

INCREASE CONVERSION RATE IN ECOMMERCE

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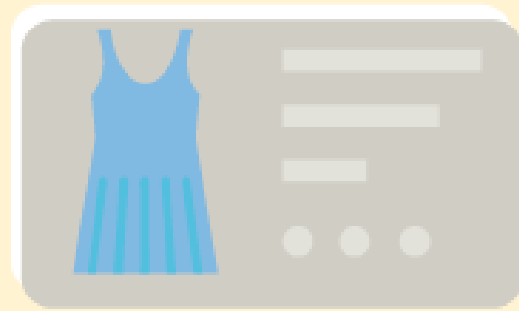


If there is an online store, the primary objective is always to boost sales. Conversion optimization remains the most neglected aspect of digital marketing.

FACTORS TO CONSIDER TO INCREASE CONVERSION RATE

Product images	01
Product Description	02
Shipping Costs	03
Leverage Personalization	04

01 Focus on Product Images



- Images are your secret conversion optimization formula.
- The more heart-stopping your images are, the more people will get attracted to it.

02 Improve Product Description



- **Product descriptions not only provide information about the product, but also add value to it**
- **Product descriptions should be easy-to-read, concise and requires to capture the essence of who should use the particular product**

03 Eliminating Shipping Costs



- More people will buy products online if free shipping was available
- Alternatively, charge a flat rate

04 Leverage Personalization



- Product descriptions not only provide information about the product, but also add value to it
- Product descriptions should be easy-to-read, concise and requires to capture the essence of who should use the particular product

IMPLEMENTING PERSONALIZATION

- # **Provide personalized information to customers**
- # **Focus on demographics – like, gender, age, sex etc.**
- # **Make your website easy to navigate**
- # **Streamline your email marketing and make it more customized**
- # **Personalize your homepage to recommend products to customers**
- # **Modify your website based on user behavior**



Personalization has the ability to revolutionize online stores to extents we can't fathom. This is purely because the future of eCommerce is solely based on enriched user experience.

Conversion Rate Optimization is nothing more than a combination of focused marketing, segmenting traffic, analyzing buyer behavior and bringing about changes aligned to that.

THANK YOU

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ON ECOMMERCE?

DISCOVER