



Increasing Conversion Rate % by 0.8% Through Funnel Analysis

Prism North Star Metric:

Annual purchases per user

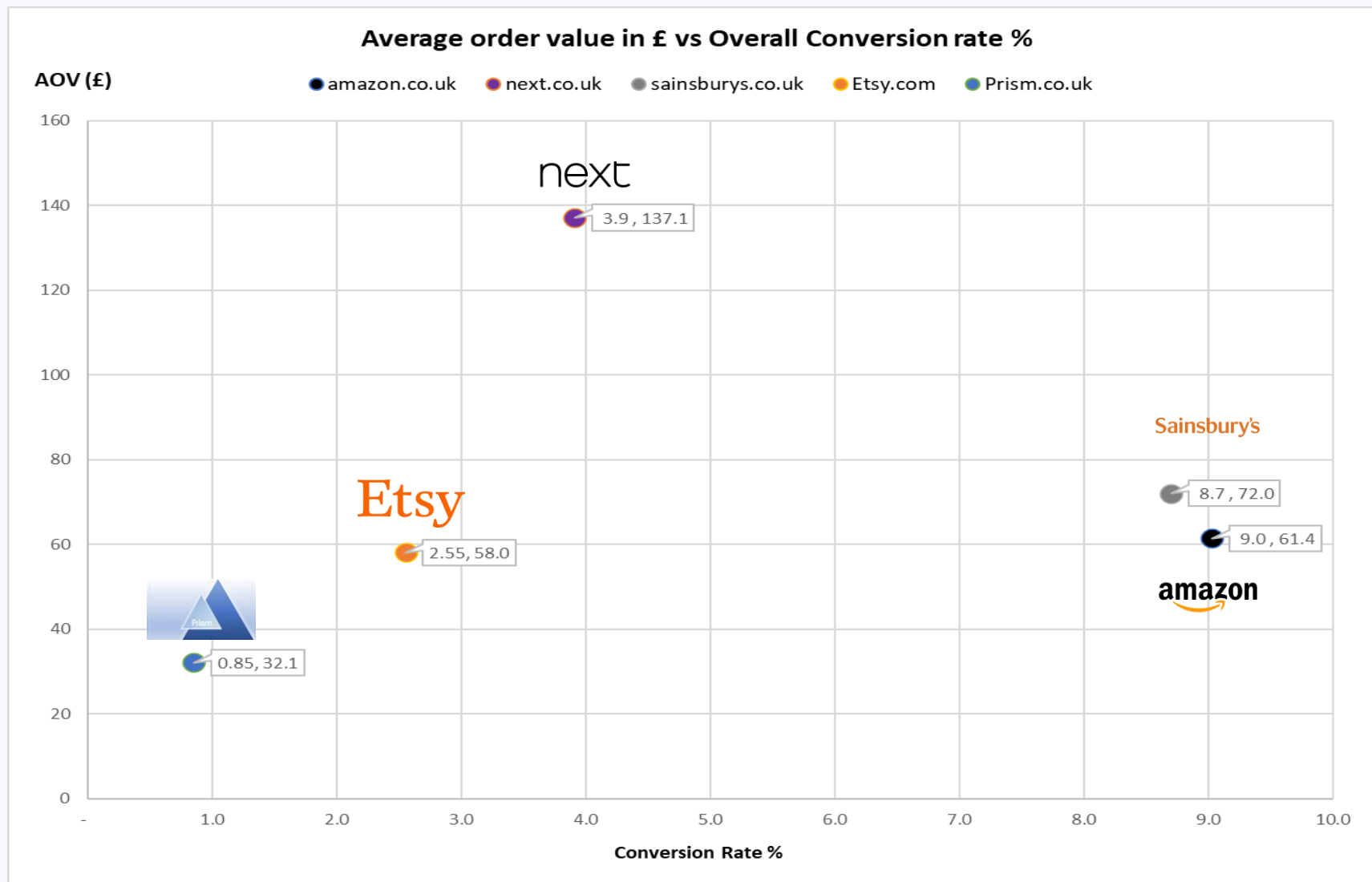
KPIs:

- **Conversion rate:** Number of transactions / number of visits
- **Abandonment rate:** Number of purchases / number of add to cart

Executive Summary

- ❑ Adding A Website Popup With A Discount Incentive To Register For Non-Registered Customers Can Increase Conversion Rate.
- ❑ Creating A Mobile Specific Landing Page Will Improve The Conversion Rate By Providing A More Tailored Experience.
- ❑ Including Customer Reviews In The User Journey Will Boost trust And Lower Drop-off Rates, Resulting In A Higher Conversion Rate
- ❑ By offering free shipping for a specific product, we can reduce the cart abandonment rate by 10% and increase the conversion rate.

Prism Conversion Rate VS Other Retailers



Adding A Website Popup With A Discount Incentive To Register For Non-Registered Customers Can Increase Conversion Rate.

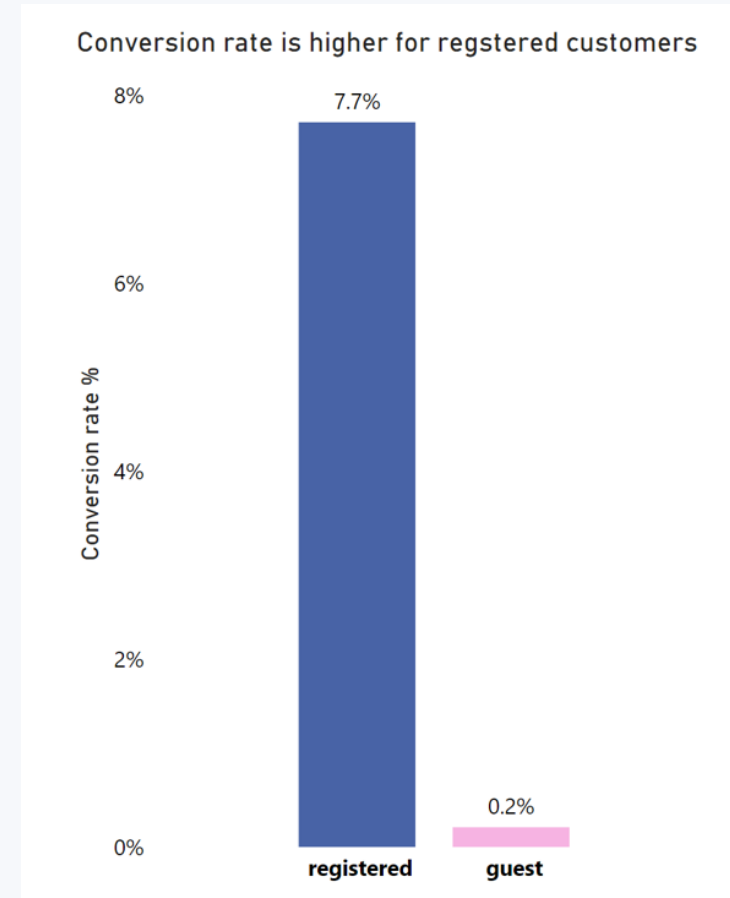
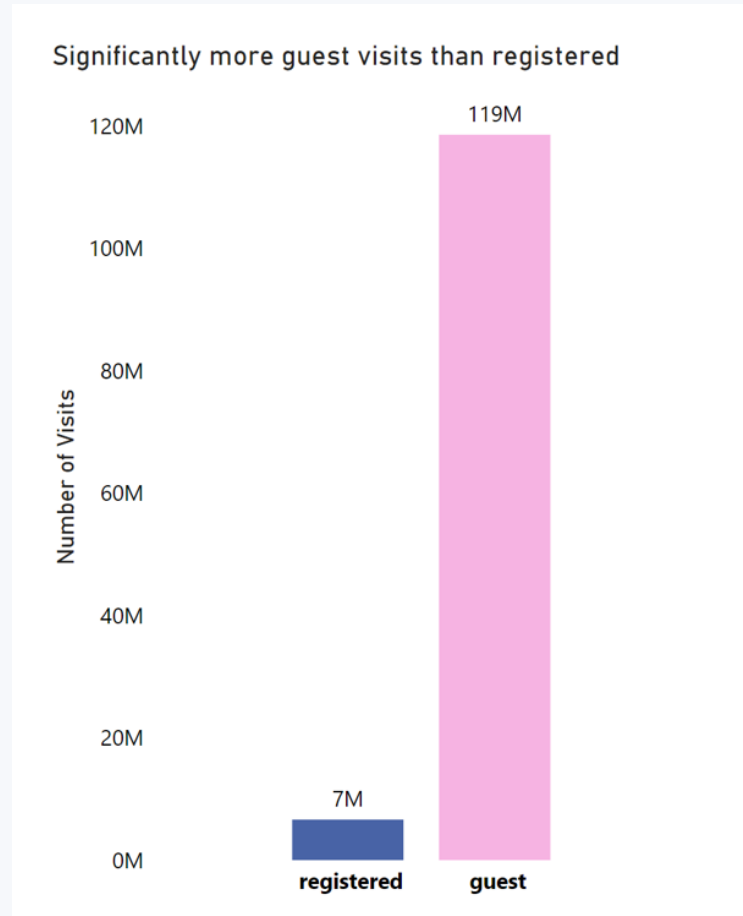


Chart showing number of registered/unregistered customers and the difference in conversion rate for both

Creating A Mobile Specific Landing Page Will Improve The Conversion Rate By Providing A More Tailored Experience.

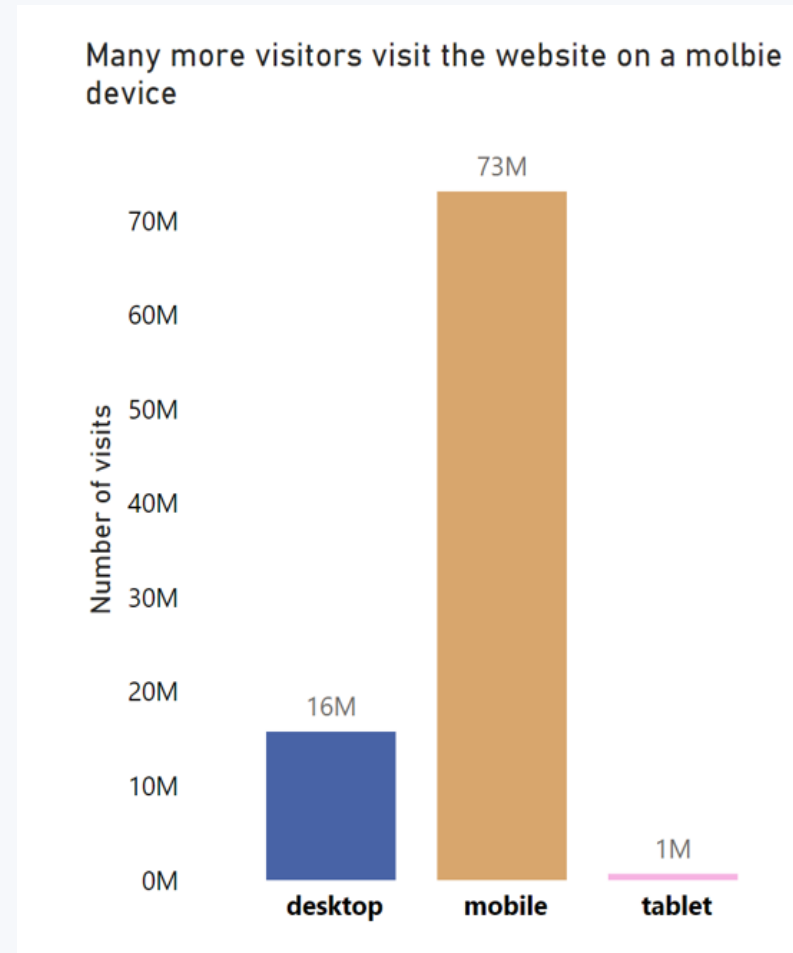
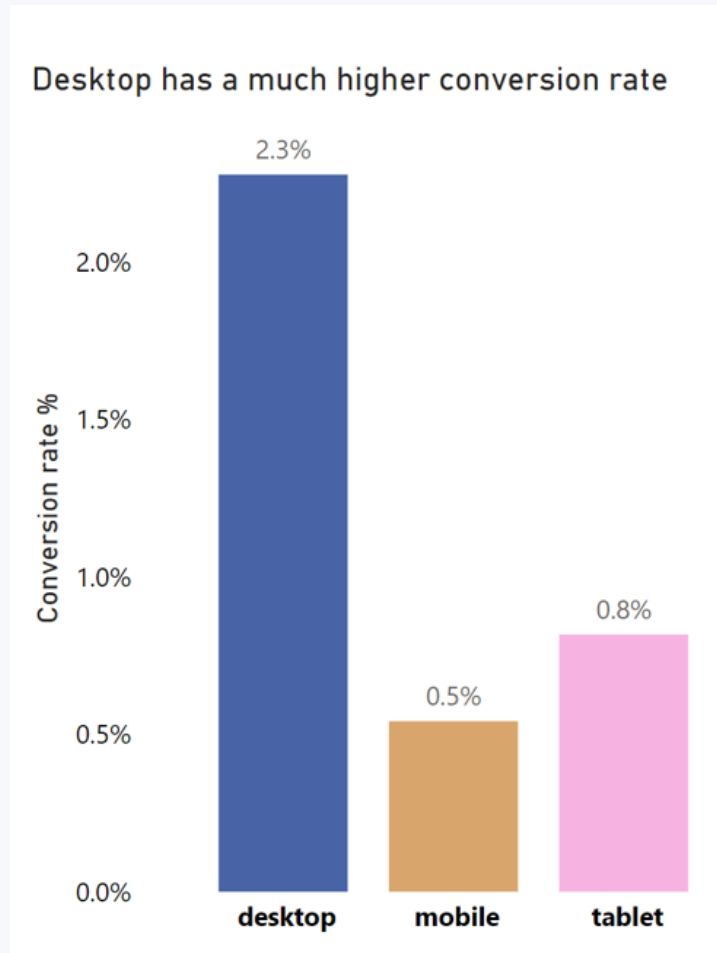


Chart showing number of mobile users and their conversion rate compared to other device types

Including Customer Reviews In The User Journey Will Boost trust And Lower Drop-off Rates, Resulting In A Higher Conversion Rate

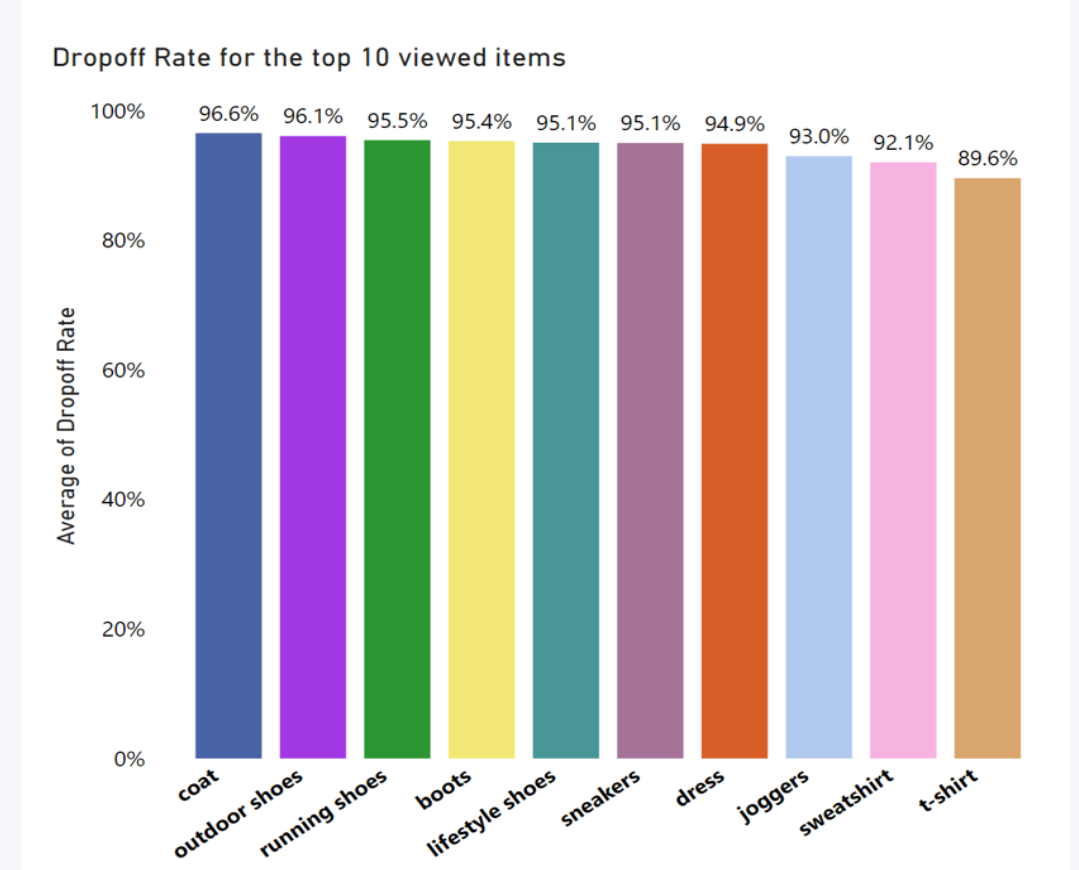
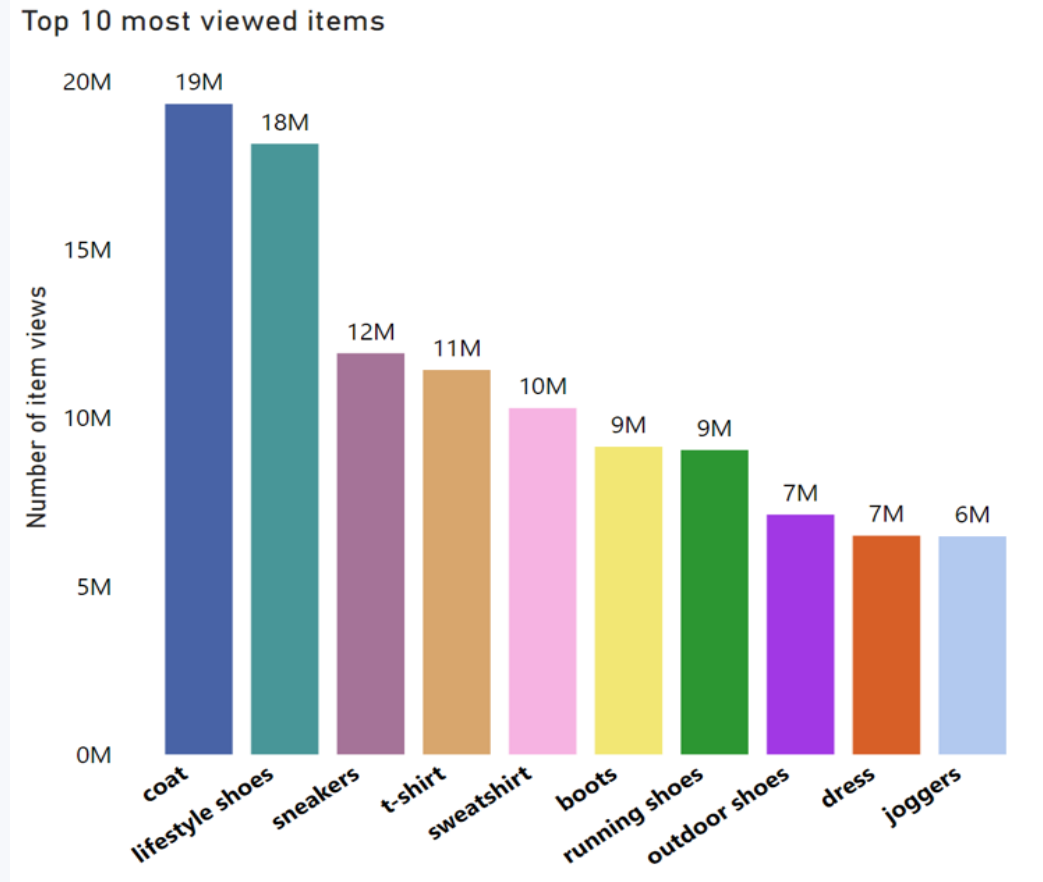


Chart showing products with high views and low add to cart (drop-off rate)

By Offering Free Shipping For A Specific Product, We can Reduce The Cart Abandonment Rate By 10% And Increase The Conversion rate.

Total revenue per item

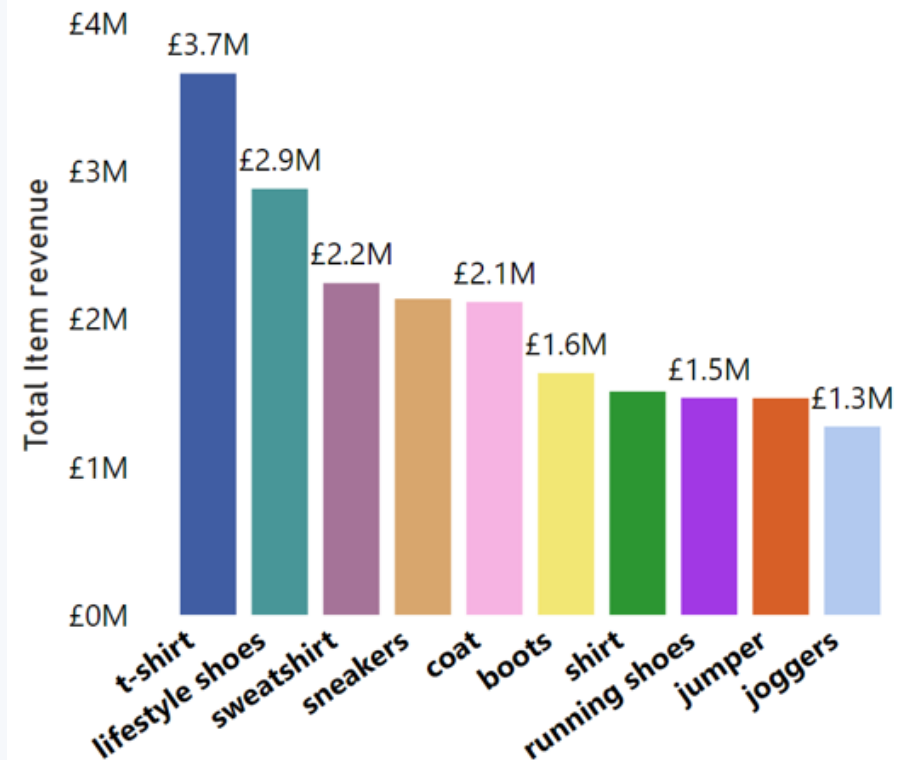
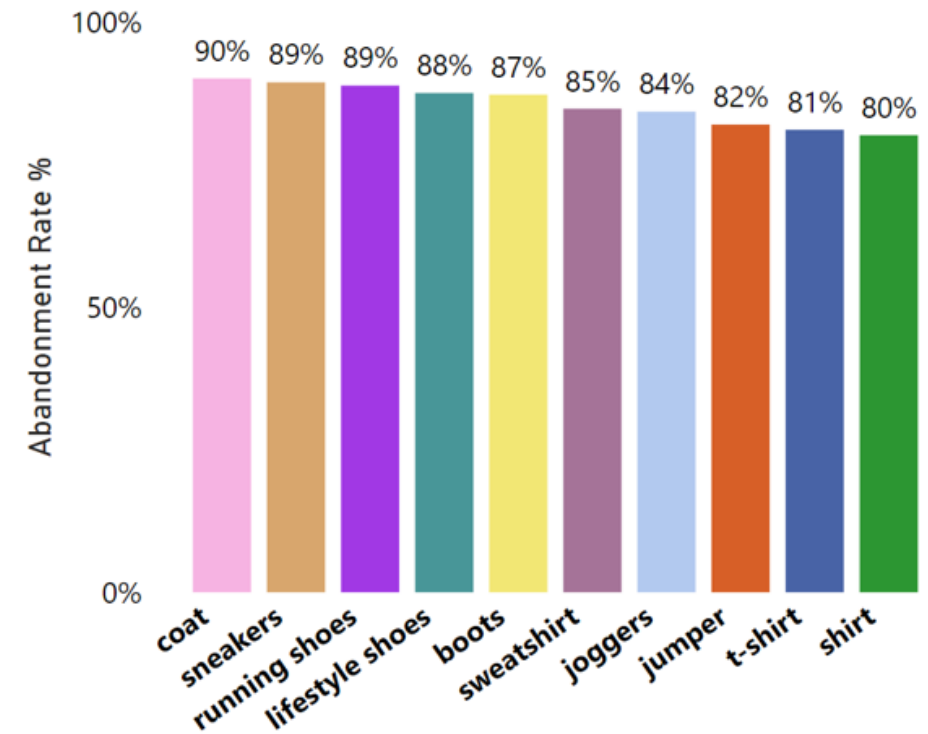


Chart showing products with high purchases/revenue

Average of Abandonment Rate by Item Name



Comparison with their abandonment rate %

Questions?

[Link to Dashboard](#)