

Case Study Question

E-Commerce Fashion Brand – High Traffic, Low Sales

Brand: StylishThreads

Situation:

StylishThreads is a trendy, affordable fashion brand for women aged 20–35. They have an online-only model and strong social media game. With over 100K monthly website visits, mostly from Instagram and Google, traffic is solid. But sales are struggling—conversion rate is just 0.8% (average e-commerce is 2–3%).

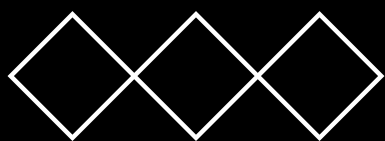
They’ve tried pop-up discounts, abandoned cart emails, and free shipping but haven’t seen much improvement.

Your Tasks:

- Identify reasons for low conversion (UX? pricing? trust issues?).
- Map the customer journey (entry point > checkout).
- Suggest 3 conversion-focused strategies.
- Propose A/B tests to try improvements.
- Define KPIs to track success.

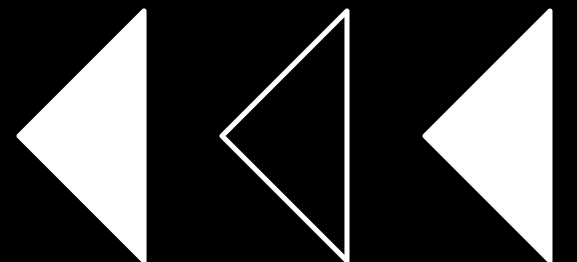
Case Study

PRESENTED BY:
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Brand Overview

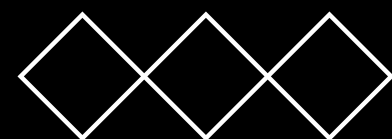
Attribute	Details
Brand Name	StylishThreads
Industry	E-Commerce Fashion (Women's Apparel)
Target Audience	Women aged 20–35
Sales Model	Online-only
Traffic Sources	Instagram, Google Search/Ads
Monthly Traffic	~100K visits
Conversion Rate	0.8% (Below industry average of 2–3%)
Tactics Tried	Pop-up discounts, abandoned cart emails, free shipping



PROBLEM AND PROPOSED SOLUTION

StylishThreads has successfully built a trendy, accessible fashion brand with strong social media traction and consistent traffic (100K+ monthly visitors).

However, despite these positives, the brand struggles with a low conversion rate of just 0.8% , well below the e-commerce average of 2–3%.



GOALS

The overarching goal for StylishThreads is to significantly improve its online conversion rate by addressing key barriers in the customer journey. With a current conversion rate of just 0.8%—well below the e-commerce industry average—the brand must implement strategic changes to enhance user experience, increase trust, and drive more visitors to complete purchases

Goals and Objectives

OBJECTIVES

To achieve this goal, StylishThreads will focus on three core objectives:

- **Enhance product** discovery through personalized experiences such as interactive style quizzes and AI-driven recommendations to help customers find items that match their preferences.
- **Optimize the checkout experience** , especially for mobile users, by streamlining the payment process, offering one-click payment options, and integrating trust signals throughout the funnel.
- **Improve cart recovery rates** by launching segmented, behavior-based email and SMS campaigns, using urgency-driven messaging and retargeting ads to re-engage potential customers who abandon their carts.

Root Cause Analysis: Why Is Conversion Low?

After evaluating the customer journey and brand performance, here are the most likely reasons for low conversion:

Potential Issue	Evidence / Observation
Poor User Experience (UX)	Visitors may be confused by navigation or overwhelmed by too many options; unclear product details or fit info
Lack of Trust Signals	No visible trust badges, return policy, or user-generated content
Generic Marketing Tactics	One-size-fits-all pop-ups and cart recovery without personalization or urgency
Price Perception vs. Value	Customers may perceive the price as not matching quality or fit expectations
Mobile Checkout Friction	High mobile usage but possibly clunky checkout flow, missing one-click payment options
Ineffective Urgency Triggers	Visitors may be confused by navigation or overwhelmed by too many options; unclear product details or fit info

Customer Journey Map (Entry Point > Checkout)

Stage	Description	Key Points
1. Entry Point	Visitor arrives via Instagram or Google	Paid ads, SEO, organic posts, influencer links
2. First Interaction	Browses homepage or category pages	Navigation menu, banners, filters
3. Product Exploration	Views individual product pages	Images, descriptions, reviews, size guides
4. Cart Review	Adds items to cart and reviews	Add-to-cart button, cart summary, promo code field
5. Checkout	Completes purchase	Shipping address, payment method, confirmation page

Conversion-Focused Strategies

Strategy 1: Personalized Product Discovery

→ Improve Relevance and Reduce Overwhelm

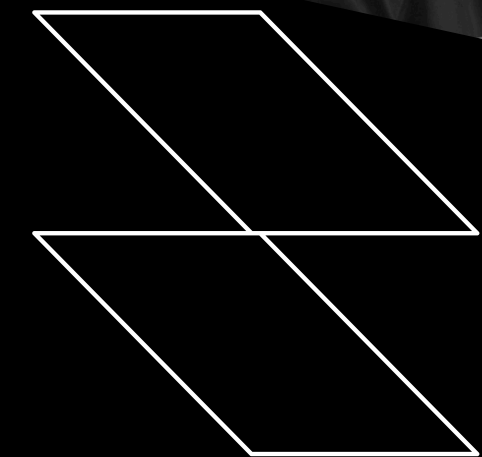
What to Do:

- Introduce an interactive “Style Quiz” to recommend products based on preferences (style, body type, occasion)
- Show personalized carousels like “You Might Like...” or “Frequently Bought Together”

Why It Works:

- Helps indecisive buyers make choices
- Increases perceived value and relevance

Tools: Nosto, Barilliance, Klaviyo



Strategy 2: Optimize Mobile Checkout UX

→ Eliminate Drop-Offs at Final Step

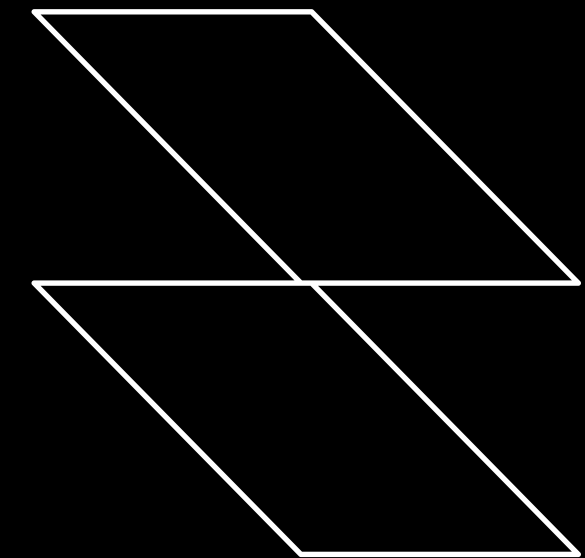
What to Do:

- Enable guest checkout and one-click payments (Apple Pay, PayPal Express)
- Display progress indicators and trust badges throughout checkout
- Offer Buy Now, Pay Later (BNPL) options (e.g., Klarna, Afterpay)

Why It Works:

- Reduces friction
- Builds confidence in security and flexibility

Tools: Shopify checkout features, Hotjar for UX testing



Strategy 3: Smart Cart Recovery Campaigns

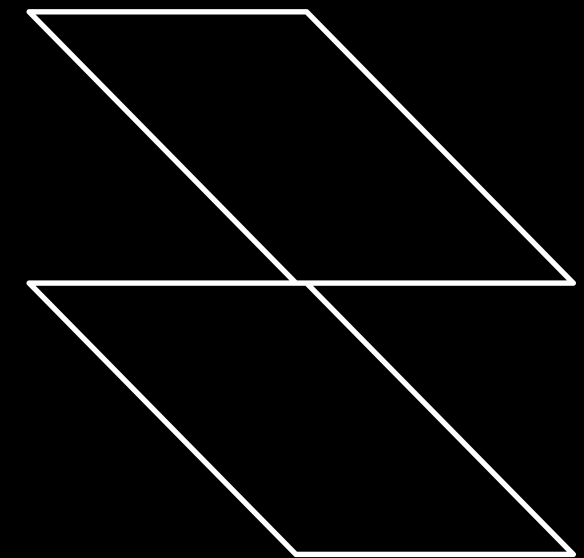
→ Win Back Abandoned Carts Effectively

What to Do:

- Use segmented email/SMS flows :
 - First email after 1 hour (no offer)
 - Second after 24 hours (10% off)
- Run retargeting ads showing exact items left in cart
- Add exit-intent popups offering limited-time incentives

Why It Works:

- Uses behavioral triggers
- Applies psychological urgency



Tools: Klaviyo, Meta Pixel, Google Ads

A/B Tests to Try Improvements

Here are 3 high-impact A/B tests to validate assumptions and optimize conversions:

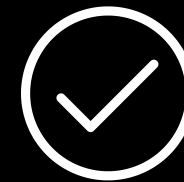
Test #	Hypothesis	Control	Variation	Goal KPI
1	Showing TikTok-style videos increases engagement	Static images only	Product video carousel	Add-to-cart rate
2	Offering multiple payment icons improves checkout initiation	Single checkout button	Apple Pay + PayPal + Klarna buttons	Checkout start rate
3	Urgency-based exit popup outperforms discount	“Get 10% off” popup	“Only 2 left – complete your purchase”	Exit-popup acceptance rate

KPIs to Track Success

Funnel Stage	KPI	TARGET
Awareness	Website Visits	100K/month
Interest	Add-to-Cart Rate	6%
Decision	Cart Abandonment Rate	<60%
Action	Conversion Rate	1.5%
Retention	Repeat Purchase Rate	20%
Loyalty	Email Open Rate	>30%

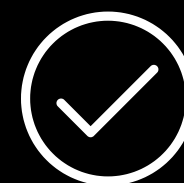
Summary & Next Steps

StylishThreads has a strong foundation in audience and traffic, but needs strategic improvements in user experience , personalization , and behavioral marketing to boost conversions.



IMMEDIATE ACTIONS:

- Implement Style Quiz and UGC integrations
- Optimize mobile checkout with BNPL and trust signals
- Launch segmented cart recovery campaigns



ONGOING OPTIMIZATION:

- Monitor funnel KPIs weekly
- Continue A/B testing across key touchpoints
- Refine messaging and UX based on data insights