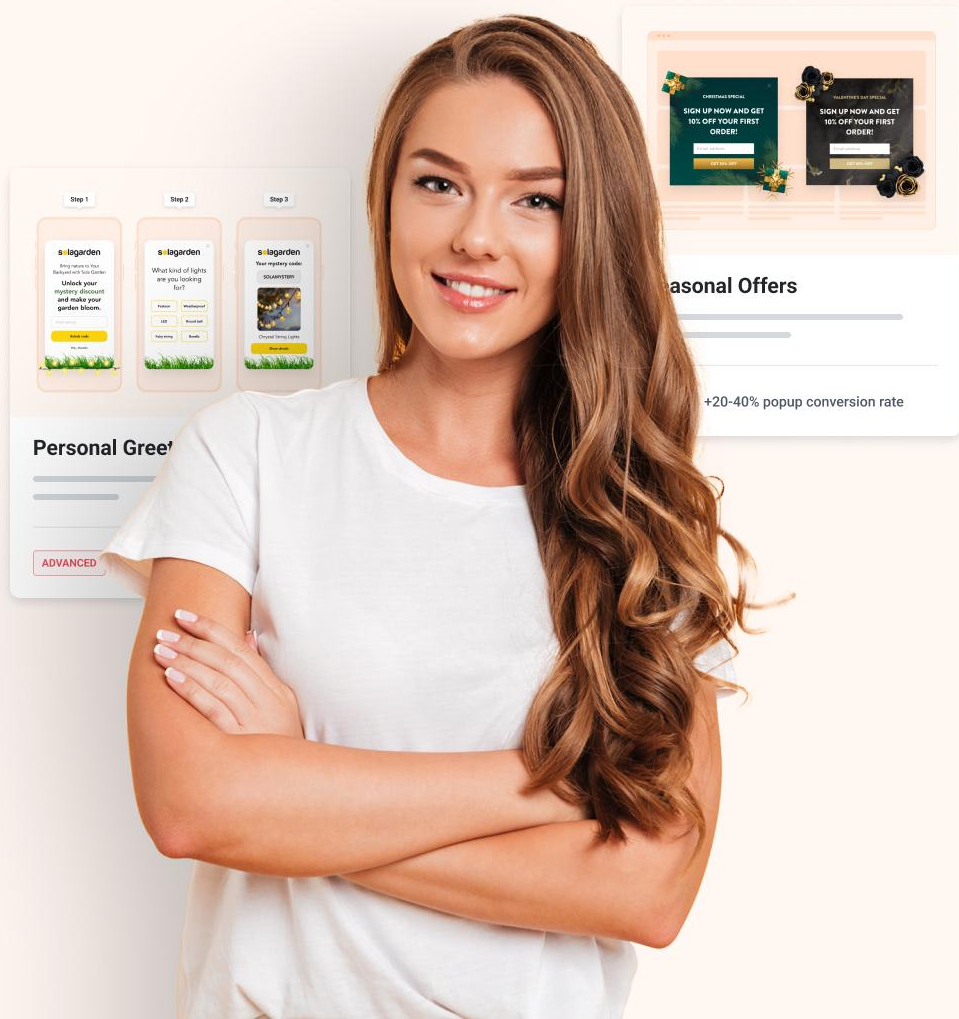




50+ Proven & Tested Tactics to Boost Ecommerce Sales in 2024

FROM EASY TO ADVANCED



What to expect from this ebook?



25

easy tactics to
get you started
with CRO



16

intermediate
tactics to
continue growing



13

advanced tactics
to maximize
conversions

Introduction

First of all, a big thank you for downloading this ebook.

In front of you lies 50+ proven and tested tactics that will help you boost your ecommerce sales. It's a one-stop conversion rate optimization shop packed with examples and how-to guides.

Whether you're a seasoned entrepreneur seeking to fine-tune your online store or a budding business enthusiast eager to make a significant impact, you'll find invaluable insights.

We invite you to delve into the wealth of knowledge presented here and embark on a journey toward optimized conversion rates, increased customer engagement, and ultimately, a more prosperous ecommerce venture.

Let the transformation of your ecommerce success begin!



25 **easy** tactics to get started with CRO

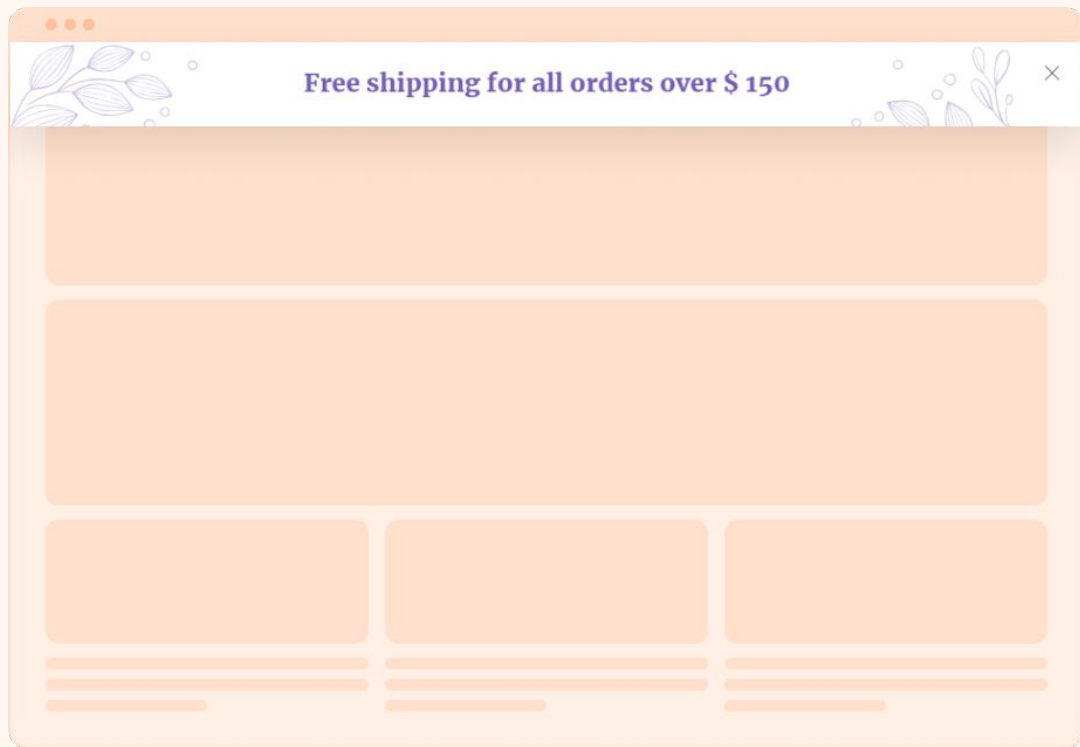
1. Free Shipping Bar

Boost cart value by letting your visitors know about your free shipping limit

Studies have shown that 9 out of 10 consumers consider free shipping the topmost incentive to shop more online. That's exactly why the Free Shipping Bar is your secret weapon to boost sales.

+30% average order value

[See how to set it up »](#)



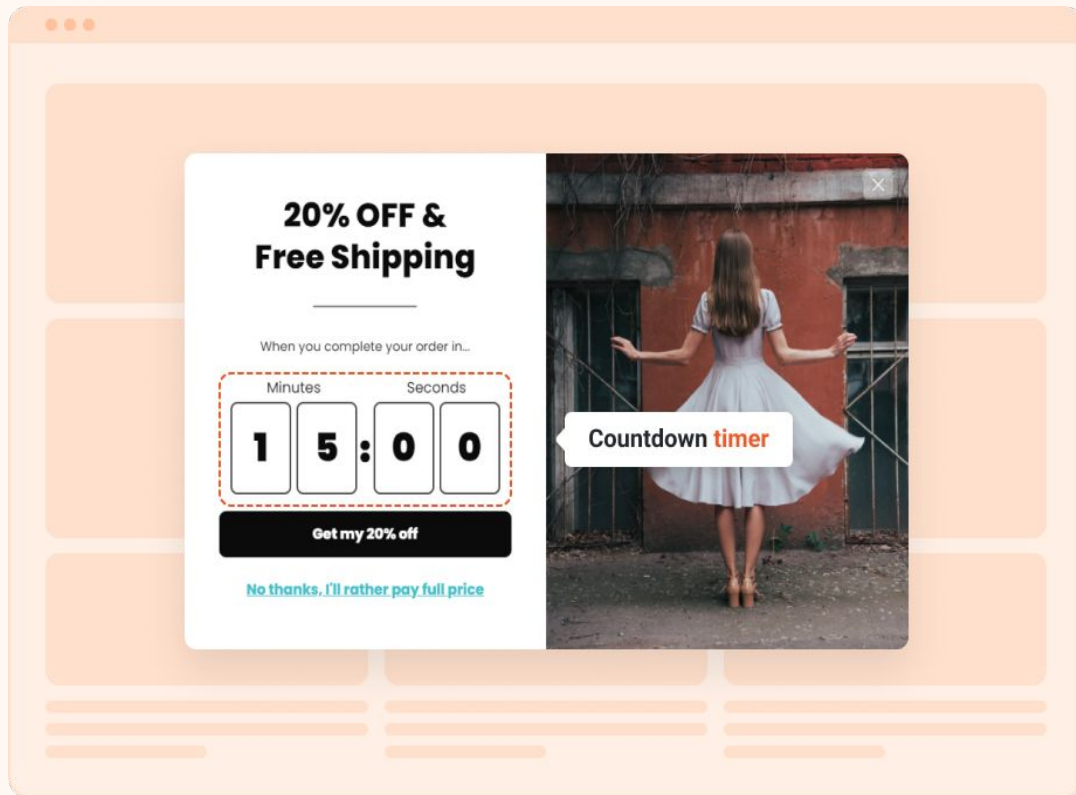
2. Countdown Popup

Stop visitors from abandoning your cart with a last-minute offer

By harnessing the power of urgency and limited-time offers, you can effectively stop visitors from abandoning their carts and motivate them to complete their purchase before time runs out.

-20% cart abandonment rate

[See how to set it up »](#)



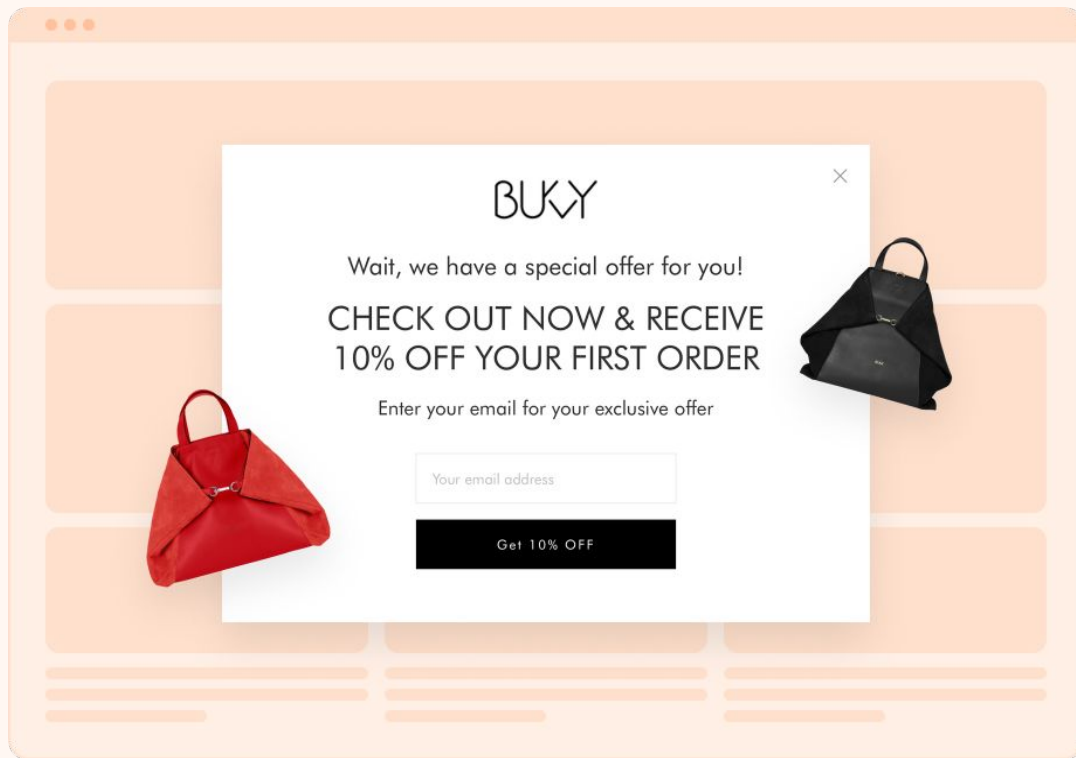
3. Cart Abandonment Stopper

Offer a discount for cart abandoners to close the deal

The average shopping cart abandonment rate is 66.5%. If you're tired of losing sales to these cart abandoners, try offering them a sweet deal they can't resist.

-15-30% cart abandonment rate

[See how to set it up »](#)



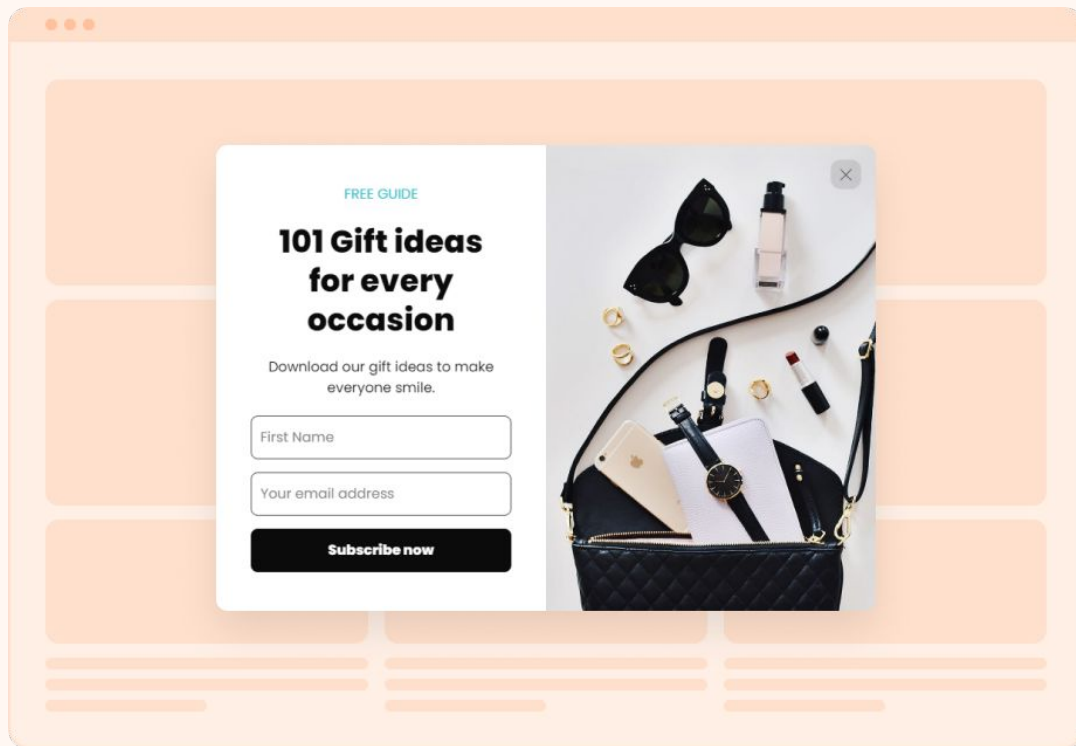
4. Lead Magnet Popup

Grow your email list by offering valuable content in the form of ebooks

Would you like to capture valuable leads and build a larger subscriber base? Offering an enticing lead magnet, such as a free ebook, guide, or discount, is a powerful way to achieve this.

+7-15% popup conversion rate

[See how to set it up »](#)



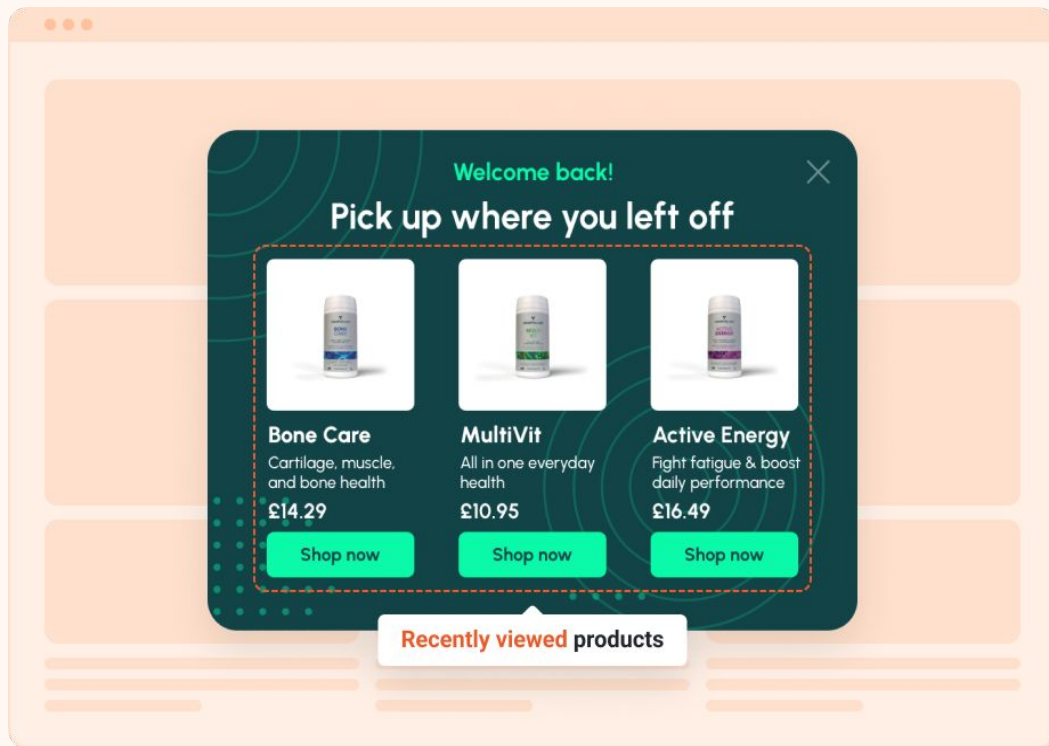
5. Browsing Reminder

Help returning visitors by reminding them where they left off

When it comes to returning visitors, your best bet is to make the user experience for them as smooth as possible by helping them continue where they left off last time. You can show them their previously viewed products so they can continue with a single click.

+3-5% returning visitors' conversion rate

[See how to set it up »](#)



6. Newsletter Signup Popup

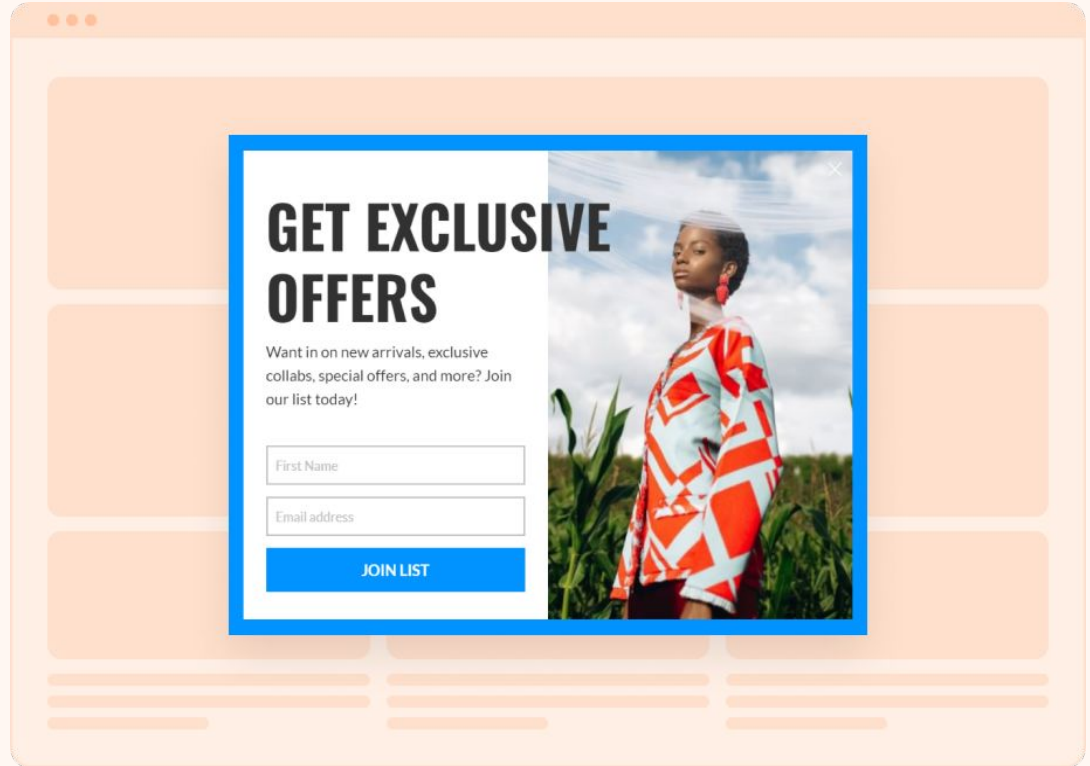
Build your newsletter list in a user friendly way

Looking to build a loyal, engaged subscriber list for your newsletter? Look no further.

Using a Newsletter Signup Popup, you can get your visitor's attention at the right time and encourage them to subscribe to your newsletter.

+3-5% popup conversion rate

[See how to set it up »](#)



7. Attribution Survey

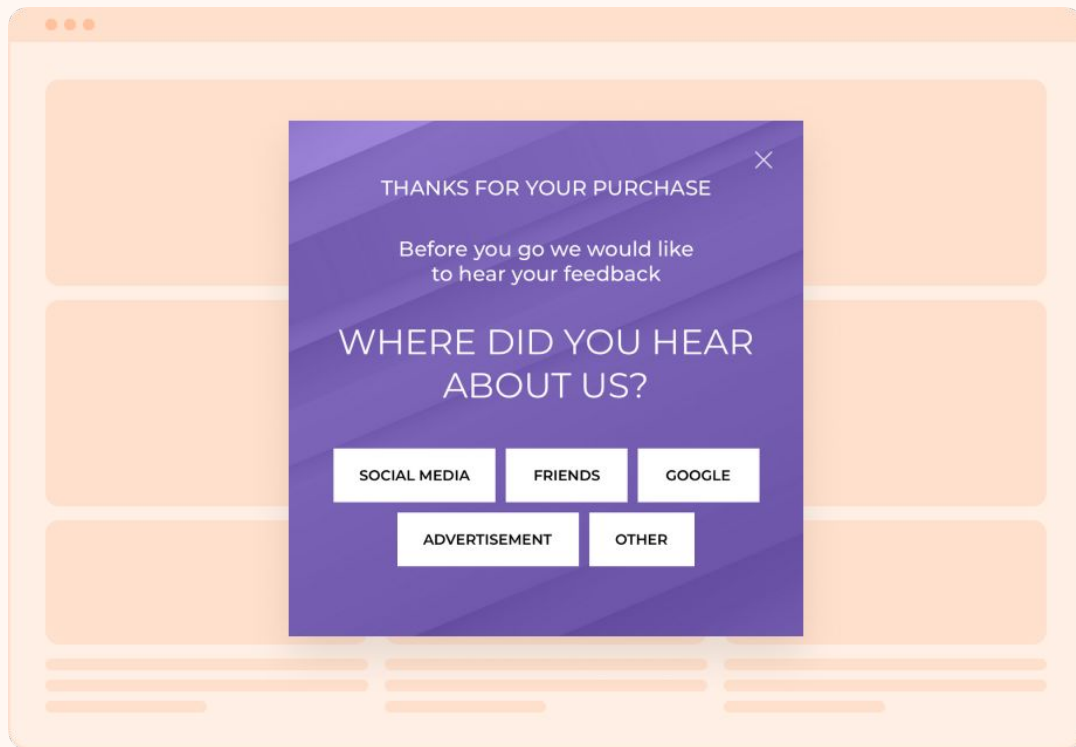
Launch a post-purchase attribution survey

Most consumers use multiple devices before making a purchase, which makes it hard to understand where each customer really discovered your brand.

Here's what you can do: ask your customers where they heard about you using a popup on your thank you page.

+50% response rate

[See how to set it up »](#)



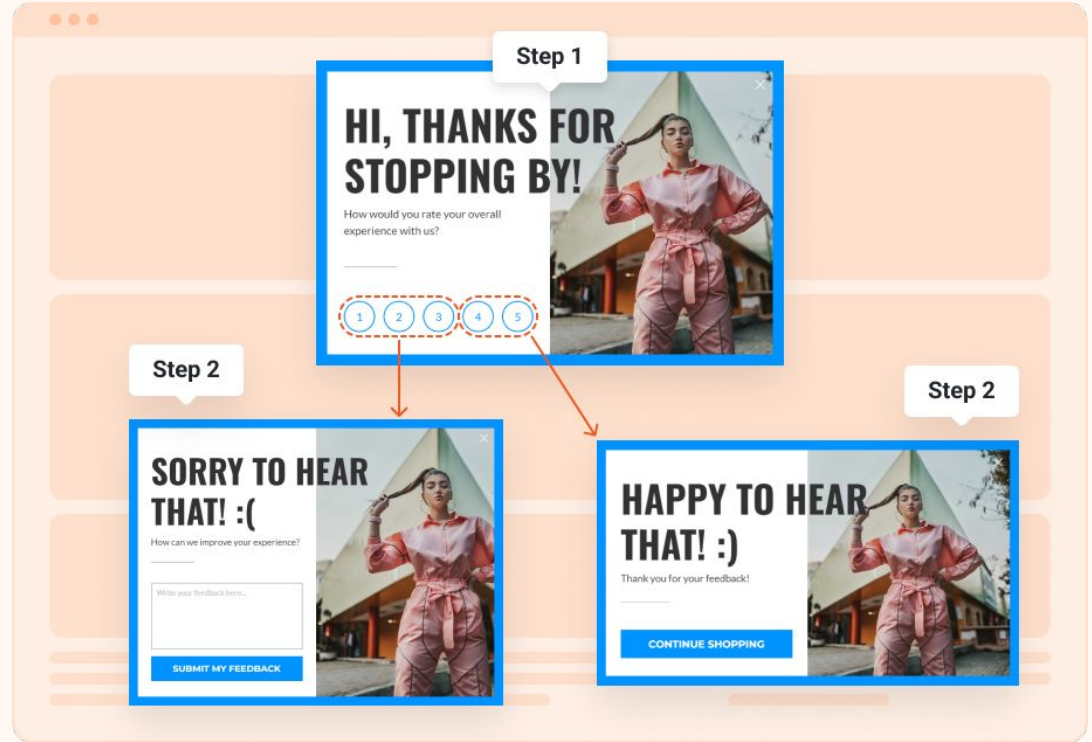
8. Purchase Satisfaction Survey

Uncover problems with your customers' buying journey

Use our Purchase Satisfaction Survey to capture feedback right after purchase. This allows you to tap into your customers' immediate impressions while their experience is still fresh in their minds.

+15% popup conversion rate

[See how to set it up »](#)



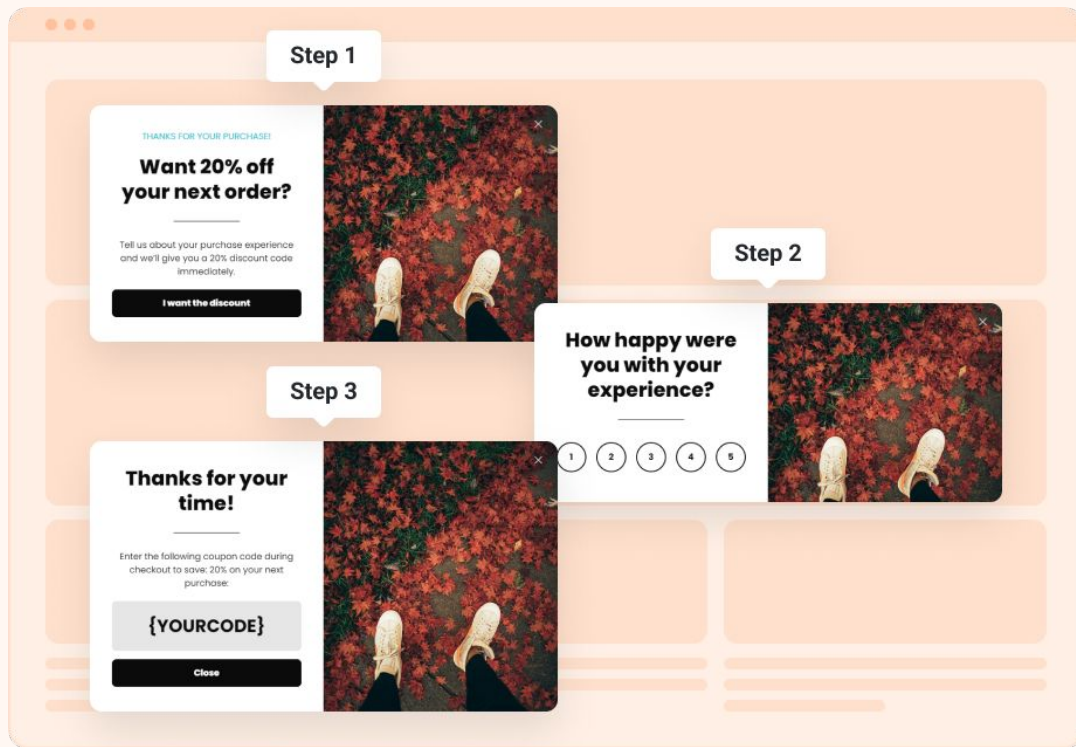
9. Repeat Purchase Survey

Start building loyalty after making the first sale

Want to foster a strong bond with your customers right after they make their first purchase? Here's the secret: ask for feedback from your customers immediately after their purchase and offer a discount in exchange.

+5% popup conversion rate

[See how to set it up »](#)



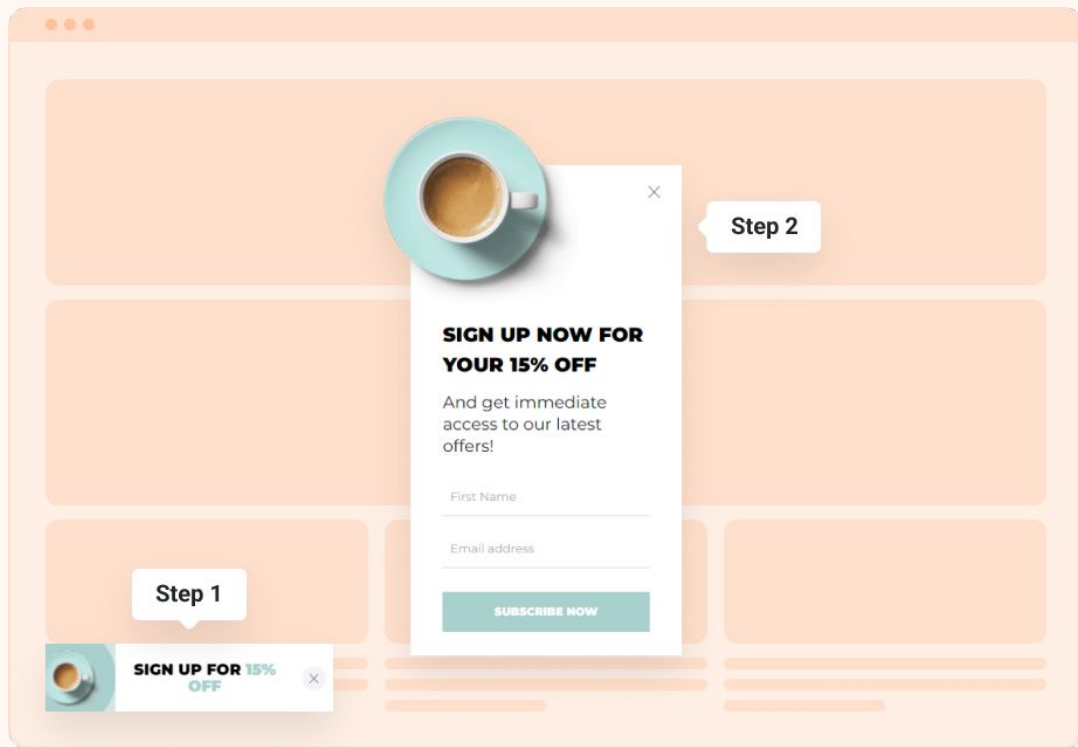
10. Smart Discount Popup

Present your offer to new visitors without annoying them

Unlike traditional welcome popups that may annoy your audience, Smart Discount Popups are triggered on exit intent, ensuring a non-disruptive browsing experience.

+100% popup conversion rate

[See how to set it up »](#)



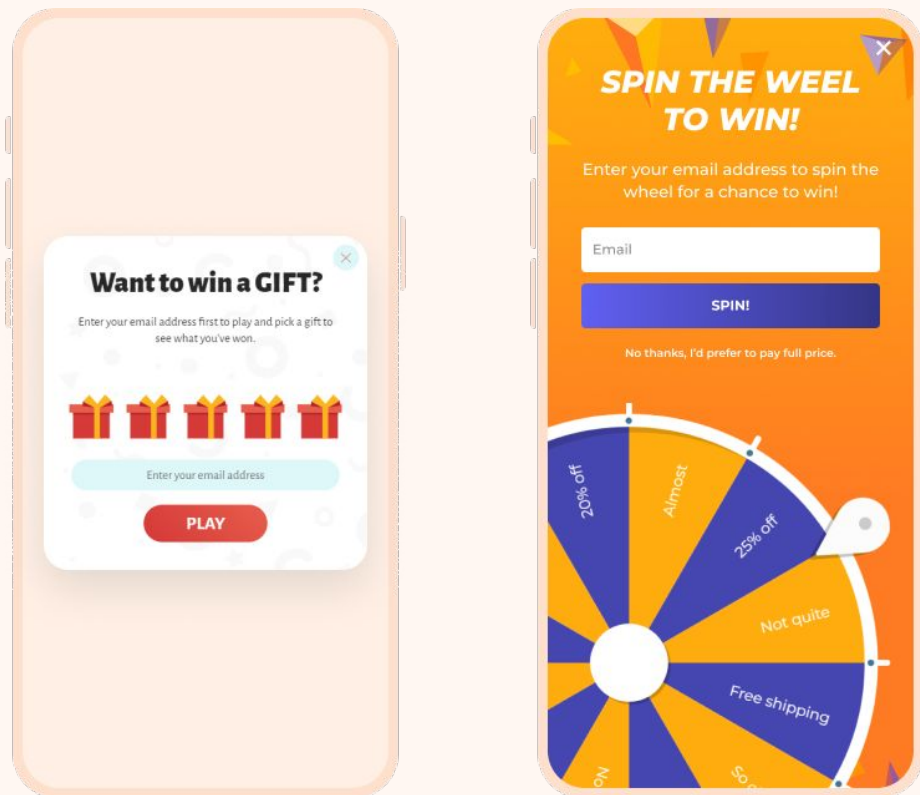
11. Gamification Popup

Gamify experiences to increase new visitor engagement

By incorporating fun-filled popup campaigns like scratch cards and lucky wheels, you can capture the attention of new visitors and keep them engaged on your site. You'll create a memorable, enjoyable shopping experience.

+15% popup conversion rate

[See how to set it up »](#)



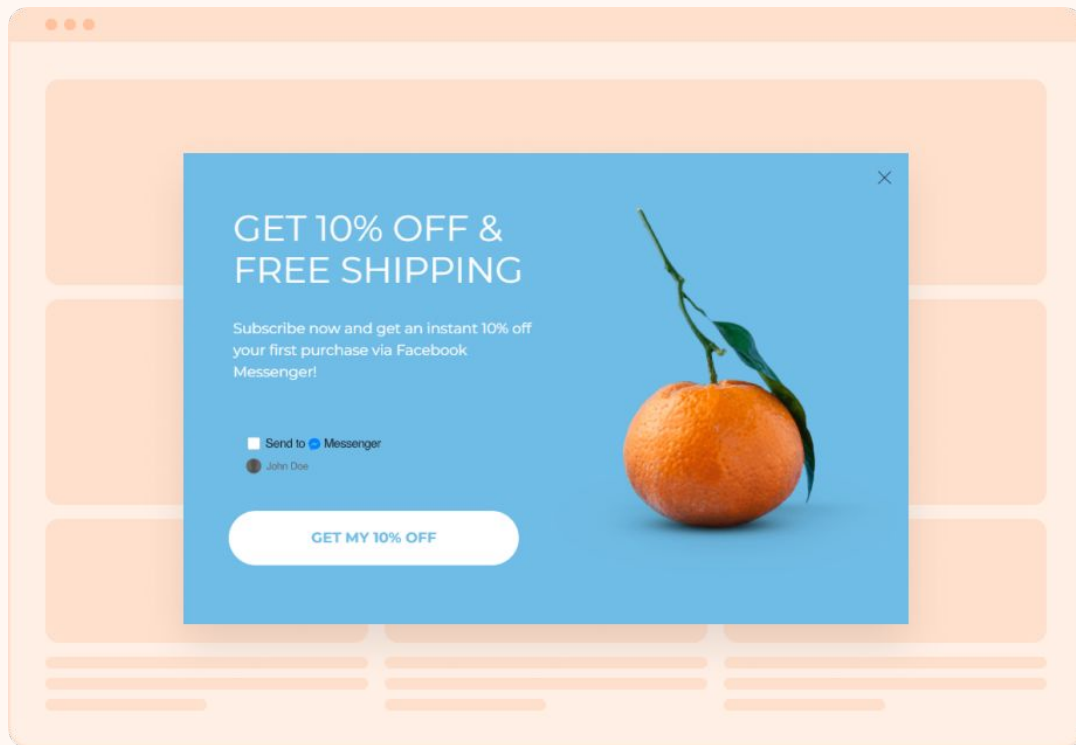
12. Messenger List Builder

Grow your Messenger list and get 10x better engagement

With the Messenger List Builder, subscribing to your Messenger list becomes a breeze for your visitors: a single click is all it takes to gain access to exclusive updates, promotions, and valuable content.

10x higher engagement compared to email

[See how to set it up »](#)



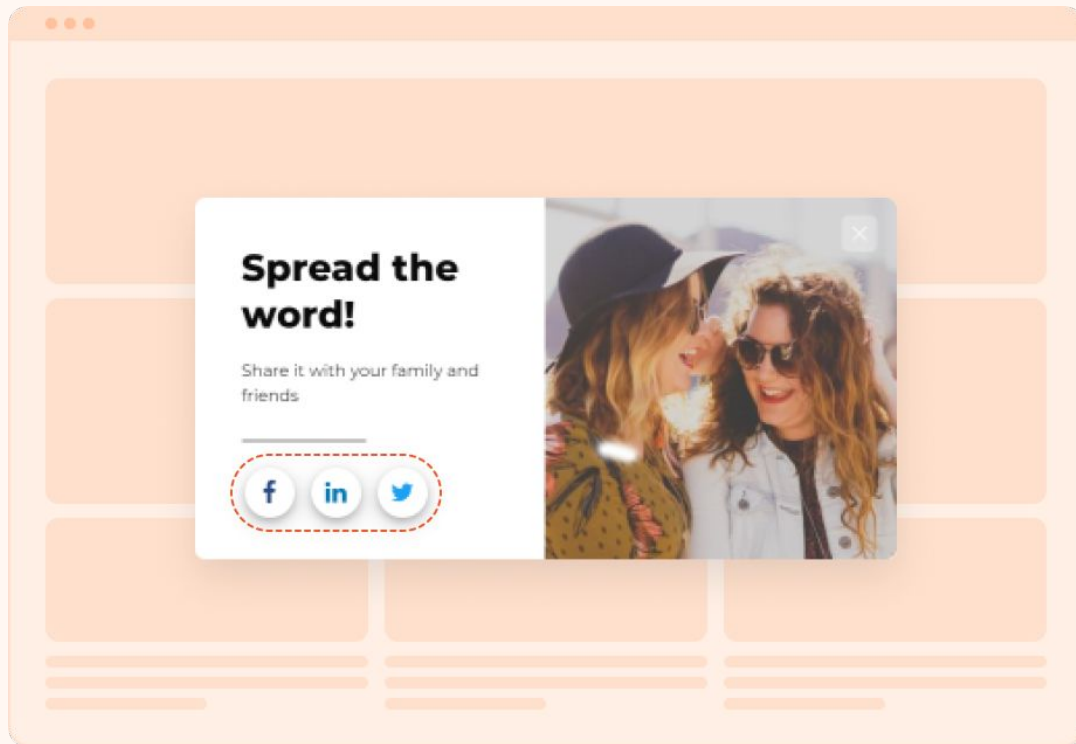
13. Social List Builder

The most powerful way to boost your social followings

Using this Social List Builder, you can easily invite visitors to join your community and stay in the loop with all the content and updates you share on social media.

+3% social followers

[See how to set it up »](#)



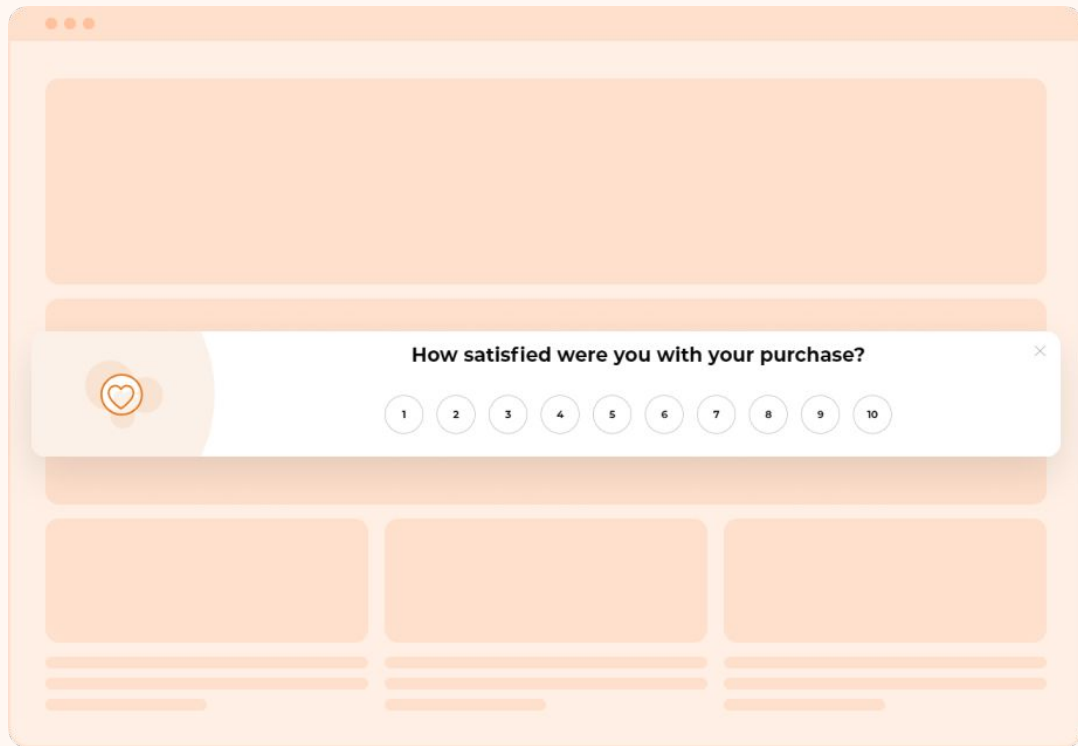
14. NPS Survey Bar

**Get real, measurable feedback
on anything you want**

Ever wondered how much your customers truly love your brand? Now you can find out with ease by implementing our NPS Survey Bar—the ultimate tool to measure customer satisfaction.

+5% customer satisfaction

See how to set it up »



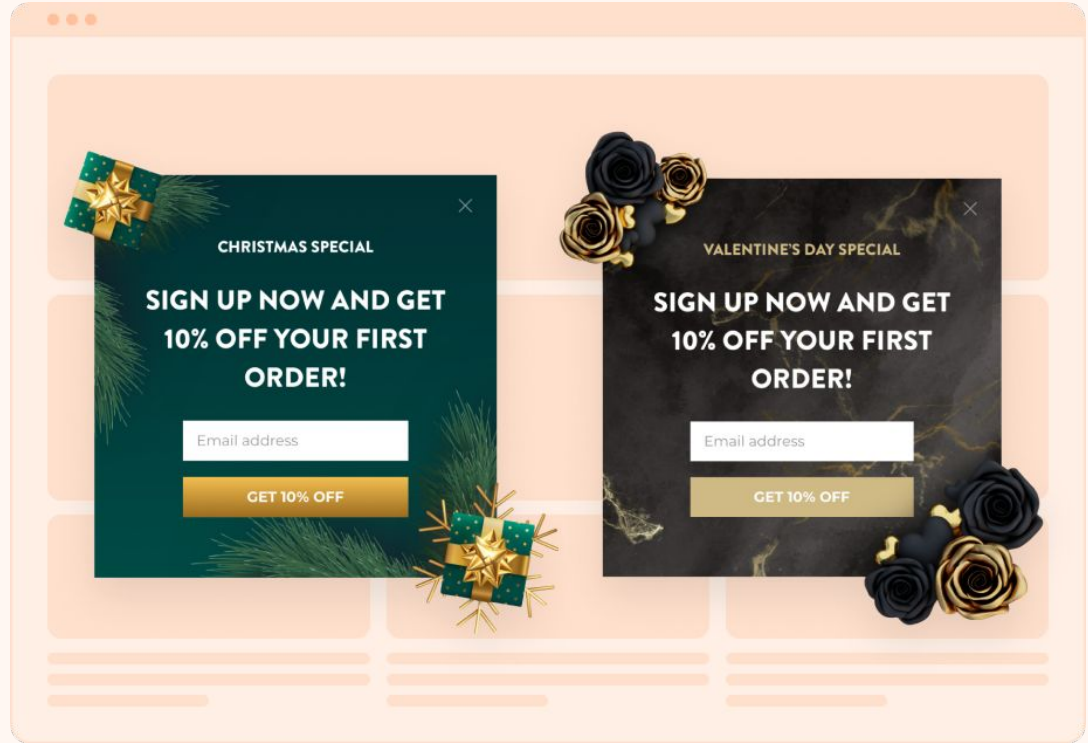
15. Seasonal Offers

Package your offers into seasonal flavors

Do you offer a simple 10% discount for new customers? Adding a seasonal spin is a quick way to improve their effectiveness. By making the discount seasonal, it will feel more like a limited-time offer.

+20-40% popup conversion rate

[See how to set it up »](#)



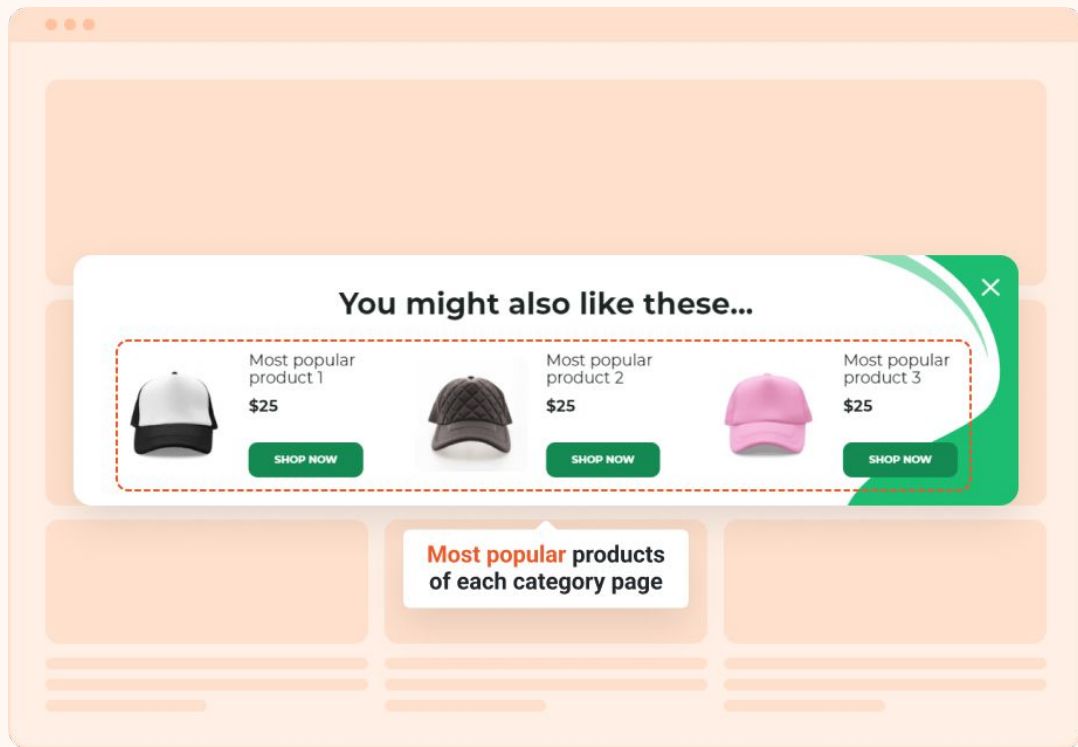
16. Category Favorites Bar

Recommend the most popular products within the category

With the Category Favorites Bar, you can effortlessly showcase the most popular products from each category. No more scrolling endlessly or getting lost in the vastness of your inventory!

+7% category page conversion rates

[See how to set it up »](#)



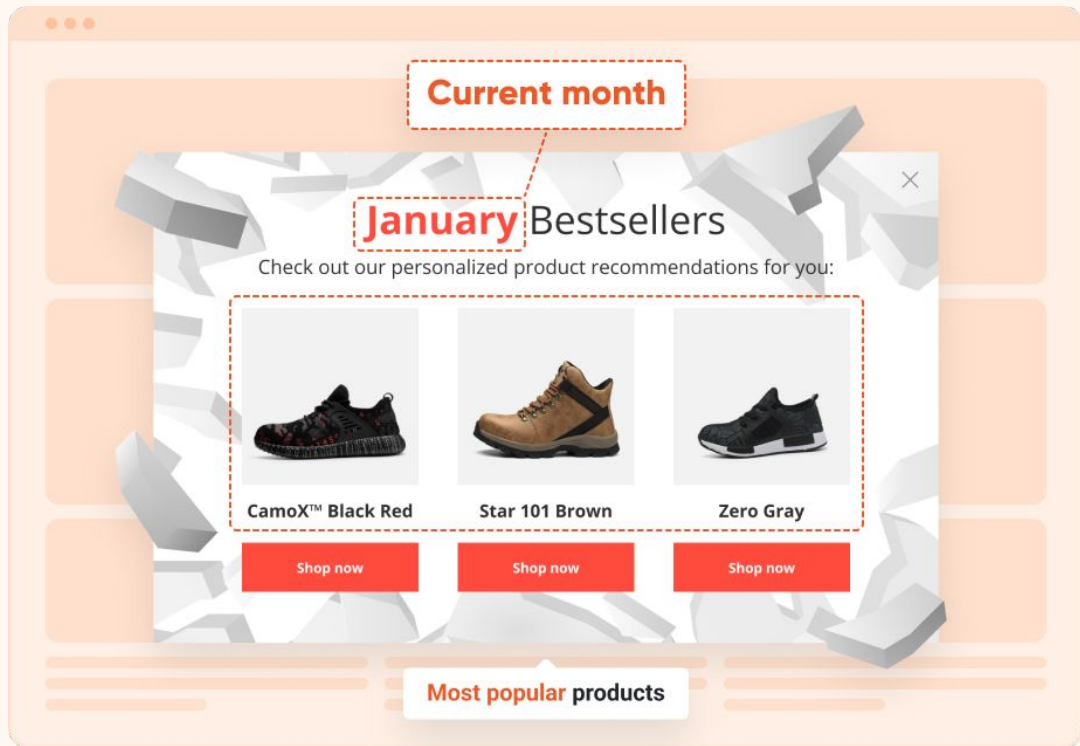
17. Smart Abandonment Stopper

Encourage product discovery by promoting your top products

You can encourage product discovery (and decrease bounce rates at the same time) by promoting your trending products in an exit-intent popup.

-20% bounce rate

[See how to set it up »](#)



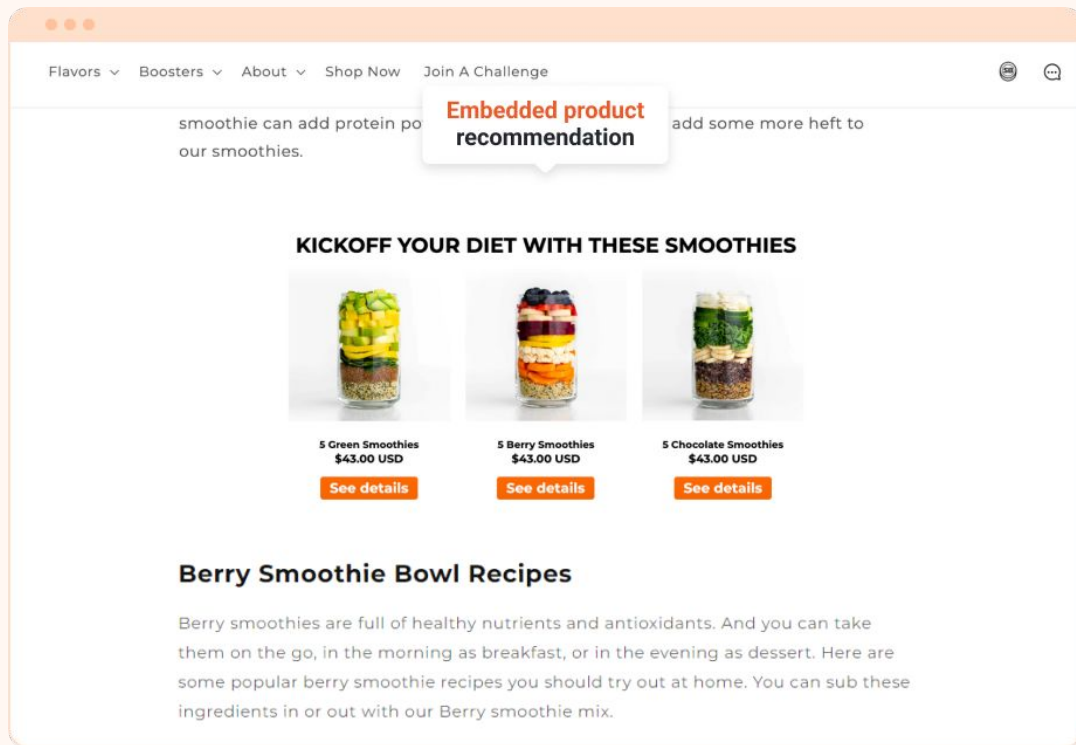
18. Embedded Product Recommender

Recommend relevant products in blog articles

If your blog articles aren't driving sales the way you'd hoped, you should definitely spice them up a little bit by embedding some product recommendations. This can help you get an increase in conversions, engagement, and cart value.

+10% conversion rate

[See how to set it up »](#)



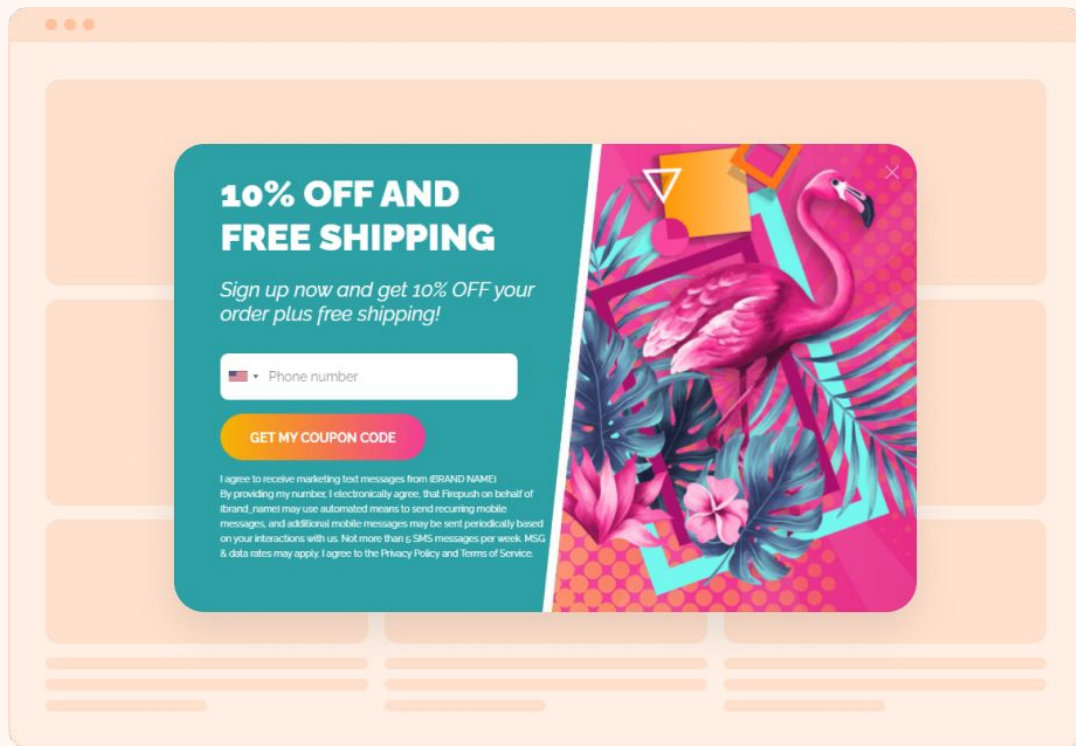
19. SMS List Builder

Collect engaged contacts and run high-performing SMS campaigns

SMS List Builder is a great way to request consent from your website visitors to receive text messages at the just the right time, so you can start building your SMS list without being intrusive.

6-8x higher engagement rate compared to email

[See how to set it up »](#)



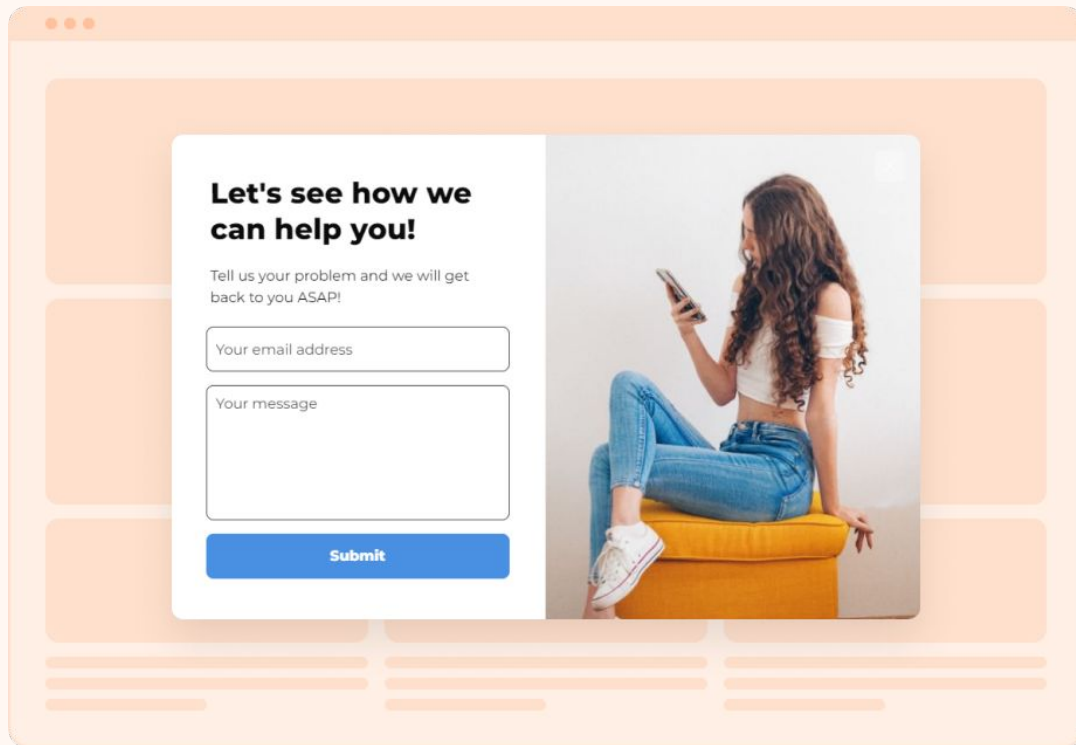
20. Contact Form

Get quote-requests and contacts in an effective, yet subtle way

Displaying your Contact Form in a popup or sidemessage serves as an accessible and user-friendly way for your customers to seek assistance, ask questions, or resolve any concerns they may have.

+5% customer satisfaction

[See how to set it up »](#)



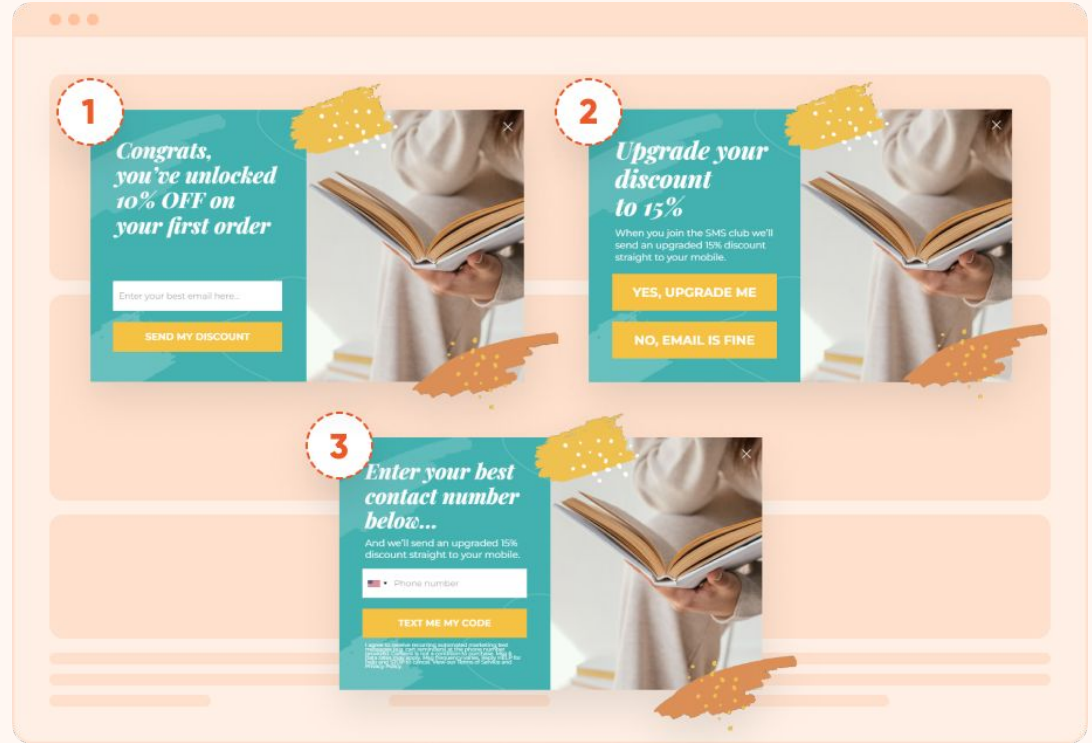
21. Trojan Horse

Build your email and SMS list at the same time

Asking for a phone number and an email address at the same time could lower your conversion rates. But luckily, there's a solution! It's called the Trojan Horse method, where you start by asking for an email first, then offer an extra incentive in exchange for a phone number.

+70% subscribers

[See how to set it up »](#)



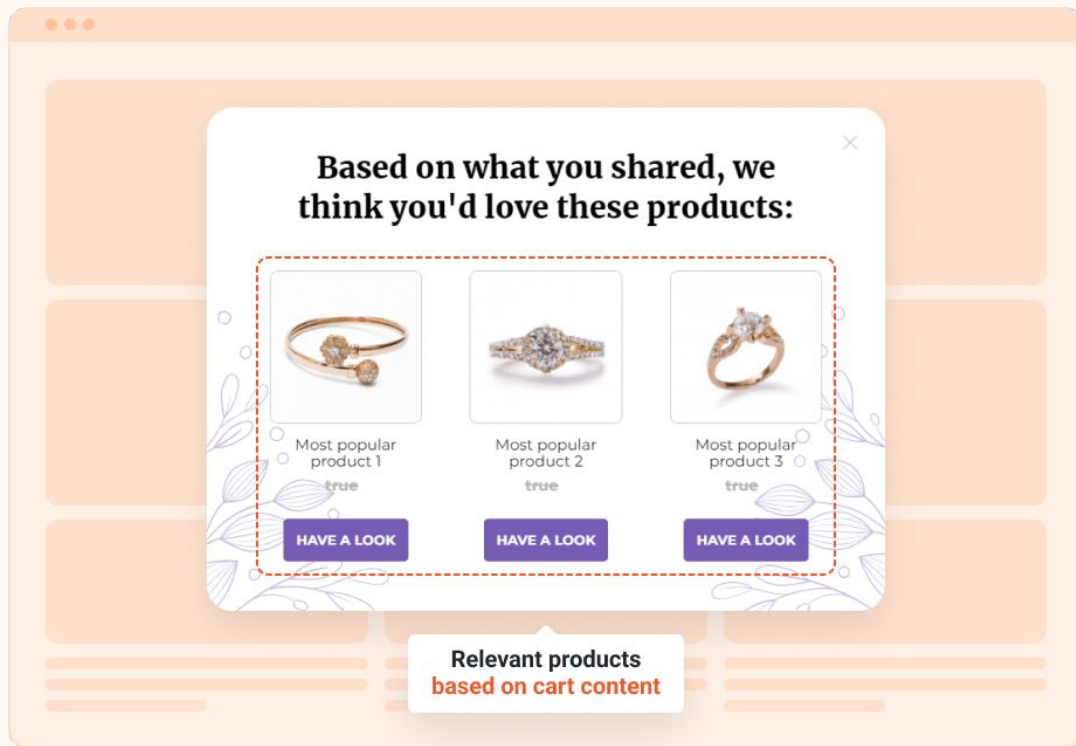
22. Upsell Popup

Increase your AOV by offering relevant product recommendations

Want to increase your average order value? With an Upsell Popup, you can entice your customers to consider additional products that perfectly complement the item they just added to their cart.

+10% average order value

[See how to set it up »](#)



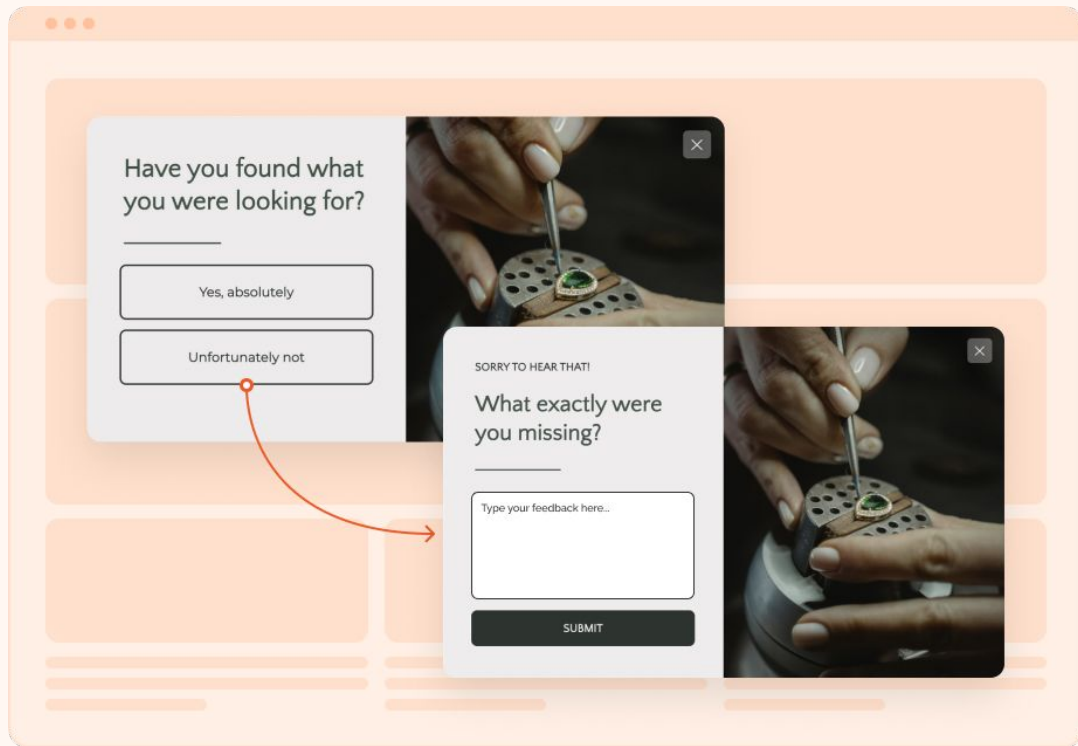
23. Journey Issue Detector

Uncover hidden issues with your buying journey

By asking for feedback from visitors who don't convert, you'll gain important insights into what's working and what's not. By applying their suggestions, you'll be able to optimize your landing pages for maximum engagement, conversion, and revenue growth!

Uncover issues on low-performing pages

[See how to set it up »](#)



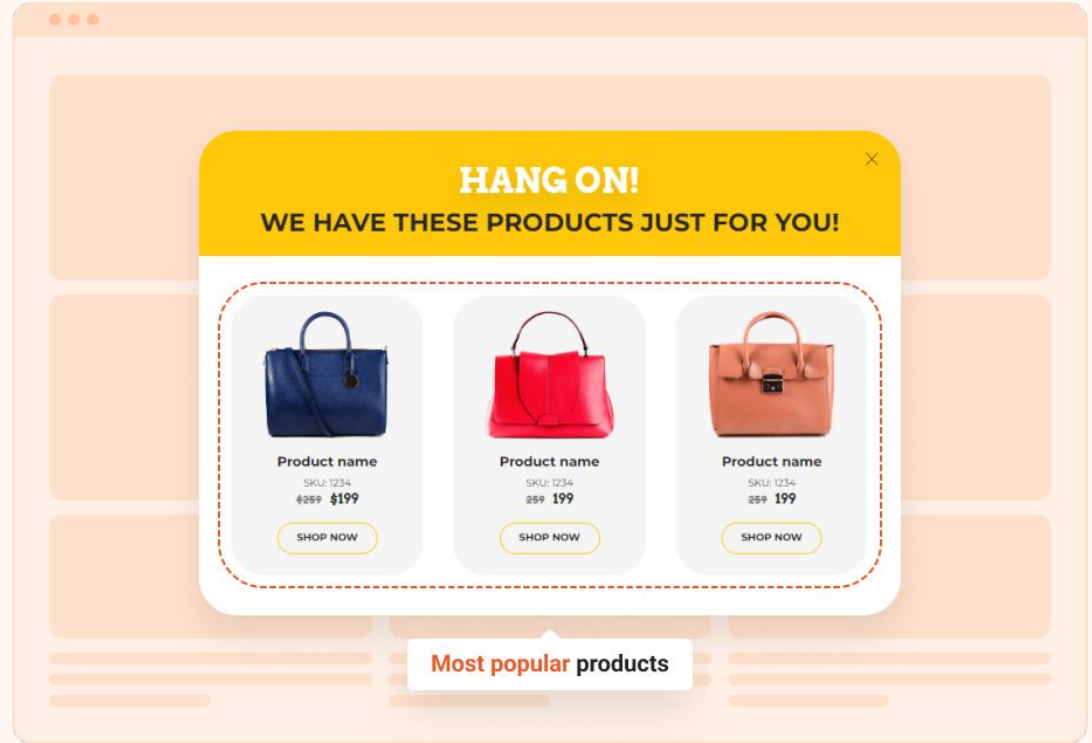
24. Exit Product Recommender

Facilitate product discovery for first-time visitors

Highlight your best-selling items on an exit-intent popup. This will encourage your first-time visitors to explore further and find the right products.

+5% sessions with product view

[See how to set it up »](#)



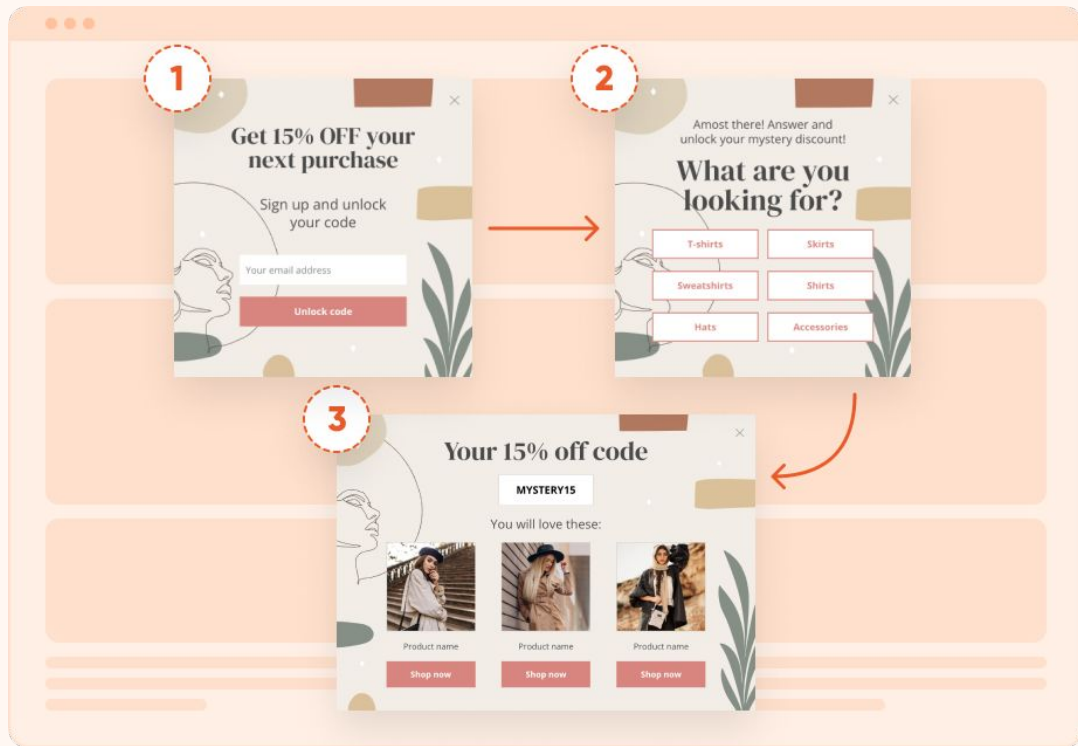
25. Segmentational Popup

Sign up, segment and help your visitors kick off their shopping

Are you ready to take your email marketing to the next level? Then say goodbye to generic newsletters and hello to tailored messages by building your list with segmentational popups!

+50% popup conversion rate

See how to set it up »





16 **intermediate** tactics to continue growing

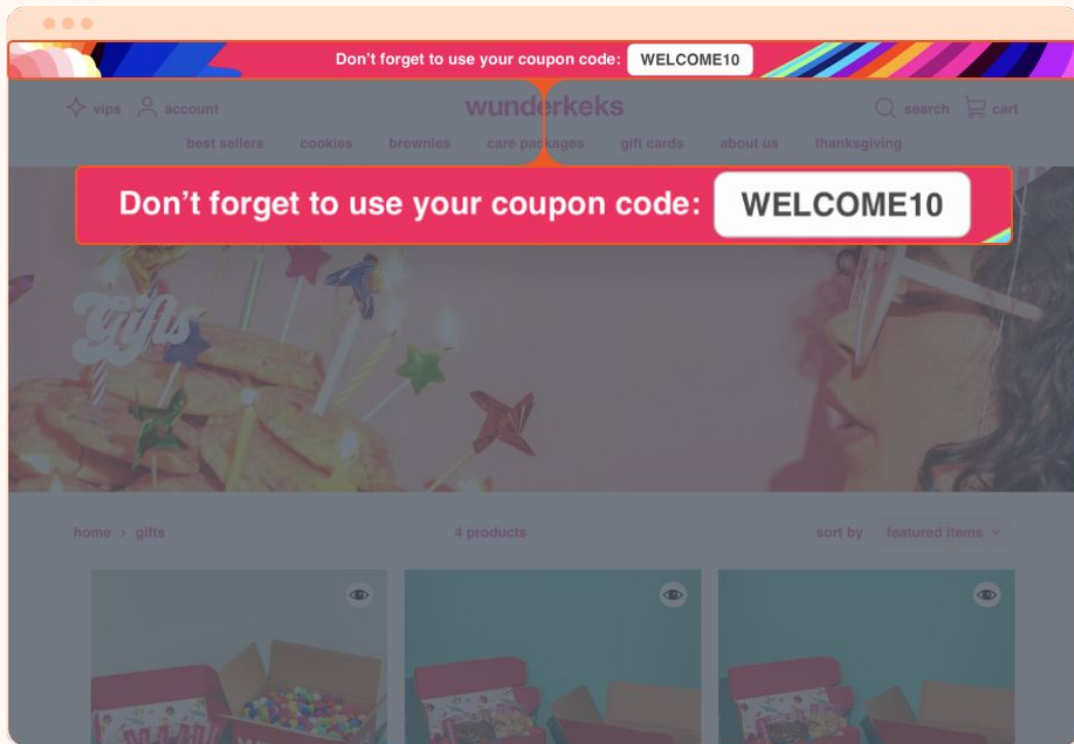
26. Discount Reminder

Remind users of their coupons to encourage redemption

If you want to make sure that customers don't forget about their coupon codes, it's a good idea to set up a follow-up sticky bar.

+50% coupon redemption rate

[See how to set it up »](#)



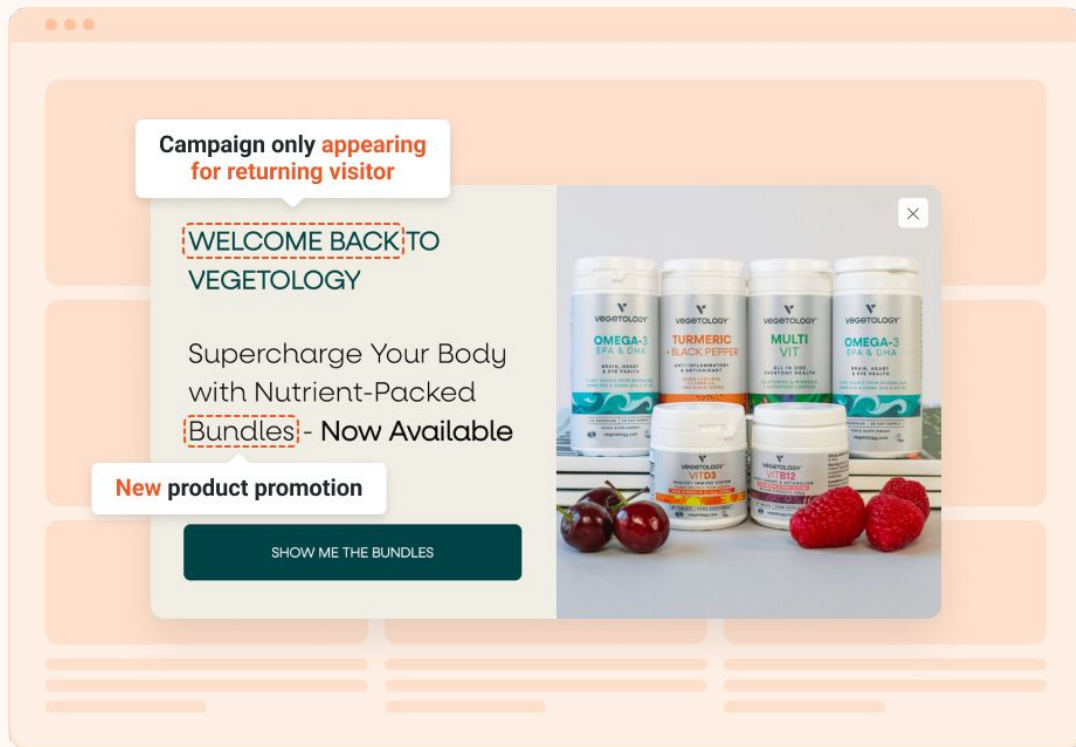
27. New Product Recommender

Promote a new offer for returning visitors

Returning visitors are essential for every ecommerce store as they show clear interest in your brand. So don't miss the chance to impress and delight them with a personalized message and an exclusive deal just for them!

+15% click through rate

[See how to set it up »](#)



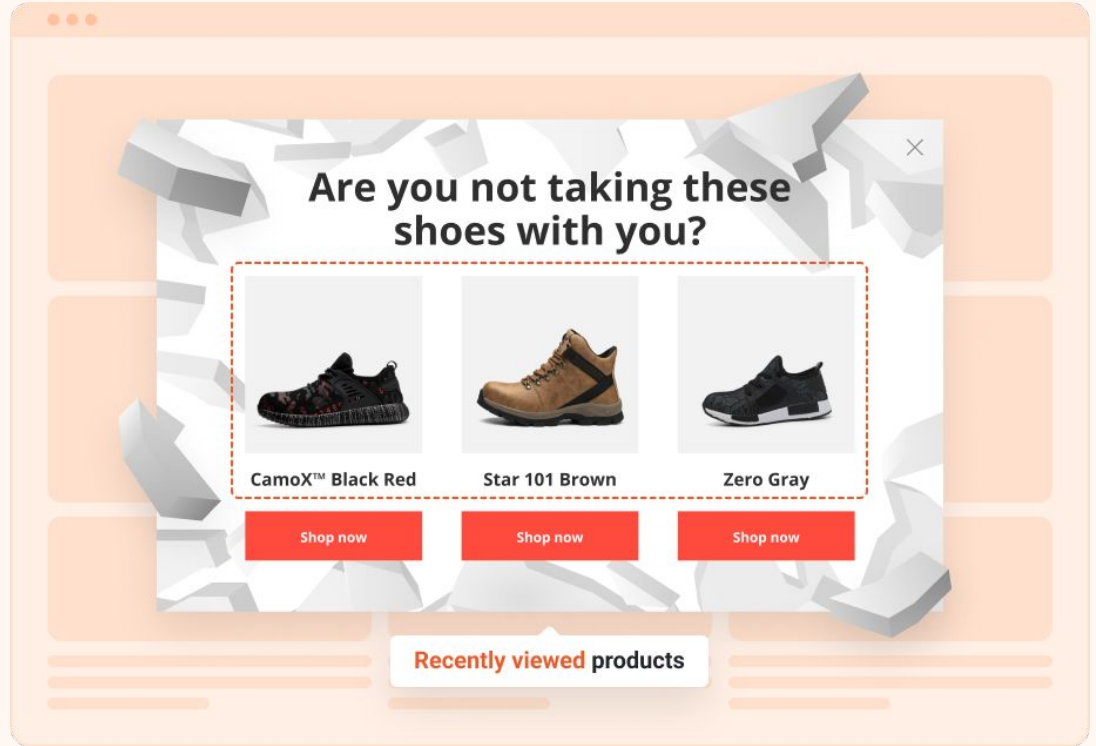
28. Exit Reminder

Remind abandoners of their recently viewed products

Capture the attention of abandoning visitors by using exit-intent popups that remind them of what they're leaving behind.

-10% cart abandonment rate

[See how to set it up »](#)



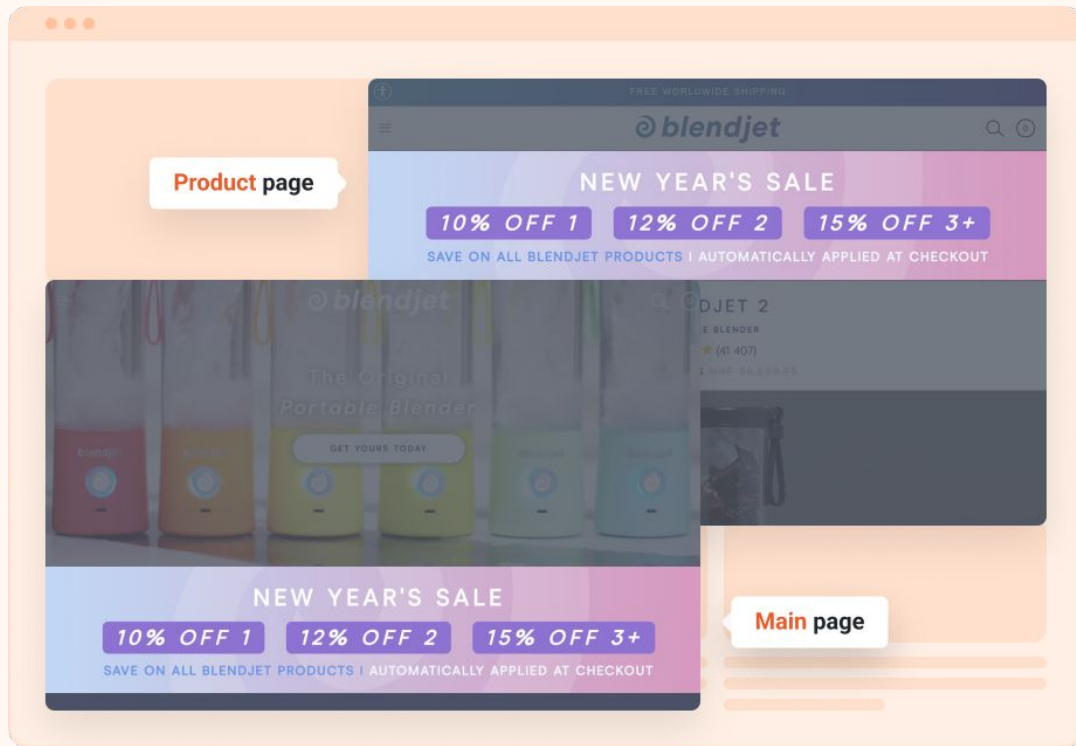
29. Offer Spotlight

Show limited-time offers consistently throughout your site

If you have a seasonal offer like a Black Friday Sale, updating your homepage banner is common. But what about those who don't land on your homepage? This tactic ensures all visitors are aware of your limited-time deals, creating a sense of urgency across all pages.

+15% conversion rate

[See how to set it up »](#)



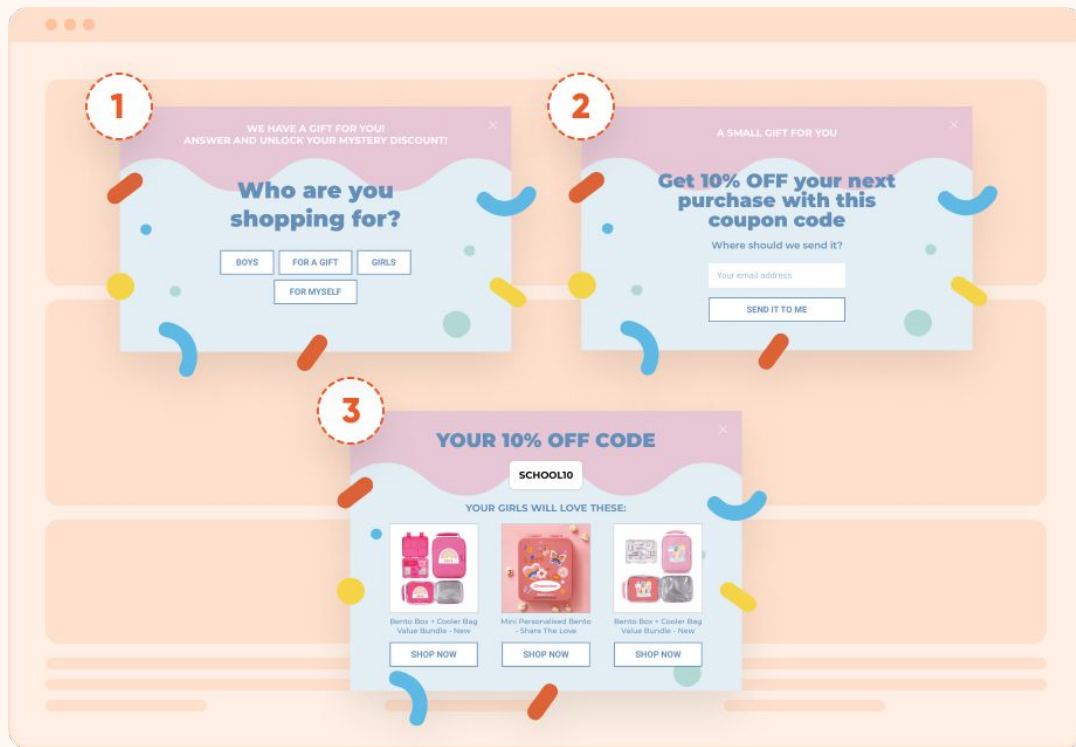
30. Conversational Popup

Segment and guide your visitors while building your list

Transform your welcome popup into a conversational one, combining a discount offer with a quiz. This enhances user experience, boosts conversions, and provides valuable insights for personalized content in emails and on your website.

2x more opt-ins

[See how to set it up »](#)



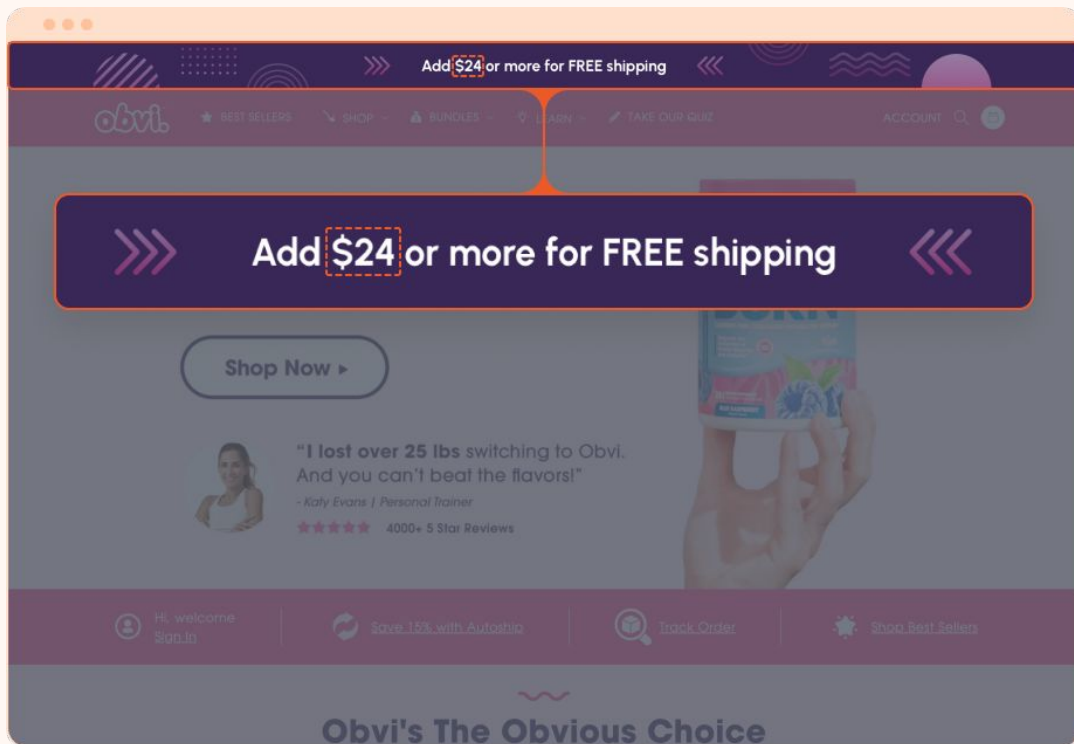
31. Dynamic Shipping Bar

Promote a free shipping threshold based on cart value

Promote the extra spending needed for free shipping to swiftly increase your average order value and overall revenue. Ideal for ecommerce stores with threshold-based free or discounted shipping.

+5% AOV

See how to set it up »



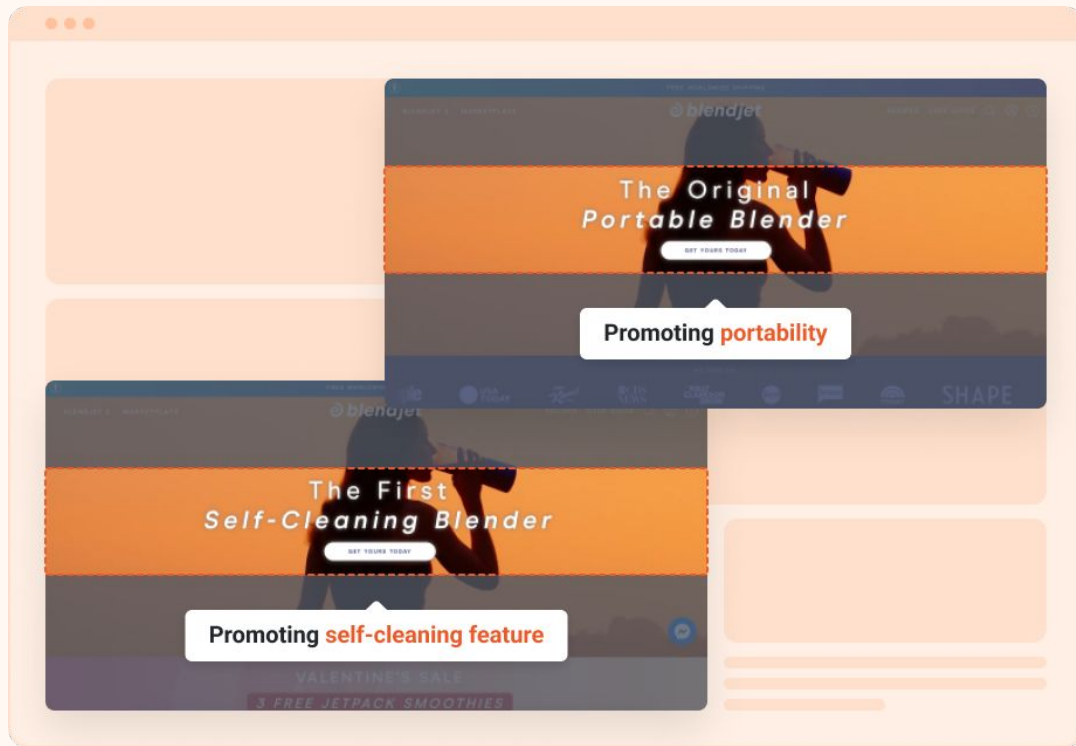
32. Landing Page A/B Test

Test landing pages with different value propositions

Boost landing page conversions by discovering your best USP. Use Dynamic Content to test various value propositions and headlines for your target audience. Make data-backed decisions to build a compelling value proposition and find the headlines that attract the most customers.

+50% landing page conversion rate

[See how to set it up »](#)



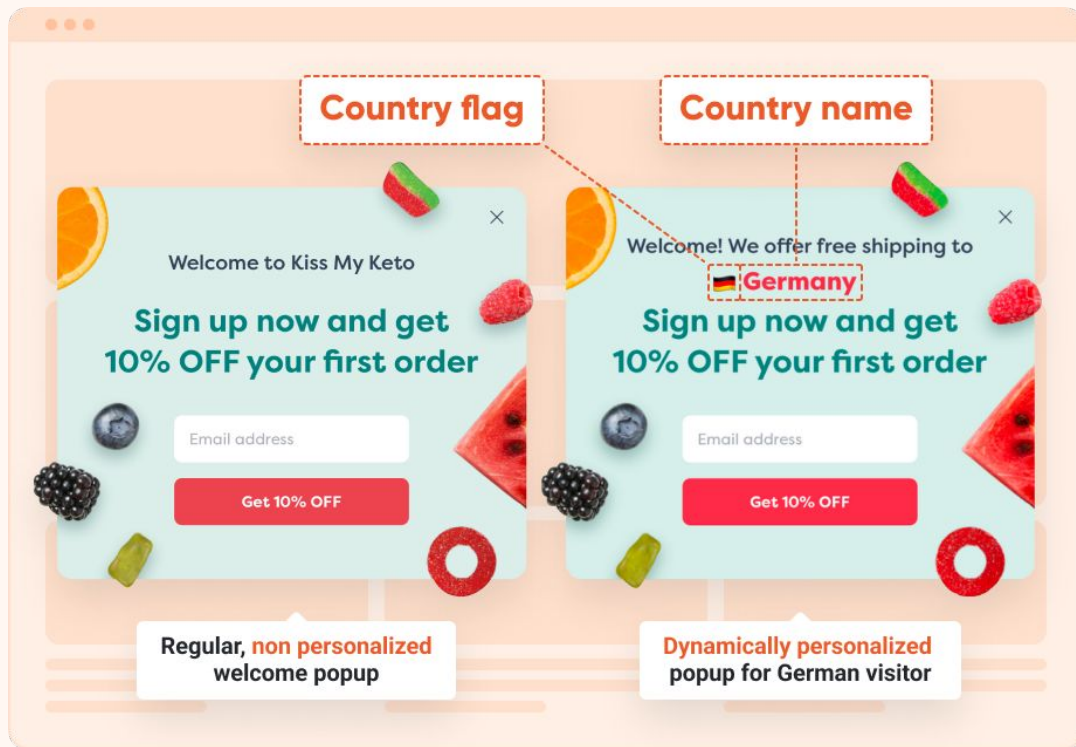
33. International Welcome

Dynamically personalize your welcome popups with country

Enhance user experience for international visitors by personalizing welcome popups with their country's name. For websites with significant international traffic, this simple tactic creates a more memorable and personalized interaction from the start.

+15% popup conversion rate

[See how to set it up »](#)



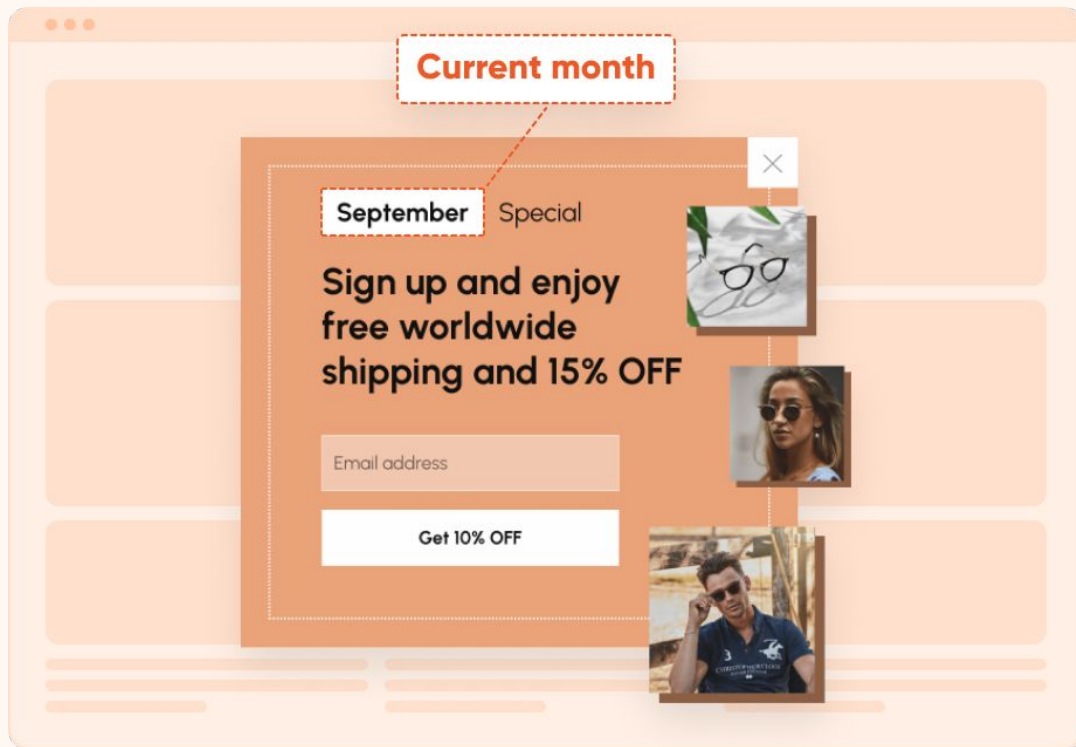
34. Auto Seasonal Offers

Create seasonal offers & boost conversions on autopilot

Elevate new customer offers by adding a seasonal twist. While the standard 10% discount is common, infusing a seasonal theme makes it more enticing and exclusive. Enhance conversion rates by presenting these offers as the "special offer of the month," bringing a fresh appeal to a familiar strategy.

+25% conversion rate

[See how to set it up »](#)



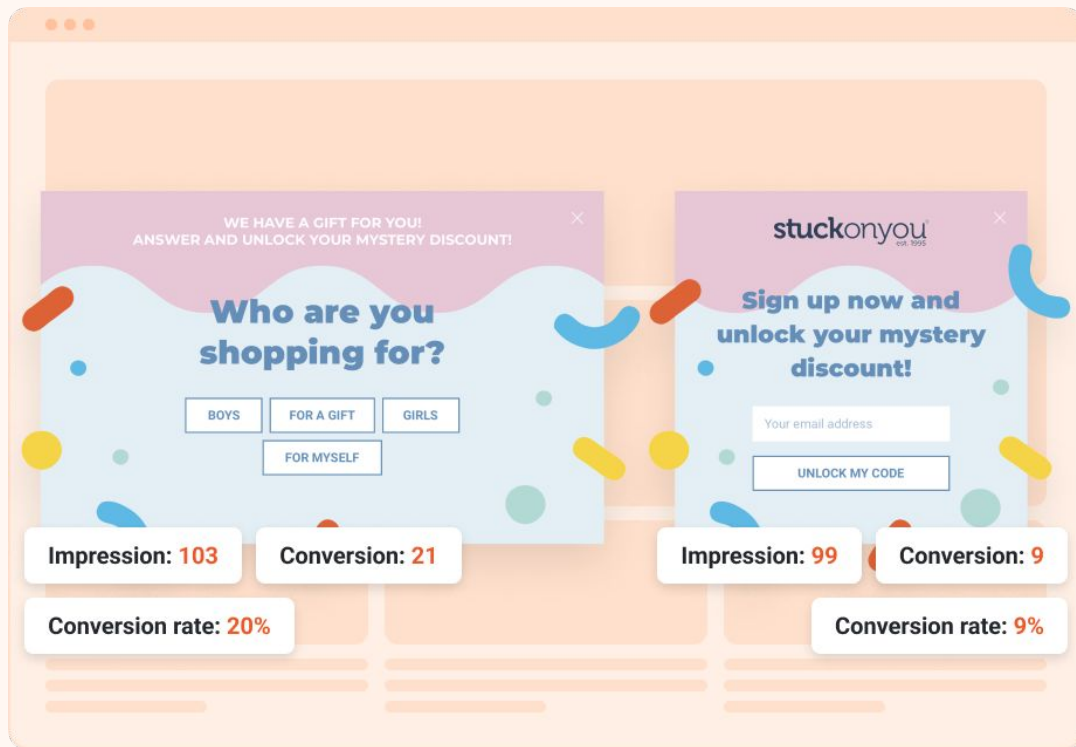
35. List Building A/B Test

Test different list building tactics against each other

Optimize your email or SMS list building with our Experiments feature. Unsure about using a lucky wheel, conversational popup, or a simple discount popup? Test any campaign type against another and make data-driven decisions to maximize conversion rates efficiently.

+200% opt-in conversion rate

[See how to set it up »](#)



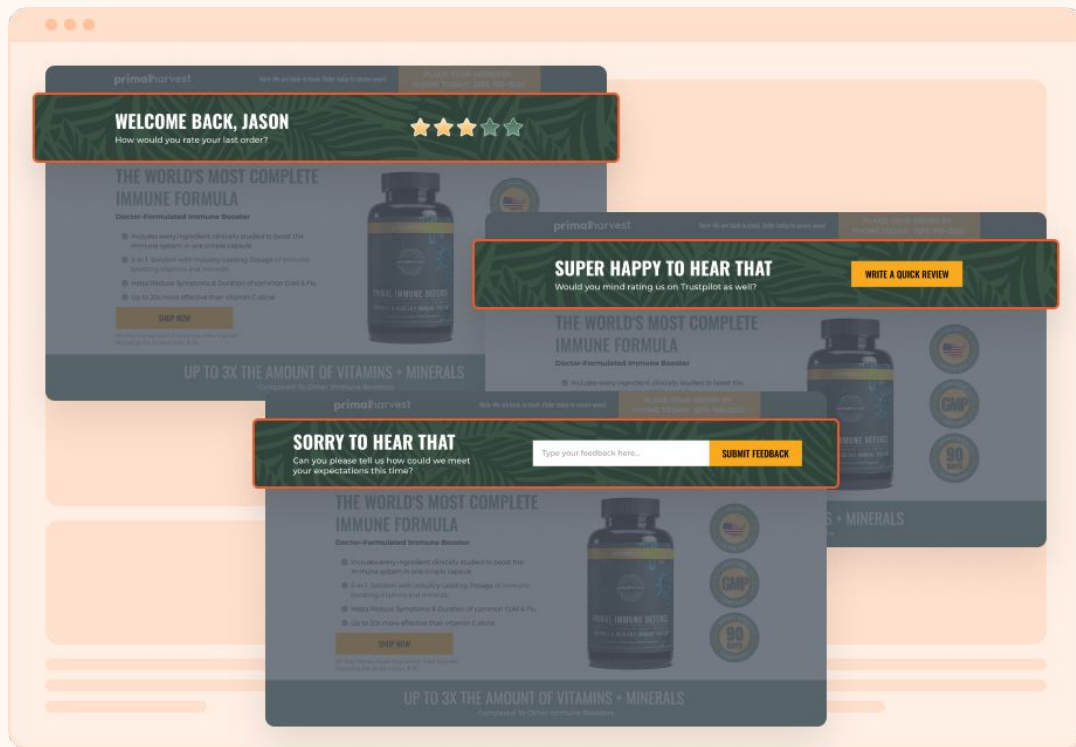
36. Review Booster

Collect 5-star reviews more effectively in a compliant way

Boost trust in your ecommerce business with reviews. Use an embedded content strategy by welcoming returning customers, asking about satisfaction, and redirecting those happy with 5 stars to Trustpilot. For less satisfied customers, collect feedback on your website's user experience with a follow-up question.

+50% 5 star reviews

See how to set it up »



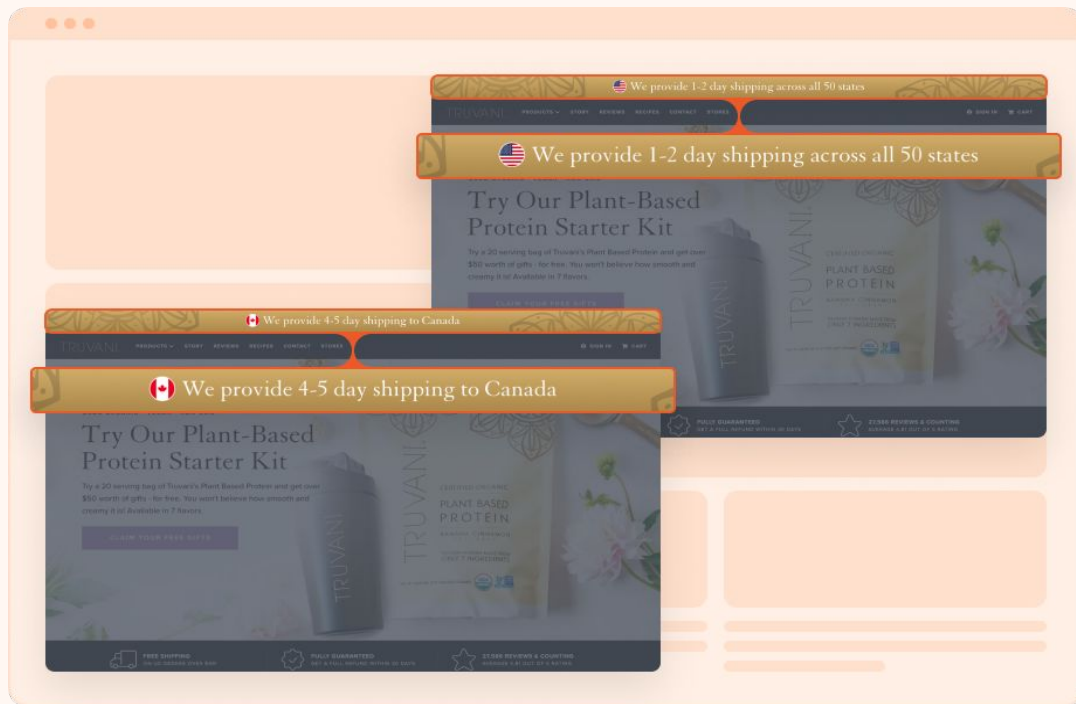
37. Localized Shipping Bar

Personalize your shipping bars based on location

Boost international conversion rates by addressing shipping queries. Create personalized shipping bars for each country, customizing messages based on the visitor's location for varying shipping conditions.

+5% conversion rates from international countries

[See how to set it up »](#)



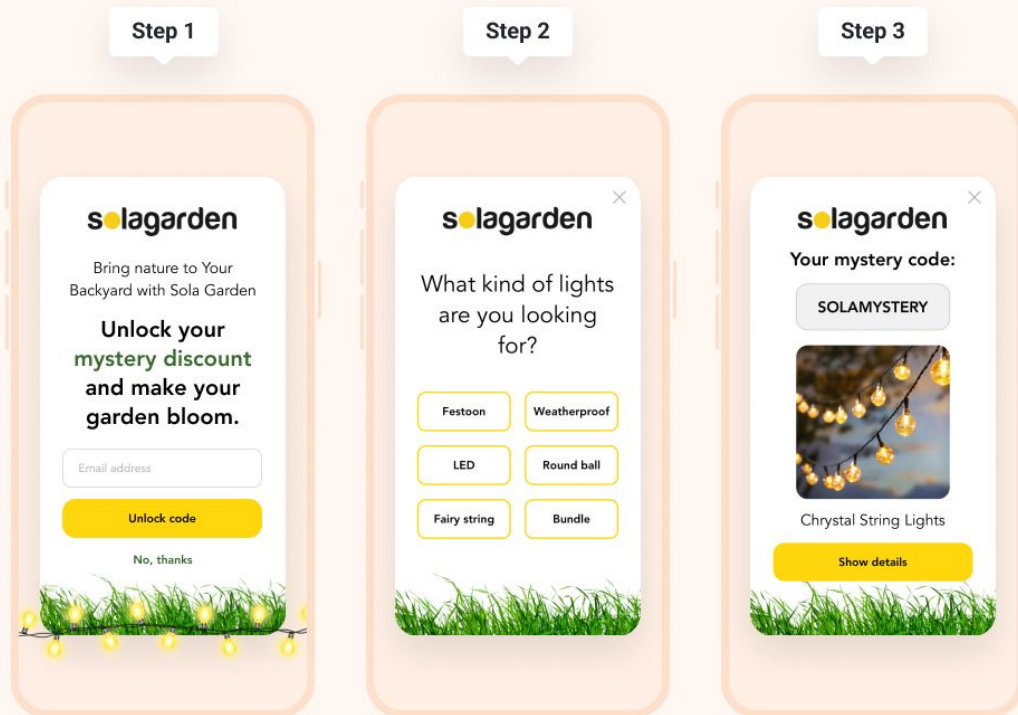
38. Magic Popup Formula

Create the perfect welcome popup & skyrocket sign-up rates

Providing a standard 5 or 10% discount for new customers may not be as effective due to familiarity. To infuse excitement into these initial discounts, elevate conversion rates, and boost sales, consider implementing our "perfect welcome popup" recipe.

+100% popup conversion rate

[See how to set it up »](#)



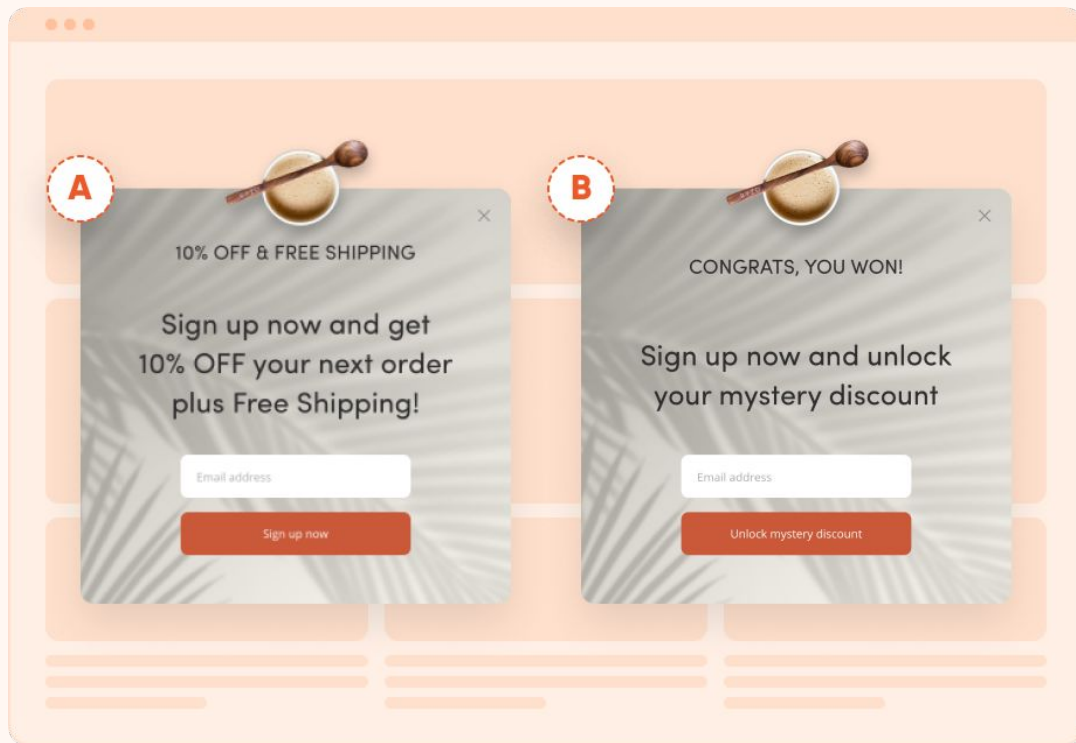
39. Offer A/B Test

Test different offers in your lead generation forms

Improve your email signup form's conversion rate by testing various offers with OptiMonk's Variant A/B testing feature. Experiment with different discounts such as 10% off, \$10 off, free shipping, BOGO, or mystery discounts to identify the most effective ones.

+20% popup conversion rate

[See how to set it up »](#)



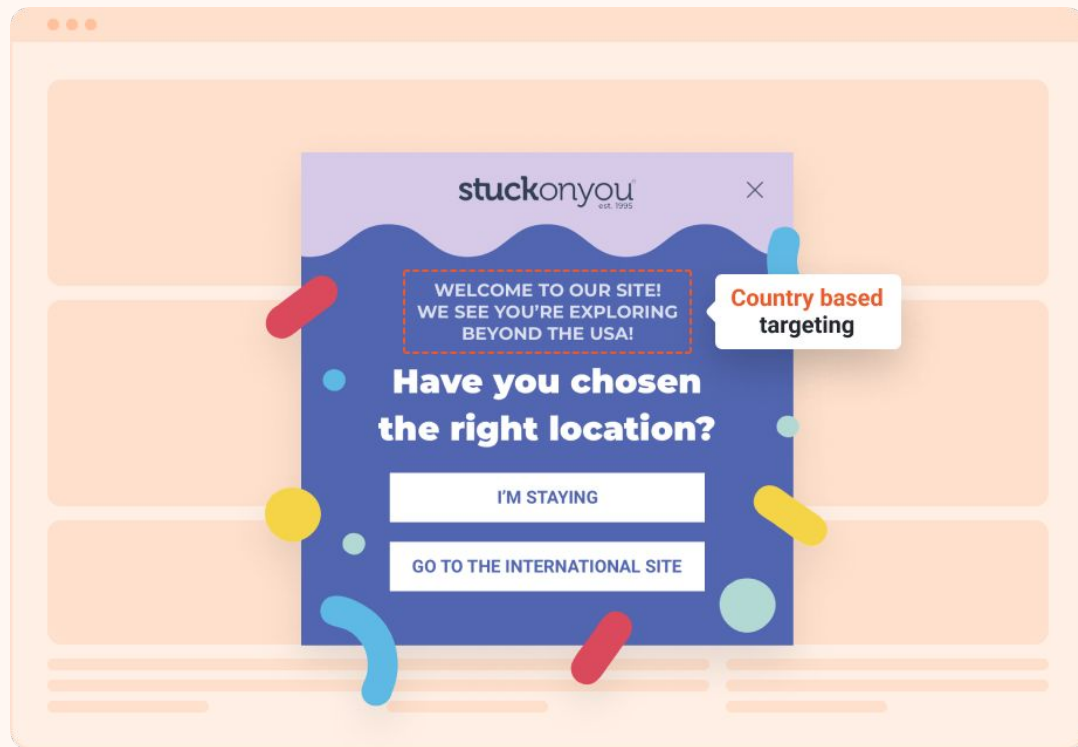
40. Local Site Redirect

Redirect visitors to the right regional website

For multiple regional domains, use a welcome popup allowing visitors to choose their region or stay on the current page—ensuring accurate navigation without automatic redirection.

+10% conversion rate

[See how to set it up »](#)



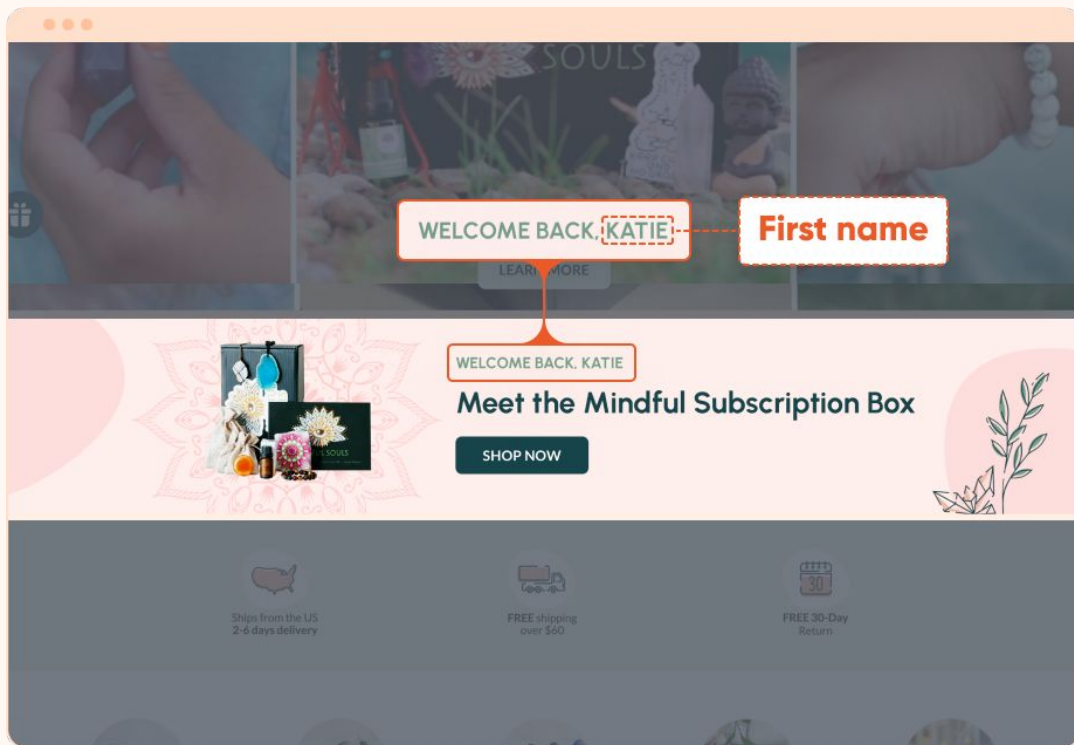
41. Personal Welcome Back

Personalize your homepage messaging for returning customers

Utilize customer information for personalized experiences on your website. Greet returning customers by name in the above-the-fold section and provide relevant information or recommendations to strengthen their connection with your brand.

+5% conversion rate

[See how to set it up »](#)





13 **advanced tactics** **to maximize conversions**

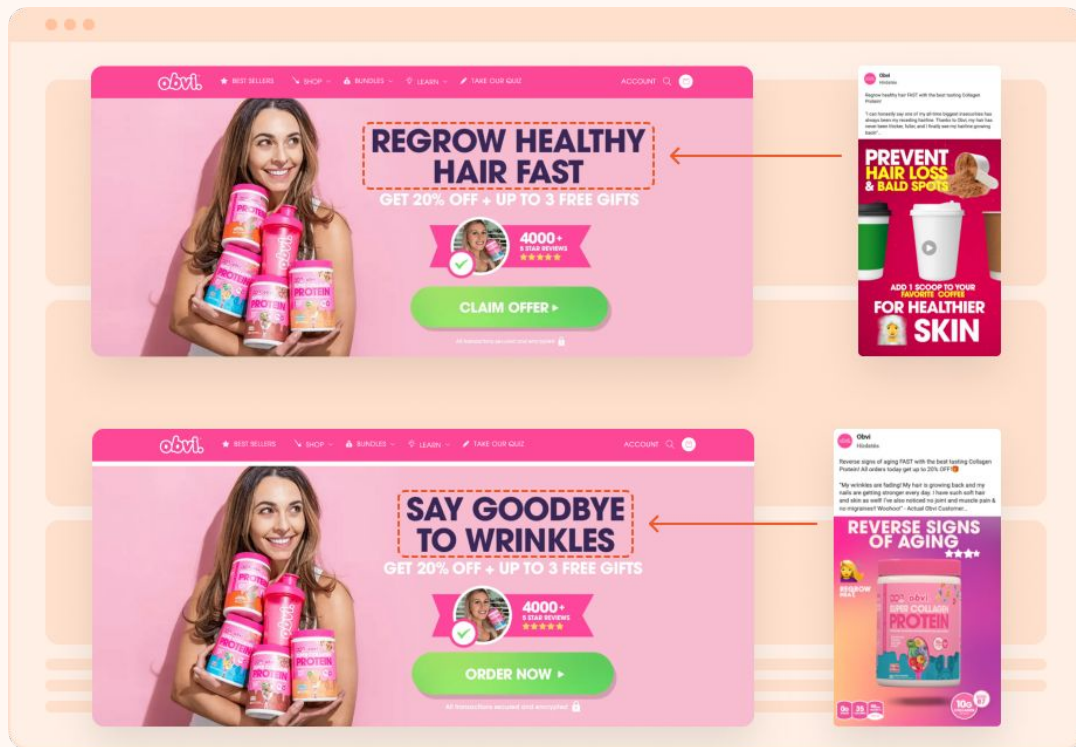
42. Ad-Landing Page Synchronizer

Personalize landing page headlines based on ad copy

Enhance Facebook ad ROI by personalizing your landing page copy and value proposition to match each ad's unique content, whether it's diverse copy, value propositions, or designs.

+50% Facebook Ads ROI

See how to set it up »



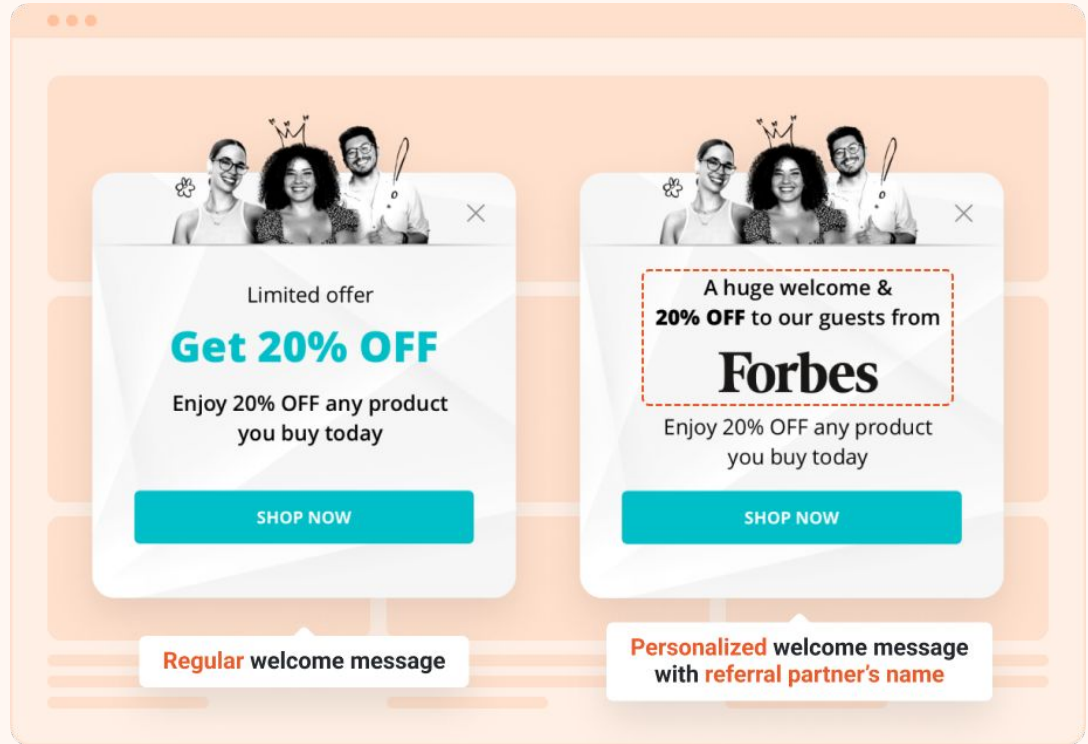
43. Referral Booster Popup

Personalize your offers for top referral partners

Maximize conversion rates by personalizing welcome messages for referral/affiliate partners using OptiMonk's URL targeting feature. Displaying the partner's name in the message makes offers feel more special, potentially boosting conversion rates by up to 50%.

+50% campaign conversion rate

[See how to set it up »](#)



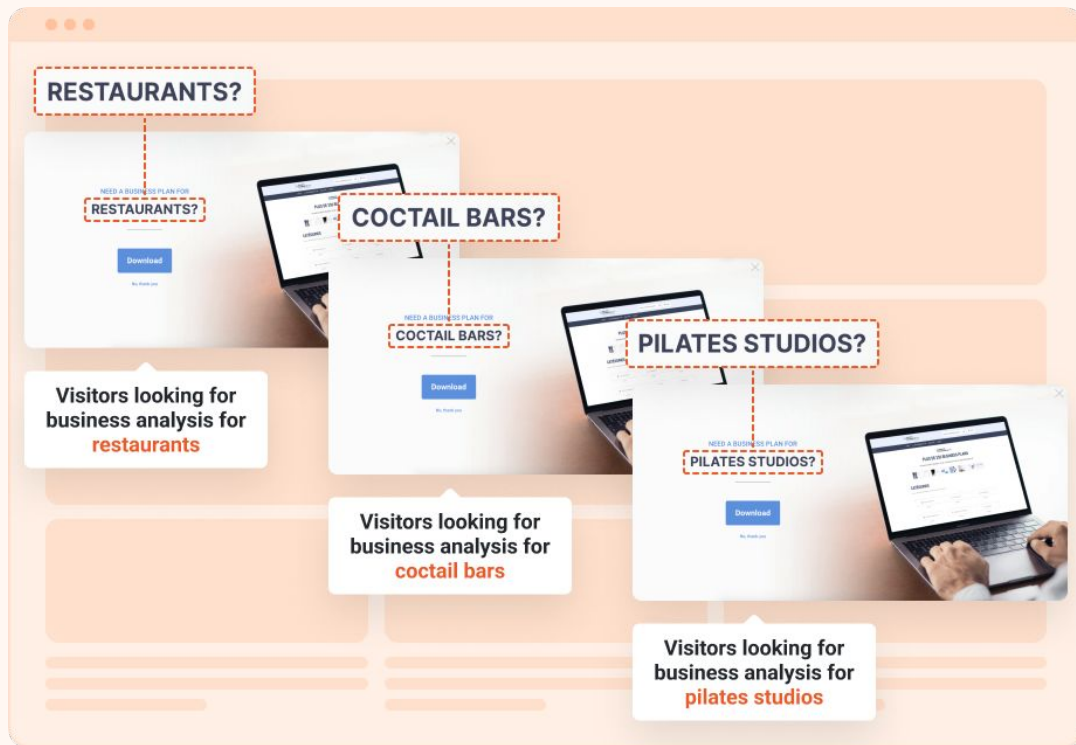
44. SEO Booster

Micro-personalize exit offers to searched keywords on autopilot

Maximize conversions from organic traffic by micro-personalizing exit offers based on landing page keywords. Tailor the experience for each visitor without the need for multiple campaigns.

+100% organic conversions

[See how to set it up »](#)



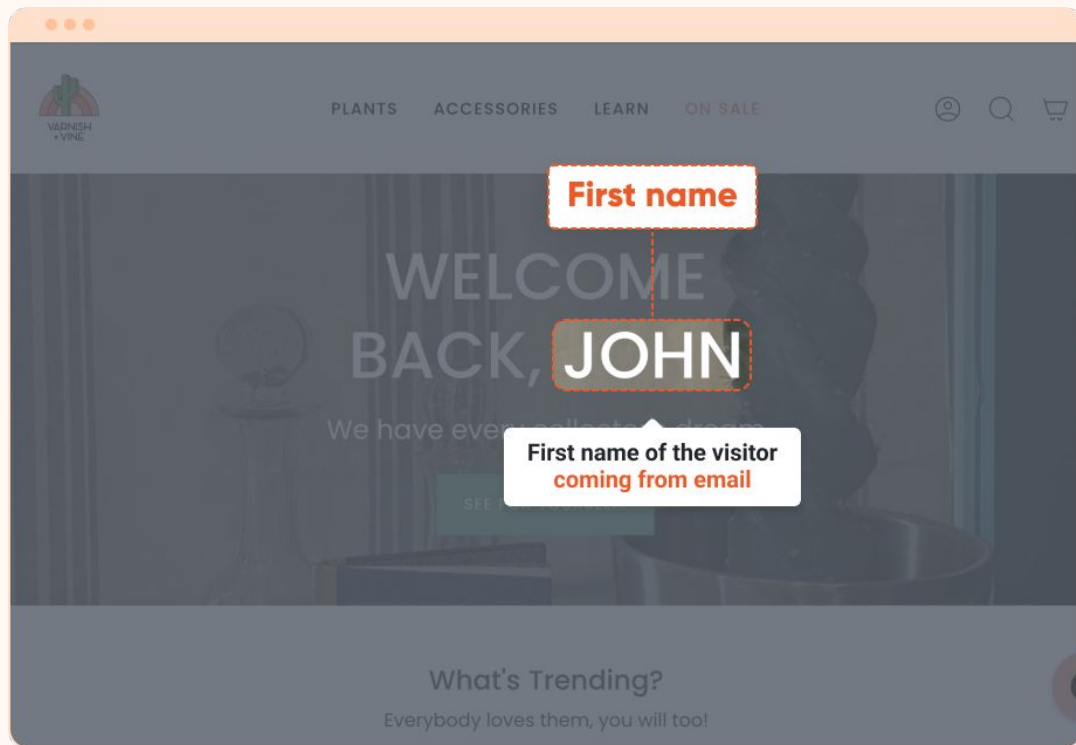
45. Personal Greetings

Personalize your email landing pages with the visitor's name

Boost your conversion rates and ROI by utilizing subscriber data. Personalize your landing pages with the first names you already have, creating a memorable experience for your customers. Don't settle for generic pages; leverage the data to enhance results.

+20% landing page conversions

[See how to set it up »](#)



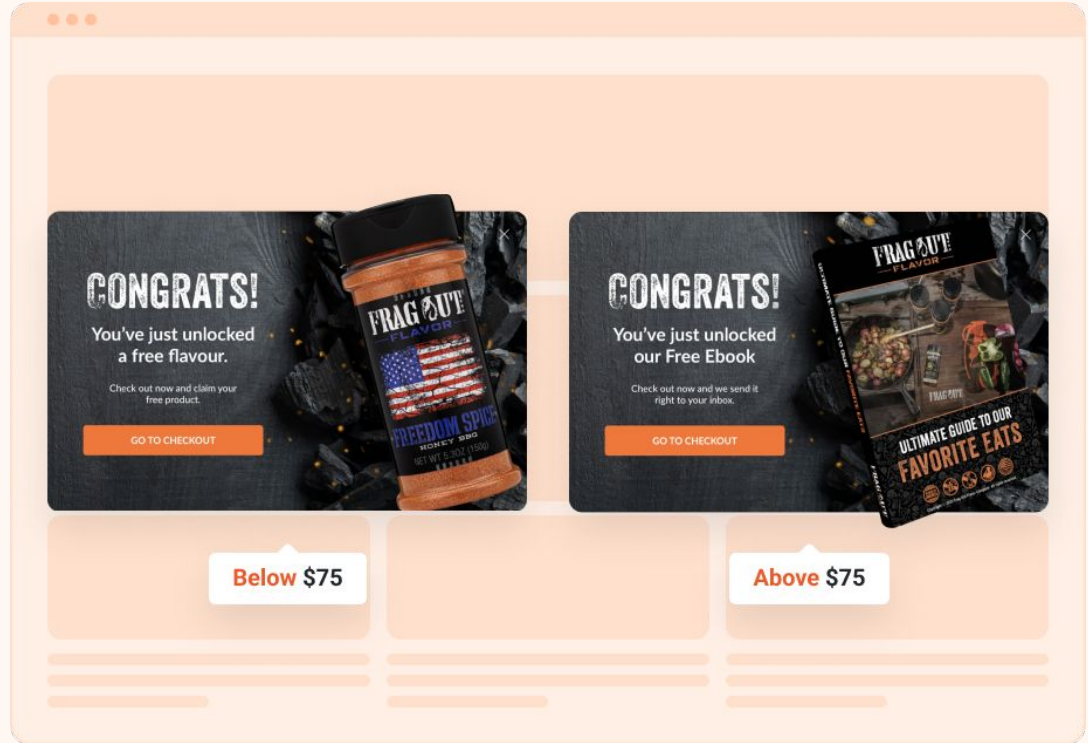
46. Personalized Cart Saver

Personalize exit messages based on cart content

Revamp your approach to cart abandonment by personalizing offers. Offer more significant discounts to visitors with higher cart values and lower discounts to those with lower values. Boost conversion rates without compromising revenue.

+50% in your cart abandonment campaigns' results

[See how to set it up »](#)



47. Tailored Referral Landing

Tailor landing pages to top referral partners

Enhance conversion rates and revenue from referral traffic by tailoring special offers on landing pages. Strengthen your relationship with partners by showing appreciation for their traffic, encouraging continued referrals.

+20% landing page conversion rate

[See how to set it up »](#)



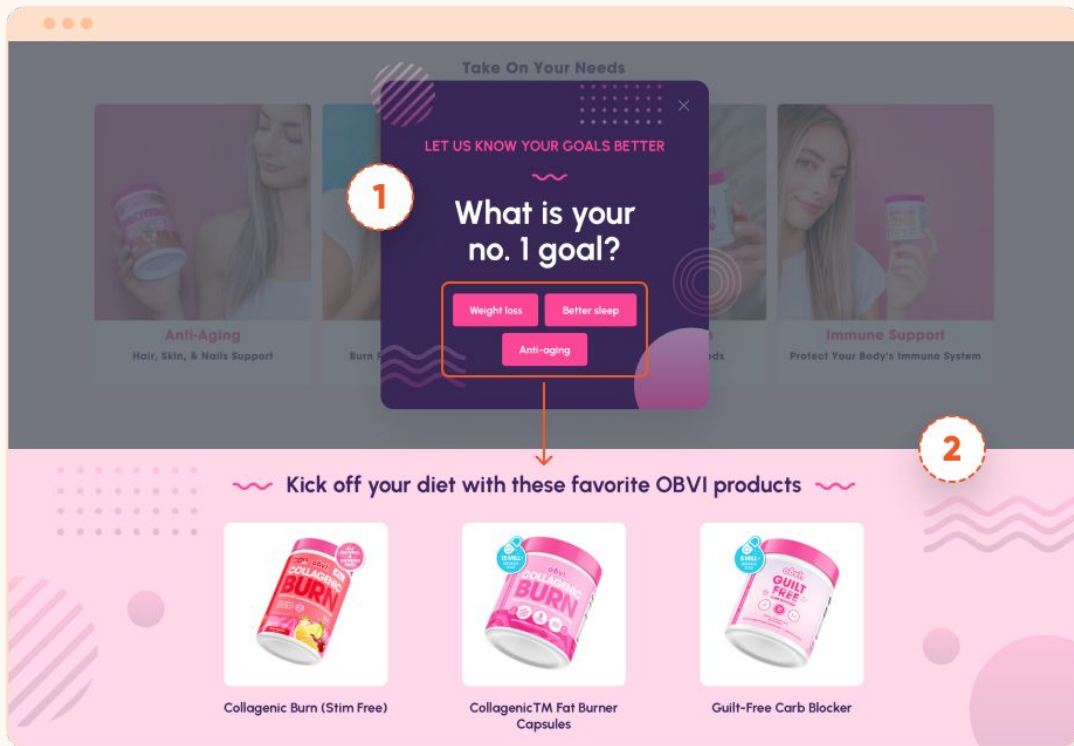
48. Personal Recommender

Personalize messaging based on interest

Boost conversion rates by showing relevant product recommendations. Ask visitors about their interests to tailor suggestions, improving user experience and reducing website noise. This strategy could increase conversions by 30-50%.

+50% product recommendation conversion rates

[See how to set it up »](#)



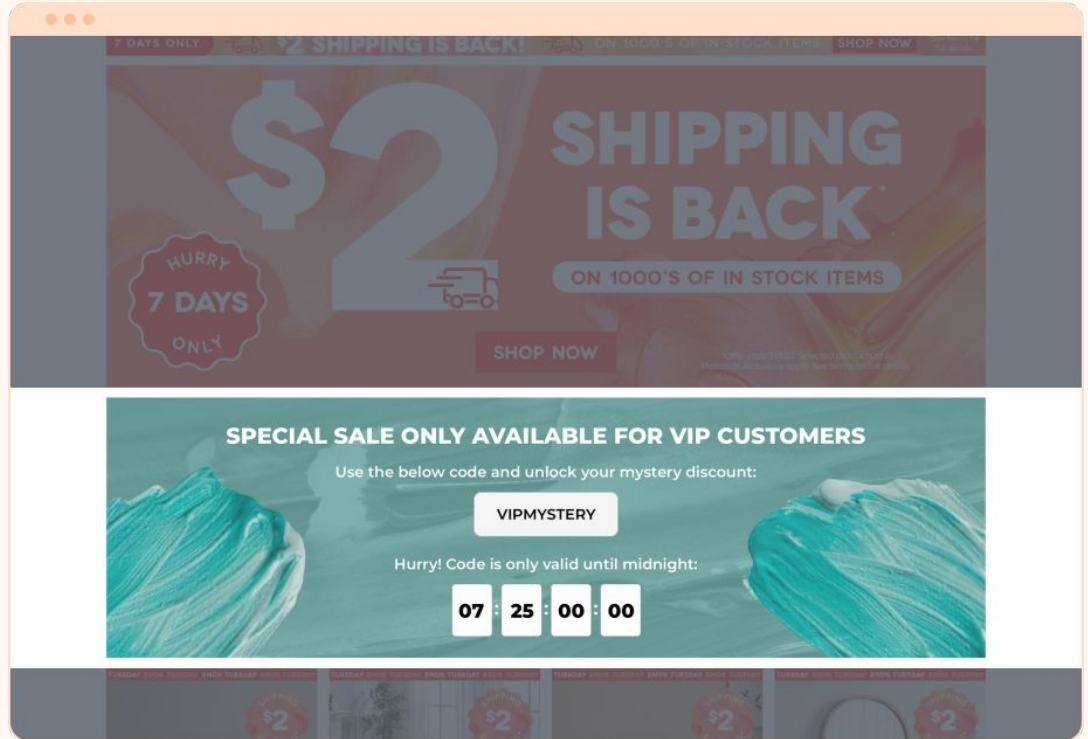
49. VIP Offers

Personalize your website for your VIP customer segments

Maximize ROI by not just personalizing emails but also the landing pages for segmented email campaigns targeting VIP customer segments. Enhance efficiency and customer experience to achieve better results with your campaigns.

+30% email campaign conversion rates

[See how to set it up »](#)



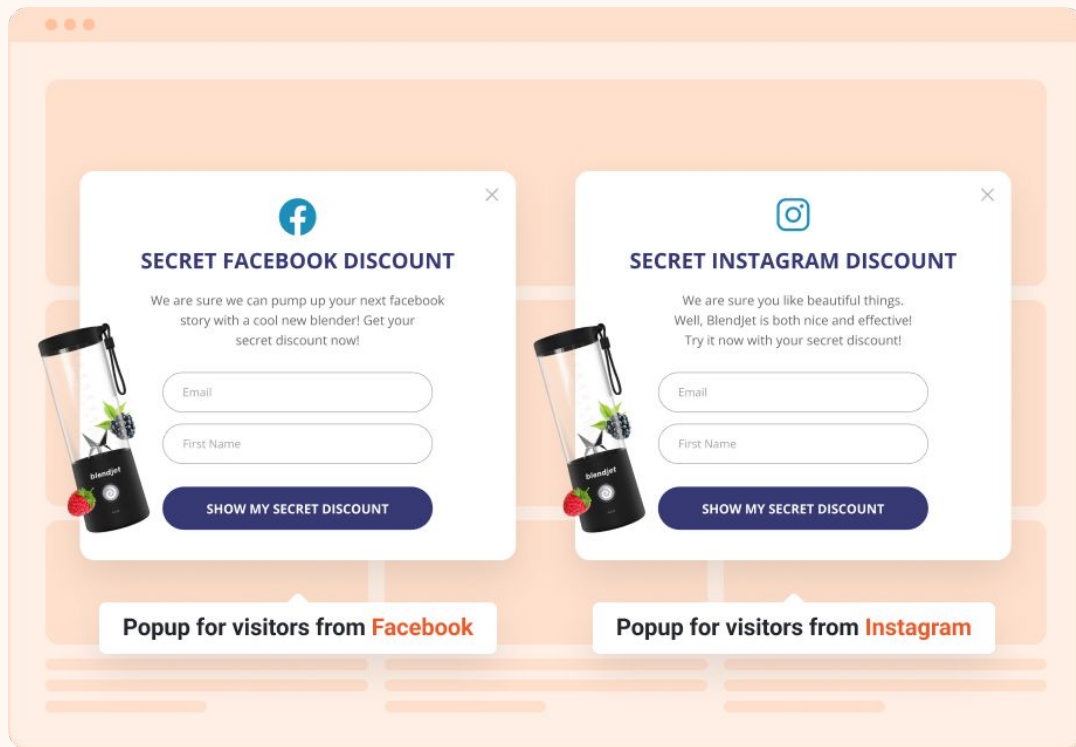
50. Traffic-Based Welcome

Display personalized offers based on traffic source

Optimize conversion rates for social media traffic exceeding 5% by using source-based targeting. Display personalized offers and discounts tailored to the visitors' social media source for increased engagement and conversions.

+20% conversion rates

[See how to set it up »](#)



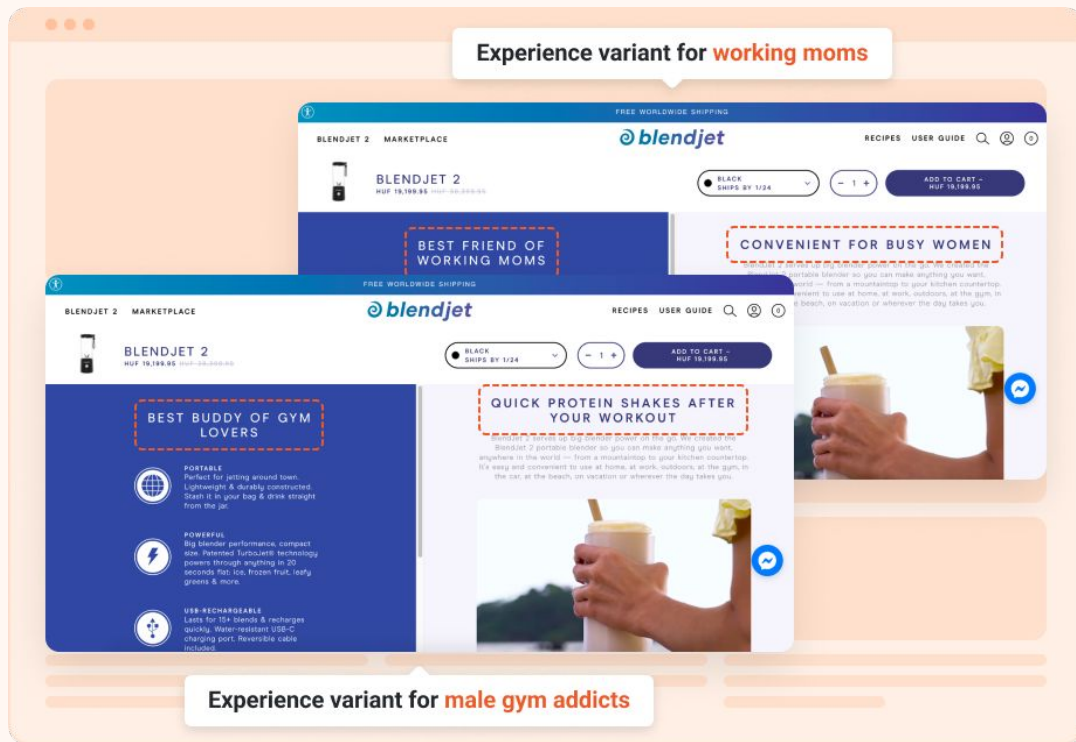
51. Product Page Personalizer

Tailor product page messaging to align with your ad copy

Improve conversion rates for products with diverse customer segments by displaying personalized messaging. Tailor your product messaging based on different Facebook ad targets to optimize performance.

+50% product page conversion

See how to set it up »



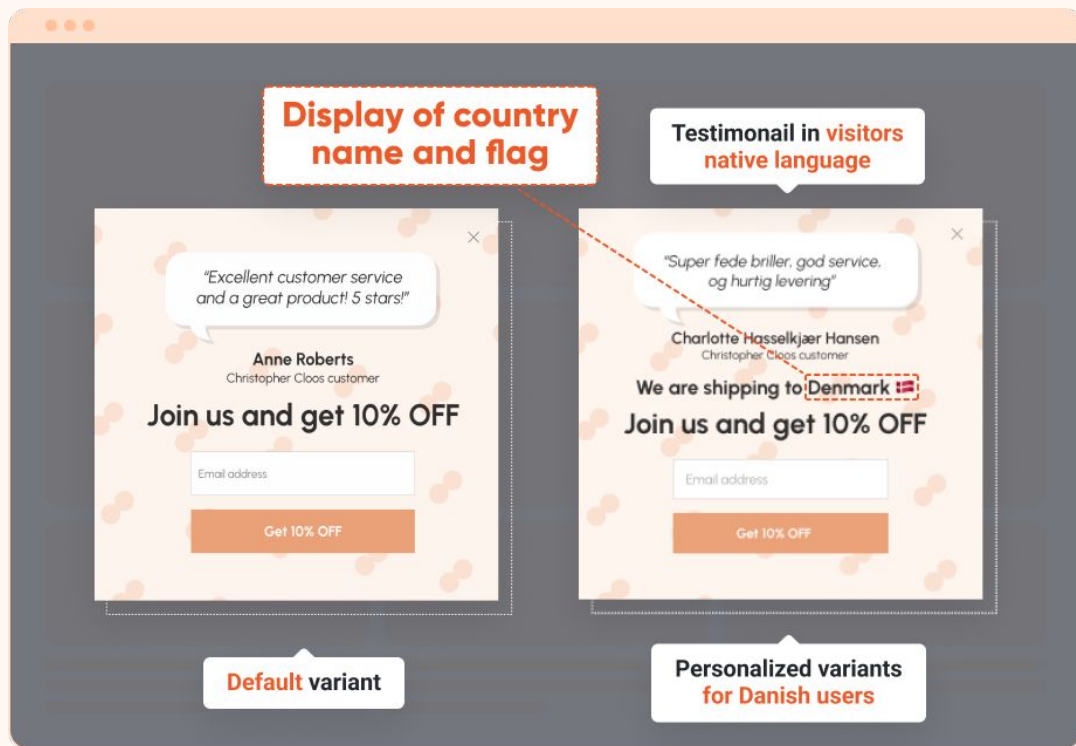
52. World-Wide Welcome

Tailor the content of your welcome popups to visitors from key countries

Enhance user experience for global customers by personalizing welcome popups with their country names. Use Smart Tags for automatic, personalized popups tailored to each visitor, creating a more memorable experience.

+50% popup conversion rate

[See how to set it up »](#)



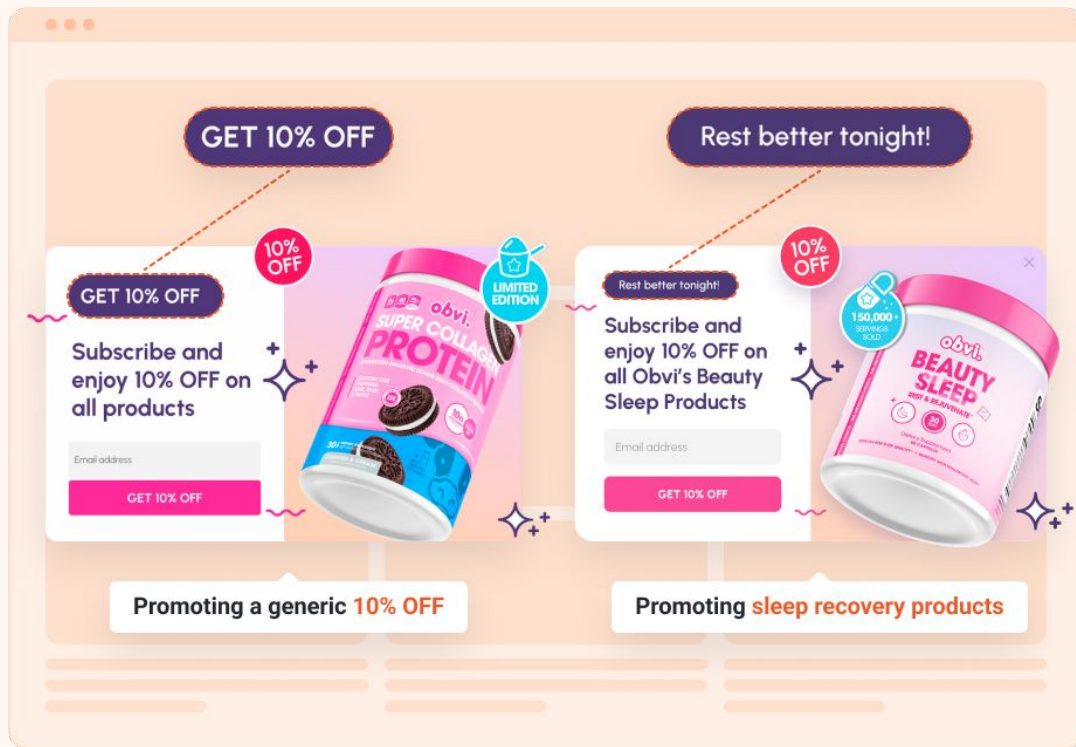
53. Ad-Popup Synchronizer

Customize welcome popups according to the messaging of display ads

Increase conversion rates by segmenting visitors based on browsing behavior. Tailor welcome popups to their interests, using ad sources or product pages for segmentation. For instance, if a visitor engaged with weight loss-related content, personalize the popup messaging accordingly.

+50% popup conversion rate

[See how to set it up »](#)



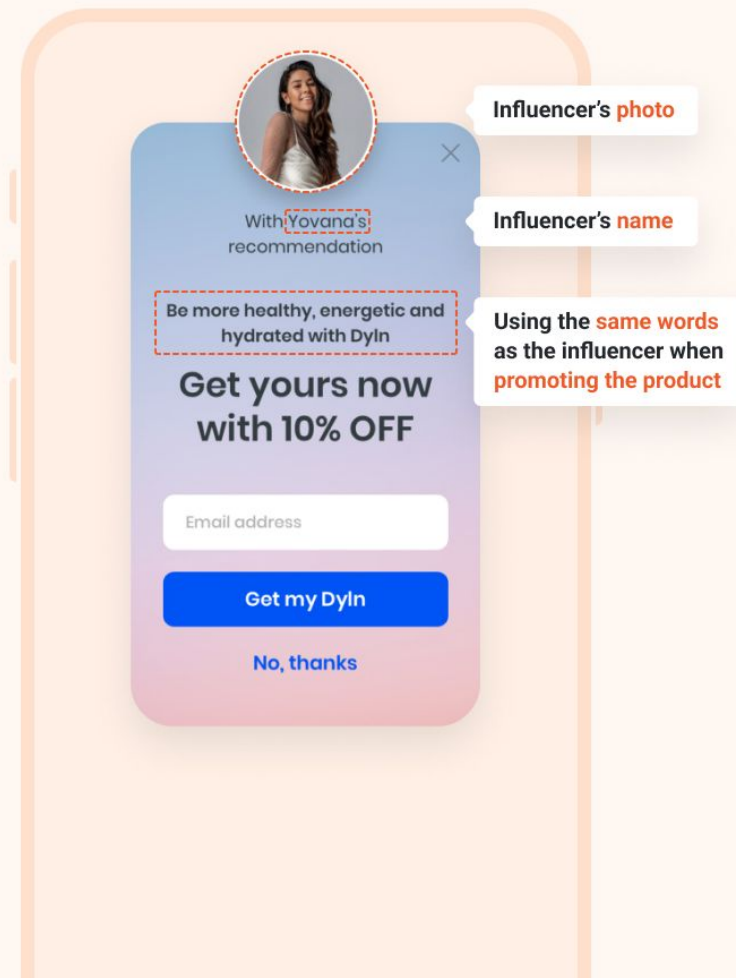
54. Influencer Welcome

Utilize influencers to generate a highly personalized welcome for your visitors

Elevate influencer marketing by creating a personalized welcome popup experience. Greet visitors from influencer campaigns with a photo of their favorite influencer, fostering emotional connections that drive engagement, loyalty, and sales.

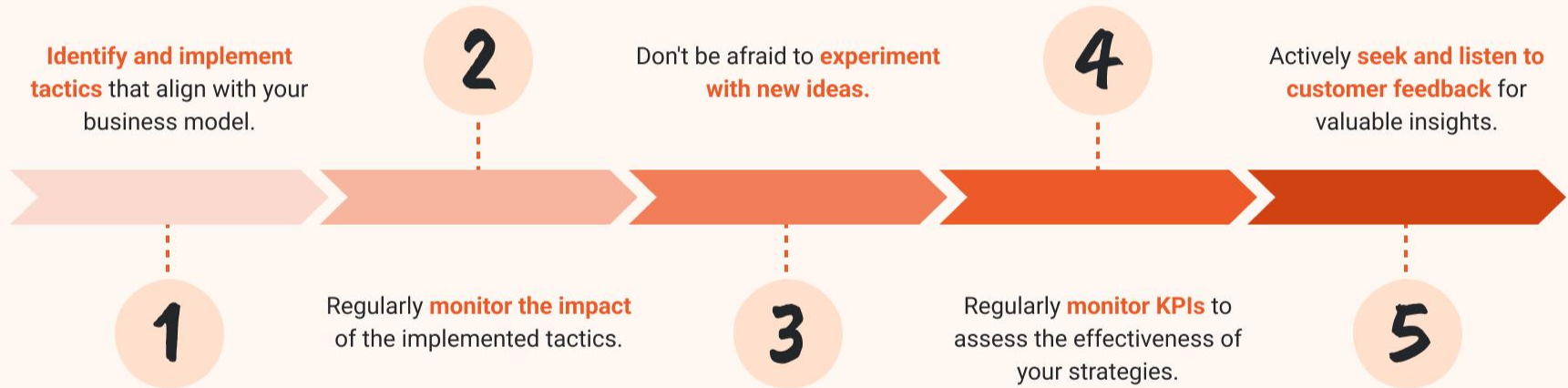
+15% influencer marketing ROI

[See how to set it up »](#)



Where to go from here?

Hopefully, now you have a ton of inspiration to help you optimize your ecommerce store and increase conversion rates. As you stand at the crossroads of opportunity, the question now is, where do you go from here? Here's our suggestion:



Have any questions?

Drop a line at support@optimonk.com.

www.optimonk.com

