

HOW TO INCREASE ORDERS CONVERSION RATE



Acquiring new customers and engaging with the current ones needs to be the very core aim of all the marketing or growth strategies of all the companies.

To reach that aim, the actions need to be customer-driven.

“The companies need to organize and apply their campaigns with the basis of a specific customer action.”

As a beginning, you need to understand your customer. Measure their reflections and use segmentation. In other words, all the campaign needs to aim at a specific action and there are several ways to direct the customer to the action.

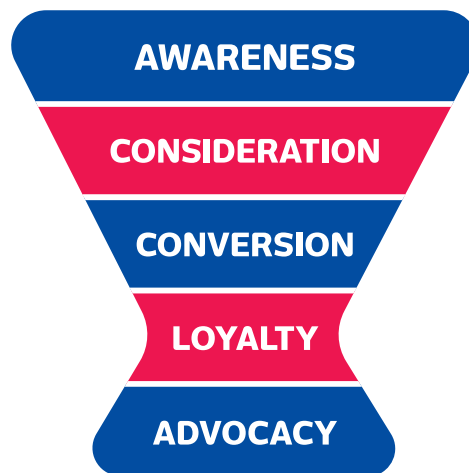
As we mentioned in one of our previous blog, [See More →](#) understanding the user journey is the key to reach that aim. First, understand the pain points of the stuck steps at the funnel, decide what do you expect from the customers in that step and start working on it. It's obviously not that easy, that's why we've prepared this handbook for you.



In this whitepaper, you'll find a guidebook about one of the most crucial desired actions: “Purchase/Order”.

- What is “Desired Action” & Conversion Rate?
- What is Purchase Conversion Rate?
- How to Increase the Purchase Conversion Rate?

What is “Desired Action” & Conversion Rate?



“Always start with the funnel and your users’s stages”.

All the actions expected from the users need to belong to 1 stage of the funnel. To define the user stage you need to analyze their interactions

- Do they purchase every time they enter your platform?
- Do they check your marketing emails?
- Do they react to push notifications?
- Do they use your discount offer?
- Do they use the referral campaign? Etc

A key to developing an ideal user persona is to understand the user’s behavior and interactions with your app, and then based on their actions you will be able to create multiple segments. You can prepare different campaigns for each segment in personalized content that matches the chosen persona. Voila! Here’s your higher conversion rate!

In this whitepaper, we’ll examine the cases for increasing the order conversion rate from A to Z.

First, let's start with the basic calculation of the conversion rate:



$$\times 100 = \% \text{ CONVERSION RATE}$$

What is Orders Conversion Rate

When you divide the purchase number to the total visitor number and multiply it by 100 you will reach the order conversion rate. This gives you the percentage of the users who purchased all your users.

EX:

Visitors = 1,000

Orders = 30

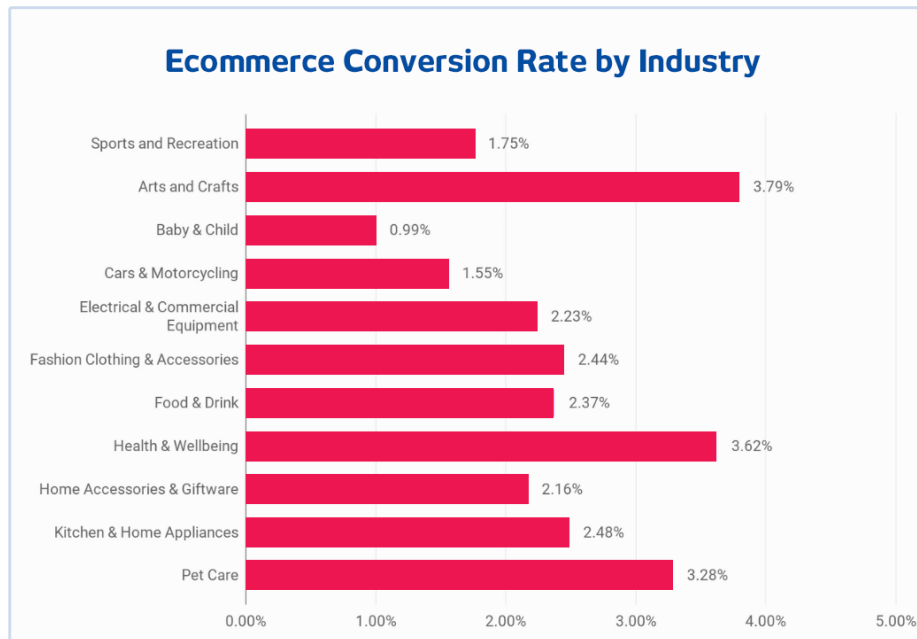
Conversion Rate = 3%

Important Note:

Conversion rates differ based on your business category probably you order pizza more than you buy a new phone in 1 month.



That's why there's no ideal OCR for all companies, yet can check the latest rates for each industry for e-commerce:



Numbers seemed small? You're right and nearly all the companies are trying to increase their OCR. Also, you should keep in mind that there are a lot of competitors in every industry and converting the users to make an action is not simple.

Probably the user is visiting your platform to know 1 or all of the following:

1. Check blog
2. Price inquiry of a specific product
3. Check the delivery status of an ongoing or previous order
4. To show someone something from your website/app

Since there are a lot of options in the market and on the other hand lots of metrics in the customer engagement of your service itself, "understanding" all the problems seems impossible but with a customer-centric approach, there are a lot of companies who succeed and reach their potential growth.

Now let's see how they do that!

How to Increase the Orders Conversion Rate

Analyze Where You Lost The User

Understand where & when your users leave the platform. For a deeper understanding, you can use heat maps too. **Some reasons may guide you**

- **Insufficient Product Details** keep them simple enough and easy to be understood and ask yourself if the text can drive the customer to buy it or captures their interest.
- **Nonexplanatory Pictures of the Products** Visuals are one of the key factors for purchase especially when it comes to eCommerce. Also, make sure of their quality
- **Having Insufficient reviews about the product from other customers** Other customers' opinions matter. It's even more efficient when they mention the value rather than you. Encourage the customers to review & rate the product
- **Slow Page Loading** This is more like a technical issue, hence it gives a bad influence to the customers to leave the page.
- **Last-minute Extra Prices** Extra fees or high shipping prices are one of the main reasons why customers give up purchasing during the payment process. Being specific and clear from the start will affect the OCR directly.



- **Long Payment Process** When it comes to the payment process, touchpoints are so important. How many clicks does a purchase take? Ask yourself this question and see if there's any step you can reduce. Here's a solution some companies prefer when the customer opens the basket, it asks for all the information on the same page and doesn't bore the customer with "next" buttons. Or some companies use financial storage services to both keep the user's banking information safe and save them for writing the information each time.

- **Distracting Payment Process** After the customer spends time on your website/ app and adds their favorites to the basket, the payment process starts. At this point, a clear and not complicated page saves the day. On the other hand, showing other product recommendations just before the customer completes the purchase is considered dangerous. Remember the reason: on this page, you have one desired

action: purchase. Adding other recommendations etc can take the customer a step back and detach the payment step.

- **Complicated Mainpage** Being plain and highlighting the desired actions and the products are crucial for a better user experience. As it's mentioned above, measure every point



your customer is seeking to see. The recommendations, the visuals, the quantity of the product, etc... Focus on those interests and show them what they are trying to find out. A complicated page mostly scares the customer and prohibits the purchases.

- **Poor Product Search System**

When customers know what they are looking for, they ask to find it. Being not able to find what they are looking for is a great reason for low OCR.

- **Slow Customer Service** It can be specified as slow processing of a pending complaint, refund, or awaiting orders. In addition, it can be dissatisfactory/unqualified customer service too. It is in your hands to turn the tables. Keeping users away from becoming a churn is the key element for increasing the OCR. At this point, keeping the active user unsatisfied might make you lose a user. In this case, remember this: Acquiring a new user is 7 more costly than engaging with the current ones. To briefly

explain, working on the existing users' problems increases the OCR. To increase the customer service quality, some companies use such approaches: offering free shipping



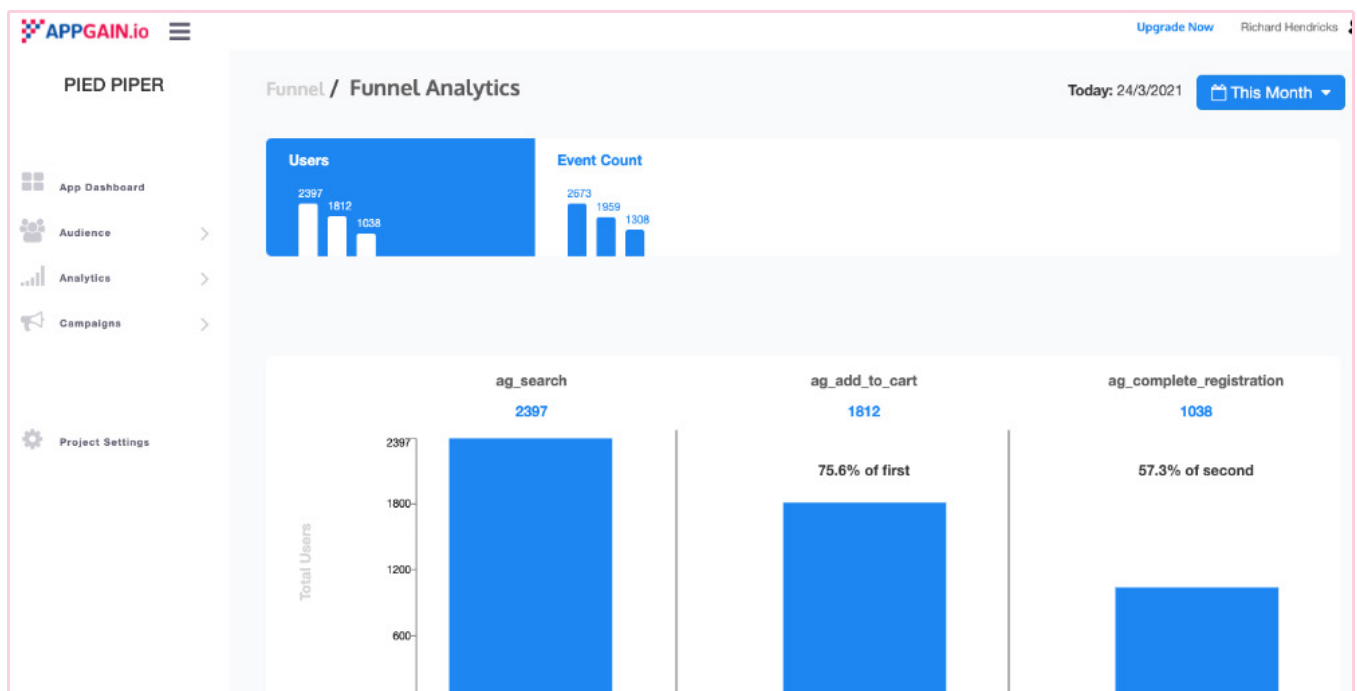
or free returns, round-the-clock support, “sorry” coupons - discounts - gifts, live client assistant agents.

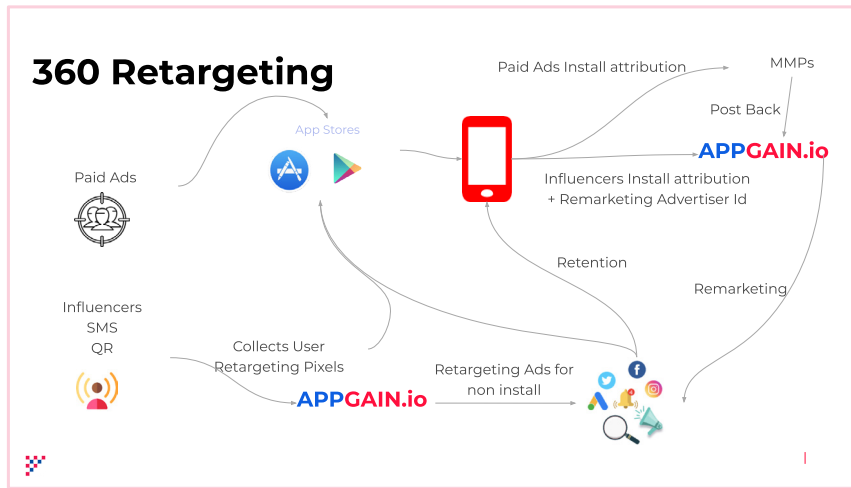
To go deeper and have a more extensive perspective, you can check our whitepaper for the **churn rate**.

See More →

Use Funnel Analytics Set up some metrics and create a meaningful output by measuring them. How many users are leaving at which stage? You can detect the above-listed problems, if there are any, by funnel analytics. Check how much time is spent on the shopping cart if it's long. Check how much time is spent on the payment page. As we mentioned, a complicated purchasing process causes a loss of the order. Or when a user searches

for a product, how long does it take to research a new one again and if the user adds a product in her / his cart after the first search. How many of the users completed order without registering, if it is an option. If it's high, you can make the registration process easy and you can add a hook such as a discount. Registered users are important, you can understand its persona, you can remarket, you can do 360 marketing.





Use Remarketing Pixels.

Don't just lose the users who come & leave without an order. On average, a purchase is being made after the user sees you or your product 7 times. Create remarketing links & build

campaigns for those who clicked those links. Find or write an article/blog about a product of yours but not a promotion of yourself. Make it spread and remarket to the ones who clicked your link. To see more information, check our link remarketing blog.

Make Them Subscribe Keep your mailing list & community active. Inform your subscribers consistently if you want to be the first one to consider when



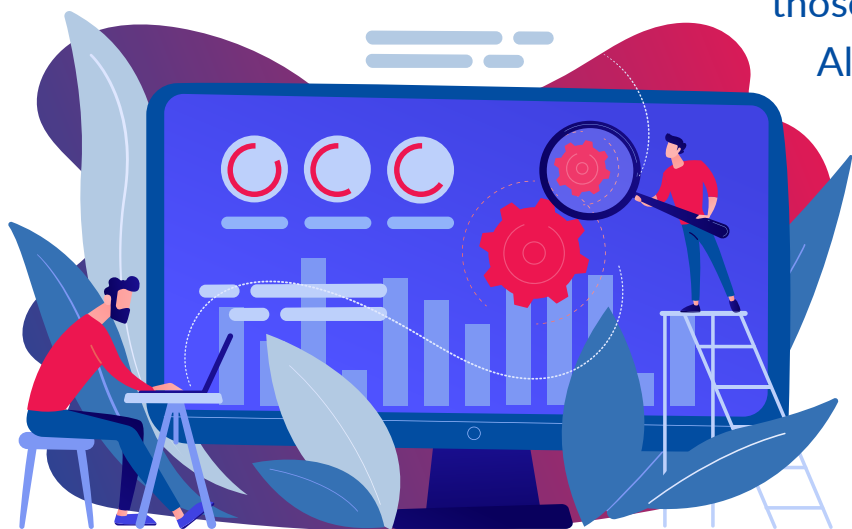
they need a product from your sector. Publish creative content, informative how-to videos, latest news, feature explanations... In other words, give them a good reason to follow you.

Name	Created On	Updated At	Criteria	Type	Size
user done order after 1stDec2020	07 Dec 20 08:52:33	29 Jun 21 04:02:13	lastOrderDate after 2020-12-01	Live	22
users done first order	07 Dec 20 08:39:56	29 Jun 21 04:02:10	firstOrderDone = yes	Live	23
Users converted from Welcome Push	06 Dec 20 22:04:13	06 Dec 20 22:04:13			29
Last seen since 8thsept2020	06 Dec 20 20:34:40	06 Dec 20 20:34:40	lastSeenAt before 2020-09-08	Past Behaviour	25958
Users with total orders more than 1KUSD	06 Dec 20 20:32:47	29 Jun 21 04:02:06	ltv after or equal 1000	Live	22747

Understand the User Behavior & Segment. As an extension of funnel analytics, observe the users, understand the patterns and motivate them to do your next desired action. Here are some examples:

- Sending automated emails, SMS, push notification, etc after register (The desired action: Activation)
- Sending SMS or Mail to the users who left an item in the basket. (The desired action: Purchase)
- Sending discount or coupon campaigns based on the last purchase or item research. (The desired action: Activation, Purchase, Loyalty)
- Sending a reminder push notification at the average visit hours.
- Offering special discounts for the users who purchased 3 times in a week. (The desired action: Loyalty)
- Sending your last blog as a push notification for the users who converted from web push.

- **Use 360 Marketing** Most people use different channels for communication such as email, SMS, WhatsApp, Instagram, Twitter, Pinterest, Facebook, YouTube... Communicate with your user via those platforms and more.



Also blogging is one of the core elements of 360 marketing. Publish creative and to-the-point blogs and informative content to reach their needs and at the same time remind yourself.

***There's a fact that always needs to be remembered:
Customers decide to take an action approximately at the 7th
appearance of the brand in front of them.***

For case examples & tool offers,
you can check the **Remarketing** Blogs we wrote.

See More →

APPGAIN.io

Customer Engagement Tool For Startups



Re-marketing

Re-target your Customers, as soon as they open your links or open Your App just once!

See More →



Audience

CRM, Segmentation, Funnel, and Event Analytics

See More →



Video Push Notifications

Send your Customers video clips in a Push Notifications and grab their attention

See More →



Mobile Attribution

Measure ROI / ROAS for each Customer Acquisition channel

See More →



Mobile Deep Links

Retargeting Short Link that directs the customer flow to a specific page in your App

See More →



Marketing Automation

Auto-responding to users behavior with personalized messages

See More →



Uninstall Tracking

Trace who removed your App and bring them back!

See More →



Omni Channel Messaging

SMS, Email, Push Notifications, WhatsApp and Web Push Notifications

See More →



Mobile Landing Pages

Curated Micro Landing Pages for BioLinks, Portfolios, or Lead Generation

See More →

Free Consultation ↓



Book **A Free Consultation** **This week**

Book A Session

“A diamond in the rough! Appgain has one the best onboarding of any deals I’ve purchased as of yet.”
Ulf Hyltmark From Germany