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MACHETE

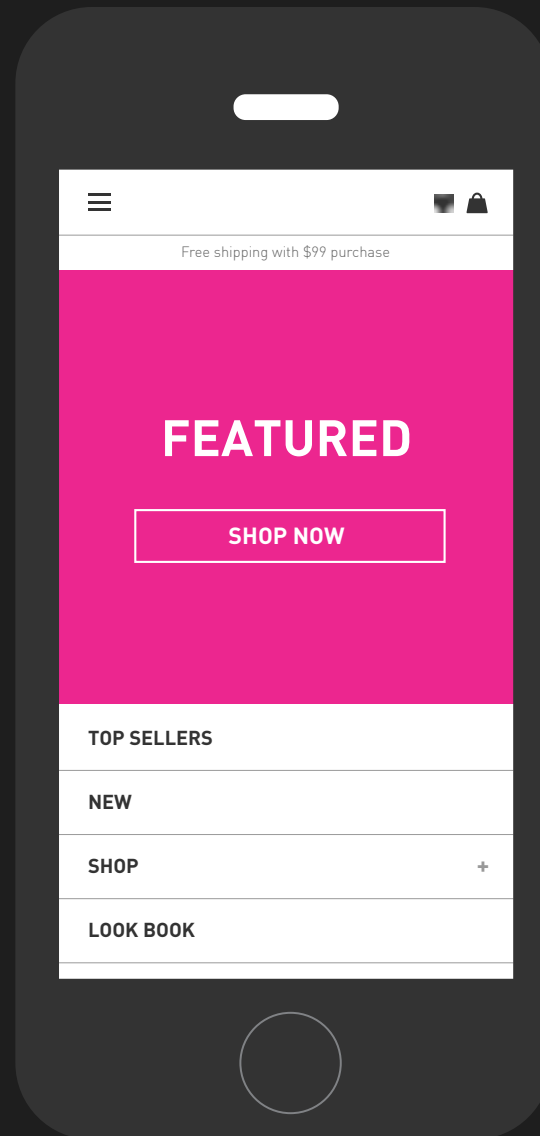
Website

Mobile Homepage Wire

August 12, 2015

v1.0

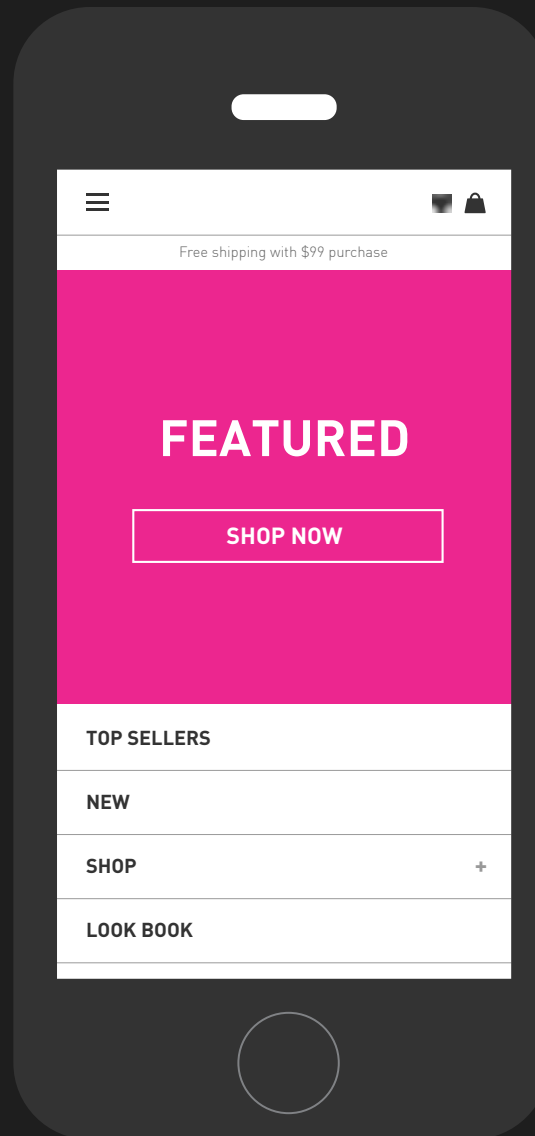
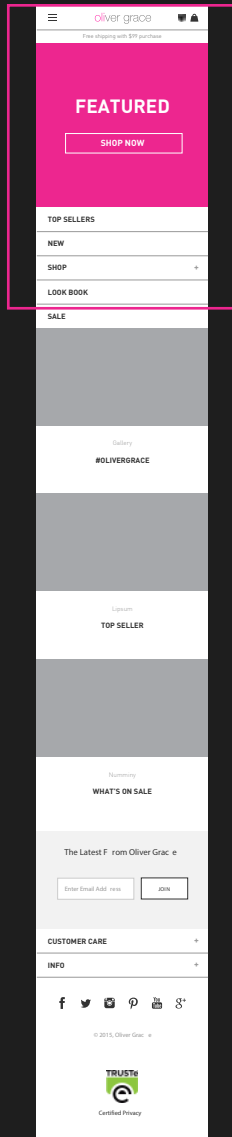
MOBILE HOMEPAGE WIRE



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FULL LAYOUT (1 OF 4)



Shopping cart widget: eye-catching icons, and price shown increased conversion by up to 6%. However, showing price might decrease cart value: <https://whichtestwon.com/case-study/crews-shopping-cart-widget-test>

Test thresholds for minimum order for free shipping, \$99 is likely to work better than \$100: <http://www.getelastic.com/does-price-influence-cart-abandonment-you-better-believe-it/>

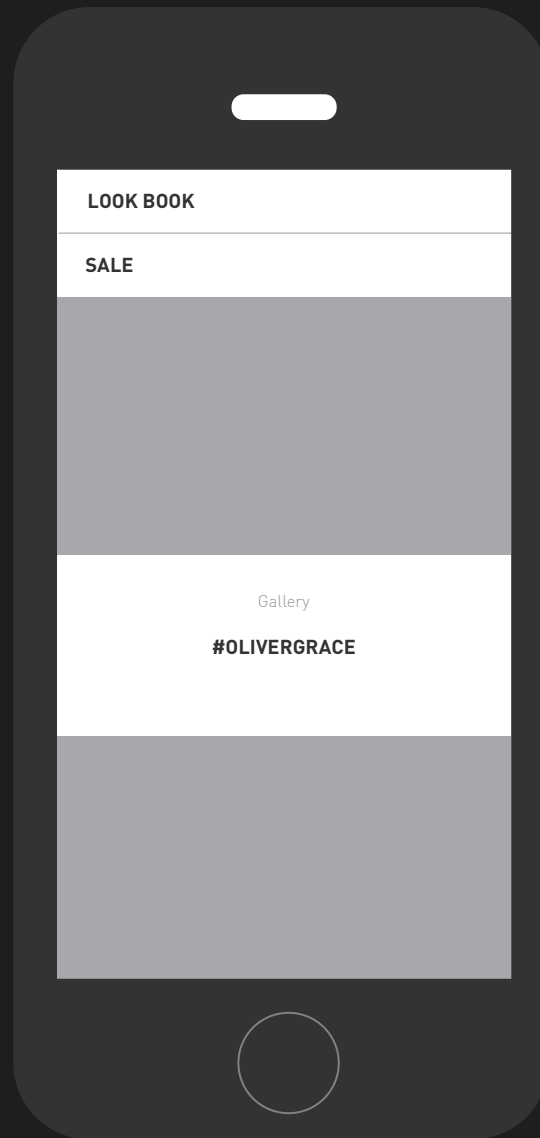
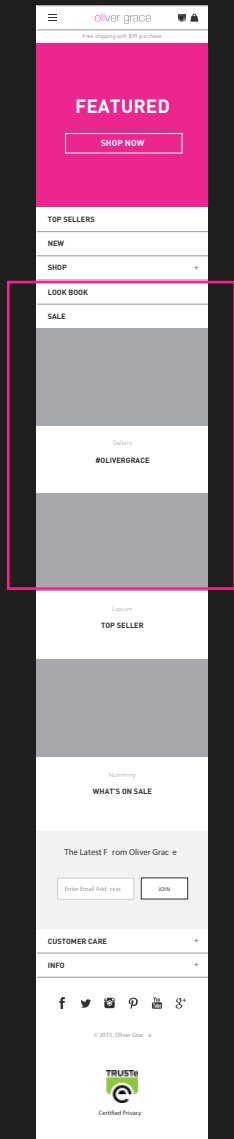
58% of users abandon cart because shipping costs are not listed up front or are more than expected. <http://www.designforfounders.com/shopping-cart-abandonment>

Rotating banners lower conversion rates: <http://www.widerfunnel.com/conversion-rate-optimization/rotating-offers-the-scourge-of-home-page-design>

Static banner, with navigationally-focused links, increased conversions 18% over rotating banners: <https://whichtestwon.com/test/if-the-shoe-fits>



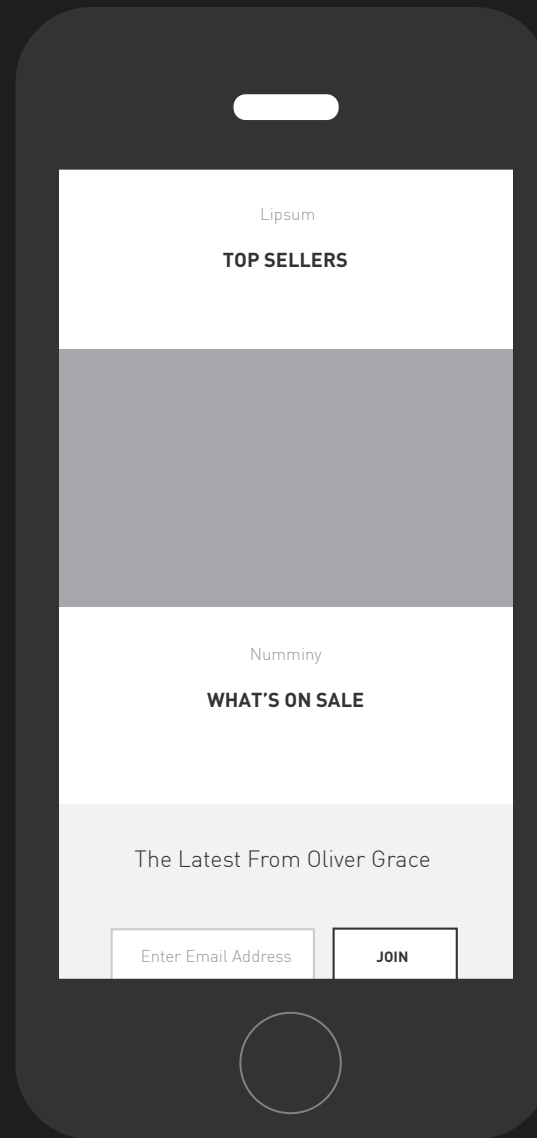
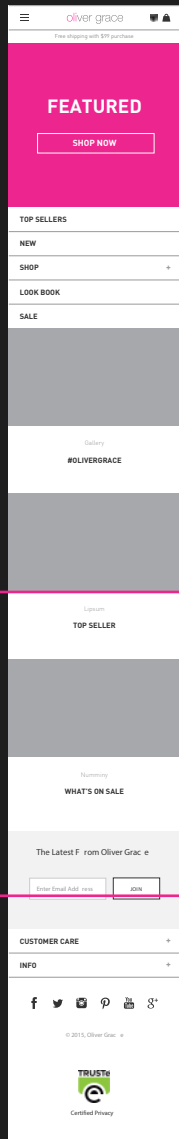
FULL LAYOUT (2 OF 4)



Social proof works better with pictures
Shoppable social photos that encourage ensemble merchandizing lifts conversion up to 7%:
<https://blog.kissmetrics.com/social-proof-factors-2>



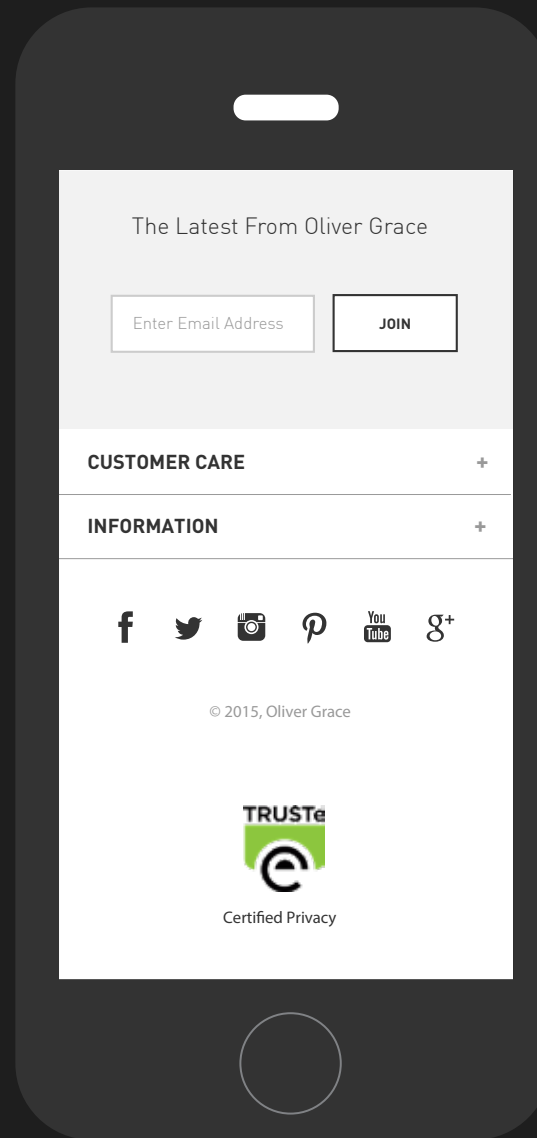
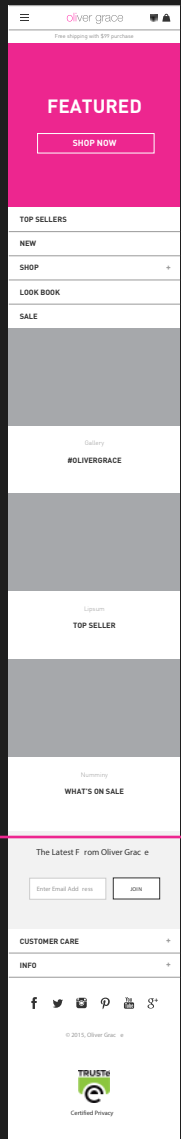
FULL LAYOUT (3 OF 4)



What's on sale
47% of shoppers only buy discounted products, except under exceptional circumstances. 62% are looking for a section that identifies sales:
<http://conversionxl.com/the-ultimate-guide-to-increasing-ecommerce-conversion-rates>



FULL LAYOUT (4 OF 4)



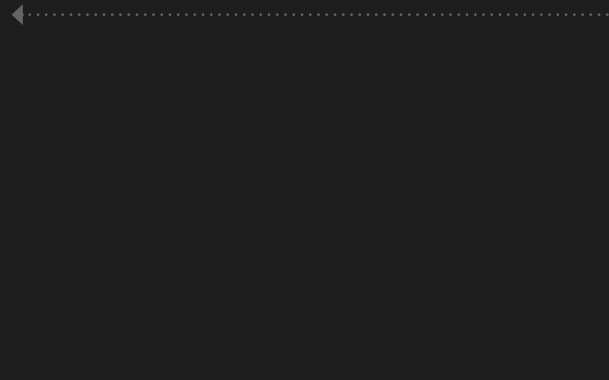
Avoiding "Subscribe" boosts email signups 53%
Fewer form fields and a shorter privacy policy also have a positive impact:
<https://whichtestwon.com/case-study/email-newsletter-opt-in-test>

Well placed trust icons create uplift in revenue
Over 3% uplift in revenue per visitor:
<https://www.nuvonium.com/blog/view/do-you-need-trust-icons-on-your-ecommerce-site>



THANKS :)

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Phone numbers show your customers they can reach you quickly if there's a problem:
<http://www.searchenginepeople.com/blog/25-conversion-rate-boosters.html>

