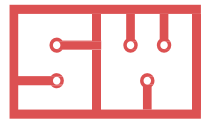


Checkout Optimization Program



Scandiweb

↓ 75.8%

Average cart abandonment
rate for retail

Sale Cycle - The Remarketing Report – Q3 2018

Just imagine if your checkout
drop off rate decreases by 5%....

How much **would revenue** **increase** for your store?

Avg. order value **X** additional transactions

How to get there?

Next slide
→



To reach tangible optimization results it's essential to understand what prospects struggle with specifically on your website. To achieve it each of our optimization programs is based on extensive user research.

Reinis Groskops

Director of Analytics &
Optimization

Process for each store is unique, but **main milestones** stay the same:

Identification of issues:

- Checkout behavior funnel segmented data analysis
- Qualitative data collection & analysis: Exit-intent surveys, session recordings, heatmaps
- UX audit & benchmarking

Optimization program:

- Prioritization of “Low-hanging fruits” & A/B test hypothesis
- Execution of prioritized optimization tasks

Recovery strategy:

- Cart abandonment email setup / optimization
- Remarketing setup

1. Identification of issues:

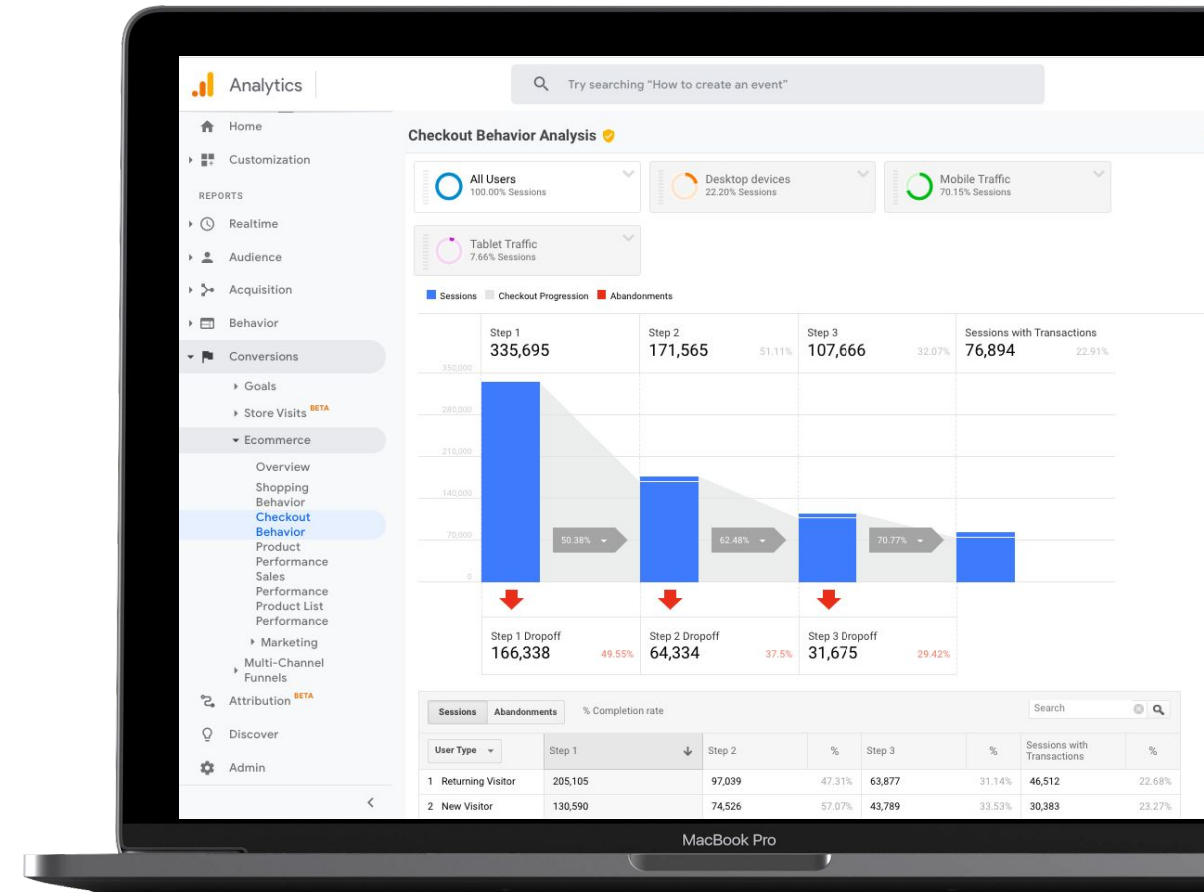
Checkout behavior funnel segmented data analysis

To identify **where users struggle** during the checkout process we analyze Checkout Funnel. It uncovers Checkout steps with the highest drop-off rates. We segment data into all device categories, browsers, traffic channels and user types to reveal bad-converting segments.

We go beyond plain Checkout funnel analysis and review where users go from Checkout and what information they search for.

*If data is not available or is invalidated our team can additionally QA the setup and fix issues preventing correct data tracking.

[Learn more ->](#)



1. Identification of issues:

Checkout form funnel analysis

To enhance data available about user behaviour in Checkout we set up:

- Tracking of user interaction with form fields
- Tracking of error message occurrences

This way we are able to identify exact causes of user frustration.

Bill To / Billing Address

Full Name	John Newman
Street Address	2125 Chestnut st
	optional
Zip Code	9412 Enter Zip
Phone	
Email	

Send me exclusive offers, deals and expert reviews.

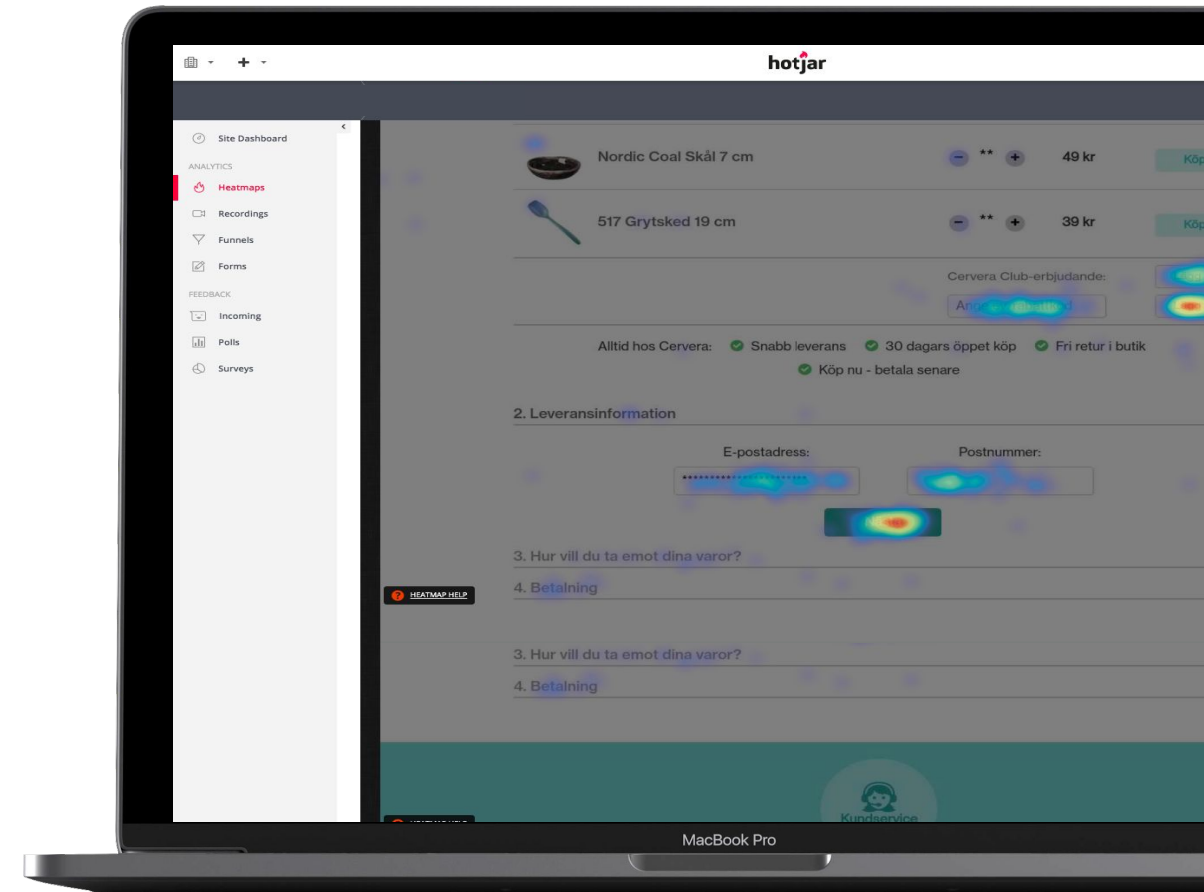
MacBook Pro

1. Identification of issues:

Qualitative data collection & analysis

To identify **what are user struggles** during the checkout process we collect and analyze wide range of qualitative data, including:

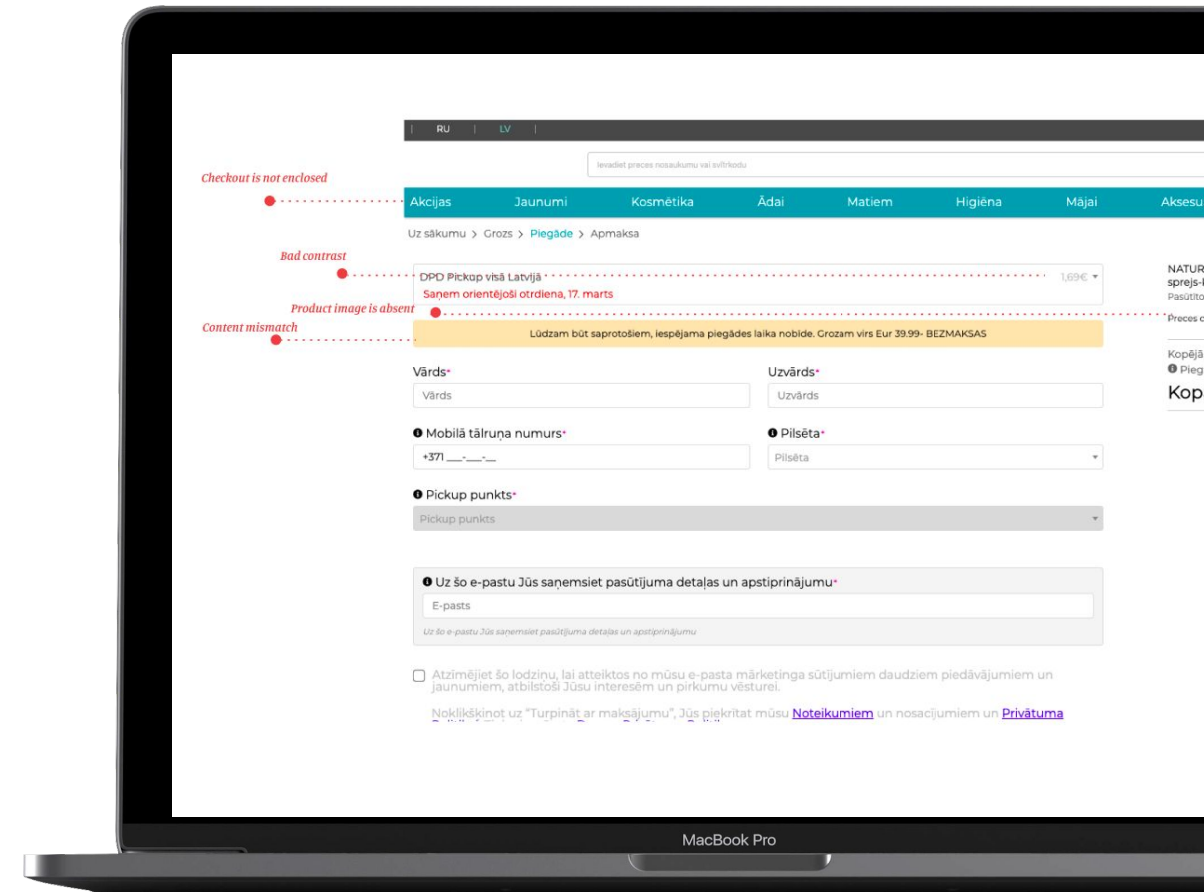
- Exit-intent surveys,
- Session recordings,
- Heatmaps.



1. Identification of issues:

UX audit & benchmarking

Our UX guru will review the Checkout process on your website and benchmark it against CRO best practices and your industry leaders.

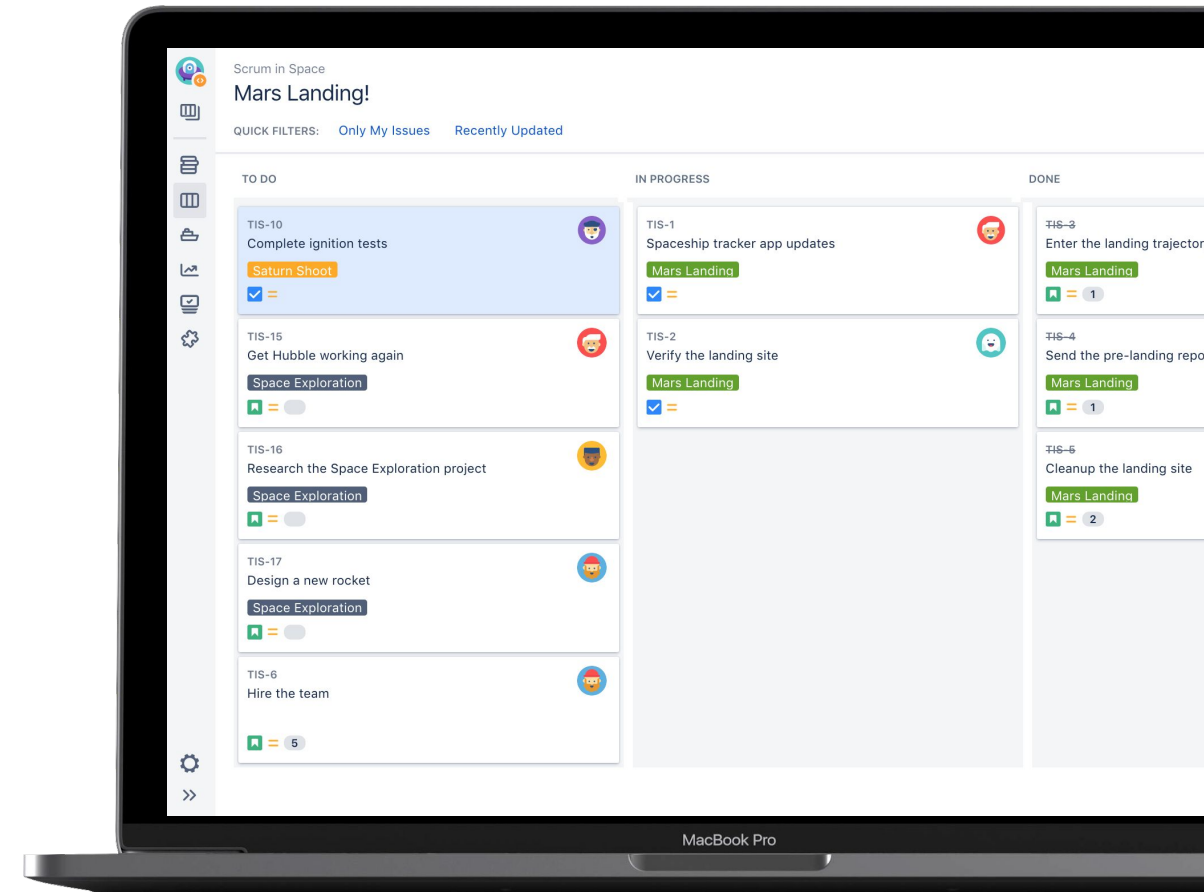


2. Optimization program

Execution of prioritized optimization tasks

All optimization tasks are executed in prioritized order by:

- **Scandiweb Growth team** - no development is required
- **Client** - task has to be executed by the client
- **Scandiweb Service Cloud** - our in house development team can assist with task execution if required



Support & Maintenance Workflow



Jira

Based on prioritized optimization tasks we will create tickets in JIRA for our **in-house developers to estimate the efforts**.



After efforts are estimated **you provide approval** for improvement implementation.

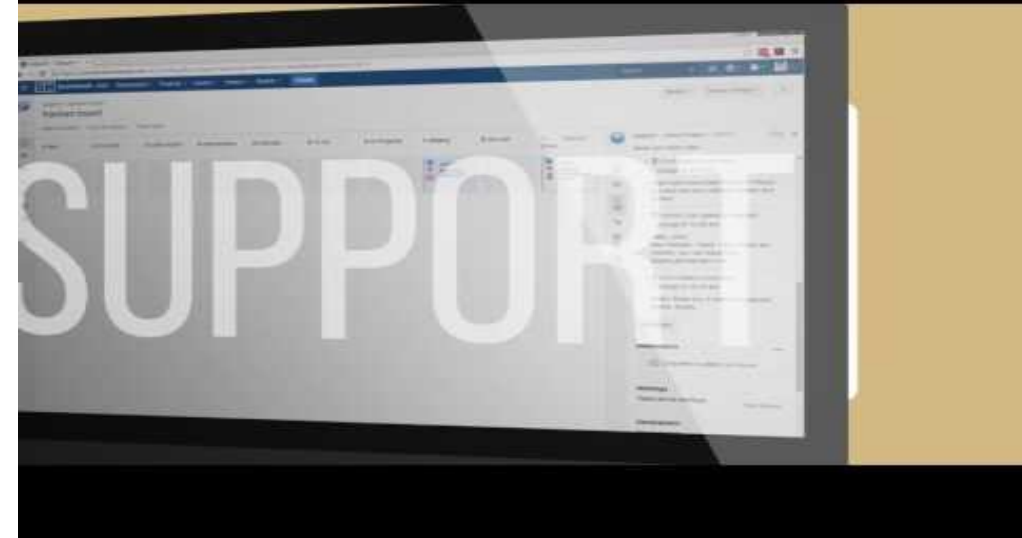


Once the estimate is confirmed or ticket is re-clarified, developer **initiates work**



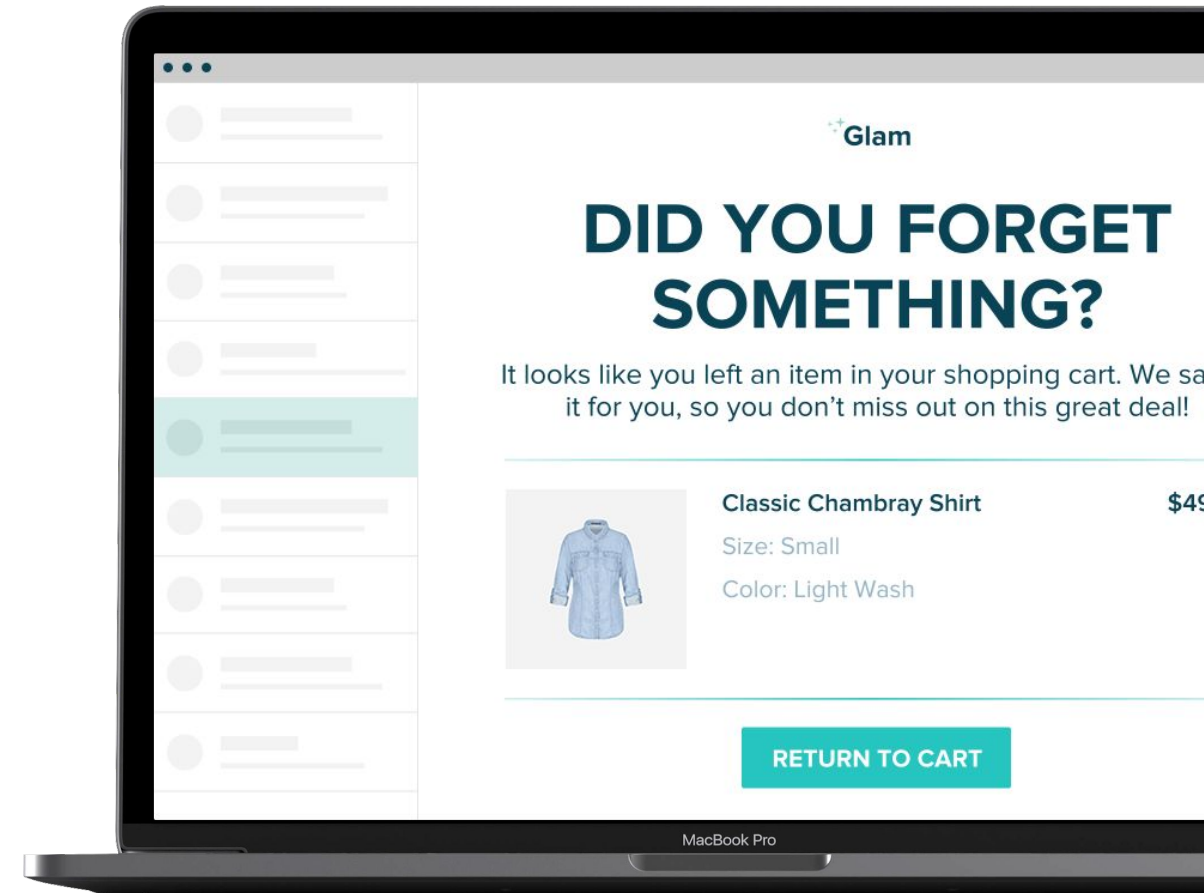
Once the **ticket is ready** for testing developer updates the client and awaits confirmation for deploy on the Live / Production environment or comments

Check the video-explanation of the workflow:



3. Recovery strategy

- **Cart abandonment email setup / optimization** - custom program to re-engage prospects with product and finalize the purchase.
- **Remarketing setup** - showing personalized display ads to prospects to remind them of products they've left in their carts.





Optimization doesn't stop after implementing the improvements. It's an on-going process that requires results monitoring and iterative changes to stay ahead of competition.

Olga Kimalana

Senior Conversion Strategist

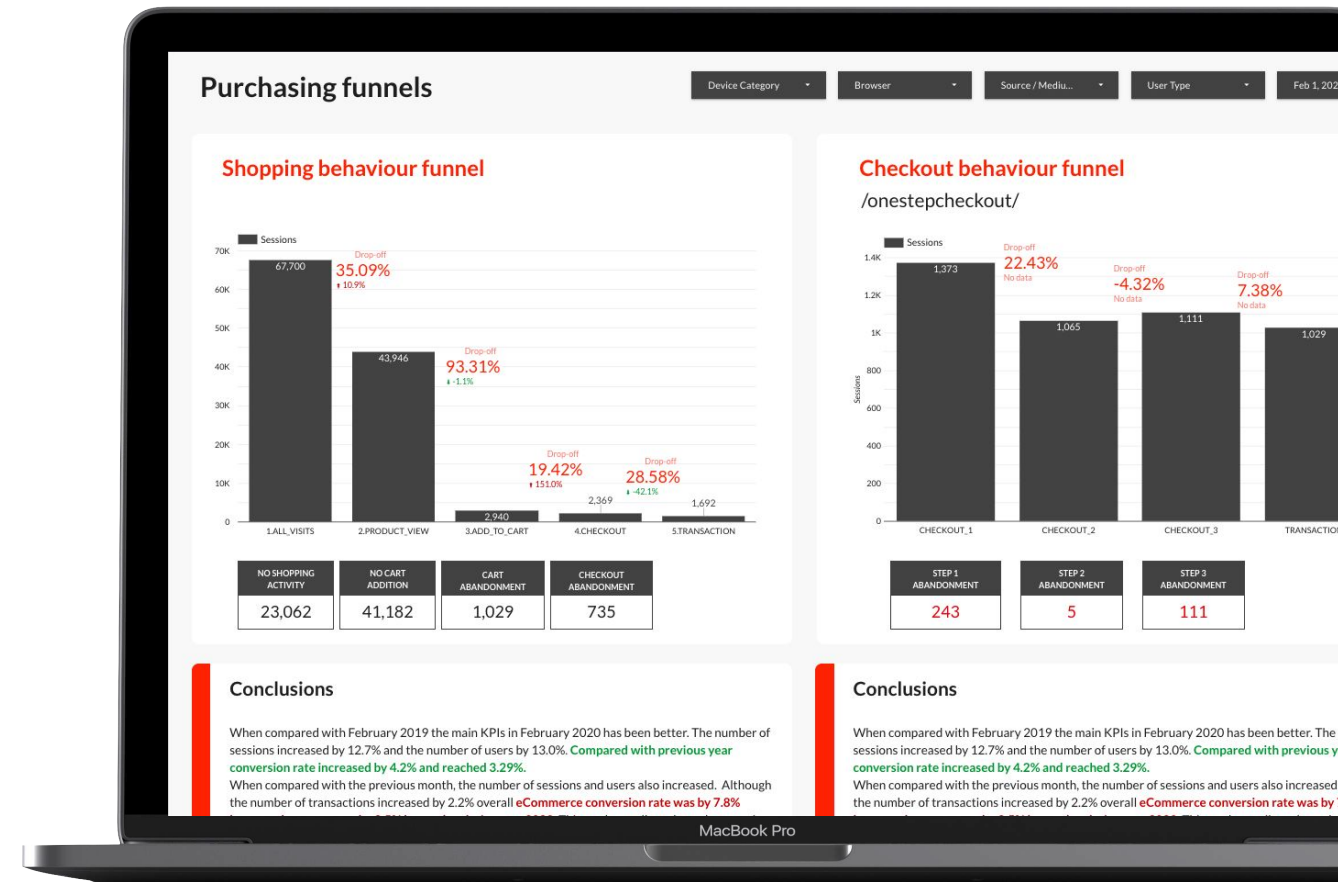
4. Evaluation

Our Design/UX/CRO teams always follow the performance and success of our projects and perform post-launch data evaluation to determine user behavior and new experience performance.

In most of the cases, during the Analytics and Research part of the project, we also set up Google Data Studio reports for visualized performance metrics dashboards and following the success of the project.

Based on the your tracking setup we will create custom Data Studio Dashboard to track Checkout performance.

[Sample report ->](#)



PSSST...

Scandiweb framework is approved by Google



Google Analytics
@googleanalytics

[READ MORE](#)

How @scandiweb created a live-mode dashboard for A/B test results with Data Studio: <http://bit.ly/2PcDH8E> #measure



Google Analytics
@googleanalytics

[READ MORE](#)

How to find valuable insights with Google Data Studio by @scandiweb #measure

Can **your Checkout** convert more visitors?

Checkout evaluation checklist

- ☐ Is your Checkout drop-off rate higher than 50%?
- ☐ You have menu navigation present on the Checkout page
- ☐ You don't have cart recovery strategy set up (*abandonment emails & remarketing*)
- ☐ You force your customers to create an account to make a purchase
- ☐ Mobile keyboard is not optimized to form field type (*if you ask for email show users @ on keyboard without need to switch keyboard views*)
- ☐ You don't have trust seals on the Checkout page
- ☐ You don't show expected delivery time

If you checked at least 2 boxes,
there's an **opportunity to
improve your Checkout**

Get in touch with us and let's discuss how we can improve Checkout experience for your users

[Contact us](#)

Project Costs:

Scope	Hours
Initial tracking review and data collection setup	
UX audit and research	
Wireframes and designs	
Testing	
TOTAL:	

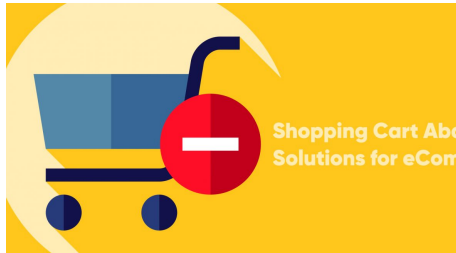
** Development work is not included into the cost of the project and is estimated separately*

Deliverables:

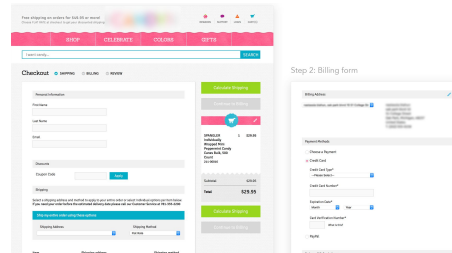
- Report with Checkout performance and UX audit results
- List of prioritized improvements split on “Low-hanging fruits” and “A/B test”
- 2 calls with our UX guru:
 - One project kick-off call
 - Presenting the findings and planning future optimization strategy

Want to learn more about us?
Let our work speak for itself.

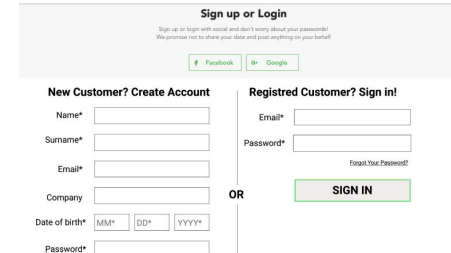
Guides & Case Studies:



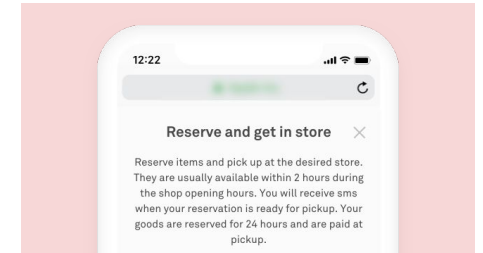
7 Shopping Cart Abandonment Solutions for eCommerce Stores



Checkout Redesign & Optimization Case Study



How to Create The Perfect Checkout Form



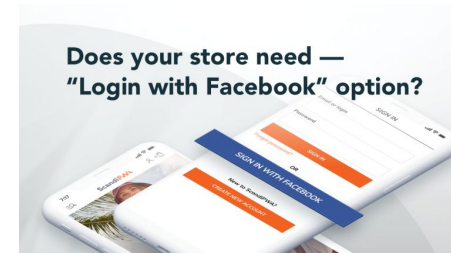
148% increase in revenue with Heuristic Evaluation



9 Hacks for Your eCommerce Uplift



The Science of CRO: Methodology and Guidelines

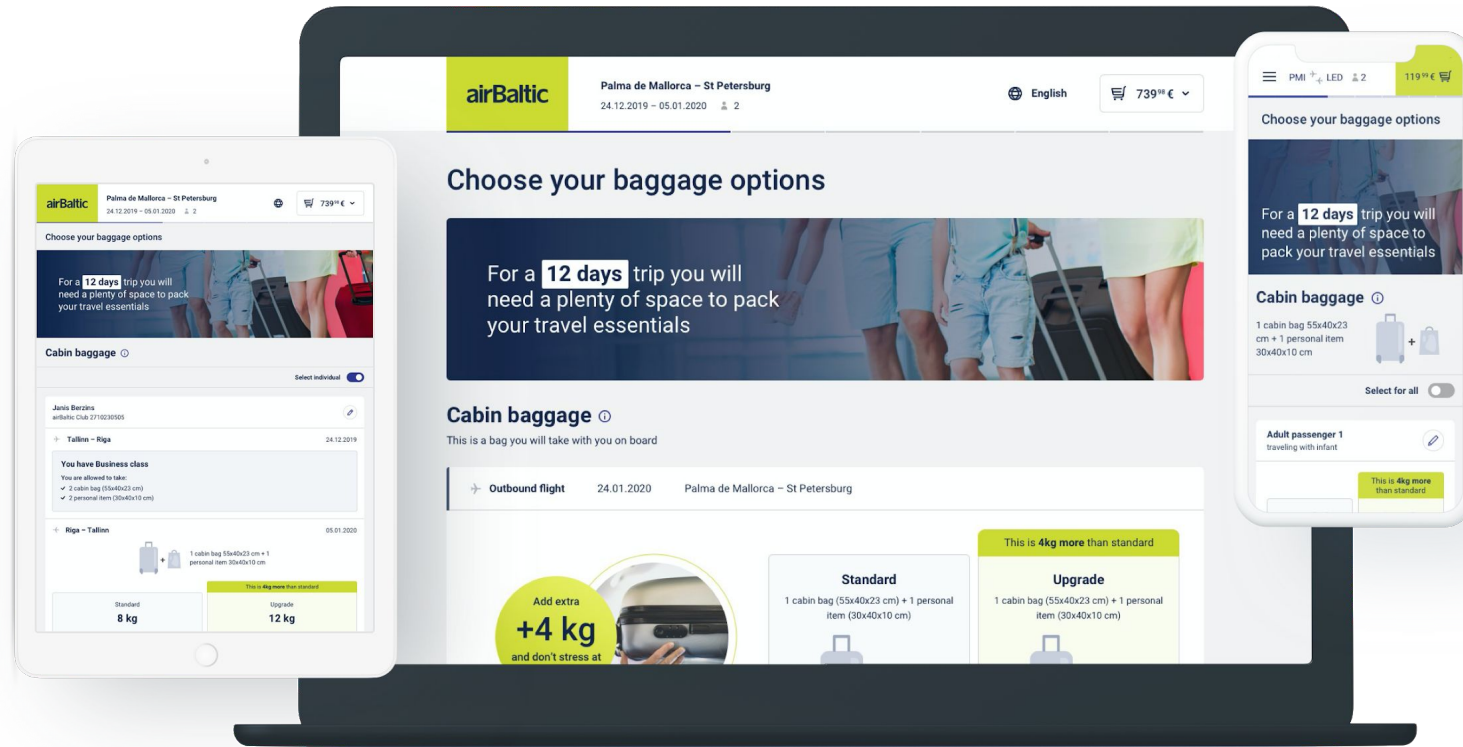


Does your store need a "Login with Facebook" option?



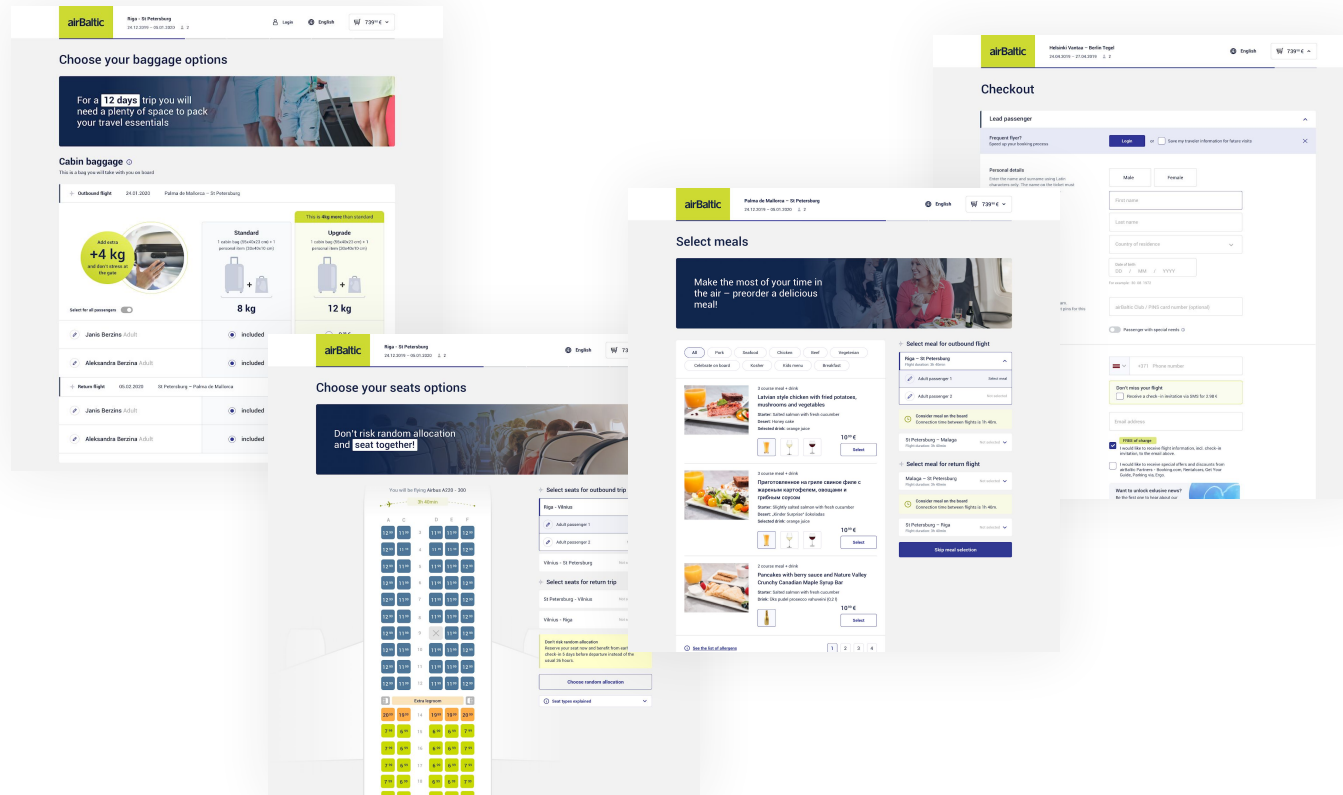
Conversion Research: A Step-by-step guide

Airbaltic.com booking funnel redesign



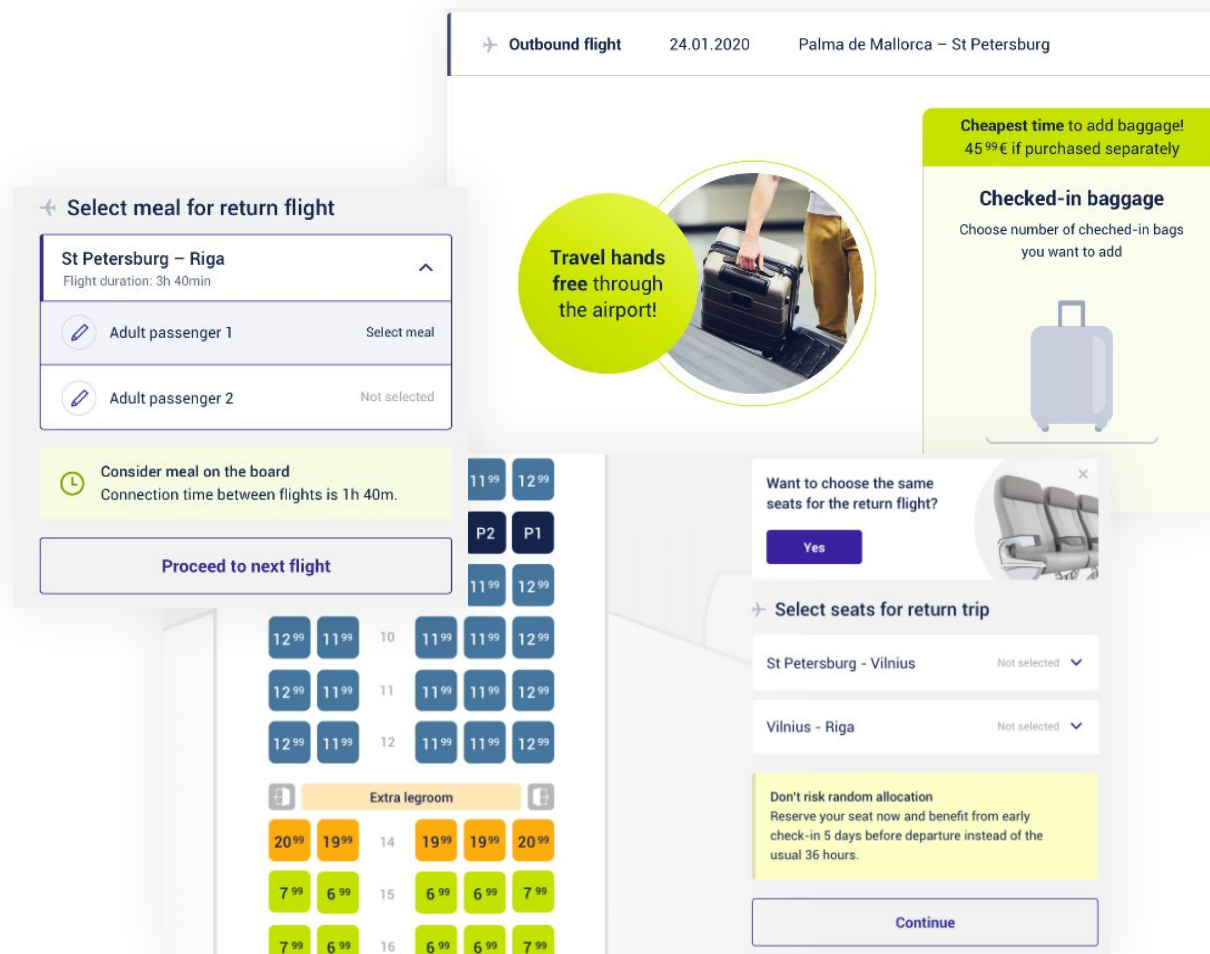
PROJECT
AIRBALTIC

Airbaltic.com booking funnel redesign



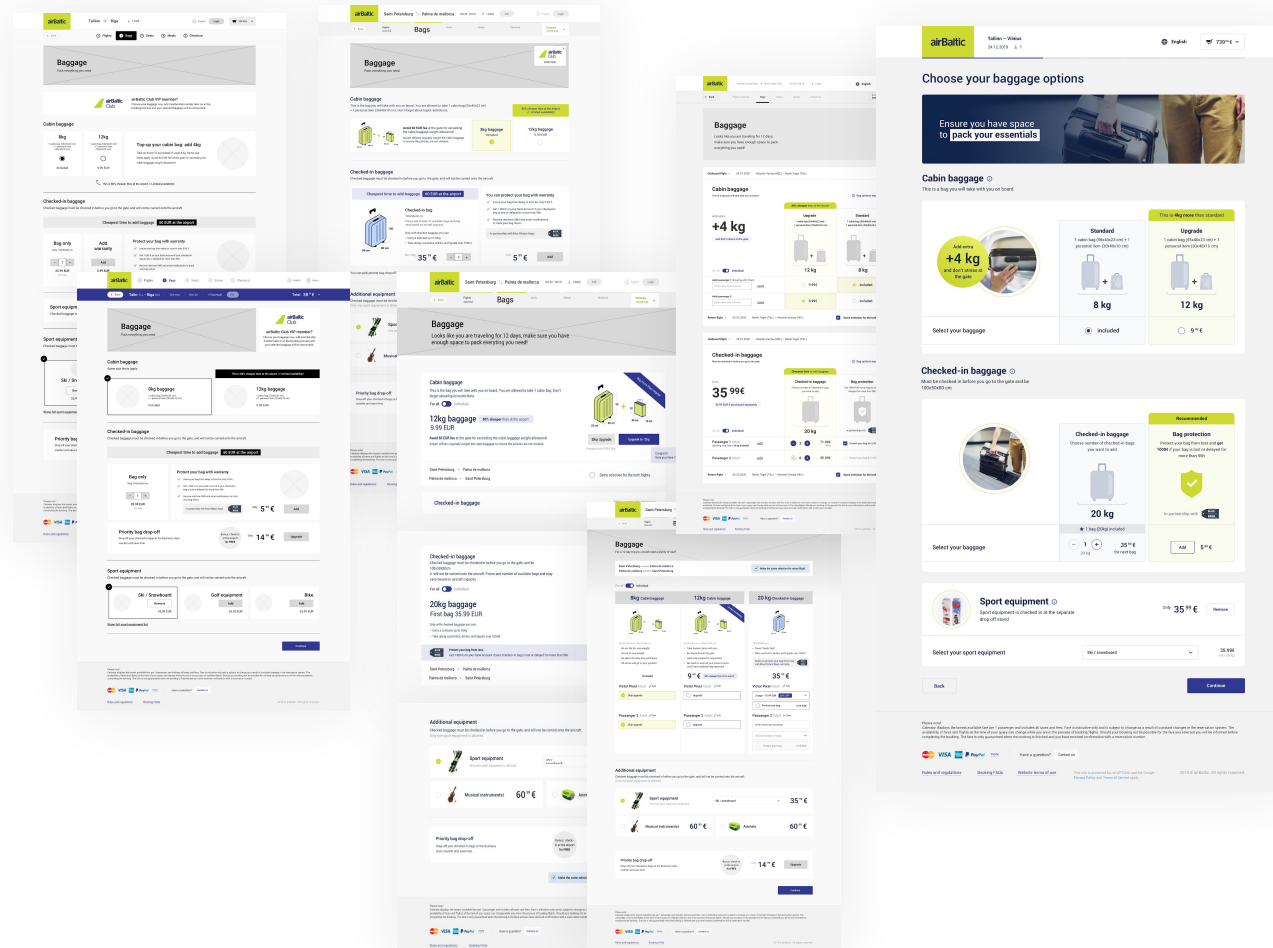
- UX audit of wireframes developed prior to the project kick-off
- Wireframe iteration based on UX audit outcomes
- User testing on interactive prototypes to uncover design and user flow flaws
- Scandiweb and Airbaltic team co-location for faster feedback loops and on-spot workshops
- In-depth checkout redesign functionality description, covering system behaviour for different user cases

Airbaltic.com booking funnel redesign



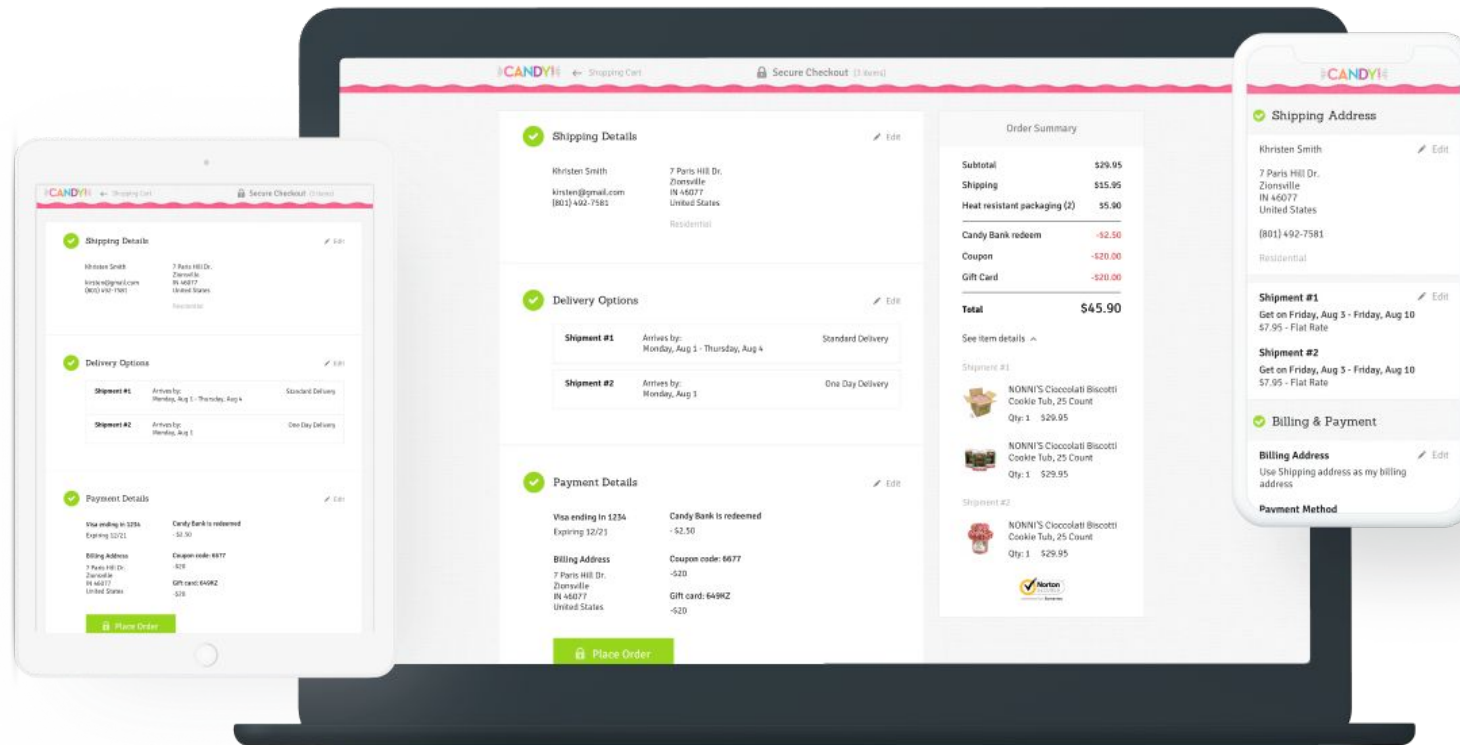
- New booking flow to increase ancillary product attach rate with one-decision at a time
- Personalized value propositions for each product for each user case
- Leveraged scarcity messaging & copy optimized for conversions
- Updated style guide
- Iterative improvements to steps before booking funnel

Airbaltic.com booking funnel redesign



- **400+** screens designed
- **17** user cases reviewed
- **6** interactive prototypes developed
- **18** user tests completed

Candy.com checkout funnel redesign



PROJECT CANDY

Candy.com checkout funnel redesign

The image displays three overlapping wireframes of the Candy.com checkout funnel redesign. The top wireframe shows the 'Shipping Details' step with fields for First Name, Last Name, Address, Zip code, State, City, Country, and Phone. It also includes a 'Continue' button and a 'Keep me updated on exclusive offers' checkbox. The middle wireframe shows the 'Delivery Options' step, featuring a 'Standard Delivery - Entire Order' option for \$15.95 and an 'Express Delivery' option for \$15.95. It also includes a 'Continue' button and a 'Keep me updated on exclusive offers' checkbox. The bottom wireframe shows the 'Billing & Payment' step, featuring a 'Continue' button and a 'Keep me updated on exclusive offers' checkbox. The wireframes are overlaid to show the progression of the checkout funnel.

- In-depth quantitative data analysis along side with heuristic evaluation
- Stakeholder interview to align redesign with business processes and goals
- Benchmarking against eCommerce giants, such as Walmart, Amazon, Sears
- Low-fidelity wireframing to test alternative user flows
- User testing to uncover design flaws
- Final design development

Candy.com checkout funnel redesign

The image displays the Candy.com checkout funnel redesign, comparing the original 4-step process with a new 1-step process.

Original 4-step checkout:

- Shipping Details:** Customer information (Kirsten Smith, 7 Paris Hill Dr., Zionsville, IN 46077, United States).
- Delivery Options:** Shipment #1 (Standard Delivery, Arrives by Monday, Aug 1 - Thursday, Aug 4) and Shipment #2 (One Day Delivery, Arrives by Monday, Aug 1).
- Payment Details:** Visa ending in 1234, expiring 12/21. Candy Bank is redeemed (-\$2.50). Billing Address: 7 Paris Hill Dr., Zionsville, IN 46077, United States. Coupon code: 6677 (-\$20). Gift card: 649KZ (-\$20).
- Order Summary:** Subtotal: \$29.95, Shipping: \$15.95, Heat resistant packaging (2): \$5.90, Candy Bank redeem: -\$2.50, Coupon: -\$20.00, Gift Card: -\$20.00, Total: \$45.90.

Redesigned 1-step checkout:

- Shipping Details:** A warning message states: "We have found other addresses similar to the address you have entered. Please choose which version of the address you want to use." Three options are provided: Original Address (13 Paris Hill Dr., Zionsville, IN 46077, United States), Suggested Address (13 Paris Hill Dr., Zionsville, IN 46077, United States), and another Suggested Address (13 Paris Hill Dr., Zionsville, IN 46077, United States).
- Confirmation Dialog:** "Are you sure you wish to remove Heat Resistant packaging from this shipment?"
- Meltable Items:** A message states: "There are meltable items in your cart!" Based on shipping locations, heat-resistant packaging is recommended. A 100% Satisfaction Guarantee is noted, and a warning is given about high temperatures. To protect goods from melting, shipments will be held over the weekend.
- Summary:** Heat resistant packaging for Shipment #1: \$2.95, Heat resistant packaging for Shipment #2: \$2.95, Total: \$5.90.
- Buttons:** "Add Packaging (+\$5.90)" and "Skip".

- 4 step checkout replaced by one step checkout
- Preselected billing address as data showed in 98% of times it matching
- Implementation of Smartystreets, Weather, Shipping Methods, InTransit times to validate user entered values
- Analysis of users delivery address to determine if upsell of heat-resistant packaging is required

What our customers say:

Cervera

Björn Holmkvist

Digital Growth Manager

bjorn.holmkvist@cervera.se
cervera.se



Over the past year the CRO-team has been an integral part of our growth process. The Scandiweb CRO-team has assisted us primarily in two areas. Conversion rate optimization and search engine optimization. In terms of CRO the Scandiweb team has been invaluable both in assisting us with our own A/B-testing and proactively finding areas of improvement and potential testing.

In terms of SEO the SW team has helped us both with technical SEO in removing obstacles to a good organic visibility and with monthly action plans and follow-up.

Overall we are very satisfied with the work of the CRO-team and hope to continue our collaborative work for a long time.

What our customers say:



Gustavs Gotauts

Head of Sales and
Marketing

<https://velosock.com/>



Working with the professional Scandiweb CRO team, we achieved the desired result. Thank you for helping to bring greater clarity and system to our work, which will be very helpful in organizing future work. It took a little longer than expected to fully understand the product and sales. You can definitely help companies streamline their processes and bring greater clarity to their next steps. The newly created landing pages helped greatly in improving the Conversions and ROI.

Check dozens of references on our site coming from the New York Times, Thomson Reuters, Candy.com, Lafayette148, JYSK and much more!

[View more testimonials](#)

Any questions?



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Olga Kimalana

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