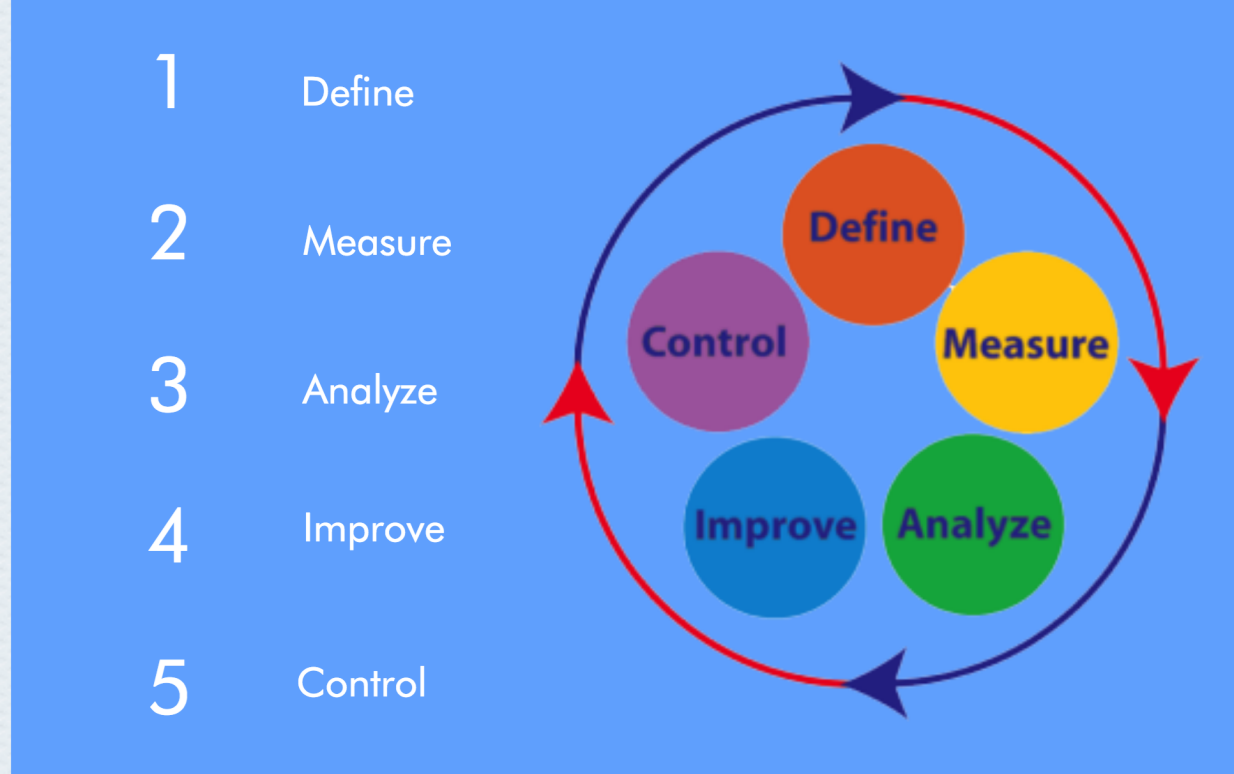


Checkout Conversion Management

Understanding the Process

eCommerce trends move fast, are you prepared to keep up? To stay ahead of the curve, we recommend making Checkout Conversion Management an active member of your eCommerce or marketing team. This process is made up of 5 major elements:



01 Define

You can't solve a problem if you haven't clearly identified what that problem is. Here are some important questions to ask to build your baseline for the rest of the management process.

Asking the smart questions

- ☒ Who is your target customer?
- ☒ Where is your target audience located?
- ☒ What is your average ticket price?
- ☒ What are your sales goals?

02 Measure

The key to any successful recipe is carefully calculated measurements. Here's a checklist of suggested benchmarks and questions to ask.

Tips for success

- ☒ What do your payment conversion rates look like?
- ☒ Set up reporting for things like: ticket size, location, subscription frequency, and more.
- ☒ What are your fraud rates?
- ☒ If you sell globally, in how many countries do you offer local payment types, currencies, and languages?

03 Analyze

We're all familiar with the Rorschach Test, and it's very applicable to Checkout Conversion Management. Let's look at how a team may interpret your site's problem:

"We need to offer local currencies so our customers don't abandon due to cross-border fees!"

CFO

CMO

"We need a coupon campaign to keep customers on our site!"

UX Designer

"We need a better mobile UI so we don't lose mobile shoppers!"

So who's right, and who's wrong? Whether it's a bird, a plane, or superman, one thing is for sure: your sales aren't where they should be.

Tips for success

- ☒ Schedule regular meetings to analyze sales dashboards
- ☒ Involve multi-department leaders for more thorough analysis
- ☒ Set up easy to use in depth dashboards to track progress

04 Improve

You've measured and analyzed the success of your site. Now comes the hard part: taking action.

Tips for success

- ☒ Set reasonable goals based on results. Be realistic about scale and timing of your goals.
- ☒ Set a budget to achieve your goals
- ☒ Communicate effectively with all departments who will be involved in the changes you'll need to implement

05 Control

Your business is an intricate game of moving parts. Stay in control to keep things running smoothly.

Tips for success

- ☒ Keep up with industry trends to stay ahead of the curve
- ☒ Stay open to new ideas. Last month's success could be this month's downfall.
- ☒ Carefully monitor the changes you make and give your adjustments ample time to sink in

If someone hits buy, don't lose a sale. Take this calculator to see how your site stacks up.

home.bluesnap.com/conversion-calculator/

Brought to you by

BlueSnap