

Fractures in the Funnel

2025 Ecommerce
CRO Report

Every click, every bounce, every abandoned cart is your customer quietly saying: “Something’s not right.”

And yet, most brands treat conversion rate optimization like a checklist instead of a conversation.

That’s why we teamed up with some of the smartest minds in ecommerce — and the most trusted tools in the industry — to create this report.

In the following chapters, you’ll find:

- The top hesitation points and UX missteps by vertical
- Underperforming site features to rethink or remove
- Quick wins from brands already seeing lift
- Hidden trust-builders that separate good stores from great ones

Let’s fix the fractures in your funnel.



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Silent Killers of Conversion: Unseen Friction Points That Cost You Sales

By Bar Bruhis

As ecommerce brands look ahead to the second half of 2025, understanding what motivates (and stops) customers from completing their purchase has never been more crucial.

Recent data from H1 2025 reveals the hidden frictions in the buying journey — and, just as importantly, what actually tips the scale toward conversion.

This chapter digs into the data behind customer decisions, industry nuances, and strategic implications for pricing, messaging, acquisition channels, and long-term brand building.

The Big Picture: Why Customers Almost Didn't Buy

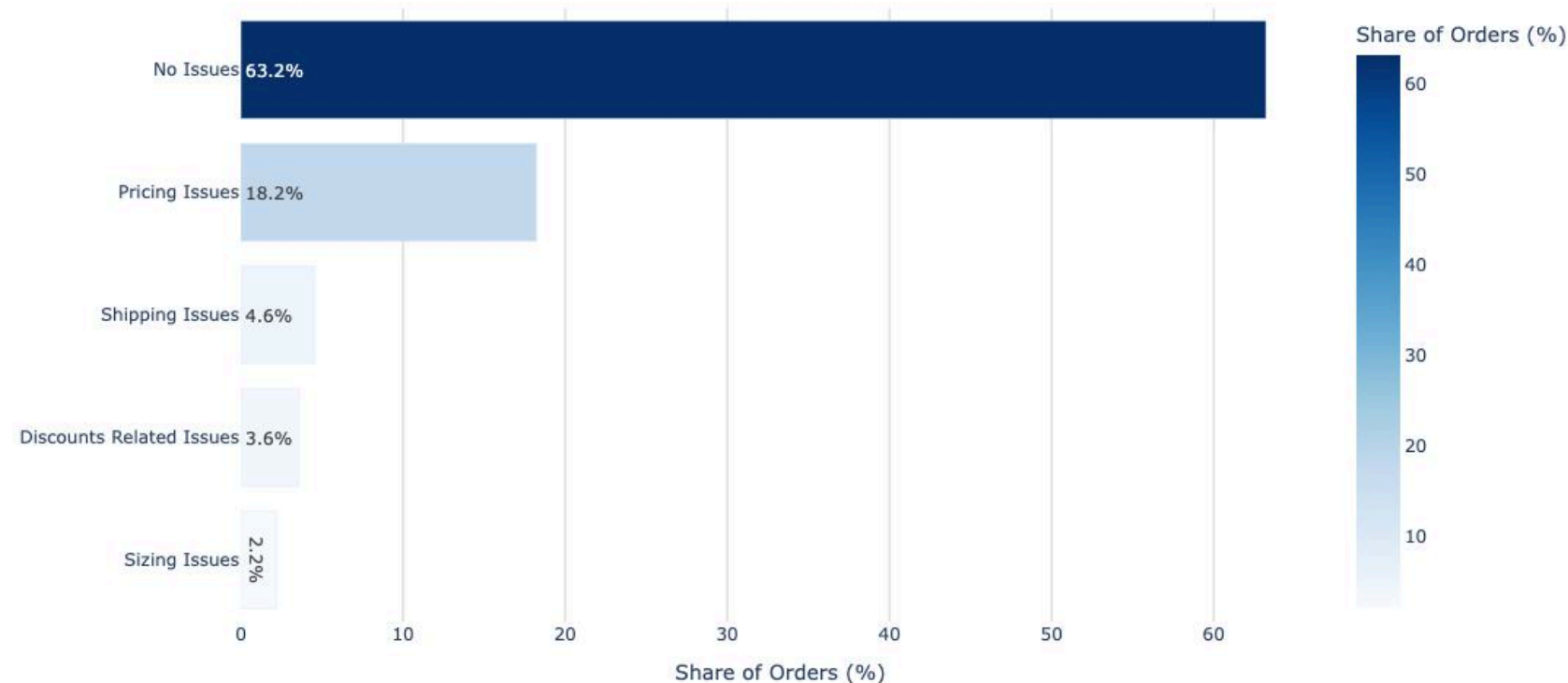
1. Pricing Dominates, But It's Not the Whole Story

Across all industries, pricing concerns remain the biggest hurdle, accounting for 18.2% of customer-reported issues. But pricing doesn't stand alone — shipping costs (4.6%) and discount clarity (3.6%) together account for nearly half as much friction.

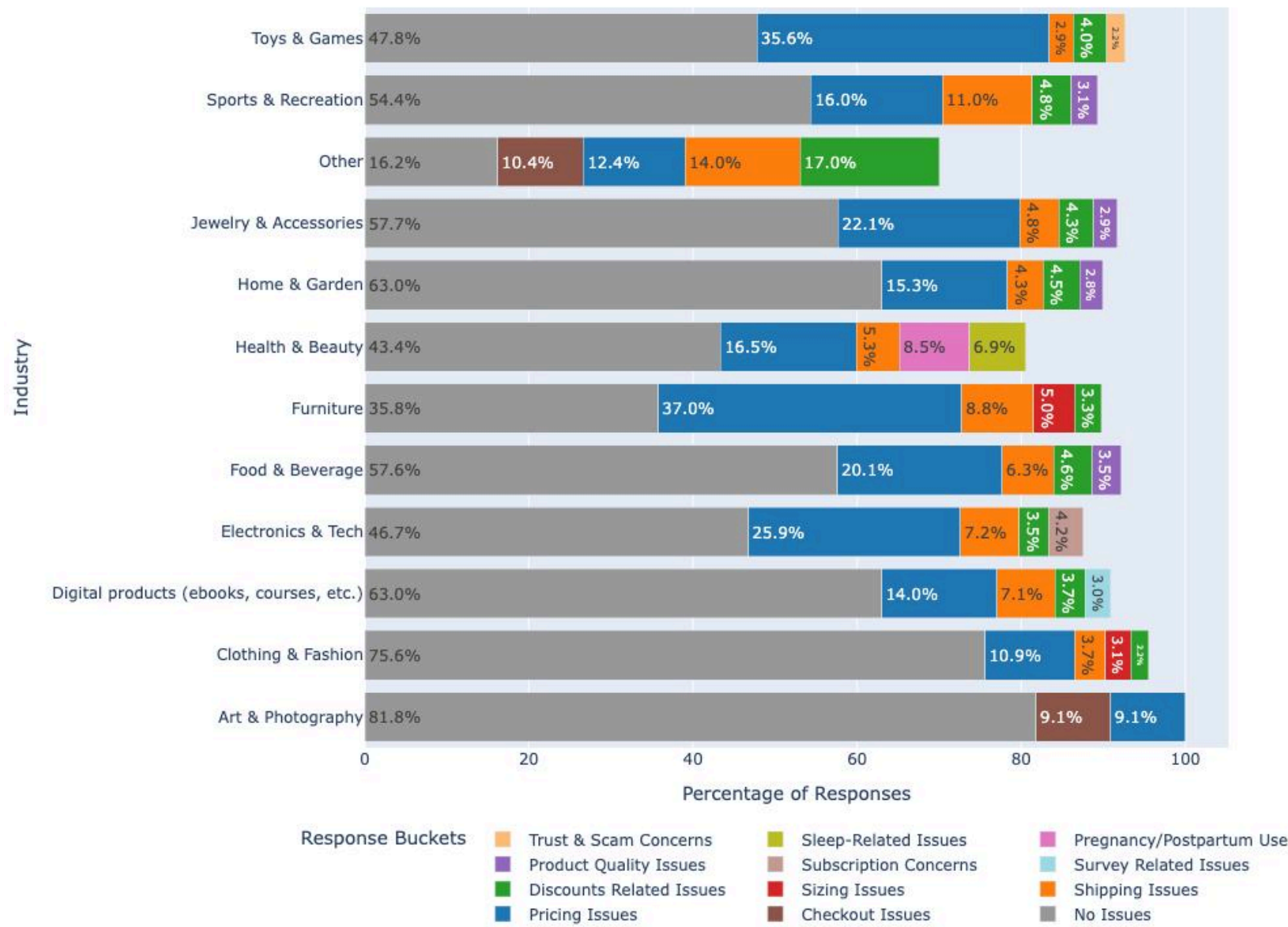
Takeaway: Customers evaluate the full value equation, not just the price tag.

Beyond competitive pricing, you can optimize perceived value by reducing shipping costs, clarifying promotions, and ensuring transparency at checkout.

Top 5 response buckets



Top 5 buckets by Industry (% Share)



Your Industry ≠ Their Industry

Looking at averages masks the fact that friction points differ dramatically by industry:

- Clothing & Fashion: Sizing issues dominate.
- Furniture: Pricing is the top barrier.
- Health & Beauty: Product quality, shipping, and discounts are all significant.

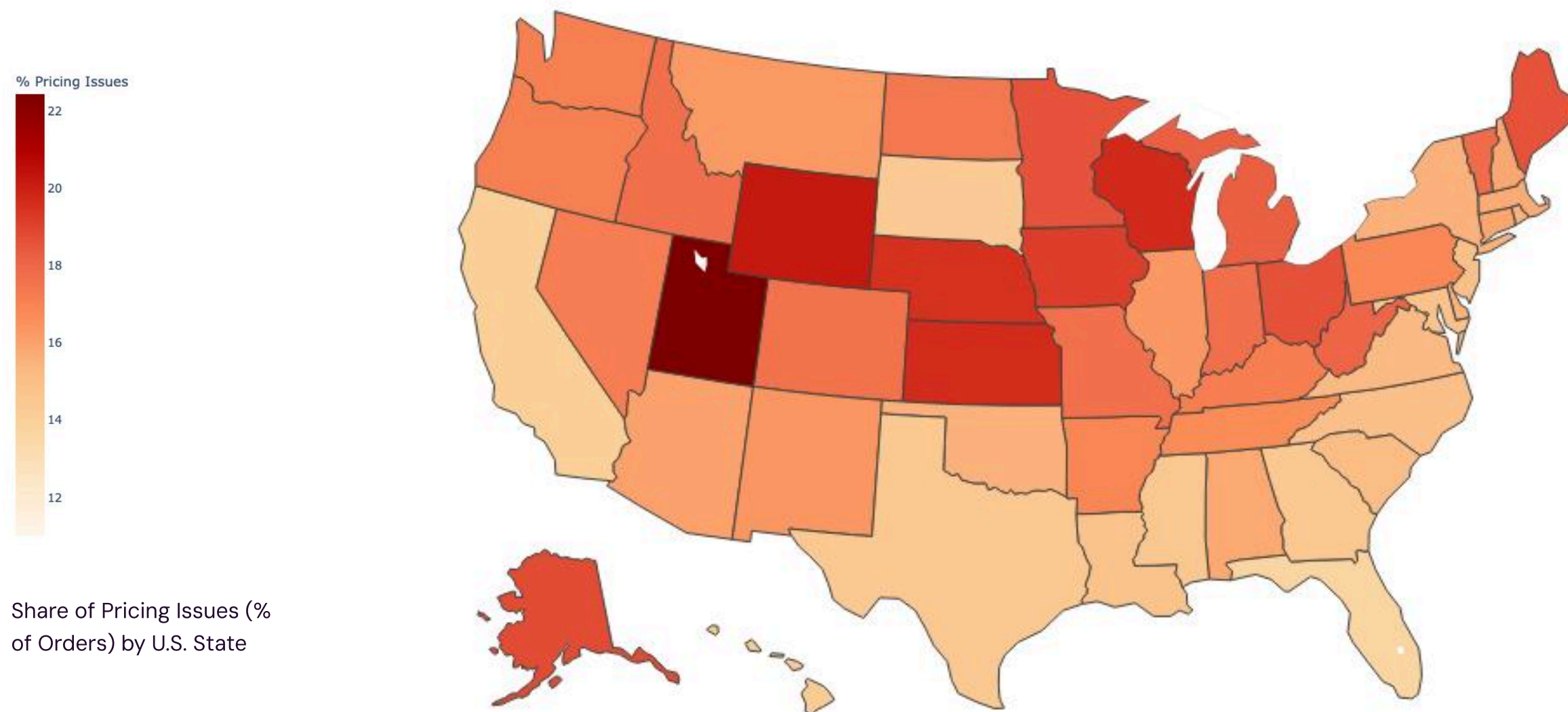
Takeaway: Generic fixes don't work. Fashion brands should invest in tools like sizing guides and virtual try-ons, while furniture brands might benefit from flexible payment options like Buy Now, Pay Later to alleviate sticker shock.

Regional Friction: Where Are You Struggling?

While states like California, Texas, and Florida drive the highest order volume, they are not the epicenters of pricing friction. The Share of Pricing Issues is most intense in the Mountain West (Wyoming, Utah) and parts of the Midwest.

Takeaway: Use regional insights to fine-tune promotions, adjust shipping policies, or investigate regional competition influencing perception.

Standard sales data can create blind spots. KnoCommerce data provides a "friction map" that allows you to layer insights onto your sales data. This could inform decisions on state-specific promotions, adjust shipping cost calculations for certain regions, or investigate regional competitor pricing that influences customer perception.



Motivations Are Diverse — and Industry-Specific

When asked why they bought, customers gave a variety of answers:

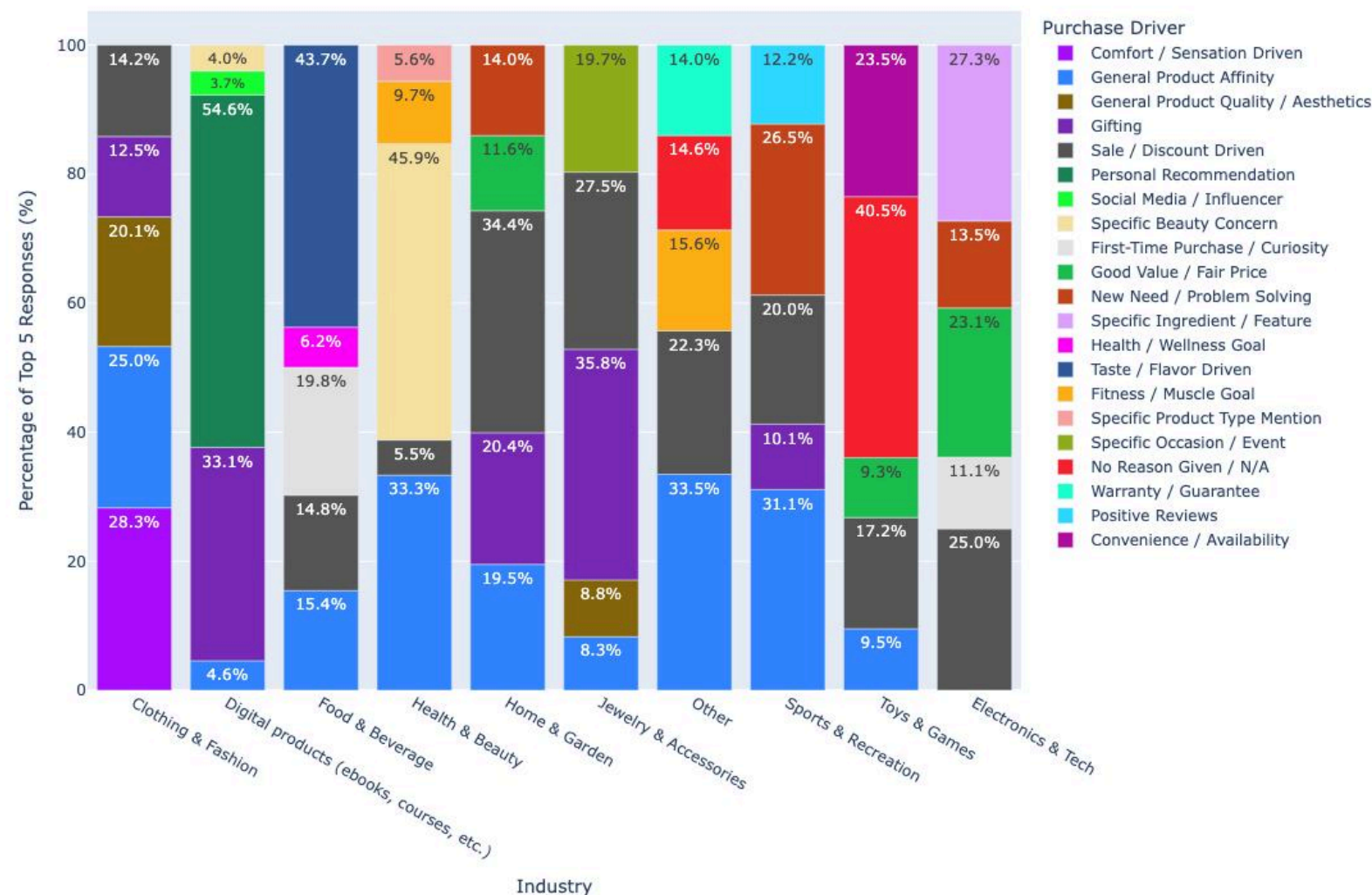
- Product Affinity: 17.5% simply loved the product.
- Specific Need (e.g., Beauty Concern): 15.2% sought a solution.
- Sales & Discounts: 9.5% were deal-driven.

Industry-Specific Drivers

The story gets more interesting when we segment by industry:

- Health & Beauty: A massive 45.9% of customers are driven by a Specific Beauty Concern. Your marketing shouldn't just be about looking good; it should be about solving a specific problem for your customer.
- Food & Beverage: A predictable, yet crucial, 43.7% of purchases are Taste/Flavor Driven. Are your ads and social media posts just showing a picture of the product, or are they evoking the experience of its taste?
- Digital Products: A staggering 54.6% of purchases come from a Personal Recommendation. For these brands, a robust affiliate program or a refer-a-friend campaign isn't just a nice-to-have; it's the single most important marketing channel.
- Clothing & Fashion: While Comfort/Sensation (28.3%) is a top driver, buying because of sale is also in the top 5 list. This insight can directly inform your campaign calendar.

Top 5 Purchase Drivers by Industry



The Million-Dollar Question: Which Customers Spend the Most?

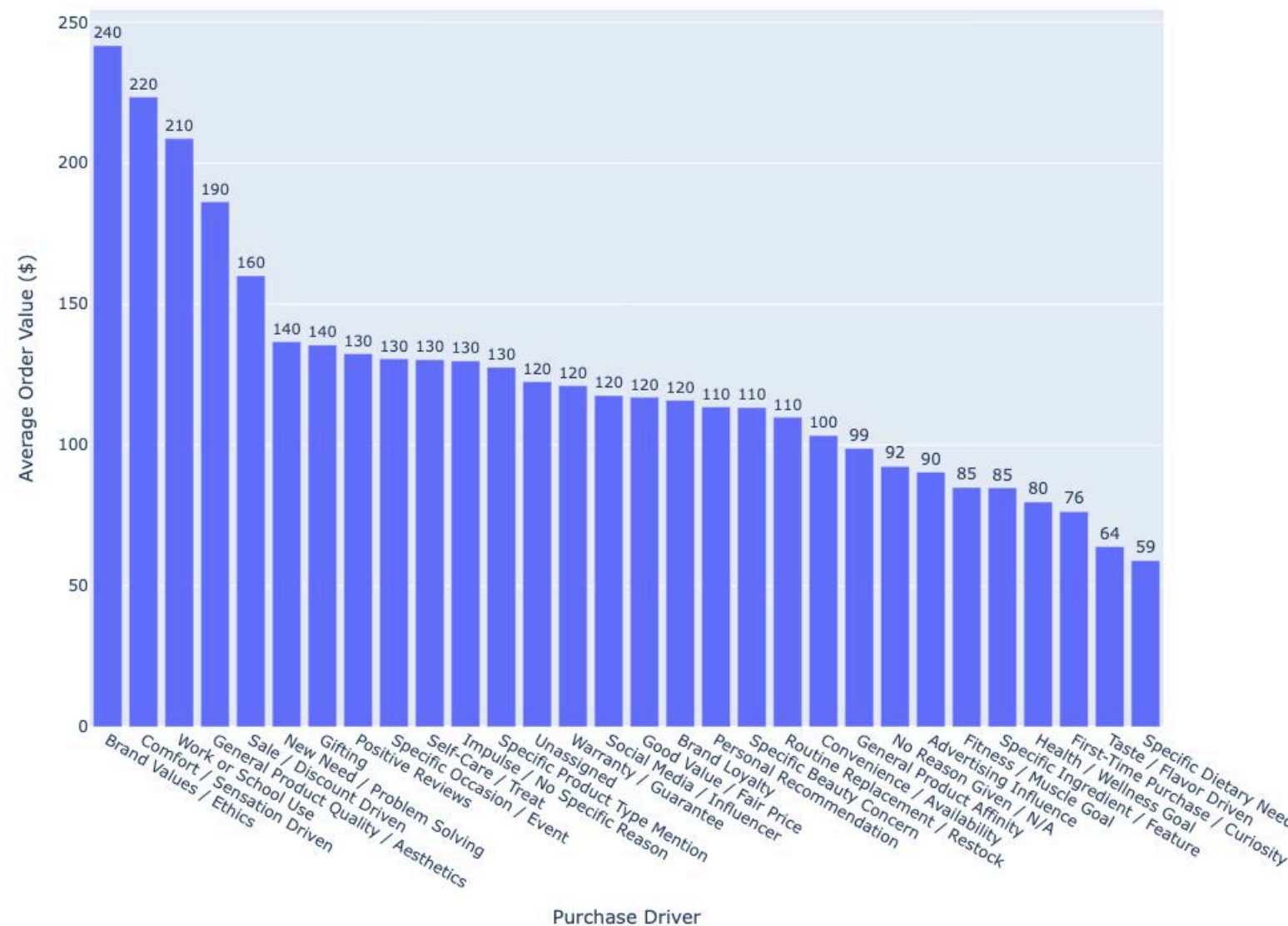
Let this sink in. The customers with the highest AOV are not the ones chasing discounts.

Interestingly, customers driven by values, ethics, and mission alignment spend far more than discount-seekers:

- Highest AOV Drivers:
- Brand Values / Ethics (\$240 AOV): Customers who believe in your mission and what your brand stands for.
- Comfort / Sensation Driven (\$220 AOV): Customers seeking a specific feeling or experience.
- Work or School Use (\$210 AOV): Customers solving a functional, high-stakes need.
- Lower AOV Drivers:
- First-Time Purchase / Curiosity (\$64 AOV): The "let me just try it out" purchase is naturally small. The goal here is to convert them into a higher-value driver on their second purchase.
- Sale / Discount Driven (\$140 AOV): These customers provide volume, but their baskets are smaller.

The Ultimate Insight: If your marketing strategy is a race to the bottom on price, you are actively attracting lower-value customers. Brands that build a strong narrative around their values, and their ability to solve specific, important problems will attract customers who are willing to spend significantly more.

Average Order Value (AOV) by Purchase Driver



The data from H1 2025 makes one thing clear: success in ecommerce isn't just about lowering prices or shouting louder. It's about understanding your specific audience — their hesitations, their motivations, and the invisible touchpoints that shape their journey to purchase.

By uncovering what's stopping customers from buying, what compels them to choose you, and how they really discover your brand, you can stop guessing and start making smarter, more profitable decisions for the rest of the year.

The easiest way to start listening? Start asking.=

With KnoCommerce's post-purchase surveys, you can uncover actionable insights directly from your customers — without relying on assumptions or flawed analytics.

- ✅ See what's working and what's not in your checkout flow.
- ✅ Discover which marketing channels actually drive sales.
- ✅ Identify the motivations behind your highest-value customers.

Ready to hear what your customers have to say?

👉 [Start your free trial](#) or [book a demo](#) today and turn insight into action.



How DTC Brands Turn Feedback into a Growth Engine

By Teala Beischer

For direct-to-consumer brands, growth is not just about customer acquisition. The real opportunity lies in maximizing the value of the customers you already have. When you listen to what your customers are saying, you gain a powerful advantage.

The data shows that customers who share feedback after a purchase are more valuable than those who remain silent.

These customers spend more, return more often, and stick around longer. Brands that actively listen to customer feedback unlock stronger retention, higher order values, and consistent revenue growth.



Insight 1: Customers Who Give Feedback Are More Likely to Buy Again

When customers take time to share their thoughts, they are showing signs of strong engagement. The difference in repeat purchase behavior is clear.

- Customers who leave positive feedback return at a rate of 53 percent
- Those with neutral or negative experiences return at 41 percent
- Silent customers only return 20 percent of the time

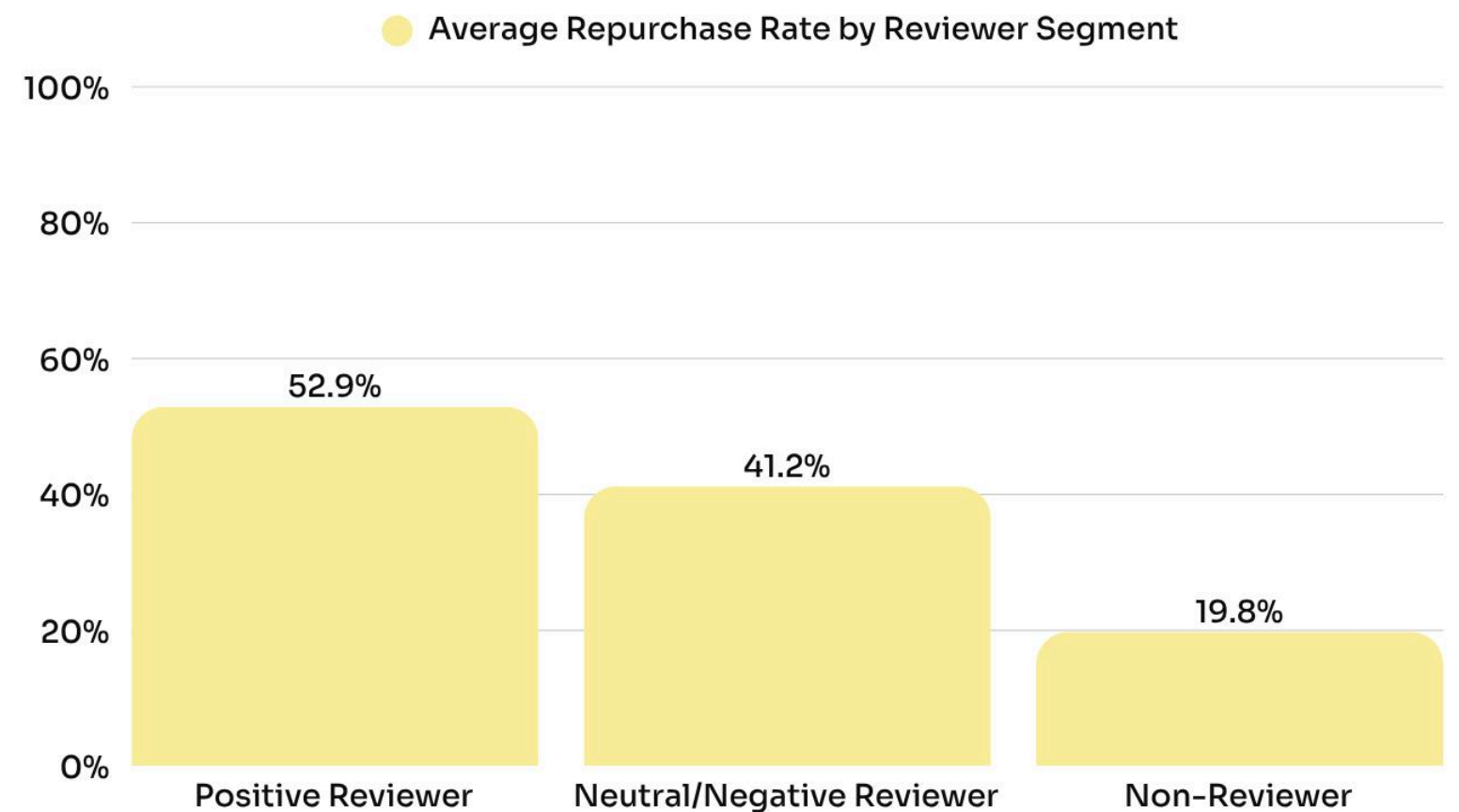
This trend is consistent across the board. The median positive feedback customer comes back 54 percent of the time. For those who never provide feedback, that number drops to 17 percent.

Why it matters: Customers who speak up are already engaged. By recognizing them and making feedback a core part of your customer experience, you can drive significantly more repeat business. Silent customers are not lost causes. They are untapped potential. Asking them to share their experience can be the first step toward building long-term loyalty.

What to do next:

- Send automated follow-ups after every purchase, asking for honest feedback
- Build a segment around customers who leave positive feedback and reward them with early access or loyalty perks (this is easy to do with Stamped's Loyalty program)

Respond directly to neutral or negative feedback to rebuild trust and show you are paying attention



Insight 2: Satisfied Customers Spend More and Stick Around

When customers feel heard and have a great experience, they not only return more often but also spend more per order.

- Customers who leave 5-star feedback spend a median of \$80 per order
- Those leaving 4-star feedback spend \$74
- Neutral and negative feedback customers land at \$75

More importantly, this group remains loyal even after high-value purchases. Most customers become hesitant after spending more. Customers who feel heard stay confident.

What to do next:

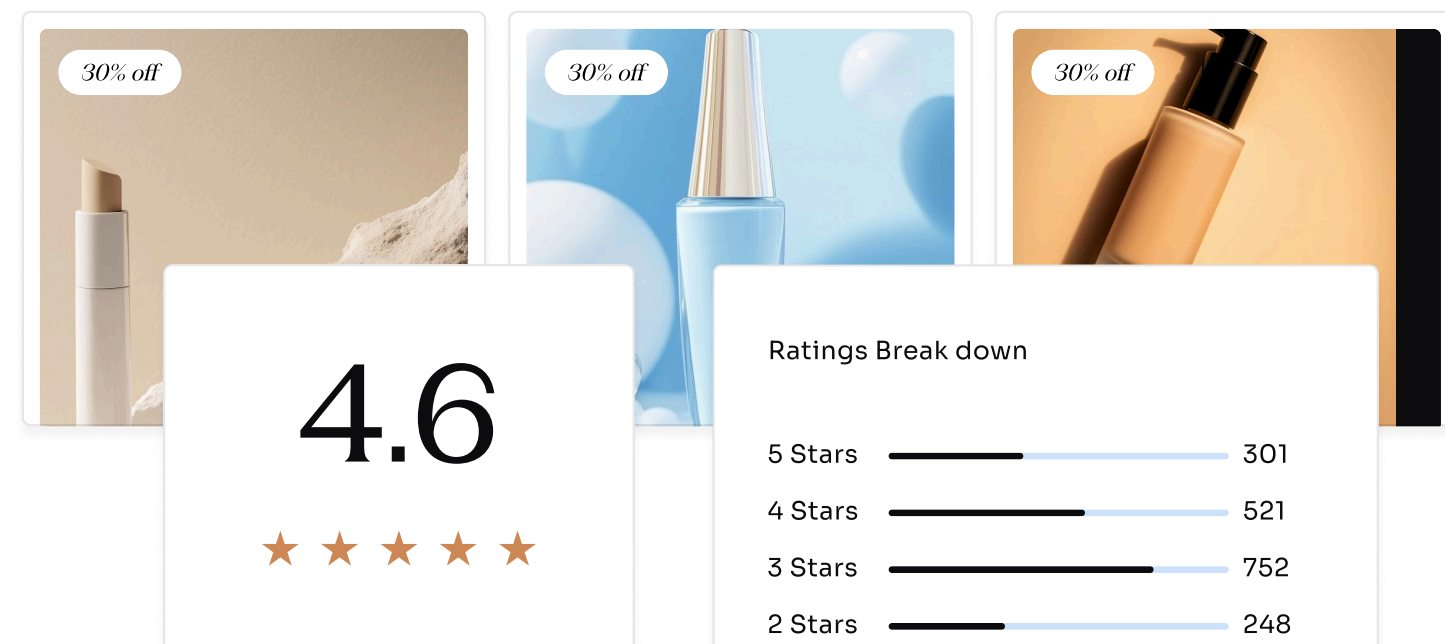
- Highlight your best customer reviews across product pages, email campaigns, and ads
- Use customer quotes and user-generated content to build trust with new buyers
- Identify which products inspire the most positive feedback and focus your marketing around them

Insight 3: This Pattern Applies to Every Brand

These results are not limited to one product category. The connection between customer voice, loyalty, and revenue is consistent across industries and brand sizes. Whether you sell clothing, food, personal care, or services, customers who provide feedback are your most valuable asset.

What to do next:

- Benchmark how many of your customers leave reviews and how often they repurchase
- Set customer review rate (the amount of customer who make a purchase and eventually leave a review for said purchase) as a core KPI alongside conversion rate and AOV



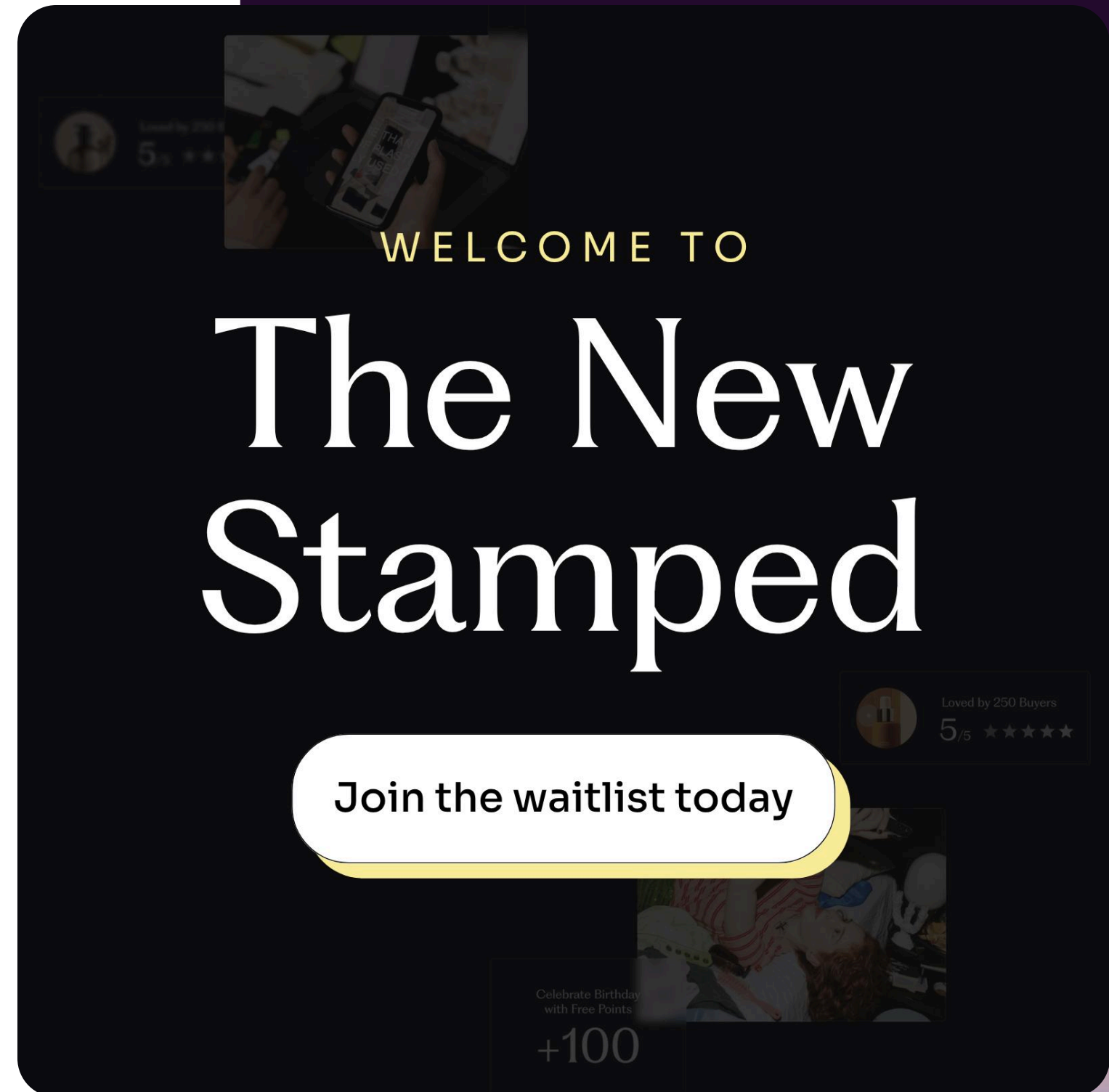
Ready to Turn Feedback into Revenue?

Introducing the New Stamped

Since 2016, Stamped has helped thousands of merchants gather and showcase customer feedback. Now, we're launching an all-new experience built from the ground up. It includes everything you need to collect high-impact reviews and goes further by using AI to capture higher quality feedback at exactly the right moment.

We're now accepting waitlist applications. The first 250 brands to join will receive 50% off their first 12 months.

[!\[\]\(115eff7009a76771e6b7adb966005e4c_img.jpg\) Join the waitlist](#)





Baking in a better sales pitch to your PDP

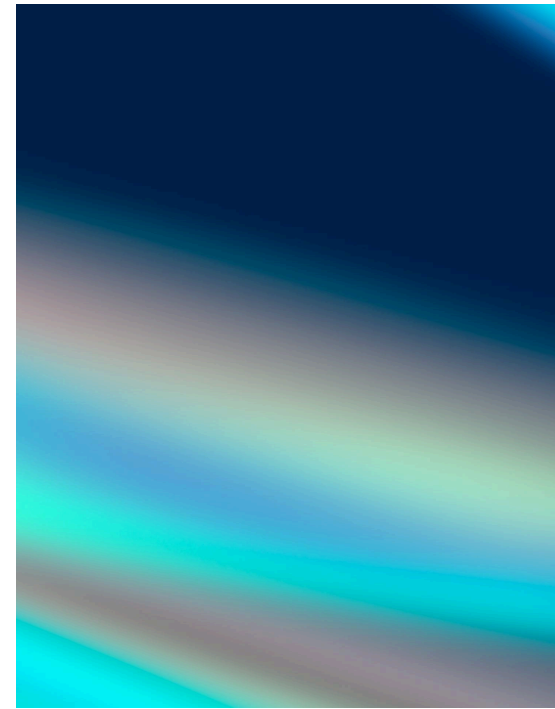
By Sheldon Adams

Forget your homepage for a second. For most brands product Page performance is life or death. When more than 60% of traffic lands on a PDP, it might as well be a one-page website in most cases.

However, simply adding more and more elements to the layout tends to make it function worse. The page becomes cluttered, less intuitive, and ultimately less persuasive.

So, what can you do instead?

Start by understanding what customers need to see in this experience.






What problem do they need to solve?

Something happened in their life that they need to solve for. That shift nudged them towards shopping with you.


How to Find: Customer Surveys



What intrigues them about your product/brand?

How are you uniquely positioned to solve this problem for them? How do you get them a better outcome than others?

How to Find: Customer Reviews



What gives them hesitation about your product/brand?

What are they still nervous about? Do they trust your product claims? Do they think your brand will deliver? How can you de-risk this purchase?

How to Find: Customer Service Teams



What is the status quo you are battling?

What shopping habits are you fighting? Not necessarily direct competitors, but other means of solving this problem.

How to Find: Customer Surveys

As you develop your knowledge of those issues you can begin to weave your sales pitch through the product page experience.

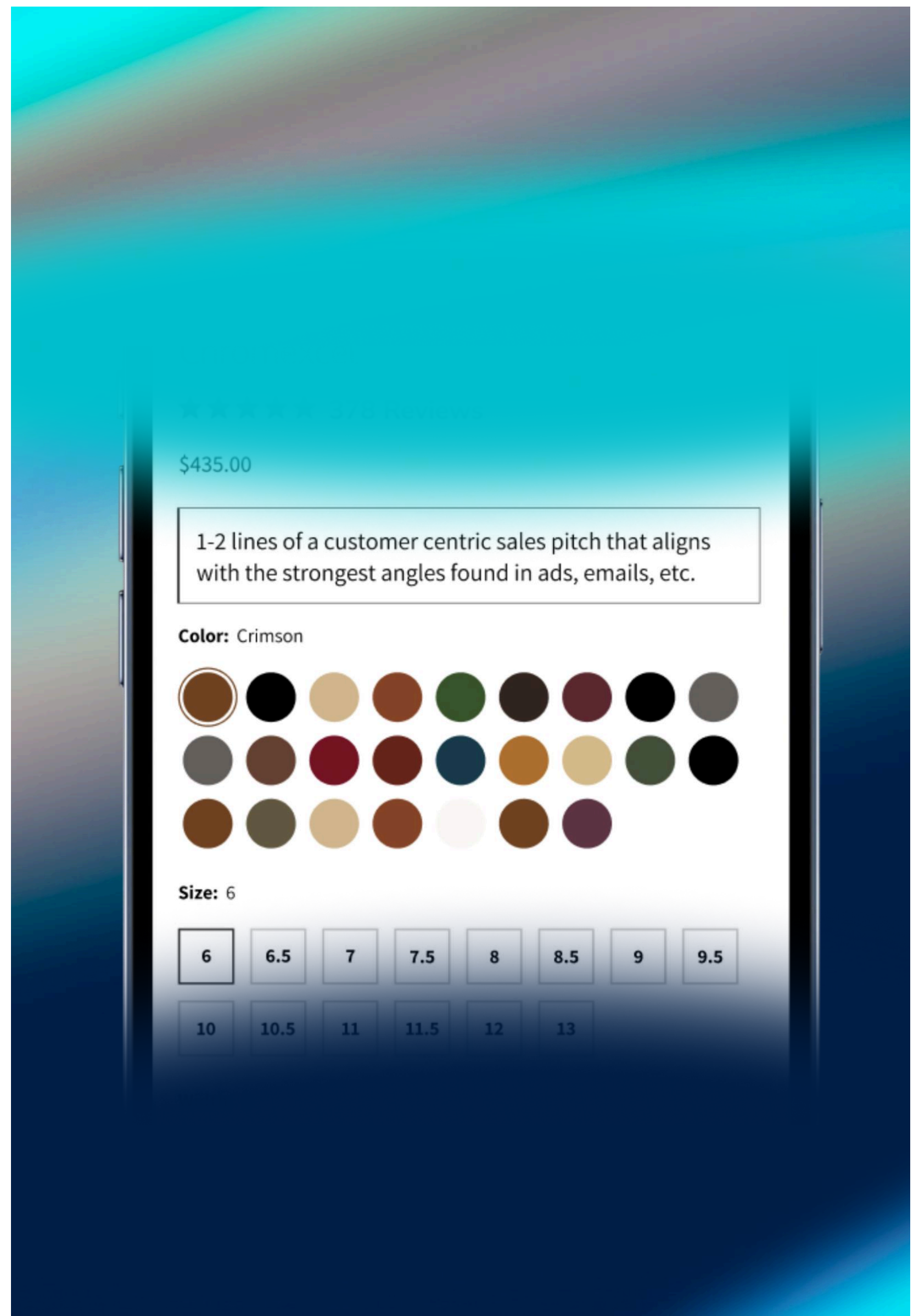
A few tried and true methods include:

1

Introducing a short elevator pitch within the buy box

Two lines of text, ~15 words total, added under the price and before variant selection can be transformative.

It allows you to connect the dots to what intrigued them about the pre-click experience (likely an ad). And then, you can use your knowledge of what motivates them to connect your product to their desired outcome.



2

Use your image gallery as a secondary sales pitch for visually-inclined customers

Image galleries should not just be glossy photo shoots. They should serve as an alternative means of driving home product benefits and addressing functional worries (e.g. Size, fit, etc.)

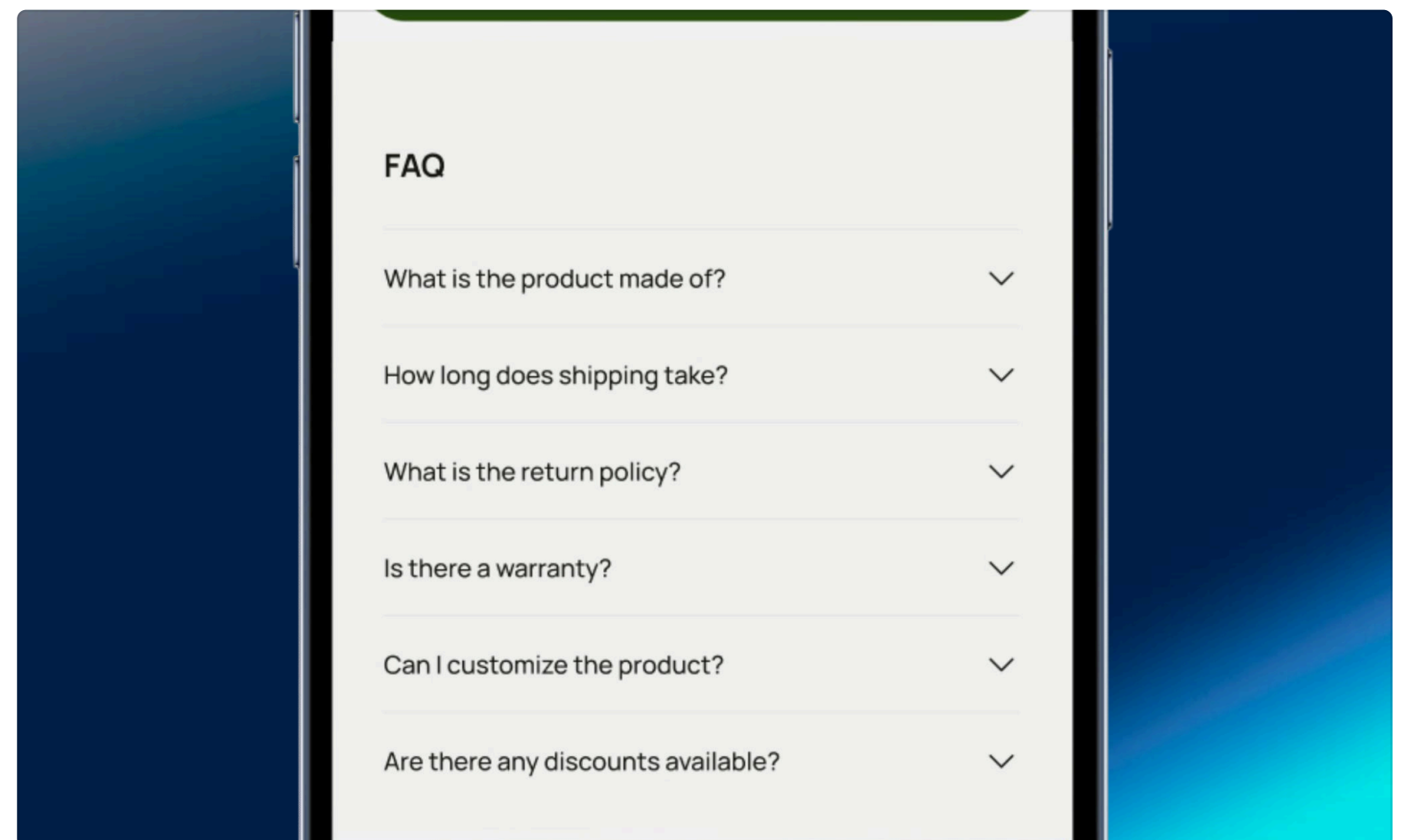
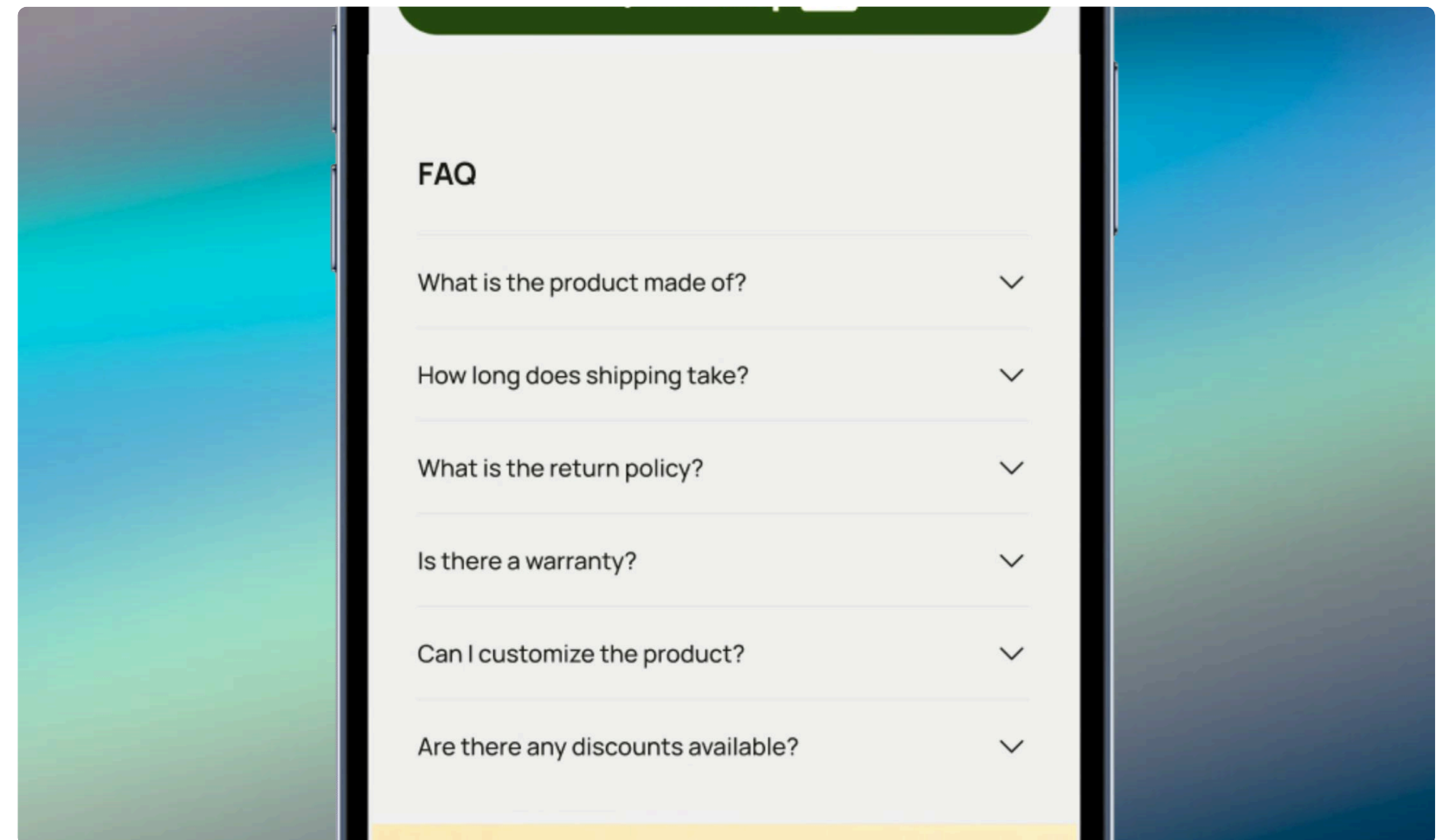
Some users are trained by Amazon to never scroll, only to swipe on images. Your gallery should be able to give a standalone sales pitch.

3

Proactively address objections with better FAQs

FAQs should not be an afterthought. They should proactively address the most common questions raised to your support teams, in a highly visible location.

When done properly they remove the burden from support. And, they can provide click data that shows which questions, once answered, unlock purchases.

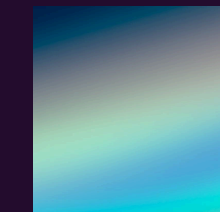
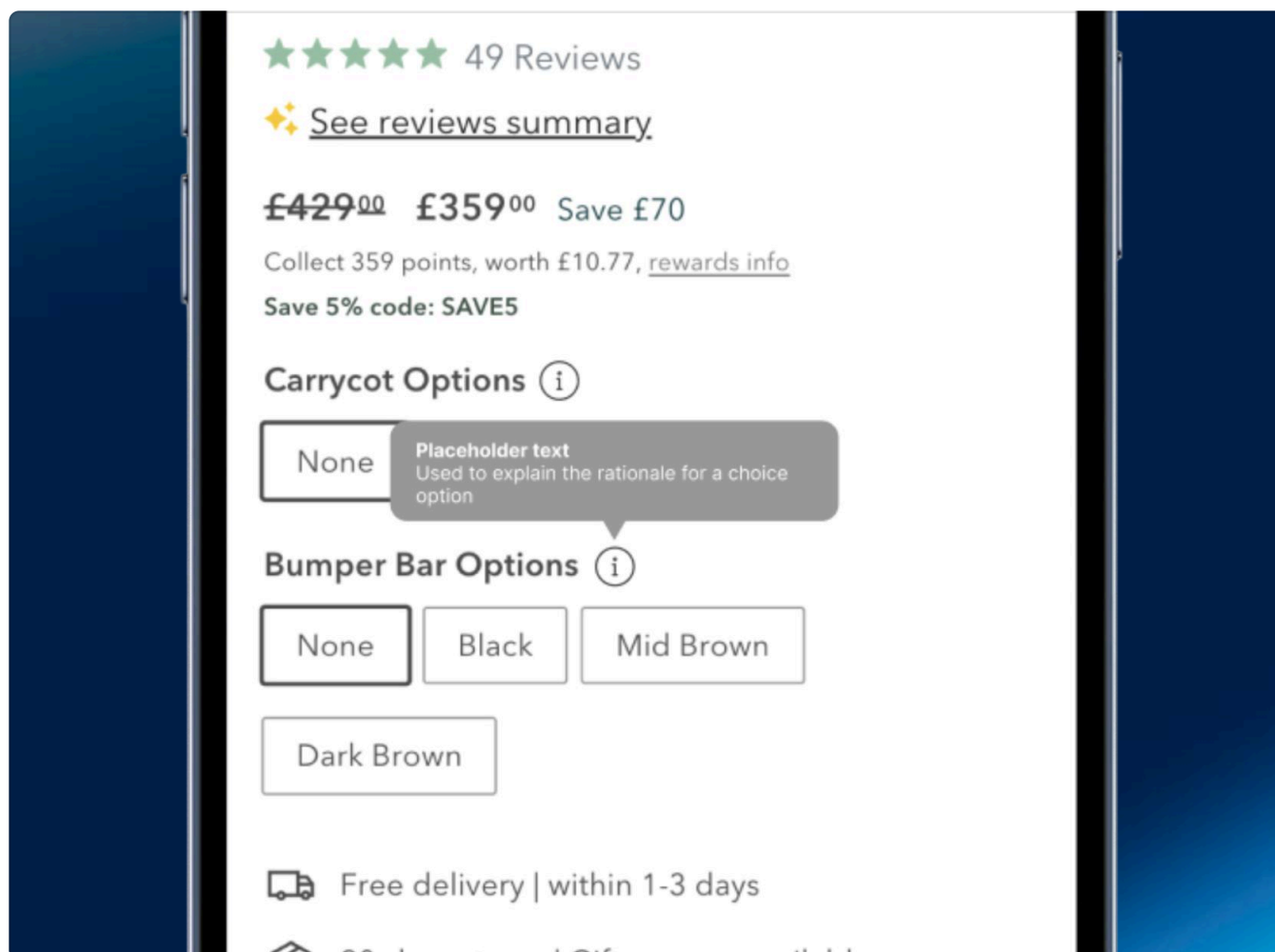


4

Provide reassurance on key decision making points within the buy box

Selecting the right version of a product can be a huge impediment for users. Especially if it isn't a product they buy often. Subtle, built-in, reassurance can do wonders.

Tooltips and modals that add confidence to their decision without pulling users out of their shopping experience are ideal.



Bundle all that together and you will have a sharper product page experience that will convert better, no matter how warm or cold the traffic.



Build Pages With CVR and AOV Above Your Industry Median In 2025

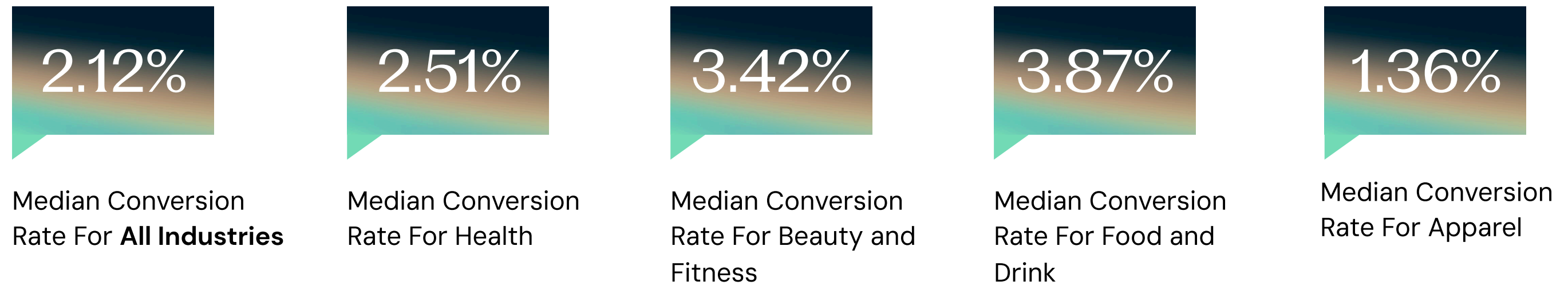
By Josephine Cheng

We looked at a random selection of 600 stores on Replo to aggregate conversion rate (CVR) and average order value (AOV) over the course of the past half year in 2025.

Here's what we've seen with Replo Analytics and Insights and what that means for your store:

Consumable Products Drive Up CVR

What Our Industry Benchmarking Data Says [H1 2025]



What This Means For You

As seen here, high-frequency, replenishable products (such as food and drink brands or beauty and fitness) consistently achieve the highest conversion rates, because they are consumable and require periodic repurchasing habits from customers.

In addition, these products usually come at lower price points, meaning less buyer anxiety and a decreased threshold to purchase per instance.

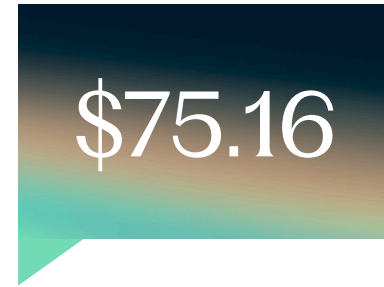
While these brands come with higher conversion rates, it also means that their average order values are consistently lower, due to lower price points overall. In this case, the goal is to boost repurchase rates as much as possible to grow customer lifetime value.

How You Should Build Your Landing Pages:

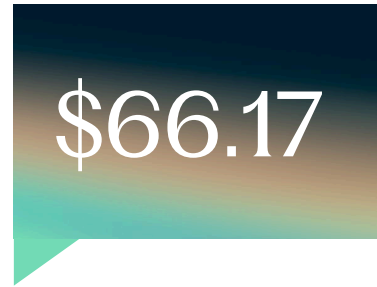
Brands should remove friction from the repurchasing process as much as possible. This means leveraging subscription plans in their product landing pages and offering rewards memberships to encourage repeat purchase behavior.

The former “automates” the repurchasing process and should still preserve the flexibility for customers to cancel or modify their plan, while the latter gamifies the “collection” of more purchases.

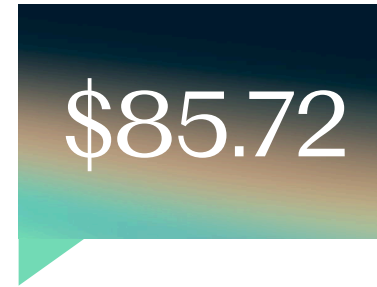
Low CVR Categories Can Boost AOV What Our Industry Benchmarking Data Says [H1 2025]:



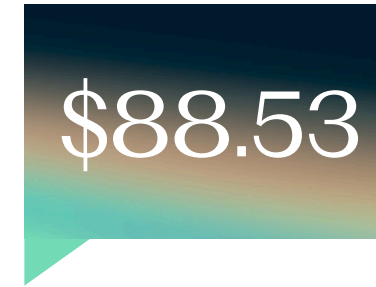
Median AOV For
Pet Brands



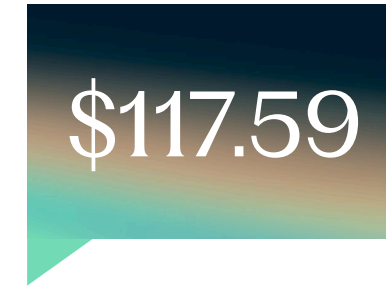
Median AOV For
Beauty & Fitness
Brands



Median AOV For
Food & Drink Brands



Median AOV For
Health Brands



Median AOV For
Apparel

What This Means For You

Higher priced items such as apparel generate the highest AOVs, but suffer from lower conversion rates (1.36% according to our previous section!) due to much higher prices, which increase buyer anxiety.

In addition, the products are usually not consumable, meaning they have longer buyer cycles as shoppers will take longer to make a decision to purchase, and will continue using a product for a much longer period after the purchase.

For example, a customer can wear a tailored suit for as long as the product is not damaged. There is no replenishment required.

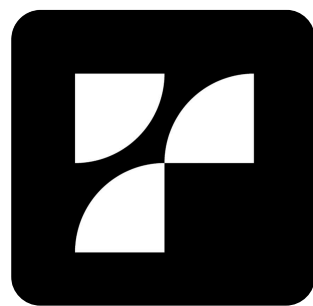
How You Should Build Your Landing Pages

Brands in these sectors should focus on highly customized and informative landing pages that target qualified leads while answering any of their questions and concerns.

This means leading shoppers through a personalized funnel of paid ads driving to information-heavy pages, such as listicles, before leading them to purchase on a compelling product page.

Here, you'd want to focus on driving up the average value of those final conversions more than the quantity of your conversions, as your conversion rates will naturally already be limited compared to cheaper consumable products due to price point and product type.

Offer product bundles, such as with tiered discounts (the more you buy, the better the deal) or a collection of complementary products that form a functional set (ex: a camera, an extra lens, and a tripod) to upsell shoppers before they checkout.

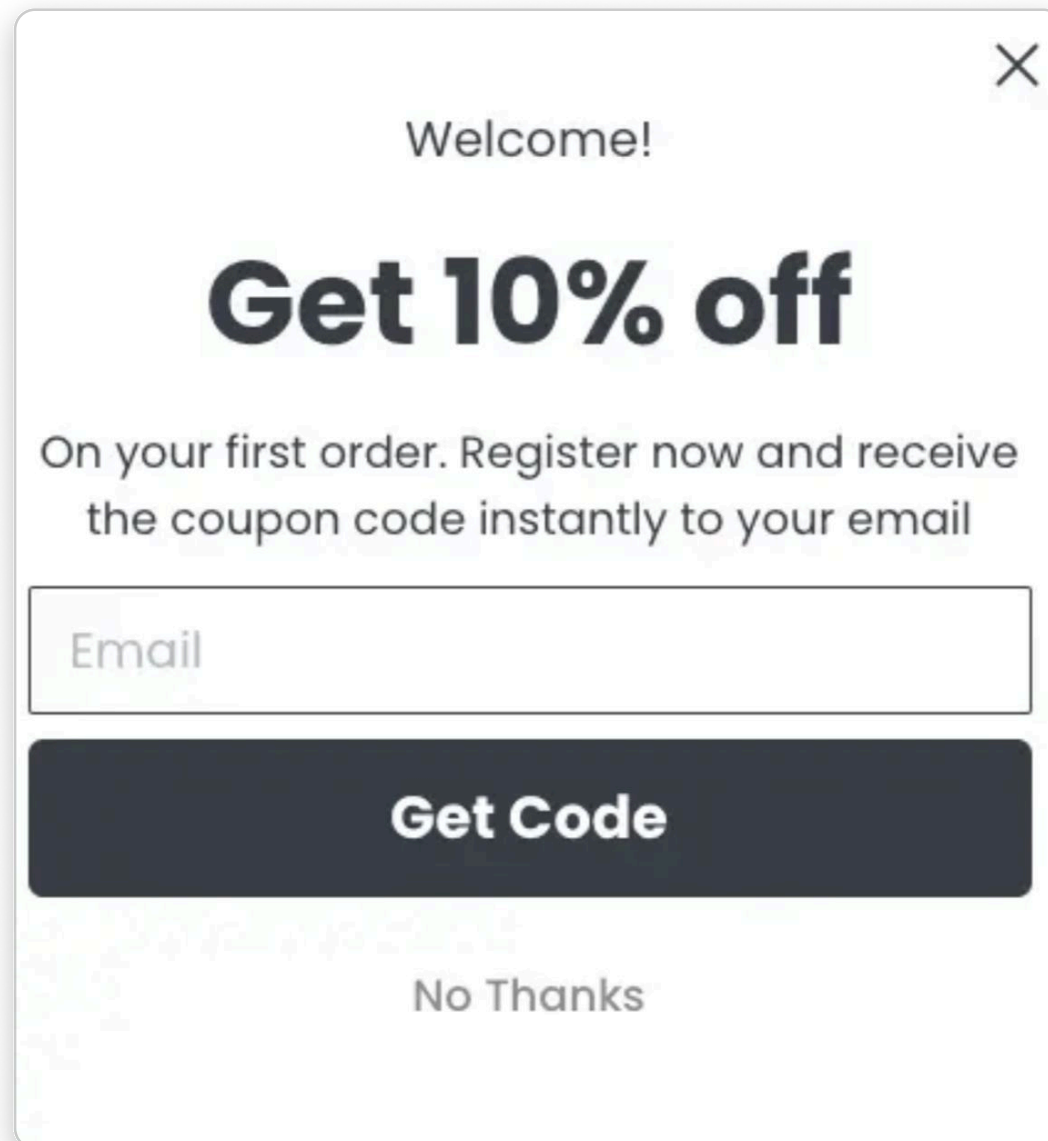




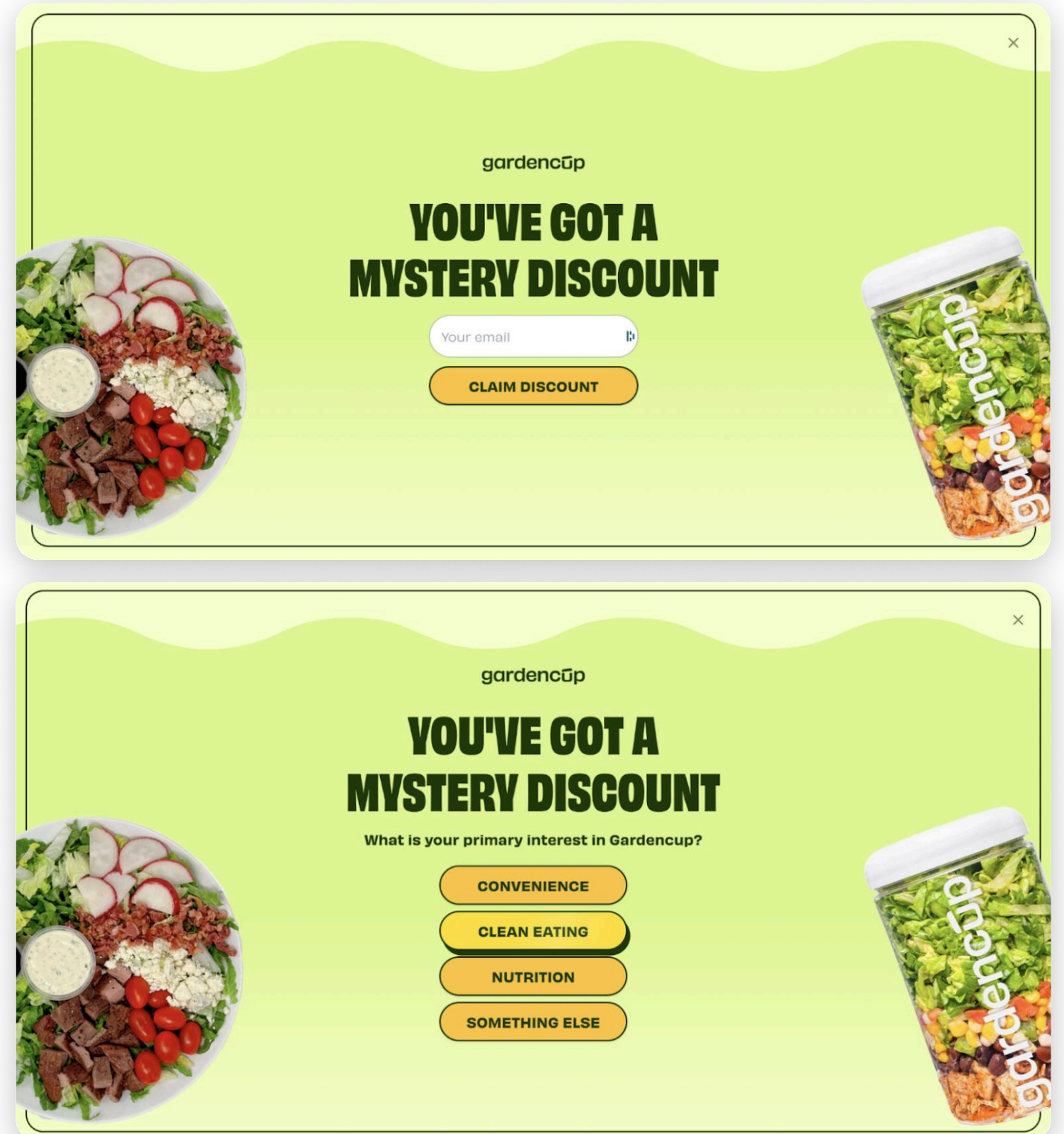
The Problem With The Standard Opt- In Experience

By Shaan Arora

Here's what a standard popup looks like



Here's what an optimized popup looks like



At Alia, we've seen that the standard opt-in experience is where many brands lose early conversions. By switching to optimized popups, brands typically see an opt-in rate of 15%+, without changing their offers or adding complexity.

But what is an "optimized popup" and how can you set it up?

In this chapter, we'll break down 4 key insights from Alia merchants and show you the exact optimizations you can make to boost your opt-in rates.

Insight 1

Test Your Popup Timing to Capture More Signups

Replacing static delays with behavior-based triggers can capture attention at peak curiosity, before drop-off begins.

Most brands default to an 8-second delay, but timing has always been a tricky variable:

- Show the popup too early, and it interrupts browsing.
- Show it too late, and it misses the moment of intent.

How do you find the sweet spot? Alia's Smart Testing feature helps you find the best-performing delay by testing different popup timings.

We've seen Smart Testing place popups anywhere between 2-8 seconds, with some popups triggering after 30 seconds (and some triggering immediately). It's clear that popup timing is not static. You need to tap into your data to adjust it to what's most effective among your visitors.

Insight 2

Use Mystery Discount Headlines to Increase Opt-Ins



Opt-in rates increase by 2x with suspenseful copy and strategy.

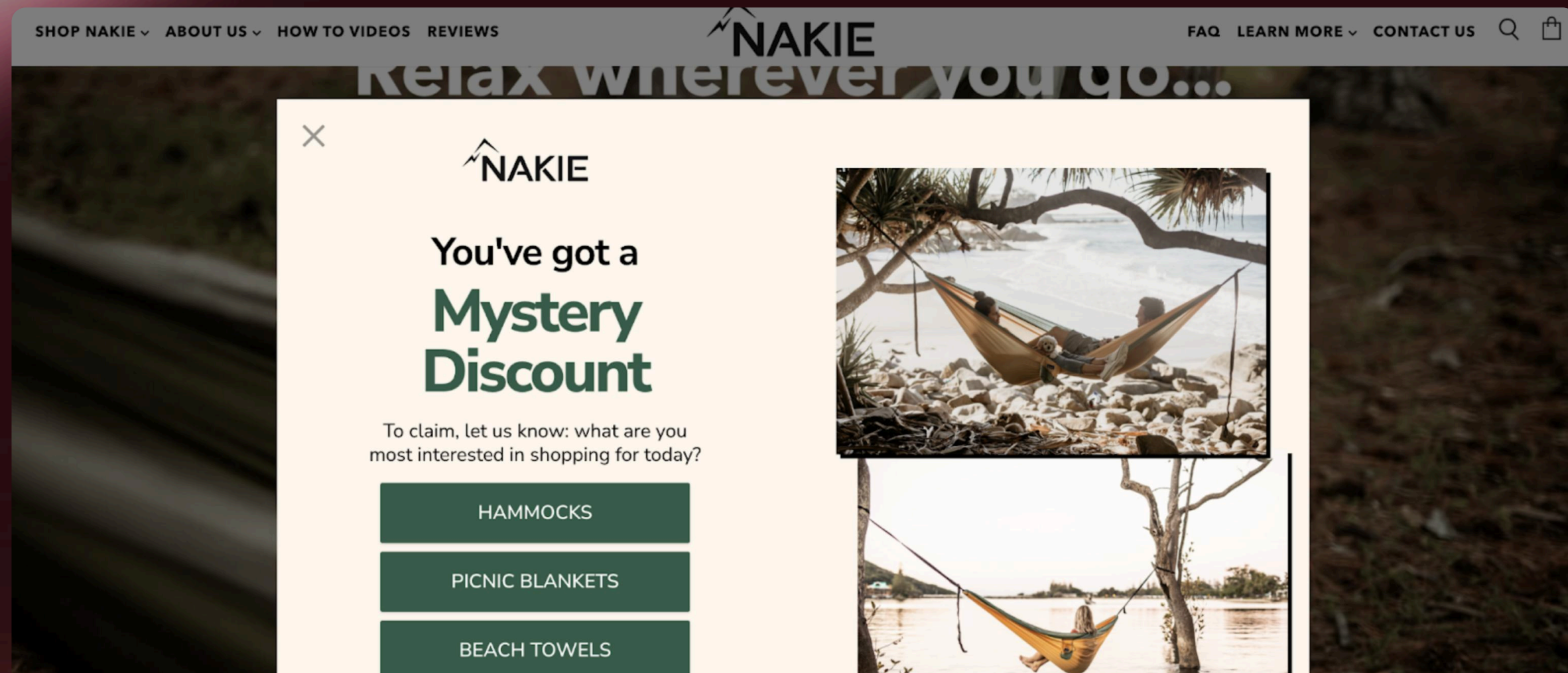
Most brands default to clarity in the headline.

“Get 10% Off When You Sign Up”

However, it’s more challenging to capture visitors this way. It just doesn’t create urgency or intrigue.

Instead, swapping this for a “Mystery Discount” format can boost opt-in rates by up to 2x, especially for brands offering 15% off or less.

Without changing your actual offer, this tweak boosts conversions by increasing the perceived value, making the same discount more exciting and exclusive.



Insight 3

Swap Your CTA Button Copy to Reduce Friction

The right CTA copy can boost your opt-in rates by as much as 30%.

The CTA copy might seem like a minor detail. But in reality, it carries surprising weight, especially with a popup where attention spans are short and decisions need to be instant.

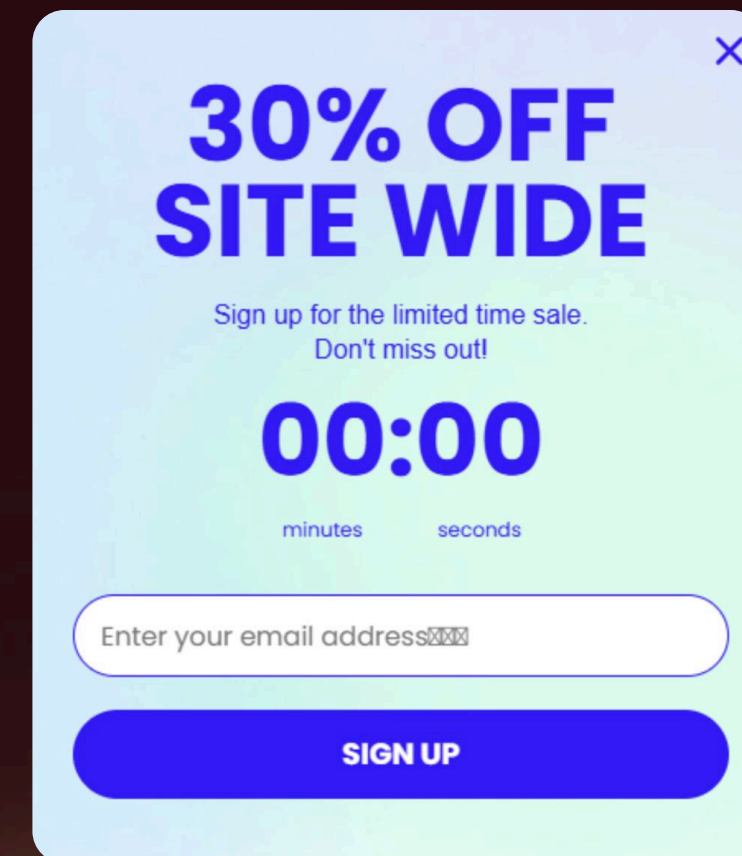
DTC brands mostly stick with defaults like “Submit” or “Sign Up.” These aren’t wrong, but they aren’t always perceived the way you want them to be:

- “Submit” feels final and transactional
- “Sign Up” sounds like a long-term commitment

On the other hand, “Continue” signals progress without pressure. It doesn’t trigger the alarming thought that is associated with signing up, which is “now they’ll spam me with promotions”.

Among Alia merchants, we’ve seen opt-in rates increase by up to 30% with just this CTA change. That’s a massive return on a minor copy change.

Default CTA button



30% OFF
SITE WIDE

Sign up for the limited time sale.
Don't miss out!

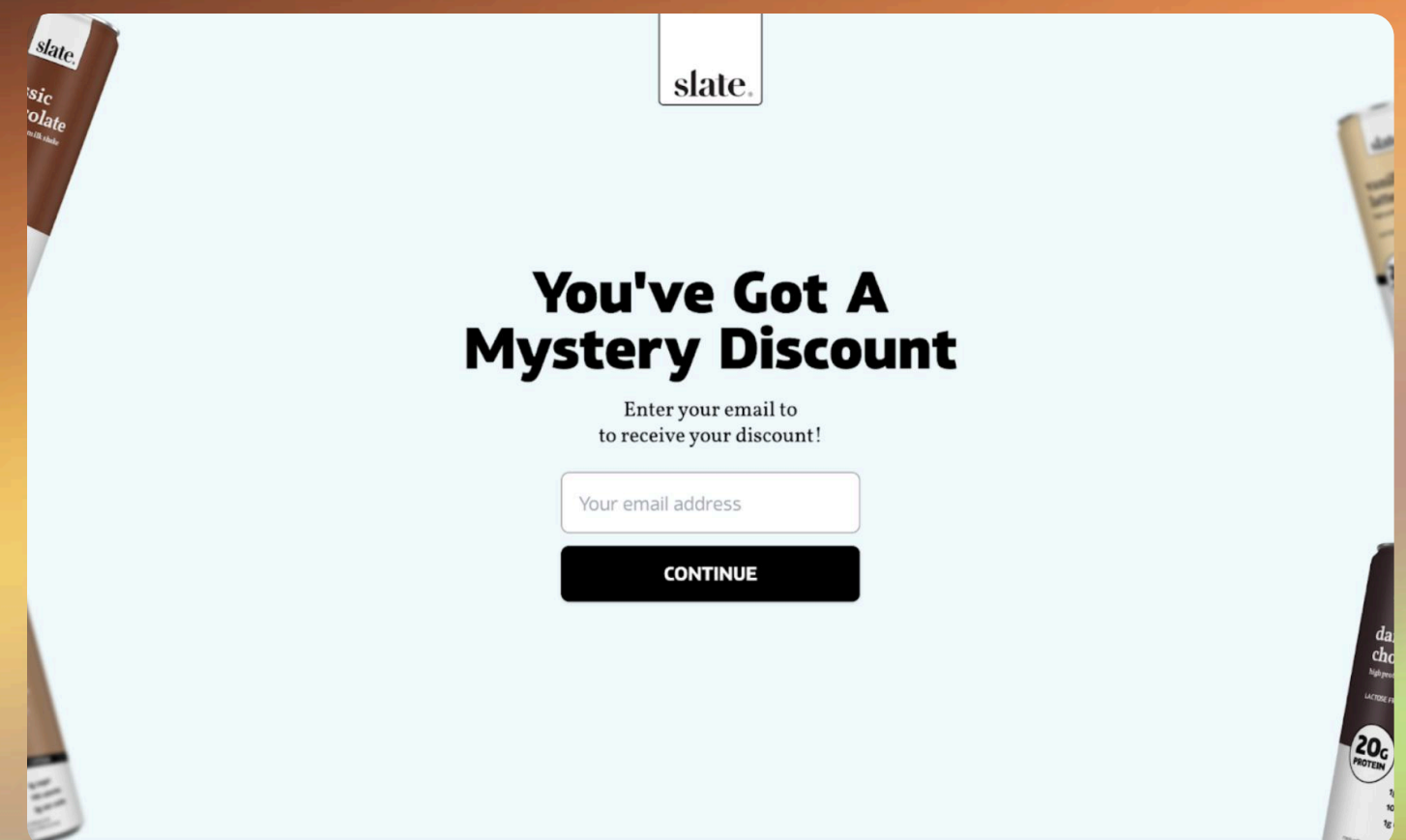
00:00

minutes seconds

Enter your email address

SIGN UP

Frictionless CTA button



slate.

**You've Got A
Mystery Discount**

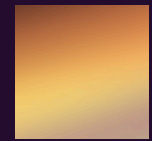
Enter your email to
to receive your discount!

Your email address

CONTINUE

Insight 4

Run A/B Tests on Your Popup...Continuously



Running A/B tests on popup flows can help convert over 30% of visitors into subscribers.

There's no perfect popup. But there is a clear difference between good and great: the best-performing brands never stop testing.

For instance, Hostage Tape, a sleep and breathing optimization brand, ran 40+ A/B tests on a single popup flow with Alia. Every element has been tested — timing, copy, CTA, slide order, creative, and triggers.

As a result, they now convert over 30% of visitors through that popup alone, far above industry benchmarks for email or SMS opt-ins. This is a compounding effect of treating your popup like a performance channel instead of a one-time setup.

Different elements you can test:

- Timing: 2s, 5s, 8s, 15s, 30s
- First slide: Quiz vs. direct email
- Copy: "Mystery Discount" vs "10% Off"
- CTA buttons: "Continue" vs "Submit"
- Triggers: Scroll depth vs. exit intent



By testing, you can tap into new opportunities to grow your list, improve welcome flow revenue, and increase returns on every paid acquisition dollar.

Want to turn your popup into a real CRO lever? Book a demo and see how Alia helps top brands double their opt-ins.



Uncover Hidden Revenue by Removing UX Friction with Heatmap

By Dylan Ander

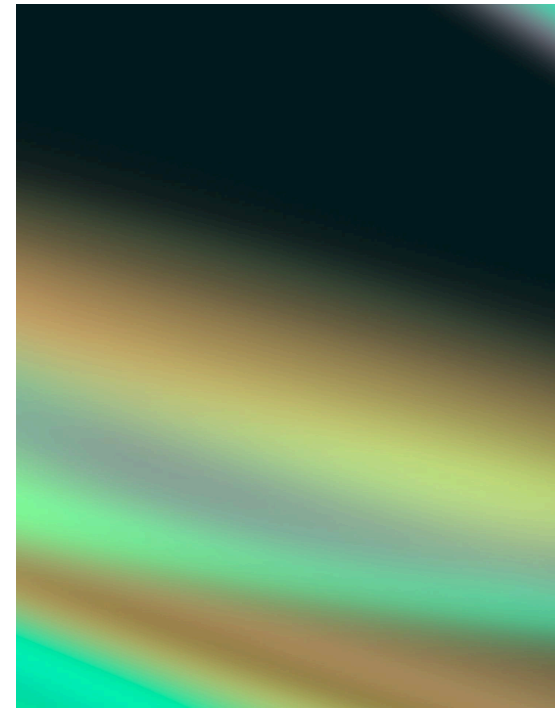
Heatmaps paired with recording sessions are a great way to uncover why your users are not converting into customers. If you have site traffic but not enough conversions happening, there may be friction points that prevent customers from making a purchase. They either lose trust or simply fall off your site for various reasons.

Ecommerce brands should utilize heatmaps to uncover friction points in the customer journey. Heatmaps paired with recording sessions visually map where users click, scroll, and hover over key pages, such as the homepage, product pages, and the checkout process.

The data and insights you uncover with these tools can help drive data-driven decisions and optimize the user experience. For example, you can view where users click or ignore a CTA, experience a rage-click, or have low scroll engagement on a page. By analyzing these patterns and having access to your data, you can identify where to start optimizing for quick wins.

To start optimizing your site:

- Define clear conversion goals when looking at improving your conversion rates. Identify both macro conversions (purchases, subscriptions) and micro conversions (add-to-carts, email signups) with specific KPIs for each.
- Analyze user behavior with a revenue focus. This is where you can utilize heatmaps and session recordings to see where high-value users engage vs. where they drop off.
- Segment user journeys by analyzing the behavior of high-value versus low-value customers, identifying key factors that differentiate your top converters.



Example Win

That Works Agency + HeatmapAI

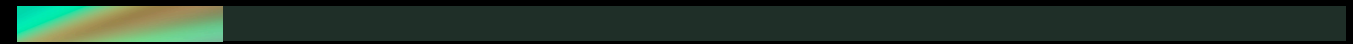
A leading UK fashion brand partnered with That Works Agency and Heatmap to diagnose a subtle but costly issue: their product filter was visible, but barely. Users had to scroll back to the top of the collection page to use it if they even noticed it at all.

Here's how the team turned that insight into revenue:

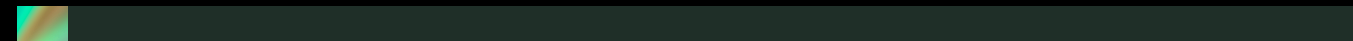
- Data Discovery: Heatmap data showed users who used the filter spent 3x more than those who didn't.
- Session Recordings confirmed users were rage-clicking or dropping off mid-scroll, frustrated by needing to backtrack to access filters.
- A/B Test: A sticky, always visible filter was rolled out across product listing pages.

Results

Revenue Per Visitor **+13.07%**



Conversion Rate **+4.22%**



Average Basket Size **+14.19%**



Filter Usage **+34.48%**



Total Revenue Lift **+13%**



Key Takeaway

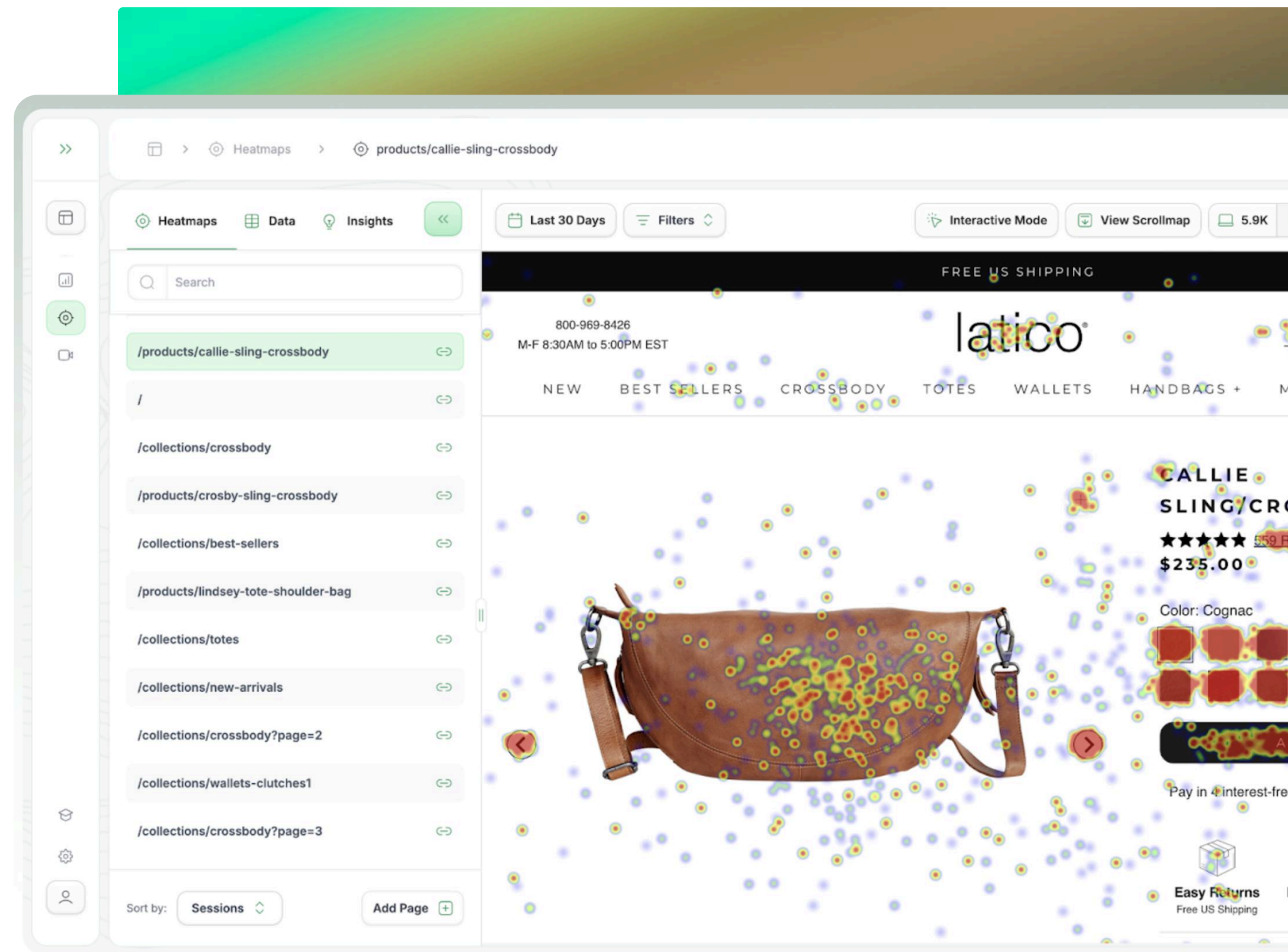
Small UX changes especially to overlooked site elements can unlock big wins. Without heatmap data, this brand would've missed a seven-figure revenue opportunity hiding in plain sight. Want to see where your revenue is leaking?

 [Try Heatmap free now](#)

Instructions:

Every participating partner will contribute a short section (300–500 words) that includes:

- 3–5 key insights backed by internal client data (aggregated is preferred!)
- A breakdown of the CRO/UX takeaway for DTC brands
- Inclusion of a visual (heatmap, quote, dashboard screenshot, or chart)





What Push Notification Data Tells Us About CRO in H2

By Zack Elias

As performance marketers and ecommerce operators stare down the back half of 2025, the question isn't just "how do we get more traffic?"—it's "how do we convert better and retain longer?"

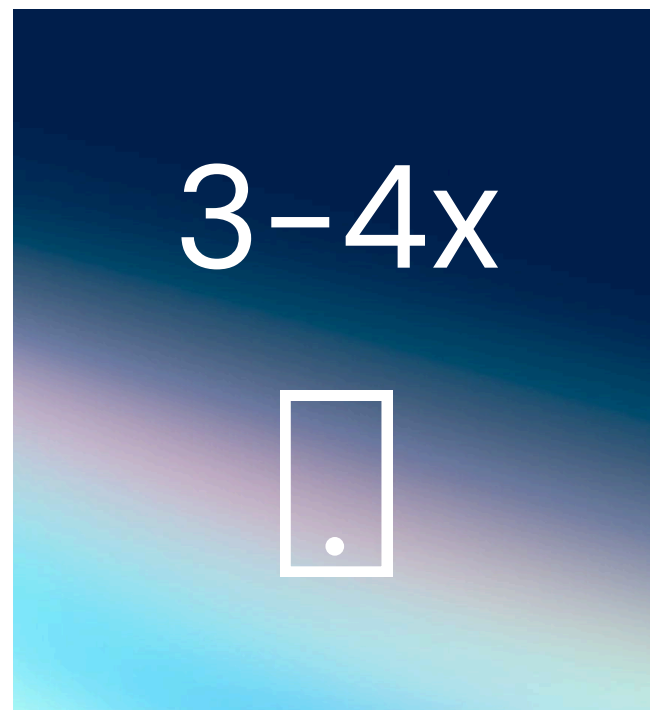
At Reactiv, we've been focused on helping brands do exactly that. Since our launch in October 2024, Reactiv has powered mobile shopping experiences for DTC brands through Reactiv Clips—a lightweight version of a mobile app that doesn't require a full download or opt-in to function.

Once a shopper engages with a clip, it enables you to send push notifications for up to 8 hours (without requiring an opt-in). The results we're seeing across our customer base suggest that push, when done right, is one of the most impactful conversion levers heading into H2.

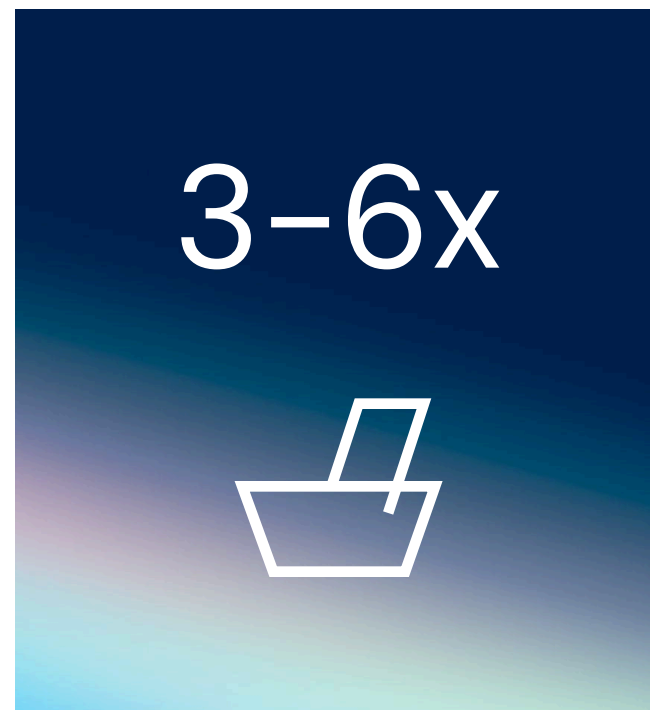


What We've Seen in H1: The Case for Push-Driven Retention

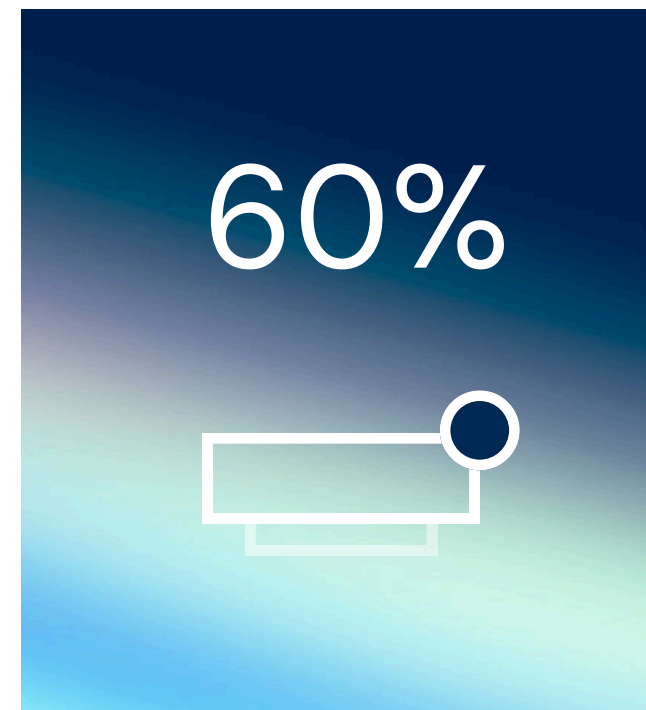
Here's what our aggregated data from late 2024 and into H1 2025 shows:



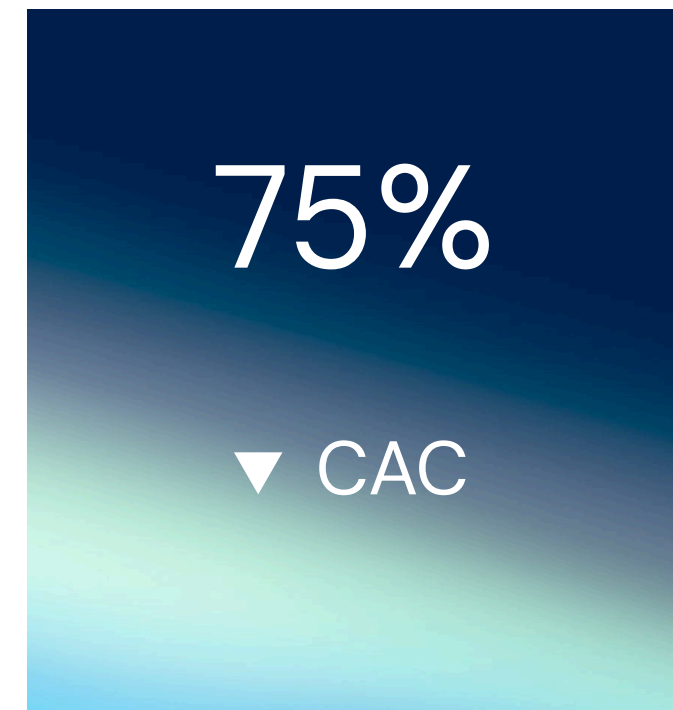
Customer retention is 3–4x higher on Reactiv-powered mobile apps compared to traditional mobile web.



Repeat purchases are 3–6x higher, driven largely by remarketing flows like push notifications.



Push notifications sent through Reactiv Clips see 60% open rates on average, with 5–7% conversion rates.



Brands are also lowering CAC by 75% and increasing their profit per session by converting up to 3–5x more.

This is because, unlike SMS or email, Reactiv Clips lets brands engage with buyers not just once, but twice or three times after they click an ad—lowering friction and giving marketers more control over the moment of conversion.

Timing Matters: Why Late-Night Pushes Win

When you send a push notification matters just as much as what it says.

Based on Reactiv data, the highest conversion window is between 9PM and midnight—when shoppers are relaxed, scrolling, and more receptive to reminders.

It's not hard to imagine why: at 9AM, a push about a jacket you were browsing is easy to swipe away while rushing to work. But at 10:30PM, that same message might feel like just the right nudge to complete the purchase.

We see conversion rates peak at 6.8% during this window, and recommend brands lean into it as part of their evening remarketing strategy.

Four Types of Push Notifications That Actually Work

There's more than one way to use push notifications effectively. Based on top-performing flows from Reactiv merchants, here are four notification types that consistently drive results—and when to use them.

Promotional Pushes That Spark Urgency

These are your classic campaign drivers: product drops, limited-time offers, site-wide sales. According to Airship, 65% of mobile app users open notifications offering a deal. We see similar behavior across Reactiv—especially among repeat customers who are already familiar with the brand. These work best when they create a sense of exclusivity or time sensitivity, like “Early access just for you” or “Ends at midnight.”

Behavioral Nudges That Reclaim Lost Sales

Cart abandonment rates have crept up to over 70% globally, and mobile browsing behavior means many shoppers don't convert on their first visit. Behavioral pushes—those tied to product views or carts—can bring users back at the right time. On Reactiv, these messages outperform email by 37% in click-through rates. Simple nudges like “Still thinking it over?” or “You left something behind 🙄” can make the difference between a bounce and a buy.

Transactional Updates That Build Trust

Post-purchase doesn't mean post-communication. In fact, 90% of shoppers want to track their packages in real time. Push notifications with order confirmations, shipping updates, and delivery ETAs reduce WISMO tickets and increase satisfaction. These messages keep customers in the loop—and more importantly, keep them in your ecosystem.



Lifecycle Messages That Build Community

Push is also a powerful tool for reinforcing brand affinity. Notifications tied to loyalty programs, birthdays, or just regular check-ins can deepen emotional connection. Brands like Top of the Mornin' Coffee use lighthearted pushes—like “Just stopping by to say you're awesome”—to stay top of mind and build goodwill between purchases. Think of these as digital touchpoints that build habits and community.

Unlocking Push Without the Opt-In

Here's what makes Reactiv's approach unique: with Reactiv Clips, brands can send push notifications without requiring a download or opt-in.

A Reactiv Clip is a lightweight mobile experience that can be launched from an ad, email, or link. Once a user opens a Clip, brands have an eight-hour window to send personalized push notifications.

This turns every ad click into a remarketing opportunity.

A Typical Journey Looks Like This:

- A customer clicks on a social ad → a Reactiv Clip opens the product page
- The user browses but doesn't buy → a behavioral push notification is sent later
- They click the notification → return to the Clip → complete the purchase
- A post-purchase push confirms their order and keeps them engaged

All of this happens without the user downloading an app or opting into notifications.

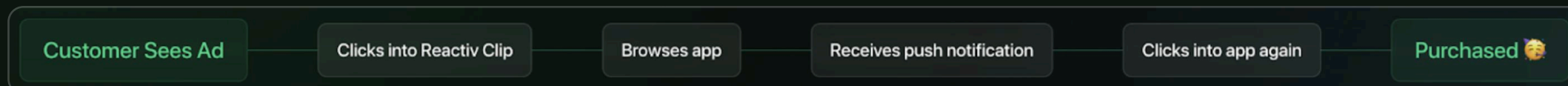


Ad Discovery

App Clip Product Page

Retarget with Push Notifications

Post Purchase Push Notification



What to Prioritize for H2

Based on everything we've seen in H1, here's what we recommend as brands head into the back half of the year:



Lean into push notification remarketing. Especially behavioral and late-night campaigns.



Personalize whenever possible. The delta in performance between targeted and untargeted is too large to ignore.



Rethink app strategy. If you don't have the install base or opt-ins to use push, consider lightweight options like Reactiv Clips to bridge the gap.

Think beyond the sale. Push isn't just for conversion—it's also for community-building, loyalty, and customer experience.

Less Scroll, More Sales: Above-the-Fold eCommerce CRO Strategies to Lift Conversion Rate & Average Order Value

By Abby Zamis

Today's digital shoppers are scrolling less than ever, and it shows. At Power Digital, we see an average of 51% of users drop off after just one scroll length. With attention spans shrinking, every above-the-fold pixel needs to pull its weight. If you're serious about maximizing the profitability of every click, it's time to rethink your first impression. Here's how.

Combat Shallow Scroll Depth

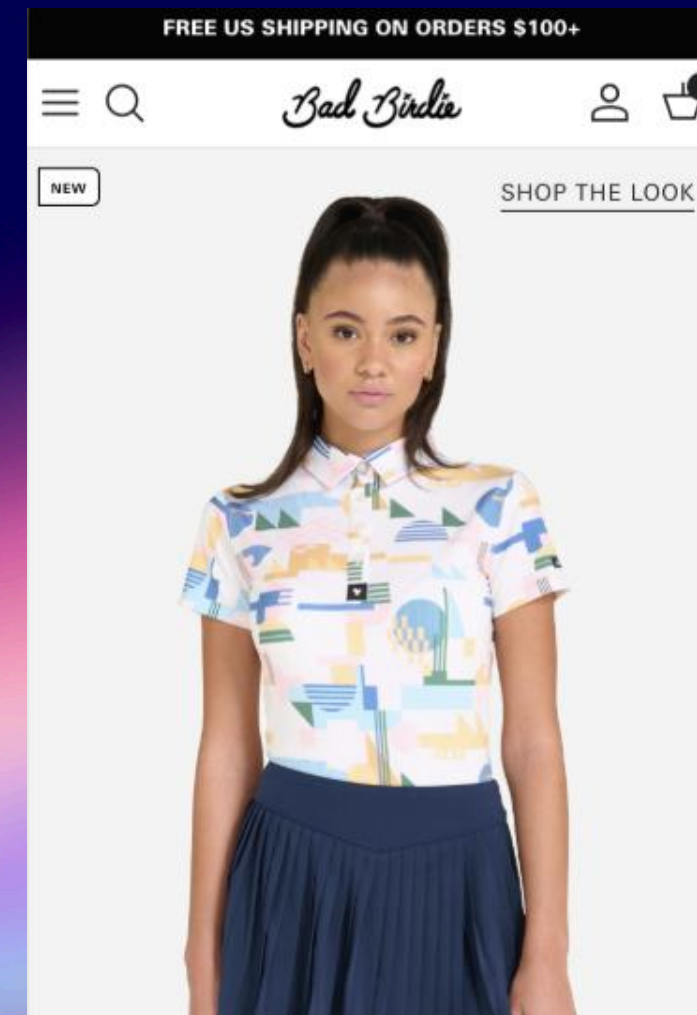
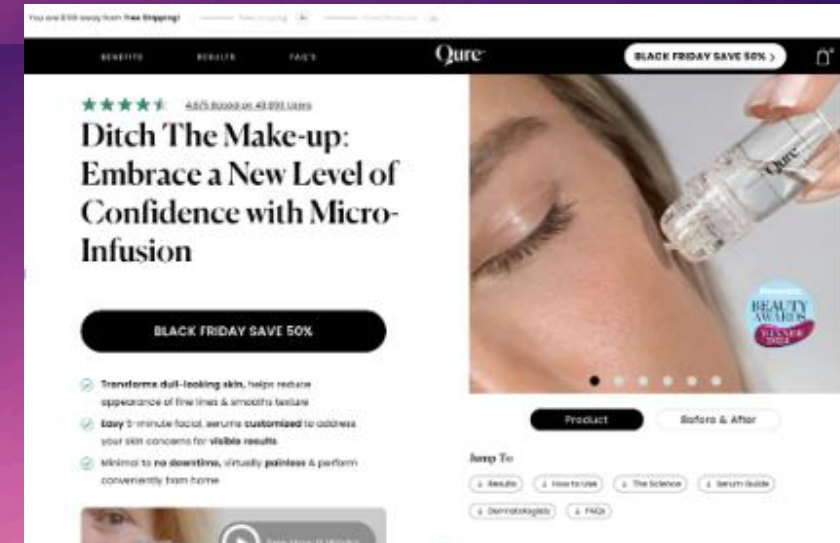
Forget traditional layouts, shallow scrolling is a symptom of deeper user-engagement issues. If your essential product information sits below the fold, it's practically invisible. Bridge that critical gap between first glance and final sale with these strategies grounded in behavioral science:

CTA Banks That Educate and Convert

Site users want frictionless purchasing, especially when they're already primed to buy. Making the Add to Cart button sticky on PDP load leverages the Availability Heuristic, enabling instant action and preserving purchase momentum. When surfaced above the fold, we see ATC rate climb by 9% and CVR by 5% on average.

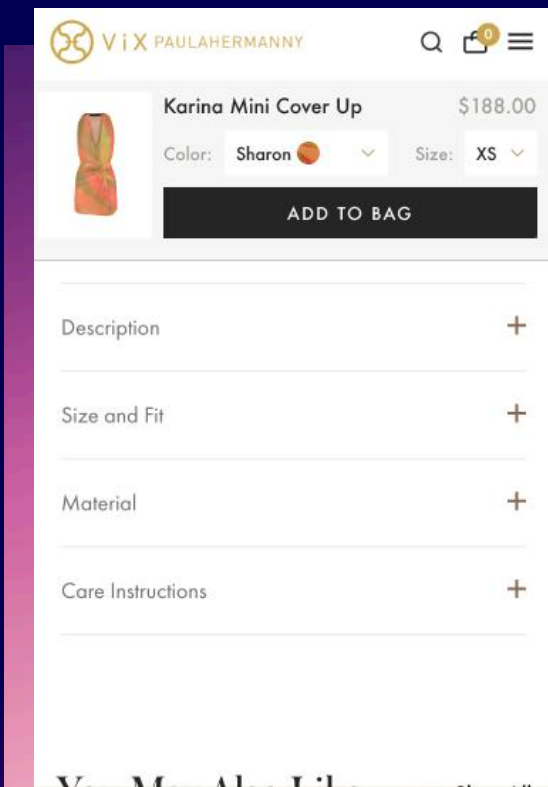
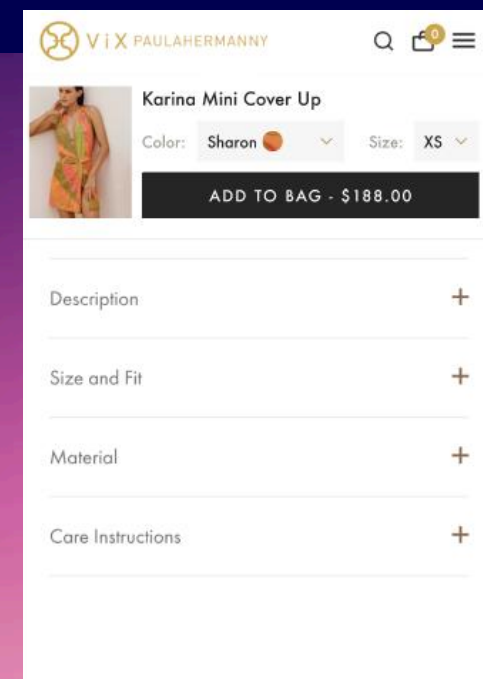
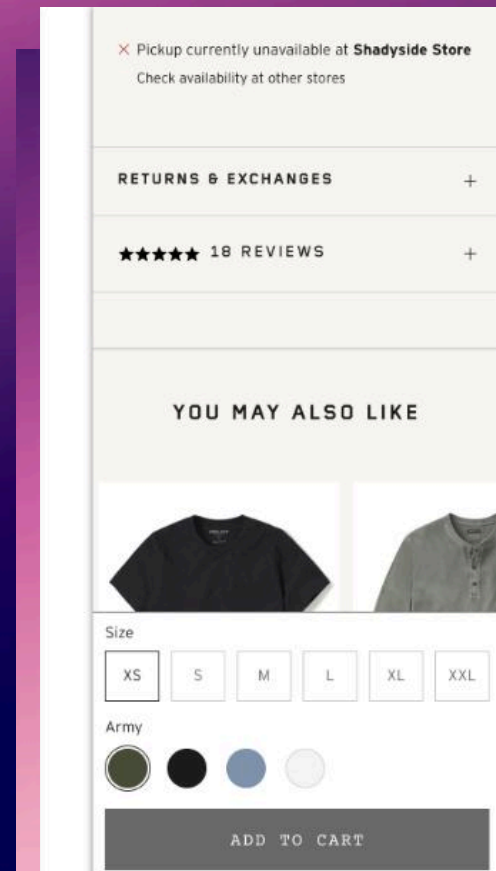
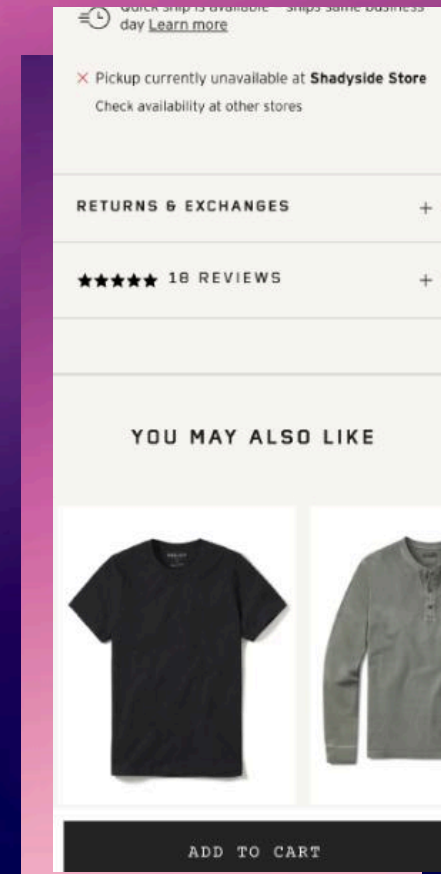
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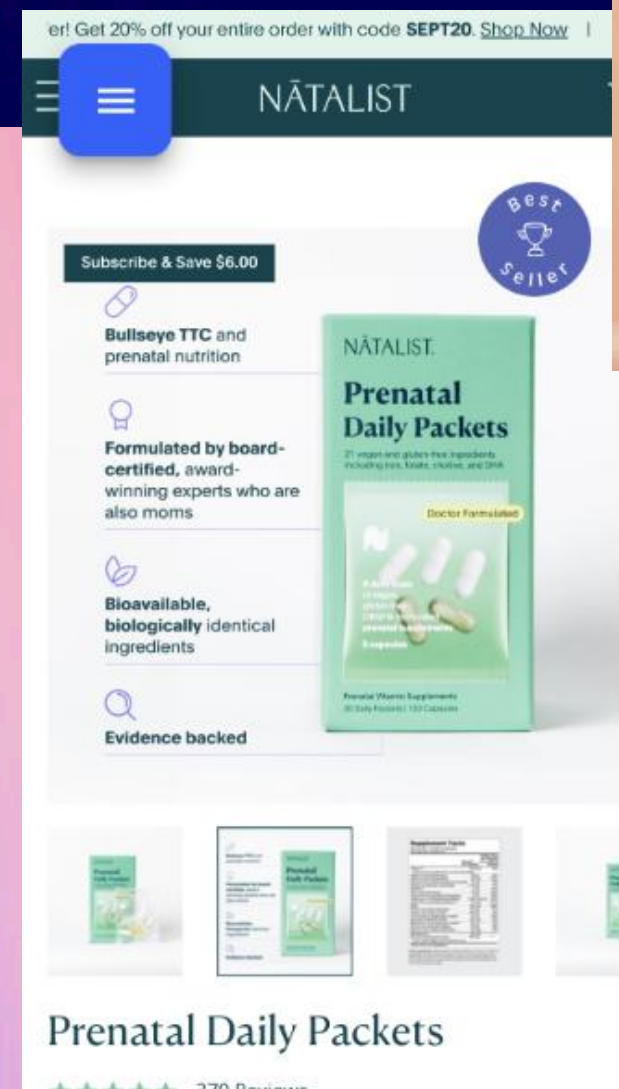
Sticky ATC Buttons: One-Tap Conversions

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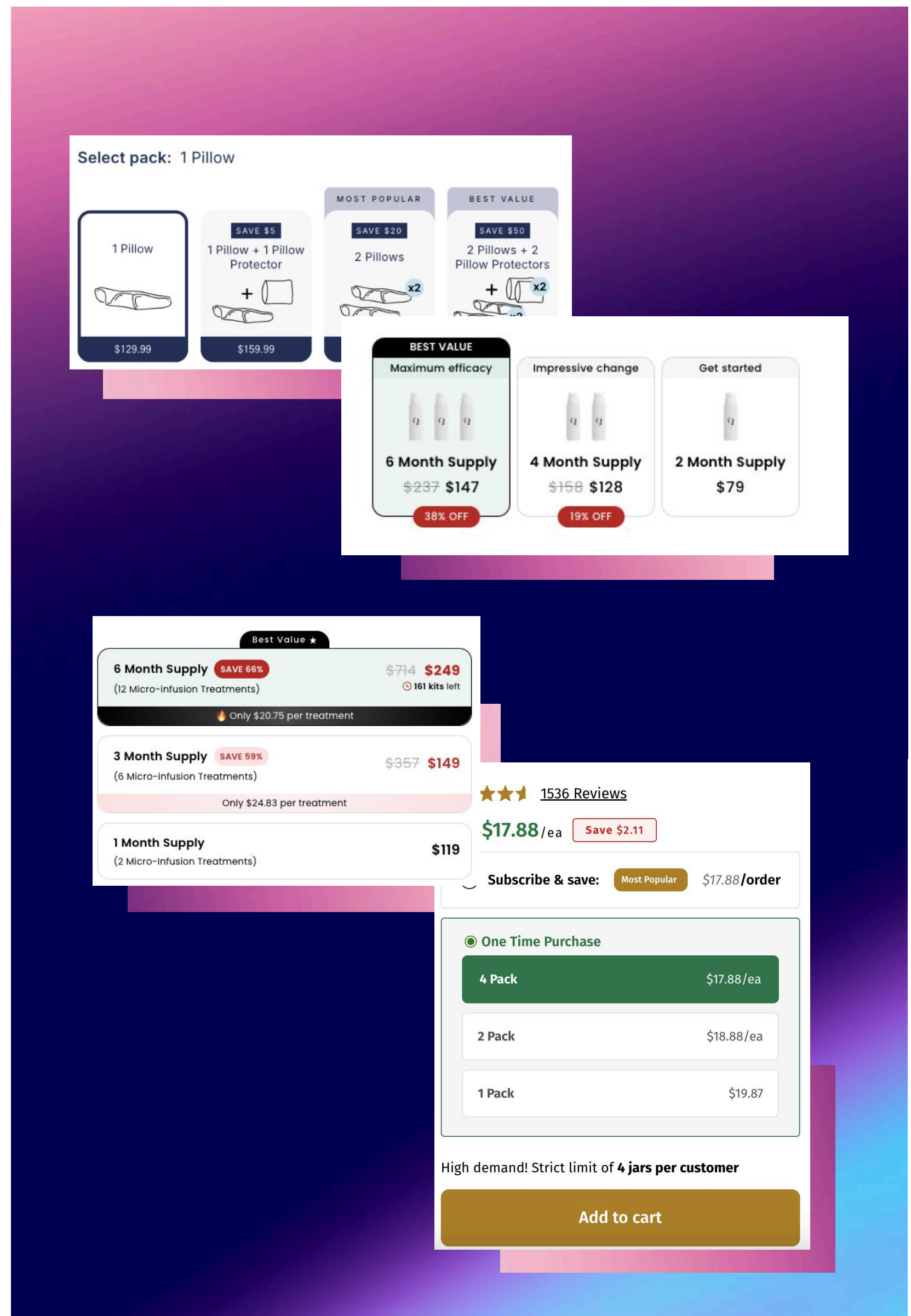
Visual Storytelling with Image Carousel Infographics

Scrolling isn't always appealing, but visual storytelling is. Embedding concise, value-packed infographics directly into product image carousels leverages Visual Cueing to communicate benefits instantly. When product education meets the user where they're already spending time, we see average lifts of 6% in CVR and 3% in AOV.



Boost Average Order Value

If your AOV is underperforming, you're leaving money on the table. Friction, vague pricing, and lackluster perceived value are holding you back. These advanced tactics help break through buyer hesitation:



Good, Better, Best Pricing: Create Easy Choices

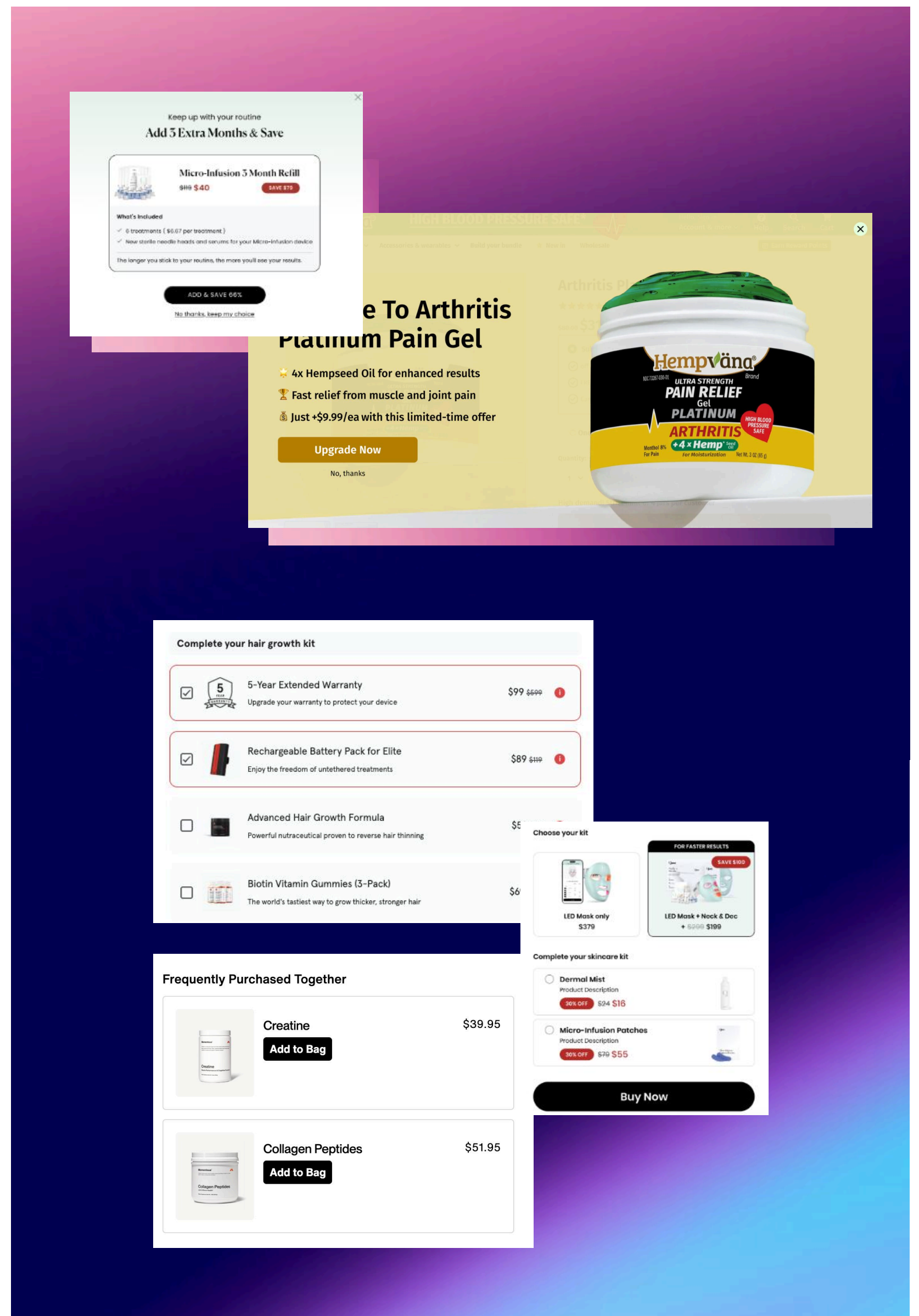
Don't let customers default to the cheapest option. Price Anchoring, a visually-defined tiered structure, reframes the choice from 'yes or no' to 'which one?'. By guiding users toward higher-value selections, we've seen AOV increase by as much as 12% in winning tests.

Post-ATC Upsell Pops: Turn Hesitation into Sales

Consumers naturally gravitate toward lower-priced options until they're shown what they're missing. Leveraging Loss Aversion, post-add-to-cart pop-ups highlight premium alternatives, nudging users to upgrade. On average, stores see a 10% boost in AOV when a pop-up suggests an upgrade.

Cross-Selling: Sell the Whole Experience

Single-product purchases cap your revenue potential. Applying Gestalt Psychology, the tendency to perceive grouped items as more valuable, helps users see your products working together as a cohesive solution and encourages complementary purchasing. Stores that frame bundles this way can see UPT rise by up to 25% and AOV by 10%.



Optimizing above-the-fold real estate drives revenue. Use it wisely, and watch conversions follow. For expertise on Conversion Rate Optimization strategies and driving measurable growth, connect with Power Digital. We're here to make your clicks convert.

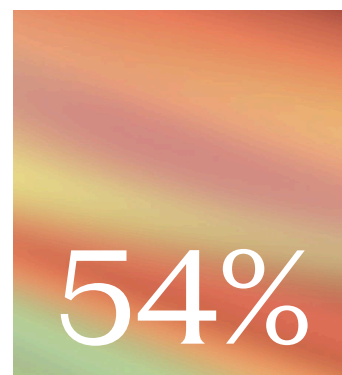
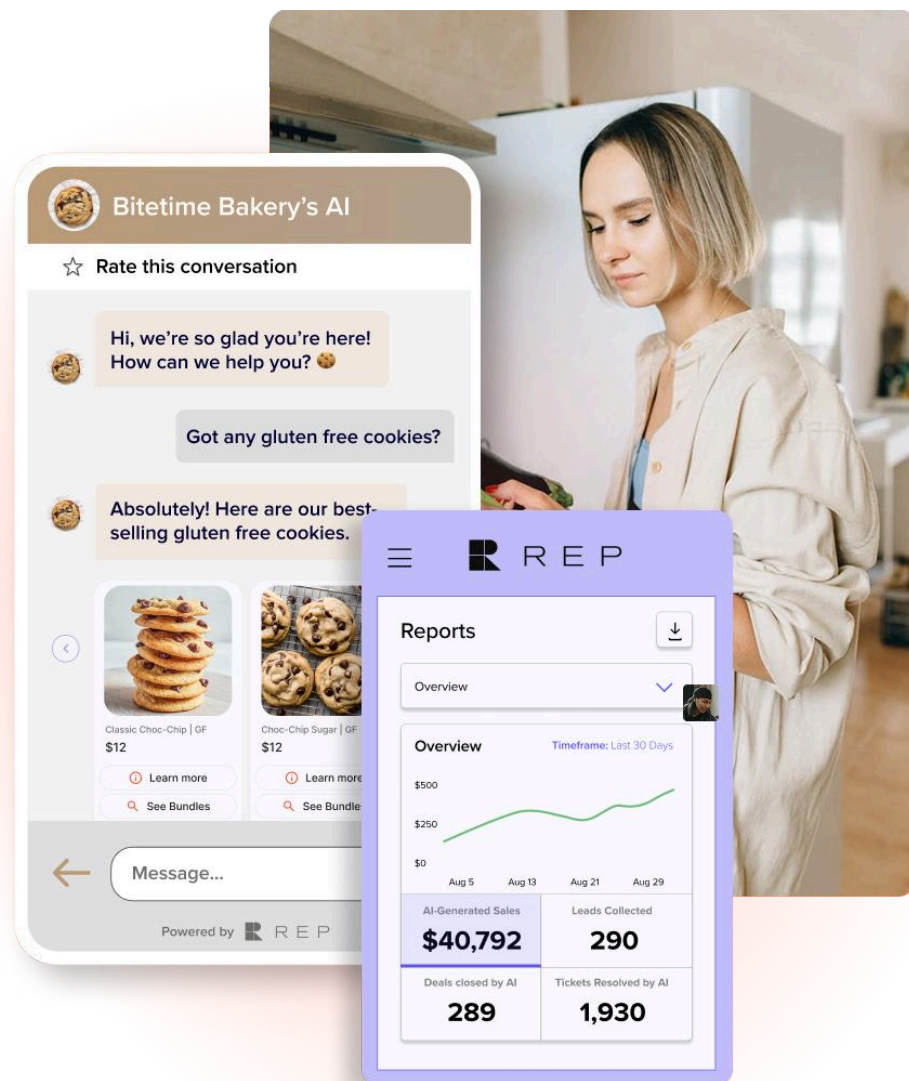


Why Shoppers Drop Off and How to Bring Them Back

By Osnat Lidor

Every click is a chance to convert, or lose, a sale. Across 600+ Shopify stores, our 2025 shopper behavior report found that shoppers drop off for highly fixable reasons. The brands that address these friction points in real time don't just recover carts, they build trust and increase revenue.

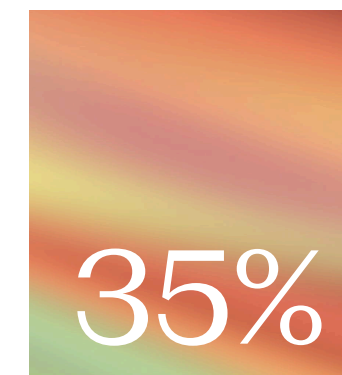
The Top Reasons Shoppers Bounce



Complicated exchanges

Mainly in apparel, unclear return policies are dealbreakers. Shoppers want low-risk, flexible options.

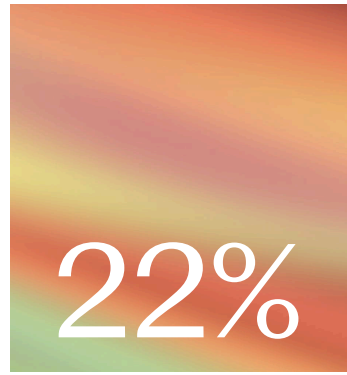
Fix it: Use AI to proactively explain "free returns," "try before you buy," or fit guarantees the moment someone hesitates.



Missing product details

In categories like health and wellness, vague descriptions kill conversions.

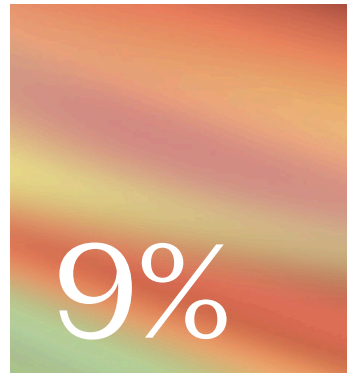
Fix it: Smart AI chat can offer size guides, ingredient lists, even usage videos—on demand, with zero digging.



Inventory gaps

“Out of stock” is a dead end unless you offer a way back.

Fix it: Use AI to suggest similar products or capture interest with back-in-stock alerts.



Price sensitivity

In wellness and beauty, perceived value matters.

Fix it: AI can surface bundles, explain premium ingredients, or offer timely discounts to bridge the gap.

Time spent on site
60 seconds

Offer assistance

Visitor opts for **'Parka'**

→ **Suggest 'Best Selling Parkas'**

How to Recover Lost Sales

Here's the good news: you can win these shoppers back automatically. Abandon cart campaigns powered by AI are driving serious returns:

But timing and context are key. AI doesn't just throw discounts around, it delivers the right nudge based on shopper behavior.

That could be:

- A reminder with an offer
- A message about free shipping thresholds
- A quick answer about product availability

Key Takeaway

Shoppers aren't abandoning because they don't want to buy. They're abandoning because something's missing, either confidence, clarity, or context.

AI bridges that gap in real time. And when it does, the shopper's conversions climb, AOV increases and loyalty builds for long term revenue.

As a DTC brand, don't let small questions create big drop-offs. Start answering smarter.



How Predictive Delivery Dates Are Driving Checkout Conversions for DTC Brands

In the world of next-day delivery, shoppers are increasingly impatient, and their need for speed can make or break a sale. That's why DTC brands must invest heavily in what shoppers want: trust and clarity.

Over 280 million AI-driven estimated delivery dates (EDDs) have been predicted using AfterShip's platform, and the data is clear: adding a promised delivery date on product detail pages (PDP) and checkout significantly increases conversions.

Across our customer base, implementing AI-powered EDD has led to an average conversion rate increase of 2.34%, with some brands seeing uplifts as high as 28%. Add-to-cart rates also jumped by up to 43%, proving that the presence of a delivery promise pushes more browsers into action.

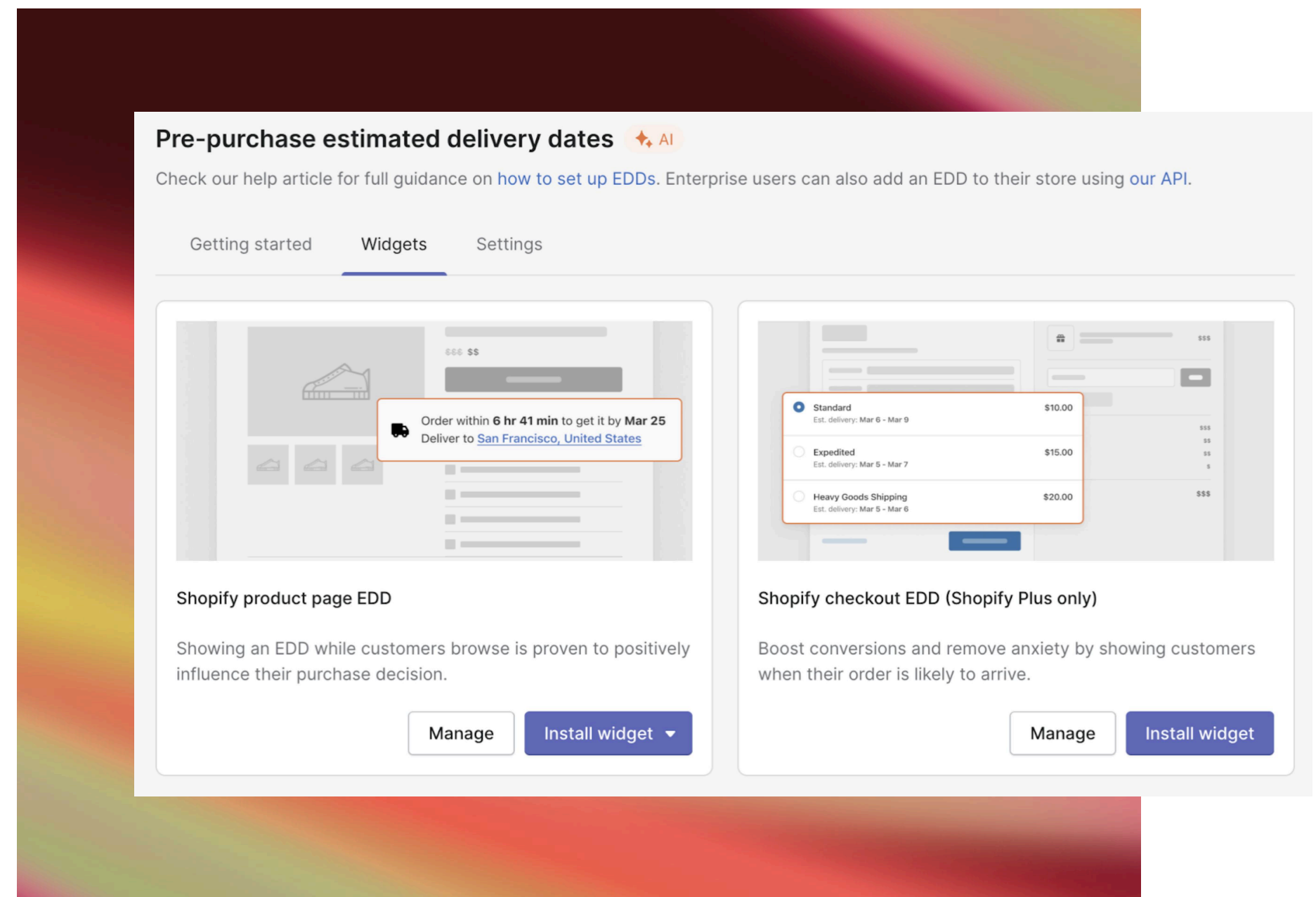
Timing is everything

Whether it's a holiday like Mother's Day, a big sales event like Black Friday, or a regular weekday, shoppers respond powerfully when they see exactly when their order will arrive. For last-minute buyers, an accurate delivery promise is one of the most powerful CRO tools available.

But making the promise isn't enough; you have to keep it. That's why accuracy matters. AfterShip's AI-powered EDD engine boasts up to 95% accuracy, with an average accuracy of 70%. This substantially outperforms carrier-provided EDDs, which average just 48%. This difference can make or break customer trust, especially for brands aiming to increase repeat purchases and lifetime value.

How DTC brands can make a difference for their shoppers:

- Add EDD to PDP and Checkout: Showing an EDD at the product level triggers buying intent; repeating it at checkout reinforces trust and confidence in the purchase decision.
- Ditch Static Carrier Estimates: Carriers alone can't offer the nuance needed for accurate, personalized EDDs. AI-based tools that ingest multiple data points such as carrier performance, shipping zones, holidays and processing times to provide a more reliable forecast.
- Boost Speed and Trust: Speed isn't just about delivery; it's also about perceived speed. When shoppers see that a brand "knows" when something will arrive, it builds immediate confidence and reduces hesitation.
- Capitalize on Urgency: For seasonal or time-sensitive products, an accurate EDD can create the urgency needed to convert more sales on the spot.



To recap, predictive EDD isn't just a shipping feature—it's a conversion tool. Brands that treat it as part of their CRO strategy, not just a logistics function, are seeing measurable revenue lift and improved shopper satisfaction.

GATSBY 

Gatsby: Turn Social Signals Into Conversions

By Brett Burnstein

Your next high-intent subscriber could be commenting on your Instagram post, right now. Most brands miss that moment. The best ones don't.

At Gatsby, we help brands turn everyday social engagement into measurable growth. Whenever someone tags you in UGC, sends you a DM, or comments on your content, you should be ready to capture that signal and convert it into an email and SMS opt-in, or a loyalty action. Our platform makes that easy by syncing social activity directly into tools like Klaviyo, Attentive, and Stamped.

After analyzing data from dozens of DTC brands, here's what stands out.

Key Insights From Gatsby clients

80%

Over 80% of users who DM or comment your campaign keyword opt into your email / sms list

20%

Over 20% of the emails you collect from your Instagram followers are completely net-new to your email list.

50%

Over 50% of the SMS opt-ins collected from your followers are also net-new

15%

Over 15% of loyalty members who provide you with their Instagram handle will follow your brand

“We were seeing a decrease in engagement in our current program and we were looking for a tool that allowed us to be nimble and innovative while also helping us further leverage other platforms in our marketing stack.”

— Anna Knutson, Director of Marketing, Lucy & Co

What This Means for CRO

Your social audience is warmed up and ready to engage. The real question is whether you're meeting them where they are or making them jump through hoops.

With Gatsby, brands are capturing that intent in real time. A customer comments or tags you then receives an automated reply with a seamless opt-in to your owned channel of email, sms or loyalty. They enter a flow that matches the moment. By the time they land on your site, trust is already built and your list is stronger for it.

TL;DR

- Your Instagram comments and DMs are filled with subscriber opt-in opportunities
- Many of these subscribers will be net new to your email and/or sms list
- Gatsby automates the capture, syncs the data, and drives results without adding manual steps

If you're investing in social content but not converting that engagement into growth, now is the time to fix the leak.



How the Smartest Brands Prevent Churn Before It Starts

By Gina Perrelli

Most brands optimize for the first purchase.

The real work begins with the first subscription order. Churn creeps in fast, and too many brands overlook the post-purchase experience.

Stay AI helps eliminate guesswork by leveraging proprietary machine learning to spot possible churn moments before they happen and turn those moments into opportunities to build customer loyalty.



1. Offer free gifts (or other customer delighters) to double retention after the second order

Cann Social Tonics identified a significant drop-off around the third subscription order. By launching a free gift promotion at that milestone using Stay AI's ExperienceEngine, they more than doubled retention on the third order, increased fourth-order retention by 38%, and reduced same-day cancellations by 48%.

FREE GIFT WITH YOUR THIRD ORDER

SUBSCRIBE NOW



2. Keep customers engaged with a community- and loyalty-driven experience — keeping them far longer

Alice Mushrooms used Digital Punch Cards and personalized cancel flows to create a community-driven, loyalty-focused subscription experience.

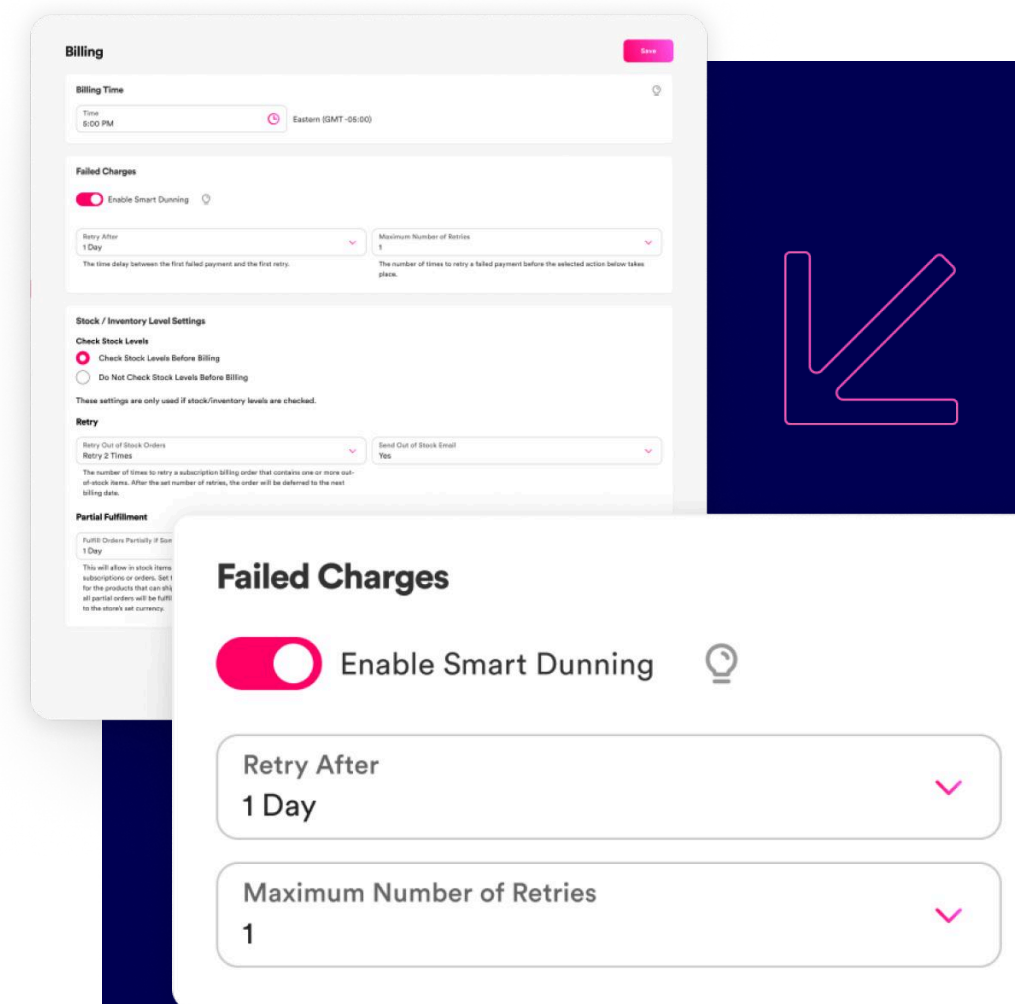
This proactive engagement led to a 213% increase in active subscribers and a 265% increase in recurring revenue within just 60 days.

The screenshot displays a user's digital punch card and subscription milestones. At the top, it shows the next billing date as 04/11/2025 and a 'get it now' button. Below this is the 'your alice rewards punch card' section, which lists four milestones: 'place 1 more order(s) and get a free gift!', 'place 3 more order(s) and get a free order up to \$15!', 'place 6 more order(s) and get a free gift!', and 'place 9 more order(s) and get a free gift!'. A progress bar shows 10 circles, with the first one filled with a star and the others containing gift icons. Below the progress bar, it states 'every order counts towards your punch card' and 'issued: March 12, 2025'. The main section is titled 'club alice subscription milestones' and features a winding path with various rewards: 'ORDER 1 WELCOME TO THE ALICE JOURNEY!', 'ORDER 2 FREE ALICE TOTE!', 'ORDER 4 FREE \$15 CREDIT!', 'ORDER 7 FREE ALICE SOCKS!', and 'ORDER 10 FREE ALICE HAT!'. A 'FREE GIFTS' badge is also visible. At the bottom, there are six buttons: 'view product catalog', 'gift next order', 'swap product', 'update my personal info', 'set next order date', and 'skip next order'.

3. Don't sleep on Dunning!

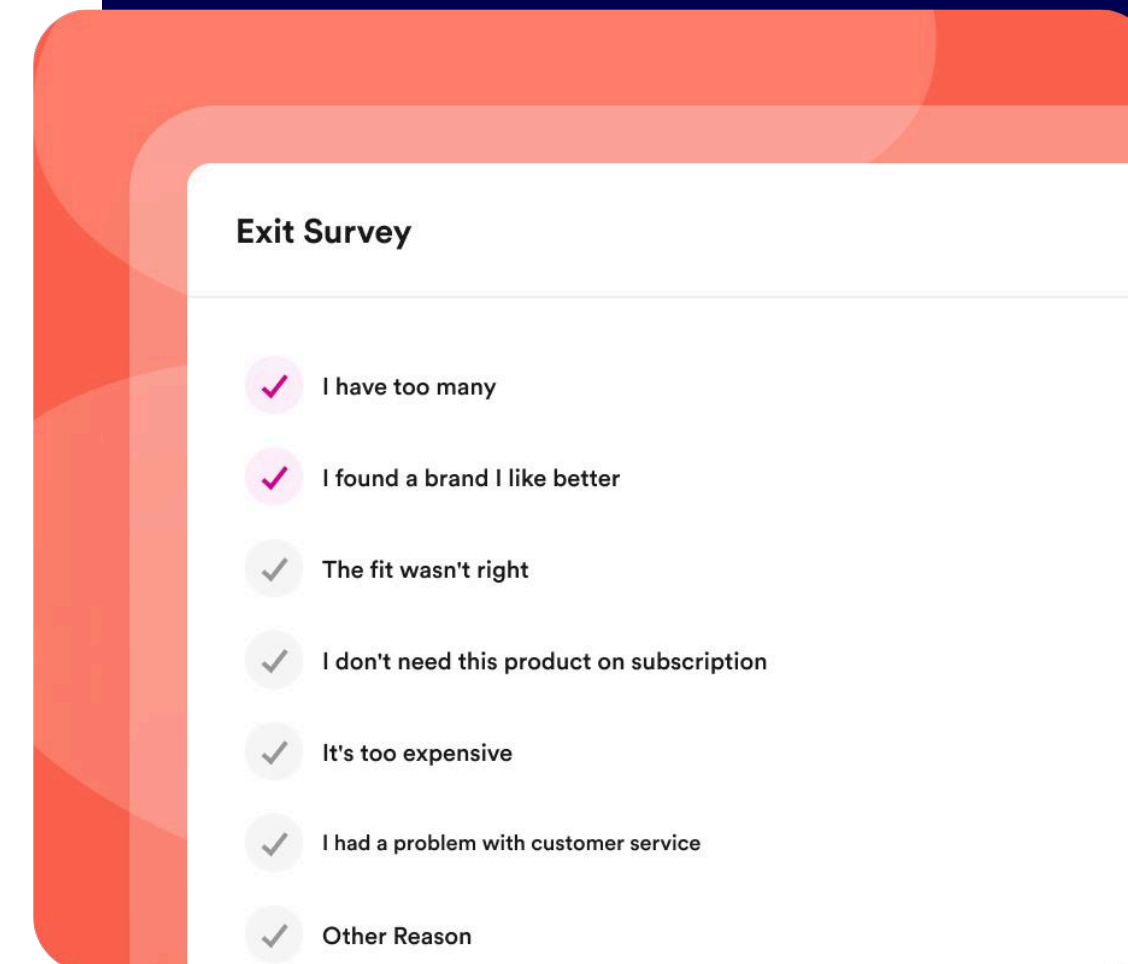
What if you could access a 0.5% to 2% revenue increase from clicking a button? That's what Smart Dunning can do for your brand.

Stay AI's Smart Dunning tool retries failed payments using intelligent logic tied to the specific error code (e.g., expired card vs. insufficient funds). Stay has seen a 17% increase in payment recovery for customers across all brands who leveraged Smart Dunning instead of a standard retry system.



4. Personalize cancel flows for higher save rates

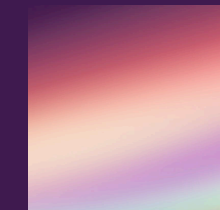
Instead of relying on generic cancel pages, Stay AI users build dynamic flows based on subscriber intent. Brands using reason-based cancel surveys and offers (like skip, pause, or discount) save up to 40% of customers who would have otherwise churned.



The Main Takeaway: Take the Guesswork Out of Retention

In subscriptions, the most powerful revenue wins come from preventing churn.

The problem? Too many brands treat post-purchase UX as an afterthought.



Stay AI helps take the guesswork out of subscriptions by turning cancel clicks, billing failures, and churn risk behaviors into data-backed retention moments. The brands seeing the strongest lifts are designing seamless, personalized flows that make it far better to stay than cancel.




Merchandising for profit: the untapped CRO lever in your collection logic

By Nicole Nanikashvili


Merchandising is often treated as a static task with merchants often resorting to the ‘quick fix’ of sorting products by best-sellers or newcomers. But for DTC brands, especially those with large catalogs, the way collections are managed (i.e. the product discoverability) can dramatically impact both conversion and profitability.

At Kimonix, we work primarily with Shopify Plus brands to help them execute complex merchandising strategies. By leveraging hundreds of advanced merchandising parameters and integrations – including sales performance, inventory health, return rates, and customer behavior – merchants can balance best-sellers, slow movers, and new arrivals, optimizing for increased sales and reduced dead stock. Our data shows that merchandising is one of the most underleveraged CRO and UX levers in modern e-Commerce.

Key Takeaway



Across Kimonix merchants, we see an average 20–30% decrease in non-moving inventory after switching to profit-aware product and collection sorting. Merchants move through stuck inventory faster while protecting margins.



By improving product discovery through dynamic sorting that highlights high-margin, in-stock, and urgency-tagged products, brands have recorded up to a 44% lift in average conversion rates. This approach ensures customers find the right products faster, driving more meaningful engagement and purchases.



Swarovski saw a 29% drop in non-moving inventory in just 4 weeks, and a 72% increase in daily sales rate of their top 10% SKUs (by volume) once they implemented dynamic collections.



Neven Eyewear reported a 44% lift in conversion rate and 16% month-over-month revenue growth, calling Kimonix “a game changer.”



Intersport saw a 93% increase in average collection CTR alongside a 46% rise in average product price among their top 16 featured products. This demonstrates that dynamic merchandising not only boosts product discovery, but also helps surface higher-value items, driving both engagement and profitability.

CRO/UX takeaway for DTC brands:

Customers decide what to engage with based on what they see first. That makes your product sorting logic one of the most powerful conversion levers on your site.

Instead of defaulting to best-sellers, DTC brands should:

- Optimize collections by balancing best-sellers, slow movers, and new arrivals to both maximize revenue and reduce dead stock risk.
- Ensure to surface high-margin and high-potential products alongside popular items, ensuring profitability isn't sacrificed for volume.
- Incorporate personalized product recommendations and 1:1 personalization to deliver relevant products tailored to individual shopper behavior, boosting engagement and conversion.

Dynamically reorder collections based on multiple KPIs including profit margin, inventory levels, product performance, and customer segments to optimize for both sales velocity and profitability.

Smart merchandising doesn't just improve UX, it increases profit and revenue, lifts conversion, and frees up inventory. It's time to treat it as a core CRO strategy, not just as an afterthought.

Postscript

Unlocking the Power of Conversational SMS for BFCM (and Beyond)

By Laura Serino

In a season where every message competes for attention, conversational SMS gives brands a serious edge. While most BFCM campaigns focus on one-way blasts—promos, countdowns, reminders—the smartest brands are layering in conversation.

Why? Because customers don't just want to be told what to buy. They want help finding the right thing. They have questions. They want to feel seen. And that's exactly what conversational SMS is built for.

Let's break down how to use it, when to plan for it, and why it works so well.

What Is Conversational SMS, Really?

True conversational SMS uses a variety of different strategies to get subscribers to reply back, either to collect zero-party data, drive engagement or by using AI-powered tools (like Postscript's Shopper) to engage customers in real-time, two-way conversations that drive revenue.

As you advance your conversational approach, you can use SMS to handle product questions, suggest items, collect preferences, and have some fun.

When we look at flows using conversational strategies via Shopper,



5-15%

brands typically see a 5–15% revenue add on top of what those flows were already earning.

That's not a lift—it's a leap.

Where to Start: Pre-Planning

Before the big push starts, audit your flows. Which ones could benefit from more personalized, two-way interaction?

Start with



Abandoned cart: Swap your static reminder with a conversational message—“Have questions before you check out?” Use your CX team, an AI solution like Shopper or simply set up some response branching to make this feel more personalized.



Product discovery: Launch a “Gift Finder” quiz or “What’s Your Style?” flow that drives interaction while capturing zero-party data.



FAQ deflection: Prep your AI to handle common questions—shipping, promos, returns—so your team isn’t swamped and your customers aren’t waiting. You can do this through a campaign or an automation.

During BFCM: Plan for Scale

This is when volume spikes and response time matters. Conversational SMS scales your team's capacity without adding headcount.

A few ways to put it to work:

- Campaign replies: Add CTAs like "Text us if you need help picking the right size" to your one-way messages.
- Live support fallback: Route high-intent questions to a solution like Shopper and let it handle upsells or escalate when needed.
- Promo nudges: Set up follow-ups for folks who click but don't convert—"Still thinking it over? How can we help?" and give them options to reply back with options like a) pricing, b) shipping, c) product question and use your own FAQs to set up responses from there.

Post-BFCM: Don't Go Quiet

The worst thing you can do after BFCM is disappear.

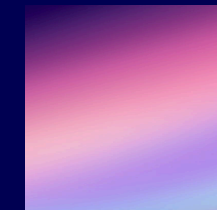
Instead:

- Send a "How'd we do?" check-in that opens space for feedback or questions.
- Trigger a reorder flow based on past purchases, but let it be a conversation, not a pitch.
- Use zero-party data gathered during BFCM to personalize January campaigns.

The beauty of conversation? It doesn't have an expiration date.

One More Thing

Most SMS platforms let you send messages. Postscript lets you have conversations. That's a massive distinction—and one that's measurable. With tools like Shopper, you can not only run 1:1 messaging at scale, but prove the revenue it's driving.



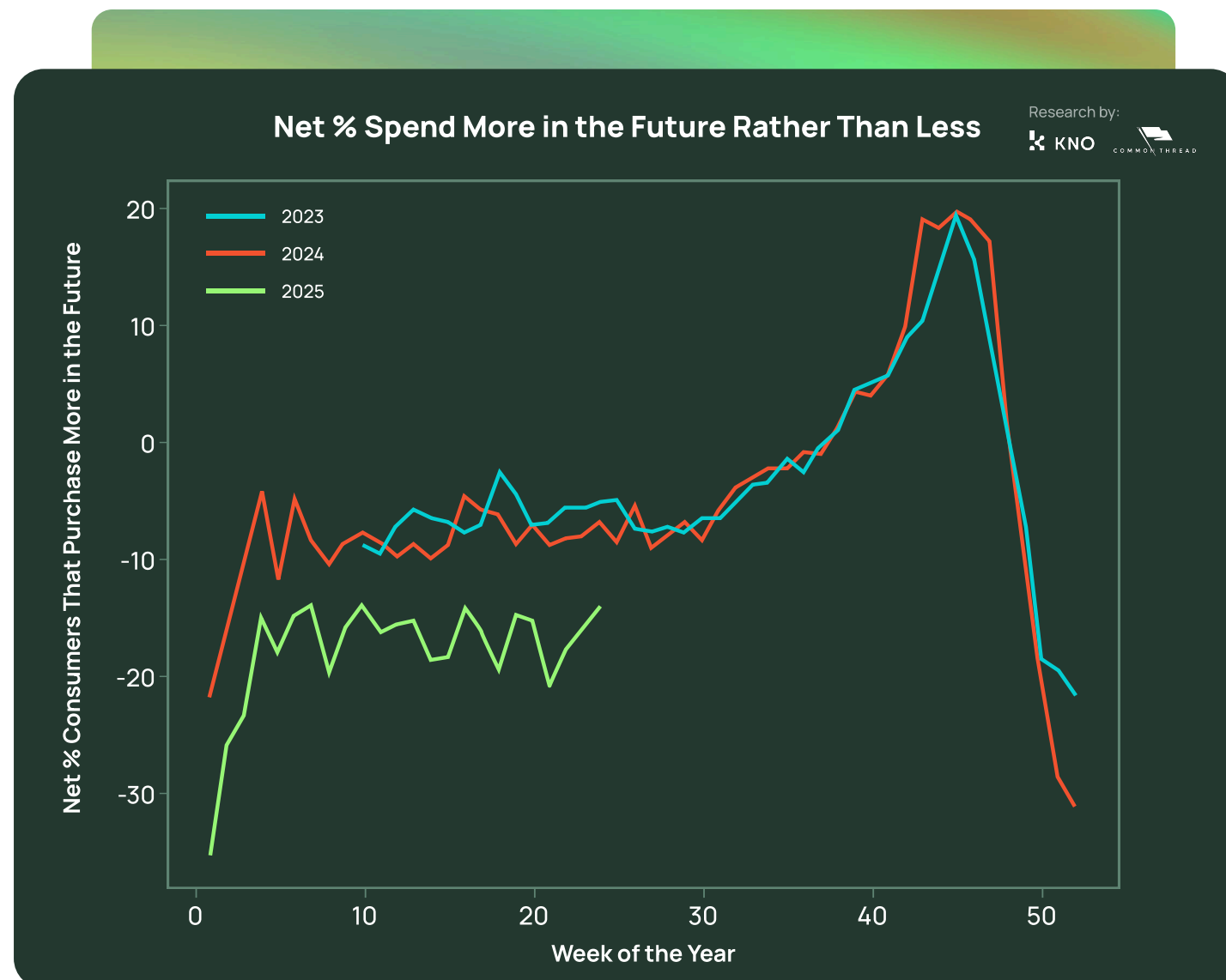
Campaigns end, but
conversations continue.

And the brands that balance
both? They win BFCM—and
everything after it.



What Consumer Behavior in H1 2025 Tells Us About the Rest of the Year

Ecommerce in 2025 has already given us a fascinating — and at times frustrating — look at how shoppers are feeling and spending. Between geopolitical uncertainty, shifting habits, and the steady pull of holidays, consumer sentiment this year has been anything but static.



Here’s what the DTC Index data reveals about what shoppers are thinking, where they’re spending, and what you should watch as we head into the back half of the year.



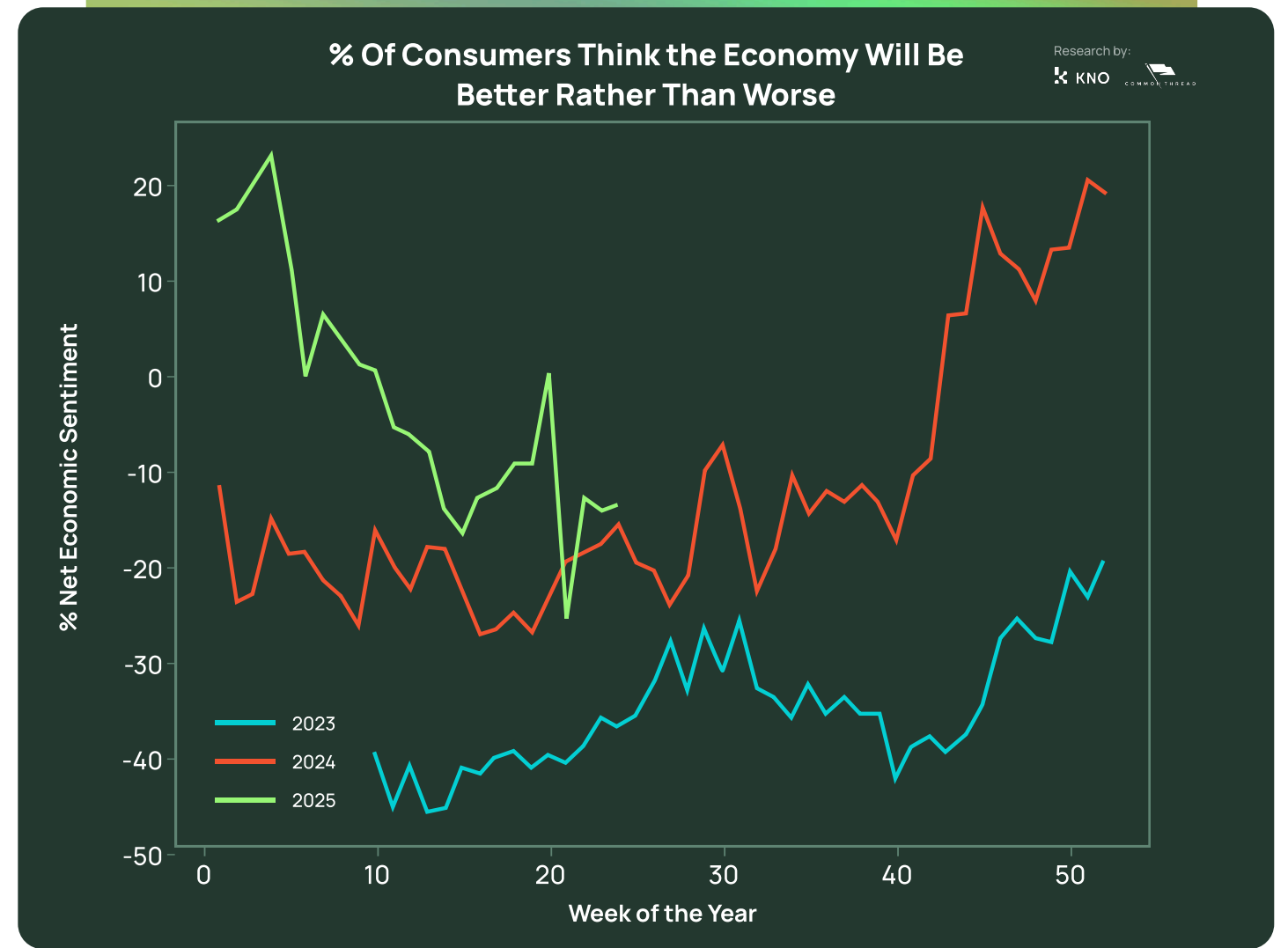
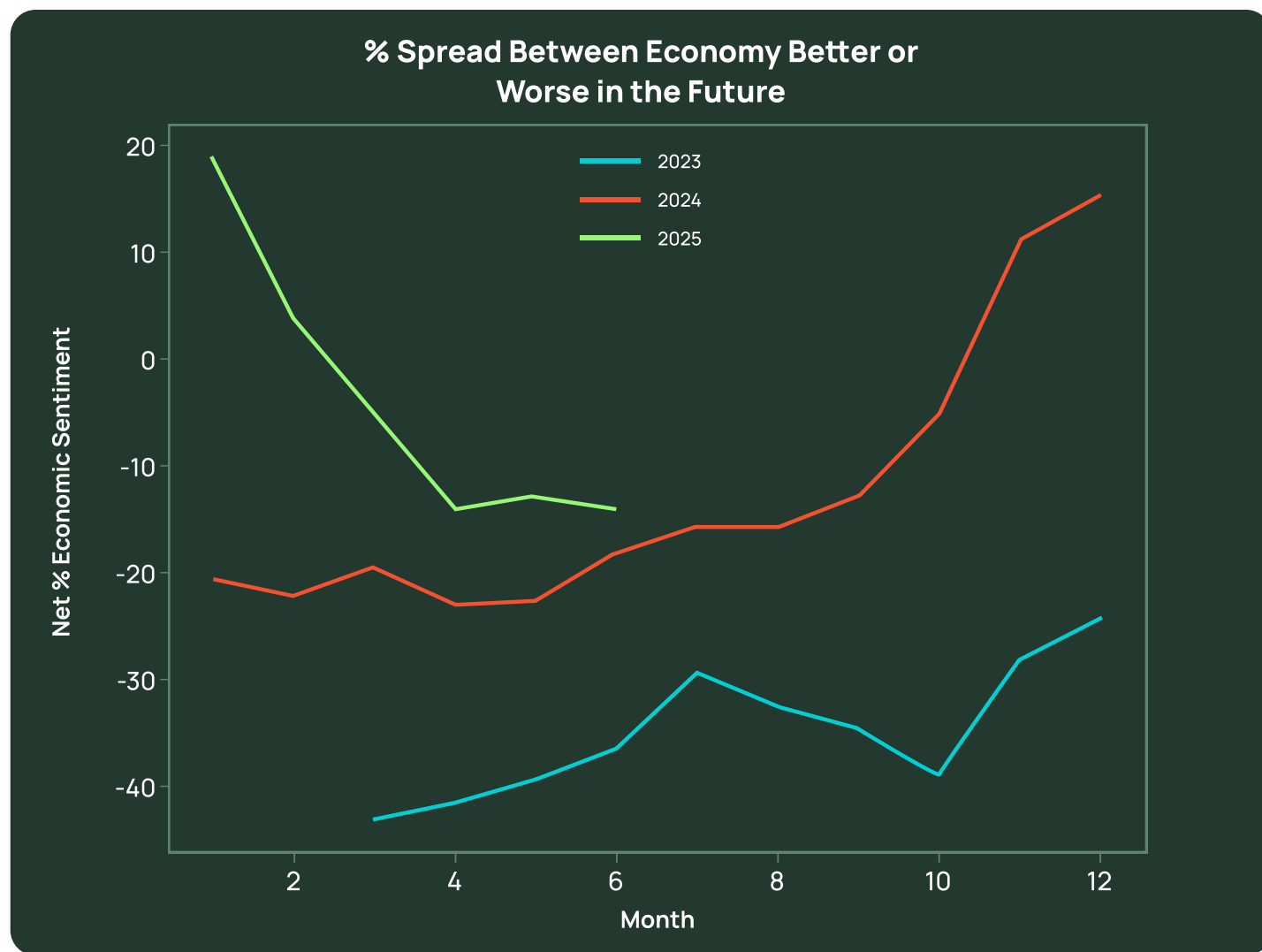
To kick things off, we noticed that Anticipated Future Spending is still low from consumers.

There is likely uncertainty around tariffs, war, and other concerns that might cause consumers to feel like they will spend more in the next few months.

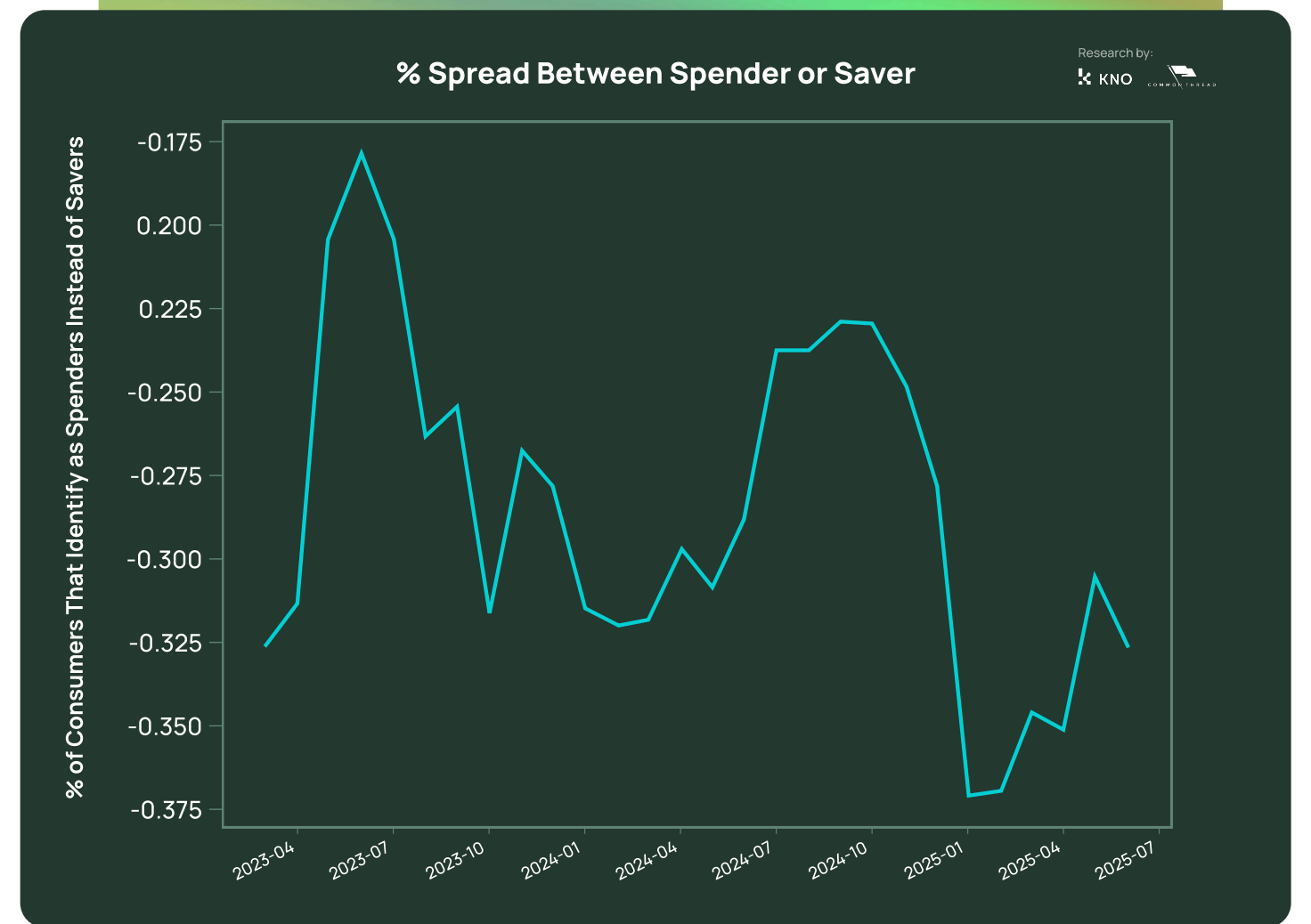
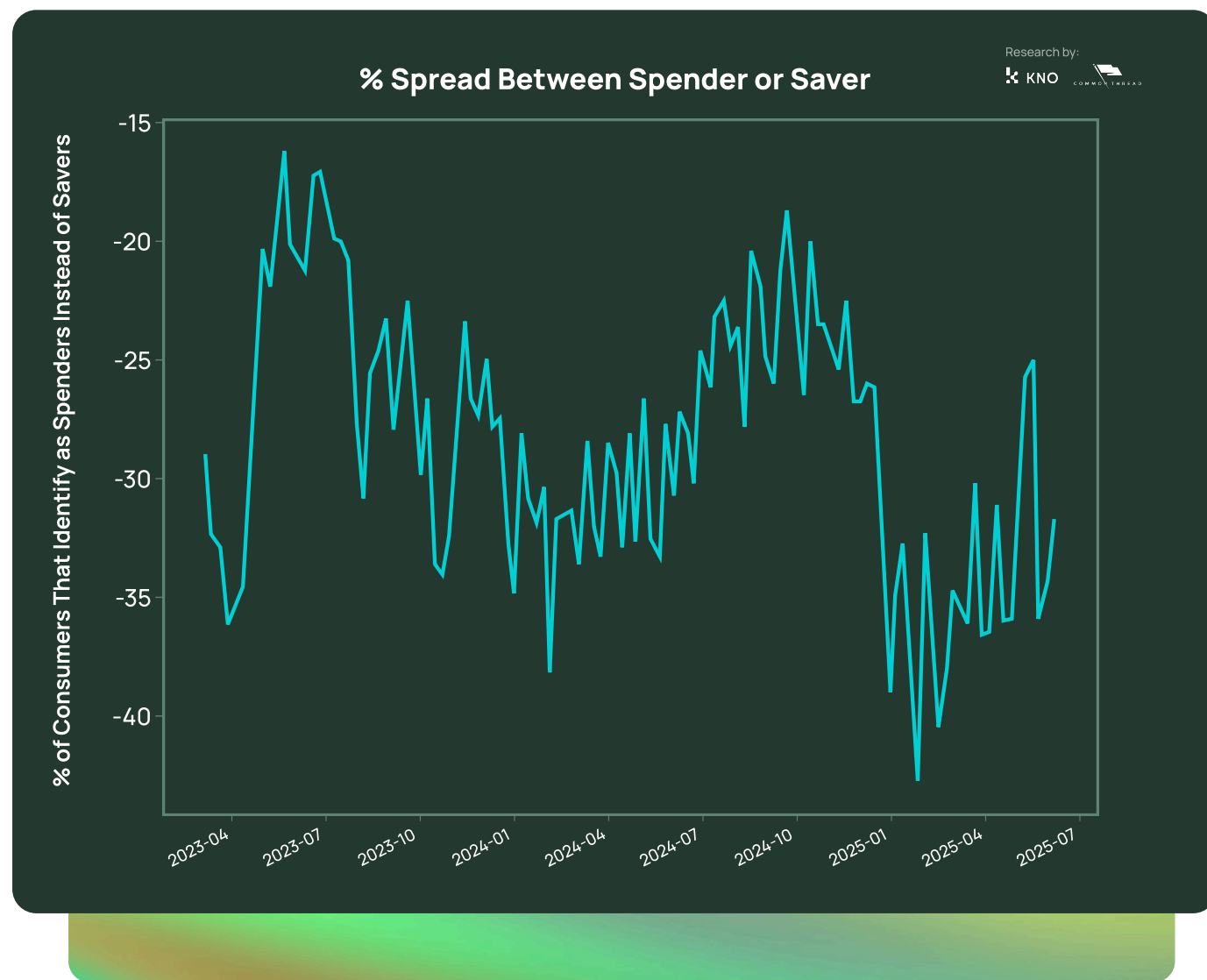
We should also note that we did see an increase in present purchase sentiment more recently with Memorial Day and Father's Day marking notable upticks. Nothing like a holiday centered around gifts and spending to help boost purchase sentiment.



Consumer sentiment about the economy fluctuated a lot just before and during the week of Memorial day. That sentiment seems to have stabilized in the 3 weeks since Memorial Day.



We have seen consumers say they enjoy spending more as that climbed up from a record low in Q1.



The most drastic change and something we have been watching is the increase in sentiment toward purchasing directly from websites rather than marketplaces (like Amazon or Temu).

This gradual but notable movement suggests that consumers increasingly value direct relationships with brands, whether because of perceived authenticity, better service, exclusive products, or loyalty perks.

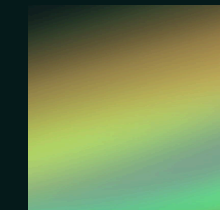


2025 made one thing clear: consumers are cautious, emotional, and increasingly drawn to direct connections with brands.

Their behavior is shaped by more than just the economy — it's influenced by holidays, sentiment swings, and evolving preferences about where (and how) to shop.

The good news? You don't have to navigate these shifts in the dark.

With the DTC Index, you get ongoing, data-driven insights into what real consumers are thinking, feeling, and doing. We deliver this in a neatly packaged report every month to your inbox.



To help you get started, we're offering \$100 off your first subscription (annual or monthly) when you sign up today.

Claim your \$100 off and subscribe now. Use code "SAVE50" at checkout.