

PDP REDESIGN CASE STUDY

Client: Angellift **Focus:** PDP Experience & Cart
Conversion Optimization **Timeframes Compared:** June
2021 – August 2021, September 2021 – November 2021

I analyzed 90 days of Shopify data and mapped a redesign strategy that prioritized mobile UX, bundled rituals, and emotionally intelligent touchpoints. Post-launch, we saw a 57% increase in conversion, a 20% drop in abandonment, and a doubled attach rate. By strengthening the knowledge base of existing customers and guiding new ones through clear pathways, the brand organically raised its AOV without offering more discounts or pressure tactics.

Shopify gives you transactions, but customers give you energy signatures. The PDP redesign wasn't just about clicks but about clarity. We helped angellift go from 'clinical skincare' to trusted ritual by understanding what their top SKUs felt like to the people buying them.

Performance Comparison Table

Test	Hypothesis	Result
Sticky mobile ATC + trust module	Reduces friction, improves purchase intent on small screens	Bounce ↓18%, Mobile CVR ↑1.2pt
“Pairs Well With” section (bundle logic)	People don't know what else they need until it's shown	Bundle attach rate doubled
Scrollable testimonials carousel	Increase trust without overwhelming visual space	Time on page ↑40%
DermaStrips Hub + Quiz	Gives confused visitors a sense of direction	Quiz-to-checkout rate: 9.7%
Order confirmation page w/ “What to Expect” timeline	Reduces post-purchase anxiety	Customer satisfaction score ↑ (via Gorgias/chat feedback)

Objectives:

- Spotlight high-performing SKUs
- Align layout with user behavior
- Reduce layout instability (CLS)
- Improve conversion rates across devices
- Boost AOV through bundling and offer clarity

Customers by Location:

Top States: California, Texas, Florida, New York, Illinois

Retention Behavior:

- 0.2-0.9% repeat rate per month
- Significant drop after Month 1

Priority Design Elements:

Homepage

- Reduce bounce: anchor trust messaging (press, MD endorsements)
- Add scrolling testimonials / TikTok user videos
- Quiz CTA refactored into nav or mid-scroll

Product Pages

- Mobile layout restructured: sticky CTA bar + social proof
- "Pair with this" carousel using Items Bought Together
- Delivery date calculator (based on top states)

Collection Pages

- Filter by benefit: 'Lips', 'Smile lines', 'Firming'
- Add 'Top Rated' and 'Editor's Picks' sections

Checkout & Cart

- Show bundle upgrade offers in real time
- Offer free shipping threshold reminders

Post-Purchase

- Email flow teased on checkout
- Create PDP visuals that anticipate second purchase

Metrics to Track (Post-Launch)

- PDP Conversion Rate ↑
- Cart Abandonment Rate ↓
- Repeat Purchase Rate (Day 30+) ↑ • AOV ↑ via bundles
- Time to Interactive (Mobile) ↓
- Email-attributed Revenue ↑

Performance Insights (Last 90 Days)

Top Sales Channels by Volume

Channel	Total Sales	Orders	Avg Order Value
Online Store	\$929.4K	7,094	\$131
TikTok	\$3.8K	33	\$116
Draft Orders	\$2K	15	\$133
Gorgias (Chat)	\$1.7K	50	\$34

Campaign Traffic Drivers

Source	Sessions	Conversion Estimate
Google Ads	77,135	~2.8%
Facebook	38,089	~2.3%
Instagram	13,254	~2.5%
Klaviyo	3,620	~4-5%

Hypotheses & Redesign Focus Areas

Insight	Hypothesis	Redesign Action
DermaStrips = top product class	Customers trust visible results & pro branding	Design dedicated DermaStrips Hub with testimonials, bundles,
Facebook/Google driving 100K+ visits	Visitors land cold with limited context	Reinforce value props above the fold
TikTok has potential but low AOV	Mobile landing is underperforming	Create mobile-first landing flow
Gorgias chat users convert worst	Possibly coming for support	Reposition or replace with quiz-style concierge
Repeat rate <1% after 30 days	Post-purchase education lacking	Add 'how to use' and follow-up treatment visuals

DermaStrips Hub + Quiz

mobile ATC + trust module

Scrollable testimonials carousel

"Pairs Well With" section (bundle logic)

Email Designs

Iconography

YOU DID THE HARD PART

IT'S ALREADY IN YOUR CART - YOUR FUTURE SELF IS WAITING!

CLICK TO FINISH

KEY BENEFITS

- 80% STRONGER LIFT TO REDUCE PAPER CHAIRS, WRINKLES
- SMOOTH VERTICAL, UP LINES, MEDIANAL FOLDS, SMILEY LINES, VERTICAL UP LINES, LACON LINES, AND MARIONETTE LINES
- IMPROVE UP VOLUME LOSS, SCAR, REDNESS, PIGMENT, AND DISCOMFORT AND SENSITIVE SKIN

LIMITED EDITION

DERMASTRIPS COLLAGEN

Stimulates the production of collagen and elastin fibers needed to keep the skin firm and "plump"

Long-term firming and anti-wrinkle properties to lift, smooth, and reduce visible signs of aging with daily use

Reverse the signs of aging and correct years of structural and external damage

SALE STARTS NOW!

BUY ONE, GET ONE. 50% off

ADVANCED WRINKLE CORRECTING SERUM

PLASMA TECHNOLOGY

SHOP NOW

Iconography

- Medically Formulated
- No Chemicals
- +30% DROPS
- Guaranteed
- Adaptable
- US
- Medically Proven

Online store visitors	✓ Sessions	Added to cart	Reached checkout	Average session
140,939	177,863	13,768	13,953	115.27
74,022	82,736	5,664	4,735	131.262
40,881	47,568	5,051	3,657	88.398
8,079	9,253	731	885	96.499
4,620	4,996	317	262	137.185
4,046	4,640	370	395	115.643
3,323	3,835	250	258	97.728
2,925	3,724	52	49	96.097

Online store visitors	✓ Sessions	Added to cart rate	Completed checkout
140,933	177,954	7.74%	55.95%
235,827	300,197	6.22%	56.72%
⌵ 40%	⌵ 40%	⌶ 24%	⌵ 1.3%

Cumulative Layout Shift (CLS): Page URL		
⌵ Last 90 days	No comparison	57 USD \$
Page path	✓ Percent of page loads	Page loads
Summary	100%	100,846
/pages/product-quiz	29.4%	29,599
/	26.7%	26,961
/collections/skin-care	7.1%	7,166

Performance Comparison Table

Metric	Pre-Redesign	Post-Redesign	% Change
PDP Conversion Rate	2.10%	3.30%	57%
Cart Abandonment Rate	74%	59%	-20%
Mobile Bounce Rate (PDPs)	62%	44%	-29%
TikTok AOV	\$73	\$116	58%
Bundled Order %	6.50%	12.20%	88%
Email Conversion Rate (Klaviyo)	3.10%	4.90%	58%
Repeat Purchase Rate (30-day)	0.70%	1.50%	114%
Avg Time on PDP (Mobile)	1:12	2:08	78%