Product Registration Best Practices

- Intuitive, easy design
- Digital-first to make it easier for consumers to interact
- Fewer fields for higher conversion rates
- Collect basic information before detailed information
- Reward customers/consumers with answers to their questions about product registration

Product Registration Pain Points

- Cumbersome, high-effort product registration (difficult forms, mail forms, etc)
- Asking for too much or too-detailed information (low conversion rates)
- Inflexible experience
-

Product Registration Form

Customer Information

Name

Value

E-mail

Value

Phone number

Value

Address

Value

Product Information

Product Name

Value

Product ID/Number

Value

Purchase Date

Value

Purchased From

Select Value

☑ Opt in for communication
Read our T&Cs

Register

On Register: →

Product Registration Form

Success! Thanks for registering your product, Your Name!

You will receive an e-mail confirming your registration.

View our product and warranty FAQ here.

Product Registration Form

Customer Information

Name

Value

E-mail

Value

Phone number

Value

Address

Value

Product Information

Product

Select Value

Product Quantity

Value

Purchase Date

Value

Purchased From

Select Value

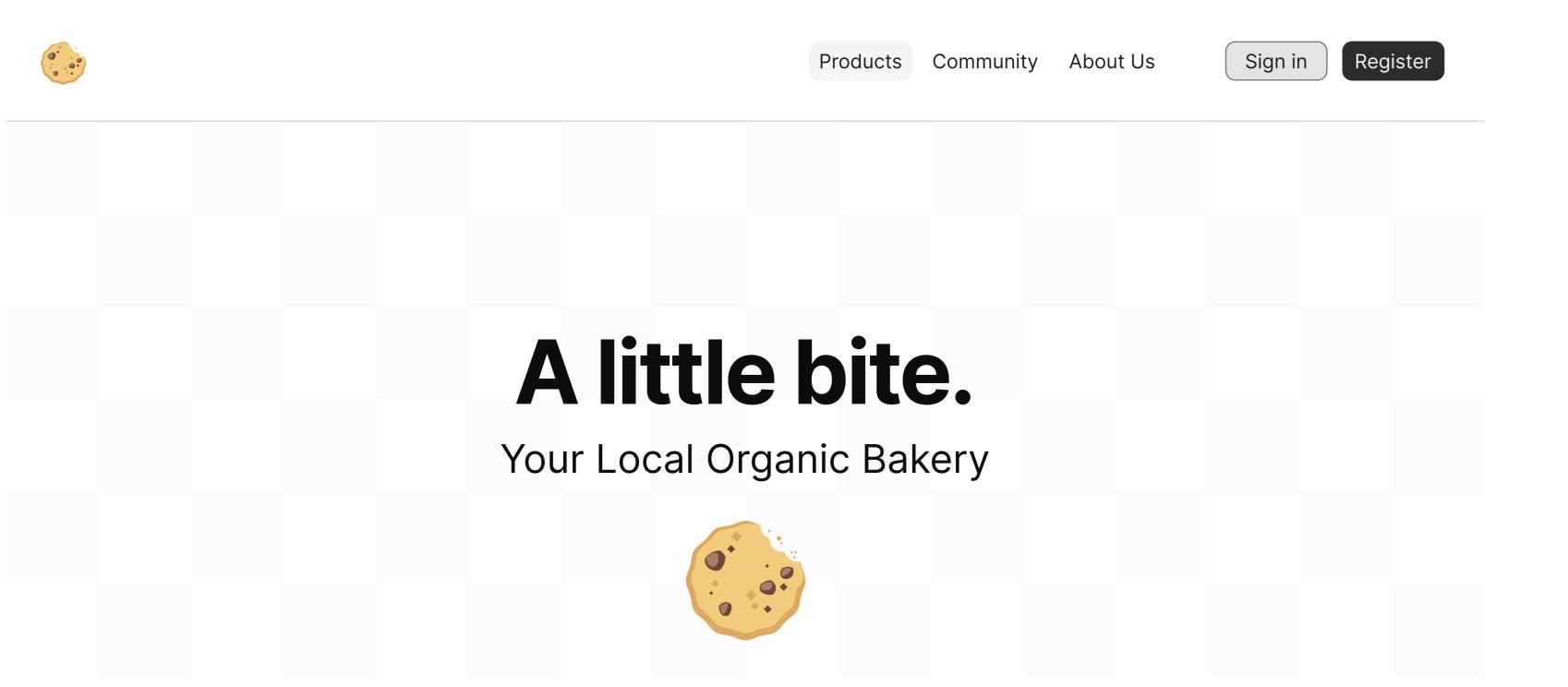☑ Opt in for communication
Read our T&Cs

Register

On Register:

⟶

Product Registration Form

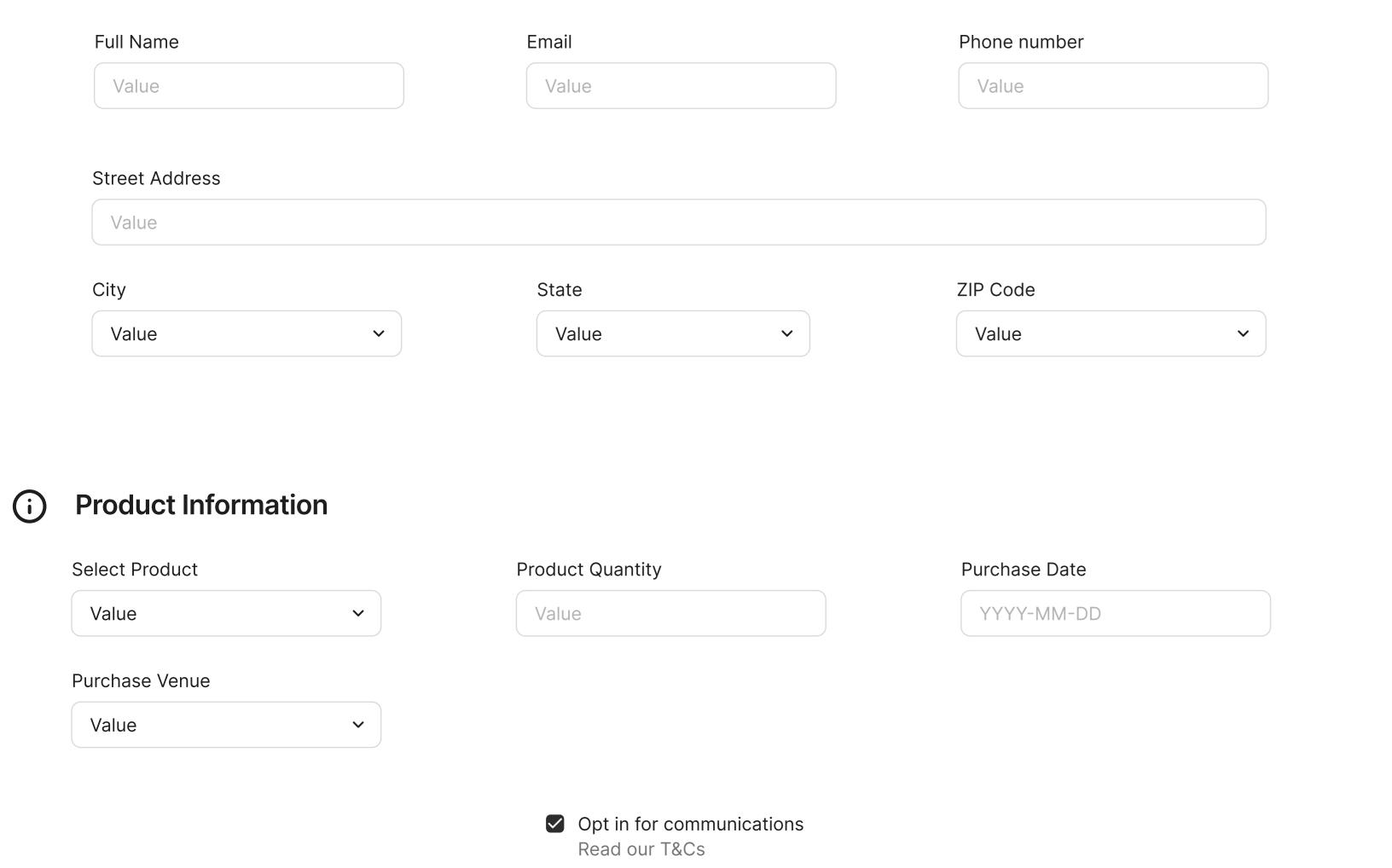**Success! Thanks for registering your product, Your Name!**

You will receive an e-mail confirming your registration.

View our product and warranty FAQ here.

A little bite.

Your Local Organic Bakery

Product Registration Form

ⓘ Customer Information

Full Name
Value

Email
Value

Phone number
Value

Street Address
Value

City
Value

State
Value

ZIP Code
Value

ⓘ Product Information

Select Product
Value

Product Quantity
Value

Purchase Date
YYYY-MM-DD

Purchase Venue
Value

☑ Opt in for communications
Read our T&Cs

Register Product

A little bite.

Your Local Organic Bakery

Successfully registered product!   ✕

Thanks for registering your product, Your Name!

You will receive an e-mail confirming your registration.

View our product and warranty FAQ here.

Got it!

On Register:

🍪 A little bite.