

5 Conversion Tricks to Increase ROI in Ecommerce

How to improve customer experience for better conversion and turn your website visitors into loyal customers

The CEO of Amazon, Jeff Bezos has highlighted the importance of customer experience,

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”

It's understood that setting up an online store will not take more than 5 minutes in present context. But, turning the same into a successful business isn't what everyone can stick onto!

Having placed your ecommerce store online, the next would be to market it. While driving traffic to your website is one part, sales is another. It is definitely not sufficient to simply drive traffic to your website; converting those traffic to sales is the ultimate goal.

Now, where can you start to look for the conversion tricks that are actually proven for higher Return on Investment (ROI) from your ecommerce website? If this is your question, here are some sure shot tricks to embed in your marketing strategy for better conversions 😊

1. Unexpected Shipping Charges kill conversions. LOWER it or make it FREE

28% of the buyers will abandon their shopping cart when they are presented high shipping costs. (Source: Ecommerce Survey, 2014)

It may not sound like a very good percentage but, it is one of the biggest reason because of which your customers leave your website. See below and you'll know what it means.

Reasons for cart abandonment

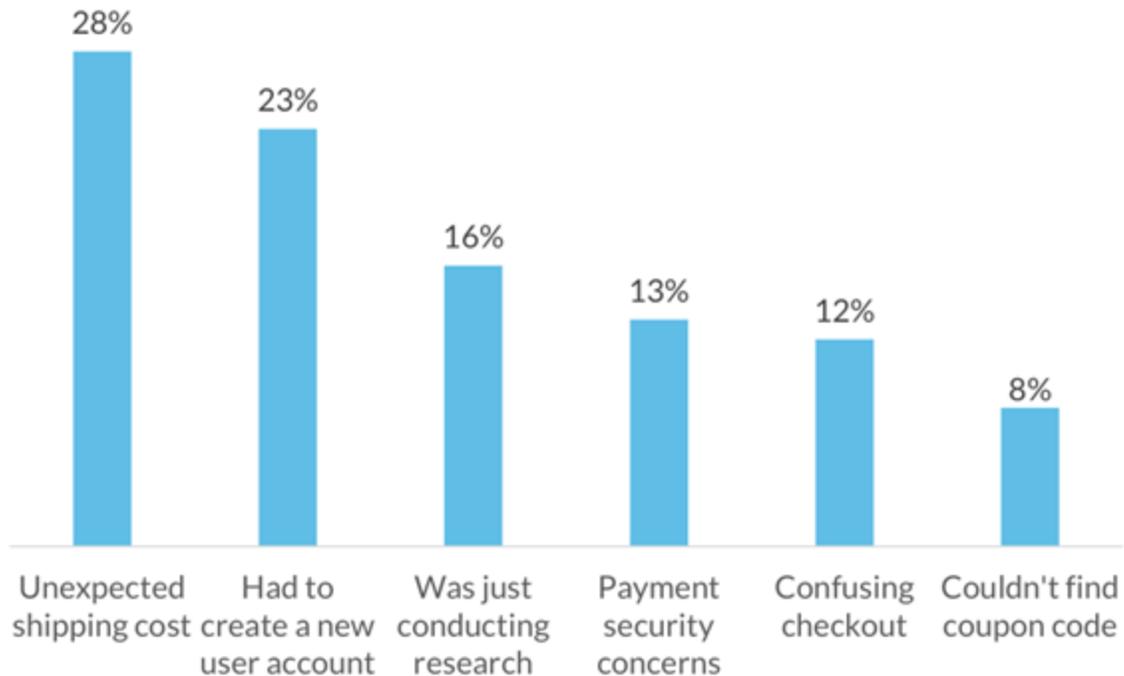


Image Source: KissMetrics

The statistics above depicts how an unexpected shipping cost can influence users to abandon the website.

Well, it's absolutely not that visitors do not want to pay, but they do not like the idea of shopping cart if it means for unexpected shipment price.

If the shipping charge is free, that's awesome; if not, it should be a minimum. Users are likely to understand that an order to their doorstep means it will incur some charges. However, if the price is far beyond their expectation then they will certainly leave your site.

Not forget again, ***it's 7x more expensive to get a new customer than to retain an existing one (Source: Invesp, 2014).***

Here's what you need to consider. The shopping cart abandonment is likely to happen; not every visitor will shop from your website. But, not all 28% would be on the list if you would do something about it.

If a shipping charge is a must, inform your visitors about the shipping charges before they go reach too far on your website. Yes, you might lose some customers upfront but it's better than to drag them to the entire funnel and pissing them off.

SAVE \$5 WHEN YOU BUY 2 OR MORE [See all eligible items](#) ▶



New Samsung Galaxy S6 Duos SM-G920FD 5.1" 16MP (FACTORY

✦ \$45 FREE GIFTS ✦ FREE FEDEX 2DAY ✦ SAMSUNG WARRANTY ✦

🔥 23 viewed per hour

Item condition: **New**

Color: - Select - ▼

Quantity:

Limited quantity available / 461 sold

Price: **US \$549.98**

Buy It Now

Add to cart

754 watching

👁 Add to watch list

★ Add to collection

461
Sold

Experienced
Seller

More than 97%
Sold

Mouse over image to zoom



Shipping: **\$9.99 FedEx International Priority** | [See details](#)

International items may be subject to customs processing and additional charges. ⓘ

Item location: **Memphis, Tennessee, United States**

Ships to: **Worldwide** | [See exclusions](#)

Delivery: **Varies for items shipped from an international location**

Seller ships within 1 day after receiving cleared payment. ⓘ

Payments: **PayPal** |
Processed by PayPal

Returns: **14 days money back or item exchange, buyer pays return shipping** | [See details](#)

Guarantee: **ebay MONEY BACK GUARANTEE** | [See details](#)

Get the item you ordered or get your money back.
Covers your purchase price and original shipping.

The cart above is clear with its shipping price and there is nothing unexpected about it, it's straight forward about the shipping cost.

This is one unobtrusive way to make the visitors aware about the possible shipping charges. Another option could be to let them calculate shipping charges about the things they are to buy on their own.

It's obvious, Free Shipping appeals the customer. And if we can't go that far, don't make them afraid with your high shipping charges.

2. Account creation for shopping? That's time consuming. There should be a way.

23% of the website visitors will abandon their shopping cart if they have to create a new user account. (Source: Ecommerce Survey, 2014)

Let's face it. There are users who do not want to create new accounts and just want to shop. The observation shows that some of the sites are totally narrowed to creating membership profiles and neglect what its taking from them down the line. They are so obsessed about building customer base that some do not even let their users browse properly without handing them the email address.

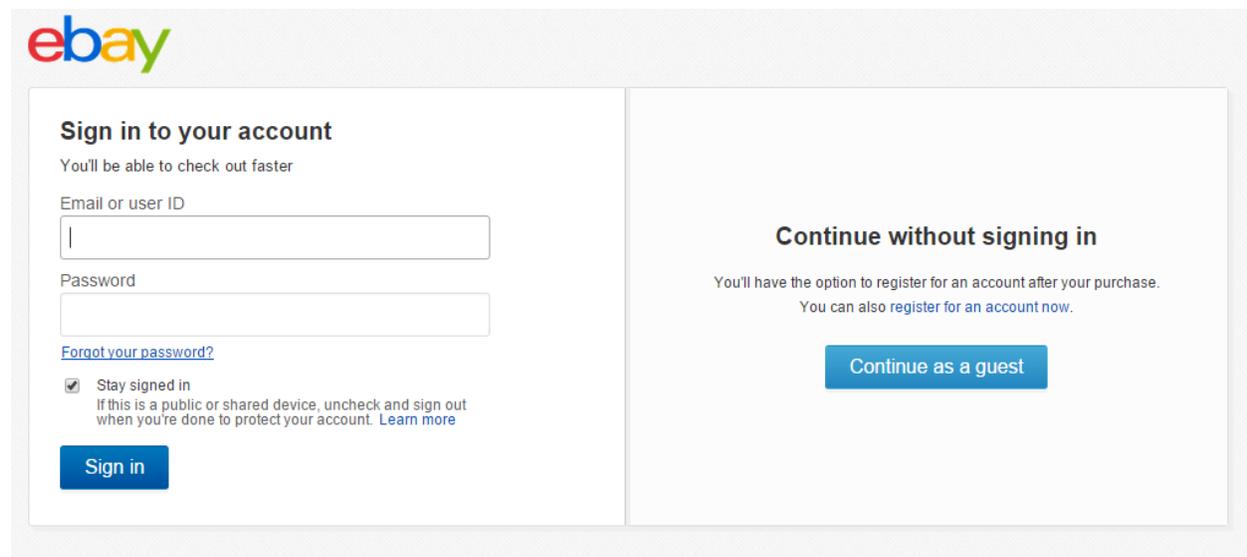
A research from *Lee Resource Inc* says,

70% of complaining customers will do business with you again if you resolve the complaint in their favor.

So, rather than accumulating emails, get over those extra signups by having a Guest Checkout could be a better approach.

Just because your users do not want to create account doesn't mean they will not shop. Always offer them an easy way to access and buy your products without membership hassle.

See how eBay has done it!



The screenshot displays the eBay checkout interface. On the left, the 'Sign in to your account' section includes a sub-header, a benefit statement, input fields for 'Email or user ID' and 'Password', a 'Forgot your password?' link, a 'Stay signed in' checkbox with a warning, and a 'Sign in' button. On the right, the 'Continue without signing in' section offers a benefit, a registration link, and a 'Continue as a guest' button.

Sign in to your account
You'll be able to check out faster

Email or user ID

Password

[Forgot your password?](#)

Stay signed in
If this is a public or shared device, uncheck and sign out when you're done to protect your account. [Learn more](#)

Continue without signing in
You'll have the option to register for an account after your purchase.
You can also [register for an account now](#).

The picture above provides an alternative to continue as a Guest after selecting the products you want to buy. Enter the shipping address and you are all set to go.

Checkout: Shipping address

Please provide a shipping address so that we can calculate shipping fees and applicable taxes.

Country or region

Nepal

First name

Last name

|

Street address

City

State

ZIP code

Phone number

This will only be used if there are shipping questions

Email address

We'll email you an order confirmation

How do you like our new checkout?
Tell us what you think

Subtotal: **\$279.99**

Covered by eBay Money Back Guarantee

Continue to review your order

Continue

All you need to do is, play nice with your customers and they would be happy to buy from you.

3. User Generated Content serves better conversion

55% of buyers say that online reviews influence their buying decision. (Source: Ecommerce Survey, 2014)

Customer reviews or testimonials, both can influence the conversion rates dramatically. A truly satisfied customer review and more like that in numbers are the strongest evidence to ensure the product's quality. Hence, the visitors are more likely to buy the product with greater and better reviews.

Today, we are acquainted with even more powerful testimonial forms rather than just selective handpicked testimonials; it is now user generated, meaning that it's from the genuine users who have used the product. Their reviews and ratings about the product always entices a product researcher to come purchase.

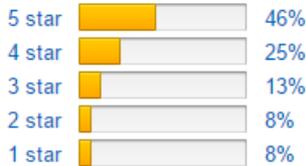
We rarely buy any products without reading the reviews being created there. It is definitely a must-have component. As of today, thousands of ecommerce portals have discovered their way out for more user generated form of content. It's an important factor for generating revenues.

As an example, Amazon has been very successful in leading its way with integrating user reviews.

Customer Reviews

★★★★★ 106

4.3 out of 5 stars ▾



Share your thoughts with other customers

Write a customer review

[See all 106 customer reviews](#) ▸

Most Helpful Customer Reviews

51 of 57 people found the following review helpful

★★★☆☆ **Gets rid of dust and fingerprints, but leaves a mess**

By [Gadgester](#) [HALL OF FAME](#) on October 17, 2005

Size: 1-PACK

The other two reviewers got it mostly right. But let me make it clear: this lightly moistened wipes can indeed remove fingerprints and dust – and even prevent dust build-up for a few days. The problem is, when the cleaning liquid dries, it leaves ugly fog-like marks on your LCD screen. I've found out that after it dries, using a lint-free soft cloth to lightly polish the screen helps clean up the screen completely. But then, I could have just used the cloth to remove dust and fingerprints.

I think these wipes can be helpful when you have serious fingerprints or dirt (not just dust) on your LCD screen. Otherwise, for most people, this is just a waste of money and can actually make you frustrated.

Comment | Was this review helpful to you?

44 of 51 people found the following review helpful

☆☆☆☆☆ **DON'T BUY THESE**

By [Tom Beausoleil](#) on April 1, 2005

Size: 1-PACK | [Verified Purchase](#)

These wipes are horrible. My powerbook had more streaks than you can imagine. Buy the Monster Brand Screen cleaner instead, It is awesome.

1 Comment | Was this review helpful to you?

30 of 35 people found the following review helpful

★★★☆☆ **Makes a bigger mess than it was before**

By [Charles Dobbs](#) on August 8, 2005

Size: 1-PACK

I have to agree with the other reviewer, it just smears it all over the place. However at work I just discovered the 3M Notebook Computer Cleaning Cloth with microfiber texture. I used it to clean our tablet pc's and pda's with excellent results and its just as the package claims.

Amazon has highlighted the Customer Reviews as “The Most Helpful Customer Reviews”. The reviews aren’t too good but still Amazon has placed it there to help users get the most of it and help them decide whether to go for the product or not. That’s what User Generated Content (UGC) is supposed to do.

The number 55% refers to big customer numbers who are easily influenced by the customer reviews and consider it significant. And if you could not deliver what users are searching for,

Your customer is 4 times more likely to go to your competitor if your problem is service-related (Source: Bain & Company).

4. Low Price and Discount delights Visitor

54% of shoppers will purchase products left in shopping carts, if those products are offered at a lower price. (Source: Ecommerce Survey, 2014)



Roll over image to zoom in

LATEST MODEL Apple Ipod Nano 7th Generation 16 GB Silver With Generic White Earpods and A USB Data Cable (Non Retail Packaged in a Brown Box)

by Apple

★★★★☆ | 91 customer reviews | 54 answered questions

List Price: \$489.99
Price: \$109.98 + \$4.99 shipping
You Save: \$80.01 (42%)

In Stock.

Ships from and sold by happybook1.

Estimated Delivery Date: Sept. 10 - 15 when you choose Expedited Shipping at checkout.

- Up to 30 hours of Music playback and 3.5 hours of Video playback.
- Only 5.4-mm thin making it the thinnest iPod ever
- Easy-to-use controls to quickly adjust volume, or play, pause, and change songs
- AAC, MP3, AIFF, And WAV Playback
- New Apple Ipod Nano 7th generation direct from Apple in a gift box as part of the Ipod Nano replacement program.

16 new from \$109.98 | 1 used from \$109.00

Most of the customers are by nature bargainers. In that case, if you push discounts and lower the price of the items, they are more likely to buy it. Customers love discount. Therefore, negotiate to the level you can and you are in hands with shoppers who purchase.

Even more, just by retargeting your visitors, you are more likely to get customers to your list.

5. Retargeting is Today's Effective Marketing Plan

72% of the shoppers are favorable to retargeting. (Source: Ecommerce Survey, 2014)

Marketers expect for higher ROI, customer acquisition and customer spend rates. So, how can this be achieved? With Retargeting. Retargeting has been a very approachable and powerful marketing form for ecommerce. The more you spend on retargeting, the more you are to pick up the users who left your site.



Image Source: InstantlyNoticed

What's Retargeting? Making it simple, it's about showing ads to the users to pick up from where they left. It's an advertising strategy focused on gaining new customers and converting the potential visitors to real customers.

Below is an illustration.



Image Source: WPCurve

Retargeting is more like an obvious technique where you can pitch to those interested again and again, winning a good chance to have them back.

Conclusion

Sitting and expecting that the customers will do the needful without giving them any motivation will only be hurtful. In order to achieve what's important for us, we must change how we are working to drive traffic to our website.

Work hard. Implement what you learn. Change your approach. Perform the test. And witness the difference!

About Sageframe

[Sageframe](#) is a platform on a .Net framework designed on a service oriented modular architecture, delivering solutions to 80,000+ customers worldwide for creating websites and applications. It provides all the necessary tools to build an ecommerce site, where implementing all these aforementioned conversion tricks are simple and easy.

[AspxCommerce](#) is one exemplary ecommerce solution built on the same framework – Sageframe. The framework has integrated features that aids for customer engagement, allowing you to attract more visitors and engage them throughout.

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