

FOR ECOMMERCE MARKETERS:



# The Dirty Little Statistic Behind Your Stagnant Business Growth

& 5 points of conversion friction responsible for it



# Introduction

It's nearly every eCommerce marketer's "dirty little statistic"<sup>1</sup>:

**The 92:1 Ratio**, or the fact that for every \$92 a marketer spends driving traffic to their websites, they only spend \$1 guiding that traffic to conversion once they get there.

*Why do we do that?* Because it's easy. It makes sense. We know that by spending X dollars, we'll get Y in returns.

**So, why is this approach to marketing so dreadful? A few reasons:**

**#1: You're spending a ton of money** - driving traffic to your website.

**#2: You're wasting a bunch of money** - because most of that traffic doesn't purchase (and you have to pay to bring them back).

**#3: Your business growth is stagnant** - because your ad spend is maxed out and you're not getting the returns you should be.

## Pro-tip

If you're interested in learning more about how you ended up in this situation, take a look at the *C-Suite Series: The Blueprint to Behavioral Marketing*.



This guide has been created to enlighten you on the reasons why it's time to change that ratio and start spending more money on the traffic currently engaging with your business.

<sup>1</sup> Galat, Geoff. "92:1: marketing's dirty little statistic." Econsultancy. N.p., 15 June 2011. Web. 27 Dec. 2017.

In order to convince you, we've outlined 5 points of conversion friction experienced by nearly every eCommerce retailer. The consequence of all this friction? A decline in the conversion momentum of your valuable traffic, a decrease in ROAS, and the subsequent loss of conversions and revenue.

All is not lost, however. In fact, there exists a goldmine of traffic currently engaging with your business, just waiting to be unlocked. It's simply a matter of understanding that traffic, reading their digital body-language, and responding in a way that motivates them to continue their journey to conversion, reducing barriers along the way.

## Pro-tip

For more information on discovering your digital goldmine, check out the C-Suite Series: The Marketer's Map to Discovering their Digital Goldmine.



# Friction Point #1:

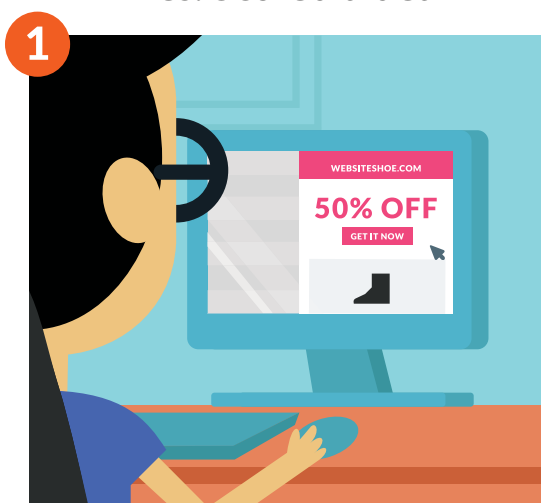
You're disrupting your traffic.  
(And your revenue)



Imagine PauLeeD is looking for a good deal on boots in preparation for winter. He begins the search through the eternal wasteland that is the Promotions tab of his Gmail inbox, just hoping that by some stroke of good luck he'll find. . . and *bam!*, there it is. The deal of the century (or the week, anyway). He's got his wallet out - he needs those boots now. He clicks through the email, simultaneously pulling out his credit card...

Anaaaaannnd PauLeeD lands on the homepage of a department store's website, but the boots and the deal are nowhere to be found.

Yes! Scored a deal



Oh... maybe not



And he slides that card back into the wallet and tucks the wallet back into his pocket. *PauLeeD knows ain't nobody got time for that.*

*So, what just happened?* That's right, you just lost a new customer who was on the verge of making a purchase.

*How'd you manage that?* By killing his conversion momentum.

In fact, you created the conversion friction responsible for destroying his purchase intent in the first place. And you're not alone - most businesses are doing this every day. Whether their audience is arriving through ads or from email - the transitional experience from wherever they're arriving from and into the digital business isn't coherent (or lucrative, for that matter).

*So, what are you missing?* According to some Psych 101 mumbo-jumbo, it boils down to a little process called 'priming,' which "refers to activating particular representations or associations in memory just before carrying out an action or task".<sup>2</sup>

And for those of us who didn't take Psych 101, here's an explanation in English: Say you discuss the color "yellow" with someone and then ask them to select between a bunch of fruity options: apples, oranges, bananas, grapes.

The banana would likely capture their attention first, because the color yellow is subconsciously at the top of their mind.

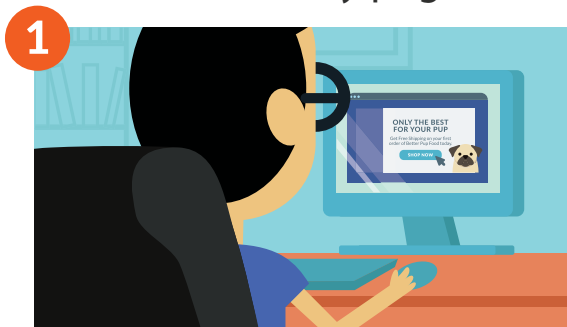
Ok... thanks. How does this apply online?

Think of your ads and your emails as those 'primers'. The destination of those primers, or your webpage, should have a similar effect as the color yellow from the above example. The content of your webpage should ring relevant with your audience simply because the ad or email they just clicked through primed them for it.

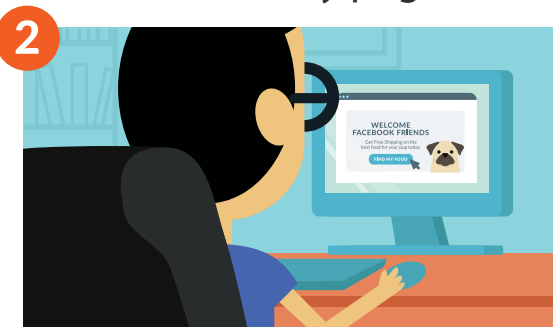
Let's look at a primed scenario when PauLeeD clicks through an ad for puppy food.

<sup>2</sup> "Priming," Psychology Today. N.p., n.d. Web. 27 Jan. 2017.

Ohh, for my pug!



Yes, for my pug!



*The lesson?*

Anything with pugs will skyrocket conversions.

**Continuity between your ads and your on-site messaging is critical.**

Considering the majority of eCommerce traffic today is driven through paid media and email marketing, it's up to you and your business to ensure you're getting the most value for every ad campaign delivered and every email sent.

So, to sum up how you can replace disruptive experiences with revenue-driving ones: Take a look at where your visitors are coming from. What does their origin tell you about their interests? How can you take those interests and turn them into action, or more importantly, conversions?

# Friction Point #2:

Your consumers are thinking.  
(Don't let them)





PaulLeeD, back in the Gmail Promotions tab of his inbox, has found another deal that swiftly takes him to a properly primed product page. (*Try saying that 5 times fast.*)

He flips through a few product images. He scrolls down to read reviews. He even checks the available shoe sizes. But he's just not adding the boots to his shopping cart.

*Why?* Because he doesn't know that he should.

Think about what goes through your head once you've decided that you like an item, but you haven't yet decided whether or not to purchase. You're likely considering all the pros and cons -- what if you do this and that happens; what if you do that and this happens. As Steve Krug, author of *Don't Make Me Think*, describes it, "all the thought balloons over my head have question marks in them"<sup>3</sup>.



Enter **Conversion Friction** (*in the form of thought balloons*).

So, how do you rid your consumers of those thought balloons and ease that decision making process?

For starters, tell them what you want them to do. Steve Krug expands on this idea within the context of website usability:

"Don't make me think...It means that as far as humanly possible, when I look at a Web page, it should be self-evident. Obvious. Self-explanatory... I should be able to 'get it' — what it is and how to use it — without expending any effort thinking about it."<sup>4</sup>

<sup>3</sup> Krug, Steve. *Don't make me think!: a common sense approach to Web usability*. Indianapolis, IN: Que, 2000. Print.

<sup>4</sup> Ibid.

Bringing this concept to your consumers' conversion journey, every next step (based on their digital body-language, of course) should be self-evident. Stop creating space for all those thought bubbles.

Today, what happens when PauLeeD takes various actions across a product page, expressing his serious interest in those shoes? Absolutely nothing. Nothing to instruct him or guide him toward a decision.

*So, what should you do?* Just that. Tell PauLeeD what he should do. Guide him toward his decision to purchase. People are ingrained to follow instructions. They don't want to think if they don't have to.

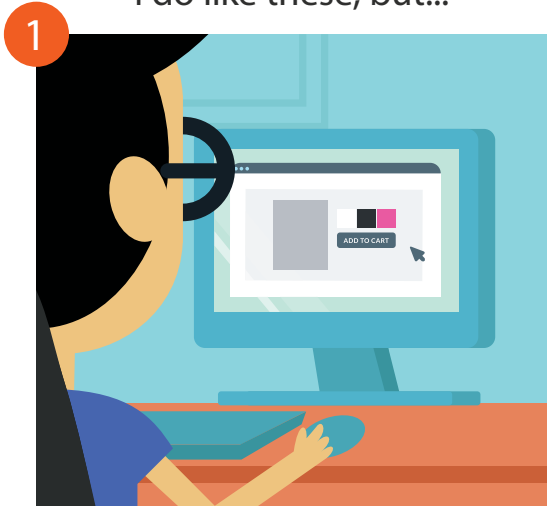
So... don't let them!

*How?* It starts with reading their digital body-language.

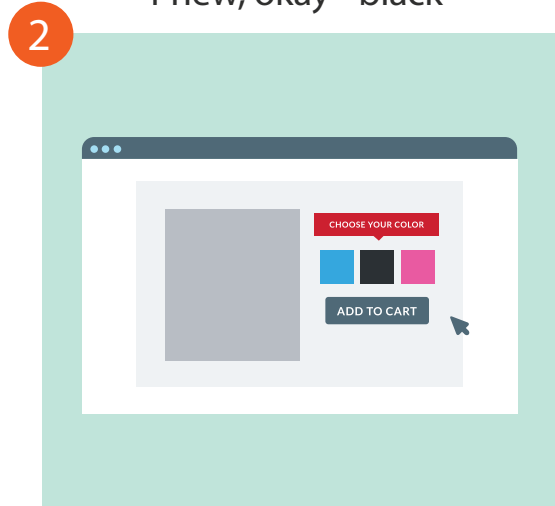
Think back to PauLeeD's behaviors on your product page. He took specific actions that displayed his clear interest in your product.

*The next step?* Based on those actions tell him what he should do next - in this case, select a color and add those shoes to cart.

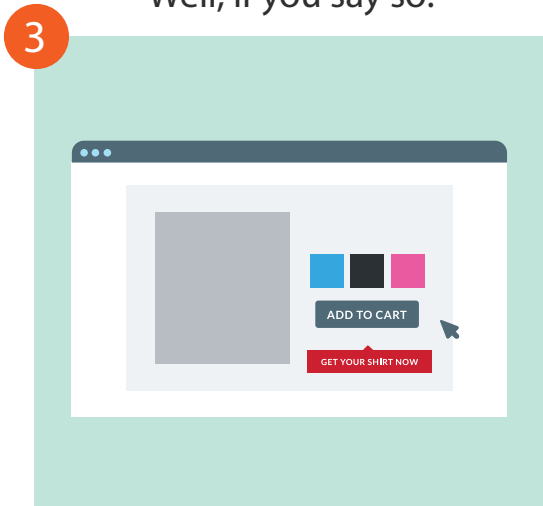
I do like these, but...



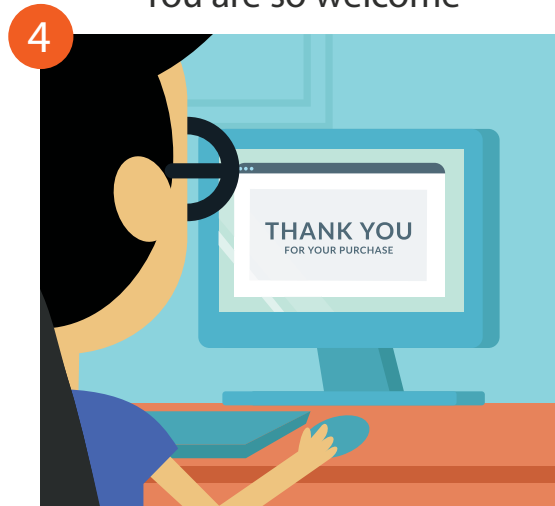
Phew, okay - black



Well, if you say so!



You are so welcome



There are actions your consumers are taking across the conversion funnel that exhibit their interest in your brand. Capitalize on those actions by letting your visitors know what they should do next.

Ultimately, every consumer knows how to browse. It's easy, and it doesn't require too much thought. Buying, however, requires consciousness and includes a series of decisions. So it's up to you to make the purchase process as easy (and as profitable) as possible.

# Friction Point #3:

Your consumers are distracted.  
(Bring 'em back)



There exist numerous ways for people to shop today: of course, brick and mortar stores still exist along with mobile, tablet, and desktop shopping experiences.

*And how do you ensure that your shoppers become buyers across each of those experiences?*

One simple tactic is to remind them.

In brick and mortar stores, this concept is easier -- people are pushing their own shopping carts, they're holding the items they want. The idea of forgetting about the items in your hands or in the cart that you're pushing around is difficult.

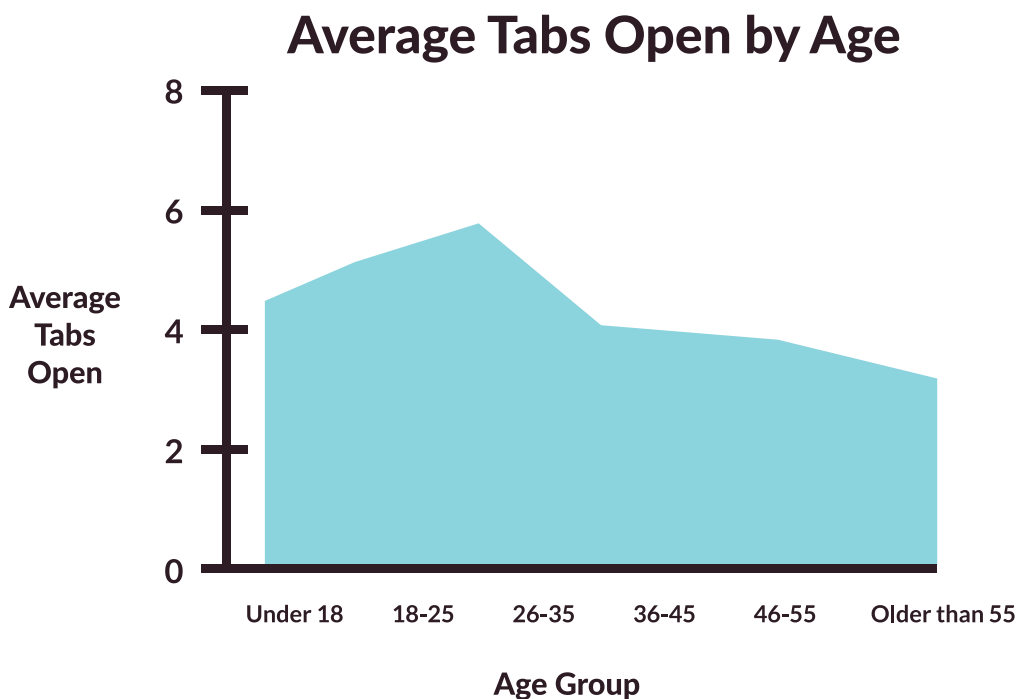
Online, however, it's not so simple.

We'll start with the miniscule digital shopping cart that most retailers rely on to hold an individual's items. Across every device, the shopping cart is usually lost in the top corner of the page -- completely out of sight.

. . . And out of mind, considering the distracted state of consumers today

On desktop, in particular, studies show that people commonly have several browser tabs open at any given time. <sup>5</sup>

<sup>5</sup> Singer-Vine, Jeremy. "Open this story in a new tab." Slate Magazine. N.p., n.d. Web. 27 Jan. 2017.



So, while SuzieQ feels as though she’s being super productive with tabs for shopping, news, research, and homework all open at the same time, in reality, she’s just the opposite:

“When you are jumping from tab to tab your brain is releasing dopamine receptors that are giving you the illusion that you are being more productive. Your brain, however, is not actually processing all of these stimuli...Having multiple tabs open isn’t making you more productive, it’s actually just making you scatterbrained, thus decreasing your ability to remember any single piece of information.”<sup>6</sup>

<sup>6</sup> Moon, Lauren. “Why You Open Too Many Browser Tabs And How To Stop It.” Why You Open Too Many Browser Tabs And How To Stop It. N.p., 25 Apr. 2016. Web. 27 Jan. 2017.

In this case, SuzieQ's conversion momentum begins with her opening the tab to your website and ends with her decision to be a "productive" human by multi-tabbing. The conversion friction lies in the fact that you've lost SuzieQ's focus.

*So, how do you alleviate that friction and regain her attention?*

The answer remains the same - you remind her.

Create a shopping cart that can't be lost at the top of the page. Ensure the items an individual adds to cart cannot be forgotten. Mirror the in-store experience by creating carts that consumers carry with them while they shop and browse.

Now, even if SuzieQ has paused her shopping to do homework, when she clicks back (even if it's in preparation to close the tab), she'll have a clear reminder of what she's leaving behind.

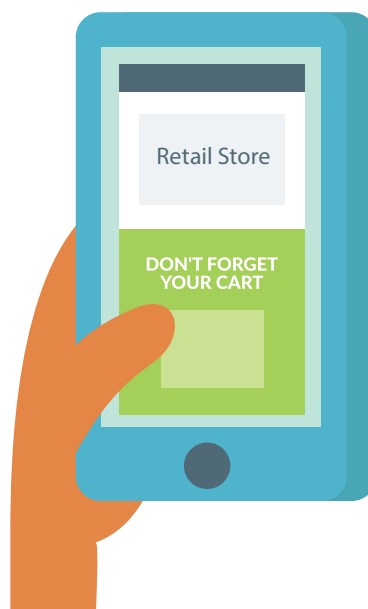


This strategy shouldn't be limited to desktop. On mobile and tablet, too, while consumers may not be undertaking the multi-tab strategy, they do tend to remain in a browse-first mindset. Mobile and tablet devices, while great for digital window-shopping, are not ideal for checkout. So, consumers use their mobile devices for just that, allowing their shopping carts to become wishlists instead.

Sure, wishlists are great when SuzieQ can simply make a list of things she likes and leave it in the universe, hoping that some of those items will magically land on her doorstep. But when that wishlist stares right back at her, reminding her of everything she desires, it becomes slightly more difficult to ignore.

*And just like that, the browse-only mindset of mobile shoppers wavers on the brink of buy-mode.*

Now, imagine if that wishlist could follow SuzieQ beyond the device that she created it on? That wishlist suddenly transforms into a shopping cart on a different, more conversion-friendly device, and your new shopping cart strategy persists. **It's called People-Based Marketing.** And it's a game-changer for your business.



## Pro-tip

For more information on the importance of People-Based Marketing, check out the C-Suite Series: The Manual to People-Based Marketing.



# Friction Point #4:

You're coming on too strong.  
Or, you're playing hard to get.  
(Play it cool, dude)

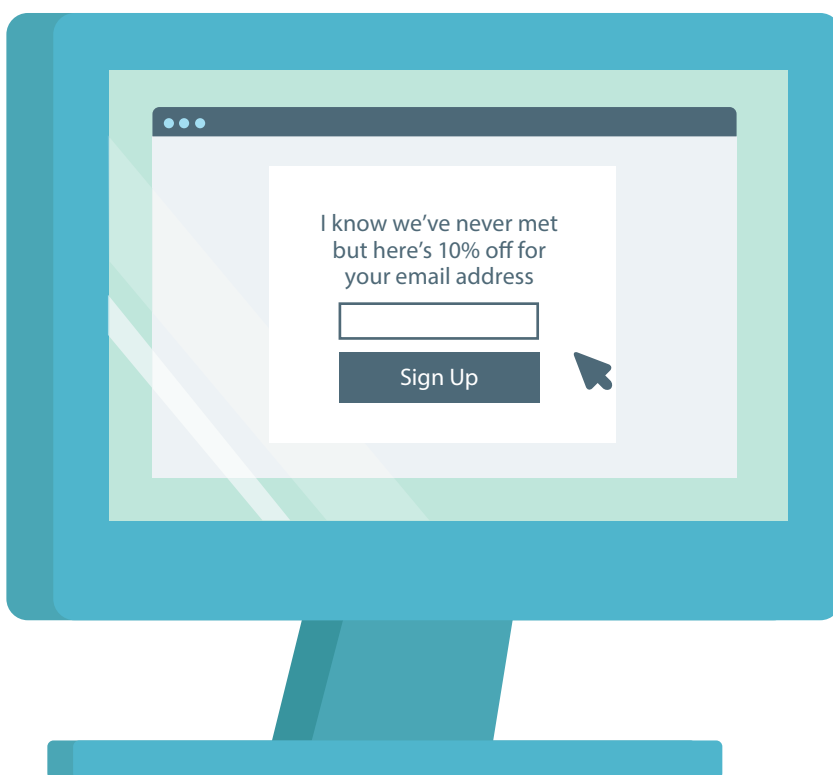


SuzieQ and PauLeeD are at a bar - each blowing off steam with their friends after a long work week. They lock eyes from across the room. PauLeeD, without so much as asking her name, walks over and immediately asks for SuzieQ's number.

Creeped out, SuzieQ drags her friends quickly away.

*What just happened?* PauLeeD created friction. He came on too strong. He went in for the kill without ever trying to get to know SuzieQ or give her a chance to decide if she likes him too. *SuzieQ ain't got time for that.*

ECommerce retailers have a bad habit of assuming a similarly creepy role when it comes to asking for an email address. Every new visitor that arrives onsite receives the same email address request the minute they hit the website. (Geez, at least give 'em a second to decide if they're interested in what you're offering before you ask for their email.)



Ok, so let's rewind and have PauLeeD try his dating skills again.

Fast forward over the whole 'eyes' bit, PauLeeD walks over, and he and SuzieQ begin a conversation. It's productive; it's going well and now she's intrigued.

But he's not taking the next step. He's not asking for her number, or even giving her the chance to ask for his. Suddenly, it's closing time and the conversation ends.

In the world of dating, maybe PauLeeD just wasn't interested. (*Rude.*)

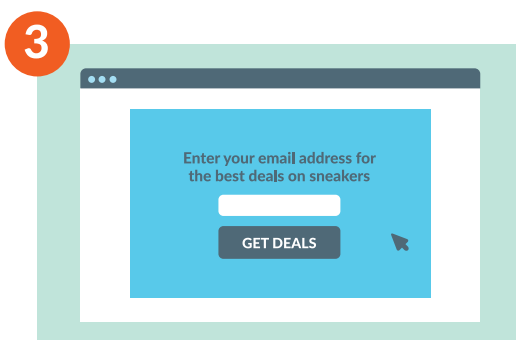
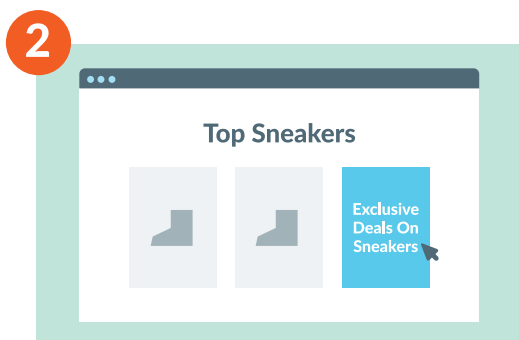
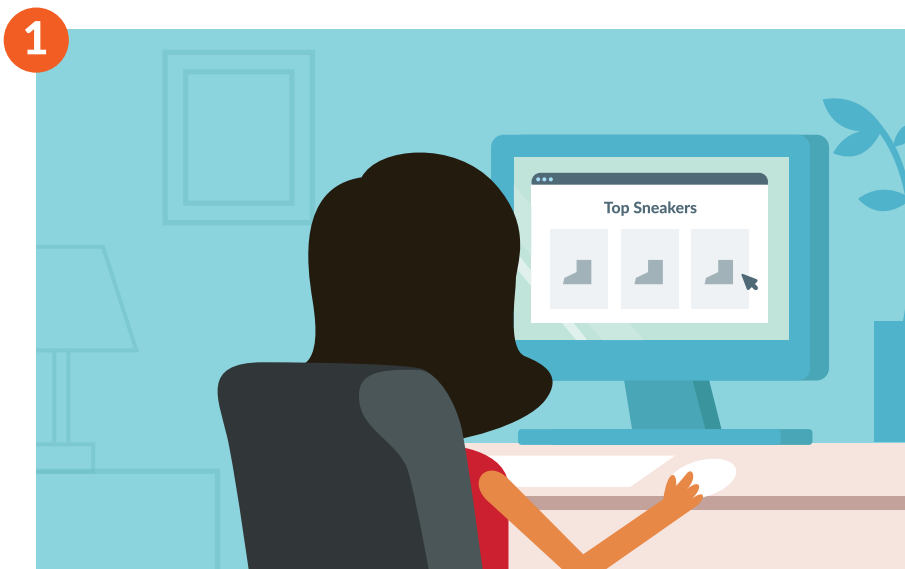
In the world of etail, **it's a missed opportunity**. The opportunity cost is your lost revenue.

By not providing SuzieQ, an interested prospect, with the real-estate to enter her email address and continue an off-site relationship with your business, you've created friction. Now, when SuzieQ abandons (since she's not quite ready to commit), you have no way to keep her conversion momentum going off-site via email. You have no way to convince SuzieQ to return, to keep her interested in your products, or to eventually purchase.

*So, if you can't ask up front and you don't wanna not ask - what are businesses supposed to do?*

Take a cue from PauLeeD's 3rd and most successful dating attempt, and **play it cool, dude - be suave**. Pay attention to what their digital body-language is telling you and respond accordingly. If SuzieQ arrives at your website, don't expect that she's immediately interested in a relationship with your brand. Instead, let her get to know you and in doing so, you'll get to know her.

Let's say she makes it to a category page and is browsing through various sneakers. Leverage her interest in your sneakers to make providing an email address a value-add for SuzieQ.



In this case, SuzieQ is attracted to the email opt-in experience, because it plays on her interest in sneakers. Considering prospects typically require multiple separate visits to make a purchase, make sure SuzieQ is on your email list, so you can keep her updated on all things sneakers. Now, email represents your ongoing channel of communication with SuzieQ, keeping her on the conversion path even though she may leave your website.

**Helpful hint:** This advice can and should also be applied to your dating life.

# Friction Point #5:

Your reviews aren't getting reviewed.  
(Negative stars and revenue for you)



SuzieQ is looking for a restaurant to try in the new city she's visiting.

*What does she do?* Assuming SuzieQ is like most of us, she'll navigate on over to Yelp to find the top reviewed restaurant for her cuisine of interest. It's not just about the number of stars, though. She simultaneously looks at the number of reviews to ensure the restaurant has had enough foot traffic to validate its star count.

*Why? **Social proof.*** There has to be a reason why Restaurant A has 100 reviews while Restaurant B only has 5. Even if Restaurant B has a slightly higher rating, Restaurant A is the better option - it's getting the foot traffic.

*And what does she do once she's selected that highly rated restaurant?* She returns to Yelp and reads through the restaurant's reviews to find out what the restaurant's known for. She (like most of us) does all this research in order to ensure her dining experience is exactly what she imagined it should be.

*Why? **Social proof.*** If X number of people recommended the Panang Curry and Y number of people were dissatisfied with the Drunken Noodles, you can order the Panang Curry with more confidence in its level of tastiness.

Reviews, both positive and negative, play perhaps the biggest role over whether someone clicks the checkout button or not. A survey conducted by Dimensional Research and Zendesk showed that 90% of positive reviews influenced purchases, while 86% of negatives ones did too.<sup>7</sup>

Considering how important and impactful online reviews can be, they shouldn't be hidden below the fold at the bottom of a product page. No one can see them down there.

*Am I telling you to start throwing reviews in the face of all of your consumers?*  
Definitely not.

I am telling you, however, to undertake the same tactic I've been requesting of you throughout this guide: **listen to your traffic and respond accordingly.**

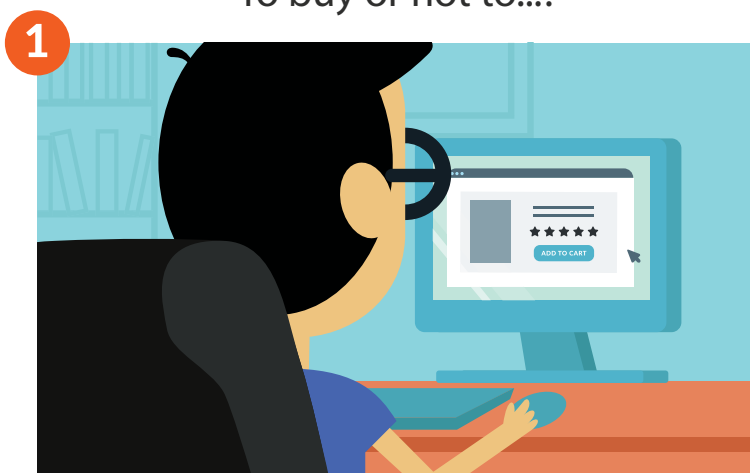
<sup>7</sup> "The impact of customer service on customer lifetime value." Zendesk. Dimensional Research, n.d. Web, 27 Jan. 2017.

Let's say PauLeeD is back on a product page for boots. He has already flipped through a few product images. But he has yet to add the boots to cart.

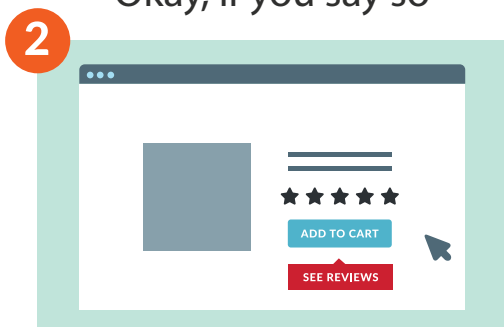
*How can you continue building on the conversion momentum he's already displayed and convince him to add those boots to cart? **Social proof.***

Assuming that pair of boots has amazing reviews below the fold just waiting to be read, why not recommend that he read them?

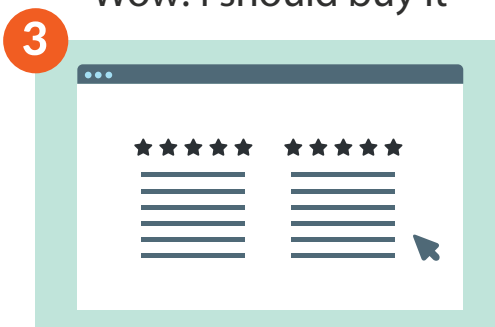
To buy or not to...?



Okay, if you say so



Wow! I should buy it



With confirmation from fellow boot-wearers, you're able to build on PauLeeD's conversion momentum, bringing him that much closer to clicking that glorious add to cart button and completing the checkout process.

Social proof represents a psychological phenomenon where people conform to the actions of others, because they feel those actions are reflective of the correct and accepted behavior. Because reviews and testimonials represent real human-experiences with a service or product, we, the readers, can easily identify with the stories being told, ultimately empowering us to make an informed decision about the product or service in question.

**\*Helpful hint:** Make sure you're only directing your interested visitors to positive reviews with enough social proof to make them valid!





# Conclusion

In summary, conversion friction is real, and it's building up across your marketing funnel.

*The consequence?* You're missing out on some serious revenue. And you're wasting a ton of money, because you're simply not getting the returns you should be on all that traffic you're driving to your business.

That's not to say increasing conversion rate is easy. But it's possible and made easier by the help of your neighborhood Behavioral Marketing partner. With Behavioral Marketing software, businesses can identify and address the friction points in the conversion funnel as visitors experience them in real-time, both on and off a website.

## Pro-tip

If you're interested in learning more about how you ended up in this situation, take a look at the *C-Suite Series: The Blueprint to Behavioral Marketing*.



The success of your business boils down to the fact that there's no 'silver bullet' tactic that's gonna save the day -- no generic onsite experience or plugin that will solve all your problems overnight.

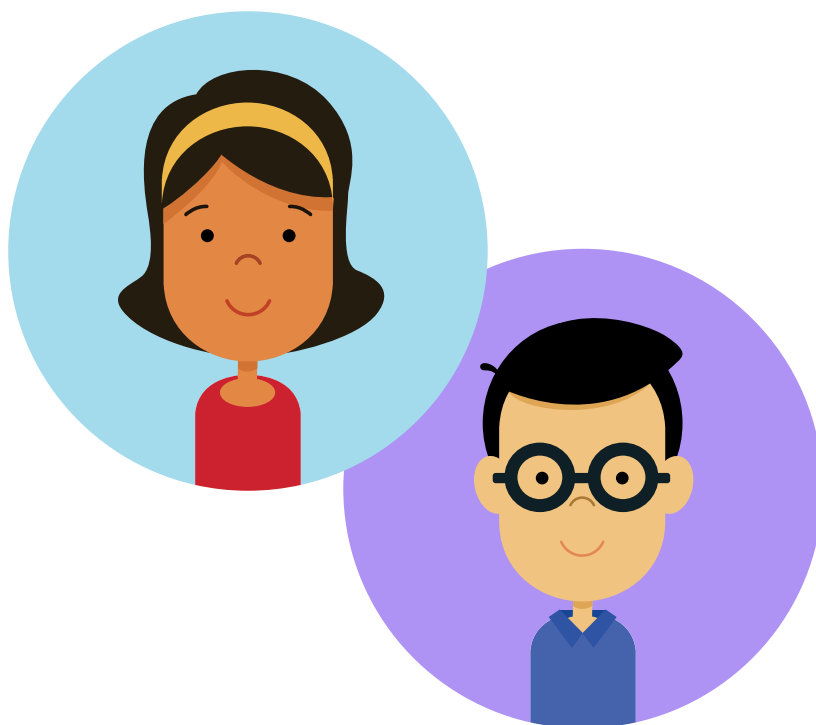
Instead, your revenue-driving success starts with understanding the unique digital body-language of each of your consumers and realizing that you're never going to change your consumers -- no matter how seemingly weird, needy, or actually unproductive they may be.

So rather than trying to control them or simply hoping they do what you want them to do, try talking to them, responding to them, relating to them. They are people, after all. With your Behavioral Marketing partner, you'll be able to do just that - create productive and profitable relationships with each of your visitors based on their digital body-language.

Sure, the saying goes, if you build it, they will come . . . But the more important question is, will they stay? And, will they come again, and again, and again?

**The answer: Reduce the friction points in the consumer journey and they'll do more than stay. They'll buy.**

Looking for more points of conversion friction across your digital business? Put yourself in your consumers' shoes and take a deep dive into your analytics platform. Look for any drop off points before conversion. At what point throughout the conversion journey might you pause, hesitate or abandon? Most importantly, what can you do to solve it?



# BOUNCEx'S BEHAVIORAL MARKETING CLOUD™

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## WHY BOUNCEx?

**Top 5 Marketing Channel:** BounceX is a new, top 5 marketing channel. We exist right up there with Facebook and Google as a core infrastructure to marketing execution by amplifying the marketing investments you've already made and ultimately enhancing your business' bottom line.

**Behavioral Marketing Cloud™:** BounceX has solved the most prominent digital pain points across all industries and designed a behavioral software, the Behavioral Marketing Cloud™, dedicated to addressing each of those pain points both on and off your website.

**White Glove Service:** Our world-class design studio, cutting-edge developer team, and expert conversion scientists combine talents from many practices to move the needle for your business. Our campaigns never stop learning, and you never have to lift a finger.

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**Behavioral ID Engine:** Identifies and profiles anonymous website visitors to unlock previously impossible targeting opportunities both on and off your website.

**Behavioral CMS:** Increases the revenue per session for you current traffic by adapting your website to real-time digital body language displayed by your traffic.

**Behavioral Email:** Identifies previously anonymous website traffic, unlocking People-Based Marketing channels and triggering high-impact emails, customized to an individual's behavior.

**Behavioral Audiences:** Revolutionizes your acquisition and retargeting strategy by extending the information gleaned via the Behavioral ID Engine (both on-site and email behavioral data) across the Internet.

**Behavioral Ads:** Enhances the ad experience to drive greater on-site engagement for publishers and maximum performance for advertisers by determining the best and highest-yielding moment to engage each visitor with a relevant ad.

**Learn What the Behavioral Marketing  
Cloud Can Do for Your Business**



**Click here to apply for a behavioral audit today**

# ABOUT THIS GUIDE

## *The Dirty Little Statistic Behind Your Stagnant Business Growth*

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### **About BounceX:**

BounceX's Behavioral Marketing Cloud™ de-anonymizes website visitors, enabling organizations to unlock people-based marketing experiences. For the first time, online businesses are able to target previously unidentifiable opportunities both on and off their website. BounceX software is trusted by global enterprises such as Lufthansa, Sears, Uniqlo, Hearst Properties and Comcast.

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