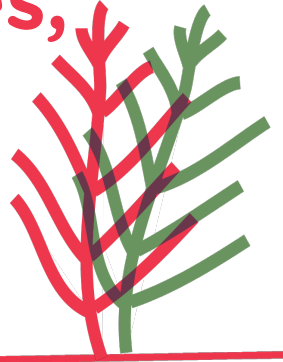




Increase Conversion and Sales, Not your Marketing Budget

How to Optimize your Shopify Store for the Holiday Season!



Dust off those jingle bells! The holiday season is just around the corner for online retailers and before you know it Black Friday and Cyber Monday will be upon us. Fortunately there are several quick wins Shopify merchants can put in place in no time to optimize their stores this holiday season!

To make sure you get the most out of the traffic you've worked hard to acquire, we've put together 10 tips - from adding a gifts category to allowing flexible payments - that will increase your conversion and sales over the holiday season without requiring any additional resources or marketing spend!

1

Showcase the best from across your store to Reduce

Bounce Rates will increase over the holiday season. Most shoppers are in a hurry to find the perfect item in your store and many shoppers will be first time visitors not necessarily familiar with your brand or the breadth of what your store offers. Make sure you display the best selling items in your store across the major categories as soon as a visitor arrives as the best selling items always convert best!

How?

Add automated top lists on your front page and main categories to keep your storefront attractive and up to date! Automated top lists display in real-time the trending items in your store while hiding out-of-stock items, allowing you to concentrate on other things than keeping your recommendations up to date manually. Set your list to display only the hottest products of the day, most purchased items of the week or chose another period.



2

Add a Contact Tab to Support Your Customer's Entire Shopping Journey

Adding a contact tab to your online store is a fast and easy way to keep customers happy, solving their problems before they get stuck or frustrated and leave your store. Adding a contact tab will also help you better understand your customers' needs and wants, which will naturally help you reduce friction points and increase conversion across your site.

How?

Add the ROBIN e-commerce customer service App in the Shopify App store to easily engage with online shoppers to turn more visitors into buyers.

3

Add a Gifts Tab in your Main Navigation

Millions of people online are looking for the perfect gifts this holiday season. They are browsing several online stores simultaneously - most likely including your competition - to find what they are looking for and in most cases they have a specific budget in mind. Make it as easy as possible to find your top converting products over the holiday season by adding a 'gifts' section on your site showcasing best-sellers within the different price ranges.

How?

Create a Gifts page with columns or rows displaying bestsellers in different price ranges to help your customer find the most fitting products for each recipient. Nosto offers the ability to filter products by price, category, brands or any other custom tags in your top lists.



4

Leverage Data You've Collected to Convert

Buying cycles are getting longer and more complicated: users are spending more time researching products, browsing your competition, comparing prices and sharing with friends. In fact, less than 15% of users buy on first contact with site. Competition will only intensify over the holiday period so it's important to leverage the data you've collected about your customers' previous interactions on your store and display personalized recommendations to immediately show highly relevant items specific to the customer as soon as they return to your store. This will not only make it much easier for customers to resume shopping in your store but also delight a returning customer.

How?

Add personalized recommendations to your frontpage suggesting items the visitor has earlier viewed but not bought, giving more weight to items viewed repeatedly and for items that have been added to a shopping cart without being checked-out. e.g. "Items you recently browsed" or "Still interested in these?"

5

Increase your PPC campaign ROI with Landing Page Recommendations

During the holiday season PPC budgets soar. PPC campaigns are great for driving traffic, but instead of increasing your marketing spend, concentrate on increasing your ROI by converting the visitors who actually land on your site. People who search are out to find something specific, so why not show customers products other customers arriving from the same source went on to buy. By adding landing page recommendations based on the search term that brings the customer to your site, he/she is immediately met by highly relevant recommendations and is more enticed to browse further in your store.

How?

With Nosto you can add landing page recommendations on your site, so customers arriving through a certain PPC AD are recommended items other customers have gone on to look at or buy when using the same search term.

6

Add Reviews to Product Pages

Trusted reviews are a great way to ensure confident sales and have become something the majority of customers would like to see before deciding to make a purchase. Why not eliminate doubts your customers may have about a product he/she is about to buy?

How?

By adding Shopify App Yotpo, you can be up and running with reviews within minutes!





7

Don't Distract your Customers - Small but important changes to Product Pages

We love automated recommendations and so should you, but remember to use them correctly. Cross- and up-selling recommendations are especially powerful on product pages and should display items in the same category as the browsed product. This will help the customer find what they are looking for more easily and allows for a more confident purchase with a reduced chance of a return.

How?

Add cross and upselling recommendations (using dynamic pricing filters) within the same category on your product page.

8

Offer Complementary Products - Increase AOV on Cart Page

Allow the customer to purchase the "whole set" when having reached the cart page. When customers arrive on the cart page they are ready to complete a purchase. In order to increase AOV, display other items that go together with the product/s already added to the shopping basket. A recommendation of related products to those already in the basket is like a sales person asking you if you would need a new pair of goggles with your brand new snowboard. Great service and a chance to increase revenues! Another great feature is adding stocking-filler recommendations on the cart page to encourage impulse buys - like the last-minute gift you forgot for Uncle Charlie - at checkout.

How?

Add a list of complementary products on your cart page to make sure your customers find everything they didn't even realize they needed/wanted. Use Nosto advanced filters to display only affordable stocking-filler products.



9

Offer Flexible Payments, Free & Fast Shipping and Extended Returns

When holiday shoppers find products they want to buy, make it as quick and easy as possible for them to do so. During the holidays customers will be extra careful only to buy gifts they can count on being under the tree as Santa arrives, so make sure your customer doesn't have to place a product in the cart to find out where, when and to what price you ship. To make the purchasing process as smooth as possible allow flexible payments and make your return policies clear: no one wants to be stuck with unwanted gifts on boxing day that they can't return.

How?

Adding a banner on a page template to display shipping times, and adding return policies and payment methods on your cart page is all that's needed, so get cracking!



10

Keep your Loyal Customers Happy!

According to a study conducted by Econsultancy in 2012, the average revenue of a returning purchaser in Europe is three times higher than first timers. Repeat shoppers, those who come back again and again, spend on average seven times more than the typical online shopper. It is therefore essential to concentrate on keeping your loyal customers happy and returning to your store. There are several ways do this from delighting returning customers with personalized content to building full-fledged customer loyalty and referrals programs.

How?

Get the S Loyalty: Loyalty Suite from the Shopify App store to build comprehensive customer loyalty programs and start using Nosto's personalized recommendations to enhance customer's shopping experience throughout the entire customer journey.

