



# Conversion Rate Optimisation

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# Objective

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Increase conversion rate from 0.6% to 0.8% in the next year





## Conversion rate

0.60%

1.8%

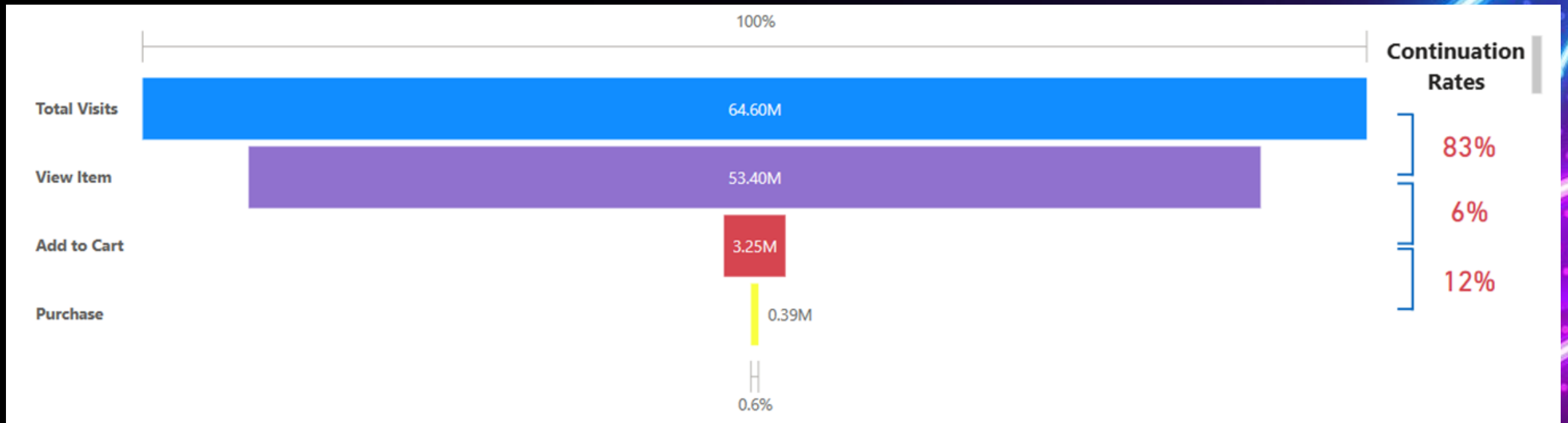


## Cart abandonment rate

88%

76.01%

# Poor Continuation Rate

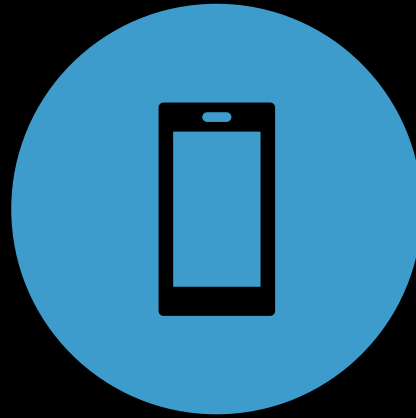


## Overall Conversion Rate by Device



DESKTOP

1.6%



MOBILE

0.38%



TABLET

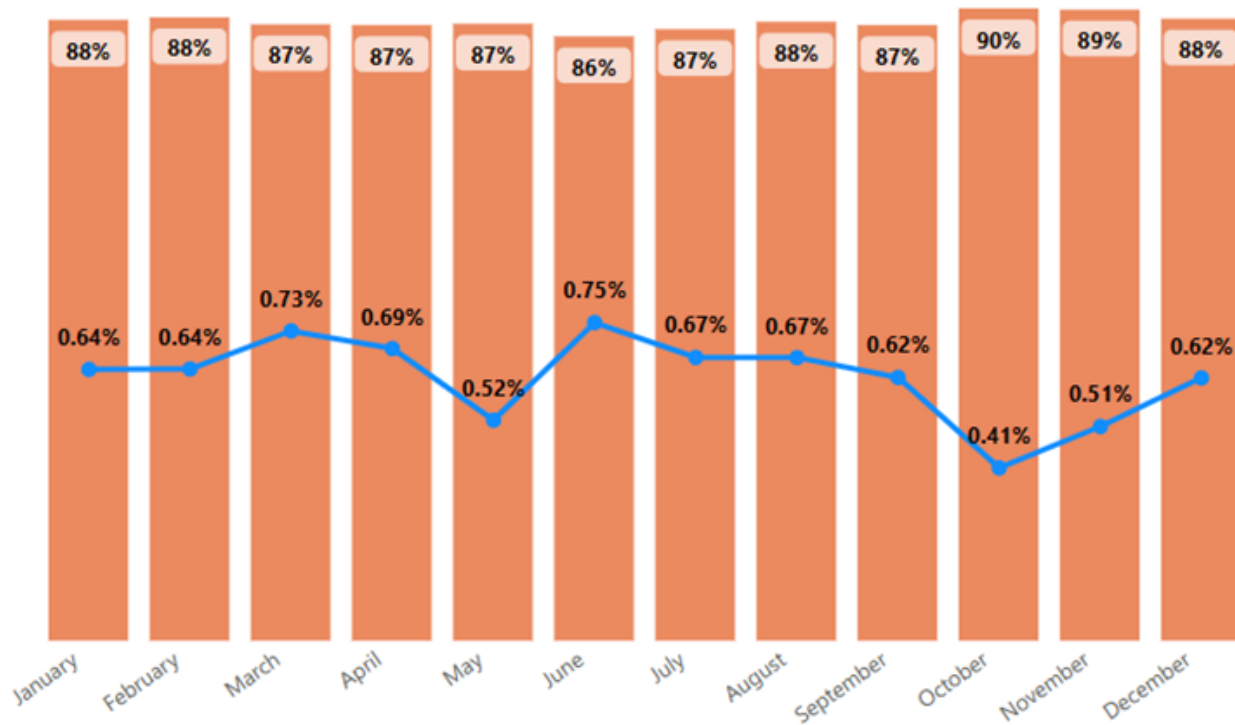
0.47%



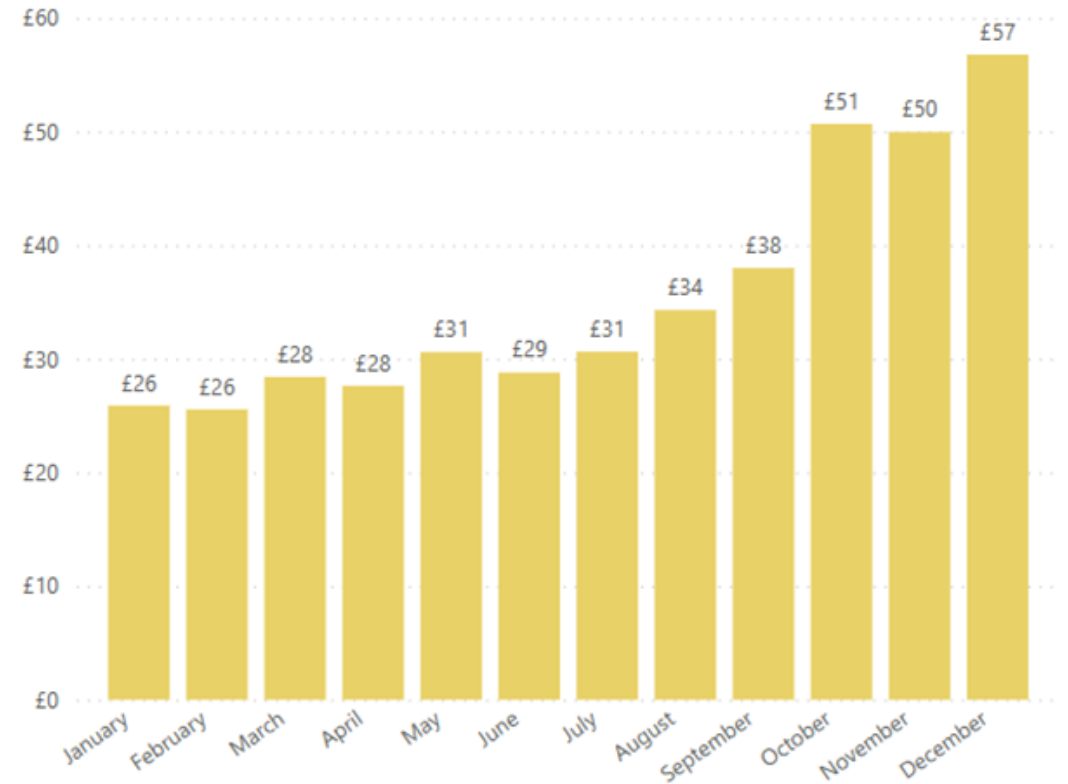
# Take Advantage of Seasonality

## Monthly CR and CAR

● Cart Abandonment Rate ● Conversion Rate



## Average Order Value by Month



\*Figures shown for 2022

# Traffic Source

Top 10 Traffic Sources by Transaction Count					
Traffic Source	Total Visits	Total Purchases	Conversion Rate	Cart Abandonment Rate	
meta	29575986	21613	0.07%	96.5099%	Total Visits
google	22402578	256441	1.14%	85.3013%	
(direct)	4894517	63191	1.29%	83.5361%	
criteo	1938667	10696	0.55%	90.5222%	View Item
rtbhouse	1856761	7643	0.41%	90.7305%	Add to Cart
email	855766	8575	1.00%	90.1599%	
Instagram	730398	3072	0.42%	93.7854%	Purchases
tradedoubler	264451	8068	3.05%	81.3344%	
yandex	111577	2681	2.40%	83.1860%	
awin	105098	3333	3.17%	78.2228%	

\*Figures shown for 2022





# Recommendations

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- User journey
- Incentivise 'return to cart'
- Click heat maps to inform A/B tests
- Effective CTA's



# Questions

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