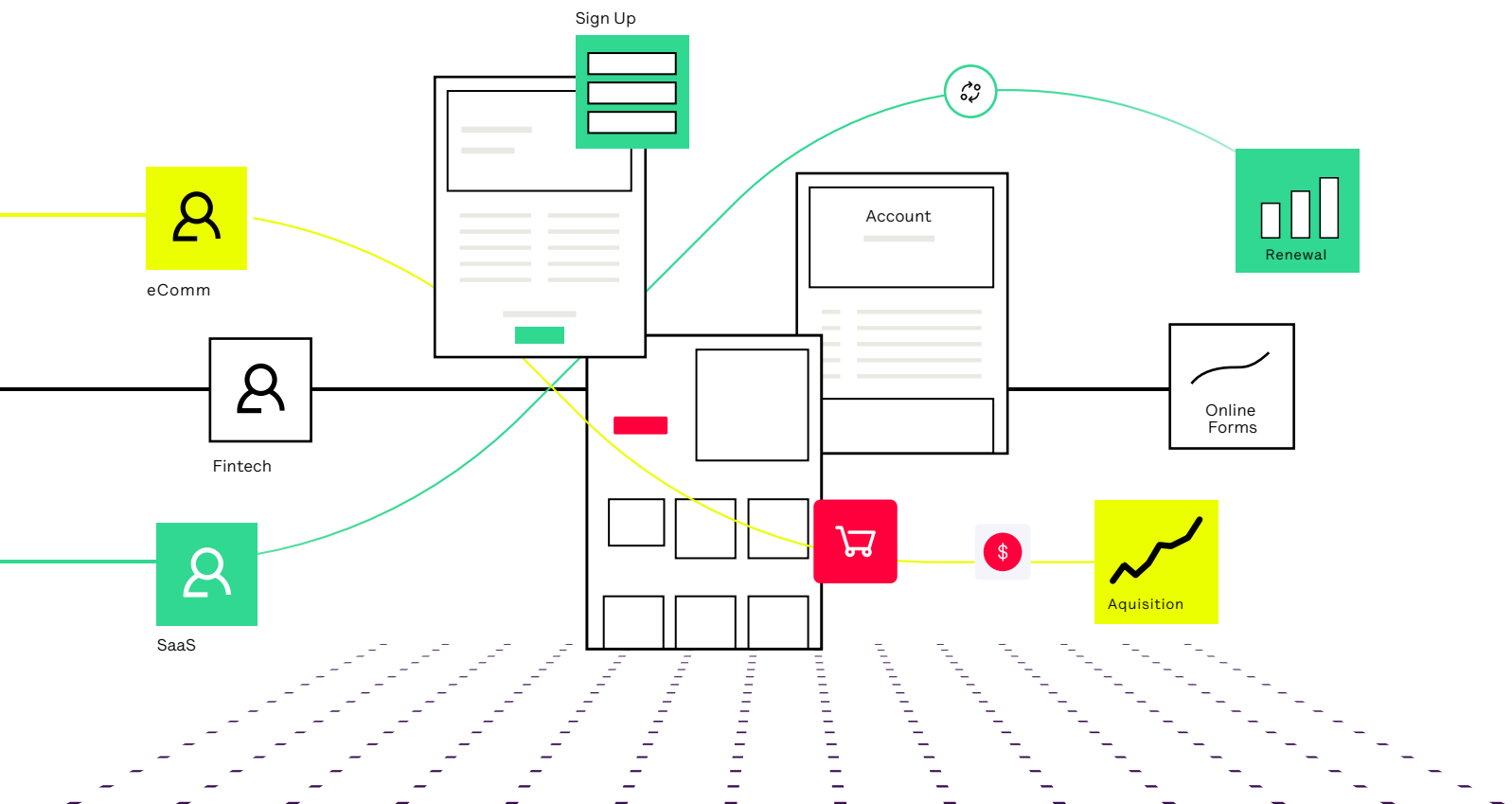




# The Heap Guide to Conversion Rate Optimization (CRO)



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# Introduction

Conversion Rate Optimization is the process of increasing the percentage of visitors to your digital properties who perform a desired action, known as a conversion. The ultimate conversion is making a sale. But conversion can also mean any step along the way, like opening an account, signing up for a service or newsletter, or opting in to emails. The more customers who successfully perform these actions, the more revenue for your company.

***A million people visiting your site is great ...  
but how many can you turn into customers?***

An optimized conversion process not only increases revenue, it keeps your business using resources efficiently by **getting the most out of the visitors that you already have.**

What kinds of conversions you're looking for will differ depending on your business goals. So will your CRO endeavors!

**SaaS companies** often use CRO to get more people to sign up for trials or freemium offers, and to direct existing customers to use more features in their products.

**eCommerce companies** often use CRO to encourage users to add more items to their carts, and to help move them to the next steps in the buying process.

**Fintech companies** often use CRO to help users complete applications, use new features, modify their accounts, or change coverage smoothly.

Read on, and we'll show you Heap's strategies for increasing conversions on your site or app.

## SECTION 1

# Why focus on Conversion Rate Optimization (CRO)?

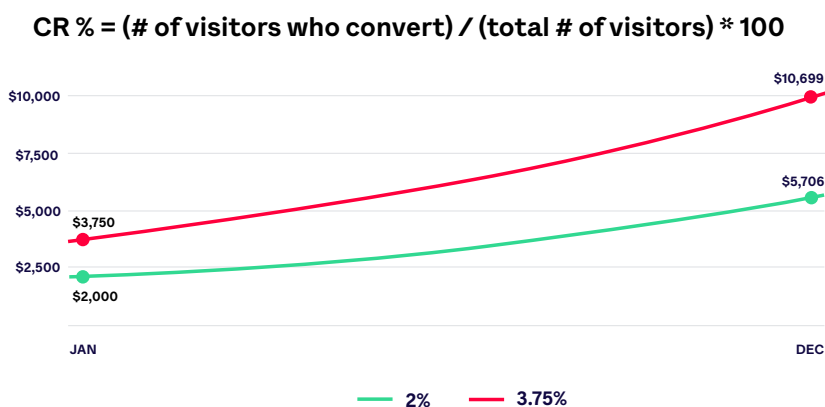
When you're trying to sell the power of CRO to other people in your organization, it might be worth reminding them of all the benefits a strong CRO strategy confers.

## 1. Make web traffic worth it

Lots of teams, especially marketing, invest time into increasing web traffic. But web traffic is only useful to the business if those users become buyers. Small increases in conversion rates can easily add up to hundreds and thousands of extra dollars for your business. If you're currently selling \$1,000 per month in product, bumping your conversion rate from 1% to 2% would mean an increase to \$2,000 per month. That's doubling your sales!

### Types of Conversions

- Making a purchase
- Submitting a form
- Signing up for a subscription (trial, paid, or free)
- Downloading an asset or app (ebook, white paper, mobile app)
- Upgrading a service
- Calling your business
- Registering on the site
- Using a feature
- Engaging with online chat



*The impact of CRO on revenue. If you're growing traffic/users 10% per month, increasing your conversion rate from 2% to 3.75% will nearly double revenue by the end of the year.*

### Want to learn more?

Try playing around with our online CRO calculator at [www.heap.io/topics/conversion-rate-optimization-for-marketing-product-teams/](https://www.heap.io/topics/conversion-rate-optimization-for-marketing-product-teams/)

## 2. Lower Acquisition Costs

CRO helps you lower the acquisition cost per customer by enabling you to analyze your site and focus on getting the most out of your qualified traffic, instead of paying more to attract irrelevant visitors.

***CRO turns high-quantity traffic into high-quality customers.***

## 3. Improve User Experience

Performing CRO can give you better insight into your visitors' behavior. CRO tools such as funnel and path analyses and session replays put you inside the mind of your customers, telling you what pages people viewed, where they spent the most time, and why they decided to leave. You can see which points in the customer journey lead to bottlenecks, and which pages perform the best. You can even break these analyses down by user segment.

***An improved experience for all users generates more conversions as well as better brand loyalty.***

## 4. Increase Retention

Positive user experiences tend to produce return visits. In eComm and Fintech, particularly, competition is fierce. There are often a glut of websites that sell similar products. Which do customers return to? Most often, the sites that are the most user-friendly.

***In SaaS, CRO can be a powerful strategy for getting users to adopt product features they don't currently use, which helps them get more value from your product. More value equals better retention.***

# What about using Google Analytics for CRO?

Even we can admit that Google Analytics has vastly improved. GA4 shows that Google is finally acknowledging what we've always believed: that giving teams detailed insights about user behavior is the best way to improve your site or product.

But when you look closer you'll realize GA4 is comprised of a feature set that was innovative sometime around 2016. Just not today.

## ***Google Analytics doesn't analyze hidden behaviors to find new insights in your data. Ever.***

GA4 offers no capabilities that surface alternate user paths, unseen moments of friction, or user backtracking, which are all critical for improving CRO. While “codeless tracking” and “automatic tracking” will save time, it's still manual tracking. You're still only working with user behavior that you already know about, not user behavior as it actually happens.

The “AI and predictive metrics” are basically just alerts. You can set up events and parameters ahead of time, and Google will notify you about changes. You still have to manually define the conditions to detect trends that you deem important or critical.

The future of CRO rests in [data science that can comb through your data](#) to find things you didn't already know. With Google Analytics, you still have to figure it out on your own. So while GA may be a lot better than it was, it's still not designed for the future of massive event streams.

## SECTION 2

# CRO by industry

What “conversion” means and how you should go about improving it often varies depending on your business goals. Let’s review CRO by industry.

## CRO for eCommerce

The primary goal is usually making it easier for visitors to locate products they seek. If they can’t find it, they can’t buy it. After this, the goal is to get them to click “purchase”.

**In general, eComm teams tend to focus on four stages in the customer journey:**

### 1. Presenting the right products and getting users to add them to their cart

Show information about your product to customers in a way that compels them to want it. You can do CRO on web page elements such as design, images, reviews, messaging and copy to encourage more people to add products to their cart.

### 2. Raising the average order value (AOV)

Either you increase the average price of items in a user’s shopping cart (i.e. get them to buy more expensive stuff), or you can increase the number of items the average user buys. Site flow and presentation can impact both of these tremendously.

### 3. Making it effortless to complete purchases

This is less about creative presentation, and more about locating moments of friction or difficulty. CRO efforts often focus on the payment flow: reviewing the cart, entering payment info, and dealing with shipping. Funnel and path analyses are crucial for identifying key dropoff points.

### 4. Bringing in the right customers

Behavioral analytics lets you segment users into groups according to who is most likely to convert. By tracking what people actually do in your product, you can identify group interests with significant accuracy. Once you’ve located a mother lode of potential customers, you can start sending them targeted marketing materials, coupons, and special offers.

***Your eCommerce experience should be as friction-free as possible.***

# Strategies for eCommerce CRO

## Desktop vs mobile

If you experience different conversion rates, dig into the under performing experience to figure out why.

**Are your users more mobile-focused than desktop?**

**Is your mobile experience not as well optimized?**

**Can visitors move easily from desktop to mobile while shopping?**

*Online shoppers want the experience to be seamless, fast and convenient.*

Make sure customers can easily find answers to their questions. Consider adding a chat feature—unanswered questions lead to conversion loss since many shoppers won't call customer support.

## Encourage repeat purchases

Teams often focus so much on the initial purchase that they overlook enticing customers to come back. Create relationships with personalized web experiences—identify similar items they may like, and send offers or special pricing. When users return to your site and see things that interest them, they are more likely to purchase.

A personalized web experience is vital to building brand trust with the customer and ultimately, increasing conversion rate.





# CRO for SaaS

The ideal SaaS customer journey involves continuous growth, since the business model is built on creating relationships and lasting interactions with users.

For most SaaS companies, the primary conversion event is when a user buys a subscription to the product. Depending on price and complexity, the sales cycle can be long, and may involve a trial period and ongoing touchpoints, including interactions with salespeople.

***In SaaS, your CRO is what transforms users into subscribers.***

**That said, CRO in SaaS generally orients around three main moments:**

## 1. Signing up for a free trial of the product

Here's where SaaS sites are similar to eComm sites: the goal is to show customers how they can get value from your product and get them excited about it. For Product-Led Growth companies, even ones with armies of salespeople, getting people into the free trial is considered the first major acquisition step. In a more complex product or sales process, the conversion event may be “get a demo.”

For teams working on this goal, the key things to test are the standard website features: copy, CTAs, flow of information, design, messaging.

## 2. Converting users from free trial to a paid version of the product

You need to nurture potential customers while they are testing your product and get them over their learning curve as quickly as possible. Ideally your UX will be intuitive, but good CRO strategies—particularly A/B testing—can be very useful in making sure your customers get value immediately. Depending on your product, in-app guides and chats may be helpful.

Customer segmentation—demographic and behavioral—is also your friend here. By segmenting customers to understand their interests and needs, you can direct your educational content and in-app guidance to best meet their needs.

## 3. Getting existing customers to renew paid subscriptions

When it comes to customer retention, get users to access key features that give them more value. You want customers to get so much value from your product that it becomes something they can't live without.

The easiest way is to offer a great product, but SaaS products sometimes contain great features that people rarely use. In-app guides and recommendations can nudge users to explore. Think through your various user flows, and where you might insert new features into them.

# CRO for Fintech

In Fintech conversions tend to be less frequent, but higher-value. In fact, for many Fintech companies, CRO is the whole game. The single point of many FinTech sites is to get people through an application funnel. And once they're through, they're done, usually for good! (Think about it: how often do you like to apply for insurance, or a mortgage, or a loan?)

At the same time, Fintech conversions—at least the application conversions—tend to be difficult, and often involve many pages of forms. This can make conversion very much a game of micro-conversions. While you want to get people through the funnel, doing that often involves cleaning up each individual mini-step.

Unlike eCommerce, applications in Fintech come with a twist. If the process is too easy, you'll get a lot of unqualified people applying, which makes you less efficient as a business. So there's often lots of tweaking and testing involved.

***Your Fintech conversions should be slightly difficult in order to weed out bad leads.***

**All that said, in Fintech there are often three main categories of conversion funnels.**

## 1. Applications and opening accounts

As described above, this step typically involves many pages of forms, and many small steps. It's worth noting that manually tagging every single one of these steps would be inordinately difficult. With a solution that autocaptures all these points (like Heap), it's far easier.

With so many steps comes so many opportunities for error. Tools like session replay can help maximize efficiency by showing exactly what's going wrong at every high-friction step.

## 2. Helping customers complete tasks online, instead of calling in

For industries like insurance and healthcare where products are complicated and heavily regulated, people often call customer service to change coverage, submit claims, or otherwise modify their accounts. The problem is that call centers are expensive to maintain, especially as companies grow.

A better solution is to view those tasks as conversion funnels, and optimize your site so that completing them is straightforward for users. Doing this makes it more likely that customers will keep their information updated or their funds properly allocated. It also helps with branding, as consumers certainly appreciate being able to easily manage their insurance, or their mortgages, or their finances.

## 3. Adopting new features

The more companies go digital, the more they create new features for users: stock pickers, financial calculators, IRA option choosers. When adopted, these can add significant value to the user experience. As in SaaS, CRO is a great strategy for nudging users to use these features, and then to help them through.

## SECTION 3

# A Systematic Approach to Improving Conversion

Conversion rate is calculated by dividing the number of visitors who take the desired action by the total number of visitors to your site. Multiply by 100 to get the percentage rate. This is the way to establish your baseline numbers.

$$\text{CR \%} = (\text{\# of visitors who convert}) / (\text{total \# of visitors}) * 100$$

One of the great things about conversion rate is that you can be as broad or specific as you need when searching for opportunities to improve. Identify moments where conversion is high so you can copy those moments across your site or app. And single out places where conversion is low so you can improve it!

*Your main objective is constant improvement over time.*

## Optimizing Conversion

We suggest you think of [CRO](#) like cooking. Start with some ingredients, taste, add a few more, then taste and tweak again. Maybe next time you try it with more lemon. Maybe your family hates that version, so you put the olives back in. The goal is constant improvement over time.

At Heap, we endorse the scientific approach to CRO. Identify areas of improvement, take baseline measurements, hypothesize, experiment, and measure some more.

**We recommend taking regular looks at all of the following:**

**Overall conversion rate**

How well does your website convert traffic from all sources

**Page-level conversion rate**

Which pages convert traffic better

**Ad conversion rate**

Which ads drive more qualified traffic

**Channel conversion rate**

What traffic from a paid ad source is more likely to convert

**Keyword conversion rate**

Keywords that performed well

**Campaign conversion rate**

Targeting specific groups to improve conversion

# 7 Easy Steps for Improving Conversion on Your Site or Product

## STEP 1

### Define your conversion event

#### What's the critical action you want visitors to take?

Primary conversion events vary across industries and depend on context. Before tackling CRO, define what matters most to your team and product.

**In eCommerce**, the primary conversion event is usually a version of “complete purchase.”

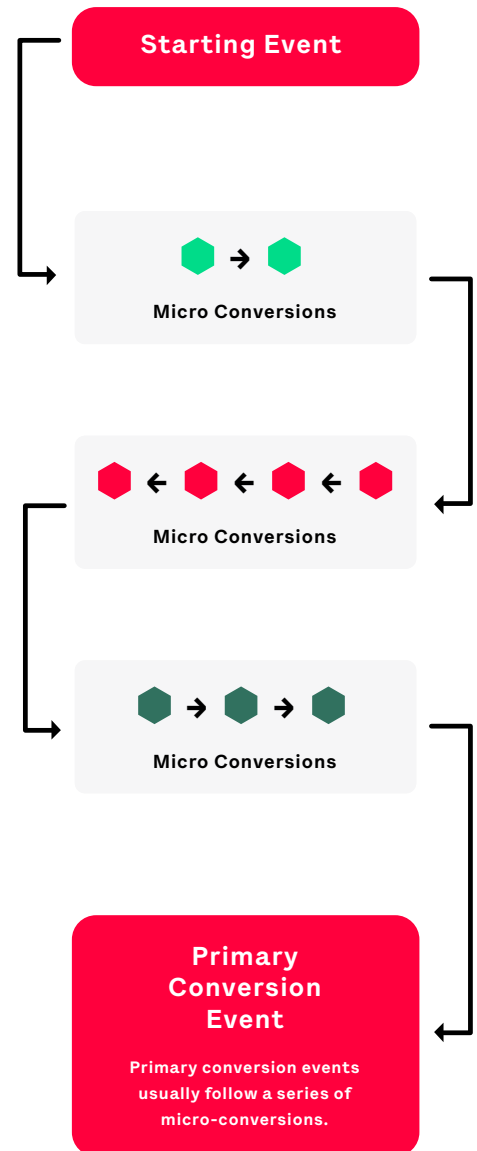
**On SaaS marketing sites**, it's something like “get a free trial” or “contact sales.”

**In Fintech**, it's typically some form of “complete application.”

These events usually mark the end of a series of micro conversions, like “fill out line 14 on this form” or “add item to cart.” Marketing teams may also focus on smaller conversion goals outside of the primary conversion path.

On a landing page, the conversion goal might be clicking “download whitepaper” or “on-line chat now.” Together these granular micro-conversions add up to the large-scale, macro-conversion.

Conversion optimization often focuses on improving these micro-conversions, as each can be a potential roadblock to the main conversion event.



## STEP 2

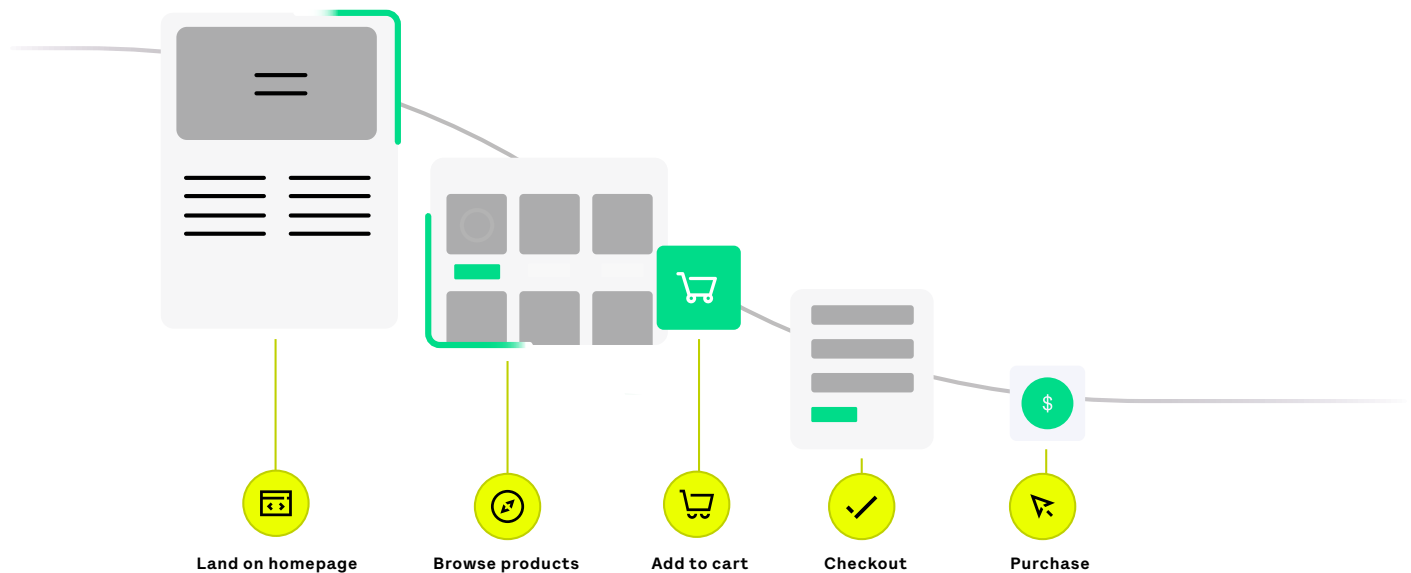
## Map the major events in your conversion funnel(s)

With Heap, this is easier than ever to accomplish. After getting clear on what primary event or macro-conversion you hope to produce, map out the steps that lead to it. Create a conversion funnel—it's a great tool to help you create a reliable picture of how a user feels at each stage of their customer journey.

*Get tight about the ideal flow that leads your users into becoming paying customers.*

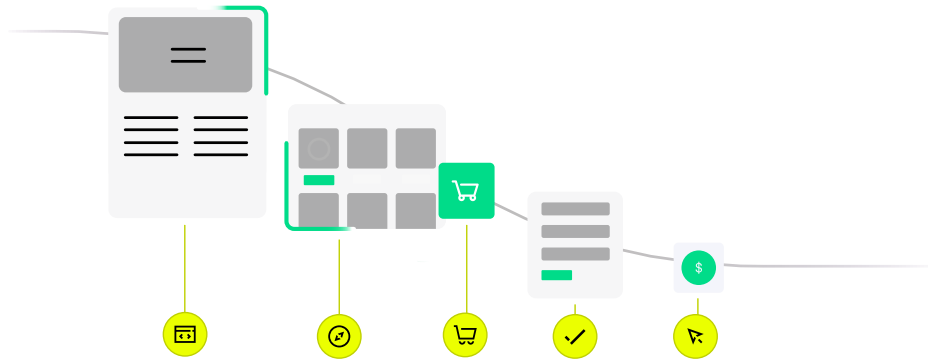
**Your conversion funnel should have between 4 – 6 steps. No less, no more.**

In an eCommerce store, for example, the funnel is often a variation of:



On the next two pages, we'll break down the main CRO focus for each of these steps.

## Here's a breakdown of each conversion funnel step for eComm:



### Land on homepage

*Something about your site attracts a user. Perhaps they're aware of your product or were recommended by a friend.*

#### Now that you have their attention, keep it!

- Craft interesting content that addresses shoppers' needs, answers their questions, and positions your company as a thought leader in your industry.
- Highlight how your product is different and better than your competitors.
- Test your content, tweak it and see how the variations perform.
- Offer shoppers helpful resources in exchange for their email addresses in order to convert them from casual visitors to leads.
- Move them to the next phase in your funnel so you can send them even more relevant content and stay on their radar.



### Browse/consider product

Now that your visitor is a lead, show them why they must absolutely have your product. Test variations of page elements like copy, graphics, and recommended items to see which prompts people to the next step.

Remember that not all your users will take the same paths to the sale—a shopper can land on one of your subpages without going through the home page. When you use session replays, **you can actually see how they arrived.**

Keep this in mind so you don't miss out on micro-optimization opportunities. Make sure users can seamlessly explore without error messages.

#### Checkout

### 69%

eComm businesses lose over 69% of sales to cart abandonment during checkout

#### Click "purchase"

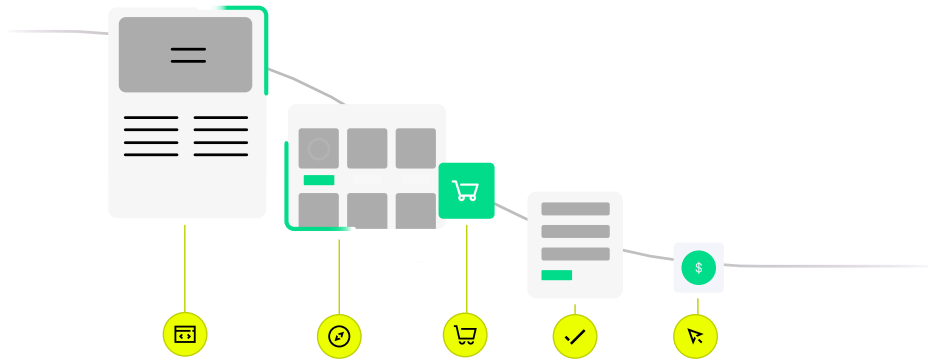
### 6-7X

It costs 6-7x as much to earn a new customer than retain an existing one

### 60%-70%

The probability of selling to an existing customer

## Here's a breakdown of each conversion funnel step for eComm:



### Add to cart

**The risk here is shopping cart abandonment**—your goal is to find out why. Some research suggests that up to 75% of shoppers abandon purchases after adding items to their cart due to site-related issues such as shipping costs, lack of payment options, and technical problems.

If users are not converting here, run an A/B test. Perhaps publishing shipping costs earlier in the customer journey will produce more conversions than revealing them later. Try sending retargeting emails, or run retargeting ads to users who added your product to their cart but never completely went through checkout.



### Checkout

This is where people review their cart right before the Big Kahuna of conversions—the purchase. **You want your customers to buy!** But on average, eComm businesses lose an astonishing 69% of sales to cart abandonment during checkout.

**This is where session replays are invaluable.** You can see exactly how and where users are abandoning their carts.

*Are people dropping off when asked to register for an account?*

*Do they balk at entering personal information, or have difficulty doing so?*

*Does offering a guest checkout give you more conversions?*

New account registration is one of the top reasons people abandon carts at this stage, since it creates extra work for shoppers and adds another step to the buying process.



### Click “purchase”

Time to celebrate—your lead is now officially a customer! **But your work is not done.** As you know, it costs 6 to 7 times as much to earn a new customer than to retain an existing one. The probability of selling to a new customer is between five and twenty percent, but the probability of selling to an existing customer is 60-70%!

**Don't let all your hard work go to waste.**

Since customers know the value of your product and trust your company, your main priority is to keep them engaged. Ideally your easy site experience will have assisted this goal, but emails and other promotional efforts can also help.

## STEP 3

## Use Data Science to find the key dropoff moments that happen **between** your major events.

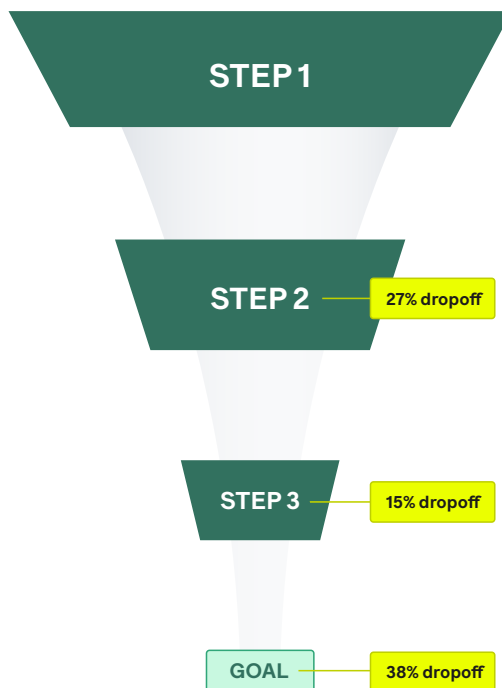
What you think you know about how users experience your site is very different from what they actually experience.

**Dropoff points equal major opportunities** because users are telling you exactly **where** they lose interest.

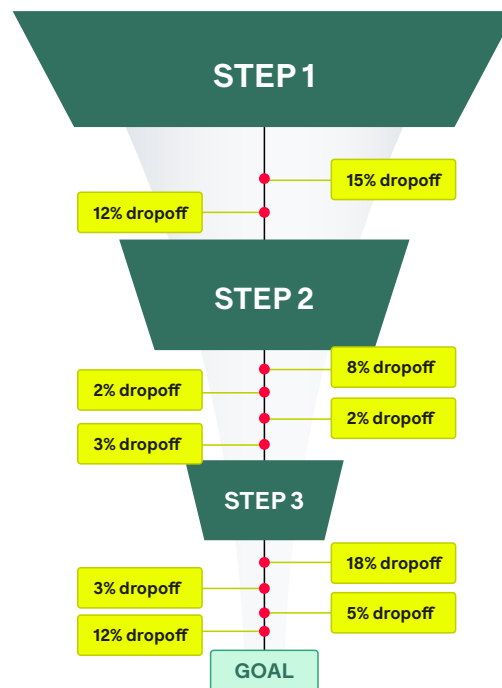
If you figure out **why** they leave, you can keep them engaged so they'll stay. However, when trying to figure out where users actually drop off, it's easy to get lost if you're just looking at the major events. Here is where data science is a game-changer. With it, your analytics tool can reveal to you the **invisible steps between events**.

*That's where Heap Illuminate comes in.*

How most funnel analyses are set up



Where dropoff truly happens





## Illuminate: showing you what you wouldn't see on your own

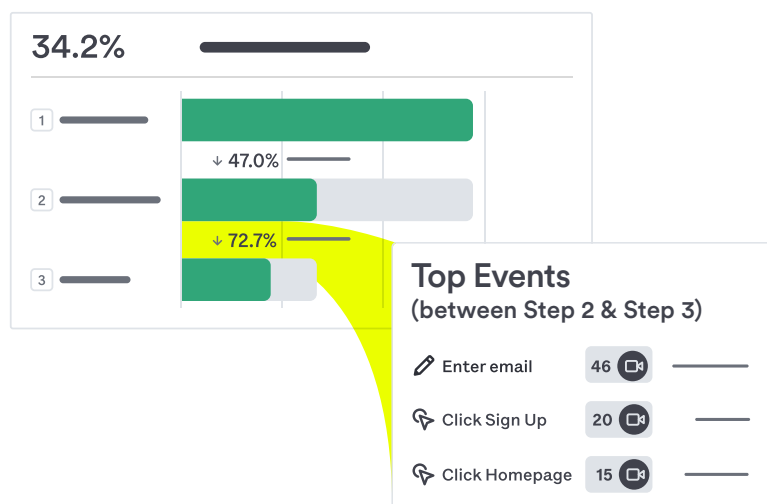
When looking for hidden insights, there's no better ally than data science. Heap [Illuminate](#)—a set of data science features—scour your data to find the most important correlations and meaningful steps, then surface them automatically so your teams never miss anything important buried in your org's behavioral data.

For example, **Top Events** alerts you to where most users drop off, **even if you haven't been tracking those events**. Your Top Events panel will show you the most common events users took after doing a particular step in a journey, so you can quickly pinpoint where users are getting stuck and where they're leaving.

Top Events will also help you also locate **moments that correlate highly with conversion**, so you know which behaviors you should encourage, such as reading blog posts, downloading special reports, or leaving reviews.

Take a moment to think about all the opportunities your teams are overlooking right now because they **can't even see them**. And about what kind of impact capitalizing on these invisible events might have on your business. No matter how good your analytics capabilities are, without Illuminate you're still basically guessing.

***If a path you choose to track isn't the one most users end up taking, then what are those users doing instead?***



## STEP 4

## Use Integrated Session Replay to see exactly what's happening at key moments

In an ideal world, your users would always follow the steps you want them to, in the order you want them to. In reality, **users may discover any number of paths through your product**, especially ones you hadn't anticipated. So session replays are a great tool to help you get the “why” behind the “what”.

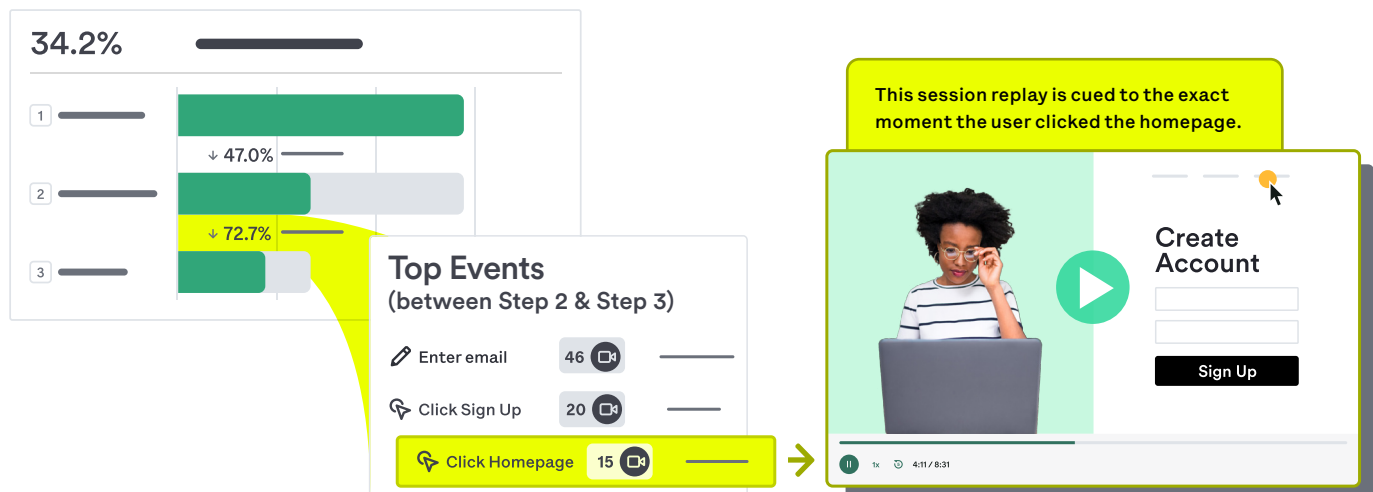
*But there's a catch.*

Most session replay tools require you to spend hours digging through replays searching for insights. This is where Heap's data science saves you huge amounts of time and effort.

**Imagine having complete understanding in just minutes.**

Unlike other replay tools, **Heap's Session Replay is fully integrated** into our analytics suite and works in tandem with all of Heap's data science capabilities. Thanks to [Illuminate](#), Sessions are automatically cued to the moments you care about, so you can isolate key moments of friction and know what to do about them.

Here's how it works:



### 1. Uncover opportunity

Use Heap Illuminate to identify key moments of friction and dropoff automatically.

### 2. Watch cued replays

Discover what's happening by watching session replays **cued to the exact moment** you're interested in!

## STEP 5

## Use Journeys to identify alternate paths to conversion

As we've said many times before, users have minds of their own when it comes to navigating your product. Even if you're convinced there's only one way to use your product, your users will still find a way to surprise you. If you want to meaningfully impact conversions, you need to be able track and respond to every possible path.

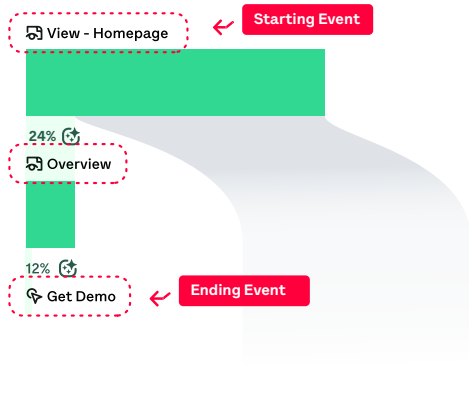
*Users will do all sorts of things that you wouldn't expect.*

**Journeys is here to help you, by combining visual mapping with data science and session replays.** This gives a precise overview of the paths users take through your product (as well as the paths they avoid), including numbers and conversion rates for every single user path and sub-path. It also alerts teams to key events they're overlooking. Easily configurable UX combines multiple features into an integrated workflow, so teams can locate points of friction and quickly resolve them.

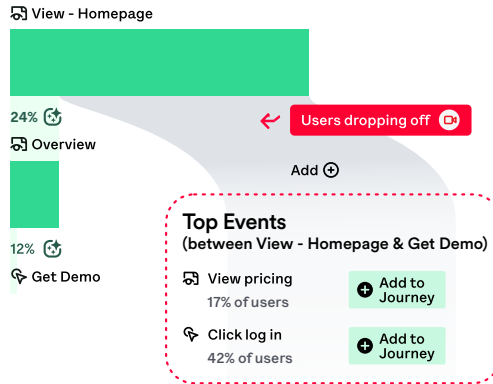
**On the next page we'll show you how Journeys works.**

Using Journeys is simple:

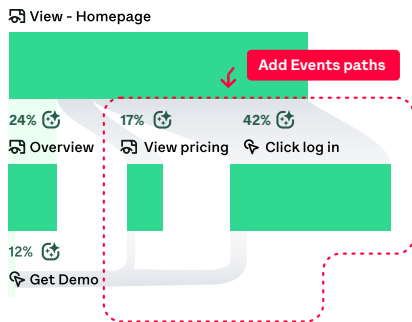
## How Journeys lets you compare user paths



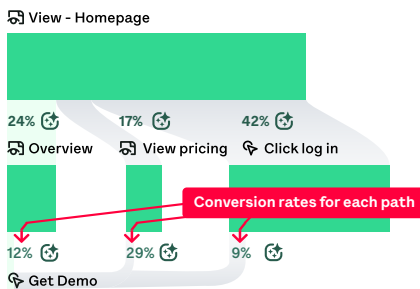
**1. Set your starting and ending events**



**2. Let Illuminate suggest in-between events**  
that significant numbers of users take



**3. Add these events as separate paths**  
that lead to the same endpoint



**4. Track performance for each of these paths.**  
See how many users take each path, and what the relative conversion numbers are.

## STEP 6

## Segment your users and see who's most (and least) likely to convert

When it comes to understanding your users, there are few tools more powerful than user segmentation. By breaking your user base into different groups, you can get all sorts of insight into how your product or site is working.

### *CRO is all about knowing which groups to target.*

There are many ways you can segment your users—the only limit is how many ideas you can come up with. The specifics will of course be unique to your product, but the more ways you can slice up the data, the more likely you are to stumble onto an underserved segment.

#### **Segmenting by channel:**

If your data shows that website visitors who come from Accountants Weekly magazine convert at a 2x rate compared to those who don't, you can adjust your outbound or online marketing to bring in more "A.W. types," and optimize messaging on your landing pages.

#### **Segmenting by user type:**

If VPs convert at 2x the rate of ICs, you can use that information to tailor your product to VPs, or tell your sales team to sell to more VPs.

#### **Segmenting by behavior with cohort analysis:**

#### **Some examples of how you can use behavioral segmentation to grow your business:**

##### **Boost revenue via recommendations:**

You discover that users who buy handbags from your fashion website tend to buy shoes as well. You can then send an email or alert offering a 20% off coupon for shoes to users who recently bought a handbag.

##### **Facilitate the buyer's journey:**

You discover that visitors who use your free app's bookmarking functionality tend to upgrade to a paid membership at a higher rate than those who don't use it. You can create an in-app guide that encourages new visitors to use bookmarks.

##### **Improve customer retention and reduce churn:**

You discover that users who are inactive for longer than 60 days have a low rate of retention. You can send a special three-stage email marketing campaign to re-engage users who have been inactive for 30, 45, and 60 days.

There is arguably no more powerful CRO strategy. Behavioral segments allow you to corral your users into cohorts (groups) based on actions they take—or haven't taken. You're looking for behaviors that predict conversion, so you can orient your product around getting more users to perform them.

***Do users who convert read your blog?***

***Did they leave a review? Save a report?***

***Do they prefer the purple CTA?***

With Heap, you can track and analyze your cohorts over time to gather more actionable insights about them. You'll learn how certain groups interact with your product while discovering how to strengthen those interactions and incrementally build loyalty.

The possibilities of applying behavioral segmentation and cohort analysis are limitless. You can identify your most loyal customers, implement better re-engagement campaigns, and deliver better, more personalized user experiences.

For even more ideas, check out our [Behavioral Segmentation guide](#).

## STEP 7

## Test, measure, iterate. Then repeat.

The guiding principle to data-driven CRO is to use data to make informed hypotheses and learn as much as you can from each test. The best way to improve your product is to learn everything about how people use it, where they're coming from, and what problems they have. Probe the information you have to figure out answers, then make improvements geared towards meeting larger business goals.

### *Be a good scientist—ask creative questions.*

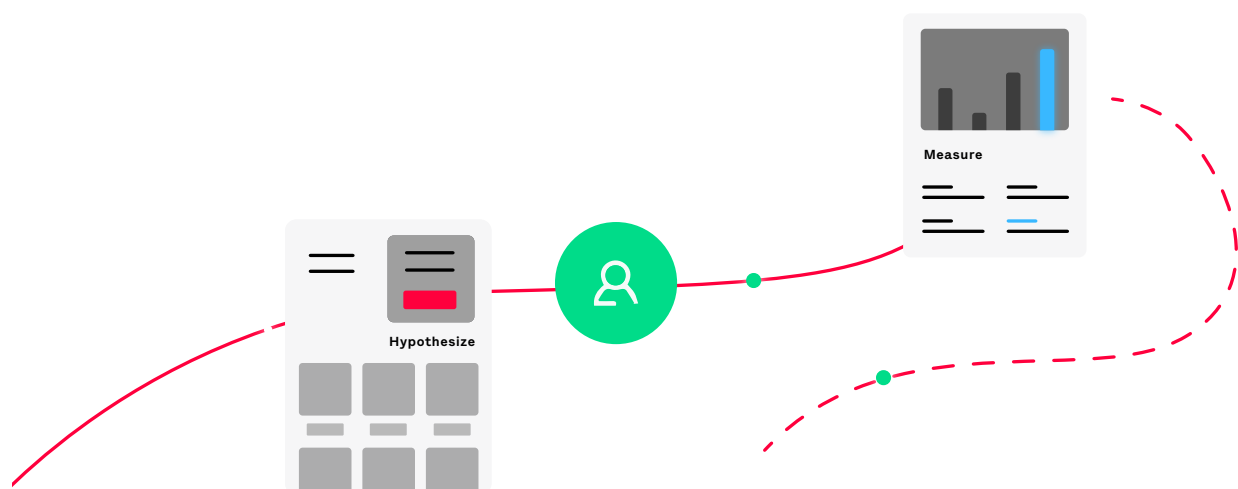
Imagine you're a PM at a SaaS company, and need to understand which features are most valuable and how to improve conversions.

Take the product analytics baselines from Heap, then build hypotheses of why certain metrics are what they are. From those hypotheses, you can now ideate everything from new features to complete overhauls of experiences, including small improvements that make your customers more successful.

At Heap, we believe the key to building a good product is to keep asking questions. Working with all kinds of customers in companies large and small has taught us that diligently applying these seven steps leads to significant improvements in conversion.

### Top Ten Things to Experiment With for CRO

- 01 Call-To-Actions (CTAs)
- 02 Website and messaging copy
- 03 Navigation and site structure
- 04 Page speed
- 05 Relevant imagery/brand logo
- 06 Landing page design
- 07 Value proposition of your product or service
- 08 Headlines
- 09 Offers and promotions
- 10 Mobile vs Desktop



## SECTION 4

# Examples of successful CRO

## OppLoans

This online lender provides a safe and reliable alternative to payday loans. They wanted to improve funnel performance and reduce friction in their customer experience. But as a growth-stage start-up, [OppLoans](#) has a busy engineering team. They cannot be burdened with building, testing and implementing a homegrown set of solutions. Using Heap as their analytics tool, the team was able to find a broken step in their funnel.

*“By making meaningful improvements to our pre-pop experience, the team saw a seven-figure lift in new issued principal annually and a 5-percent increase in conversion rate for direct mail.”*

***Imagine you could have the superpower of understanding everything users do in your digital experiences.***

***With Heap, you do!***

RESULTS:

**5%**

**increase in  
conversion rate**



# Casper

Sleep startup [Casper](#) is dedicated to developing the perfect sleep environment and delivering it directly to the customer's door. When Casper evaluated their checkout funnel in Heap, they found that over 80% of users chose courier delivery over standard UPS delivery. Using A/B testing, Casper moved the "same-day courier delivery" option to before checkout. The change produced a 100% increase in the number of people who wanted to know about shipping methods, and a 20% increase in conversion rate.

RESULTS:

**20%**

**conversion  
optimization**

# Sur la table

One of the largest premium cookware retailers in the world, [Sur La Table's](#) success has been driven by creating a great online customer experience. As part of that mission, the company has built a culture of CRO and rapid iteration. Behavioral data revealed that users viewing more products made more purchases, and spent more money on the products they chose. Path analysis showed that cross-product merchandising increased product views. So the team expanded product pages to feature more complementary or related products. The result was a 12% increase in pageviews and 6% overall increase in conversion rate.

RESULTS:

**6%**

**increased overall  
conversion rate**

# Huel®

UK-based [Huel](#) wants to change the way people think about food, with meals that are convenient, affordable, and nutritionally complete. As their range of product offerings expanded, their eCommerce team needed to adopt their product merchandising strategy to drive more conversions. Using Heap's integrations with Shopify and Snowflake, they unlocked reliable granular insights and fast funnel-building capabilities that allowed them to ramp up A/B testing and personalization. After drilling down by country, product, and channel, they realized parts of their marketing plan weren't playing out as expected. Thanks to these insights they adapted their product merchandising strategy and achieved an over 30% increase in new customer conversions.

RESULTS:

**30%**

**increase in new  
customer conversions**

# In Conclusion

Every business has a strategic responsibility to do CRO, and you will always benefit from converting eyeballs into paying customers. We hope that after reading this guide you're convinced that a scientific method, supercharged by data science, is the best approach.

*With CRO, there is always room for improvement.*

CRO is an ongoing process. The beauty of it is that even the smallest change can lead to increased revenue. If you have questions or thoughts, or simply want to know more about Heap's approach to product management, we encourage you to visit us at [heap.io](https://heap.io).

Best of luck with your optimization!

—The Heap team



# About Heap

Heap is the future of digital insights. Heap's low-code, easy-to-use digital analytics software illuminates key digital behaviors and pinpoints valuable quantitative and qualitative insights so teams can quickly act with confidence and create the best possible digital experiences. Over 8,000 businesses trust Heap to increase revenue, improve conversion, accelerate decision-making, and drive business impact at scale.

Visit [heap.io](https://heap.io) to learn more.