchases? | | |
| • Are the offers and promotions you display personalized by real-time browsing behavior? | | |
| • Do you use AI and machine learning to continually improve personalization? | | |

Every “no” answer is an opportunity to improve.

Conversion driver #5: analytics and learning

Your website data—including customer behavioral data, campaign data, and sales—is essential input for business development reporting. Whether you run reports inside or outside of your commerce platform, analyzing seasonal purchase patterns, customer lifetime value, and the effectiveness of offers and promotions can help you plan for the future and grow faster.

DID YOU KNOW?

Magento is the only commerce solution that also provides data pipeline, warehouse, and visualization capabilities.

Learn more about [Business Intelligence in Magento Commerce](#).

Notes:

¹ Adobe, December 2019: <https://www.slideshare.net/adobe/adi-consumer-electronics-report-2020>

² State of the UX in the Enterprise 2019, userzoom.

³ <https://www.digitalcommerce360.com/product/web-design-guide/>

⁴ Bizrate insights, survey of 100,000 online shoppers

⁵ <https://baymard.com/lists/cart-abandonment-rate>

⁶ https://dotcomdist.com/wp-content/uploads/2019/06/The_Rapid_Evolution_of_Consumer_Demands_in_eCommerce_eGuide_v3_8.3-1.pdf

⁷ https://www.walkersands.com/wp-content/uploads/2018/07/Walker-Sands_2018-Future-of-Retail-Report.pdf

⁸ <http://retailmenot.mediaroom.com/2018-04-25-RetailMeNot-Survey-Deals-and-Promotional-Offers-Drive-Incremental-Purchases-Online-Especially-Among-Millennial-Buyers>

⁹ <https://www.prnewswire.com/news-releases/consumers-to-brands-the-louder-you-scream-the-less-we-care-300102426.html>

Do your analytics and learning capabilities help you sell?

Ask yourself these questions:

- | | YES | NO |
|--|-----|----|
| • Can you easily export website behavioral and transaction data from your commerce platform? | | |
| • Can you easily analyze the performance of pricing strategies over time? | | |
| • Can you easily analyze the performance of promotional strategies over time? | | |
| • Can you easily analyze the “stickiness” of different content types? | | |
| • Can you easily estimate customer lifetime value? | | |
| • Can you forecast seasonal purchase trends? | | |
| • Does your business intelligence solution include predictive analytics? | | |

Every “no” answer is an opportunity to improve.



HOW DID YOU DO?

If you've completed this assessment, count how many "no" answers you accumulated. If you answered "yes" to everything, your website is probably a well-oiled conversion machine. However, if you have 5, 10, or more "no" answers, then you have many opportunities to improve—and that's good news!

You can use your assessment results to take action by researching commerce capabilities on your own—or you can contact the Magento Commerce team. Our consultants can walk you through the site performance opportunities you've identified, and they can develop strategies for adding commerce capabilities to your website that can dramatically boost your conversions and revenue.

To learn more, [schedule a demo](#).

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

magento.com

