



Runway to revenue:

# Boosting your fashion brand's conversion rate

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## Introduction

2024 has brought no shortage of challenges for the fashion industry. Cost-of-living pressures and clouded economic perceptions have contributed to a less vibrant consumer backdrop for fashion expenditure.

Amongst cost-of-living challenges, consumers are also showing a keen interest in pre-loved apparel. In the US, [Statista data](#) predicts a 16.1% overall market share in 2024 for second-hand clothing—a notable increase from the 13.8% share in 2023.

[Business of Apps](#) also highlights the meteoric rise of fast fashion giant Shein, growing from \$0.61bn in 2016 to \$32.5bn in 2023. While Shein's low-cost offerings may not be enough to sway many away from their favourite brands, it does make competing on price a more difficult proposition.

Australian Retailers Association CEO Paul Zahra told [ABC News](#), “The cost of living has certainly fuelled the emergence of Shein and Temu, and with increasing cost of living pressures many Australians will favour lower cost products. The big question is whether this trajectory, or this structural shift can continue.”

Despite the many ways fashion retailers are being tested, there is much opportunity to gain shoppers' share of wallets. [Ragtrader reported](#) in June 2024 that research commissioned by Public Desire with data compiled from Numbeo, Statista, shows Australians have an average annual expenditure of \$2,500 per person, buying around 56 items each year with an average \$44.64 per item. Those in the US purchase approximately 53 items each year, averaging around \$28.30 per item. Although shoppers in the UK buy only around 20 items annually, each item has a much higher average value of \$66.04.

Regardless of what lies ahead, one thing remains certain: retailers must seize the opportunity to increase revenue with the tools available to them. Fortunately, increasing conversion rates remains one of the most accessible ways to boost your bottom line. 50% of retailers surveyed in the Searchspring State of Ecommerce report experienced the most success in the year prior from driving improved conversion.

When applying any change that “moves the needle” of conversion, cost, or retention metrics, it's always best to build on your existing data, metrics, and baseline measurements. Throughout this Ebook, you'll gain the expert insights, practical tips, and ready-to-apply tactics you need to do just that.

**Ready to enhance your conversion strategy? Let's get started.**





# Starting your strategy with customer-centric connection





Harvard Business Review points out that the appeal of brands like Shein is the process of “discovery buying”. In their article addressing the [lingering cost of instant fashion](#), Joanna Williams, CEO of the consultancy Moore Collective, explains, “An entire generation today do not choose from what they can find, but either discover things that they never knew they wanted or search for what they want without ever knowing how to explain it.”

Regardless of opinions on how these types of cross-border operations impact local markets, there are lessons to be learned from how they treat the online shopping experience. In place of driving authentic brand connections, they have paved the road to conversion with excitement.

This approach begs the question: what could local fashion brands achieve by showcasing their uniqueness and authenticity while adding a little more wonder along the path to purchase—starting with connection?

## Connection equals conversion

The way that consumers shop is changing.

[McKinsey](#) data from August 2023 shows that in Australia, 63% of consumers surveyed said they had adopted new shopping behaviors in the past three months, including shopping at different stores or buying different brands. This figure is even higher in India (87%), China (83%), and South Korea (67%).



Amidst ongoing supply chain challenges in recent years, consumers prioritized the availability of products and speed of delivery. However, those times are changing. [Think with Google](#) recently revealed that 60% of US consumers say a website or app that makes shopping easier is now an important factor, a leap of 10% over the year prior. The search giant’s data also shows that globally, 32% of consumers are doing more research on purchases while shopping.

Consumers’ priorities and their buying journeys are becoming more complex. They’re also making more considered purchases and showing a strong influence by three key decision drivers: Convenience, Value, and Connection.





## Convenience

The Australian Ecommerce Report from [IAB](#) shows that 67% of consumers say convenience is the number one reason for purchasing online. [Mirakl](#) data also reveals that 77% of consumers globally believe marketplaces provide the most convenient online shopping platforms.

### Key Takeaway:

While competing with major players like Amazon on aspects such as delivery speed and returns processes isn't always practical, consider how to stand out with exceptional experiences that make the online shopping journey engaging and convenient. Read more about this in [Chapter 04: Engaging experiences that encourage conversion](#).



## Value

As shoppers think more strategically about their purchase decisions, value becomes increasingly important. According to [Mirakl](#), 86% of US consumers say inflation has made them look for better value when shopping. [EY](#) data also shows that globally, 64% of consumers will be more focused on value for money in the future.

### Key Takeaway:

How can you more effectively communicate value at each point in the customer journey? An effective strategy is enabling other customers to demonstrate that value for you. Explore actionable approaches in [Chapter 06: The Impact of Reviews, Ratings & UGC](#).



## Connection

Every customer interaction with your brand can strengthen your connection with them—or break it. When shoppers feel connected to your brand, conversion comes naturally. For example, 63% of people buy or advocate for brands based on beliefs and values, according to the [Edelman Global Trust Barometer](#). On the other hand, [Salesforce](#) shows that for 74% of consumers, it takes no more than three bad experiences to abandon a brand.

### Key Takeaway:

Think about the entire shopper experience, from search to delivery and beyond. What strengthens connection at each stage of that journey, and what keeps customers coming back? Examine the post-purchase experience, which we cover in detail in [Chapter 09: Boosting loyalty and re-conversion after the checkout](#).



“My advice for anyone in ecommerce would be to not do something just for the sake of doing it – or because your competitors are doing it. Listen to your consumers. Look at the data and how they’re interacting with your site. Then, you can make commercially-optimised decisions that will benefit your website and the customer experience.”

**Chris Ventura**

Global Ecommerce Manager

2XU



# Why CRO is vital to your ecommerce strategy



A solid conversion rate optimization (CRO) strategy isn't about selling products. It's about creating convenience, demonstrating value, and serving experiences that create authentic connections with shoppers. Why? These key ingredients not only boost revenue individually but, when combined, can also increase customer loyalty and customer lifetime value (CLV).

While there are numerous stats out there about the cost of obtaining vs retaining customers, the actual numbers can vary significantly by industry and be as individual as each ecommerce store. Differences in figures aside, rising customer acquisition costs remain the greatest challenge for ecommerce brands in 2024, as revealed in the [Searchspring State of Ecommerce report](#).

[Download Ebook](#)

When building your CRO strategy, review your store's critical data, such as customer acquisition costs ([CAC](#)), customer retention cost ([CRC](#)), current conversion rate, average order value ([AOV](#)), [CLV](#), and other metrics, to build a solid benchmark specific to how your brand operates.





# SEO tactics to attract and convert the right shoppers





How can you drive more quality traffic to your ecommerce store and increase conversions when they arrive? Your product page visibility and performance are critical to helping shoppers find what they want.

The ideal product page layout and optimization vary from content management system (CMS) platform-to-platform, as well as by industry and product type. However, general best practices apply to all.

From refining your product descriptions to optimizing key elements like meta tags, we're giving you practical strategies to elevate your organic search rankings and enhance the overall success of your online store.

## Best-practice URL format

Consider how people search for those items when setting up a system for your product URLs. For example, does the URL reflect how shoppers refer to a product verbally or in a search query? In this scenario, you could best match a shopper's query for a long-sleeved shirt with a Cuban collar cut with a URL of [www.example.com/product/cuban-collar-long-sleeve-shirt](http://www.example.com/product/cuban-collar-long-sleeve-shirt).

Keep your URL path neat with the product name separated by hyphens, and include the product variant if it's something people search for, such as color, size, or material. It can also help to test product names against relevancy by using Google images to see what results or images are returned.

If possible, remove any automatically generated codes, arbitrary digits, or unnecessary tags, as they don't serve a specific purpose when Google is crawling your site. Excessive characters increase the URL length, while unnecessary folders bury the product name further down the hierarchy, reducing the importance that Google sees to interpret.

To benefit analytics and crawling purposes, use a single product folder to contain all items, e.g. [/product/product-name/](#).

Lastly, try not to use general names or categories in your product URLs, e.g., [/black-dress-123](#) or [/mini-dress-brand](#) etc., as these names may compete with categories for the same search intent.



### Example Product:

Brand: XYZ

Product: **Black Leather Handbag**

### Optimized URLs:

[www.example.com.au/xyz-black-leather-handbag](http://www.example.com.au/xyz-black-leather-handbag)

[www.example.com.au/product/black-leather-handbag](http://www.example.com.au/product/black-leather-handbag)

### Non-optimised URLs:

[www.example.com.au/shop/brand001-xyz-blk#handbag-?998](http://www.example.com.au/shop/brand001-xyz-blk#handbag-?998)

[www.example.com.au/brands/xyz/black-leather-handbag](http://www.example.com.au/brands/xyz/black-leather-handbag)

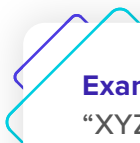


## Hitting the mark with H1s, titles, and metas

The H1 tags of your ecommerce product pages should align with the primary, singular long-tail keyword you're targeting, which will generally be the full product name. Most importantly, ensure it's unique from other H1s across your site. You don't want the same H1 or search intent across multiple pages, as this can confuse search engines about your content's relevance and hierarchy.

These factors also apply to meta tags. Make sure the meta title and meta description are engaging for real users and contain some keyword variance.

Additionally, think about aligning your meta title with the best possible keyword. It should contain the specific product variant or differentiating factor that applies to it.



### **Example H1:**

"XYZ Black Leather Handbag"

### **Example meta title:**

"XYZ Black Leather Handbag – Black XYZ Handbags Online"

### **Example meta description:**

"Looking to spruce up your look this winter? Shop our latest Black Leather Handbag online from XYZ. If you love trusted brands like XYZ and need a new black leather handbag, shop today with free online shipping!"

## Creating content that stands out

A detailed and unique product description in HTML text format is vital for optimizing product pages. Once again, consider how people search and the specific product details they use, then include that information in your content. This approach helps inform the user and gives you a better chance of ranking featured snippets in SERPs.

Lastly, steer away from copying the manufacturer's content unless you absolutely have to. Your content won't be unique if competing brands use the same manufacturer's copy. Distinct content helps you stand out and shows Google you have more valuable information that serves your shoppers' intent, helping you move up the rankings.

Remember that people sometimes refer to the same things differently, so evaluate how to include synonyms, antonyms, phrases, and stories in your copy.

## Driving it home

Aside from these straightforward SEO tips, product pages must also be user-friendly and created with conversion rate optimization in mind for real shoppers.

When implementing any changes to your URL format, H1s, titles, metas, and content, it's always advisable to take an implement-test-repeat approach. Make one type of update at a time, wait for the changes to take effect (typically at least 3-4 months), measure the results and impact on SEO, and then move on to the next test case.

Armed with these tactics, you can make significant gains to your organic reach to attract and convert the right shoppers.





# Optimize off-site to boost clicks and conversions



Let's get the bad news out of the way. According to new data from [Wordstream](#), cost per click (CPC) increased for 86% of industries in 2024, with an average overall lift of around 10%. Within the Apparel/Fashion & Jewellery category, CPC saw a hefty 25% YoY increase.

In 2024, Apparel/Fashion & Jewellery also saw one of the lowest conversion rates, at only 3.33%—well below the 6.96% industry average. The only categories seeing lower conversion are Real Estate at 2.91%, Finance & Insurance at 2.78%, and Furniture at 2.53%.

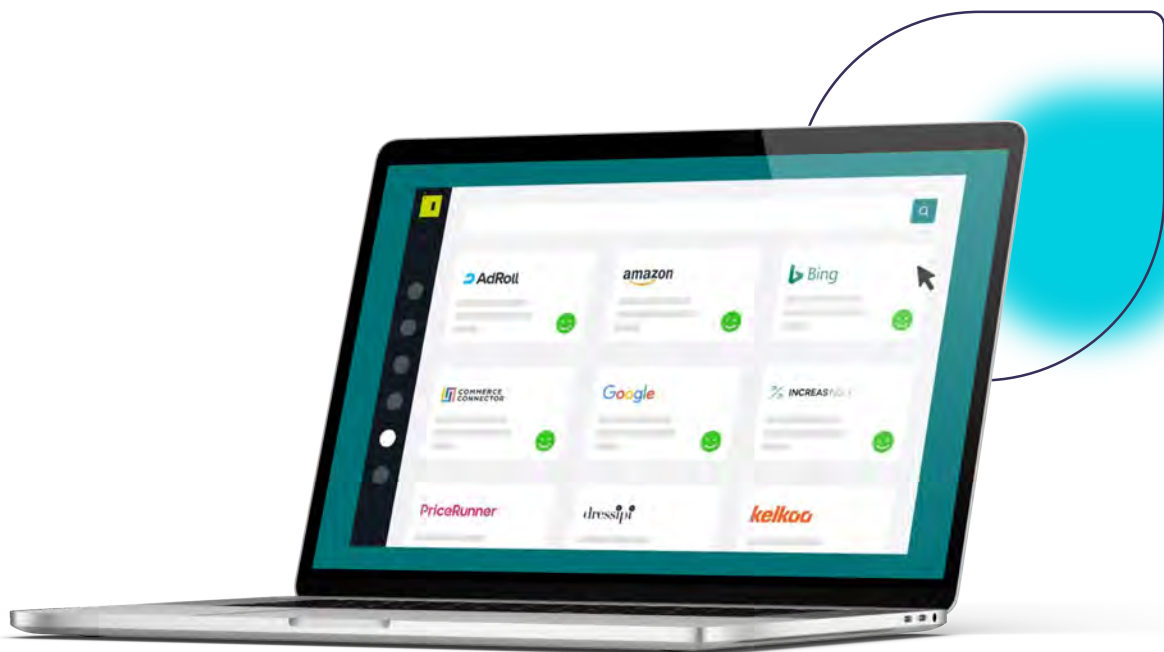
The good news? Apparel/Fashion & Jewellery hit a 6.13% click through rate (CTR) in 2024, much closer to the average of all industries, at 6.42%.

What does all of this tell us? To boost clicks and conversion, fashion brands must optimize for product discovery—before shoppers even arrive on-site. How?

## Start with a strong product data foundation

To build a strong home, you need sturdy materials. To build a scalable, successful ecommerce store, you need high-quality data. Before BFCM arrives, make sure you have processes in place to identify and fix broken and missing product attributes. You'll also want to have a baseline of product data quality to satisfy any channels you're sending that information out to (think Google Shopping, Meta, Amazon, etc.)

By fixing holes in your product data and upholding high quality standards, you can put your best foot forward with every product—wherever your shoppers see it.



## Test and improve how your products appear on external platforms

There are over 50 product data attributes for Google Shopping. When you think beyond size and color into more granular detail like material, pattern, or even sizing system, the complexity of putting your best foot forward with every product becomes evident.

To gain your shoppers' clicks (and trust) without even visiting your site, it's crucial to help them make informed decisions. How can you equip shoppers with the right data for each of your products and simplify their decision-making? It may sound like a tall task—but technology can make short work of it. Tools like [Intelligent Reach](#) can automate A/B test cases, monitor performance against KPIs, and scientifically prove how best to optimize your product data feeds. Intelligent Reach also provides visualization of product data quality, giving marketers visibility and control without needing to engage developers.

Consider the impact you could make on revenue by using tech-enabled product data feed optimization tools that enhance product visibility, encourage clicks, and make tested and proven improvements to your product data.







# Engaging experiences that encourage conversion





Brick-and-mortar stores have a distinct advantage—tangible experiences. Take a moment to reflect on everything a physical retailer has in their toolkit to engage shoppers. There’s the obvious benefit of being able to touch and feel products first-hand. Shopfronts and merchandising displays paint vivid pictures of how products can enhance shoppers’ lives. Some stores even use sounds and scents to create stronger sensory connections between shoppers and their brand.

Sales reps are another powerful part of the in-store experience, picking up on subtle behavioral clues that indicate a shopper’s intent and responding to them. For example, a customer looking at two similar products presents a strong signal they’re in the “decision” stage and almost ready to purchase.

Stores are also bringing in new technologies, such as interactive digital displays and augmented reality (AR) tools that help shoppers virtually try products.

## What picture does your online storefront paint?

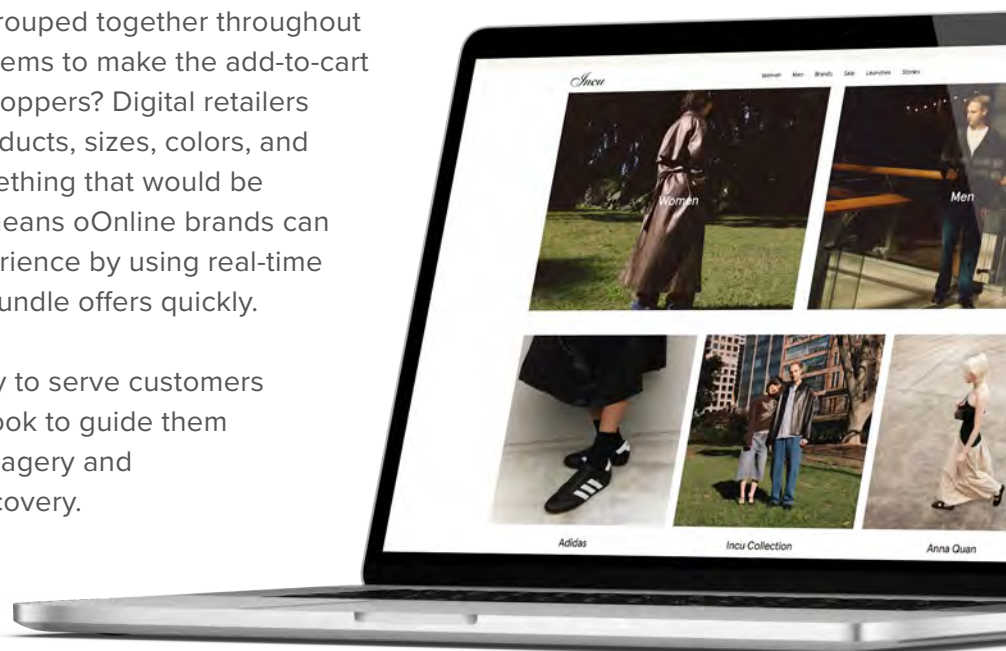
How does your online fashion store’s homepage stack up to a physical shopfront? Is your front page designed to build a story that draws shoppers in with visual merchandising? And how are you helping those shoppers discover new and related products they’ll love, for example, “complete the look” or “you might also like” suggestions?

Australian fashion brand, Incu, takes advantage of the digital format. Its online storefront goes beyond a replication of walking into one of their beautifully designed stores. It invites shoppers to connect with garments in real-world contexts with inner-city photoshoots.

Another advantage digital storefronts have here is being able to analyze engagement and change displays at speed—while adapting to the individual shopper’s behaviors.

Now consider the experience beyond the homepage. How are similar or complementary products grouped together throughout your site? Are you offering bundled items to make the add-to-cart process fast and effective for your shoppers? Digital retailers have the ability to serve different products, sizes, colors, and more to shoppers in an instant—something that would be impossible at a physical store. This means online brands can again take the lead in customer experience by using real-time purchase data to create and adjust bundle offers quickly.

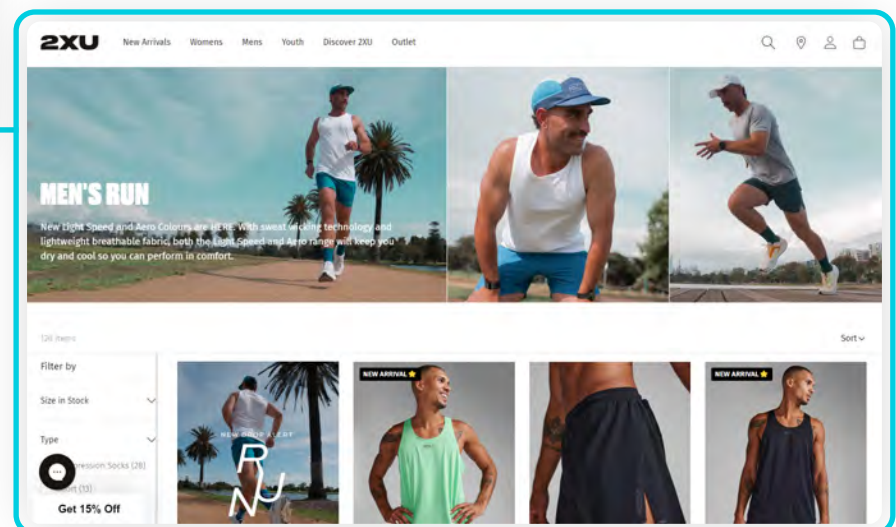
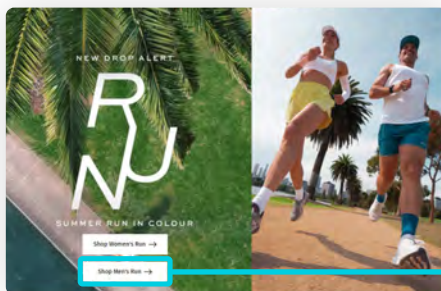
Think of your website layout as a way to serve customers strolling through your digital store. Look to guide them through your range with engaging imagery and collections that promote product discovery.



## The fine details of CTAs

A [HubSpot CTA study](#) proves personalized call-to-actions (CTAs) perform 202% better than basic ones. Simply tailoring your CTA text can prompt shoppers to explore relevant product ranges. Multi-national sportsbrand 2XU makes excellent use of homepage CTAs, such as the “Summer Run in Color” initiative that immediately encourages shoppers to “Shop Women’s Run” products or “Shop Men’s Run” items. These CTAs connect consumers with beautifully presented collection pages that explore these run collections.

Review the use of CTAs throughout your site and look for opportunities to create more relevant prompts for shoppers to explore products.



## Make use of your ecommerce edge

Ecommerce has another distinct edge over physical stores. The ability to personalize results and product displays based on who is wandering through your online store is something the in-store experience can't match.

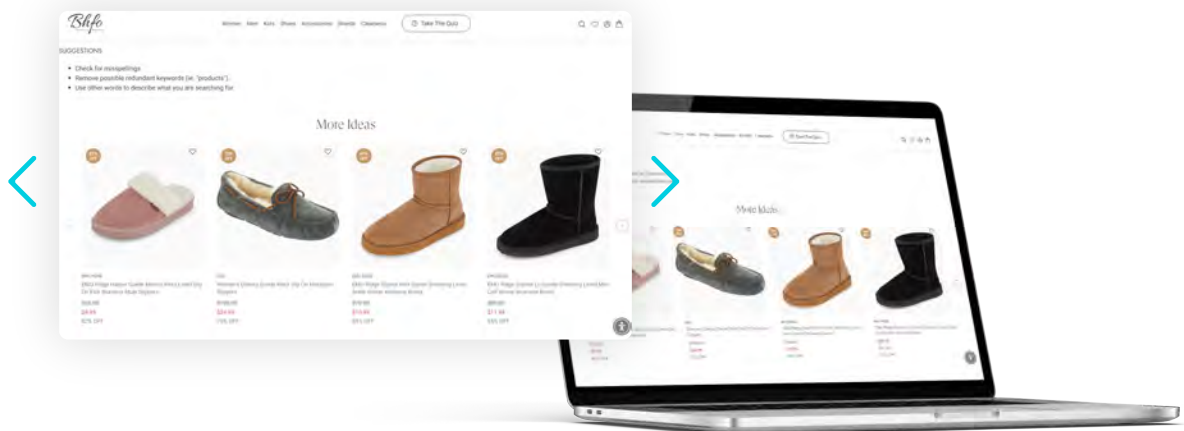
Providing shoppers with more relevant search results and reordering items based on their behaviors can have a significant impact on conversion. However, many sites have yet to take advantage of this simple change. [Baymard Institute](#) shows that 70% of leading ecommerce sites' search functionality doesn't return relevant results for product type synonyms. Shoppers must search using the precise product names and jargon of the seller. 34% of sites also don't return useful results when shoppers search for a model number or misspell just a single character in a product title. These obstacles create a frustrating experience that can either slow shoppers down—or worse still—see them quickly navigate away.

Think about what's powering your on-site search. As the leading on-site experience platform, Searchspring knows the impact of our intelligent [on-site search solution](#). We also know from experience that, when done right, smart search functionality streamlines the shopping experience and drives significant conversion uplifts. Examples of measured results include [The Oodie](#), which saw a 156% increase in conversion from search, and [2XU](#), which experienced a 100% increase in search-attributed revenue.

## Enhance back-end data to power better front-end experiences

Well-crafted product descriptions and product metadata contribute to a seamless search experience. Review your product copy to ensure it's descriptive, contains relevant keywords, and answers shoppers' queries. Not only will this create a more convenient search experience for customers, but it will also reduce the number of "zero results" pages seen.

When those zero results pages do show up, consider how to turn that dead-end into a product discovery opportunity. Personalized product recommendation carousels are incredibly effective on zero-results pages, offering shoppers alternative products based on their observed on-site behaviors.



“It ultimately comes down to that shopping experience. Shoppers don’t want to see your online storefront looking stagnant every time they visit because your lean merchandising team doesn’t have the time or resources to make things more exciting. The benefit of using a tool like Searchspring is the ability to deliver more interesting, personalized experiences while also saving significant time for your merchandisers.”

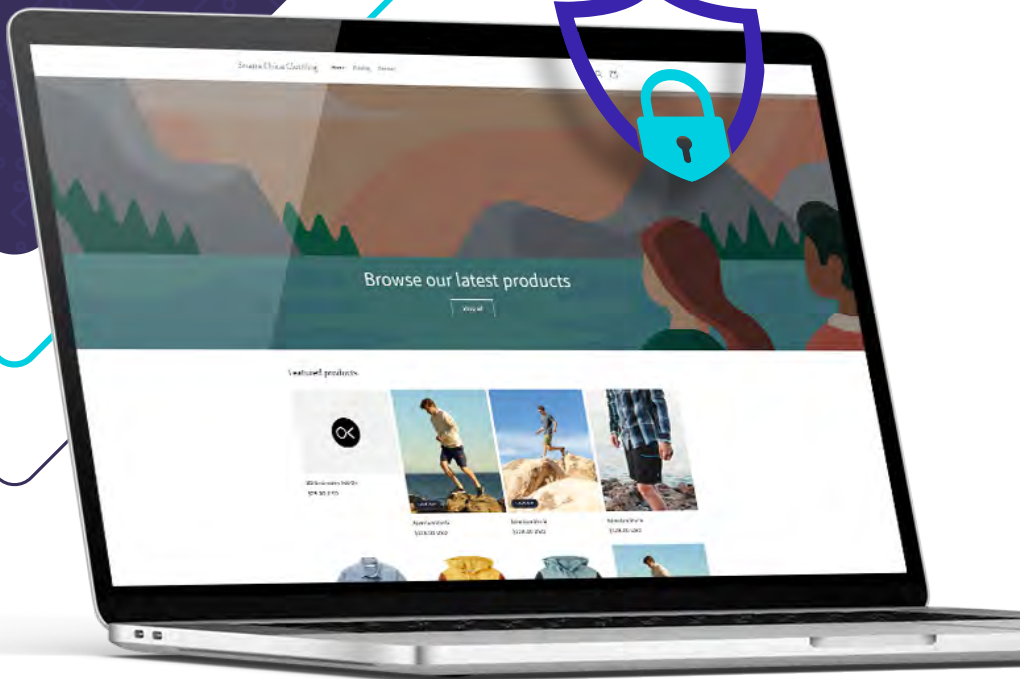
**Alicia Davis**

Digital Project Specialist

Incu



# How trust and security put shoppers in a purchase-ready state



Daniel Kahneman is a Nobel prize-winning economist, author, and psychologist well-known for his published works on the psychology of judgment and decision-making. Kahneman brought the term “cognitive ease” into the spotlight. This theory has vast implications for retailers in many areas of their buyers’ decision-making processes.

Cognitive ease is a measure of how easy it is for our brains to process information. It takes multiple factors into account, such as familiarity, repetition, clear display, ease of experience, and so on.

In his book, *Thinking Fast and Slow*, Kahneman explains that people have two ways of thinking: rapidly and automatically and more consciously and critically. The more mental effort required to understand something, the more cognitive ease diminishes. For example, if we see 50% off a pair of shoes that are \$100, it’s easy for us to calculate an item’s cost. However, 47% off \$102.43 will have us racking our brains for the answer. When the latter occurs, we switch from making a fast decision to thinking critically about the deal’s value, the product benefits, whether we need a new pair of shoes, and so on.

The same psychological principle applies to trust and security signals when shopping online. The visual indicators you provide on-site can put consumers in a state of cognitive ease—or leave them more cautious about their next steps.

Look at the trust and security signals you provide to shoppers visiting your online store, such as:

- ◇ Direct contact information that’s clear and easy to find
- ◇ Privacy policies in your website footer
- ◇ The use of trust badges
- ◇ Familiar, secure payment methods at the checkout
- ◇ Shipping costs and details
- ◇ Images or maps of store locations (for retailers with a physical presence)
- ◇ Average star ratings from providers like Google Reviews, [Trustpilot](#), or [REVIEWS.io](#).

Additionally, consider how to display the above items on your homepage. As the first place many of your customers will land, it’s crucial to help them get into a state of cognitive ease as quickly as possible.

Shoppers also commonly use your site’s search function to look for information that’s not immediately noticeable. Many online retailers create specific pages that answer shoppers’ queries, such as a “how to return items” page, though they sometimes miss the mark with keywords and search terms. Review your zero-results search query data to identify terms your site visitors use to look for this information.

**Learn how to set up zero search results queries in GA4 or the automated zero-results tracking for Searchspring customers.**

[Learn More](#)







# The impact of reviews, ratings, & UGC



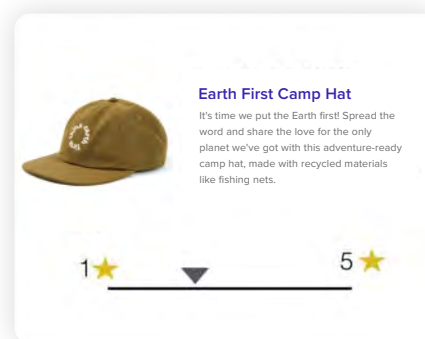
Merriam-Webster announced “authentic” as the 2023 **word of the year**, describing it as “the term for something we’re thinking about, writing about, aspiring to, and judging more than ever”. In a world saturated with picture-perfect social media moments, AI technology, and the growing prevalence of deep fakes, consumers crave authenticity more than ever.

Brands can convey that authenticity and increase conversion by letting real customers share their experiences. User-generated content (UGC), including unsponsored reviews, ratings, images, videos, and social content, is pivotal to this strategy—and data highlights its impact. **Statista research** shows that when site visitors encounter on-site UGC, their likelihood of conversion increases by an average of 3.8%. Additionally, shoppers who interact with that UGC demonstrate a 102.4% increase in conversion. Let’s take a quick look at the reasons behind the effectiveness of UGC.

People are social creatures, predisposed to incorporate social signals when making complex, value-based decisions. This notion is especially true when making purchase decisions and forming value perceptions of products. For example, a **study** published by the Society for Neuroscience asked people to provide their value judgments of consumer products on the Amazon marketplace. Researchers showed participants a series of products and asked them to give their liking and confidence ratings.

Researchers then showed the same products again, this time including reviews from other customers who had purchased the item, using genuine reviews from the Amazon website. The review data was presented as it appears on the Amazon website, including the average customer review rating (1–5 stars), the total number of reviewers, and a 5-bar histogram showing the distribution of ratings across reviewers.

The results of this study showed an overwhelming trend. Participants actually increased their product liking and confidence ratings after seeing positive reviews of those items from other customers. In other words, other shoppers’ ratings heavily influenced the participants’ value perceptions of those items. Ratings also increase the likelihood of purchase—with one study finding that shoppers were 270% more likely to buy a product with five or more ratings vs. those with zero.



\*images from jneurosci.org

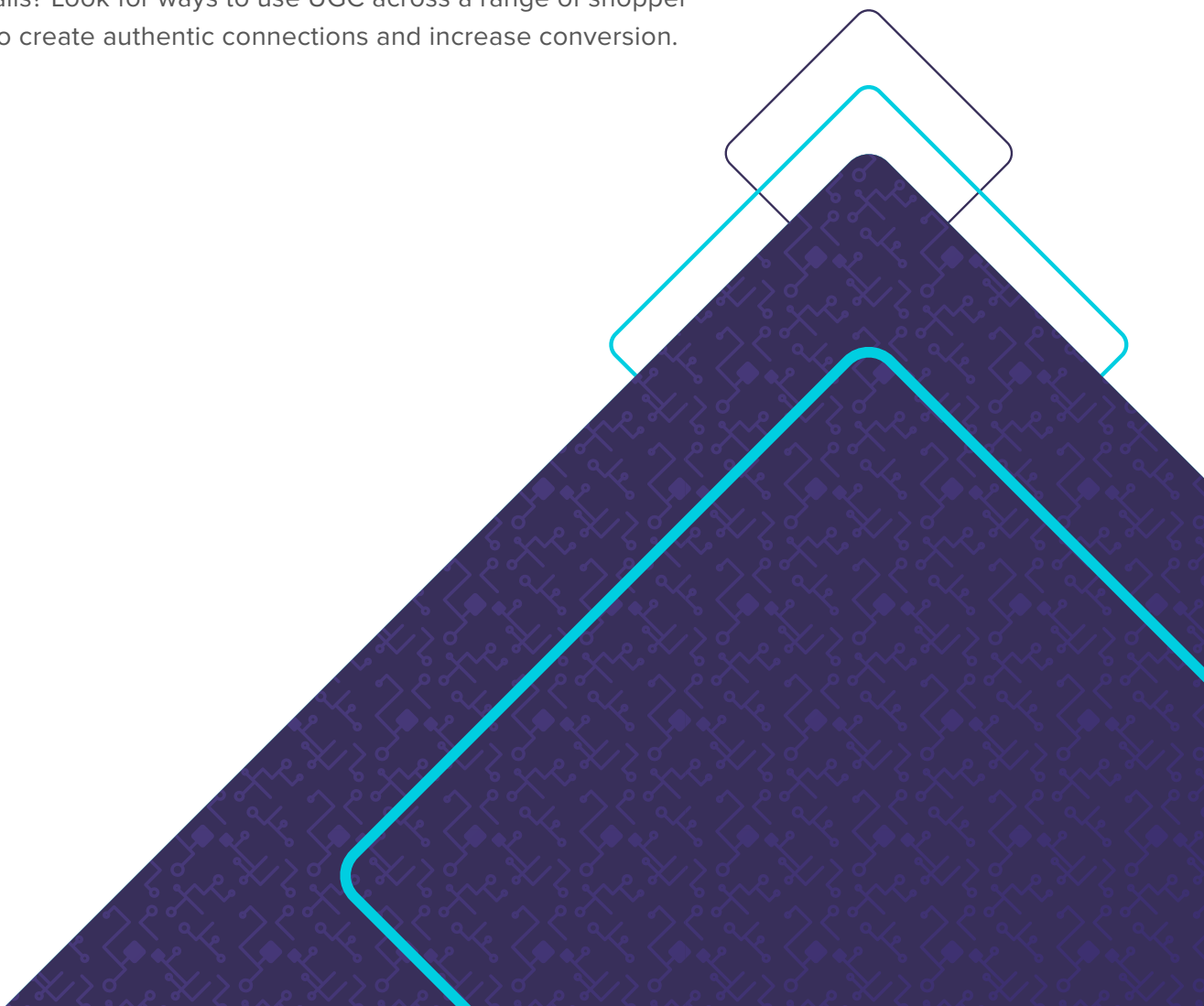


By using customer reviews and ratings, brands can quickly build shoppers' confidence in products and influence their purchase decisions. In fact, [Gartner](#) shows that 85% of shoppers trust online reviews as much as a personal recommendation.

Reviews and ratings aren't limited to being displayed on-site. Merchants running Google Ads can also leverage Google Seller Ratings, which displays your store's average rating. Google maintains that it uses a complex algorithm that considers factors such as your store's overall quality, reliability, and performance. It requires at least 100 unique reviews from the past 12 months and an average rating of 3.5 stars or higher.

Social media also provides a powerful platform to get your UGC seen by the masses. Brands have a growing opportunity to build communities by encouraging and engaging with real customers' unsponsored posts that include pictures, videos, experiences, and reviews of products across various social platforms. Keep a close eye on brand and product mentions and actively contribute to the conversations to further build brand advocacy and social proof.

Lastly, look for opportunities to promote and republish reviews, ratings, and UGC. Are you currently showcasing user-generated social content on your homepage? What about product reviews on your product landing pages? Could you include product or brand reviews in your abandoned-cart email flows or new sign-up welcome emails? Look for ways to use UGC across a range of shopper touchpoints to create authentic connections and increase conversion.





# Driving conversion (and reconversion) through SMS and email

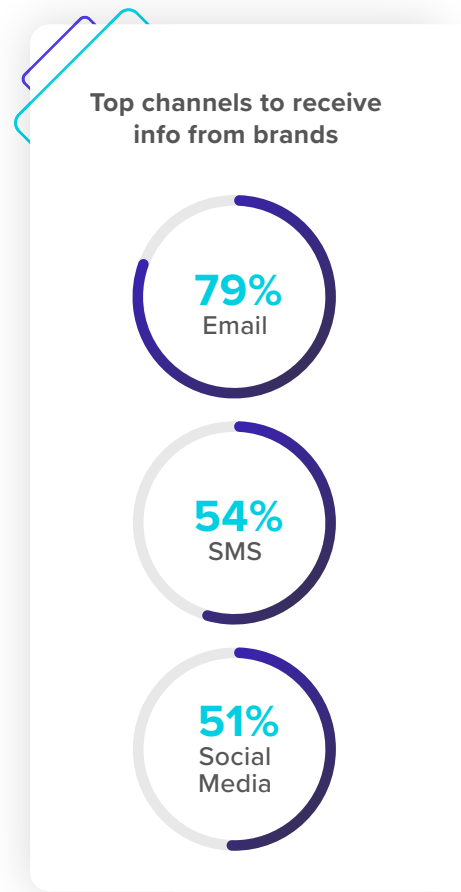




**Yotpo data** shows that Australian consumers' top three most useful channels to receive information from brands are email (79%), SMS (54%), and social media (51%). These figures are unsurprising, considering SMS and email, in particular, stand out from other marketing channels. Why?

For one, SMS and email are permission-based, so it's already known that customers want to hear from you on those channels. Secondly, being a one-to-one communication channel, rather than one-to-many, brands can personalize their messaging on these channels. Lastly, there is already a level of trust with these channels because they are where customers receive important, non-marketing messages, such as order confirmations and shipping updates.

Despite consumers' preference for SMS and email, brands must still think strategically, and from a customer perspective, about optimizing these channels for conversion. Here are four tactics to drive conversions (and reconversions) through these marketing mediums.



## Right place, right time

When engaging customers strategically, place and time can mean the difference between hit and miss. However, brands running campaigns across SMS and email have the benefit of comparing engagement and understanding when and where to reach shoppers most effectively.

Review your analytics, email, and SMS data to identify engagement patterns. For example, do email campaigns sent at 10am on weekends see open and click-through rates compared to those sent at 2pm on weekdays? Do shoppers spend more time on-site after clicking through SMS campaigns on specific days or times? Which channel drives the highest conversion for you, and at what time? Consider setting up the right test cases to deliver these valuable buying behavior insights.



## Engage customers strategically

Whether you're already using email, SMS, or both, reaching out to customers during high-intent moments is critical to boosting conversion. This process is made much easier by setting up automated flows triggered by customer actions such as browse abandonment or cart abandonment. Consider how you can incentivize customers based on non-converting behaviors. For example, discounting items left in the cart can be a powerful motivator—but remember, it's not always about price. Reminders about cut-off times for rapid delivery, highlighting stock availability, or offering personalized product recommendations can also incentivize shoppers to jump back on-site and complete their orders.

Also, consider testing additional flows to encourage post-purchase actions, such as loyalty program sign-ups, subscription offers, and other reconversion activities. By engaging shoppers at high-intent moments, your brand can respond to and influence actions that can significantly impact revenue.

## Make conversion an attractive offer

[Statista](#) estimates that globally, businesses and consumers will send a mind-boggling 361.6 billion emails each day in 2024. While that may sound like a tall task to break through the noise, every retailer has the opportunity to set themselves apart.

Think about using clean, distraction-free design and imagery that helps shoppers immediately understand your brand, products, and offers. Are you including images in SMS campaigns to stand out? Are your email and SMS call-to-actions (CTAs) strong enough to entice clicks?

Also, consider what happens after the click. Help shoppers complete their desired actions faster by including CTAs or links that navigate back to their carts, relevant product landing pages, or collection pages.

## Make conversion too compelling to resist

Email and SMS may be consumers' preferred channels to receive communications from brands, but how they engage with your messages can significantly impact conversion and, consequently, revenue. Aim to reach shoppers at the right place and time, at high-intent moments, and make the thought of conversion too attractive to resist.





“The filters and semantic search capabilities mean that our customer can enter the attributes they want, or search using natural language to find the results they’re looking for. The merchandising tool is also super powerful for our marketing teams, the ability to create different campaigns and boost certain results is one of the things we’ve wanted from our search for a long time.”

**Jamieson Yee**

SVP, Global Product & QA  
TechStyle Fashion Group



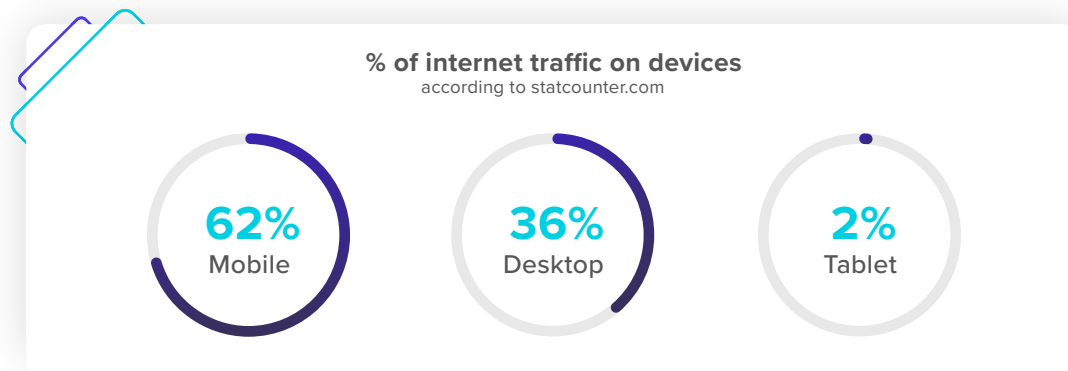
# Optimizing the mobile commerce experience



As of July 2024, 62% of all internet traffic globally takes place on mobile devices, according to [StatCounter](#). The rise in mobile usage over just the last decade is staggering. Just a decade prior at the start of 2014, mobile traffic reached just 22%.

To connect with (and convert) shoppers, your brand also needs to be in front of shoppers when they are online and on mobile devices. Did you know the global average time spent on smartphones each day is over five hours, as shown by [We Are Social](#)?

These figures represent an incredible opportunity for retailers with the right mobile strategy.



## Mobile speed

The need for speed is real. [BigCommerce](#) reports that 79% of Australian shoppers are likely or very likely to leave a website and purchase elsewhere if a website is too slow. 74% of mobile users in the US will also leave a mobile site if it doesn't load within five seconds, as reported by [WebsiteBuilderExpert](#).

Want to serve mobile customers faster? Start by testing and benchmarking your mobile site speed. [Google PageSpeed Insights](#) provides a quick way to check this data. Implement one change at a time, test, measure, and record the improvements to understand what has made the most significant impact.

Review how your site handles aspects such as:

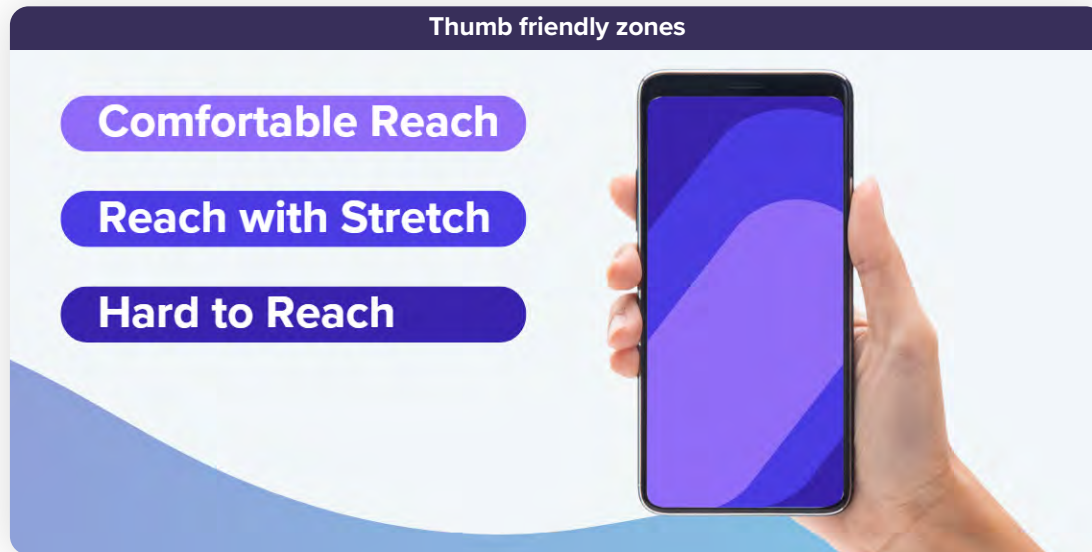
- ◇ Image optimization to reduce the file size and load time of all images
- ◇ Limiting redirects to reduce the number of times a shopper is passed from one URL to another
- ◇ Minifying CSS and JavaScript files to remove unnecessary code that can slow things down
- ◇ Understanding whether a [shared hosting](#) solution (which is impacted by other websites' traffic on the same server) or a dedicated server configuration is suitable for your store
- ◇ Using a content delivery network (CDN) to reduce the distance between a shopper's location and the physical server that's delivering your website's information

Additionally, be sure to conduct performance and load testing. It's critical to know how your infrastructure will handle an influx of traffic during sales and peak periods and address any shortfalls.



## Think thumb-friendly

Thumb-friendly zones on your mobile layout can help shoppers reach all the important website aspects with their thumb when using their phone one-handed. Think about how shoppers naturally grip their smartphones and whether the elements on your site are easy to reach. For example, high-value interactions such as add-to-cart and checkout buttons should be easily accessible to all customers.



## Use responsive design

Years ago, brands worked with sites built separately for desktop and mobile. Now, most ecommerce sites employ responsive design, which Google says is its “recommended design pattern”. This means that your site has a better chance of organically ranking higher when responsive design is employed. Responsive design means your site responds to the environment in which shoppers view it. For example, your search results pages, product landing pages, and so on all look consistent and easily viewable on desktop, tablet, or mobile.

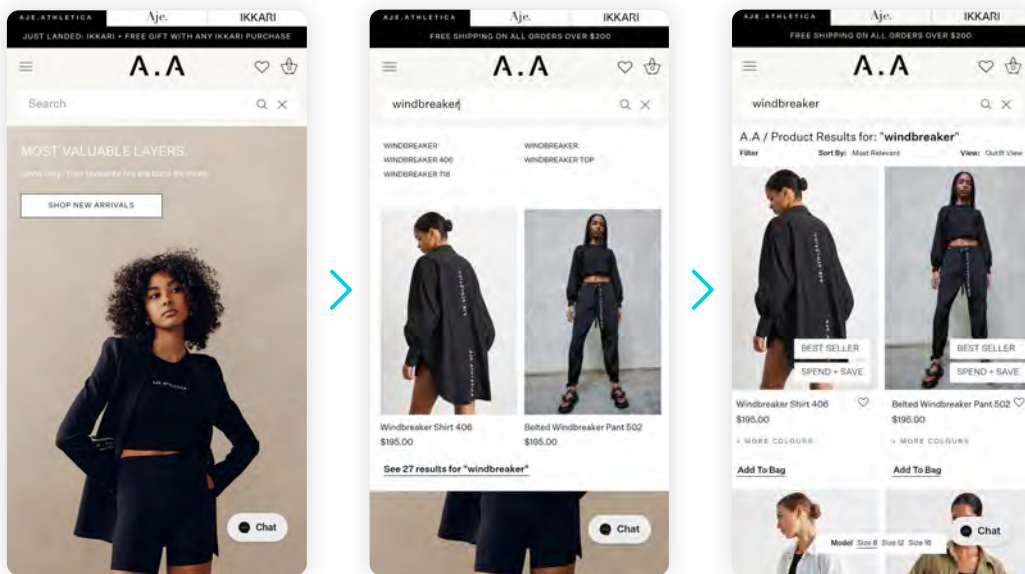
With such a framework, time-consuming redirects to mobile or desktop sites aren’t required and can speed up the viewing experience for shoppers. If your site isn’t using this design practice, it may be time to revisit.



## Keep it concise

Aje Athletica makes clever use of small screens. The product search bar is front-and-center, followed by beautiful full-screen imagery and a guiding CTA, “Shop New Arrivals.”

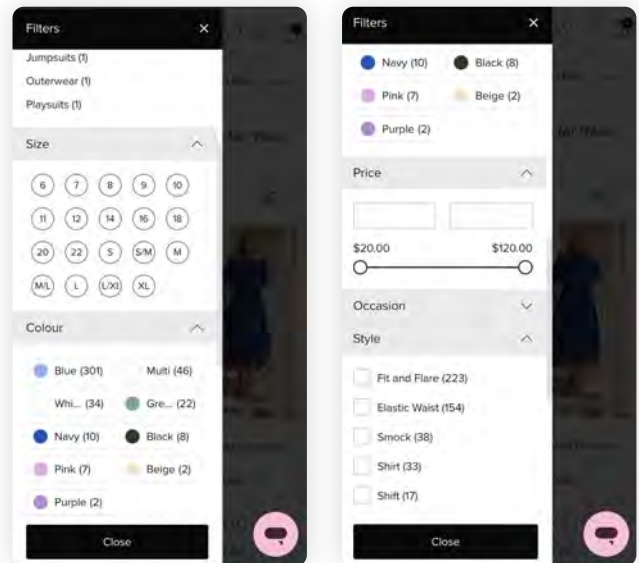
The search bar returns results as the shopper types their query—but keeps those results restrained with just two visual selections and a “See all results” CTA. This approach helps shoppers quickly find what they need without overloading the limited screen space with too much information.



## Offer fantastic faceted search

Keep your faceted search function (the ability to refine search results with filters) available on mobile without it getting in the way. A collapsible filter menu, as Australian fashion brand St Frock uses, streamlines the product discovery journey.

Shoppers can quickly refine their search results by available size, color, style, occasion, and more. These helpful filter options also make use of extended vertical space, helping shoppers easily hone in on their perfect products on mobile devices.





## Streamline the mobile checkout process

When shoppers are ready to checkout, make the process as fast and seamless as possible. If your customer has previously ordered from your brand, consider how you can pre-fill basic information such as name, email, contact number, and delivery address.

One-click checkout options, such as Shopify's ShopPay, store a shopper's payment and shipping information to eliminate re-entry of information when that buyer returns to your store. This process can make the path-to-purchase much faster, particularly for mobile users. Shopify also says that, according to [its data](#), a one-click checkout option can lift conversion by as much as 50% compared to guest checkout.

For more ideas on how to increase mobile conversion, access your guide to [Mastering Mobile Commerce in 2024](#).

# Mastering mobile commerce in 2024

Unlock instant insights into one of today's most important ecommerce channels

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# Boosting loyalty and re-conversion after checkout



All the way through a shopper's first experience with your brand, they're evaluating. They're assessing how easy it is to find, discover, and order the products they want. Shoppers' keen observations don't stop at checkout, either. How you communicate, respond to queries, and handle processes like returns will form your customers' opinion of the post-purchase experience.

Effectively turning one-time purchasers into loyal, repeat customers relies on meeting and exceeding expectations across a range of touchpoints. Here are our top tips to create exceptional post-purchase experiences that drive loyalty and re-conversion.

## Set expectations up-front

Don't be afraid to over-communicate your returns policy. Adopt a customer's mindset and look at your website and communication points with a fresh perspective. If you were a first-time shopper, would you expect to see returns information on product display pages, checkout pages, dedicated returns, and Terms & Conditions pages? What are the ways you might look for that information? Think website footer links, FAQs, on-site search queries for terms like "returns" or "refunds", and even live chat.

Additionally, consider how easy it is for customers to access returns information after they've placed an order. Could you include information about your standard returns period and approval conditions in your order confirmation and update emails?

## Communicate—right up to the doorstep

The customer experience doesn't stop at the checkout. Effective post-conversion communication can extend that experience, drive brand memorability, and encourage repeat purchases.

In a survey commissioned by [Slickdeals](#), 63% of shoppers reported completely forgetting they ordered something online until it arrived at their doorstep. That means nearly two out of three shoppers may forget about your brand altogether during that time. For brands looking to turn first-time purchasers into re-converters, this can create serious issues.

Review your post-purchase communication touchpoints to stay front-of-mind with customers—right to the doorstep. Customers expect delivery status updates at various delivery stages. In fact, the [Körber 2023 State of Shipping and Returns Report](#) reveals that 60% of shoppers want to know when their order is out for delivery, 58% when the order is received, and 51% when the order is delayed. Offer customers email, SMS, or app updates when orders have been released from backorder, picked from your warehouse or store, collected by a courier, almost at the destination, delivered, or delayed.



## Make returns a reason to return

Seamless, hassle-free returns processes can significantly impact re-conversion. 76% of first-time customers with an “easy” or “very easy” returns experience say they would shop with that retailer again, according to [Narvar research](#).

To make returns as easy as possible:

- ◇ Offer customers self-service pages where they can quickly complete return requests and gain instant approval.
- ◇ Give customers email and SMS updates on returns tracking, processing, and refund information to build confidence the whole way through.
- ◇ Make it simple for them to use live chat features, and when customers need help with more complex queries, make it quick to connect with customer service reps.

Lastly, explore ways to go the extra mile and make the returns process extra memorable. Instant refunds enable shoppers to receive their funds directly into their accounts—before they’ve even shipped their items back. Savvy ecommerce brands are using instant refunds as a distinct competitive advantage to boost loyalty further and increase the chance of re-conversion after checkout.







# Leveraging loyalty and rewards for continuous conversion





The ecommerce industry is expected to hit a staggering USD \$6.33 trillion globally in 2024, according to [eMarketer](#). This figure represents a 9.4% increase over 2023 projections and indicates future stability in the global ecommerce market after a period of uncertainty. What does this mean for online retailers?

With growth comes competition.

As noted in Chapter 02, the cost of obtaining vs retaining customers can show huge variances by industry and brand. However, the [Searchspring State of Ecommerce report](#) shows that rising customer acquisition cost (CAC) is the #1 challenge for ecommerce brands in 2024. As competition increases, so does CAC.

Fortunately, brands that effectively leverage loyalty and rewards programs can create a competitive advantage to re-convert existing customers and attract and convert new ones. [McKinsey](#) research notes that consumers are 10% more likely to shop with an organization with a top loyalty program and 14% more likely to increase the frequency of purchases.

Further evidence from [Power Retail](#) shows that rewards lead to a higher AOV and conversion frequency. 56% of shoppers say they have spent more on a single purchase because they are loyalty program members. A further 79% of consumers say they are more likely to purchase more often from a retailer with which they have a loyalty membership. The potential impact on conversion is immense. With that in mind, let's dig deeper into how brands can connect with shoppers through loyalty and rewards programs.

## Behavioral and emotional loyalty

A strong loyalty and rewards program should focus on behavioral and emotional loyalty's psychological principles. Shoppers form behavioral loyalty from repeated purchases of preferred products or favored stores. For example, a customer might always buy their work shoes from the brand they know fits well or offers the best comfort. Emotional loyalty relies on shoppers' feelings towards a brand or online store. This type of loyalty continues to work even when a program doesn't offer practical applications or incentives. How can you build emotional loyalty into your programs?

### Reward customers in cost-effective, fast, and favorable ways

The simplest way to build emotional loyalty into your programs is by creating communities, brought together by authentic and value-driven relationships. These bonds come from understanding your customers and delivering what they want, time and time again. McKinsey notes that brands offering the right tangible and experiential benefits can create profitable customer engagement from their programs.

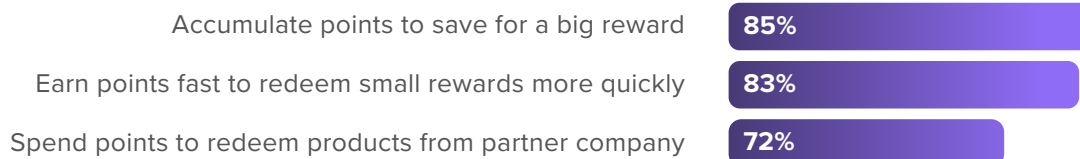


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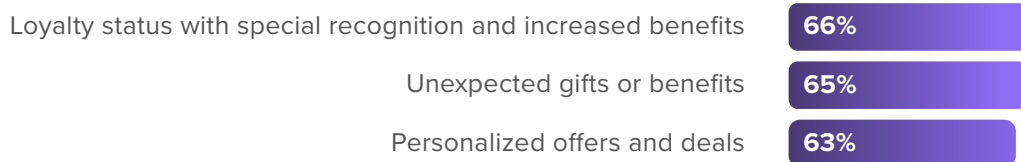
The simplest way to build emotional loyalty into your programs is by creating authentic connections. These bonds come from understanding your customers and delivering what they want, time and time again. [McKinsey](#) notes that brands offering the right tangible and experiential benefits can create profitable customer engagement from their programs.

McKinsey survey data shows:

### Top three most important tangible benefits of loyalty programs are:



### When it comes to experiential benefits, the top three are:



Do your rewards offers enable shoppers to accumulate points quickly, save for big rewards, and spend points with partner companies? Also, consider whether free shipping works for your rewards structure; BigCommerce [data](#) shows it's the number one favored type of reward, at 80%, followed by automatic discounts on all purchases, at 57%, and the ability to redeem points for products, at 56%.

Additionally, think about how to personalize the rewards experience. Are you currently showing customers offers your brand wants to promote—or what your customers will love based on their previous shopping behaviors? Brands can enhance the emotional connection and reward shoppers by showing more relevant offers, including early access and sneak-peaks of new products. Extending this personalization strategy across your site can further build those connections as customers explore additional products beyond the rewards catalog.



## Refrain from flying blind with rewards programs

Do you know how long it takes for your average shopper to accrue and cash-in rewards?

**BigCommerce** reports that 56% of shoppers are deterred by programs where rewards take too long to accrue, while unappealing benefits turn off 52% of them. Review how long it takes customers to build up their rewards and the quality of those offers.

The same data also shows that 64% of consumers report high program costs preventing them from using or joining a retailer's loyalty scheme. If your program has a joining fee, it's a good idea to periodically survey your shoppers to understand their expectations of reasonable costs.

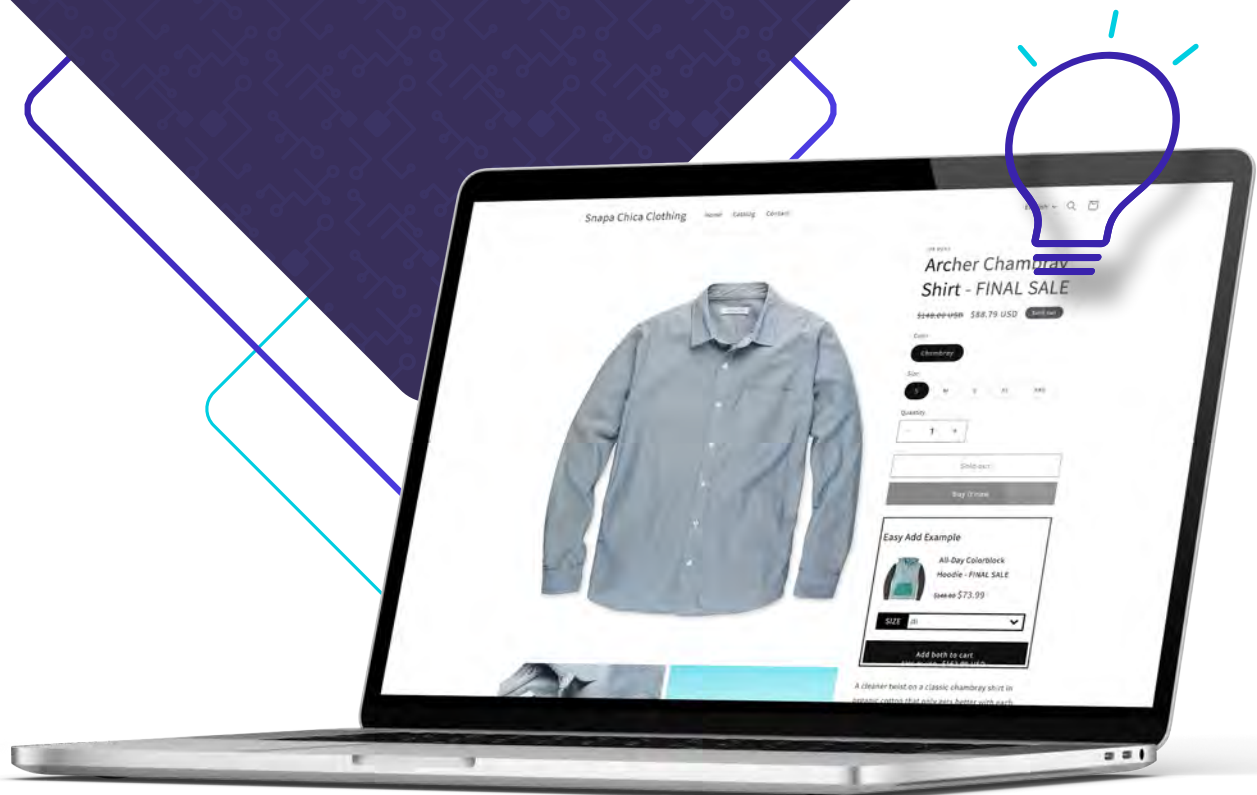
Lastly, make sure customers have visibility of your program. 24% of consumers who shop with a given brand—but do not participate in that brand's loyalty program—stated that they were unaware that a loyalty program existed.

Look for opportunities to promote your rewards programs across your site. **In-line banner images** are a compelling way to promote rewards and offers as customers browse or search through items. Social media, SMS, and email flows, including new sign-ups, reminders on order confirmations, inclusions in packaging materials, and dedicated marketing emails provide additional ways to make your rewards program more visible—and drive continuous conversion.





# Seizing opportunities to connect with customers



Fashion retailers face compounding challenges in 2024. However, there are plenty of ways to break down the complexity, re-focus on the online experience, and seize the opportunity to connect with customers on a deeper level.

The [Searchspring State of Ecommerce report](#) reveals that 67% of retailers think AI-enhanced personalization presents the biggest opportunity right now.

A further 50% of respondents in the same survey experienced the most success in the year prior by improving conversion. This is unsurprising, given the global ecommerce conversion rate sits at only 2.58%, according to [Adobe](#). When competitors are pulling out all the stops to attract traffic to their sites only to deal with low conversion, think about how a seemingly minor lift in conversion rate could make your brand the leader of the pack.

Throughout this Ebook, we've covered critical strategies and valuable tactics—from enabling the right shoppers to find and discover the products they love to re-converting after the checkout. We hope these insights further ignite the spark of strategic thinking that will take you from runway to a whole new cruising altitude of revenue.





“We wanted a platform that would improve the experience – both for customers and our ecommerce and buying teams. I knew we could boost conversions from search results by offering our customers a more intuitive, streamlined search experience. Our merchandising was also heavily reliant on manual processes and was taking a lot of time and effort to curate pages. Searchspring has solved both challenges in one search, merchandising, and personalisation platform.”

**Matt Page**

Head of Digital and Marketing  
St Frock



Searchspring is the leading product discovery platform built exclusively for ecommerce, enabling brands to get the right product, to the right person, at the right time.

With Searchspring's advanced features and intelligent automation, you can deliver the ultimate digital shopping experiences that turn browsers into buyers—all year round.

There are even more ways to refine the search experience and increase revenue. To hear additional ideas, book your no-obligation chat with a trusted search, merchandising, and personalisation expert.

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It's an offsite product discovery solution that is the perfect fit with Searchspring's ecommerce product discovery suite. Together we boost conversions and uncover new revenue opportunities, both on-site and off-site.

To learn more about how Intelligent Reach drives product visibility to increase conversions on Google Shopping, check out our eBook, *How to sell on Google Shopping*.

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