

# 5 tips to multiply your conversion rate



# Hello and welcome to this co-hibouk<sup>1</sup> between

 **itis commerce**  
EBUSINESS PERFORMANCES **and Kiliba!**

If you are reading this, it is because you are looking to increase your conversion rate!

As an essential indicator of the well-being of your e-commerce, it represents a real opportunity to increase your overall turnover!

This co-hibouk will give you 5 tips to boost your conversion rate!

Therefore, we will simulate a purchase cycle following the display of an online advertisement to help you multiply your conversion rate.

**Enjoy!**

<sup>1</sup>To pronounce /'i:bʊk/

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## The conversion rate, what is that?

The **conversion rate**, in the context of e-commerce, is generally obtained by **dividing the number of orders registered on your online shop by the number of visits to your site during a defined period.**

The average conversion rate in e-commerce is often considered to be **between 2 and 3%.**



In the context of your emailing campaigns, this is **the act of buying done by a customer through an email.** For a website or an online shop, emailing is an excellent way to stay in touch with your customers or visitors and to keep them informed of your latest products and services.

In general, it measures **the ability of an e-commerce site to convert its visitors into buyers.** It is therefore one of the most important data in your marketing strategy.

## Enhance your conversion rate with your landing pages!

To convert a visitor into a customer, meaning he/she buys from your site, you need to create **optimised landing pages**.

### Therefore, this is not always enough!

An efficient conversion is about two simple and essential aspects to create the perfect funnel:

- Your actions linked to your ads campaigns (Google Ads, Facebook Ads and emailing campaigns)
- Your website's landing pages correctly connected to your ads

### What is a landing page ?

A landing page is the page where a web user goes after clicking on a button or an ad.

They must align with a **global marketing strategy** in order to **increase your conversion rate**.

### But how can you do that?!

The process is really easy: the consumer has to see a consistency between your ads and your landing pages.

This consistency is called a **message match**.

**Wait, let us explain!**

You see a movie poster that interests you and decide to watch the movie's trailer.

While you are watching the movie, you are disappointed because the scenario does not look like the trailer you have watched.

In other words, there is no message match between the movie's ads campaign and the movie itself (aka the landing page), which explains why you are disappointed.



Regarding this example, you have to be sure of the message match between your ads and the product you sell. The increase of your conversion rate goes through a strategic choice of evocative and relevant keywords related to your company's activity.

Moreover, your target must be capable of identifying easily what you are selling thanks to the visuals displayed in your ads. Thus, they have to align with the keywords used.

## Use the right images

The images integrated into your ads have to match your branding, as much as the chosen keywords. They can be pictures of your products or illustrations that put your products on show. With this idea of message match, they must support your branding - and your keywords too - to conduct the right idea to your (soon-to-be) customers.

Thanks to the A/B testing principle, which compares two webpage's proposals to check which one converts the best, you can try many campaign formats. Indeed, you can create different landing pages by putting several messages and illustrations that match your ads the most, in order to test them.

## Last thing last

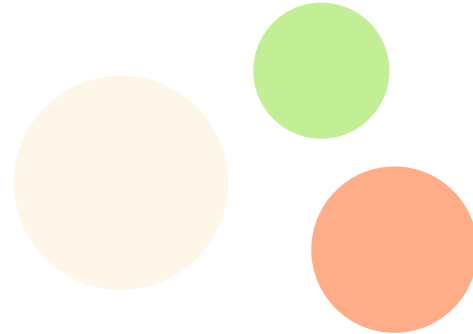
It's good to be consistent in your advertising campaigns and landing page, but it's even better to perform well on your e-shop website! Do you wonder how? Itis Commerce offers you a white book to boost your website's performances that you can download [here](#).



## Why is it interesting to match your message?

Keep in mind the example of the movie... If your visitors do not see a match between your ads and your e-shop activity, they will quit which negatively impacts your conversion rate. This is the reason why congruence, context, relevance and theme's respect are in order!

So it is essential to match your ads to your landing pages to considerably increase your conversion rate!



## Enhance your conversion rate with your products pages!

Imagine a person got to your landing page and is now in your e-shop website. They will check your products and read the information about them.

Essential to guarantee your branding, your product pages reinforce and reassure your visitors through their buying process to help you get a good conversion rate.

**We will give our 6 pieces of advice to create product pages that have the highest possible quality!**





## **1** Manage your stocks

Are your products often out of stocks? Then you should not be surprised if **it can frustrate your visitors to not have complementary information regarding your product's out of stock situation.**

You should try to reduce, as much as possible, **the negative outcome made by this situation to assure you a good conversion rate.**

2 solutions can be thought of:

**301 redirection** : This kind of redirection allows your visitors to be directed to another page permanently. Then, when an out-of-stock situation on a specific product happens, this redirection sends them to a similar product or a linked category.

**Add a CTA** : Do you want to leave your product page active? No worries! The page can remain active as long as you know that the product will come back. Thus, it is highly requested to put a Call to Action (CTA) button to allow your visitors to be aware when the product is once again available.

## **2** Reassure your visitors

To reassure your visitors, in order to convert them into clients, you must use key elements such as:

- **Guarantees** (quality, express delivery, free return...)
- **Customer reviews**
- **Secure payment**
- **The composition of the product**
- Etc.

All of these elements play a crucial role in **softening your consumers' disincentives, while creating new buying motivations.** These elements of reassurance also contribute to **developing a relationship of trust between you and your buyers.**

### 3 Cross-selling and Up-selling

Cross-selling and up-selling are two widespread marketing practices that are still poorly exploited by e-retailers.

**Cross-selling** consists of offering products that are **complementary to the one consulted by the visitor**. It increases the **margin**, the **average shopping basket** and the **number of items per order**.

It is often offered at the time of validating the shopping basket but it can be clever to add it to your product pages to create the new buying motivations mentioned above.

**Up-selling** aims to offer a product with **higher technical characteristics, perceived value and price than the first item seen by the visitor**. This technique also aims to increase the average basket and the margin.

Furthermore, Kiliba, a marketing automation solution, offers you a cross-selling workflow that is very easy to set up!

Thanks to its 23 AI-driven marketing workflows, Kiliba automates all your communications to easily increase your conversion rate. Indeed, Kiliba proudly displays a conversion rate of 6%! Pretty impressive, isn't it? If you're interested, contact one of our experts [here](#).

## 4 Inject enthusiasm into your product

You can boost your product pages through psychological and sales actions. Here are few examples:

### Limited stocks:

This marketing technique is simple and effective. Selling an item in «limited stock» makes the consumer feel a sense of scarcity. If the visitor decides not to buy, the same product could be bought by someone else. Obviously, this technique must be mastered to not negatively affect your e-commerce site.



### The simultaneous number of users:

This process aims to display the number of visitors, in real time, present on the same product page as the user. The primary objective is to create a sense of competition and a need to act quickly to ensure that the product can be purchased. In this way, the visitor can convert more quickly into a customer because he will buy «before it is too late».

### The number of buyers over the last 7 days:

this practice, which is widely used, is intended to demonstrate the success of a product. It serves as a mark of quality for the brand and proves it by showing consumer engagement over the last 7 days. Like customer reviews, it provides social proof to visitors before they buy, which reassures them. If many people are interested in this product, it is certainly popular and useful.

### Countdown:

Very common during promotional periods, the countdown makes visitors understand that time is running out. Once the countdown is over, the offer will no longer be valid. This technique aims to accelerate the buying process, and therefore conversion, by pushing visitors to make a decision within a given time.

### Next day delivery:

the different costs and delivery methods are often a barrier to purchase despite the interest in the product. Next day delivery aims to eliminate this obstacle and provide an additional motivation to justify the act of buying. Of course, this technique requires internal and logistical organisation before it can be used.

## **5** Take advantage of social commerce

With more than **2.9 billion users on Facebook** in January 2022, your brand should take social platforms even more into consideration in your business strategy.

As it is appearing as a **real marketing opportunity**, social commerce is becoming more and more popular. **This technique consists of putting your e-commerce products on sale on social platforms**, such as Facebook or Instagram.

Moreover, to be successful on those, the rules are almost identical to those of the web. Indeed, **the choice of keywords, images or customised assistance play a crucial role.**

For this reason, it can be more than interesting to export your product pages to social platforms in order to generate conversions and to actively participate in the aim of brand awareness.

However, in order to implement a strong and meaningful social strategy, it is necessary to choose the social platform on which to position yourself according to the offer that will be promoted and the content that will participate for this goal.

## **6** Increase your entry points

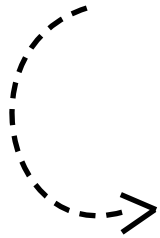
A marketplace is a platform that links buyers and retailers. So, it gathers several professionals that sell goods. As a consumer, the client benefits from many products on one and only website.

Thanks to a direct connection with your e-shop, all or part of your product catalogue is exported to the marketplaces (Amazon, La Redoute, Cdiscount...). The order is then placed directly on the platform.

Nevertheless, **you must be careful to not duplicate all your contents to not ruin your SEO.** Then, you must write unique texts for each selling platform.

## Enhance your conversion rate with your marketing revival!

Only 2% of visitors buy from an e-shop the first time. It might be worthwhile to increase this percentage, right? So why not maximise your marketing efforts to achieve this?



### **1** Via your email campaigns

**Email is still the preferred channel to communicate effectively with your base.**

It has been shown that your contacts, following a promotional email, tend to have an **average shopping basket that is up to 138% higher than a contact who did not receive this message.** This very high rate can be explained by the high level of customisation offered by an effective emailing system.



In addition to improving customer loyalty, emailing has many advantages, such as:

- Making your catalogue known
- Highlighting your promotions
- Wishing your customers a happy birthday
- Personalised product recommendations
- Reviving abandoned shopping carts
- Allow buyers to track their purchases

But like all circumstances, we find that some emails work better than others. This is the case with the **welcome email**, for example, whose impact is the first impression with your brand. **This email is essential to start a long-lasting and trusting relationship with your visitor.** Kiliba has written a guide on this subject, available [here](#).

In short, you can count as **many events as there are opportunities to convert your visitors into loyal customers.**

Even more, if your **sent communications are customised thanks to a well executed segmentation.** As you can imagine, Kiliba does this for you thanks to its native artificial intelligence.

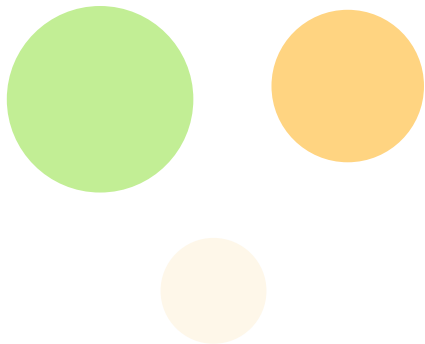
## 2 Via retargeting

**What is retargeting in the marketing language?**

We call **retargeting** the campaign that is used to target, again, **the visitors that were interested in your products or services**. One can describe it as “advertising targeting”, which is related to digital marketing. In case your first email campaigns have not worked, it could be a life saviour!

Retargeting emails is one of the best ways to **positively influence the shopping process of your customers**. These automatic emails **target only your contacts who have shown a real interest in your company**, like the ones that have seen your landing pages. This is the reason why the **abandoned shopping basket workflow** represents this kind of email.

Retargeting is made possible by the **navigation cookies** accepted by the visitors of your e-shop. The cookies follow your visitors' paths on the internet, even though they have left your website. Thanks to a third-party advertising agency, you can target a specific visitor through a customised ad on a partner's website.



## Why should you retarget?

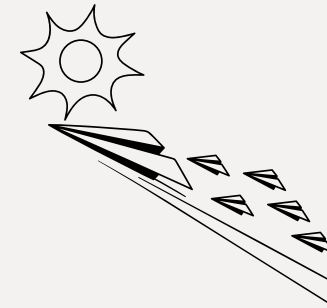
For your company, retargeting has two main goals: on the one hand, to bring back potential customers on your e-shop as soon as they are ready to buy ; on the second hand to largely increase your brand image in the long-run.

### Influence the purchasing process of your potential clients

As we said earlier, **only 2% of a company's clients have bought during their first visit**. Everyday, many new potential clients come to your e-shop, manifest an interest in your offers but postpone their purchase.

Unfortunately, the interest given to a product is considerably reduced since advertisement is everywhere. Thus, in only a few hours, your consulted product can already be forgotten. By consequence you do not improve your conversion rate nor your turnover.

**Retargeting helps you to make your company unforgettable!** Through a campaign, you can remain in the mind of each one of your visitors, by diffusing a customised ad as soon as they open the internet.



### Improve your brand image

You might have understood it by now, but retargeting can **bring back your visitors to your website**. Except the fact that it can do so much more!

Indeed, retargeting helps you to **improve your brand notoriety and to develop a strong and long-term relationship with your clients**.

Thus, regularly seeing your company's logo by going through the social platforms or your consistent landing pages, reassure them. **It positively influences your customers' loyalty.**




## Convert your visitors into clients thanks to retargeting email


Email retargeting can generate up to **90 times more orders per contact** than traditional campaigns. It is quite certain that they will allow you to reach a **larger and much more interested target group**. As you can imagine, your sales will only increase exponentially!



Thus, you might ask yourself: how can I design my retargeting emails to convert efficiently?



Through the design of your retargeting emails, you have to customise your communication as much as possible. This is the reason why you have to identify what are the **most relevant products** or complementary goods for each of your visitors. For instance, if you are selling cosmetics, you can suggest an eye brush that goes with the eyeshadow that your visitor looked at in your retargeting email. As well, you can **create a sense of urgency by offering limited edition items**.



Do you think that it is a super interesting process but hard to set up? Why not try Kiliba? This solution is made for you!

## Enhance your conversion rate through conversational commerce!

Another highly useful technique: conversational commerce.

### What is that?

It is a mix between **business**, so the fact for a visitor to purchase in your e-shop and conversational for **conversation** (we bet that you didn't see that one coming).

This marketing notion represents the **new buying processes** of consumers that want to have **meaningful conversations with companies**. Indeed, since Covid crisis, direct discussion with brands became more and more famous, as well as quick purchasing following these discussions. **Conversational commerce spreads more and more thanks to our mobile phones' omnipresence.**

90% of French people prefer communicating with brands through messaging apps rather than traditional ways, like calling the after-sales service, nowadays.



## How to get organised?

The unique question you have to ask yourself is: **where are your customers? Which channels do they mainly use?** Therefore, you need to know your target audience very well in order to prioritise the most popular channels and meet their expectations as closely as possible.

For example, the French brand Don't Call me Jennyfer targets mainly young people and it seems relevant for them to be on TikTok.

These solutions should **simplify your life**, not add endless and complicated processes! That is why it is important to keep a human touch where you need it - to keep up with your sales efforts in order to increase them - and to **automate tedious and repetitive tasks**.

To prioritise, it is important to find solutions that allow you to centralise these different channels, such as after-sales solutions or your teams, directly, to respond to your customers quickly. To find the right answer to prioritise well, you need to **use experts**, such as agencies.

Your customers can consult your Q&A - Questions & Answers - but if they are looking for a personalised experience, the **chatbot is the ideal solution**. It encourages discussion with your visitors by answering their questions. It automates answers to repetitive questions so you can spend time on other tasks, such as your brand consistency.

Indeed, it is essential to maintain **your brand image and consistency across your communication channels!** You have a beautiful pen and love to write novels in your communications? Texts are not necessarily suitable for you because of their almost telegraphic codes. You need to **maintain your editorial line across all channels to be consistent in the eyes of consumers, which builds trust for your brand.**

## How can a conversation convert?

Your conversation channels are actually your sales channels.  
Let's take the chatbot example again.

Imagine that one of your customers wants to buy an article from your online shop and then asks the chatbot for information. The chatbot gives them all the information they need and this visitor realises that the article may not be suitable for them. Imagine that the chatbot offers to modify their basket and sends them a link to pay directly. Wouldn't that be fabulous? **The consumer's attention is kept throughout the process**, which guarantees the act of buying, and therefore the conversion of this visitor into a customer.

This was just an example, but **every engaging conversation can ultimately help you convert that visitor.**

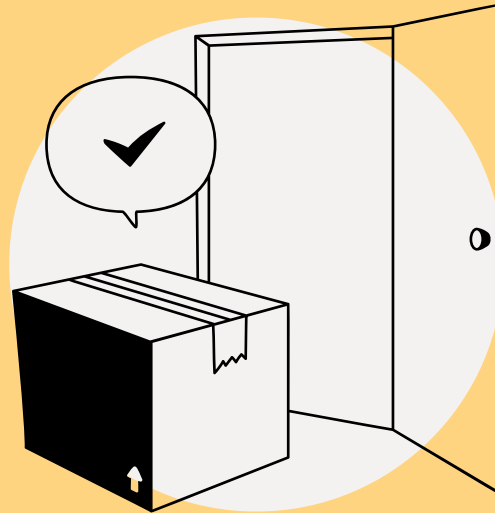


**Enhance your conversion rate  
with an optimal return policy!**



As an e-retailer, you know that products' returns are an investment in both money and time. Therefore, this is a reality that you have to accept.

**But to what extent can a good return policy influence the conversion rate of your online shop?**



### **Return policy and e-commerce**

As you know, in some countries, it is possible for the consumers to **recant** if they are not happy with the bought goods. In other words, they can return them.

It is mandatory for you to follow this rule. Nevertheless, you can ask your customers the reason why since there is room for improvement. As well, it shows that you care about their needs, which can positively influence your brand image.

## Our best practices to increase your conversion rate

One of the best ways to increase your conversion rate is to **clearly communicate about the order and return policies from your online shop**. Q&As are very common to answer the numerous questions of your visitors. This also relieves your customer service department of too many queries and therefore saves time and money.

As far as returns are concerned, there are **some crucial points that should not be overlooked in order to set up the ideal returns policy**:

**1**

Always clearly communicate your return policy on your e-shop

**2**

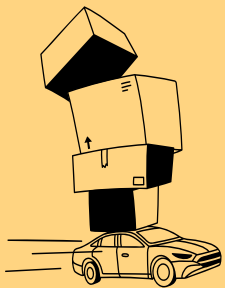
Increase the satisfaction and the loyalty of your customers by offering free returning fees

**3**

Please be assured that your return policy is as easy as possible

**4**

Most consumers wait to be reimbursed following the six days of a product's return. In order to do so, start the reimbursement process as soon as the merchandise is on its way back. Also, keep your customers updated about this process in order to increase their loyalty and your conversion rate.



**5**

In addition to reimbursement, you can offer alternatives such as a shop credit or a discount voucher. Thus, it is a way to make them order again quickly on your website

**6**

Offer several ways back (as home pick-up)

**7**

To limit customer service requests, proactively inform your contacts about the progress of the return

**8**

If you work and ship internationally, define a country-specific return policy (e.g. different return fees)

**9**

Keep an overview of incoming and pending returns. This will help you in your stock management

**10**

Don't hesitate to ask your customers the reason for the return. This will help you to optimise your products, your brand image and reduce returns in the near future

## Kiliba what is that?

At Kiliba, we have decided to build the first 100% automated marketing email solution to support you in:

- Increasing your sales
- Winning your customers' loyalty
- Enhancing your opening rates

Kiliba offers you 23 automated email scenarios in 5 different languages. With the use of artificial intelligence we can customise emails depending on the behaviour of each customer and send them at the right time. All this thanks to our package which takes less than 3 mins to set-up! Declared too easy for marketers. Try it [here!](#)



And  **itis commerce**  
EBUSINESS PERFORMANCES



itis Commerce is a web agency, located in Lyon, with more than 17 years of experience, specialised in the creation and redesign of PrestaShop ecommerce websites.

15 people work for the agency, which boosts the activity of small and medium-sized companies thanks to 2 complementary activities: firstly, an e-commerce expertise with PrestaShop software, for which it is certified Platinum (the highest certification at PrestaShop).

Secondly, customised support to enable you to be autonomous in the administration and development of your site. Contact itis Commerce [here](#).



As you have seen, there are many ways to increase your conversion rate. All you have to do is choose from our five tips!

See you soon!

