The Hidden Cost of Anonymous Traffic: A Shopify Owner's Guide to Consumer Intelligence

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The Shopify Squeeze: Rising Ad Costs, Falling Conversions

PROBLEM:

You're paying more than ever to drive traffic.

And you know almost nothing about the 97%+ who don't buy.

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According to Statista,
customer acquisition costs
have risen by 60% in the past five years.

https://loyaltylion.com/blog/blog-average-cac-ecommerce

- Fashion & apparel: ~$66 per customer

- Beauty & personal care: ~$61 per customer

- Consumer electronics: ~$76 per customer

- Food & beverage: ~$53 per customer

- Home & furniture: ~$77 per customer

- Jewelry: ~$91 per customer

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Average conversion rates of
e-commerce businesses in 2024
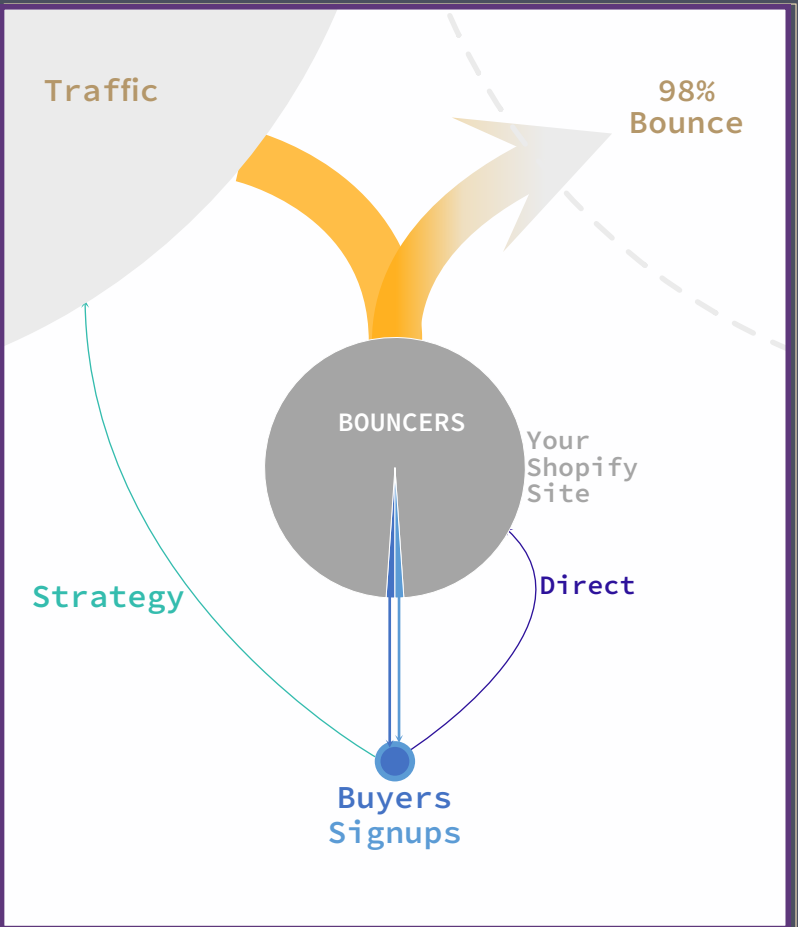were 1.65%
(a 16.47% drop from
1.97% compared to 2023)...

https://amasty.com/blog/what-is-a-good-conversion-rate-
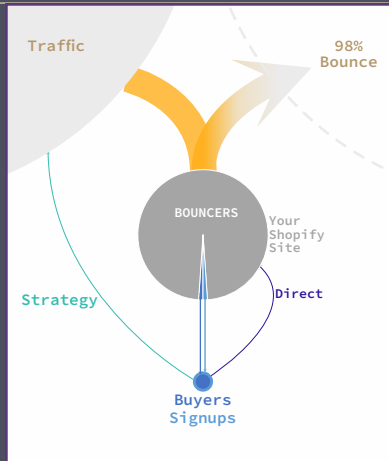for-an-e-commerce-site-hints-and-tips/

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Problem: 97% Anonymous Bounced Traffic*

* Traffic You Probably Paid For

Traffic

98%
Bounce

BOUNCERS

Your
Shopify
Site

Strategy

Direct

Buyers
Signups

Missing consumer intelligence has enormous costs. Profit on 1% of website visitors must cover 100% of ad spend. 2% of consumers can be re-contacted through email/SMS, reducing the value of tools like Klaviyo dramatically.

Refining ad spend and improving traffic with no clear picture who your customers are is like pouring money into a black box.

Meanwhile, Meta has enough profit to spend hundreds of millions on new AI data centers.

The Hidden Multiplier: Every Bounced Visitor Costs You Twice

You can't optimize marketing without knowing who's actually visiting

You can't recover those expensive visitors because they're anonymous

So you keep spending more on the wrong people AND losing the right ones

Meta Loves
This Direct Marketing Myth:

"You have to get direct opt-in."

-Pompous Expertus 88 A.D.

Not In The US!

US CAN-SPAM
IS "OPT-OUT"

Under CAN-SPAM, businesses don't need explicit permission before sending commercial emails to consumers who have shown interest in their products or services. This is fundamentally different from opt-in requirements found in other privacy laws like GDPR. Instead, CAN-SPAM operates on an opt-out model—businesses can initiate email communication as long as they follow the law's requirements and give recipients a clear way to unsubscribe.

The key is that recipients must be able to easily opt out of future emails, and businesses must honor those requests promptly. Every commercial email must include a visible and operable unsubscribe mechanism, and once someone opts out, businesses have 10 business days to stop sending them promotional messages. The law also requires that emails clearly identify themselves as advertisements, include the sender's valid physical postal address, and use accurate subject lines and header information.

This approach reflects CAN-SPAM's balance between allowing legitimate commercial communication and protecting consumers from deceptive practices. While businesses can email consumers who've expressed interest—such as by providing their email address during a purchase, signing up for information, or engaging with the company—they must respect when those consumers say "stop." The law's focus is on transparency, honesty, and giving consumers control over their inboxes, rather than requiring upfront consent for every business email.

CANSPAM Act of 2003

Section 5(a)(3) - Inclusion of Return Address or Comparable Mechanism:

"It is unlawful for any person to initiate the transmission to a protected computer of a commercial electronic mail message that does not contain a functioning return electronic mail address or other Internet-based mechanism, clearly and conspicuously displayed, that a recipient may use to submit, in a manner specified in the message, a reply electronic mail message or other form of Internet-based communication requesting not to receive future commercial electronic mail messages from that sender"

Section 5(a)(4) - Prohibition of Transmission After Objection:

"If a recipient makes a request using a mechanism provided pursuant to paragraph (3) not to receive some or any commercial electronic mail messages from such sender, then it is unlawful for the sender to initiate the transmission to the recipient, more than 10 business days after the receipt of such request, of a commercial electronic mail message that falls within the scope of the request"

Section 5(a)(5) - Required Disclosures:

"It is unlawful for any person to initiate the transmission of any commercial electronic mail message to a protected computer unless the message provides clear and conspicuous identification that the message is an advertisement or solicitation; clear and conspicuous notice of the opportunity under paragraph (3) to decline to receive further commercial electronic mail messages from the sender; and a valid physical postal address of the sender"

Section 2(b)(3) - Congressional Policy Determination:

"recipients of commercial electronic mail have a right to decline to receive additional commercial electronic mail from the same source"

ftc.gov/sites/default/files/documents/cases/2007/11/canspam.pdf

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In Plain English:

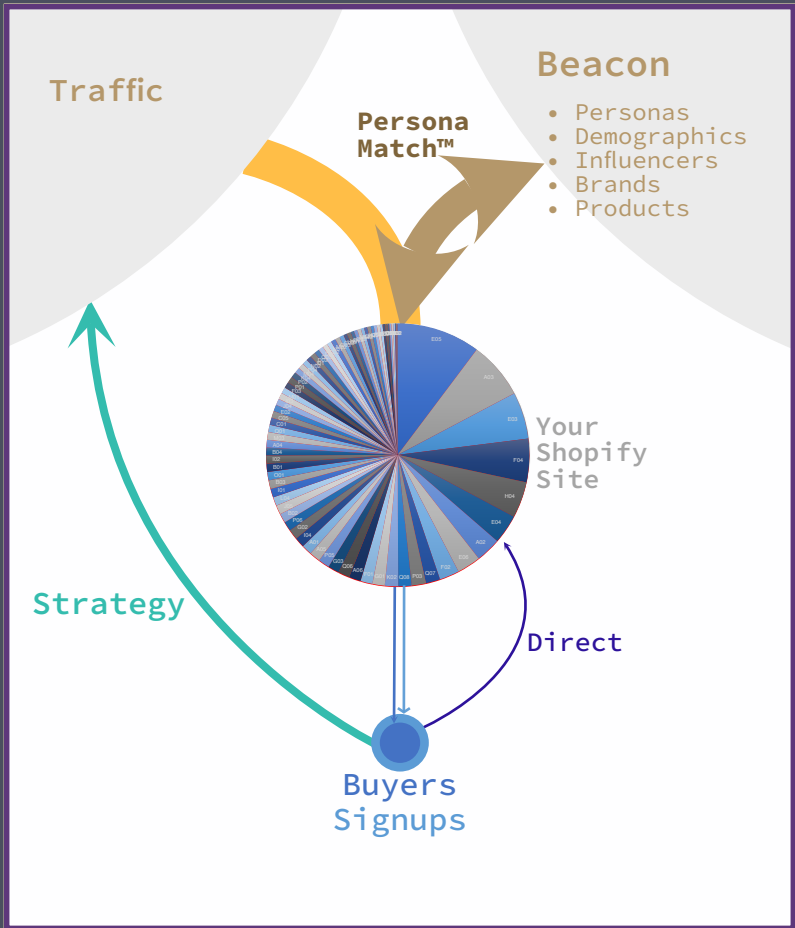# You <u>Can</u> Email Your Website Visitors
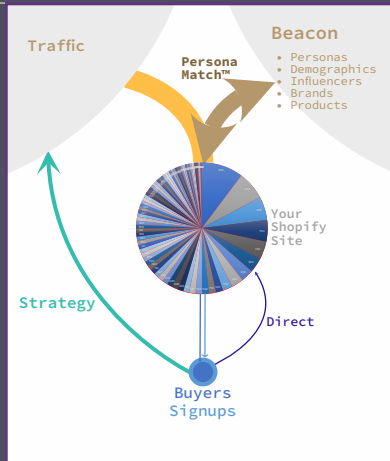
You're just missing two things.

a. useful insights about them

b. their email address

Solution A: Beacon Persona Match™

Beacon

- Personas
- Demographics
- Influencers
- Brands
- Products

Traffic

Persona Match™

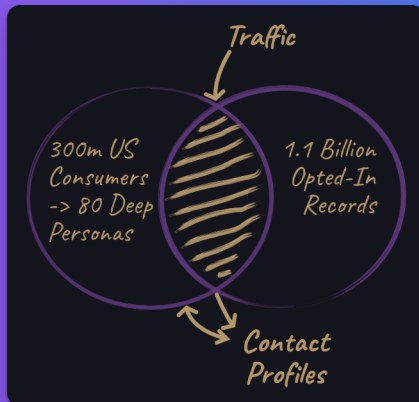Your Shopify Site

Strategy

Direct

Buyers Signups

Beacon is a consumer intelligence service for Shopify.

Beacon AI matches every website visitor to the first US consumer persona model based on consumer digital behavior.

With over 1,000 attributes for each of 80 personas, Beacon gives Shopify operators a deep, detailed understanding of their consumers, buyers and campaigns.
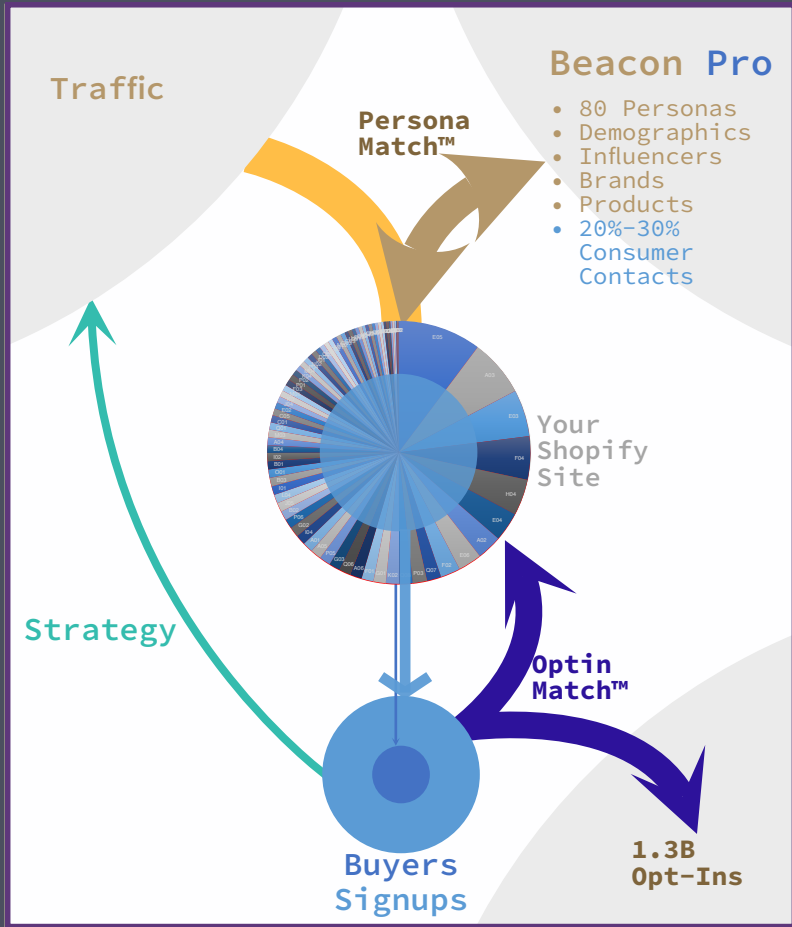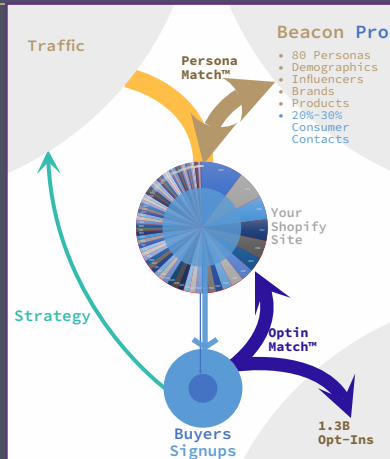
Beacon offers an incredible free tier.

Traffic

300m US Consumers -> 80 Deep Personas

1.1 Billion Opted-In Records

Contact Profiles

Screenshot by Xnapper.com

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Solution B: Beacon Optin Match™

Traffic

Beacon Pro
- 80 Personas
- Demographics
- Influencers
- Brands
- Products
- 20%-30% Consumer Contacts

Persona Match™

Your Shopify Site

Strategy

Optin Match™

1.3B Opt-Ins

Buyers Signups

Beacon Pro delivers email address, name, persona code, gender, and page(s) viewed for 20%-30% of your website visitors, in real time.

They don't have to fill in a form.

Beacon Optin Match™ matches every website visitor to 1.3 billion opted-in records from over 2,500 commercial websites.

Beacon Pro can drop records directly into Klaviyo, or through Zapier to over
2,700 marketing and sales systems.

Start with Beacon Free at
socialsignal.ai/shopify

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