

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
Scollable 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:	Priority Design Elements:	Checkout & Cart
<ul style="list-style-type: none"> 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 	Homepage <ul style="list-style-type: none"> Reduce bounce: anchor trust messaging (press, MD endorsements) Add scrolling testimonials / TikTok user videos Quiz CTA refactored into nav or mid-scroll Product Pages <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Filter by benefit: 'Lips', 'Smile lines', 'Firming' Add 'Top Rated' and 'Editor's Picks' sections 	<ul style="list-style-type: none"> Show bundle upgrade offers in real time Offer free shipping threshold reminders
Customers by Location:		Post-Purchase
Top States: California, Texas, Florida, New York, Illinois		<ul style="list-style-type: none"> Email flow teased on checkout Create PDP visuals that anticipate second purchase
Retention Behavior:		Metrics to Track (Post-Launch)
<ul style="list-style-type: none"> 0.2–0.9% repeat rate per month Significant drop after Month 1 		<ul style="list-style-type: none"> 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

SCIENCE-BACKED SKINCARE

Reduce the appearance of lower facial skin elasticity, fine lines, and wrinkles in as little as 3 weeks.

WHICH LIFT IS RIGHT FOR YOU?

In 4 weeks: 90% reported their skin looked and felt more plump, firm, and resilient
In 8 weeks: 93% had a visible improvement in the appearance of deep wrinkles
In 12 weeks: 90% reported DermaStrips helped smooth fine lines and wrinkles around the mouth

*A consumer perception study on 100 subjects, aged 30-60, in a split face, unblinded controlled test after 12 weeks of product use.

Order confirmation page w/ "What to Expect" timeline

YOU DID THE HARD PART
IT'S ALREADY IN YOUR CART - YOUR FUTURE SELF IS WAITING!

CLICK TO FINISH

KEY BENEFITS

- ✓ 30% STRONGER LIFT TO PROMOTE FASTER COLLAGEN REGENERATION
- ✓ SMOOTH VERTICAL LINES, HORIZONTAL LINES, VERTICAL LINES, LAUGH LINES, AND MOUTH LINES
- ✓ IMPROVE UP VOLUME LOSS, DOWN TURNING FROWN, AND MOUTH AND MUSCLE CORNERS

LIMITED EDITION

DERMASTRIPS COLLAGEN

Stimulates the production of collagen and elastic fibers needed to keep the skin firm and plump*

Long-term firming and anti-wrinkle properties to lift, smooth, and reduce visible signs of structural and external damage

IN 8 WEEKS: 90% visibly reduced deep wrinkles by 80%*

REVERSE THE SIGNS OF AGING AND CORRECT YEARS OF STRUCTURAL AND EXTERNAL DAMAGE

mobile ATC + trust module

SCIENCE-BACKED SKINCARE

IN 4 WEEKS: 90% reported their skin looked and felt more plump, firm, and resilient*

IN 8 WEEKS: 93% had a visible improvement in the appearance of deep wrinkles*

IN 12 WEEKS: 90% reported DermaStrips helped smooth fine lines and wrinkles around the mouth*

LIMITED EDITION

DERMASTRIPS COLLAGEN

Stimulates the production of collagen and elastic fibers needed to keep the skin firm and plump*

Long-term firming and anti-wrinkle properties to lift, smooth, and reduce visible signs of structural and external damage

IN 8 WEEKS: 90% visibly reduced deep wrinkles by 80%*

REVERSE THE SIGNS OF AGING AND CORRECT YEARS OF STRUCTURAL AND EXTERNAL DAMAGE

Scrollable testimonials carousel

"Pairs Well With" section (bundle logic)

Email Designs

SALE STARTS NOW!

BUY ONE, GET ONE. 50% OFF

ADVANCED WRINKLE CORRECTING SERUM

PLASMA TECHNOLOGY

SHOP NOW

Iconography

IN 4 WEEKS: 90% reported their skin looked and felt more plump, firm, and resilient*

IN 8 WEEKS: 93% had a visible improvement in the appearance of deep wrinkles*

IN 12 WEEKS: 90% reported this product helped smooth fine lines and wrinkles and kept skin looking youthful*

Online store visitors	✓ Sessions	Added to cart	Reached checkout	Average session
140,939	177,963	13,768	13,953	115.27
74,622	82,736	5,464	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%

ID: Cumulative Layout Shift (CLS) Page URL: /			
Last 30 days		No comparison	SE USO B
Page path	✓ Percent of page loads	Page loads	
Summary	100%	100,846	
/pages/product-quiz	29.4%	29,599	
/	26.7%	26,981	
/collections/skin-care	7.1%	7,186	

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%