

## REPORT

# How Guided Selling Directly Improves CRO

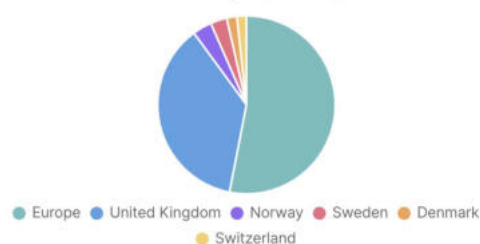
+ Real Examples!

Finder Completions  
**12,724**

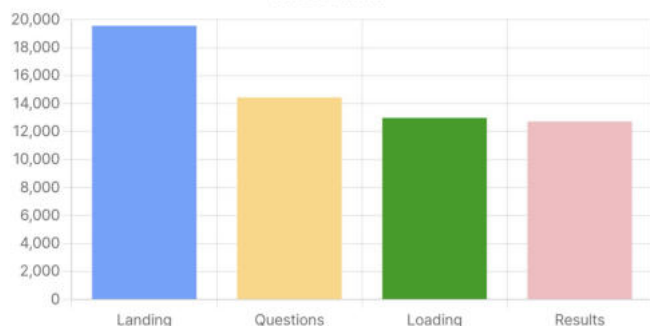
Total Sessions by Device Type



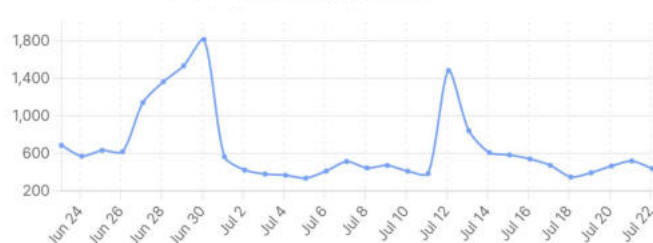
Finder Usage by Country



Finder Funnel

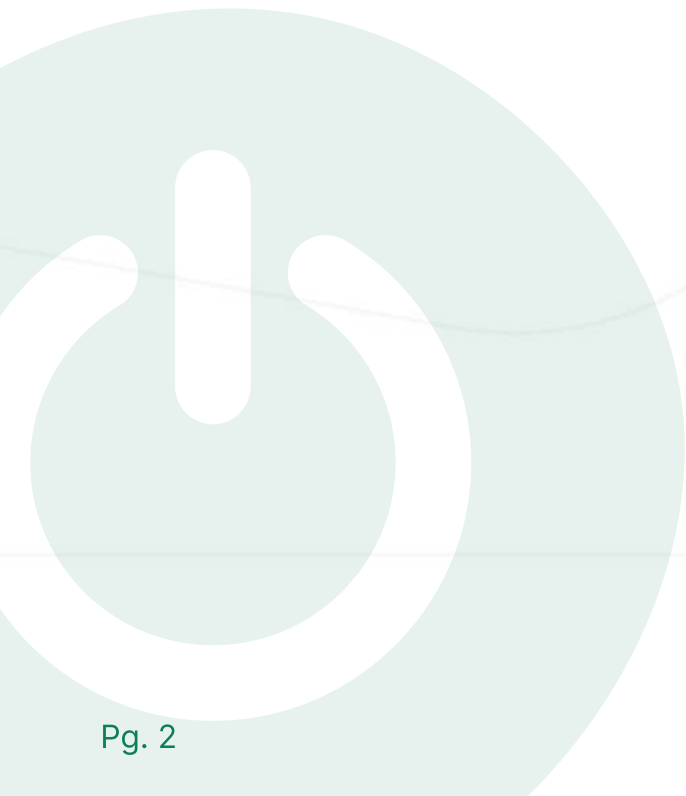


Finder Opens over time



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## Introduction

While many eCommerce businesses focus on bringing more traffic to their websites, the real challenge often lies in converting those visitors into paying customers. It's not enough to have potential buyers land on your website - what happens after they arrive is what truly impacts your bottom line. Many customers drop off quickly because they can't find what they are looking for, or they get lost in too many choices. This is where guiding customers to your products becomes **the differentiator in winning the game called Conversion Rate Optimization.**

When you guide customers through your site with clear steps and recommendations, you make the buying process smoother and more intuitive. Instead of leaving them to figure out what to do next, you are helping them find exactly what they need - faster! This guidance can directly improve the performance of your website, reduce cart abandonment, and ultimately increase conversion rates. The more tailored and relevant the experience is, the more likely customers are to complete their purchase successfully.

If you want to:

- See common CRO performance issues on an eCommerce website
- Get insight into how guided selling can positively impact CRO
- Check real-world examples of businesses that skyrocketed their CRO

Then this report is your new asset for garnering happy customers and high conversion rates (without any friction points).

We will dive into real-world examples from our eCommerce clients who have successfully used guided selling to overcome CRO challenges. These use cases demonstrate how guiding customers to the right products solves conversion issues and boosts overall customer satisfaction.

## Modern Website Performance Issues

Attracting traffic is no longer the biggest hill to climb - getting that traffic to convert is. eCommerce websites face many performance issues that directly affect their CRO. These issues, if left unchecked, can lead to abandoned carts, low customer engagement, and missed revenue opportunities. To stay competitive, retailers must tackle these problems head-on to improve the overall website performance.

In our [blog post](#), we go through the whole process of identifying potential issues with the right strategy and guided selling tools. Also, there are specific examples and suggestions on how to overcome such friction points to maximize the customer experience. But here, you will find the most common performance issues that show up frequently on modern eCommerce websites, leading to missed sales opportunities and lower CRO:

- **Slow Load Times:** Delays in page loading can cause high bounce rates. Even a few seconds of delay can significantly drop conversions as users abandon sites that don't meet their speed expectations.
- **Complex User Journeys:** Websites with poor navigation menus or confusing user flows frustrate customers. If it's hard to find products or get to checkout, users are likely to leave before completing a purchase, affecting the overall conversion rate.
- **Lack of Personalization:** According to MarketingTech, [17% of the customers](#) said they lack the advice of sales assistants for a specific product. Without personalized product recommendations, users feel disconnected from the shopping experience.
- **Insufficient Mobile Optimization:** As mobile shopping sees significant growth, poor mobile experiences hurt CRO. Sites that aren't optimized for mobile users, due to unordered elements or slow performance, lead to high cart abandonment on mobile devices.
- **Complex Checkout:** A complicated or multi-step checkout process creates unnecessary friction. Long forms, forced account creation, verification steps, and limited payment options contribute to abandoned carts and lower conversion rates.

A perfect solution that will lead to CRO improvements and **fixing these problems is guided selling**. Customers are more likely to convert when they feel confident in their product choices. Guided selling increases this confidence by helping customers understand which products best suit their needs and why. This positive move encourages them to finalize purchases, which reduces cart abandonment, and improves overall customer satisfaction - all of which contribute to better CRO.

# How Does Guided Selling Impact CRO?

Many businesses struggle to convert their website visitors into high-paying clients. So, have you ever imagined what's the missing link between traffic and conversions? Often, it is about guiding customers through their journey in a way that feels personalized and engaging.

By simplifying the decision-making process, providing personalized recommendations, and reducing friction at critical stages of the customer journey, guided selling is here to help eCommerce businesses significantly improve their CRO. But it doesn't just stop at boosting sales! Guided selling also boosts customer satisfaction and builds long-term loyalty.

Imagine walking into your local store where an expert helps you pick the perfect product based on your taste, needs, and budget. Now, translate that personalized assistance into the digital world. That's the magic of guided selling! It helps online customers walk through the product choices with ease to find exactly what they are looking for without the frustration of endless searching.

For eCommerce businesses facing the CRO performance issues we discussed earlier, guided selling offers an effective and practical solution. Here are some quick examples of how this modern approach can positively impact your CRO no matter the industry you are in:

## 1. Simplifying the Customer Journey

One of the main benefits of guided selling is its ability to simplify complex customer journeys. Feel free to use interactive elements like product quizzes, personalized recommendations, and dynamic filtering options, to let your customers be able to find what they need faster. Instead of forcing users to navigate a huge list of categories and products, guided selling helps them narrow down choices in just a few clicks. This eliminates frustration and keeps users engaged, resulting in fewer bounces and higher conversions.

## 2. Providing Personalized Recommendations

Guided selling is heavily focused on personalization. That's the core of this approach to satisfy the future customers. With data-driven insights and algorithms, [guided selling tools](#) tailor product suggestions based on each customer's preferences, browsing behavior, and purchase history. Personalized product recommendations help reduce decision confusion, making it easier for customers to trust their choices and complete their purchases. This boosts engagement and significantly increases the likelihood of conversion.

### **3. Boosting Mobile Shopping Experiences**

Mobile optimization is crucial for CRO, and guided selling plays a vital role here too. Many guided selling solutions are optimized for mobile devices, enjoying pleasant searching and buying experience regardless of screen size. Features like swipeable product suggestions, one-click navigation, and mobile-friendly quizzes/filters make it easier for users to interact with the site on their smartphones, improving mobile conversion rates.

### **4. Reducing Checkout Friction**

Checkout is the place often where the highest dropout rates are born, but guided selling can help simplify the whole process. By presenting clear and easy product choices, plus recommending bundles or upsells, guided selling helps reduce the mental load on customers. This minimizes checkout hesitation and improves completion rates. Additionally, personalized recommendations during the checkout process can encourage customers to complete purchases quickly and with confidence.

### **5. Improving Post-Purchase Engagement**

Guided selling doesn't stop at the point of purchase - it can extend into post-purchase interactions by offering personalized product recommendations for future purchases or providing tailored content to keep customers engaged and up to date. When customers feel supported and satisfied with their initial experience, they are more likely to return for repeat purchases, which positively impacts long-term conversion rates and customer lifetime value.

### **Remember...**

One thing is clear - if you are not optimizing your customer journey, you are leaving money on the table. As you can see, friction points are quietly eating away at your conversions. The good news? Guided selling is here to solve that problem.

Guided selling doesn't just smooth out the bumps in the road - it creates a whole new path to success. It gives customers the confidence to click "buy" instead of closing the tab in frustration.

Think of it like having a shopping assistant on your eCommerce website for every visitor who steps in. It removes the guesswork and turns browsing for products into buying them. And as we all know, happy customers are loyal customers, and loyal customers are the secret sauce for sustainable business growth.

So, if you're looking to boost your CRO and create happier customers, guided selling should be the best-kept secret in your toolkit. And who knows, it could be the difference between watching your competitors pull ahead or leaving them in the dust.



# Use Cases That Will Blow Your Mind

Here are 5 real-world examples that build higher CRO, revenue, trust, and generate happy customers for life.

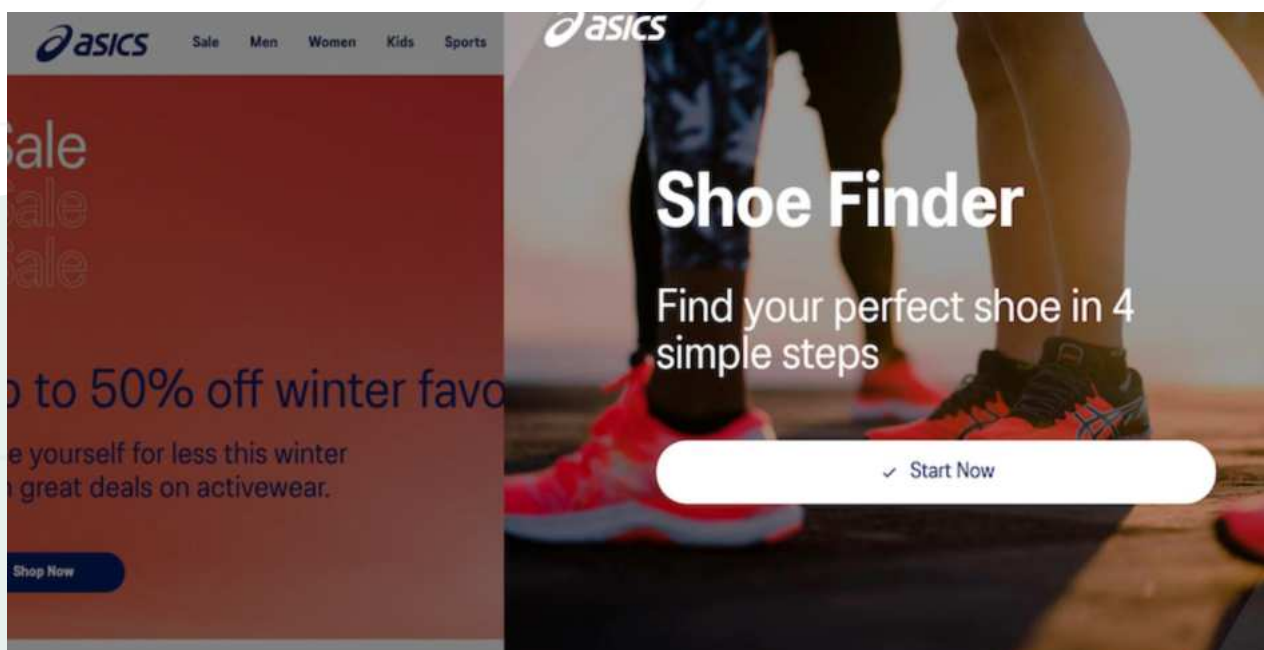
## 1. The ASICS Shoe Finder

ASICS stands for Anima Sana in Corpore Sano: the brand's founding philosophy and mission. Translated this means, "healthy soul in a healthy body", and echoes their Japanese roots. They seek to be a champion in the sports fashion market and are a consistent favorite amongst athletes and amateurs alike. ASICS promotes a human-centric approach to sports science in 33 countries with over 8800 employees.

To recreate the in-store experience online, ASICS invested in a Product Advisor of their own. ASICS and Crobox have partnered since 2017 to develop and execute a data-driven approach on their webshop. Together, we built and optimized their Shoe Finder, which saw unprecedented business results. ASICS implemented Crobox's technology to bring a personalized guided selling journey and started to use the Product Finder with an added Product Recommendation Engine and integration with Facebook.

- ROI of 16x
- Conversion rate of +52%
- Average order value of +15%

[See the live example](#)



## 2. Ekster's Wallet Finder

Ekster is a fast-growing company primarily focused on the US market. They produce and market smart leather goods with an innovative and tech-driven touch in 11 countries and operate with 45+ employees at the moment.

To streamline the whole buying process and make things easier for the customers, they employ a Product Advisor to help shoppers discover better gear for life on the go.

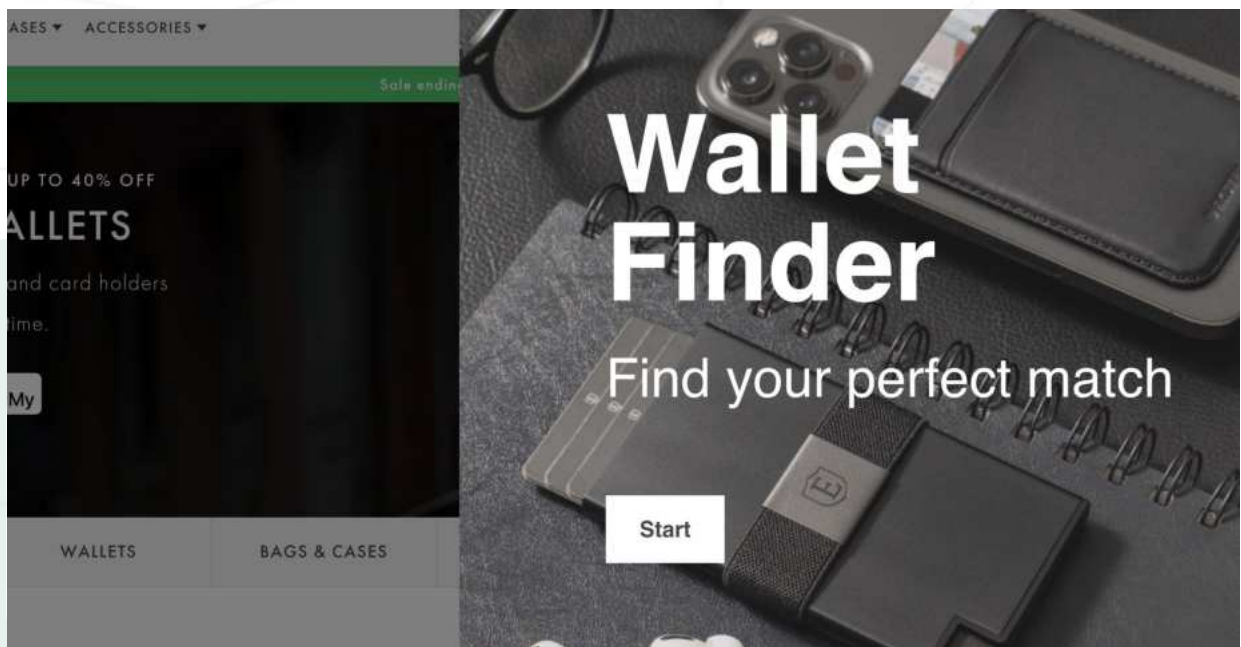
By teaming up with Crobox, Ekster introduced their now-popular Wallet Finder, which is a handy tool that helps customers discover the perfect next-gen wallet for their busy lives.

Ekster now not only makes it easier for users to find what they're looking for but also collects valuable data and insights on customer behavior in the process. This helps them optimize their online store and refine the shopping experience into one that truly resonates.

Ekster's website has become a powerful selling tool thanks to the Wallet Finder.

- Conversion rate uplift of +259.03%
- Site conversion rate of 2.68%
- Product Advisor conversion rate of 9.62%
- Average order value of +15%

[See the live example](#)





### 3. Top4Sports' Running Shoe Finder

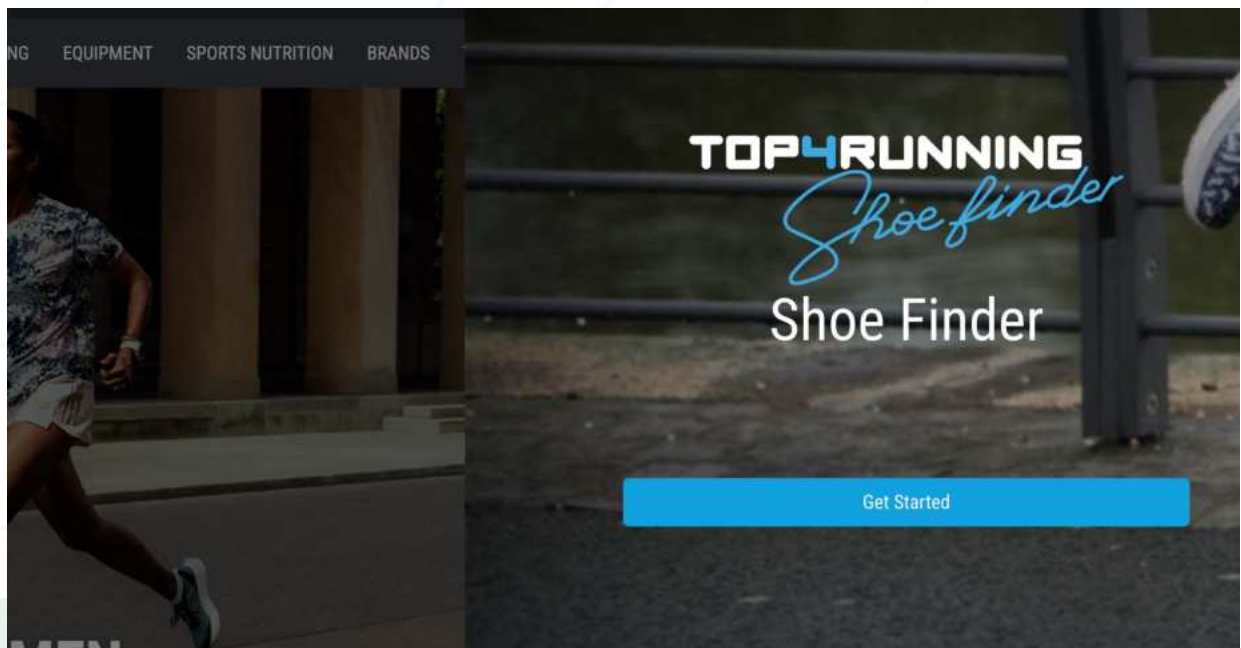
Top4Sport is a fast-growing online marketplace in the sporting product industry. Their promise is to resell quality and cutting-edge activewear products produced by global brands around 22 countries.

In order to bring guided selling into their eCommerce channel, Top4Sport implemented Crobox's Product Advisor. By leveraging a Running Shoe Finder on their webshop, they aim to differentiate their products and reduce overload.

In the first month of implementation, the Shoe Finder had a 126% conversion rate uplift. Since then, high completion rates show users have good purchase intent, and that the Finder is facilitating their behavior.

- Average order value of +27%
- Completion rate of +56%

[See the live example](#)



#### 4. Love Stories' Bralette Finder

Love Stories is a lingerie brand, much loved for their signature bralettes. Always putting comfort first, Love Stories is known for its iconic and signature bralettes. Rooted in lingerie, the collection has now expanded into swimwear, PJs, and cover-ups.

To emulate the advice of in-store sales assistants, Love Stories wanted to implement a Product Advisor on their webshop. Partnering with Crobox, Love Stories is now able to match their shoppers to the perfect bralettes made for their sizing, fit, and style.

Love Stories has a twofold challenge of

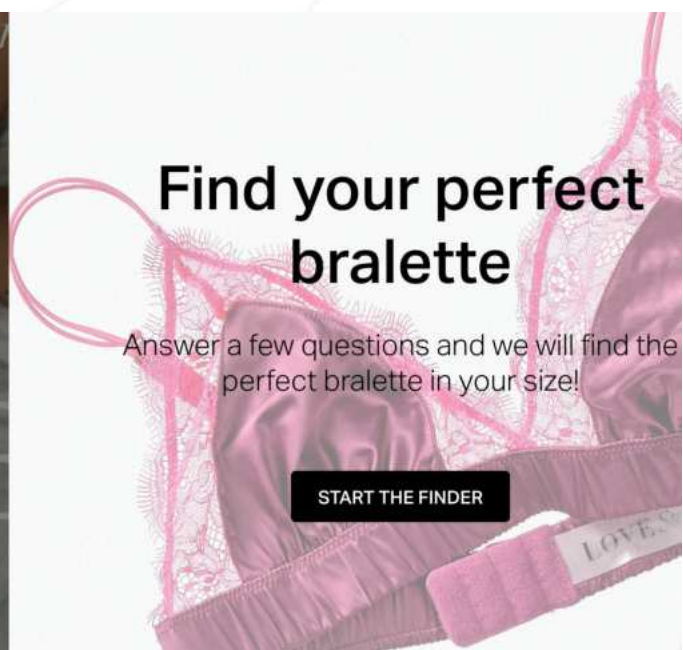
- Helping customers find the right sizing
- Educating the same shoppers about their products.

Our Advisor was implemented as a slide-out on all the homepage, category, and product pages. By asking several questions to determine the fit and style preference of the user, the Fit Finder then recommends a perfect bralette. The Fit Finder also includes additional personalized cross-sells with a 'You Might Also Like' recommendation engine built into the last page.

By gathering direct information, Love Stories learned that 37% of users who start the Fit Finder don't know their bra size!

- Conversion rate uplift of +604%
- Average order value uplift of 15%

[See the live example](#)



## 5. Joolz's Buggy Finder

Joolz is a fast-growing company with the majority of products sold at partner retailers and no physical stores. The Joolz webshop is both an important educational and selling channel. Their buggies and strollers are sustainable and smart, so they also sell accessories, car seats, and other spare parts for parents.

In order to help alleviate the purchase decision, and make their brand the authority in the market, Joolz wanted a Product Advisor. Partnering with Crobox, Joolz is now able to guide shoppers to the right buggy for them. The results of the Buggy Finder also show insights into the Joolz audience, which will enable more relevant targeting and more visibility of the products, brand, and eCommerce webshop.

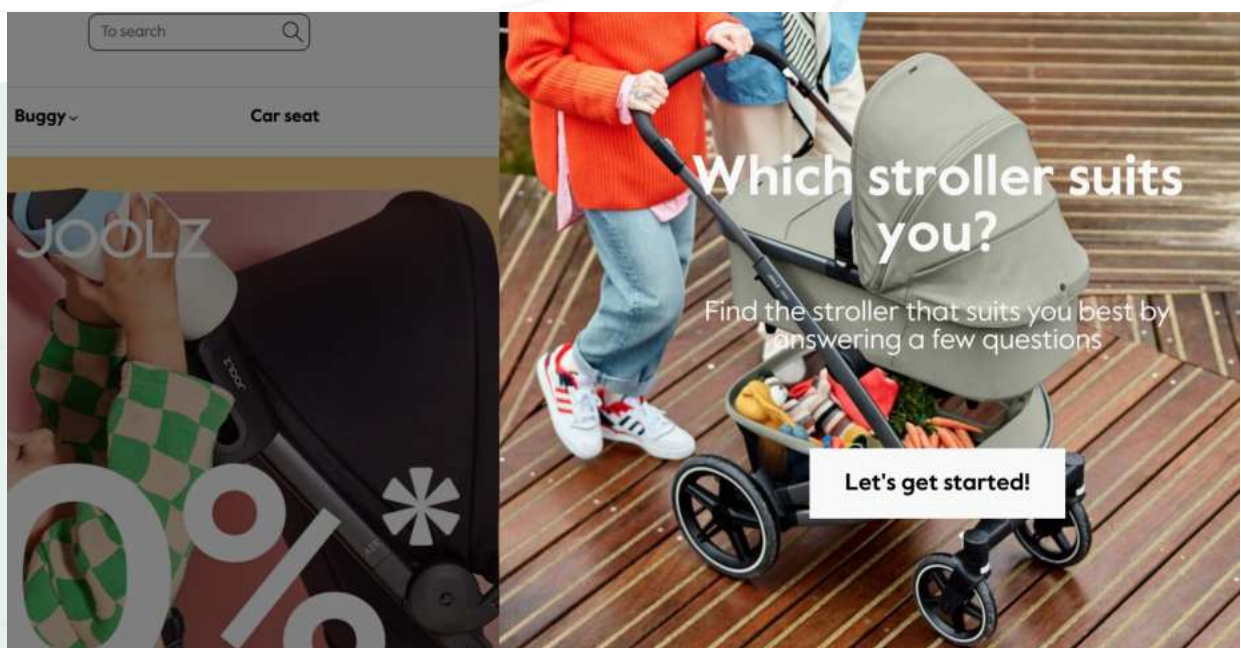
Joolz implemented an Advisor to help guide customers to the right product(s) for them. By asking the right questions, the Buggy Finder will determine what stroller or buggy matches the lifestyle for their audience. This feature was implemented as a slide-out on all the homepage and category pages to collect the right insights for future growth.

### CRO Results

With the right insights, Joolz can show off its eCommerce platform as an important selling channel. The data insights from the Finder will also allow them to target people at various moments of their customer journey, providing more relevant product information and education.

54% completion rate  
+67% average order value

### [See the live example](#)



## Conclusion

Crobox covers your back with modern guided selling solutions and dynamic messaging to enrich the customer experience while driving significant business impact. Don't hesitate to implement our Product Finder and other eCommerce solutions on your webshop and skip all the headaches. Book a demo with our professionals and:

Help your customers find the perfect products for them

Mark results in reduced returns and higher conversion rates.

Learn what your customers love about your products thanks to centralizing your guided selling data in one place.

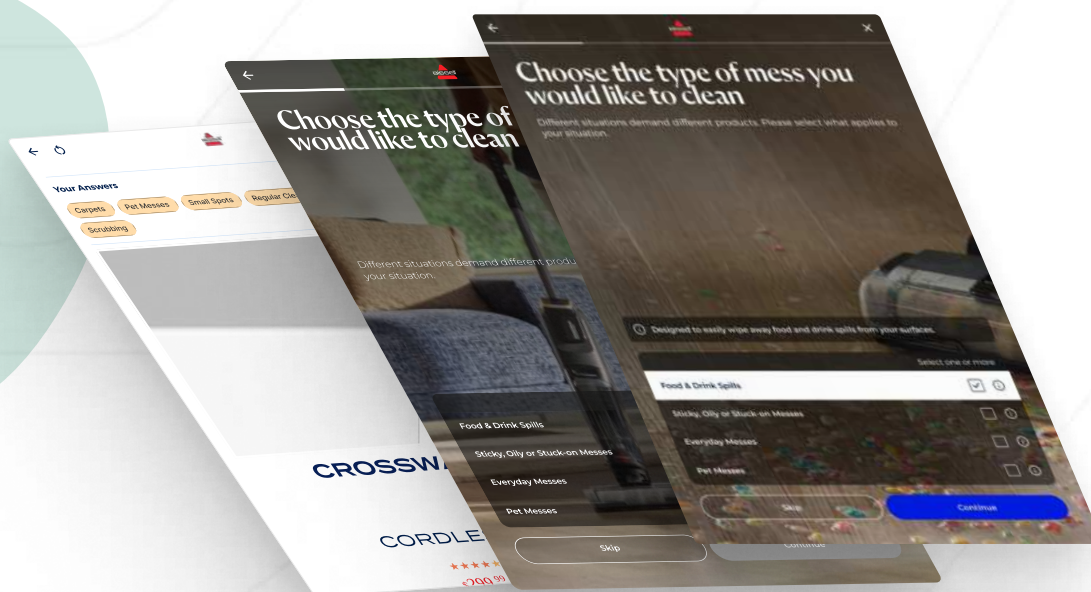
Customize the analytics you see and apply data omnichannel with ease.

Let's win the CRO game starting today!



# Looking For More?

To meet customers' growing demand for personalized discovery and seamless shopping, retailers need to rethink how they connect with their audience. This means creating experiences that anticipate customer needs and deliver real value at every step. Without the right tools, brands can miss out on opportunities for proactive guidance that turns visitors into loyal customers.



Ready to elevate your customer journey and boost conversions? Implementing a product advisor could be the game-changer your business needs.

## Excel in your industry, elevate your brand

[Book A Demo](#)



You're in great company, we're trusted by top brands

