

# AIR360

## The conversion rate mysteries series

Every hero needs a sidekick and the experts at Air360 are here for you. We lend you our eCommerce expertise through regular workshops and audits so you can solve your most puzzling conversion rate mysteries.

The Mystery:  
**The Invisible Product Option**

The Client:  
**A Global Beauty Brand**



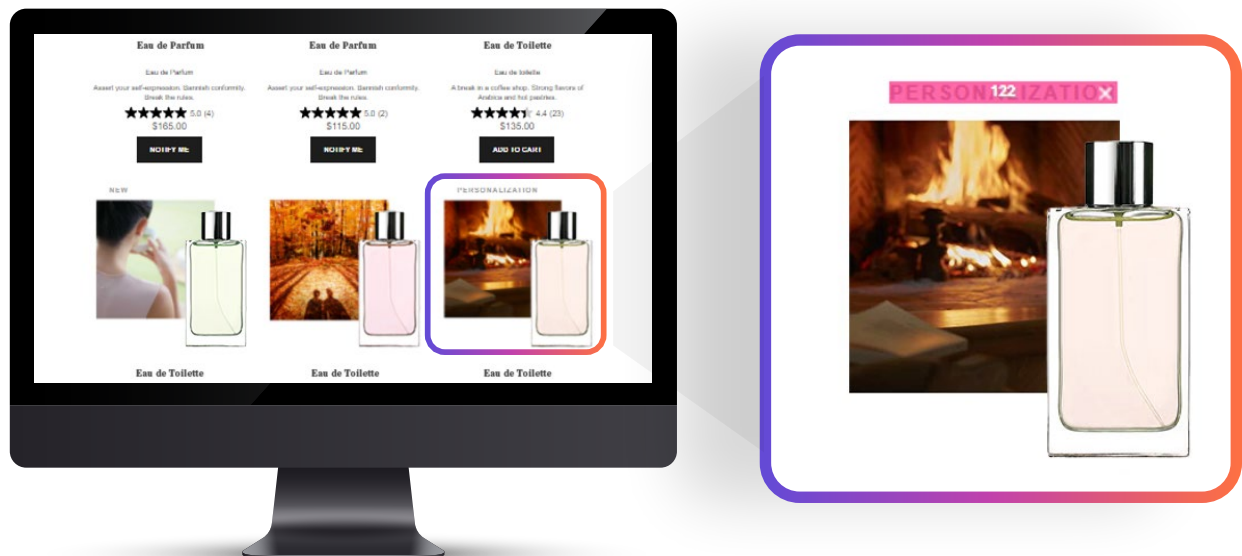
# Conversion Rate Mysteries:

## The Invisible Product Option

A global beauty brand set a goal to double the share of customer sales that included product personalisation. Analysis showed that shoppers lacked awareness of the personalisation option. So what changes could the brand make to increase sales?

### Clue #1

122 visitors clicked on a page element that was not a link.



### Conclusion

Shoppers were confused by the label. They clicked thinking they would be redirected to a general personalisation page. Shoppers did not understand that the item itself could be personalised.

### Recommendation

Change the text to “Personalise It” and move the text below the image for clarity.

## Clue #2

The product category page did not display a personalisation option.

### Conclusion

Shoppers were unaware of personalisation option on the category page. Only when a visitor clicked on a product did the personalisation option appear.

### Recommendation:

Clarify on the category page which products can be personalised so shoppers don't have to click on each product to know if it's personalisable.

## Clue #3

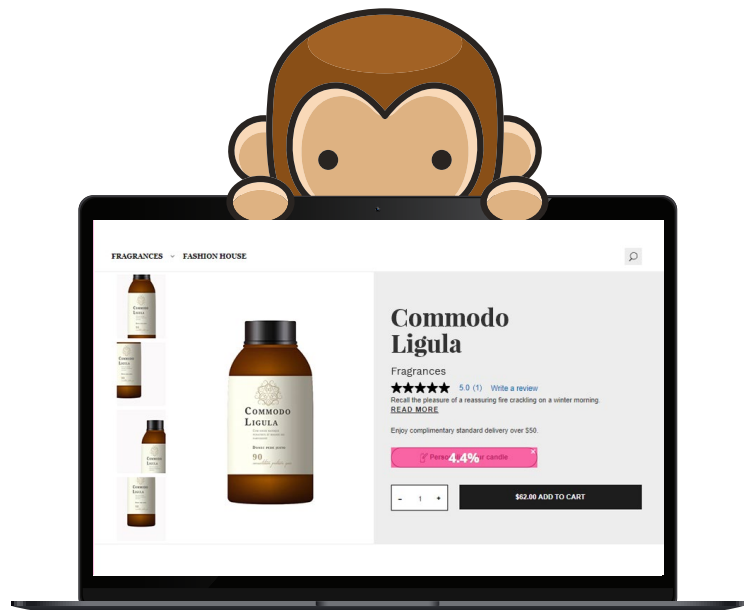
The “Personalize Your Candle” option only had an engagement rate of 4.4%.

### Conclusion

The CTA didn't stand out or adequately describe how the shopper can personalise the product.

### Recommendation:

Make the personalisation button contrast with the background and make the button text more explicit.



## Mystery Solved

Using our on-page analytics Chrome extension to visualise customer behaviour, the Air360 team found that text placement, lack of labeling on the product page and vague CTAs were contributing to few customers personalising products. With these actionable insights, the client can achieve quick wins by improving the personalisation option and realise an increase in sales.

Learn more at [air360.io](https://air360.io).