


SAND CLOUD

# Quick Win

## A little taste of Oddit

## INTRO

Your brand optimization is a continuous process, and this report is a part of that process. **Please read these important notes** before reviewing your Quick Win.



- 1 Oddit recommendations are based on years of best practices, first-hand implementations, and A/B testing – but that doesn't mean every recommendation will work.** Every brand is different, every site is different, and every execution is different.
- 2 Oddit recommendations are intended to be implemented through incremental testing.** Incremental A/B testing takes advantage of making continuous, small-scale changes. We suggest prioritizing these recommendations by cross-section or internal priorities, and implementing incrementally so your team can more easily identify success.

*While radical large-scale changes can have positive results, it becomes impossible to identify the cause and effect of what is working and what is not.*

## YOUR QUICK WIN

This is a small taste of the recommendations & mockups that the Oddit team can provide to boost your conversion.

### RECOMMENDATIONS TO TEST

**Suggestion 1:** Shipping costs are one of the core reasons for cart abandonment so if you offer free shipping it's great to show this early, but add an actionable "Shop Now" link to help push visitors further down the sales funnel.

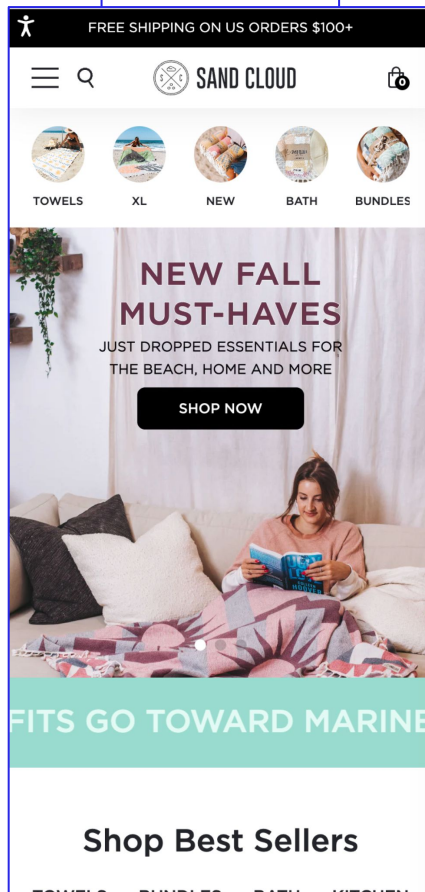
**Suggestion 2:** Add a secondary action on the image that points users to shop the product feature shown in the image.

**Suggestion 3:** Don't forget to tell new users front and centre what you do and why you're great.

**Suggestion 4:** Make user engagement easy by ensuring key action buttons are full-width on mobile, sit at the bottom of the fold, and are used as communication points — tell users exactly where they are going!

**Suggestion 5:** Positive reviews are a great way to build trust with users new to your brand — pull them up the page, and call-out the total number!

### CURRENT SITE



### ODDIT UPDATE



## NEXT STEPS

Our report process is simple and streamlined – the opposite of an agency. No calls, no feedback loops, just a fresh perspective from world class CRO & UX professionals.

### 1 PICK A REPORT

Pick a report or customize your own.

### 2 ONBOARDING

Enter your URLs & answer a few quick questions.

### 3 UX/UI TEARDOWN

Section-by-section analysis of every page purchased.

### 4 DELIVERY

Your report is in your inbox roughly 4 weeks later.

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