

Stop Guessing.
Start Growing.

Generate *insights*
that power
growth on Shopify

The High Cost of Guesswork

Ecommerce brands are often laser-focused on driving traffic through ads, SEO and email, sometimes at the expense of optimising the experience once visitors arrive. Yet neglecting conversion optimisation often means leaking revenue from every channel you've paid for.

Most businesses spend around £90 on customer acquisition for every £1 on CRO¹. By contrast, top-performing companies dedicate at least 5% of their marketing budget to improving conversion¹, seeing a ROI on average of 223%².

The truth is, insight beats intuition. Real customer feedback and proactive competitive analysis beat blindly testing random tweaks. In this quick guide, we'll show you how:

- 1 Quick wins from smart optimisations can deliver fast, measurable growth.
- 2 Just five user interviews can reveal 80% of usability issues, letting you prioritise fixes strategically.
- 3 A structured competitor review highlights what you should match and what you can do better.

References

¹ Invesp CRO Statistics Report, 2024

² DemandSage CRO Statistics, 2025



Quick Wins That Deliver

CRO isn't about slow, costly overhauls. Whilst you're conducting research and designing bigger test ideas, you can be quickly testing smaller, impactful improvements that together deliver real value.

Practical tweaks that Shopify enables you to make today:



Swift Checkout Improvements: Shopify Plus lets you streamline checkout by removing unnecessary fields and spotlighting fast-payment methods like Shop Pay and Apple Pay.



Faster Page Speed: Compress images, remove unused apps, and enable lazy loading. Even a 1-second delay can cost up to 7% of conversions³.



Sharper Product Pages: Clear savings, USPs, bullet listing key specs, highlighting top reviews. Make it obvious why a shopper should buy from you.



Build Trust and Credibility: Quality reviews, professional assets, guides and going that extra mile to put customer's minds at ease go a long way.

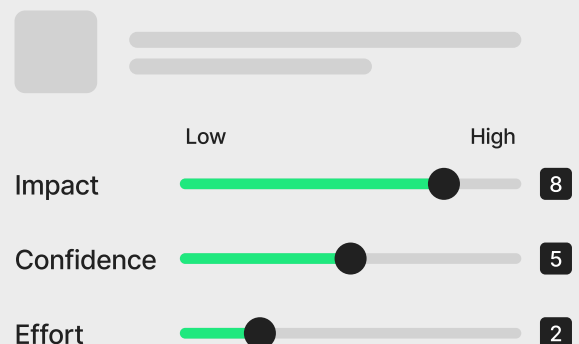
References

³ Invesp CRO Statistics Report, 2024

How to Prioritise

Introducing a framework removes bias and aligns the working team on what's got the best chance of 'moving the needle' when it comes to conversion rate.

ICE (Impact, Confidence, Effort) is just one example to sort your backlog. So you can tackle high-impact, low-effort items first, then move to bigger UX implementations. These are not wild experiments, they're revenue recovery moves designed to pay you back quickly.



You can use the research tactics outlined in this guide to help you accurately score test ideas.

The 80/5 User Research Rule

Data analysis can reveal patterns and measure test outcomes, but they rarely explain why your customers behave the way they do. Only direct customer insights can provide that reasoning.

Fortunately, you don't need dozens of interviews to gain clarity. Research shows that speaking to just five people who match your target audience in a moderated interview can uncover around 80% of the key issues, from content gaps to trust signals.

“Combining quantitative and qualitative insights gives teams clarity. With that clarity, teams can move in sync and drive impactful results.”

Andy Ingham, Experience Design Director

Successful companies combine quantitative and qualitative insights as part of a holistic CRO strategy.

Your 3-Step Interview Framework

Right Recruitment

Match participants to your customer profile, targeting specific demographics and use screener questions to ensure you speak to the right people.


Professional Moderation

Ask open-ended questions, probe with inquisitive follow-ups, and uncover root causes. Encourage participants to explore freely, observe carefully and take detailed notes.

Identify Trends

Focus on the friction areas that appear repeatedly, highlighting patterns that have the biggest impact. This ensures you can prioritise improvements that drive meaningful wins.

Made possible with

 user interviews

Case Study

Revealing top friction points in just one week for a leading Dancewear brand

5 days

From initial search to completing interviews

8

high-value focus areas for improvement

Over two days, our team conducted five in-depth user interviews with carefully recruited participants. Using targeted screener questions, we ensured each participant matched the audience profile perfectly.

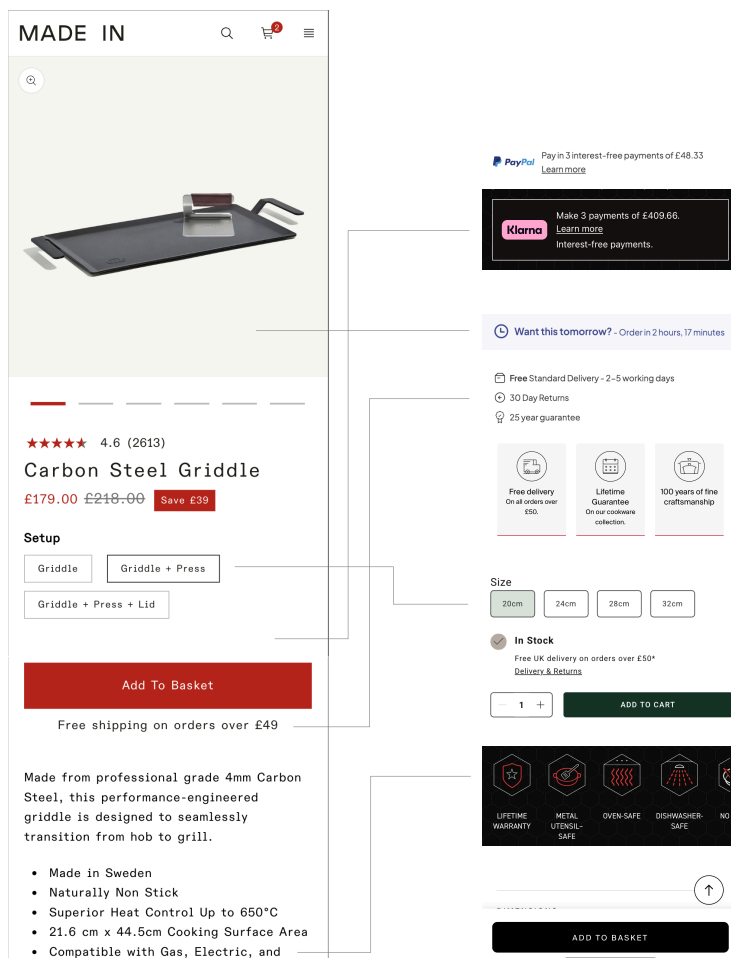
The insights we gathered helped prioritise the testing backlog, highlighting specific areas of the experience to improve and identifying opportunities for new feature integration. Our work has directly shaped the brand's optimisation roadmap for the next six months, enabling a user-centred, evidence-based strategy that balances quick wins with long-term growth.

Competitor Intelligence as CRO Fuel

Competitor analysis isn't just about "copying what works." In ecommerce, it's a structured way to benchmark your performance, uncover missed opportunities, and identify market gaps that can directly impact conversions.

Key Areas to Review:

- Product Discovery & Navigation → "Can customers easily find what they're looking for?"
- Product Page Experience → "Does each product page give customers the confidence to buy?"
- Checkout & Conversion Path → "Is the checkout fast, simple, and flexible?"
- Trust & Credibility Signals → "Do we clearly show customers they can trust us?"
- Retention & Loyalty Tactics → "Are we giving customers reasons to come back?"



Mapping Competitor Features

Visualising competitor digital experiences alongside your own website helps identify strengths, gaps, and opportunities by directly comparing features, content, and user flows. This creates an evidence-based view of the digital landscape, guiding more informed design, UX, and content decisions.

Why It Matters

Customers don't only compare you to your direct competitors, they compare you to the best experience they've had online, period.

If a rival brand offers a faster checkout, better product content, or smoother returns, that becomes the new baseline expectation.

Building a Smarter CRO Cycle

You can combine and integrate these three tactics into a holistic, efficient process. Instead of treating quick wins, user insights, and competitor reviews as isolated activities, they work best when structured into a repeatable cycle that drives continuous improvement.



Identify Opportunities

- Start with quick wins and low-hanging fruit. These are the immediate changes that can reduce friction and improve conversion rates quickly.
- Layer in competitor reviews to spot where your rivals are doing things better or differently, this gives you fresh ideas and benchmarks to test against.

Gather Evidence

- Use qualitative research methods, to uncover the “why” behind user behaviour. These can reveal the motivations, frictions, and expectations.
- Combine this with heuristic reviews to assess usability and identify issues grounded in best-practice principles.

Prioritise & Test

- Feed all insights into a prioritisation framework (e.g., ICE, PIE, or your own scoring model).
- Launch structured tests (A/B, multivariate, or split-path) focused on the highest-impact opportunities.




Learn & Repeat

- Every experiment generates insights, even if it doesn't produce a lift. Record learnings and add them to a centralised knowledge base.
- Roll successful tests into production, then restart the cycle by looking for the next set of opportunities.




By integrating these three streams of activity, you create a closed-loop CRO cycle that's not just about isolated gains, but about building a long-term engine for growth.

You have the traffic, now convert it *with actionable insights.*

Customer-led benefits

-  Seamless shopping journey with easy navigation, clear product info, and frictionless checkout.
-  Confidence and trust through transparent pricing, reliable delivery, and secure payments.
-  Build brand loyalty through positive emotional connection that encourages repeat purchases.

Business-led benefits

-  Increase conversion and revenue through optimised journeys that drive more purchases.
-  Reduced operational costs with lower support requests, fewer returns, and improved efficiency.
-  Faster innovation with lower risk from evidence-based testing to validate features pre-rollout.

Want to unlock stronger insights for your CRO strategy?
Get in touch and we'll explore opportunities together

hello@b2agency.com