



Are you here
for the PECTI
sheet?

[Click here](#)
[hun.](#)

**The last time I came
to London...**



PUBB?





**'I'm the co-founder
of a CRO Agency...'**



**'Oh yeah, CRO - all that
button colour changing -
great way to make a few
quid.'**





Piss off

Dave.





***Some of that was
made up.**

BLEND

■ eCommerce Camp 2025

CRO: The how to guide on what to do, when to do it and what to expect

Adam Pearce - adam@blendcommerce.com



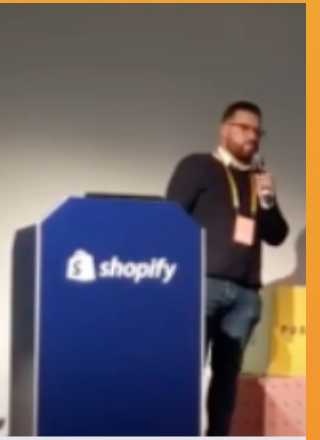
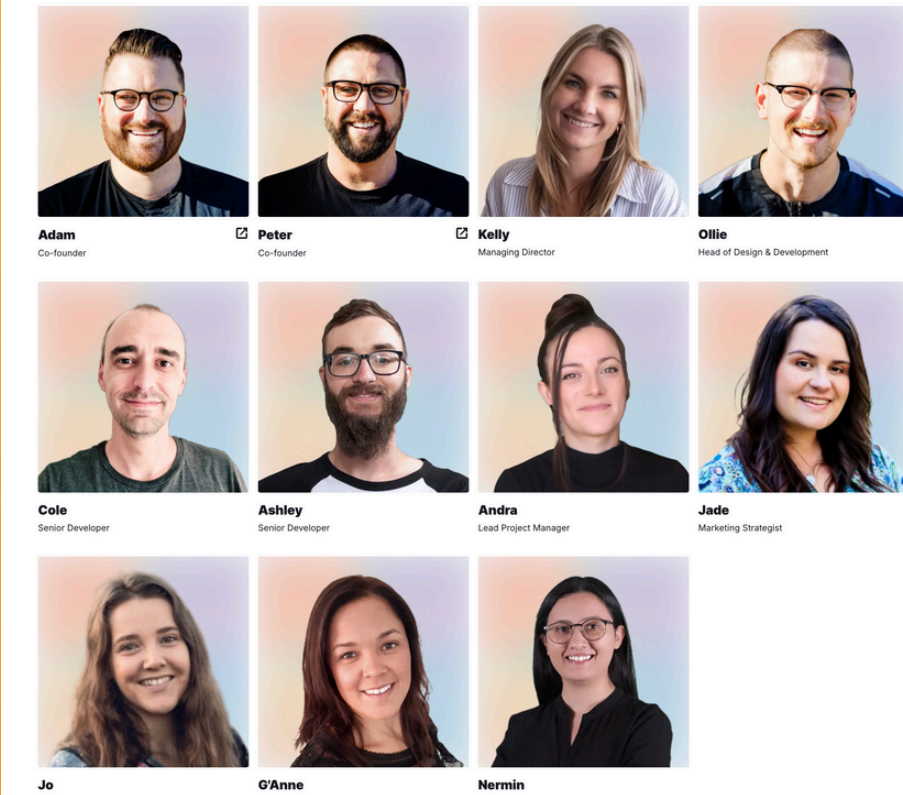


**'Is that James
Corden's
better looking
brother?'**

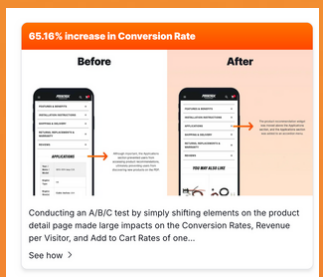
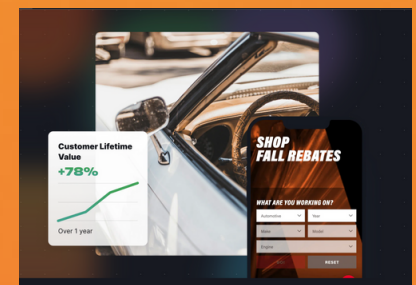
BLEND

Adam Pearce

- Co-founder of Blend Commerce.
- CRO agency for Shopify based brands.
- Worked with over 350 brands across the UK, Ireland and USA.
- Focused on getting retailers customers to buy now, buy more and buy again.
- Won awards and spoke on stages and all that bragging shit that people put in slides like this.



Blend Commerce REVIEWS.io
★★★★★
Communication, Planning, Execution & Reporting - seems like the basics of any agency & brand relationship but from my experience it's extremely hard to find an agency that consistently delivers on those 4 key touchpoints.
Blend Commerce excel at the basics, and their team constantly brings high-quality, well researched & thoughtful suggestions to the table as we try to scale the brand. I view them as a key component of our team - the value they add is clear to see.
Anonymous 9:39 AM · 15 Apr, 2025



Blend transformed our retention, LTV, and conversions at Droplette. Their Klaviyo and Shopify expertise, proactive support, and warm approach make them essential to our success. Highly recommended!
Ryan Nicholas droplette

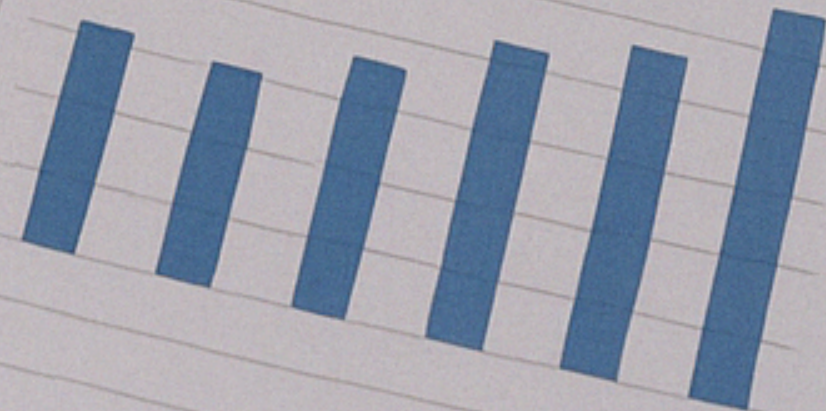
We've partnered with Blend for years on theme development, email marketing, SEO, and more. They've helped us grow from \$3M to \$10M in sales. Genuinely nice people—highly recommend for Shopify!
Andrew Feld fresh patch

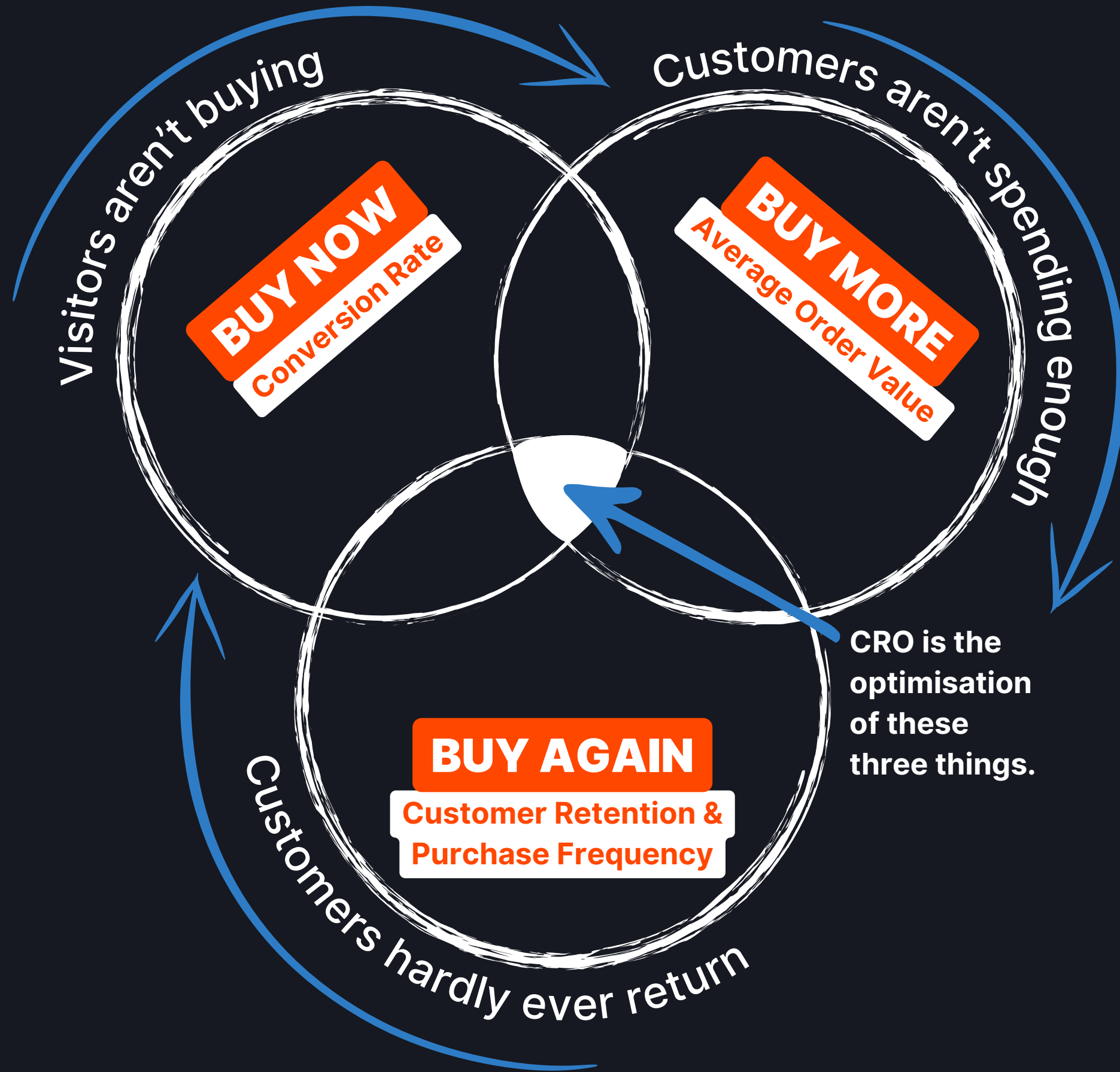
Step 1.

**Where are we now and
what does CRO need to
do?**

TO DO

1. Get folks to buy from the site
2. Get them to buy buy more
3. Get them to buy again





Where are you?

Let's find out.....

benchmarks.

blendcommerce.


com

Step 2.

What do we

actually

need to do onsite?

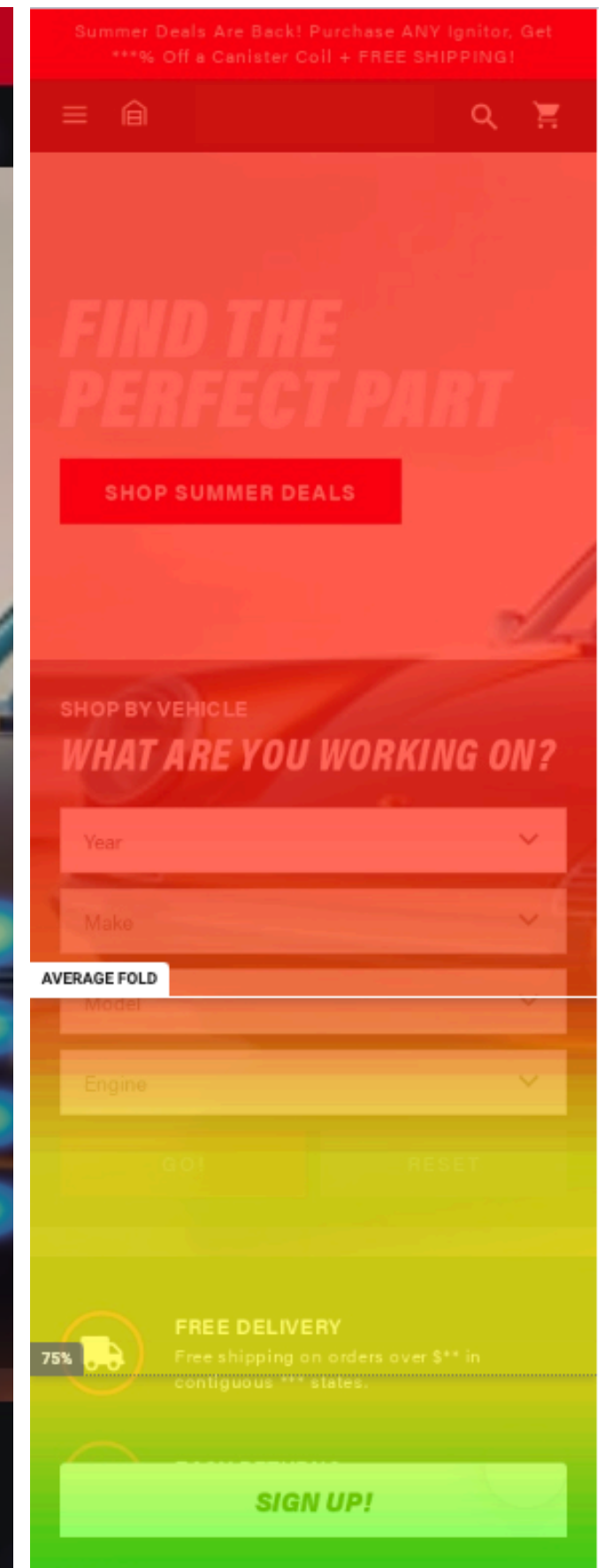
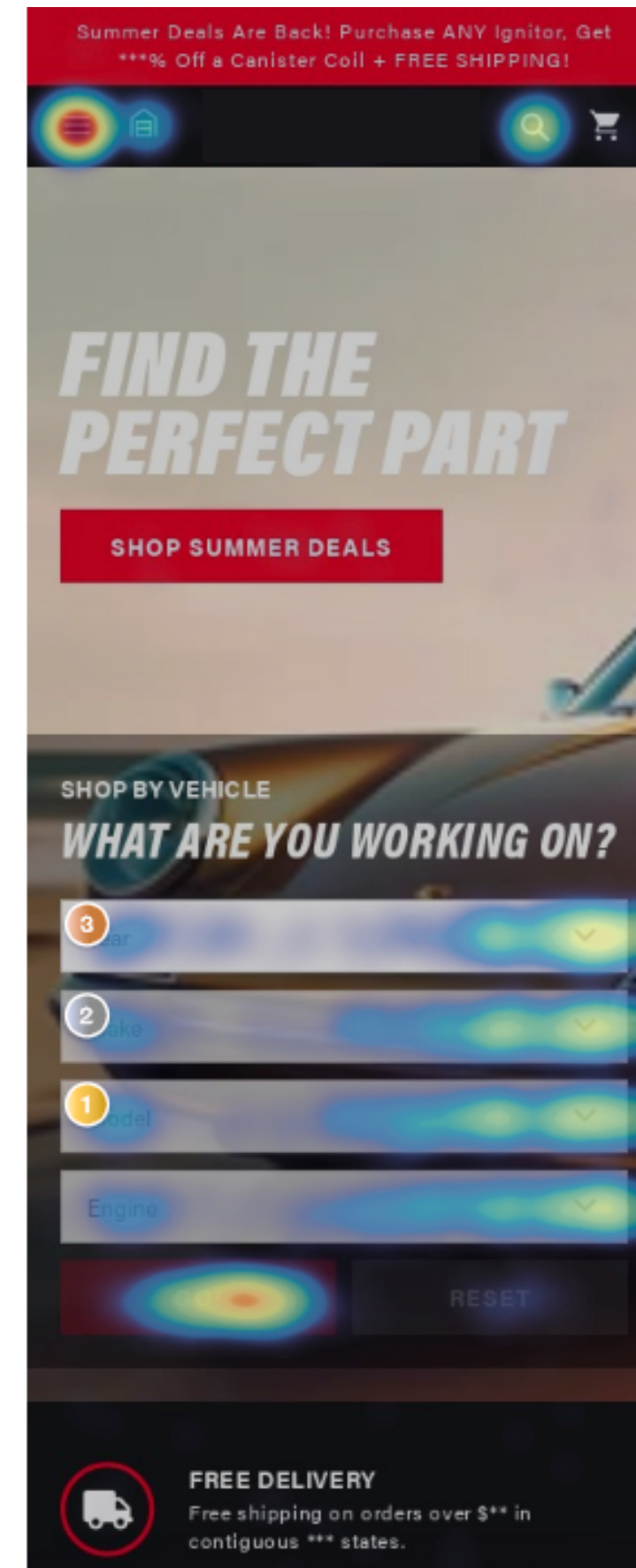
A close-up photograph of a person's lower back and waist. The person is wearing a red t-shirt with a grey hem. Their hands are pressed against their lower back, suggesting pain or discomfort. The background is a plain, light-colored wall.

'Your product bundles are shit and no one likes them. That's why AOV is so crap.'

Stage 1: Heatmaps

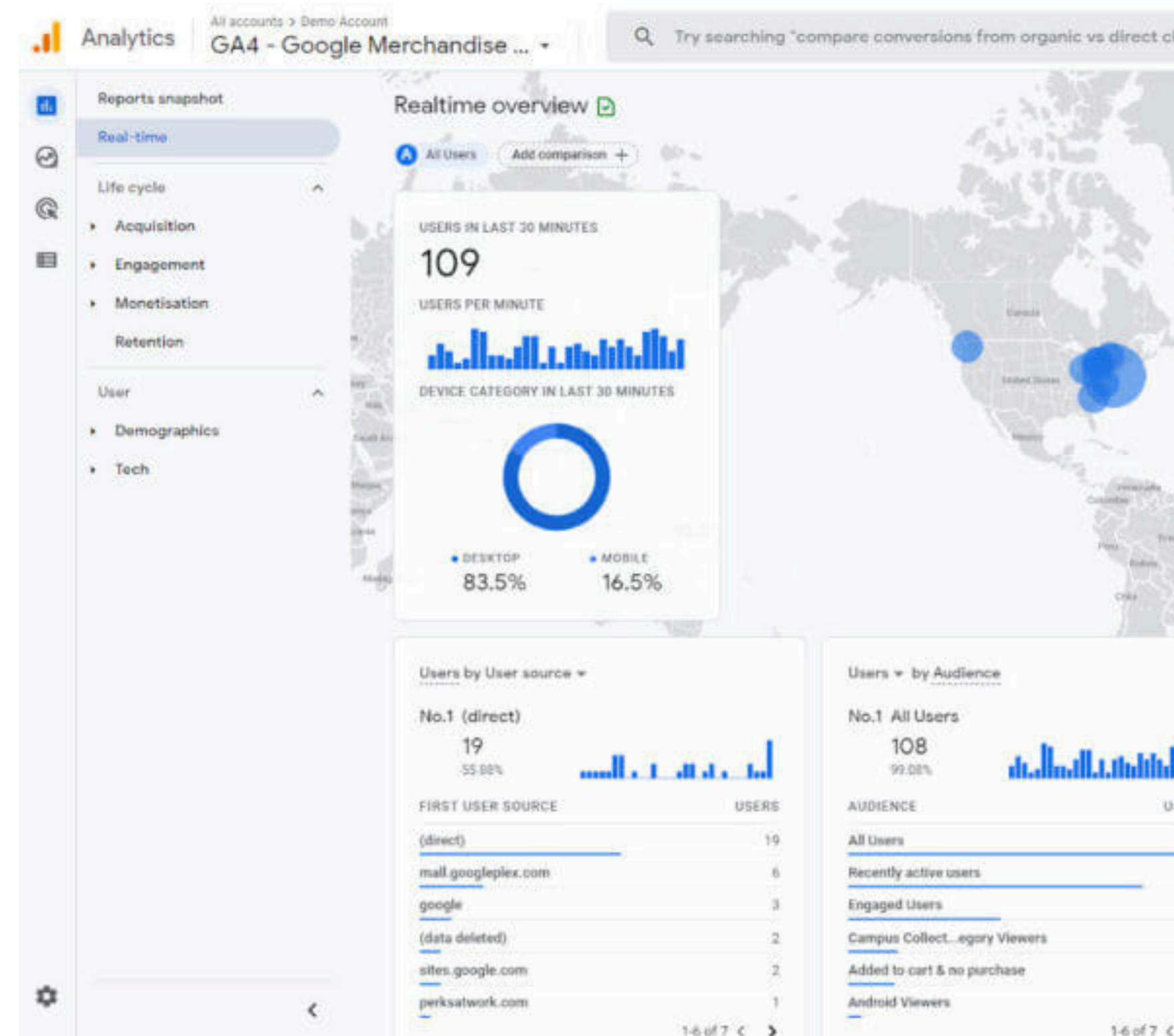
- Install Microsoft Clarity for heatmapping.
- Collect at least 2 weeks data.
- Get some pretty pictures like these, but importantly:

1. What % of visitor interaction is happening with the product bundles?
2. What % of visitors exit after interaction with product bundles?
3. What's the user journey post interaction with product bundles where the user does not purchase?



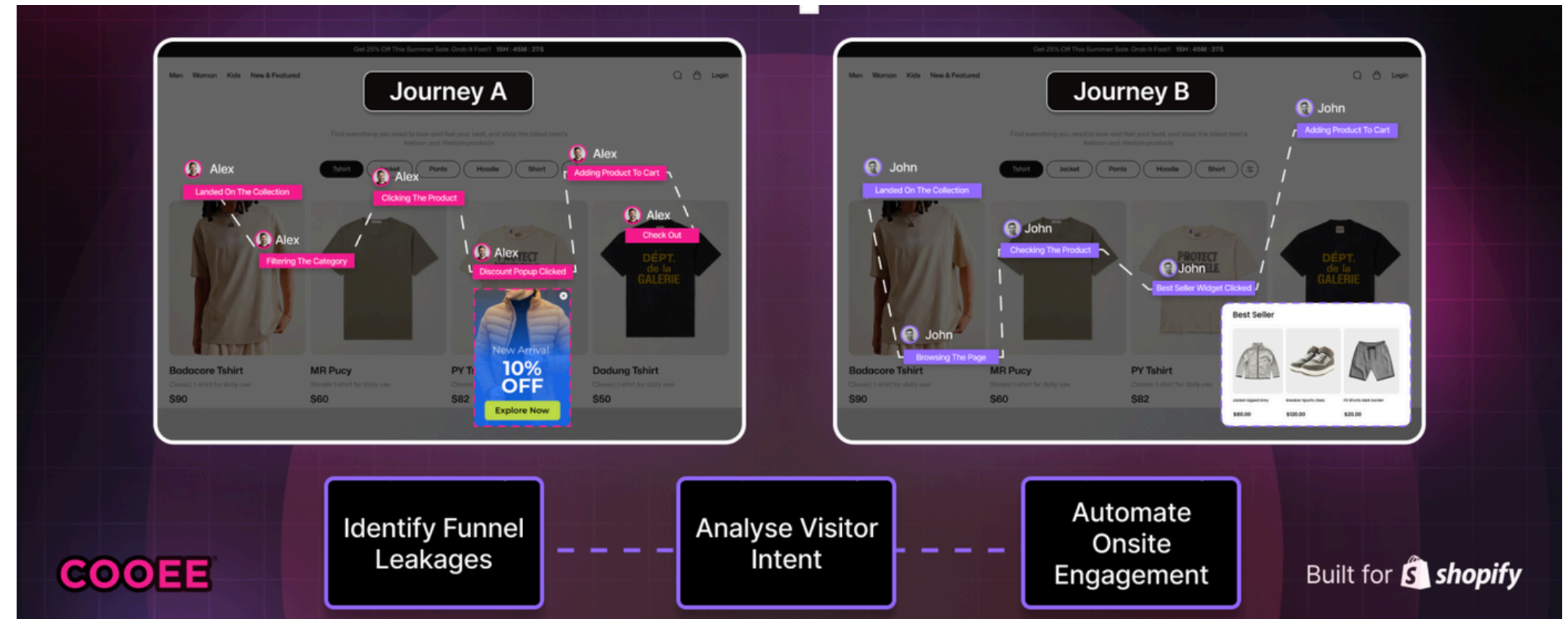
Stage 2: GA4

- Conversion rate with bundles?
- Conversion rate by traffic source with bundles?
- Customer journey for those who purchase bundles?
- Abandoned cart rate with bundles by traffic source?
- Abandoned checkout rate with bundles by traffic source?



Stage 3: Cooeee

- Which ad funnels lead to product bundle purchases?
- Where is the drop off in the funnel?
- How could the ads and landing page be optimised to drive up bundle purchases?



**'Ok Adam,
but what
about a real
example?'**



BLEND

Client

Gardening Brand

Data

Shopify Analytics shows PayPal is the payment method of choice

Hypothesis

Paypal is not shown as an option until checkout, shall we show them sooner?

Action


Replace credit card logos with Paypal Express



Original

What are you looking for?

1 Remove



Garlic Provence Wight Bulbs (softneck)
£8.15
Item Code: 47590
From 18th September 2024.

1 Remove

Subtotal £12.64
Total £12.64 GBP
Tax included and shipping calculated at checkout

Checkout


Sign up to our newsletter

Chat with us

Variant 1

What are you looking for?

1 Remove



Garlic Provence Wight Bulbs (softneck)
£8.15
Item Code: 47590
From 18th September 2024.

1 Remove

Subtotal £12.64
Total £12.64 GBP
Tax included and shipping calculated at checkout

Checkout

100% Satisfaction Guaranteed!

Express Checkout

shop Pay

PayPal

Google Pay

Chat with us

16%

Increase in
eCommerce
Conversion Rate



Step 3.

**How are we going to
decide what to do?**





P = Proof

E = Ease

C = Cost

T = Time

I = Impact

What evidence do we have this works?

What's the level of complexity and risk?

What's the cost to you?

How long will it take to implement?

What's the potential uplift?

PECTI Board

PECTI Framework Ideas

Item	Task With	Status	SCORE	Total Ti...	Task Da...	If we...	we expect X to h...	As measured by	Proof/Confiden...	Ease to Achieve	Costs (time/to...	Time (to see im...	Impact (potenti...
[Tapcart] Schedule regular push notifications		Scoping Requi...	100	0		Schedule push noti...	Increase in users o...	CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Videowise] [A/B test] Autoplay stories on PDP		Ranked	84	6.75		A/B test a videowis...	Users will have a be...	CR, AOV, CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Strategy] Sign up Strategy		Ranked	84	12.5					★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Post Go Live] Tapcart Investigate VIP pricing when Loyalty is updated to Influen...		Waiting	84	0.5		Investigate VIP pric...	Provide strategic in...	CR, AOV, CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Membership][Discount] Series of Targeted Email Campaigns		Ranked	84	9		Send email campai...	Increase in VIP sign...	Inveterate	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
A/B Test Colour Swatches in side drawer on PDP		Ranked	80	6.25		Adding colour swat...	Improved colour sel...	CR	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Marketing] A/B test Open and Click Rate in Predict Next Order Flow		Ranked	80	7		AB Test Flows	Increase Open and ...	Klaviyo	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Marketing] A/B test Click Rate in Quiz Results Flow		Ranked	80	7		AB Test Flows	Increase Open and ...	Klaviyo	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Marketing] A/B test timing delay in Quiz Results SMS Flow		Ranked	80	7		AB Test Flows	Increase Open and ...	Klaviyo	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Membership] Membership Account Page Redesign		Ranked	80	28.25		Redesign VIP Mem...	Increase in VIP Sign...	Inveterate	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Gameplan] A/B Test Free Shipping Threshold		Ranked	80	0.75		A/B test placement...	Increase in AOV to ...	CR, AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Heatmap] Optimize the Search		Ranked	76	6.75		Improve search wit...	Better search result...	CR, AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Post Go Live] Tapcart Investigate free shipping banner on cart		Ranked	76	8		Implement a free s...	Increase in users m...	CR, AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Videowise] [A/B Test] Story component on Collections		Ranked	76	6.75		A/B test a videowis...	Increase social pro...	CR, AOV, CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Post Go Live] Tapcart Look into Rebuy/Tapcart integration		Future Priority	76	0.25		Integrate Rebuy wit...	Improve AOV with ...	AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Rebuy] [Post Purchase] Upsells & Cross-Sells		Ranked	76	0		Add upsells & cross...	Increase in AOV	AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Heatmap] A/B Test: Collections - DesktopQuick ATC		Ranked	72	8		A/B test quick ATC ...	Increase in AOV	CR, AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Heatmap] A/B Test: PDP: Color Selection - side drawer		Ranked	72	10		Add the colour swa...	Improve the colour ...	CR, AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Post Go Live] Tapcart Promote the VIP Loyalty scheme throughout the customer ...		Ranked	72	1		Promote the VIP lo...	Increase in users si...	CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Tapcart] Post Launch Add more blog links to the app		Ranked	72	1.25		Add more blog links...	More helpful conte...	CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Videowise] Reviews Page		Ranked	72	4.75		Add a video carous...	Increase social pro...	CR, AOV, CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Displaying Selected Filters on Collection Pages		Ranked	72	8.5		Show users what fil...	Improved UX as us...	CX, CR	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Quiz Results: Personalized messaging with Octane AI		Info Required	72	4		Include Personalise...	Increase in QUIZ C...	CR & CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Rebuy] Personalization within copy		Scoping Requi...	72	1		Tailor the copy with...	Increase in engage...	CR, CLV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[A/B test] Optimise Videowise widget placement(s)		Scoping Requi...	72	0		Optimise the place...	Increase the numb...	CR, AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
[Heatmap] A/B Test Mobile Search Products		Ranked	68	10		Make the products ...	Increase in engage...	CR, AOV	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

BLEND

The PECTI process

- Monthly meeting.
- Data analysed on completed tests and implementations by one person.
- New tests proposed based on data.
- Whole PECTI is reprioritised based on new data.
- eCommerce Director, Lead Developer, Lead Designer, Lead Marketer.

Step 4.
Any quick
wins?

BLEND

Client

PerTronix (Car parts)

Listen?

GA4 shows higher conversion for search users

Analyse?

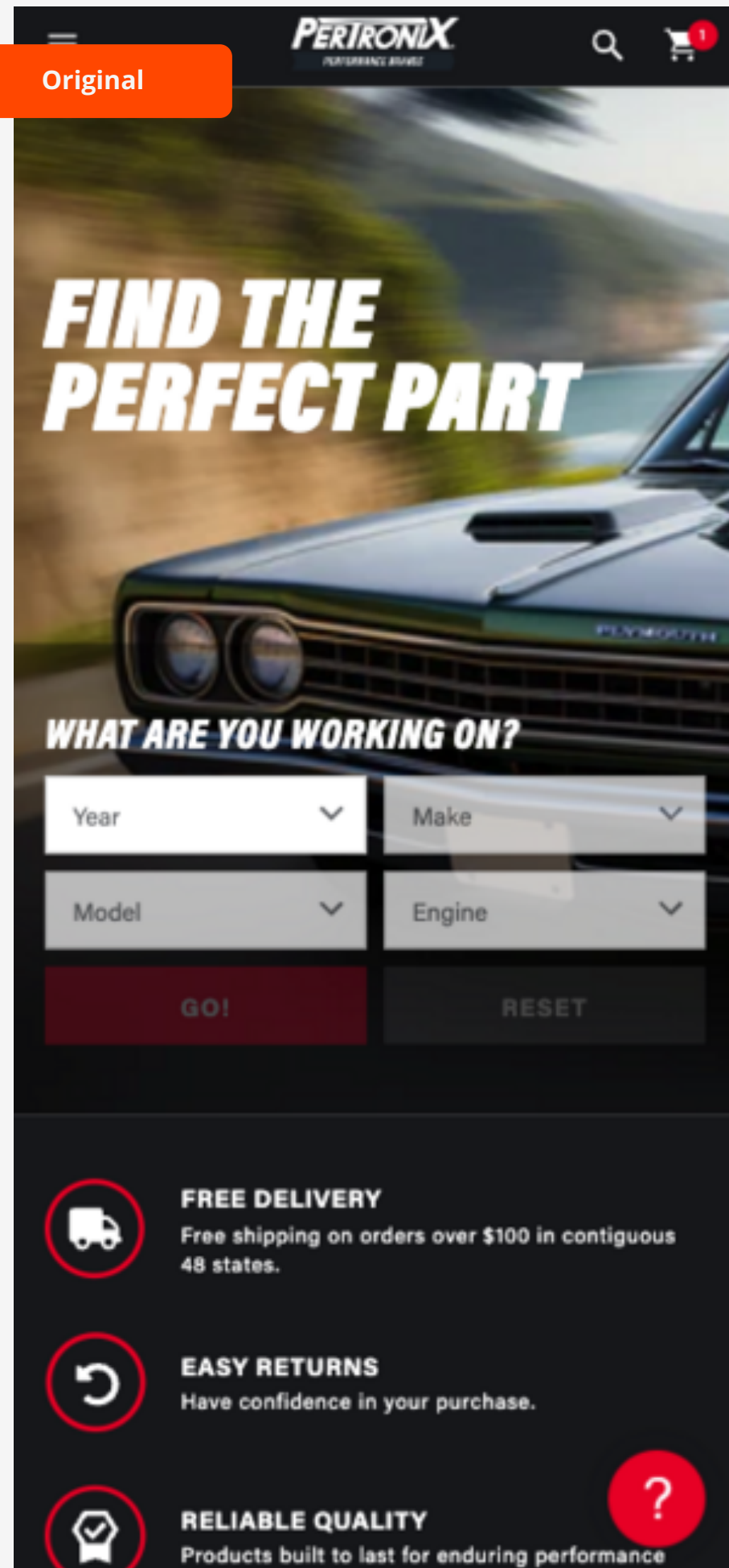
Would a more prominent search increase conversion?

Action?

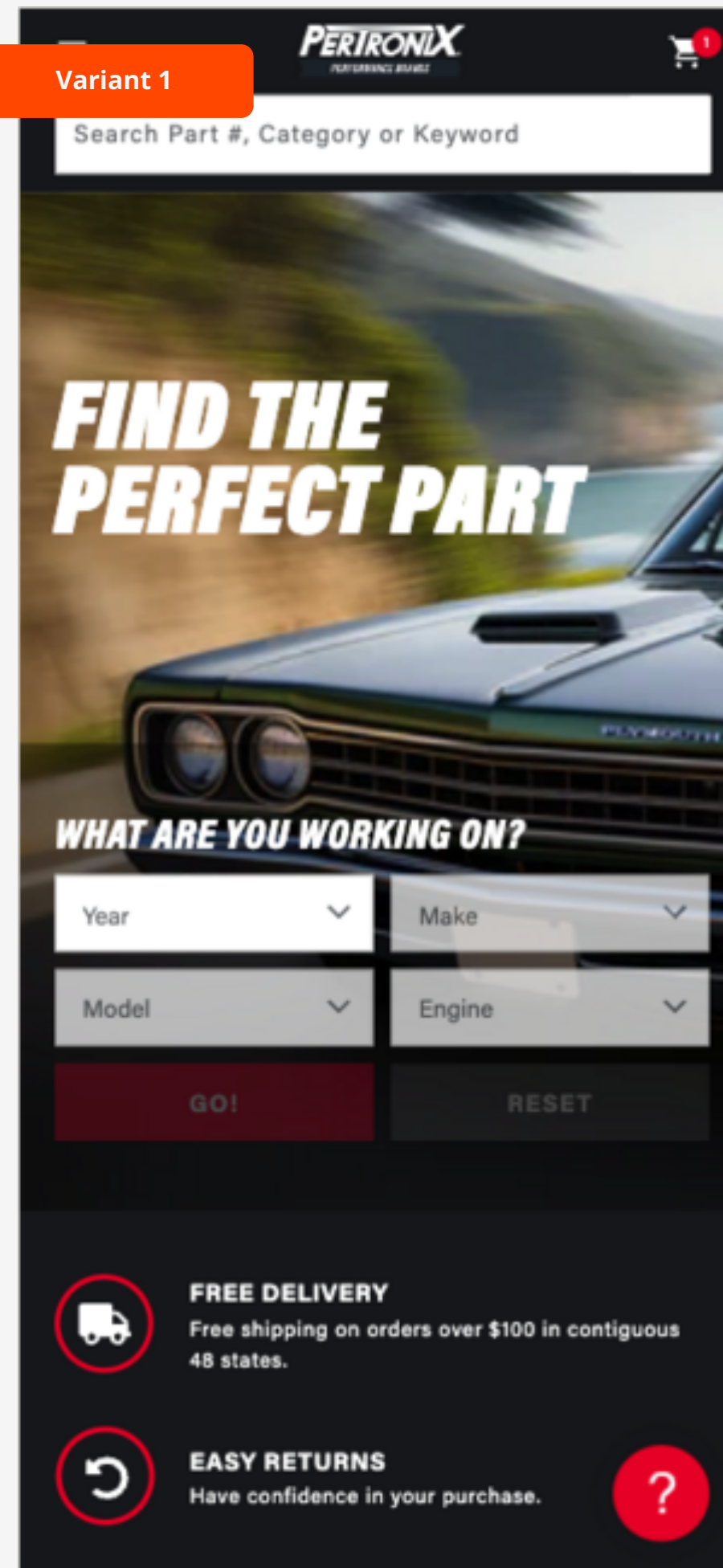
Expose search on mobile



Original



Variant 1



22.2%

Increase in Site Search
Queries

2.49%

Increase in Add to Cart

45%

Increase in Average
Order Value

34.5%

Increase in Average
Purchase Revenue Per
User

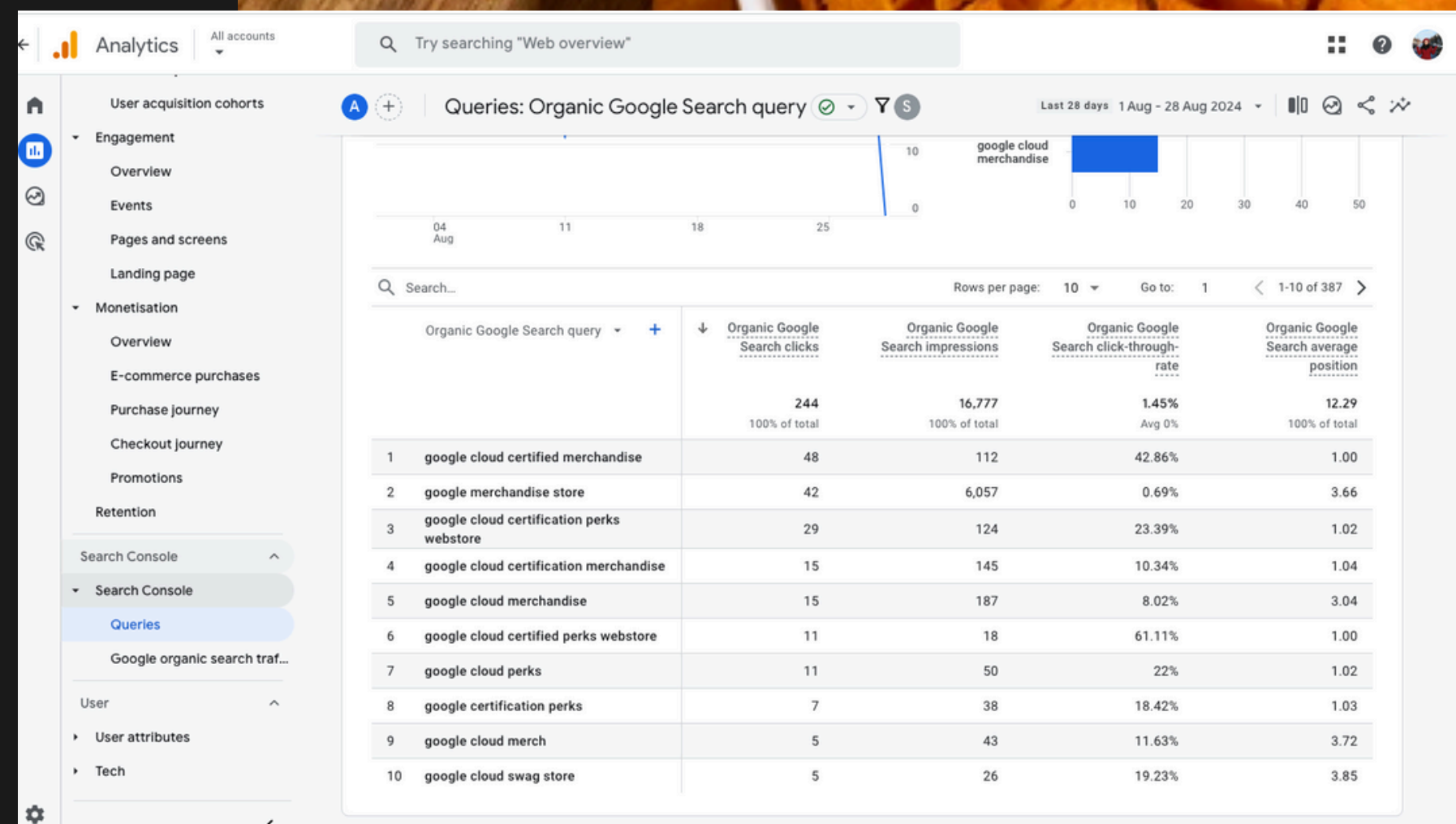
BLEND

Client
Jackson's Chips

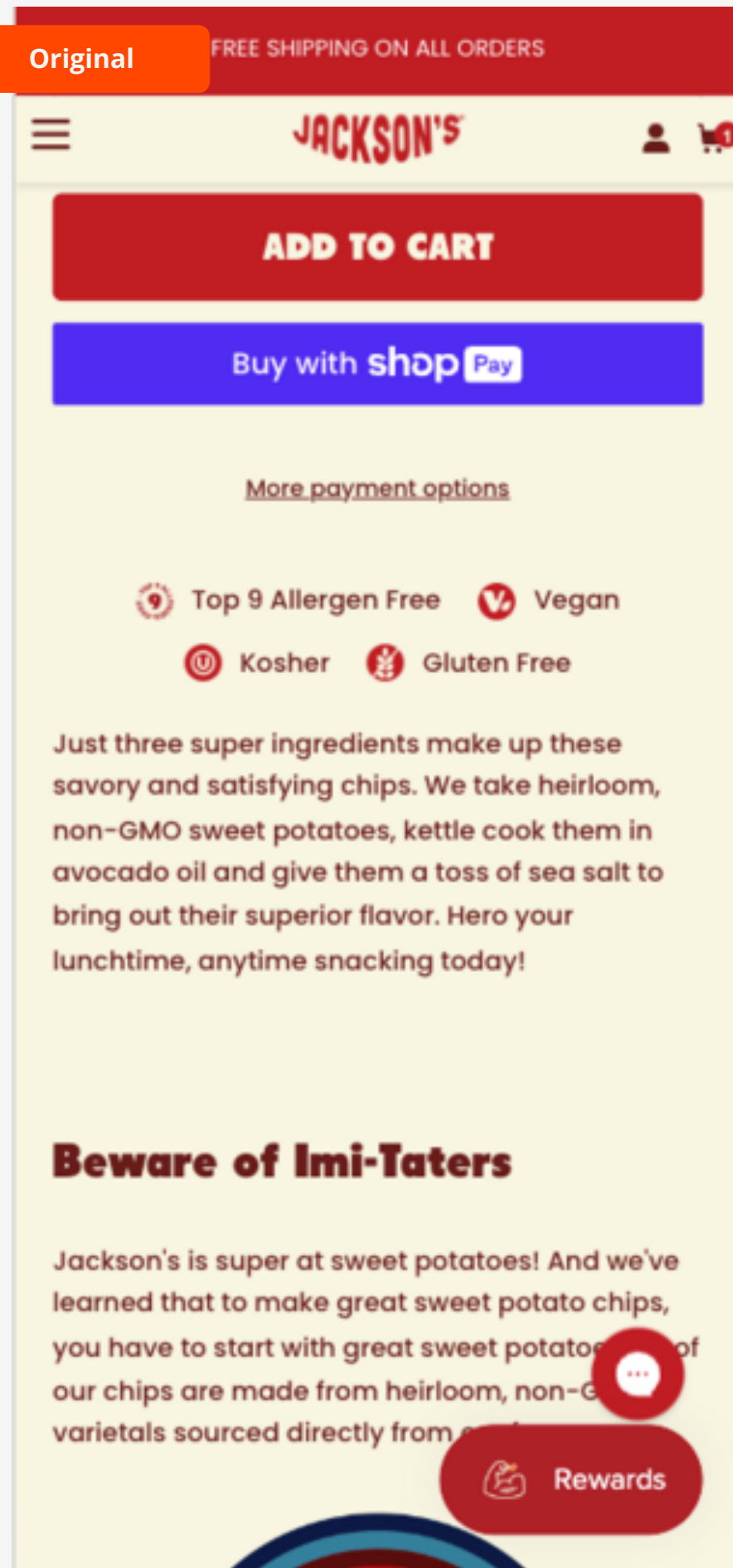
Listen?
GA4 showed 'brand+ingredient' based searches.

Analyse?
Are users not finding the information they need on product pages?

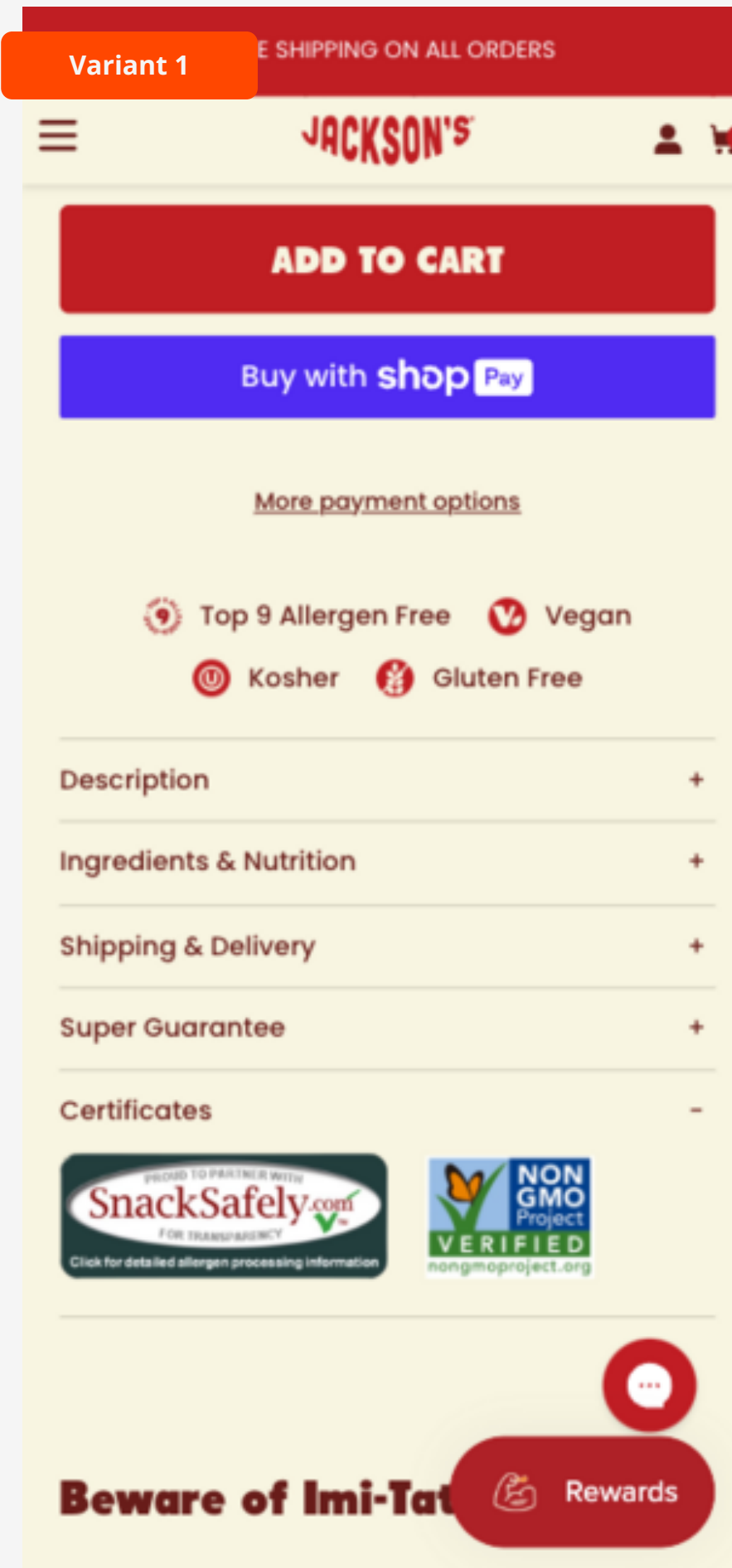
Action?
Let's test detailed accordion menus on the product pages



Original



Variant 1



7.3%

Increase in Checkout
Visits

15.2%

Increase in
eCommerce
Conversion Rate

6%

Increase in Add
to Cart

BLEND

Client

Sports Nutrition Brand (Under NDA)

Listen?

Heatmaps showed that GDPR cookie consent was causing bounce rate to increase

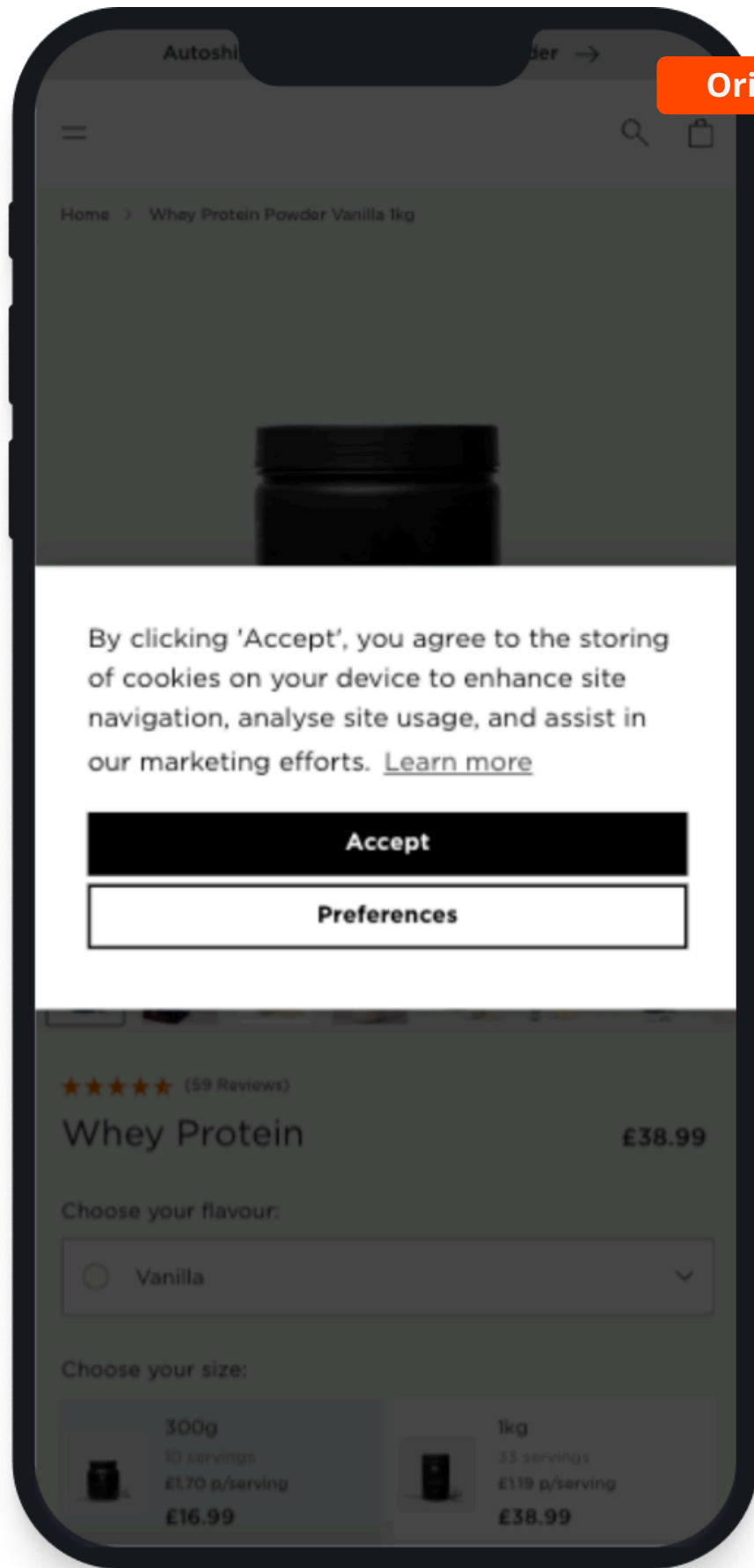
Analyse?

Can we change the position to reduce the impact on metrics?

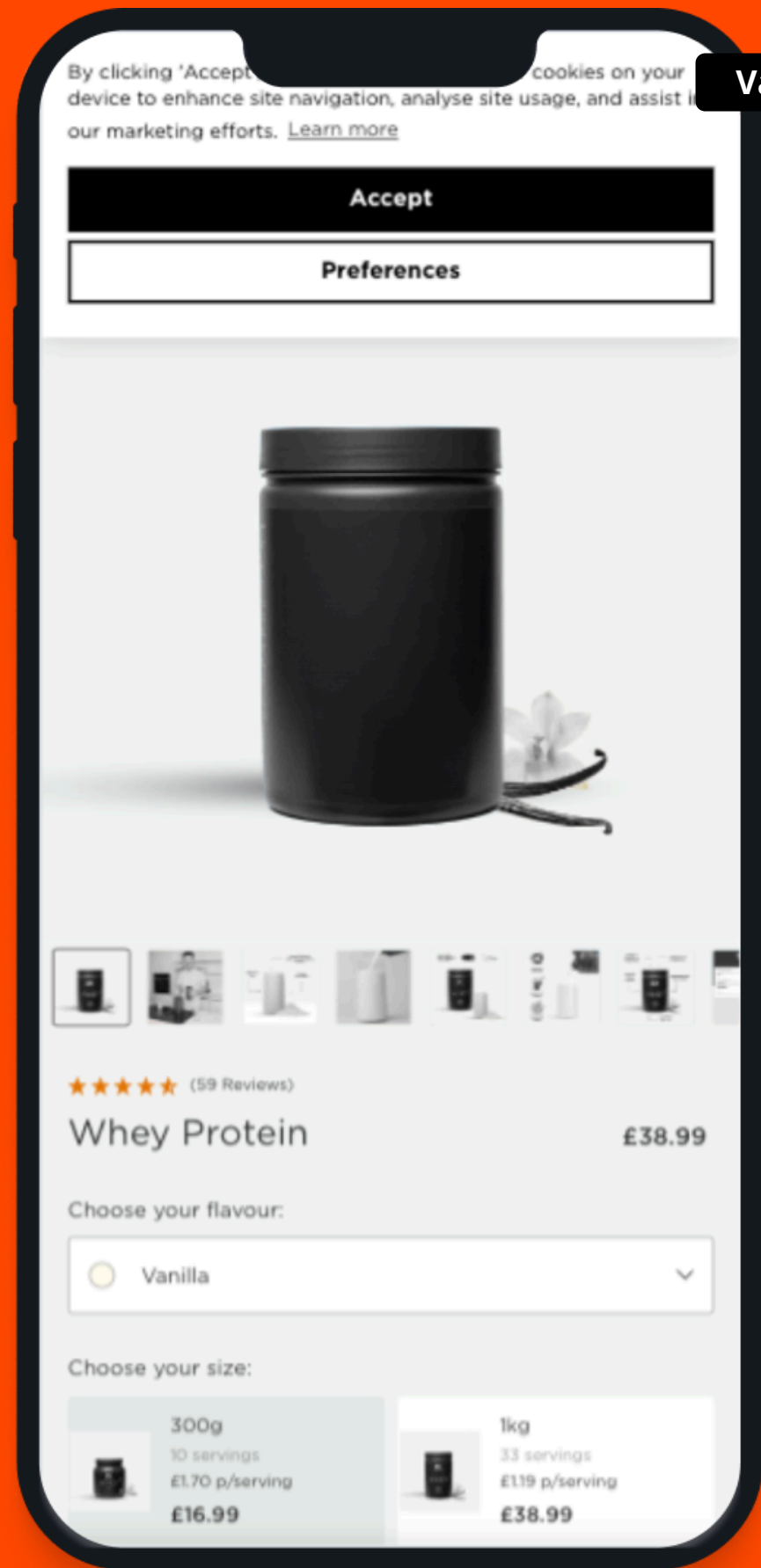
Action?

Let's test 3 different placements onsite

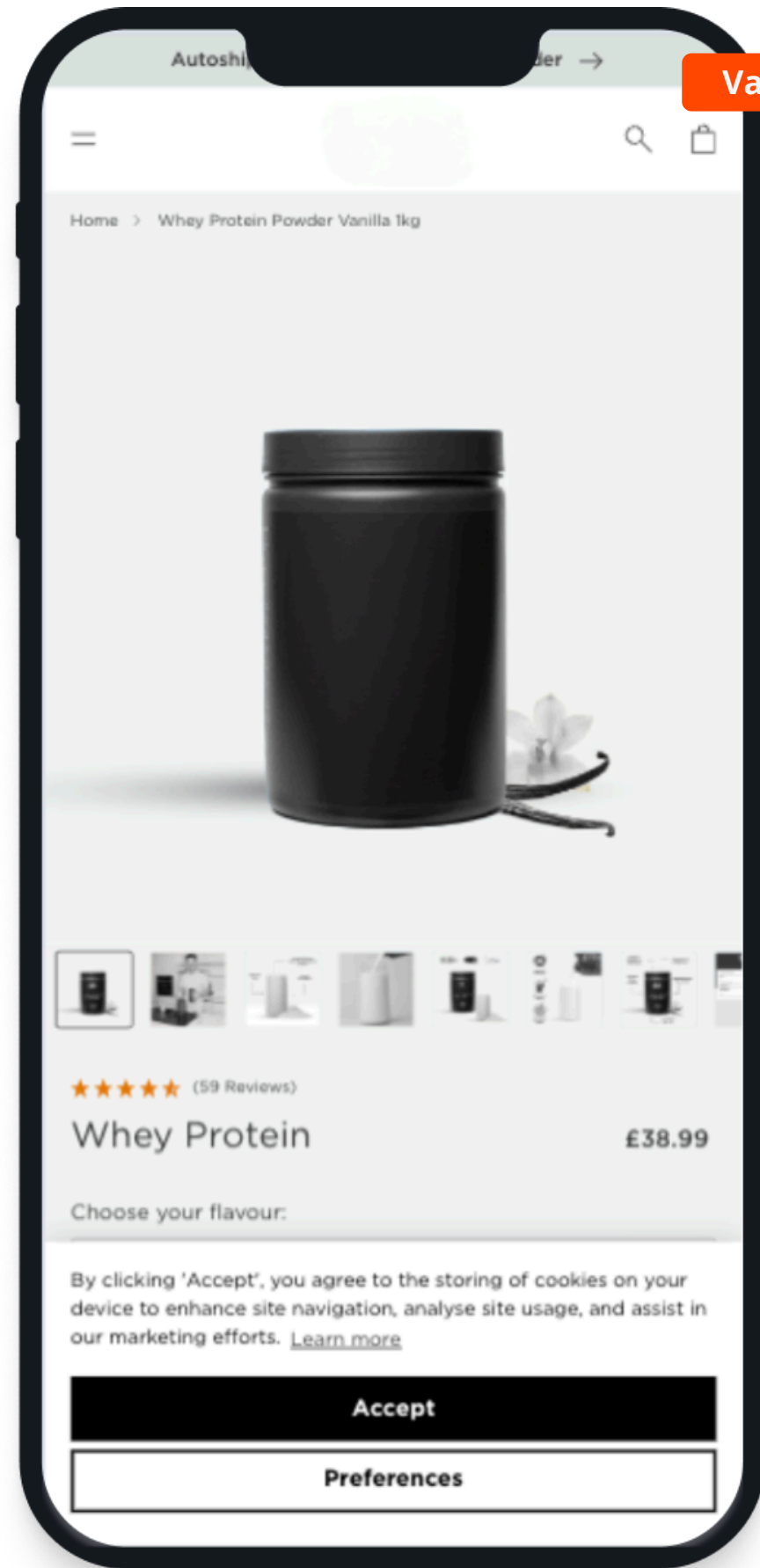




Original



Variant 1



Variant 2

Based on the test results, Variant 1 (top), compared to the original results, showed the following:

22%

Decrease in Bounce
Rate

32%

Increase in
eCommerce
Conversion Rate

5%

Increase in
Revenue per
Visitor

Step 5.

**What about one
you guys?**



Madalena.....

It's you.....

REWIND

Search for...

New Drop

Brands

Shop

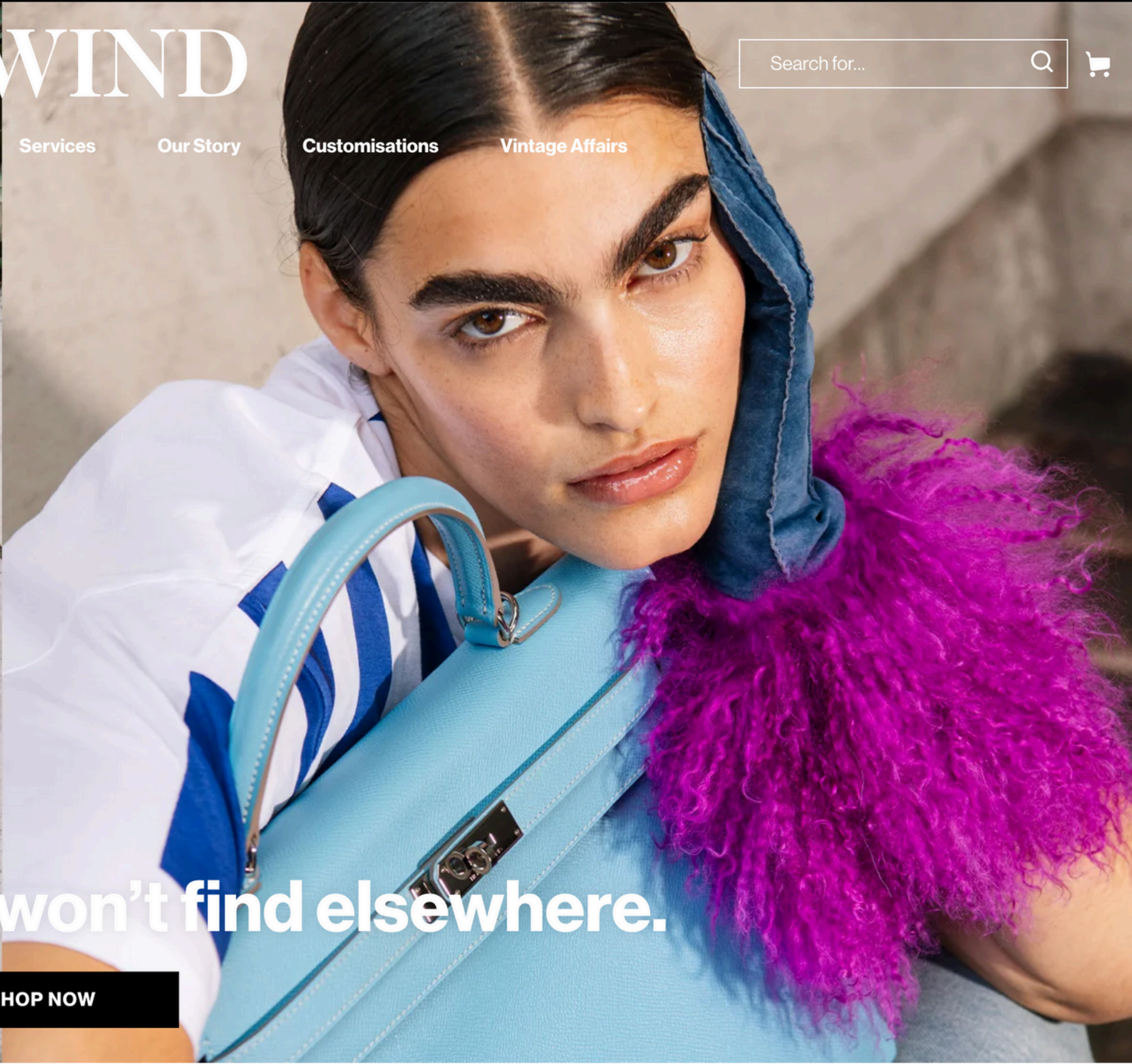
Live Shopping

Services

Our Story

Customisations

Vintage Affairs



We sell things you won't find elsewhere.

SHOP NOW

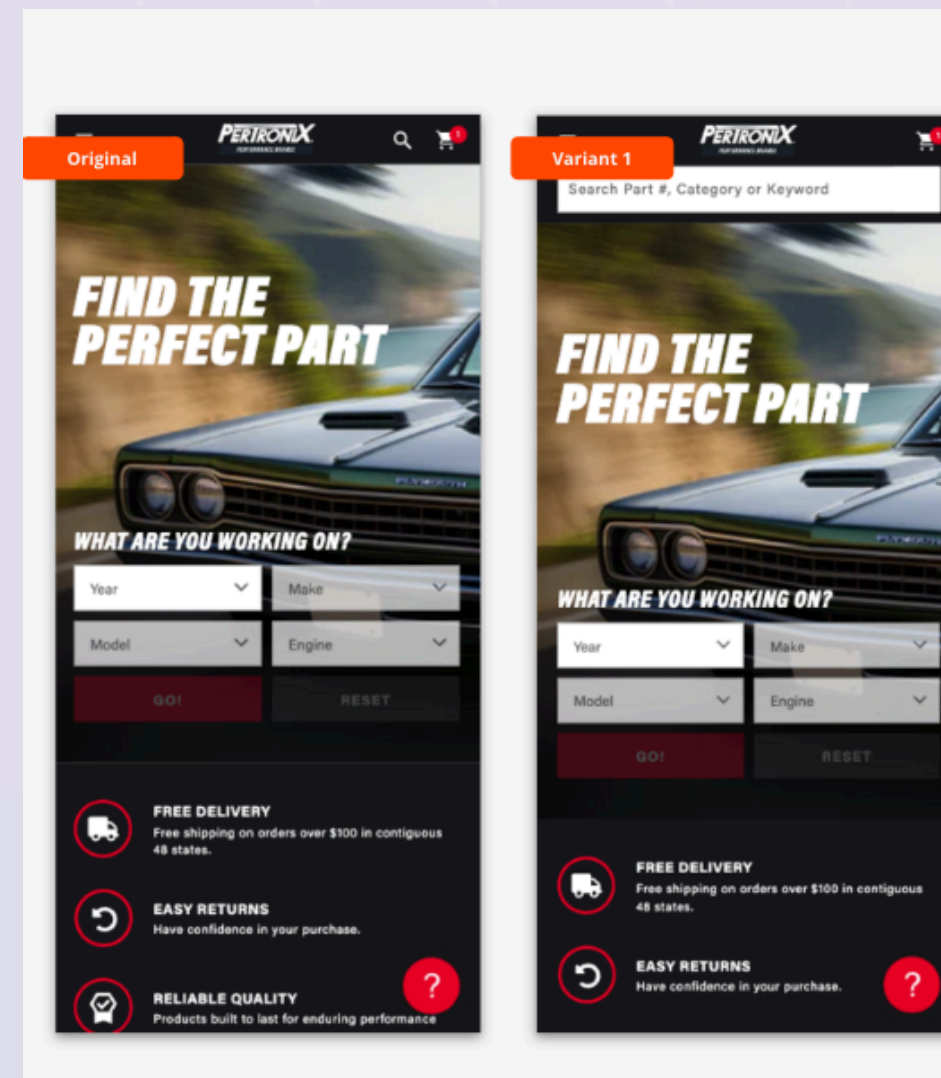
Areas for Improvement & Suggestions

INITIAL IMPRESSIONS

- Exposed Search Module

We recommend testing a visible/open search bar on every page. Some users come to discover more products, and some come to search for a specific product. The most crucial function that both behaviours share is the search module.

In a previous brand test, where we offered an exposed search bar, we saw a 22.2% increase in site search queries, a 45% increase in AOV (Average Order Value), and a 34.5% increase in average purchase revenue per user. We recommend testing a similar approach to improve the customer experience.



Impact of implementing these with the metrics achieved:

The A/B test results demonstrated that making the search bar consistently visible led to a **+22.20%** increase in Site Search Queries, a **+2.49%** rise in Add to Cart actions, a **+45%** boost in Average Order Value (AOV), and a **+34.53%** increase in Average Purchase Revenue per User. These improvements confirmed the value of keeping the search bar open, and we have decided to implement this change permanently.

Based on the test results, Variant 1, compared to the original results, showed the following:

22.2%	2.49%	45%	34.5%
increase in Site Search Queries	increase in Add to Cart	increase in Average Order Value	increase in Average Purchase Revenue Per User

Areas for Improvement & Suggestions

INITIAL IMPRESSIONS

- Improving User Experience with Image Thumbnails

The current mobile PDP uses a hidden carousel without any visual indicators that more images are available.

This makes it harder for users to explore the product fully unless they know to swipe, resulting in missed details that could help them make a purchase decision.

By using thumbnails for product images alone, we achieved a 9.9% increase in eCommerce conversion rate, a 16.2% increase in 'Add to Cart' actions, and a 2% increase in average purchase revenue per user.

Impact of implementing these with the metrics achieved:

Based on our heatmap data, we tested this finding using an A/B test. The results showed a **+9.9%** increase in eCommerce Conversion Rate, a **+16.2%** increase in Add to Cart actions, and a **+2%** increase in Average Purchase Revenue per User. Seeing the positive impact on these purchase decisions, we implemented this change permanently on the site.

Based on the test results, Variant 1, compared to the original results, showed the following:

9.9%

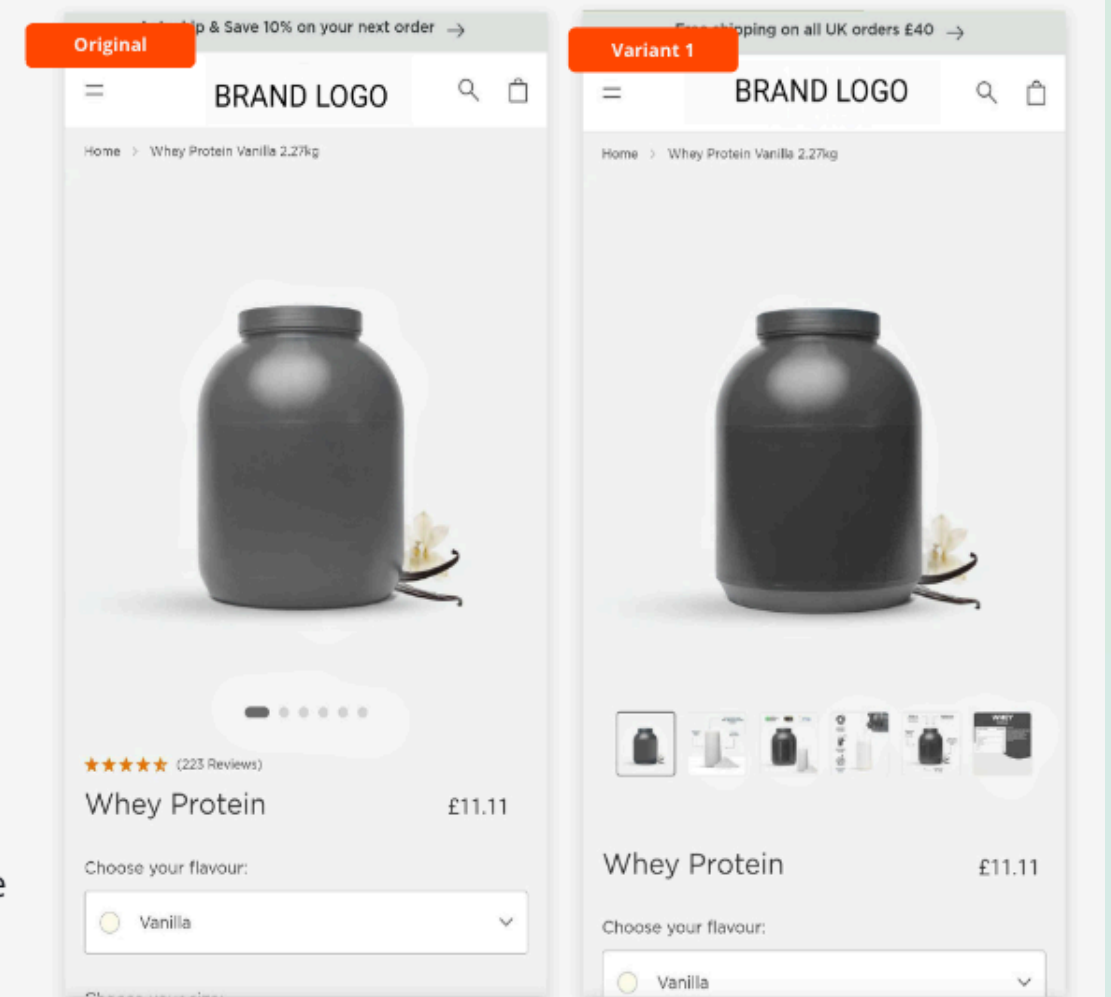
increase in
eCommerce
Conversion Rate

16.2%

increase in
Add to Cart

2%

increase in Average
Purchase Revenue
per User



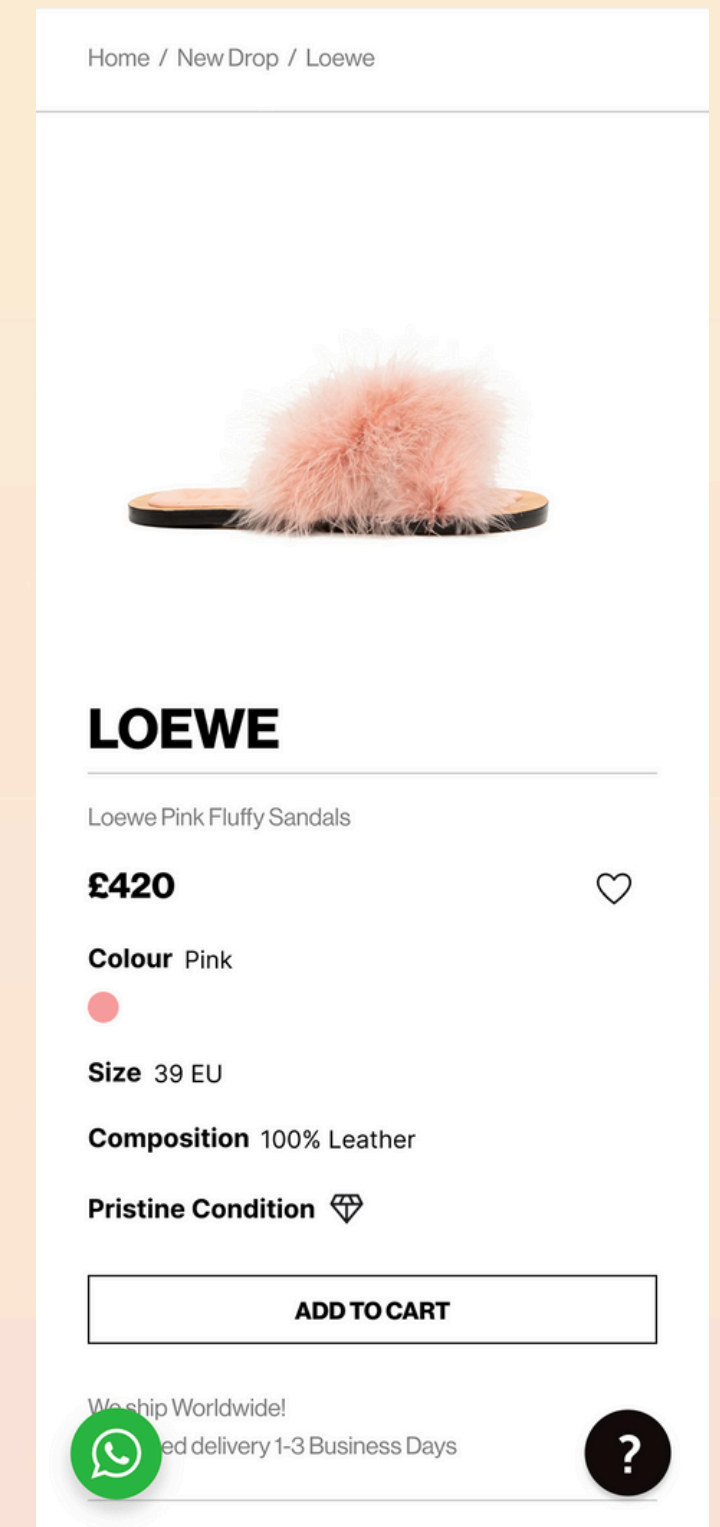
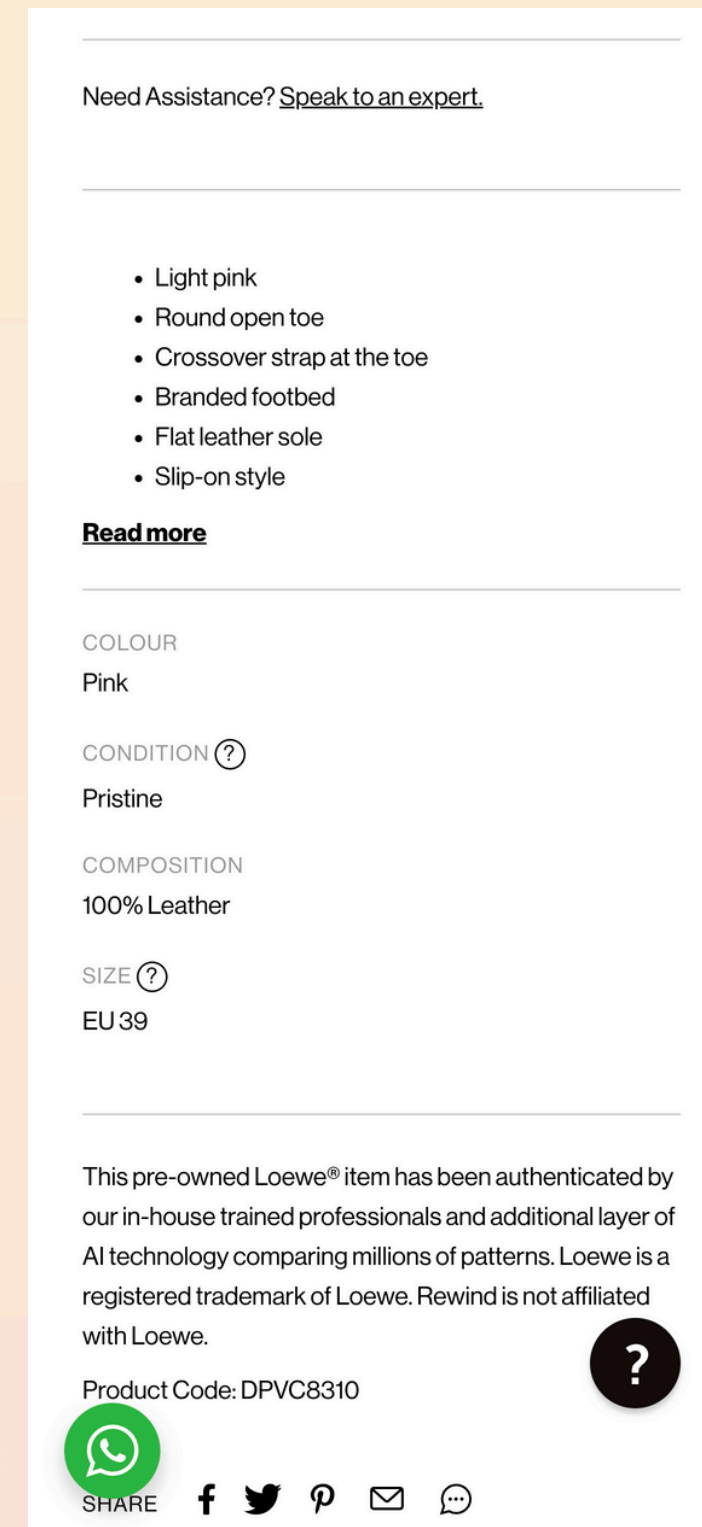
Areas for Improvement & Suggestions

INITIAL IMPRESSIONS

- **Surface Key Product Information Above the Fold**

Crucial product details such as condition, size, material, and colour are currently hidden below the fold, requiring users to scroll to find them. Attributes such as these should be prominently displayed near the title and price.

Bringing these details into the upper portion of the page helps users evaluate the product at a glance, improving trust and speeding up purchase decisions.



Areas for Improvement & Suggestions

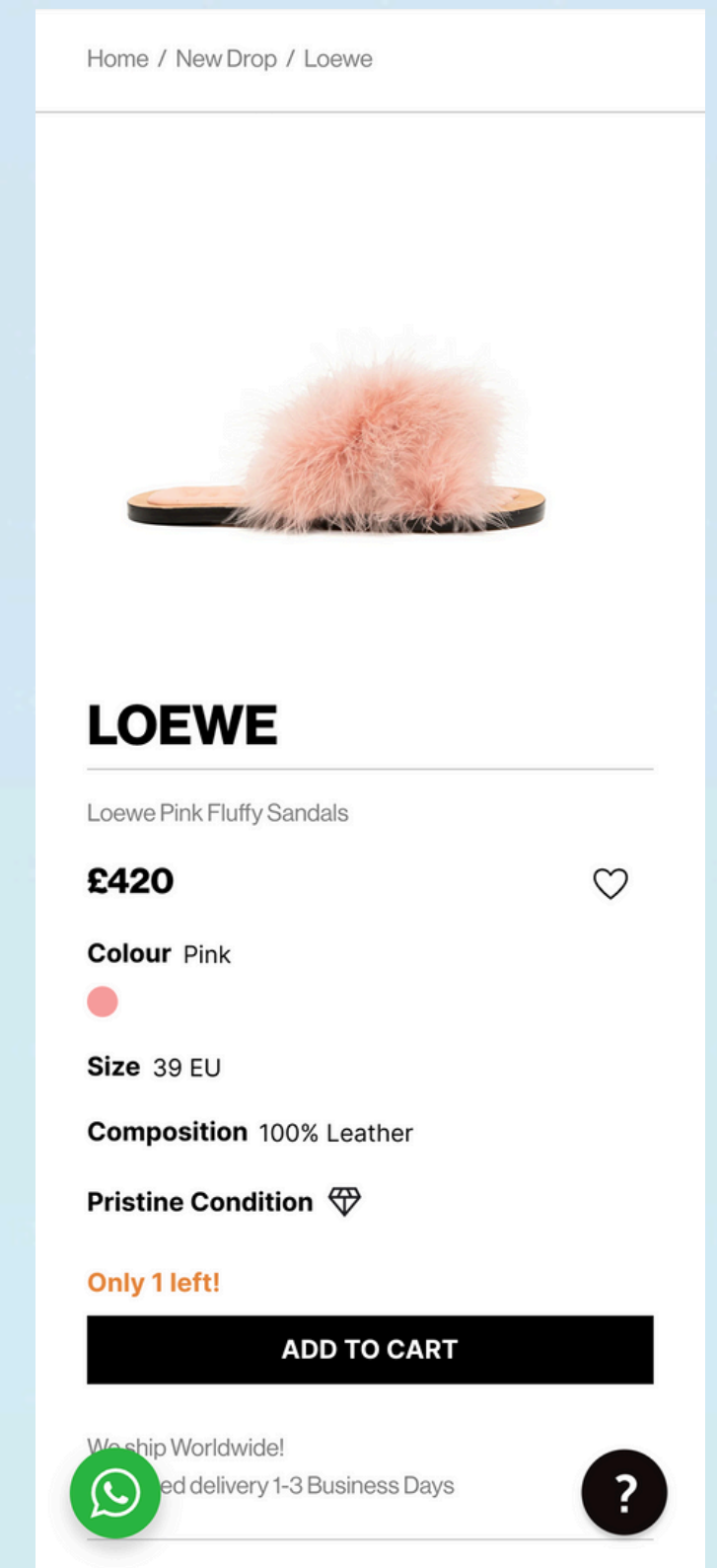
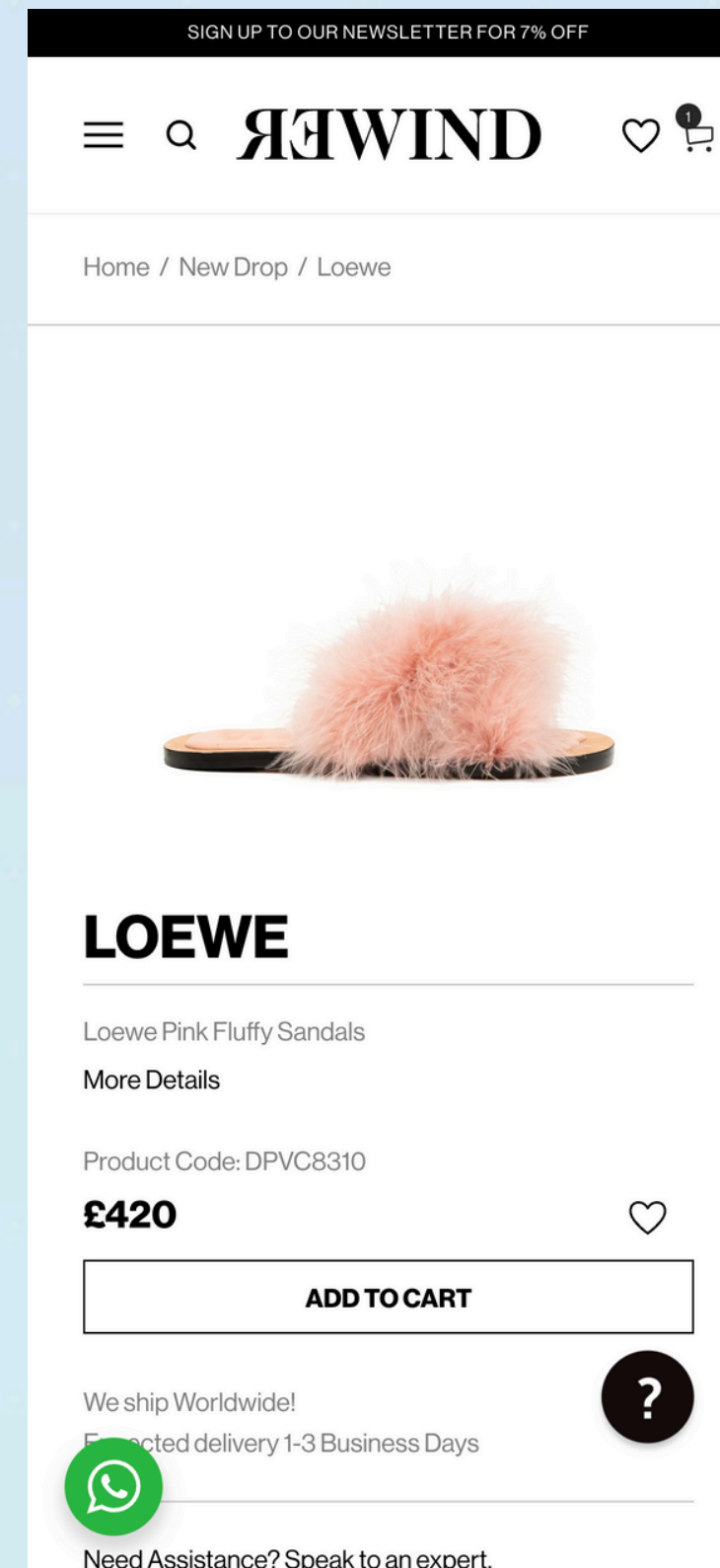
INITIAL IMPRESSIONS

- **Make the Add to Cart Button More Prominent**

The Add to Cart button blends into the page and doesn't command enough visual attention. Changing its colour contrast, size, and spacing from surrounding elements will make it easier to spot, ensuring shoppers can act on their purchase decision without searching for the CTA.

- **Add Urgency Messaging Near the Add to Cart Button**

There is no indication of product scarcity or exclusivity near the purchase area. Adding short, time-sensitive cues such as "Only 1 left in stock" or "Selling fast" directly under or above the CTA can create a sense of urgency, prompting faster decision-making.



Areas for Improvement & Suggestions

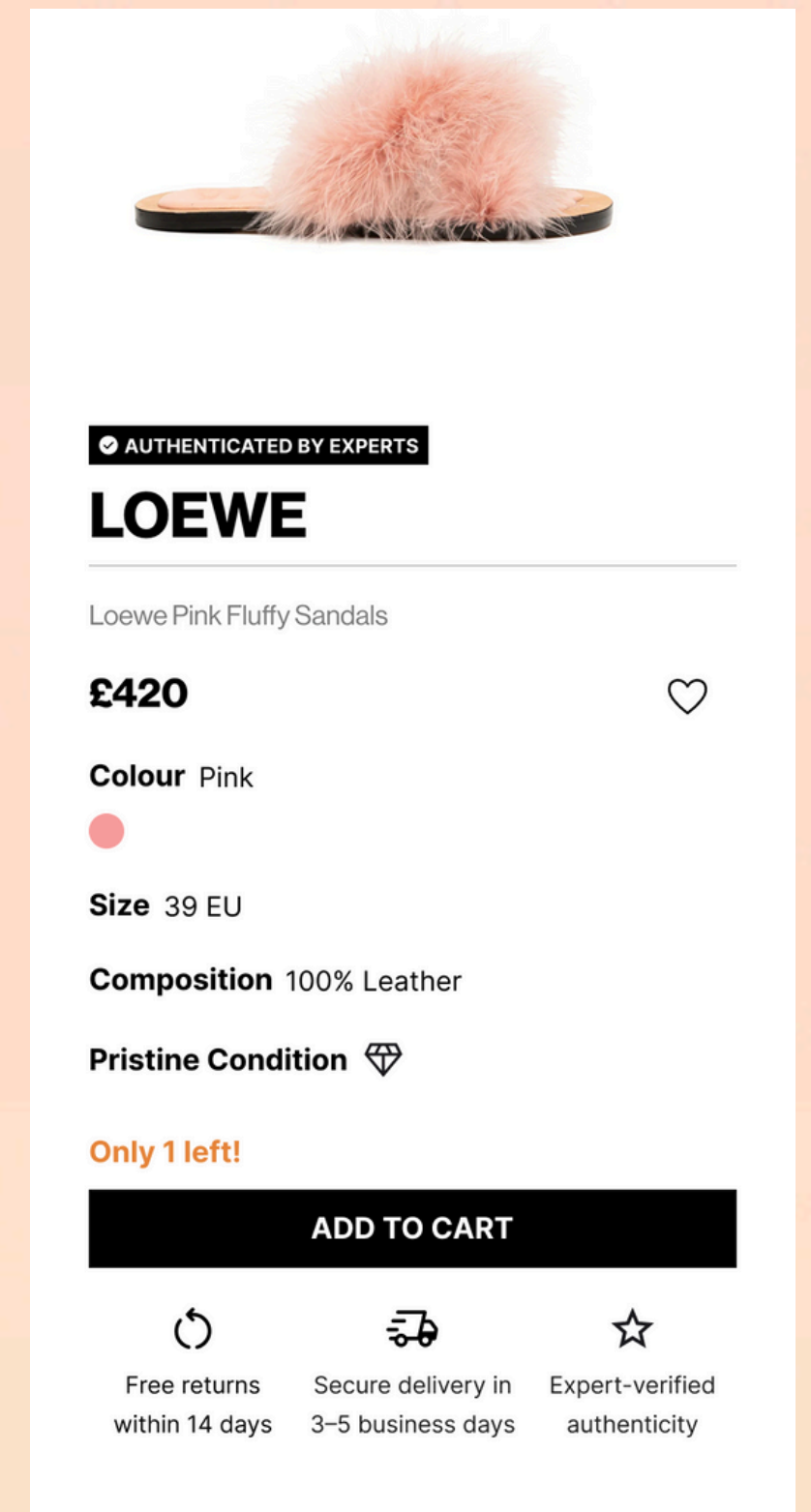
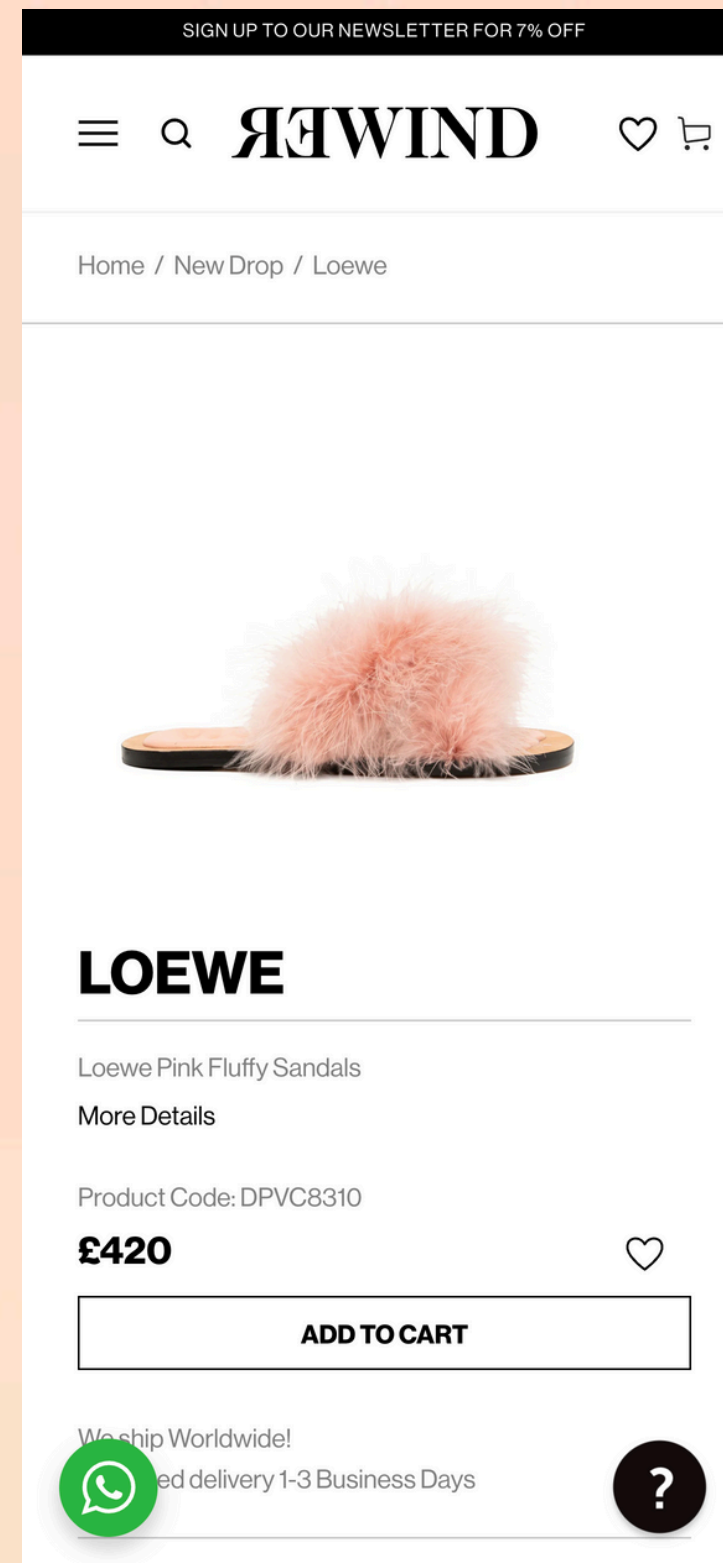
INITIAL IMPRESSIONS

- **Highlight Authenticity Guarantee Earlier**

The authentication reassurance is buried lower in the description. Displaying a “Authenticated by Experts” badge or a short statement higher up the PDP ensures shoppers see this trust signal early, reducing hesitation for a high-value luxury purchase.

- **Make USPs Below the ATC Button More Engaging**

Important purchase reassurance points, such as delivery timeframe, returns policy, and authenticity, are either lower on the page or in plain text. Showing these as icons with short labels directly under the Add to Cart button keeps key benefits visible at the decision point.



Areas for Improvement & Suggestions

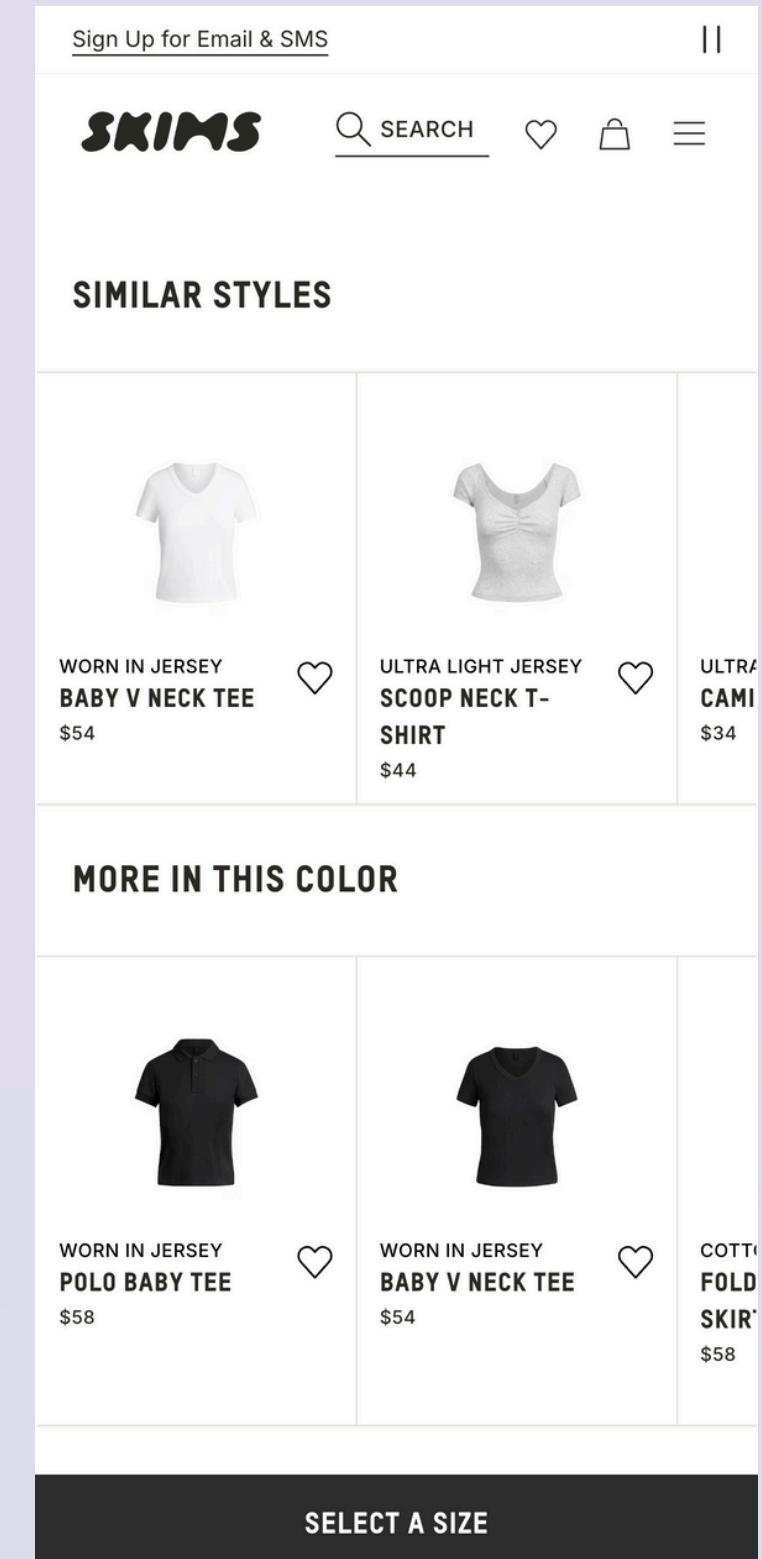
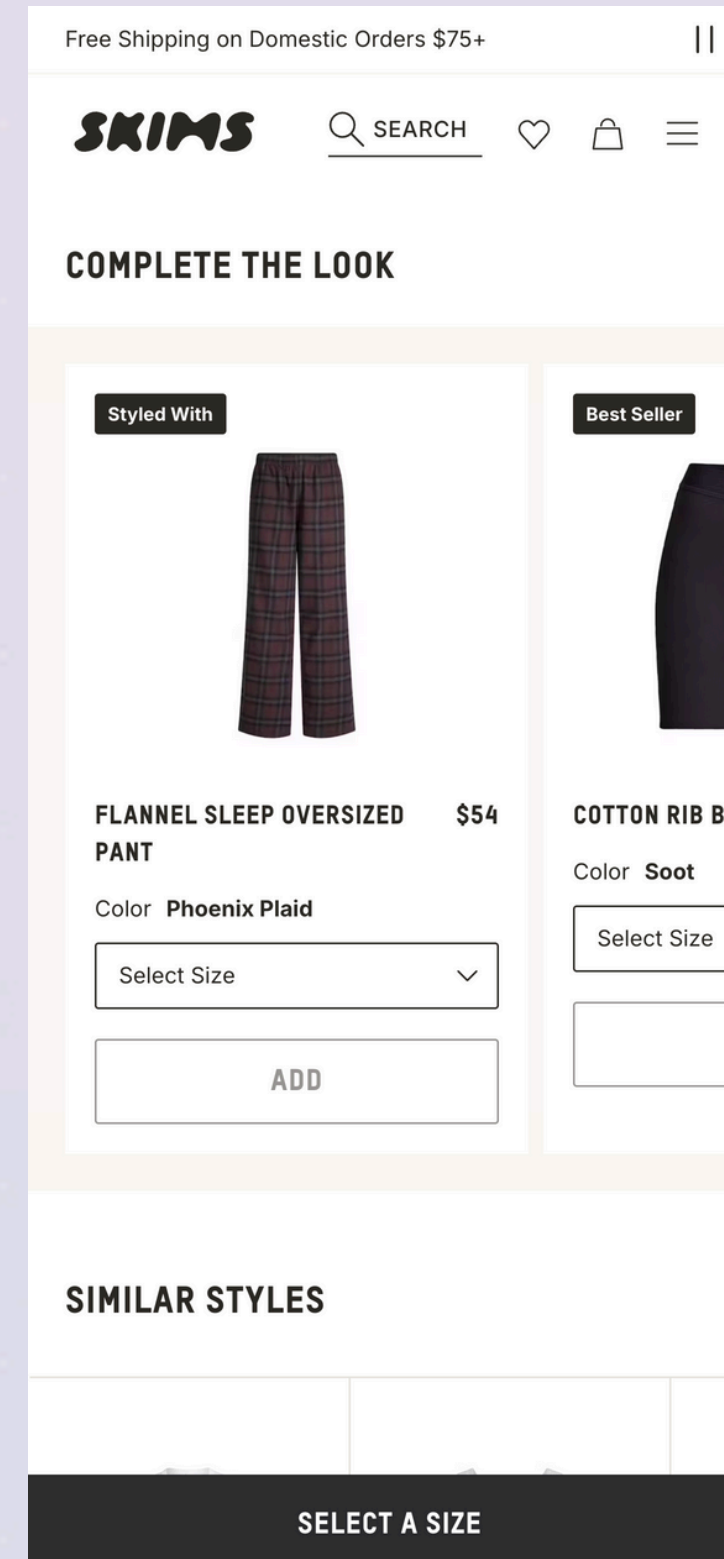
INITIAL IMPRESSIONS

- **Expand Related Products Section**

The current “You May Also Like” carousel is limited. Expanding it to include more options, such as similar products, bestsellers, or complementary items, can keep users engaged even if they decide not to purchase this exact product.

- **Add a Sticky Add to Cart Button on Mobile**

With the addition of more key product information, you may be worried that the Add to Cart button will be pushed below the fold on mobile. Introducing a sticky Add to Cart button ensures the CTA remains visible at all times as users scroll, making it easy to purchase without having to navigate back to the top of the page and reducing friction for ready-to-buy shoppers.



P = Proof

E = Ease

C = Cost

T = Time

I = Impact

What evidence do we have this works?

What's the level of complexity and risk?

What's the cost to you?

How long will it take to implement?

What's the potential uplift?

**ASK ME TO SEND
YOU THE STUFF HERE**



ASK ME STUFF NOW.

Adam Pearce

Blend Commerce

adam@blendcommerce.com

