

Executive Insights: Quick Wins for Puffy

This document outlines immediate opportunities to improve Puffy's e-commerce conversion funnel, focusing on actionable insights that can be implemented within weeks rather than months. We identify key performance issues, prioritize solutions based on expected impact, and provide a 90-day roadmap for implementation. These recommendations target the most critical conversion leaks to maximize results with minimal resource investment.

Key Issues Impacting Funnel Performance

Where Value **Leaks** Today

View→Add leak (16% CR)

The product detail page to cart conversion is significantly underperforming industry benchmarks, indicating friction in the purchase decision process.

Promo overload; hidden CTA

Multiple competing promotions create decision paralysis while pushing the critical "Add to Cart" button below the fold on mobile devices.

Channels uneven; low intent

Traffic quality varies dramatically by source, with some channels delivering visitors unlikely to convert regardless of on-site experience.

Tagging gap: 29% skip checkout

Analytics implementation issues cause nearly a third of checkout initiations to go untracked, skewing optimisation decisions.

Popup: +emails, -SMS, RPV↓

Current popup strategy increases email collection but cannibalises SMS signups, resulting in lower revenue per visitor over time.



The funnel analysis reveals significant drop-offs, particularly at the View-to-Add stage where conversion rates are substantially below industry benchmarks.

Actions That Drive Results

Do Now for Immediate Lift



Unify promos; one clear offer

Consolidate multiple promotions into a single, compelling offer with clear terms.

Expected Benefit: Fewer distractions; +View→Add conversion by reducing decision paralysis



Sticky "Add to Cart" above fold

Implement a persistent CTA that remains visible as users scroll through product details.

Expected Benefit: +8–15% PDP commitment by ensuring the primary action is always accessible



Stars/badges beside CTA

Position trust signals (reviews, guarantees, security badges) directly adjacent to the Add to Cart button.

Expected Benefit: +8–15% View→Add by reducing purchase anxiety at the moment of decision



Show all-in price early

Display total price including shipping and taxes before checkout to eliminate surprise costs.

Expected Benefit: +5–10% Checkout→Purchase by setting proper expectations



Exit-intent popup; progressive SMS

Replace timed popups with exit-intent triggers and implement a tiered approach to SMS collection.

Expected Benefit: Protect SMS value; stabilize RPV/AOV while maintaining list growth

Strategic Priorities & Timeline

90-Day, Measurable Roadmap

NOW: PDP Risk-Reversal First

- Simplify promotions to one clear offer per product
- Implement sticky CTA that remains visible while scrolling
- Add trust signals (reviews, guarantees) directly beside Add to Cart button
- Fix "begin_checkout" event tagging to capture full funnel data

LATER: Measurement Hygiene & Lifecycle

- Rebuild popup strategy with exit-intent and frequency caps
- Fix duplicate popup bug affecting mobile experience
- Track extended 14-90 day revenue per visitor
- Compare email vs SMS performance for lifecycle optimization

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NEXT: Acquisition Quality & LP Match

- Prioritize Direct/CPC channels with proven conversion intent
- Tune Organic/Affiliate traffic for higher quality visitors
- Ensure landing page messaging matches ad promises
- Implement early price transparency showing all-in costs



Acquisition Focus
Identify high-value lead sources



Quality Metrics
Measure conversion and intent



LP Matching
Align landing pages to intent



A/B Testing
Optimise headlines and CTAs



User Experience
Improve load and clarity



Attribution
Track source performance accurately



Feedback Loop
Use insights to refine targeting



Next Steps
Implement changes and monitor

Immediate Actions (2-3 weeks)

Launch 3 PDP Tests

- A/B test consolidated promo messaging vs current approach
- Test sticky CTA vs standard placement
- Evaluate early price transparency impact on checkout abandonment

Popup Optimization

- Shift from timed popups to exit-intent triggers
- Implement frequency cap of 1 popup per 7 days
- Fix duplicate popup bug affecting mobile users

Now

Simplify offers; add trust signals

Later

Scale revenue and improve efficiency

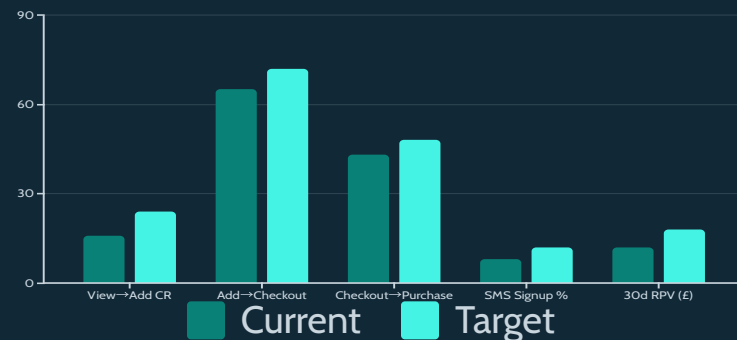
Next

Implement sticky CTA; boost acquisition

Measurement Framework & Success Metrics

Key Performance Indicators

Track these metrics weekly to evaluate the impact of implemented changes and guide further optimisation decisions.



Implementation Guidelines

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Days to First Test

Focus on shipping tests quickly to begin gathering data. Perfect implementation is less important than rapid learning.

14

Days Per Test Cycle

Run each test for two weeks to ensure statistical significance before making permanent changes.

90

Day Full Implementation

Complete roadmap execution within one quarter to maximize revenue impact for peak season.