KA'CHAVA®

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Search Traffic

Personalize the PDP based on keyword/campaign

Hypothesis

For non-branded search traffic, I am assuming that there are a few primary keywords that drive traffic. Depending on these terms or campaigns, the PDP could adjust to better speak to the campaign or term that led the user to the page.
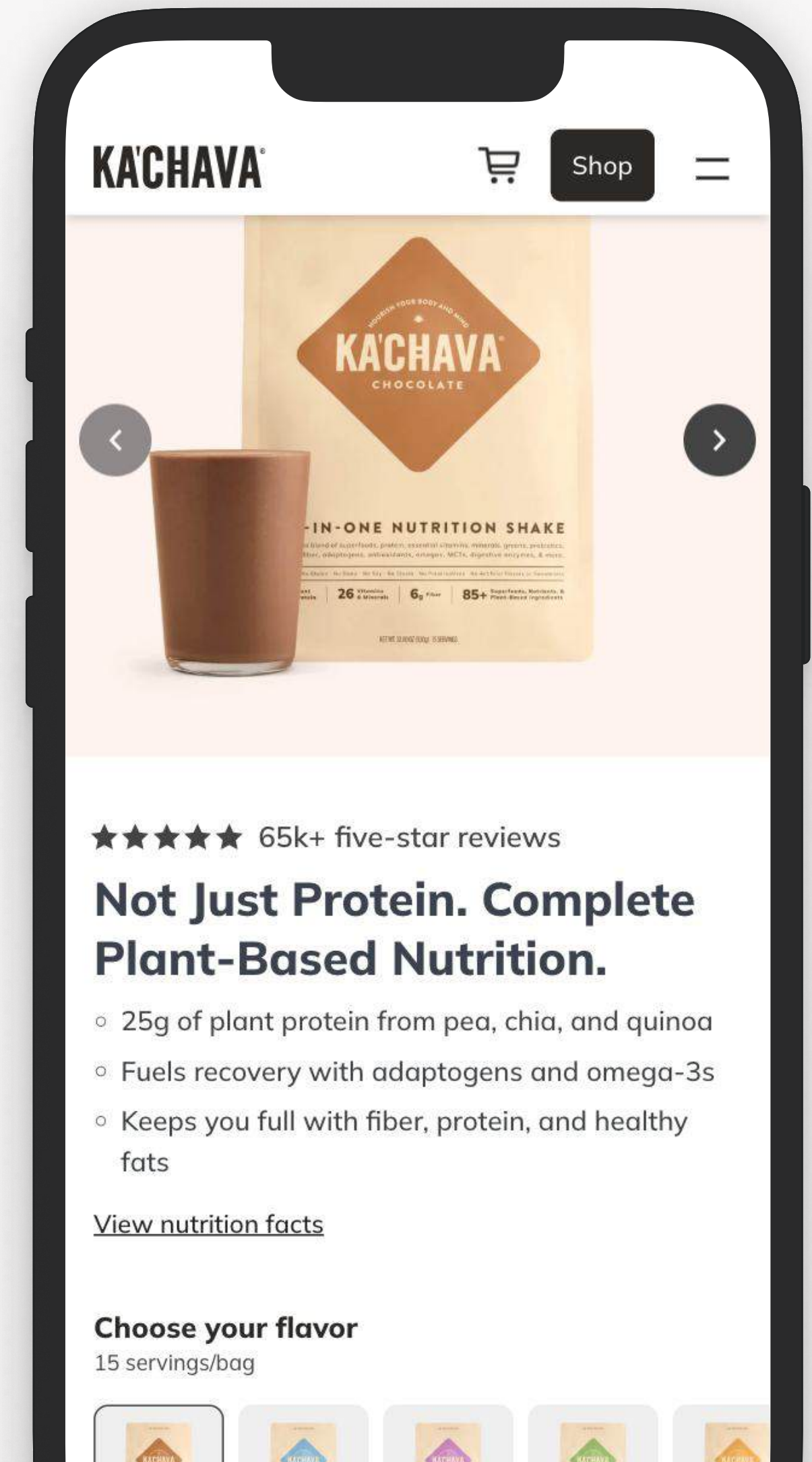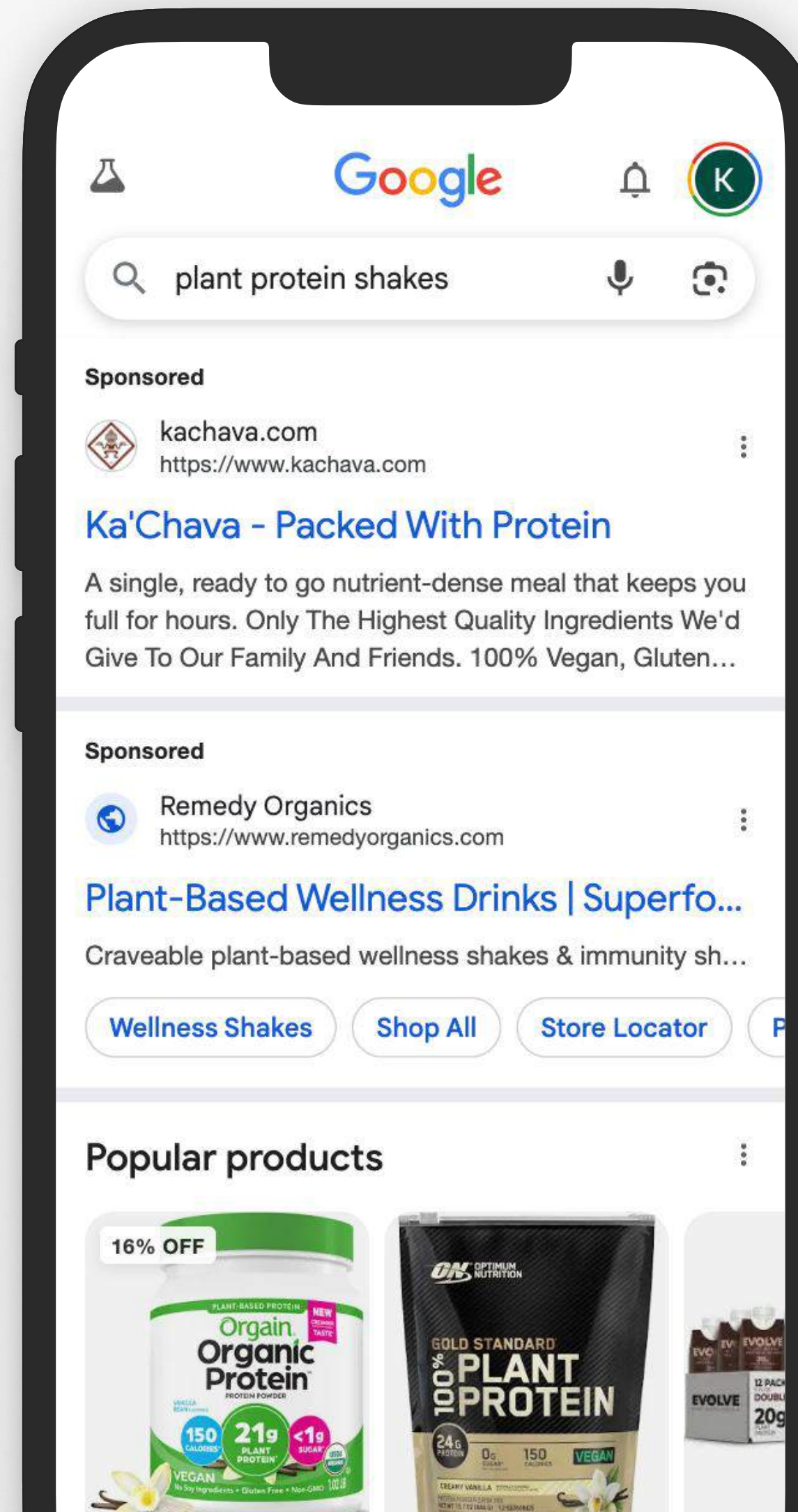
KPIs

Bounce rate

Add to cart rate

Conversion rate

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Product Page

## Include a flavor note or callout on the primary image in the gallery

Hypothesis

I am assuming that flavor uncertainty is one of the primary points of friction for first time purchasers. The image gallery is the most prominent element on the PDP (especially on mobile), so using that space to address a primary point of friction should lead to better conversion metrics.

KPIs

Add to cart rate
Conversion rate

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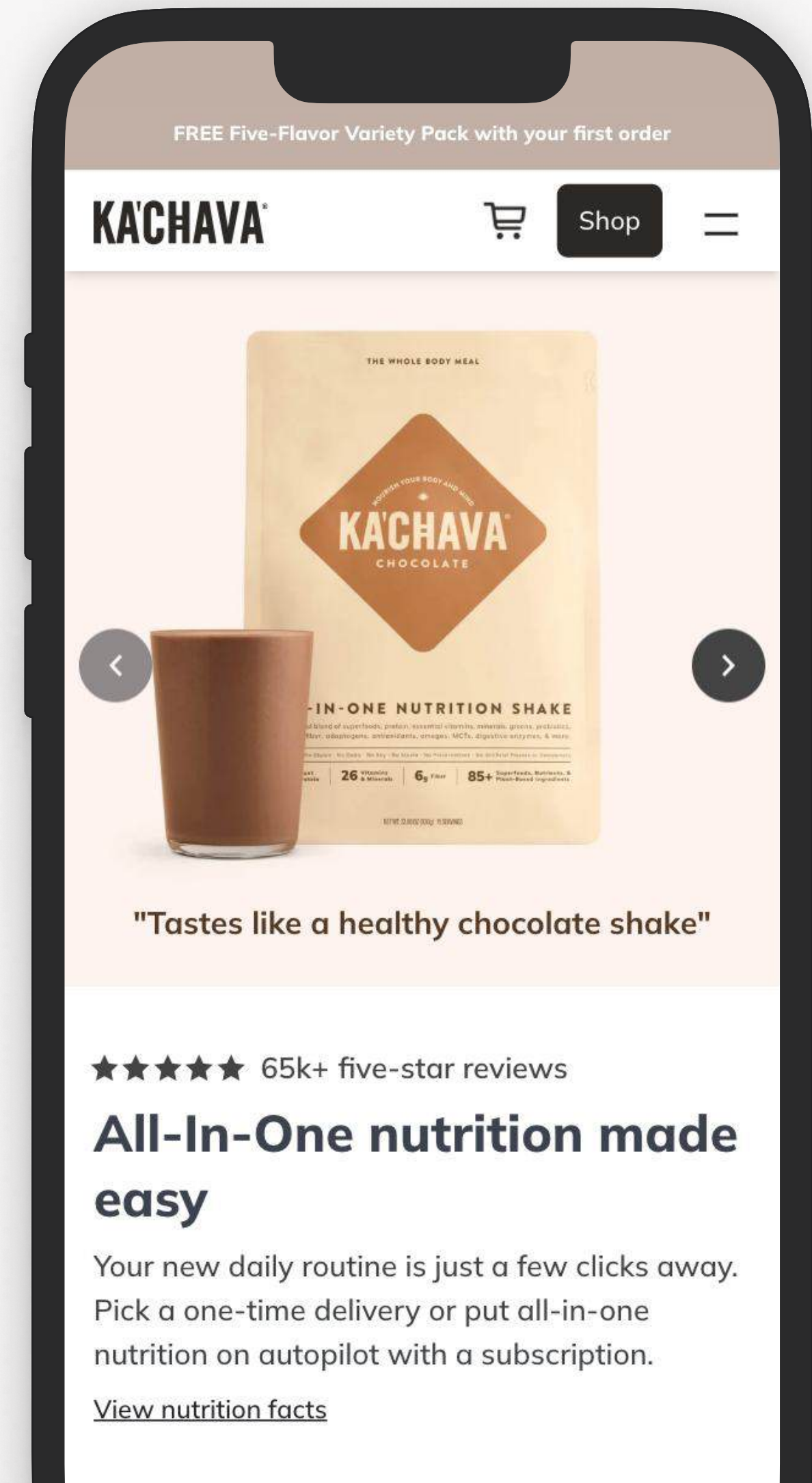
Product Page

Call out key nutritional value props above the fold

Hypothesis

There are likely a few key nutritional value props that users are searching for when shopping this category (protein content, fiber, added sugar, etc). User research could better uncover these specifically for the brand - however, making these UVPs prominent on the PDP should boost confidence and result in higher conversion metrics.

KPIs

Add to cart rate

Conversion rate