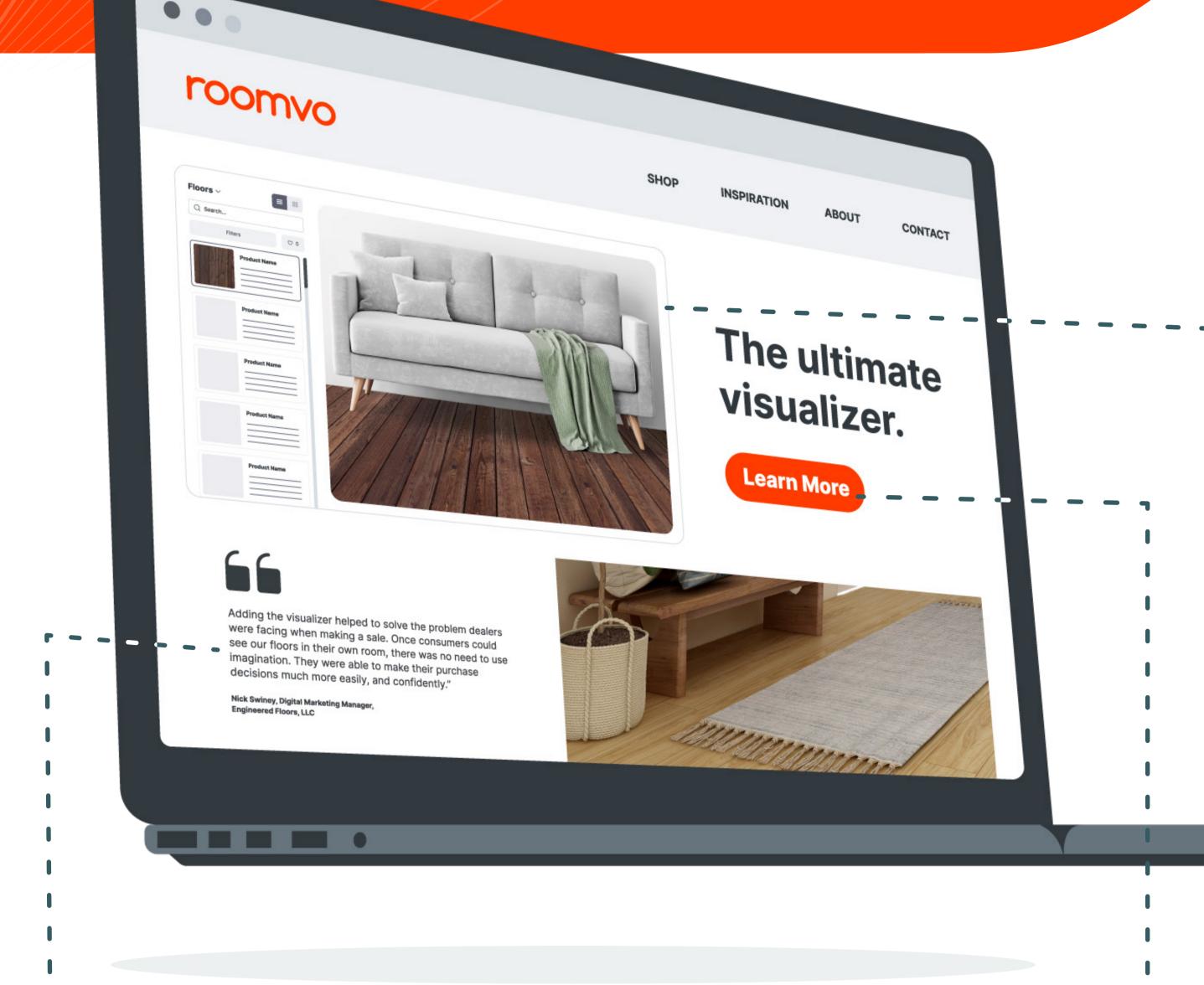
O tips to improve ecommerce conversions

Home decor retailers know the struggle of boosting conversions online, with industry-wide conversion rates sitting at a low 1.46% to 1.55% [1].

The good news? There's plenty of room for improvement, with successful ecommerce businesses achieving 2x to 5x the conversions [2]. So what can you do better? Here are six tips for improving your conversion rates online.



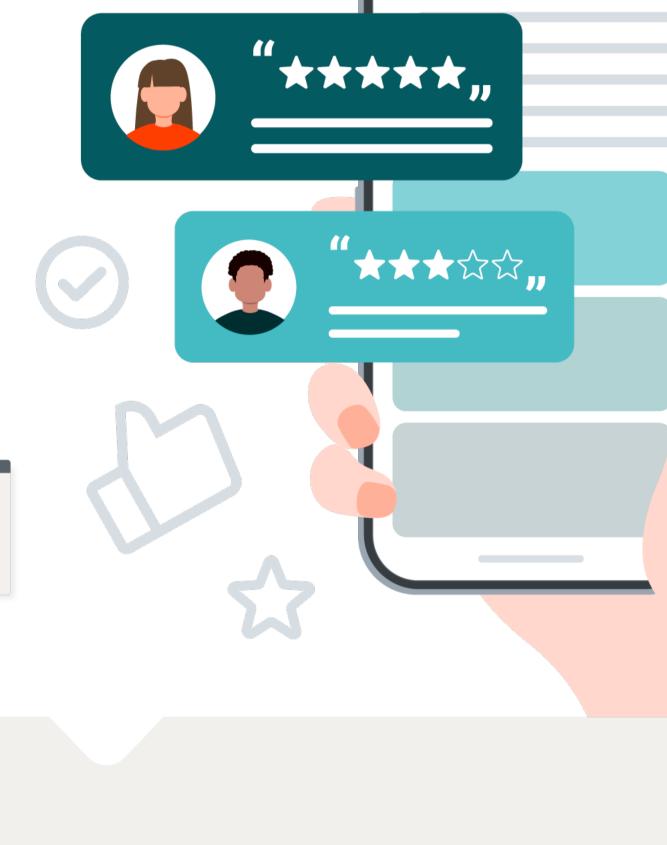
customer testimonials.

Build credibility with

of consumers 'always' or 'regularly' read online reviews when browsing for local businesses [3]. Place reviews throughout your website to



maximize their impact.

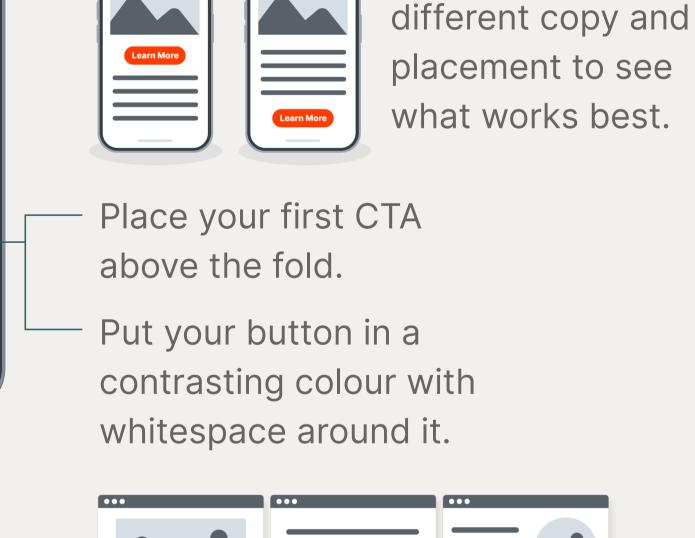


If visitors don't click, they won't convert. Decide what action you want your customers to perform, and promote it in a call-to-action (CTA). **Buy now**

[4] Make your CTA a button and boost clicks by A/B test

Optimize your CTAs.





Learn More

Learn More

each page.

Promote your primary

CTA multiple times on

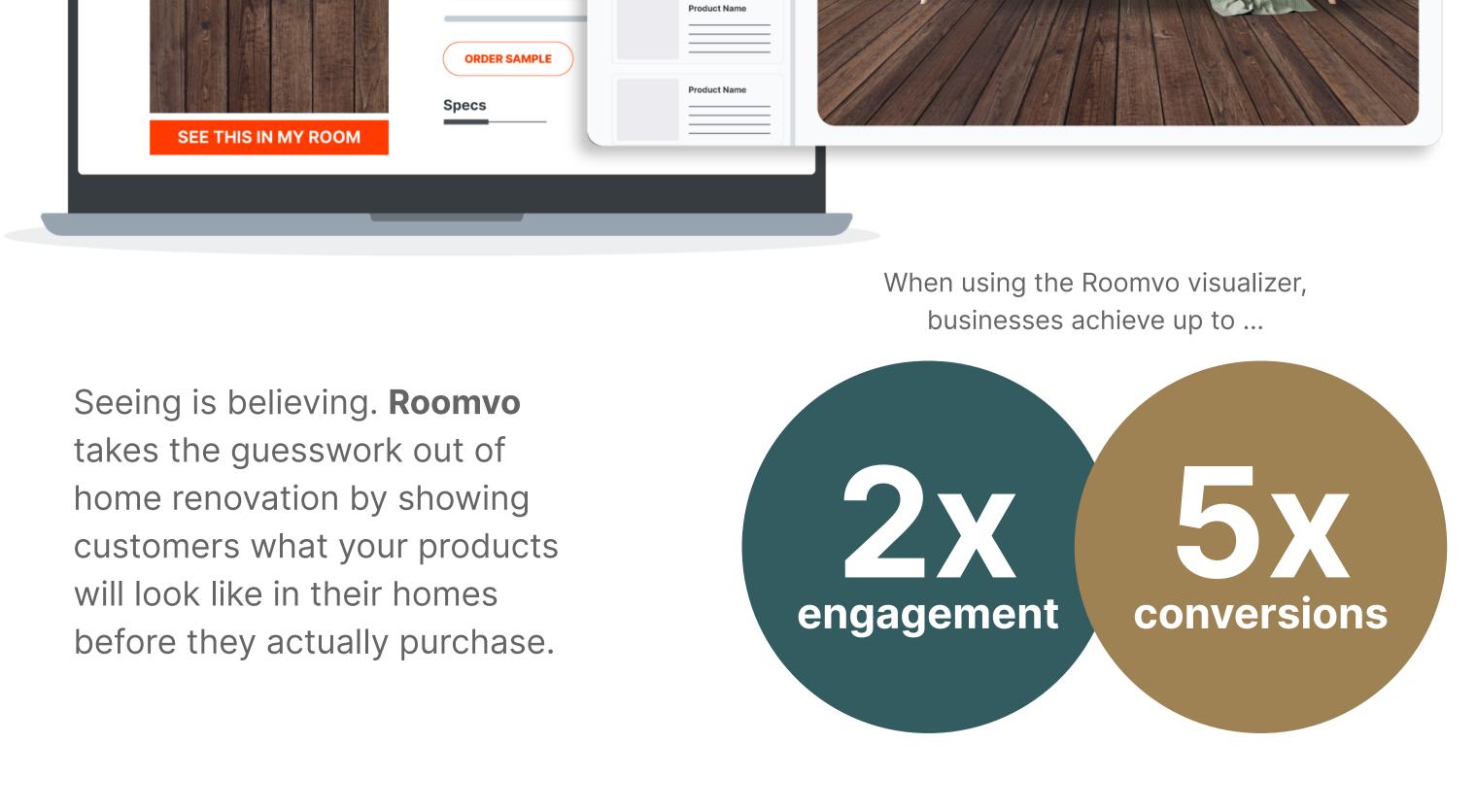
Use a room visualizer.

roomvo SHOP INSPIR **Product Name** Description:

Floors ~

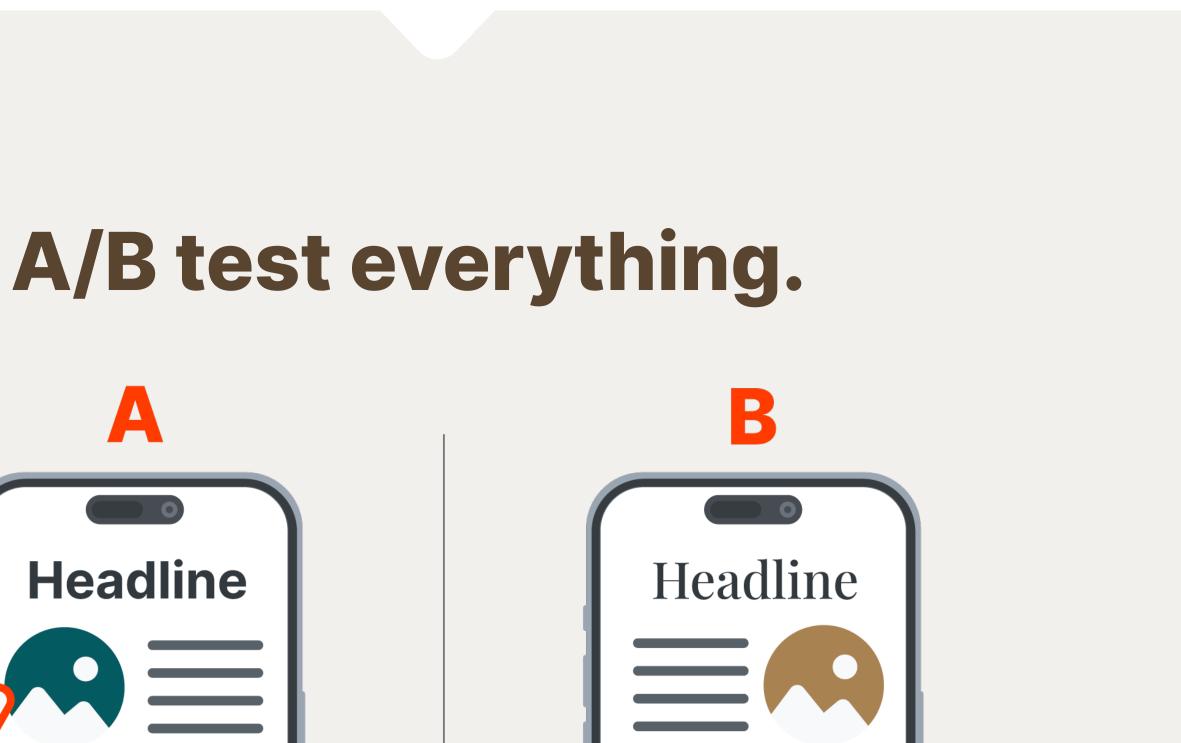
Q Search...

0 0



Headline

on your conversions.



By pitting layouts, templates, colours, headlines, pop-ups, fonts and more against each other, you can see what works best for conversions. In each test, you're looking to see which of two options increases your conversions most. Test one element at a time to limit the variables and

ensure you're able to pinpoint which element had the biggest influence

Crunch the numbers.

and increase your conversions.

Through data-driven design, you can track how people

interact with your site to create a better user experience (UX)

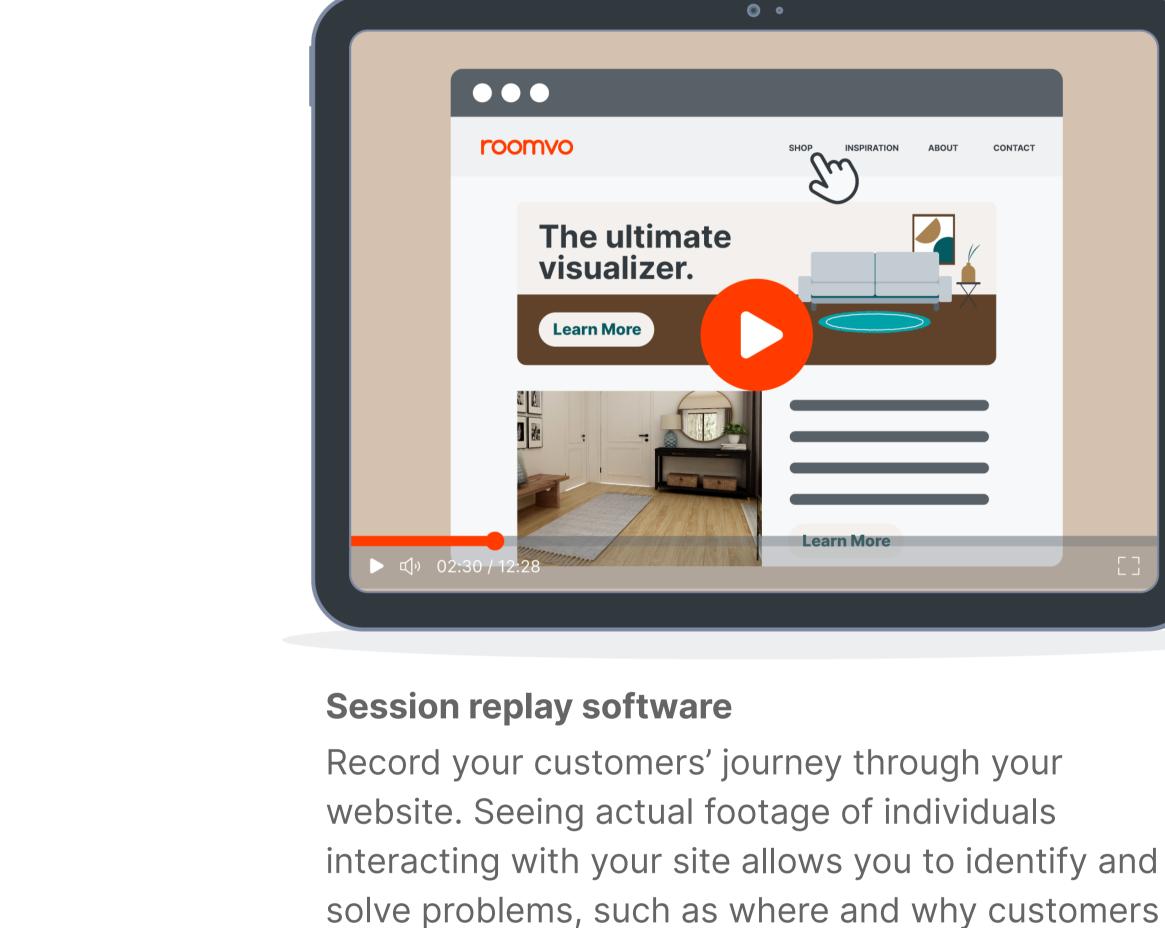
Scrolling

roomvo Hovering The ultimate visualizer. Clicking Learn More

See where your customers are clicking, scrolling,

move your most important content to those areas.

moving, or hovering on your site. Then, you can



are abandoning their sessions.

[5]

Heat maps

Minimize cart abandonment.

To reduce cart abandonment rates, e-commerce retailers should ensure they are offering plenty of flexible payment and fulfillment options to suit every shopper's unique demands.

Send a friendly

In addition, retailers should send a

series of cart abandonment emails

to entice customers to purchase. A

typical cart abandonment journey

includes three emails:

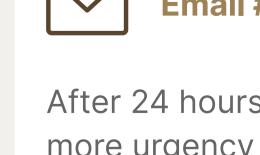
reminder one to

two hours after the

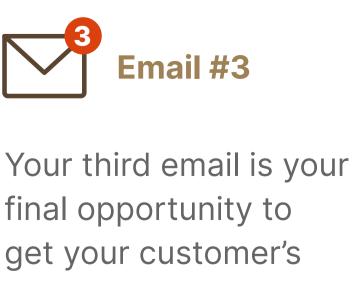
customer has left your

site. Use a subject line

like "Don't forget your



After 24 hours, create more urgency with your second email by letting customers know that the product might sell out soon or that their discount may expire.



of online shopping

carts are abandoned.

final opportunity to get your customer's attention, so make it count with incentives like discounts or free shipping.



Get up to five times the conversions with Roomvo. Roomvo transforms your customer's room in seconds — with your products, in their

[1] Source: Hubspot [2] Source: WordStream [3] Source: BrightLocal [4] Source: Copyblogger [5] Source: Baymard Institute