

Shopify Conversion Benchmark Report

Benchmarks from 6.3M sessions and 155K orders — see where you stand

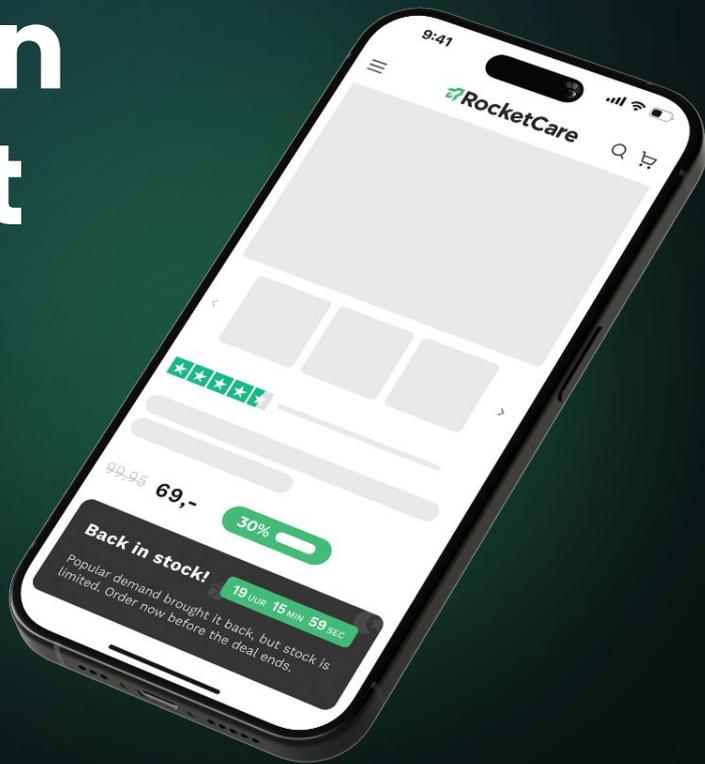


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Know Your Leaks

Funnel Benchmarks



Abandoned Cart Rate

40%

Average Abandoned
Cart Rate

45%-50%

For Lifestyle & Luxury
Shopify brands

17%-25%

For Beauty & Health,
problem-solution focus

On average we see about a 40% abandoned cart rate. It depends heavily on the type of product. Products focussed on solving a particular problem tend to have lower abandoned cart rates, signaling a higher purchase intent with visitors. This doesn't immediately mean the conversion rate is higher, that depends on the ATC rate.



Checkout Metrics

The abandoned checkout rate is roughly the same across all brands. The Shopify checkout is well-optimized.

~43%

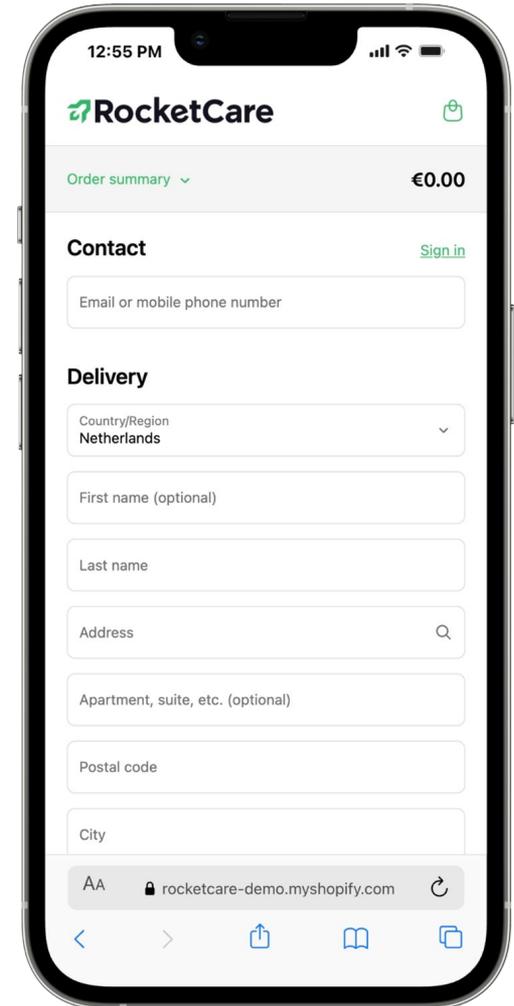
Abandoned
Checkout Rate

2.66%

Conversion rate
on checkouts

Real levers we've found in the checkout are personalized cross-sells based on items in the cart. If you are on Shopify Plus, it's a no-brainer to test this!

In the last slide, you'll find a Loom and Google Doc on how you can calculate these numbers for yourself!



Bounce Rate

~62%

Homepage

~55%

Collection Page

~69.5%

Product Page

Ultimately, the bounce rate heavily depends on the congruency between your advertisement/marketing, and what the visitors sees at first glance. The bounce rate will be lower for visitors coming from an advertorial/listicle.

More on this topic later! [The First 3 Seconds Are Worth Millions...](#)



STOP THE BLEEDING



**Before you start
working with a CRO
agency, do this!**



Fix your bugs!

This is boring... we know. But really, this is so so important. Many brands leave money on the table here.

Check

Mobile screen size (360px)

Safari, Chrome, Firefox, Edge

Different IOS versions

Translations & localisation

Why it matters

- > Needs no explanation. You'll be surprised how many brands have mobile UI issues.
- > Every browser has their own quirks. Go through your funnel on each browser.
- > The new iOS26 glass effect has not been friendly to many storefronts. Check it!
- > Big one! We increased ATC rate for one brand with 22% in week 1 by fixing this.

We always say "click through your store like you're an absolute nutcase" and find what issues may arise.

Don't start working with a CRO agency before doing this yourself. Otherwise they'll run these as "quick wins".



The First 3 Seconds are Worth Millions



The First 3 Seconds Are **Worth Millions**

If we had to dictate one place on your store that is most important to optimize, it is the above-the-fold on your product page.

If you run paid social ads, you'll likely send most of your traffic to your product page ('pre-landers' also count).

The first 3 seconds dictate if the user is going to scroll down, and will see the ATC button, which is the most important button on your product page.

If your bounce rate is above the benchmark, start testing here first. We also hope you have Clarity/Hotjar or a similar tool installed (Heatmap.com 😊) because then you can look at your scroll depth. If less than ~25% of your users reach your ATC button, it's time to start testing there!



Clear contrast announcement bar

Show your important visuals instantly

Improve thumbnail navigation clarity

Load reviews above the fold



Experiment We've Ran

Hypothesis

Observation: We noticed that users are not engaging with the top part of the product detail page (PDP), leading to early exits and lower conversions.

If we improve the above-the-fold section of the PDP by clearly highlighting key product benefits and value propositions, **then** users will be more engaged (e.g., higher scroll depth and time on page) and more likely to proceed to checkout, **resulting** in increased conversion rates.

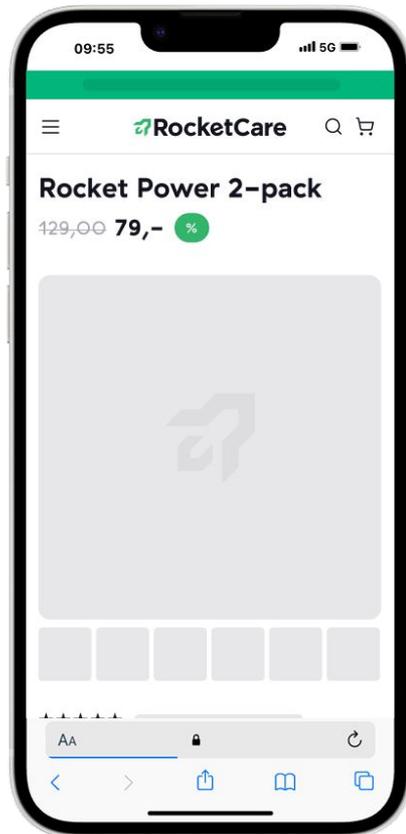
Results

+13.7% increase in Conversion Rate

+10.7% increase in Revenue per Visitor

+5.0% increase in Add to Cart rate

**all metrics reached statistical significance*



+13.7%
Increase in CR

Slightly reduce the size of title/price

Tease thumbnails next to main image instead of under

Above changes make room for already existing review and product-USP sections

**What would a 13.7% lift
in Conversion Rate do
for your business?**



What's Possible





Zeleva → 3.5 years of partnership

€50m/y

From €6.5m/y to
over €50m on 4
storefronts

45%

Increase in CVR
while aggressively
scaling

+27.5%

Extra RPV, resulting
in millions of
added revenue

In just a few months we ran **60+ tests** on the Zeleva storefronts in The Netherlands and Germany. This accumulated to an estimated revenue lift of close to **€1 million per month**.

Our partnership continues to today with RocketCare actively developing the fast-growing Zeleva brand.



Yuaia Haircare → The first 90 days:

38.5%

Experiments
concluded as a
statistical win

477%

ROI on their CFD
investment

€100k+

Estimated
additional monthly
revenue

Yuaia Haircare is quickly becoming one of Europe's biggest beauty & lifestyle brands in Europe. **We are proud to be working with them!**

Everything is dialed in. Content production is on lock, experiments are going live weekly, and this results in some of the fastest growth we've ever seen.

Your Next Steps



Fix your bugs



**Get a free personalized
audit in 48 hours**



**Explore ways to
grow more**

We need a couple data points for the personalized audit. Without that data we can't really add a lot of value. Watch & read the following materials to find the data for the mini-audit.

Loom: <https://www.loom.com/share/00b1cc8a49fe443688eff21c31c10e68>

Google Doc: [\[SOP\] Performance Metrics Setup](#)

