

Conversion Optimization

for Every Business

Brian Massey, Managing Partner
Conversion Sciences

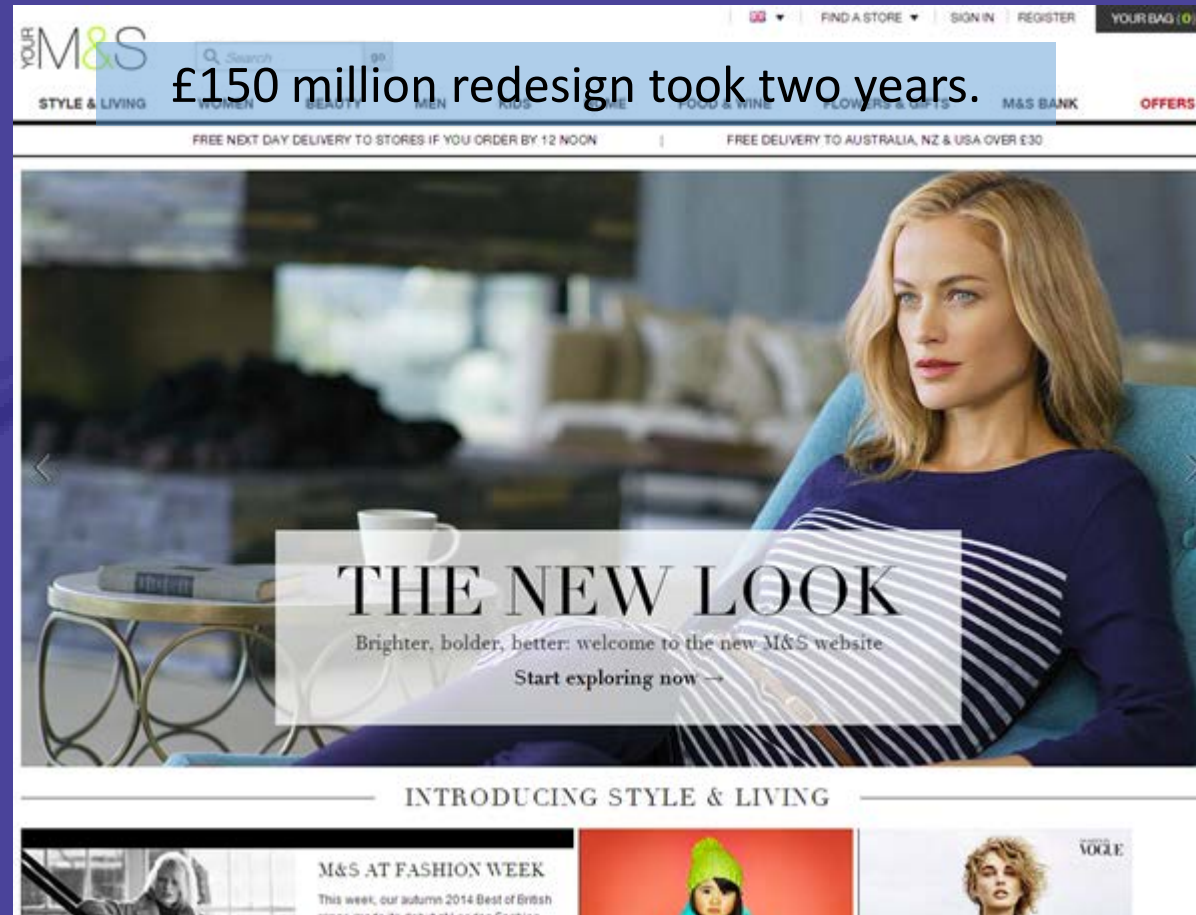
A man with curly hair is wearing a silver, reflective helmet. The helmet is decorated with a dense layer of colorful tinsel and small, multi-colored lights. He is also wearing a white, mask-like device over his mouth and nose, secured with white straps. He has dark-rimmed glasses and is looking directly at the camera with a wide-eyed, surprised expression. He is wearing a light blue lab coat over a yellow shirt. The background is dark and out of focus, showing some laboratory equipment. On the right side, the back of another person's head and shoulder are partially visible.

behavioral science





Moore's Law affects marketers



£150 million redesign took two years.

"The redesign that was two years in the making started badly leading to an 8% decrease in online sales not to mention countless frustrated and irate customers."

<http://www.digital-tonic.co.uk/digital-tonic-blog/went-wrong-marks-spencer-website-redesign-made-lose-sales/>

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Online Shoe Finder

Select Gender

Select Size

Select Brand

[Go](#)



Top Searches

Nike Air Max+
Nike Shox
Nike Free
Brooks Running
Nike Total Blackout
adidas Originals
Nike Young Athlete
Nike Elite Socks
Nike Basketball
Air Force 1
Jordan Retro
D Rose
Reebok Classics
LIVESTRONG

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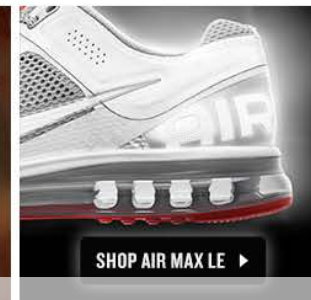
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Customer Care

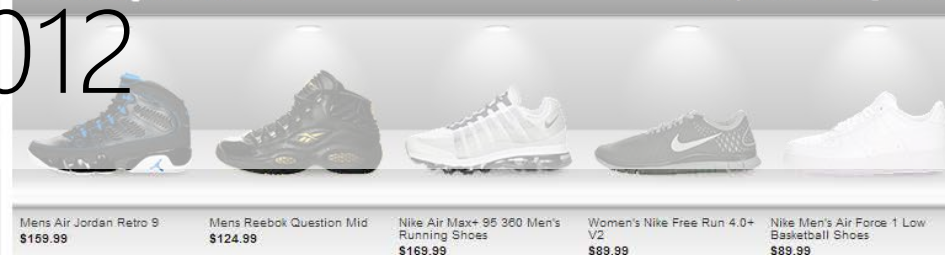
1-888-777-3949
M-F: 8am - Midnight EST
Sat: 8am - 10pm EST
Sun: 10am - 8pm EST

[FAQs](#)
[Find A Store](#)
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Best Selling Shoes Online

[Shop All Best Selling Shoes](#)



Top Rated Shoes Online

[Shop All Top Rated Shoes](#)

<http://www.internetretailer.com/2013/01/08/finish-line-loses-3-million-sales-its-new-web-site>



November, 18 2012

Finish Line

HELP | 100% IN | 100% UP | 100% DOWN | 100% DOWN

MEN

WOMEN

KIDS

BRANDS

📍 LOCATIONS

HELLO, WORLD.

Try searching for something...



Go online and make the most of your "Finish Line"

GO EXPLORE ➔

November, 19 2012



© 2012 Finish Line, Inc.

100% IN | 100% UP | 100% DOWN | 100% DOWN

MEN

PRODUCTS YOU MIGHT LIKE



MENS NIKE HYPERDUNK 2012

\$139.99



MENS NIKE LEBRON X+

\$199.99



MENS AIR JORDAN RETRO 9

\$159.99



MENS NIKE KO HAZARD HOODIE

\$60.00



MENS NIKE AIR MAX+ 2012

\$119.98 - \$169.99



MENS ADIDAS D. ROSE 3

\$159.99

BRANDED HOODIE

PROFESSIONAL COLLECTION

FOR



CART



olution of
nnovation.
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ersity,
nimitic

ALS

REATEST! ...

Internet RETAILER portal to e-commerce

THIS WEEK'S TOP STORIES

E-RETAILERS

MOBILE COMMERCE

B2B

MARKETING

TECHNOLOGY

CHARTS + DATA

Shop

Magazine

Free Subscriptions

Home / E-Retailers / Top 500 U.S. E-Retailers

January 8, 2013, 3:23 PM

Finish Line loses \$3 million in sales with its new web site

BY KEVIN WOODWARD | Senior Editor

The CEO says performance issues caused the retailer to fall back on its old site.

Switching to new e-commerce site technology Nov. 19 backfired for Finish Line Inc. The multichannel retailer of shoes and apparel lost \$3 million in sales in the third quarter.

TODAY'S NEWS

MOBILE COMMERCE

Paid search is going mobile in a big way

Mobile paid search ad spending will reach 39.5% of all digital search ad spending this year.

MOBILE COMMERCE

49.2% of retail marketing e-mails are opened on mobile devices

Nearly half of all retail marketing e-mails were opened on mobile devices in Q3/Q4 2013.

MOBILE COMMERCE

Lean and light is the name of the game for e-commerce.

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Not a happy ending.

IBJNEWS

Finish Line exec resigns after website redesign debacle

Anthony Schoettle February 5, 2013
RETAIL, RETAILERS, TECHNOLOGY

KEYWORDS

FINISH LINE, PUBLIC COMPANIES, REAL ESTATE & RETAIL,



COMMENTS



E-MAIL



PRINT



SHARE



RELATED NEWS AND OPINION

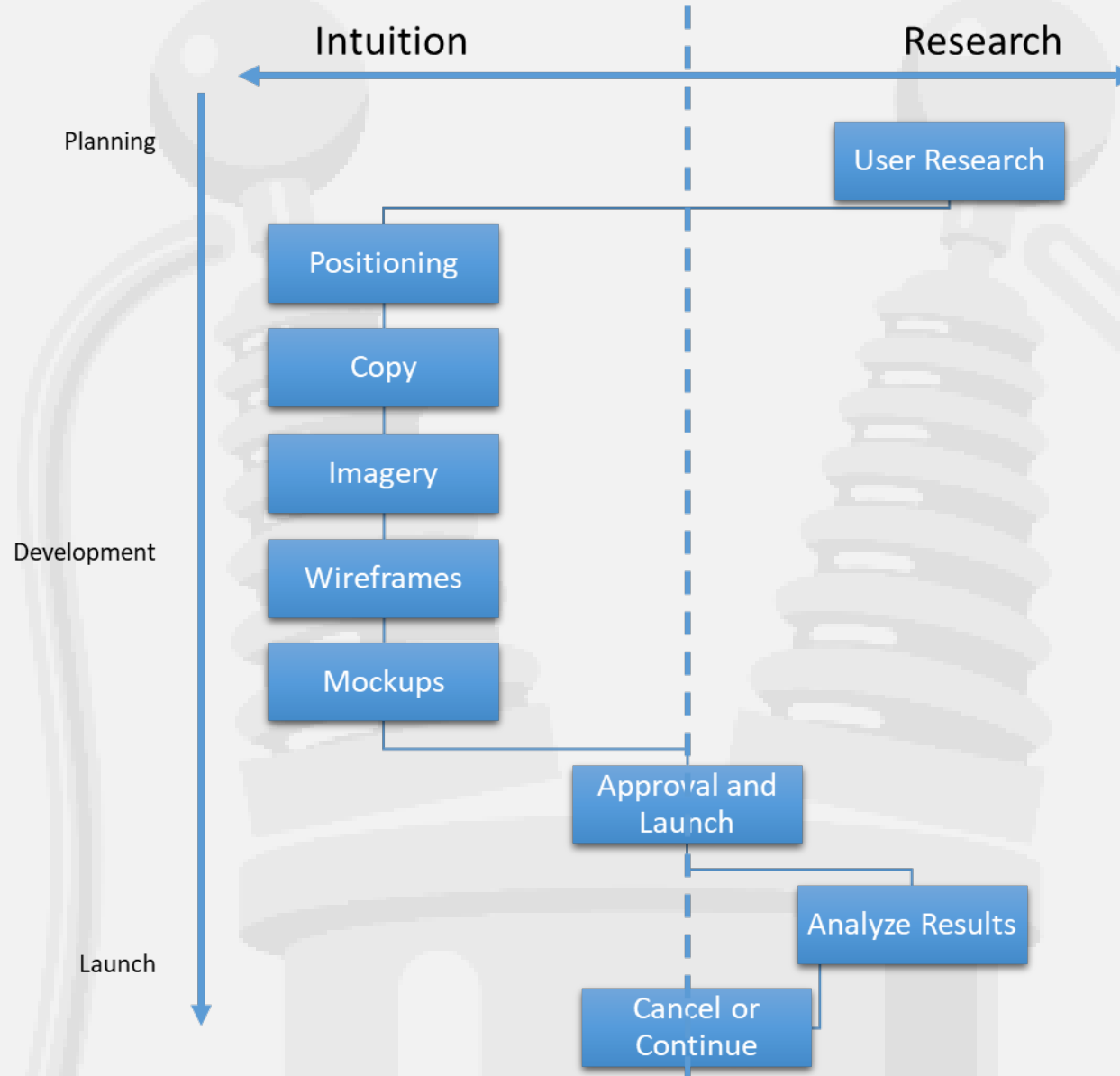
Finish Line, HHGregg step up their e-commerce

Less than three months after a disastrous launch of a newly designed website that cost the retail company \$3 million in sales, The Finish Line Inc. has parted ways with its chief digital officer and executive vice president Christopher Tadd

Not a happy ending.

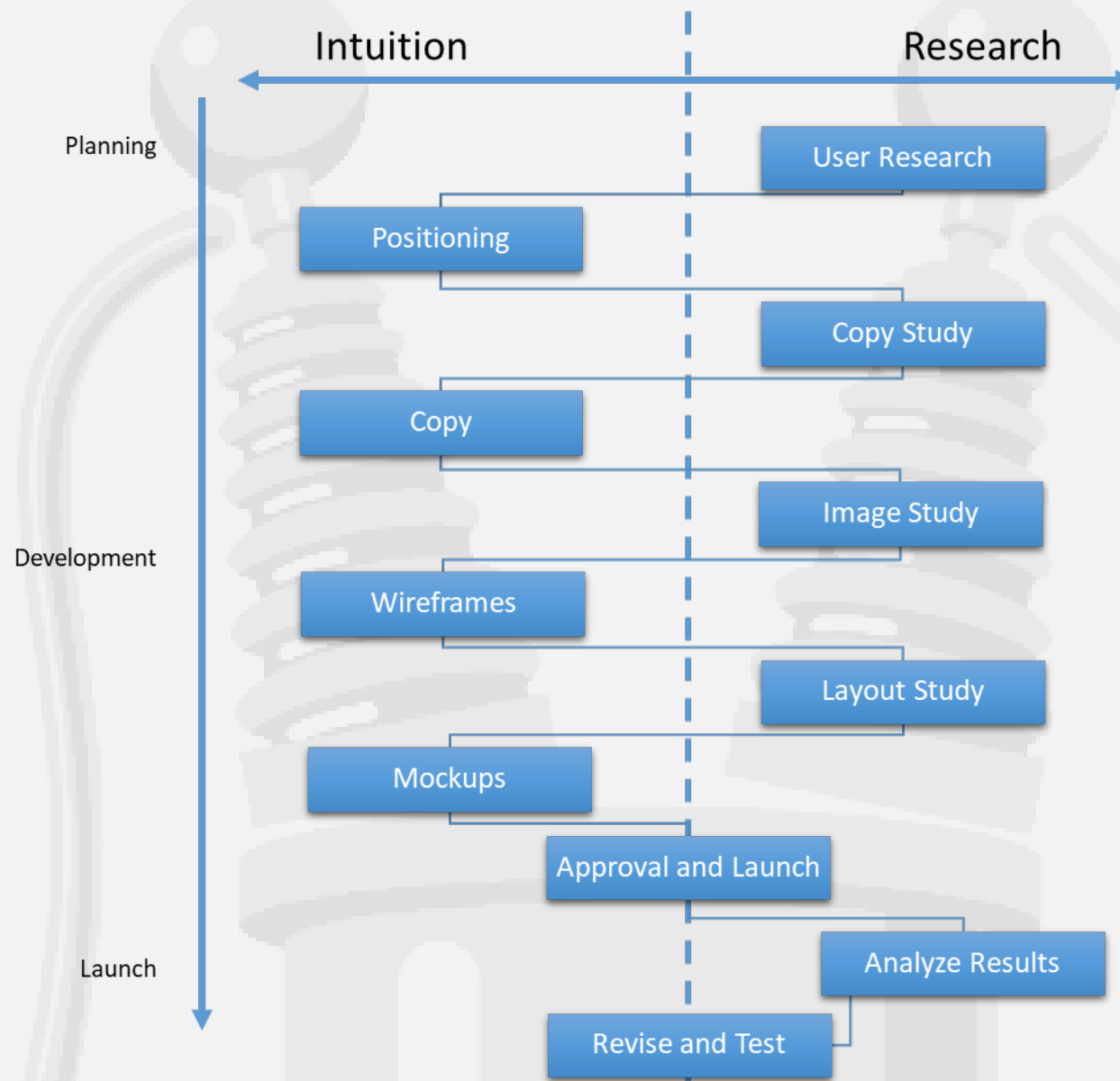
Campaign Development

When Data Collection is Expensive



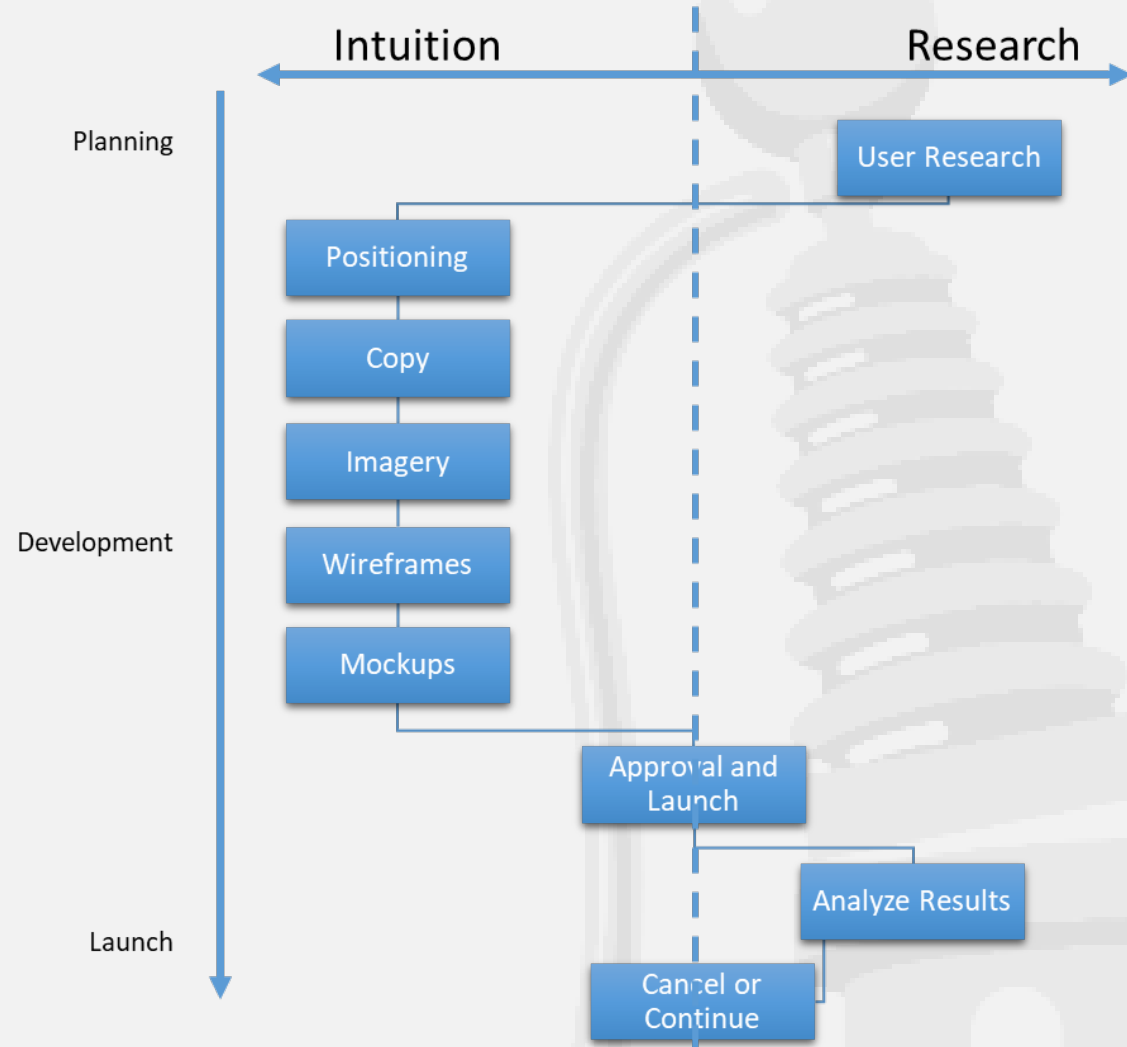
Campaign Development

When Data is Abundant



Campaign Development

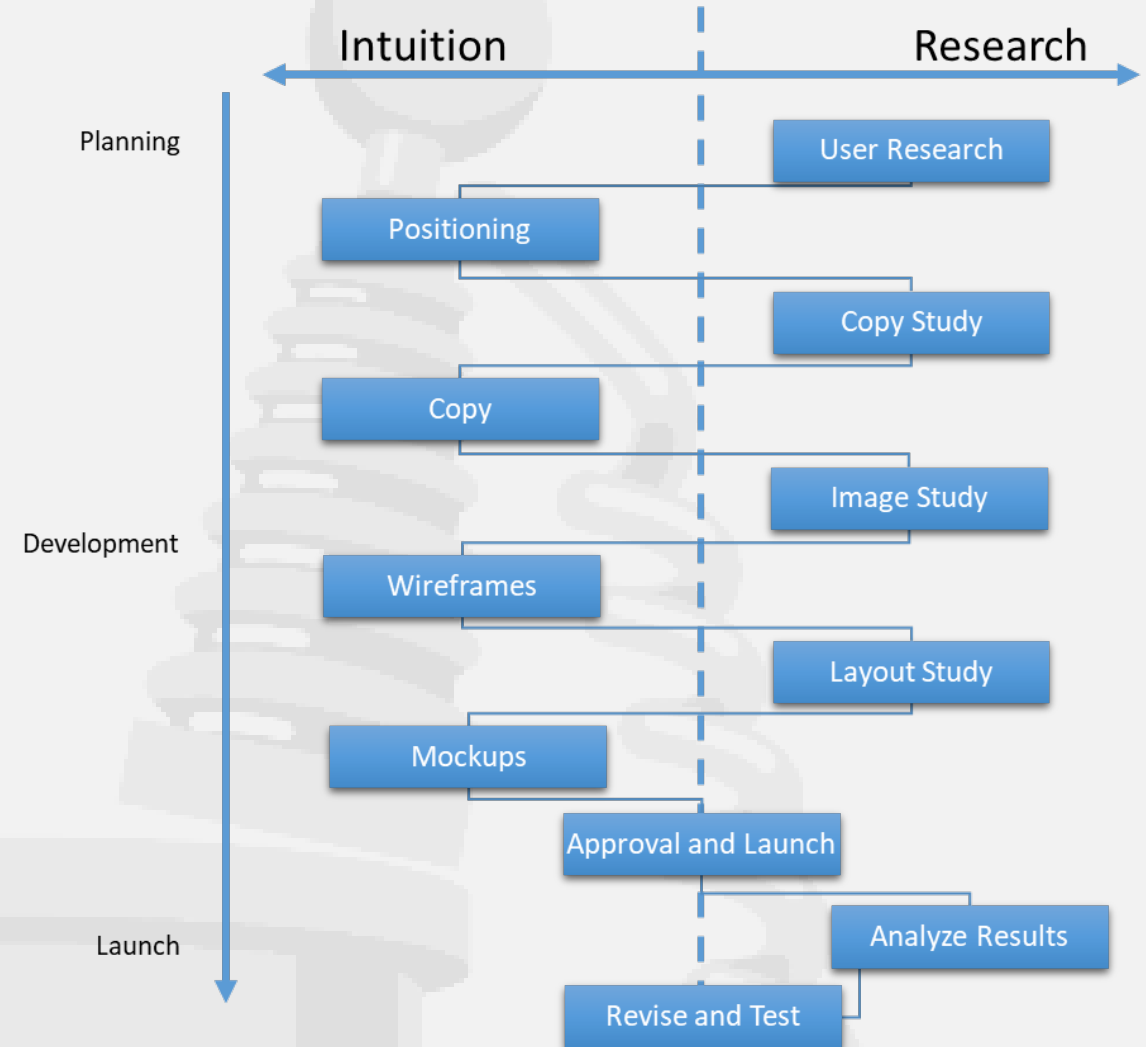
When Data Collection is Expensive



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Campaign Development

When Data is Abundant



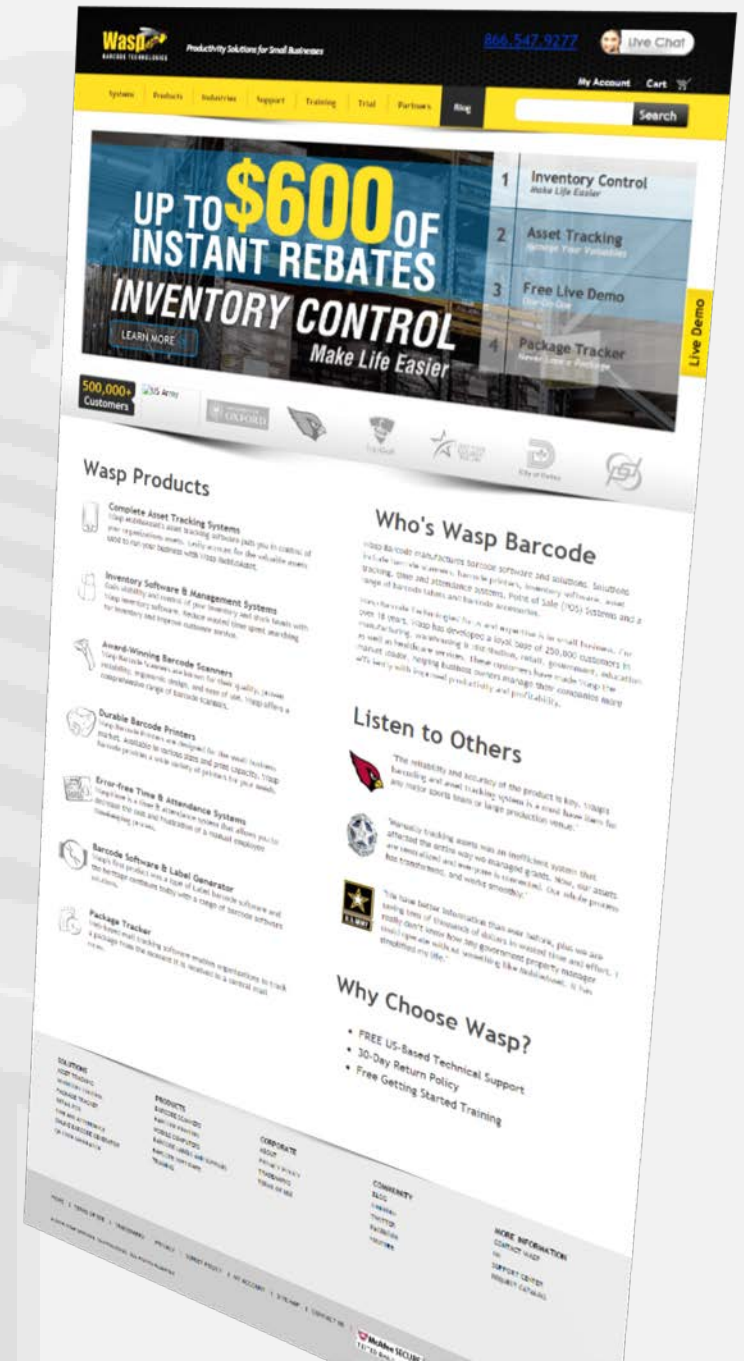
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rigorous creativity

WaspBarcode

B2B Inventory and Asset Tracking Systems

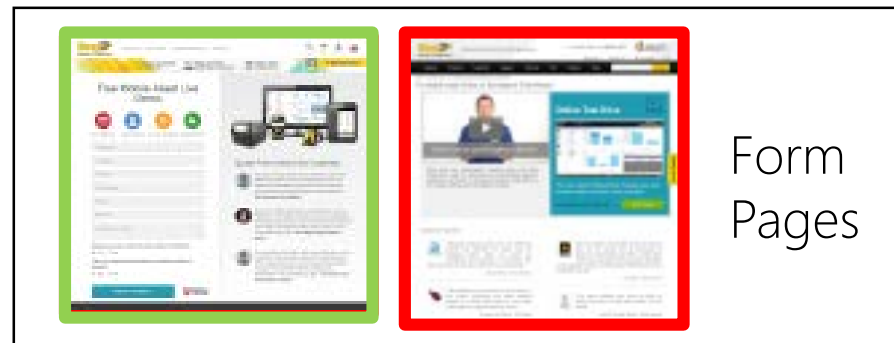




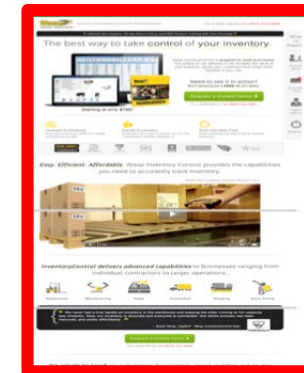
Home Page



Category Pages



Form Pages



Landing Page

Constant Feedback to Designers

The collage consists of three overlapping screenshots of the Wasp Barcode Technologies website:

- Top Screenshot (General Product Page):** Shows the main navigation menu with categories like Systems, Products, Industries, Support, Training, Trial, Partners, and Blog. A search bar is present. The page title is "Fixed Asset Tracking Software - iPhone, iPads, Android". The content describes the software's capabilities for tracking assets and includes a "TRY IT NOW" button.
- Middle Screenshot (Software Page):** Focuses on the "Fixed Asset Tracking Anywhere" feature. It highlights the software's ability to track assets across multiple devices, including mobile. A "FREE LIVE DEMO" button is visible.
- Bottom Screenshot (Barcode Scanners Page):** Promotes "Aggressive Barcode Scanners for a Rugged Operation". It features images of three scanner models: WLS9600 LASER, WLS8600 LASER, and WDI4600. A "REQUEST A FREE CONSULT" button is prominent. The page also includes a "FREE US-BASED SUPPORT" badge and a "FREE GETTING STARTED TRAINING" badge.

© @bmas

Increase Leads During Redesign



collect your
questions

ANALYSIS		HYPOTHESIS PRIORITIZATION				
Hypothesis	Recommendations	Proof (1-5)	Impact (1-5)	LOE (1-5)	Visits Affected	ROI
Conversion rates & RPV	Need to consider video player and implementation.	4	4	5	3	10
		3	3	4	5	10
on these pages will increase sales.	Provide product offers near class results.	3	3	3	3	9
Offers on confirmation page. Entire page is a footprint and adding offers to this page	Add offers, sharing and recommendations to the	4	2	2	3	9
page will increase CTR on emails and s from the email campaign.	Split test in p3 launch email	3	3	2	2	9
ers to 3 will increase clicks	Reduce offers	5	2	4	4	9
drop off from the current Shop Splash ners need more guidance on this page. Test s more relevant (i.e. New, Popular,	Test Shop Page layout and content ASAP	4	3	4	3	9
ty will increase conversion rates.	Requires good email remarketing strategy	3	4	5	3	9
e conversion rates at a level high-enough to	Test ASAP. Start with Promo Code					

<http://conversci.com/HypothesisList>



Put hypotheses into buckets

Messaging and Value Proposition



The value proposition of your campaign or website. This is usually communicated in words and images.

Will include:

- Unique selling proposition
- Guarantee or Warrantee
- Return policy
- Brand proposition
- Benefits
- Features
- Proof points
- Target market

Layout and UX

You want your layout and user experience (UX) to make the important information available to the user.

Can the user easily locate the important information on each page of your site?

- Color
- Placement
- Font
- White space
- Juxtaposition
- Negative space
- Highlights

Credibility and Authority



The design of your site is the first way to communicate credibility. Your brand also communicates credibility and authority.

- Time in business
- Number of products sold
- Awards
- Association Logos
- Consumer Group Ratings (BBB)
- Analyst reports
- Other

Social Proof

Social proof can take many forms, and answers the question, "What have others experienced with this product?"

- Testimonials
- Ratings and reviews
- Media Outlets that have covered you
- Customer logos
- Other

Security and Risk Reversal

Is my information safe if I enter it into this website?

- Links to your privacy policy.
- McAfee Secure, Shopper Safe, Verisign and other security certificates.
- Lock symbols.
- SSL indicators (<https://>)



Opportunity Reviews

Share your revised pages



Gather Your Ideas

Messaging and Value Proposition

UX and Layout

Credibility and Authority

Social Proof

Security and Risk Reversal



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www.ConversionLive.com