

CRO INDUSTRY REPORT - 2016

# SPORTS EQUIPMENT CHECKOUT USABILITY REPORT

HOW ARE SPORTS  
EQUIPMENT ONLINE  
RETAILERS OPTIMISING  
THEIR **CHECKOUT PAGES**  
FOR MORE CONVERSIONS?

FOR MORE INFORMATION VISIT  
[FIRSTDIGITAL.CO.NZ](http://FIRSTDIGITAL.CO.NZ)

FIRST.

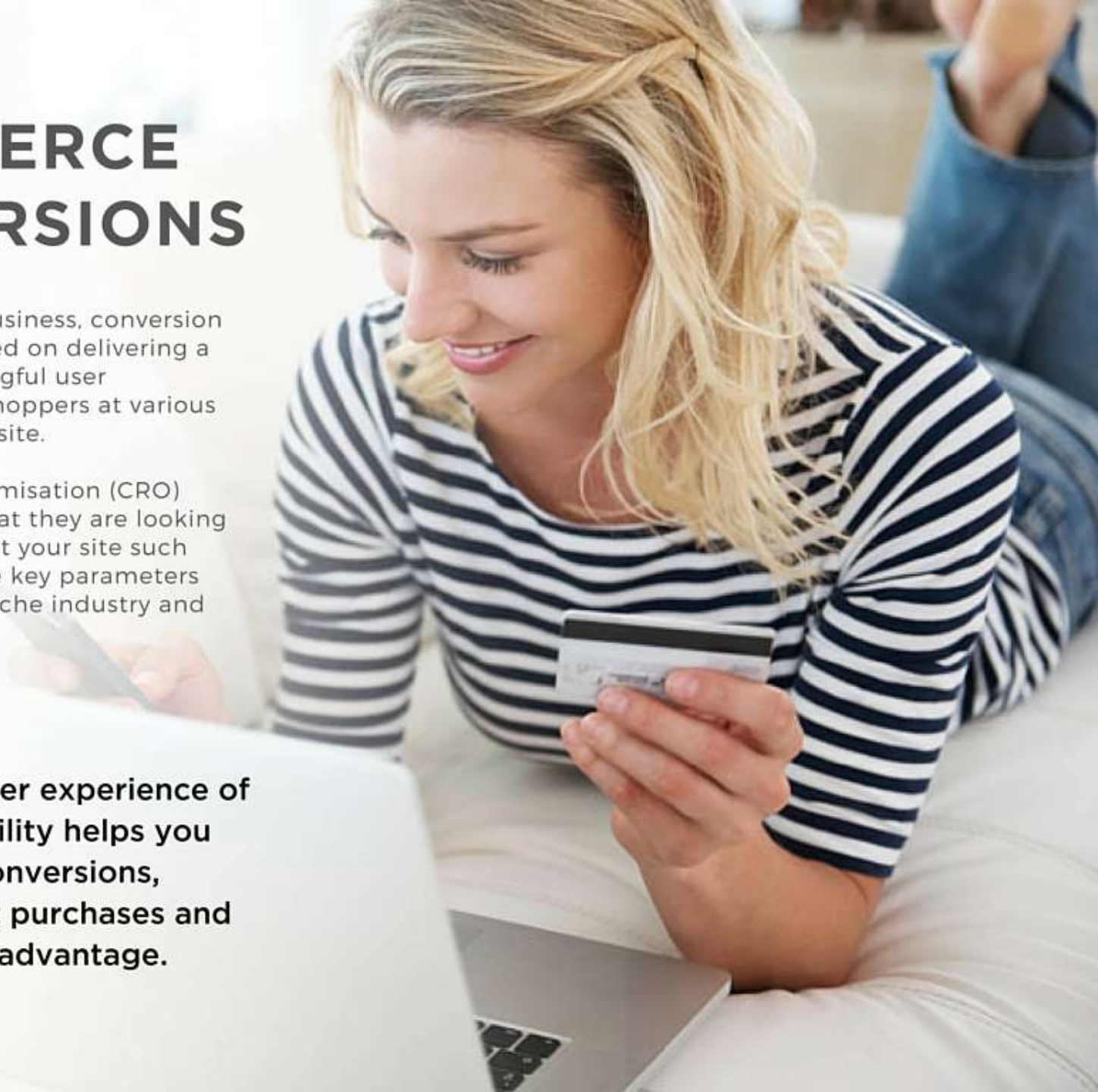
# ECOMMERCE CONVERSIONS

For an ecommerce business, conversion optimisation is focused on delivering a seamless and meaningful user experience for your shoppers at various touch points on your site.

Conversion Rate Optimisation (CRO) helps you identify what they are looking for when they arrive at your site such that you can optimise key parameters depending on your niche industry and target market.

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**Optimising the user experience of your site for usability helps you increase online conversions, encourage repeat purchases and gain competitive advantage.**





**69%** Average rate of cart abandonment as of January 2016

That means two-thirds of the time online shoppers add to their cart only to leave the items there.

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REASONS FOR CART ABANDONMENT:

- Presented with unexpected cost
- Found a better price
- Website navigation too complicated
- Website crashed
- Process was taking so long
- Concerned about payment security

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**5 - 20%** Probability of selling to a new customer

**50 - 70%** Probability of selling to an existing customer

Customer retention is both cheaper than customer acquisition and can deliver a higher ROI.

Sources:

Baymard Institute (2016). 33 cart abandonment rate statistics baymard.com  
Visual Website Optimizer.(2014).VWO eCommerce Survey 2014 vwo.com  
Our Social Times (2013).70% of companies say it's cheaper to retain a customer than acquire one. oursocialtimes.com

# CRO Industry Report

This report offers best practice advice about how your ecommerce site can reduce checkout abandonment rates. The list of core elements is intended to serve as a good practice framework for you to build from depending on your unique business and audience needs.

Set out across seven sections, this practical information will help guide you on which checkout page elements are needed to increase transactional conversion rates within your site.

In this report, we've evaluated real-life examples of top online retailers in the sports equipment industry in New Zealand to examine how these sites are providing their shoppers what they need to make an informed, confident purchase decision.

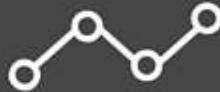
The SPORTS EQUIPMENT ONLINE RETAILERS are:



# Report Methodology



Conversion Experience Scoring (CXS) is a methodology developed by FIRST to provide a relative measure of the onsite customer experience. CXS is a percentage based indication of how well a company utilises conversion best practices on its website's checkout pages.



FIRST went through the checkout process of each site to find out how easy or hard it is to complete the process used by the online retailers.



We evaluated the websites on the basis of the importance of each element in assisting online conversions and the presence of each element in the website's checkout pages. We then ranked the websites alongside their competitors based on the scores. We also ranked the different sections to find out which sections of the checkout process websites are strong and weak at.



The overall scoring shows the opportunity size the company has to address on conversion issues, to engage more visitors and ultimately increase the number of leads and sales.

# Our Winners Podium



# Report Findings

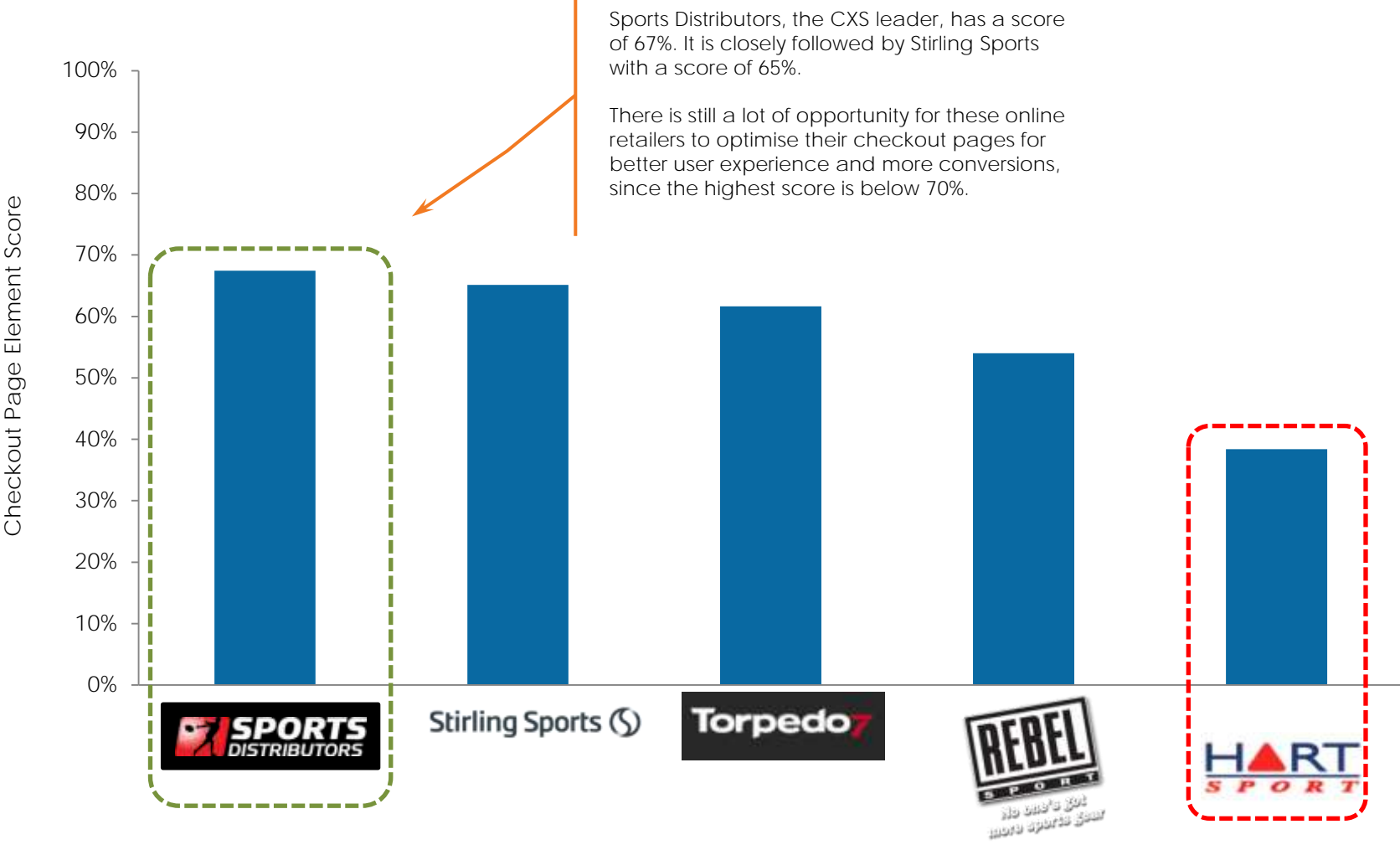
FIRST.

- Currently, Sports Distributors take the lead in having the most of the conversion elements on its checkout pages compared to the other online retail sites. It is closely followed by Stirling Sports.
- Most sites have the elements in the login and guest checkout section present. They lack a lot of the elements in majority of the sections - design, shopping cart, billing & shipping and confirmation.
- Majority of the analysed sports equipment online retail sites have CXS scores of below 70%. There is significant opportunity for these retailers to improve their CXS or online conversions by having the core elements present to effectively convert visitors into paying customers.
- Sports Distributors had a clear and organised checkout process layout. Its use of colors helped in making the CTAs stand out and easy to find.
- Only Hart Sport doesn't allow users to checkout as guest customers. The rest of the retailers provide an easy way to sign in, register or checkout as a guest customer.
- Most sites have long checkout processes except for Torpedo7. Although Torpedo7 has a shorter checkout process compared to the rest, there were certain elements in the checkout sections that were missing.
- None of the retailers offer free shipping except for Stirling Sports which offer it for orders over \$50. The rest charge for standard or overnight delivery. Some offer store pick up.
- None of the retail sites up-sell or cross-sell related or relevant products on their checkout pages.
- Only Stirling Sports and Torpedo 7 sent an order tracking email to provide information on shipping.





# Online Retailer CXS Rankings

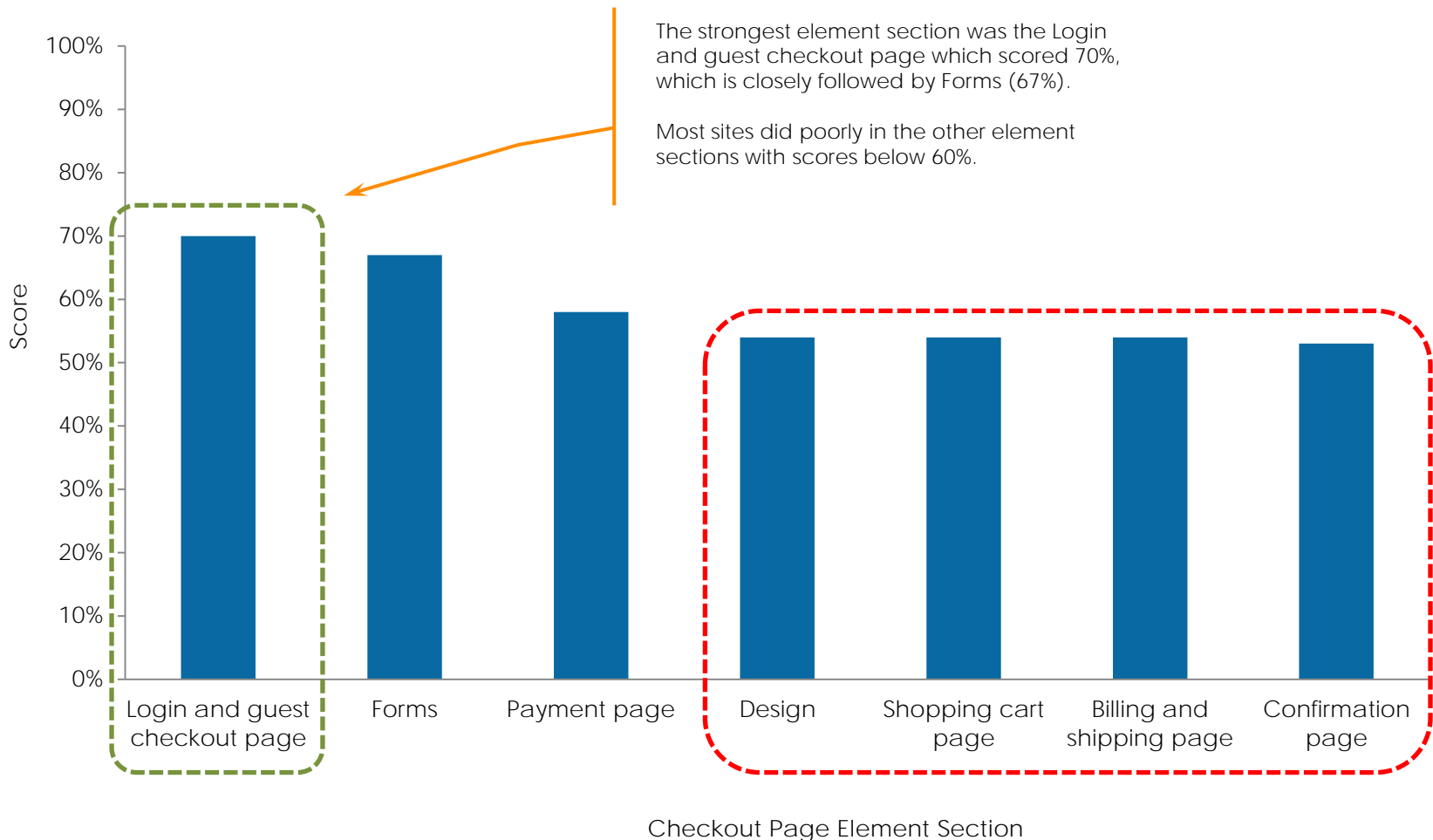






# Checkout Page Element Section Score Rankings

In order to identify which section the selected sports equipment websites is strong at, FIRST gave a score (Element Section Score) for each section based on its presence on the website's checkout pages.





# Sports Distributors Checkout Process Review

## 1. Shopping cart page



## 2. Login and guest checkout page



## 3. Billing page



## 4. Shipping page



## 5. Payment page



- You can enter discount/coupon codes in the shopping cart page.

- You can easily calculate the estimated shipping and tax and update your total amount from the shopping cart page.

- You can easily sign in, register or checkout as a guest customer.

- Once you have entered your personal details and address in the billing page, it automatically sets your address as the shipping address.

- It provides 2 shipping methods – standard freight (with applicable fees) and click & collect (no fees).



# Sports Distributors Checkout Process Review

6. Secured payment page



7. Secured payment authorisation page



8. Order review page



9. Confirmation page



10. Confirmation email



• Once you've chosen the mode of payment, you are directed to a secured payment checkout page.

• Upon submitting your details, you are then directed to the payment authorisation page.

• The next step is the order review wherein you do a final check of your order and are given the option to subscribe to their newsletter.

• You are then brought to the confirmation page and sent a confirmation email containing all the details of the online purchase.

• There is still room for improvement to reduce the number of steps so that customers can easily and quickly complete the online purchase.



# Stirling Sports

## Checkout Process Review

### 1. Shopping cart page



### 2. Login and guest checkout page



### 3. Billing page



### 4. Shipping page



### 5. Payment page



- Stirling Sports have a similar checkout process with Sports Distributors with the exception of the payment authorisation page.

- In the shopping cart page, the CTA for 'Continue Shopping' is not visible until you hover over the arrow head indicating to go back to the previous page. The arrow head is small and is not easily seen unless you actively try to look for a way to continue shopping from the shopping cart page.

- They offer an easy way to checkout as a guest, to register or to login to your account.

- Once you have entered your personal details and address in the billing page, it automatically sets your address as the shipping address.

- They don't include the option for store pick up.

- They offer free shipping on orders over \$50. They also offer the standard delivery and an overnight delivery.

- Apart from accepting most major credit cards, they offer direct bank transfer and lay by.



# Stirling Sports Checkout Process Review

6. Secured payment page



7. Order review page



8. Confirmation page



9. Confirmation email



10. Order tracking email



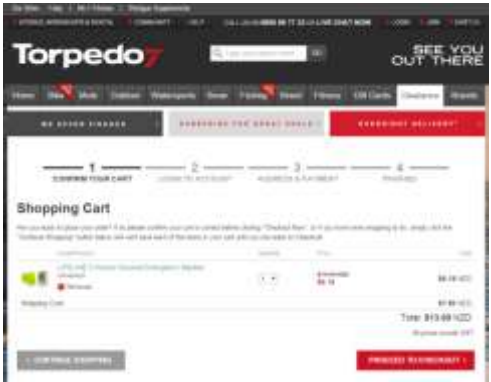
- After choosing the mode of payment you are directed to a secured payment checkout page where you enter your credit card details.
- Upon submission, you are taken to the order review page to do a final check of your order and enter any comments or further instructions.
- Once you click 'Place order', you'll be directed to the confirmation page and receive a confirmation email that includes details of your online purchase.
- You also receive an email on the same day showing shipping details such as tracking number and the shipping company.



# Torpedo7

## Checkout Process Review

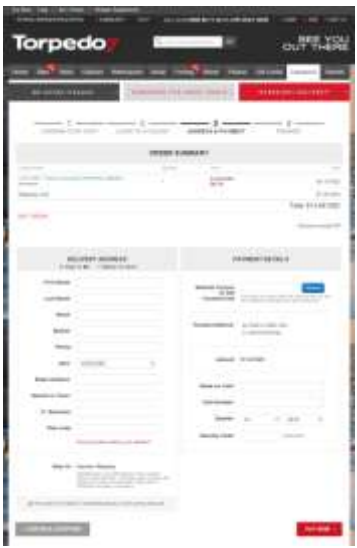
### 1. Shopping cart page



### 2. Login & guest checkout page



### 3. Address & payment page



- You can't save items in your cart for later or easily add them to your wishlist.
- The shopping cart page includes the previous price of an item for deals/ sale items.
- You can easily sign in or check out as a guest customer. You can also sign up and join their loyalty club for exclusive rewards and offers.
- You don't have to go through 4 to 5 other pages on the site to enter your billing and payment details. Torpedo7 makes it easy and fast for you to check out by capturing all the necessary information in their address & payment page.
- They don't up-sell or cross-sell related or relevant products.
- You can easily enter coupon codes.
- They provide express shipping.
- You can choose to subscribe to their specials by ticking a box at the bottom of the page.



# Torpedo7

## Checkout Process Review

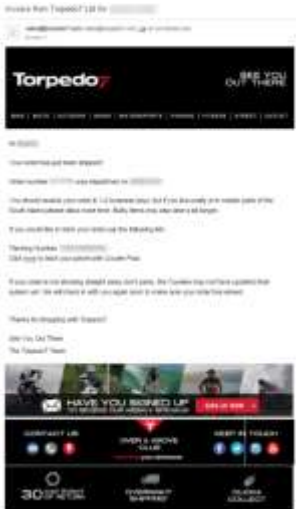
### 4. Confirmation page



### 5. Confirmation email



### 6. Order tracking email



- The confirmation page doesn't include an order number. It provides information on the processing and shipping times.
- The confirmation email that you receive contains the order number and other details. It also provides a link to return to the website and to view your account history.
- Once you're in the confirmation page, there is a pop up that contains information about existing contests and promos. They pre-fill some of your information and provide an option for you to join.
- You also get an order tracking email on the same day with shipping details such as tracking number and shipping company.



# Rebel Sport

## Checkout Process Review

### 1. Shopping cart page



### 2. Login & guest checkout page



- Rebel Sport provides an estimated shipping cost in the shopping cart page before checking out.
- They have a long form in the delivery & billing page.
- They only have one shipping method which is Fastway Rebel and would cost you \$5.

### 3. Delivery & billing page



### 4. Shipping page





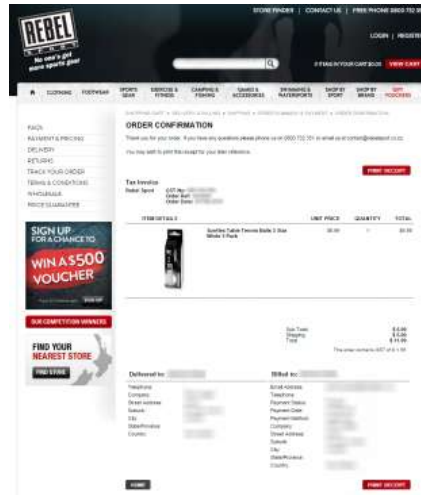


# Rebel Sport Checkout Process Review

## 5. Order summary & payment page



## 6. Confirmation page



- The order summary and payment page visible trustmarks and security seals.

- They indicate the final price before you make the payment.

- They allow you to print a PDF version of the receipt at the end of the checkout process apart from sending a confirmation email.

## 7. Confirmation email

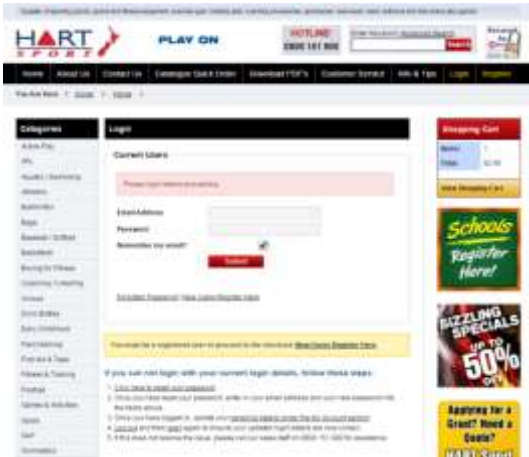




# Hart Sport

## Checkout Process Review

### 1. Login page



### 2. User registration email



### 3. Shopping cart page



### 4. Delivery page



- You can't purchase online unless you have an account
- Once you have put in your personal details and registered, you are directed to a blank page instead of the shopping cart page. You have to log in to your account to go back to the checkout process. You will also receive a 'User Registration' email indicating that you have successfully created an account but it doesn't contain any link to bring you back to the checkout page.
- The shopping cart page does not contain information on estimated shipping fees nor estimated arrival dates.
- You can enter promotion codes in the shopping cart page.
- It uses a simple form that is easy to fill out.



# Hart Sport Checkout Process Review

## 5. Shipping page



## 6. Payment page



- It offers store pick up.
- It has limited payment options.
- The confirmation page does not include your order number and you must refer to the confirmation email for your order details.
- Overall, the process is long and not straightforward.

## 7. Confirmation page



## 8. Confirmation email



A close-up, over-the-shoulder view of a person with blonde hair using a silver smartphone. The person is wearing a patterned top with red, black, and white. The background is a blurred outdoor setting with greenery and a white fence. The phone screen displays a webpage with a grid of images and text.

## Checkout Page Conversion Strategies

Here are the critical elements of effective ecommerce checkout pages set across seven sections to help you increase online conversions and improve onsite customer experience.

## Design



- Enclosed checkout process to remove distractions
- Clearly defined progress indicator
- Responsive design / mobile and tablet compatibility
- Fast page loading time

## Forms



- Simple forms that only ask necessary information
- Auto-complete suggestions
- Give form fields descriptions and input examples
- Visual indication of errors or missing fields



# Login & Guest Checkout Page

<h3>ALREADY A MEMBER?</h3> <p>If you have already created a Glassons account, sign in using the form below.</p> <input type="text" value="Email Address"/> <input type="password" value="Password"/> <input type="button" value="LOGIN"/> <a href="#">Forgot your Password?</a>	<h3>NEW CUSTOMER?</h3> <p>Create an account now, it's fast and you'll receive member benefits with future purchases.</p> <input type="button" value="CREATE AN ACCOUNT"/>	<h3>CHECKOUT NOW</h3> <p>You don't have to be a member to place your order, click here to proceed as a guest.</p> <input type="button" value="CHECKOUT"/>
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Image source: glassons.com/checkout

- Make it easy for existing customers to log in or sign up
- Provide an option to checkout as a guest

# Shopping Cart Page

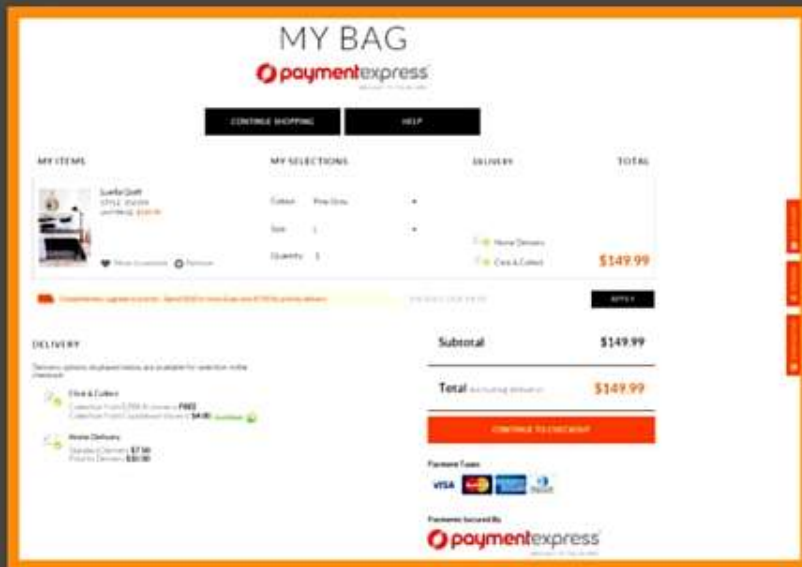


Image source: ezibuy.com/shop/nz/cart

- Include thumbnails of the items
- Allow users to easily update/ edit the item or remove from cart
- Provide information on shipping methods
- Offer free shipping when the user spends a certain amount
- Up-sell or cross-sell related and relevant products
- Down-sell related product of low cost/ one-time-offer
- Include previous price of an item for deals
- Include how much the user saved
- Display the final price before checkout
- CTA to continue shopping from the checkout page
- Different checkout and continue shopping button colors
- Allow users to print or email their cart contents
- Links to privacy policy, shipping details, FAQs and returns policy
- Live chat



# Billing & Shipping Page



- Give multiple shipping options
- Include estimated arrival date
- Include the option for store pickup
- Shipping address same as the billing address

Image source: crateandbarrel.com/Checkout/International





# Payment Page

**CHECKOUT**

LOGIN > DELIVERY > **PAYMENT** > RECEIPT

PLEASE SELECT THE PAYMENT TYPE

- Credit Card
- MeeoPass
- Barkers Gift Card
- PayPal

Card Type:

Card Number:  Clear number

Card Name:

Expiry Date (MM/YY):  /

Security Code:

**BUY NOW**

**DELIVERY DETAILS**

**SHIPPING ADDRESS**

**BILLING ADDRESS**

New Zealand  New Zealand

**ORDER SUMMARY**

DESCRIPTION	SIZE	QUANTITY	AMOUNT	DELETE
Barker Navy Suit Jacket NAVY	32	1	\$39.99	X
Subtotal			\$39.99	
Get Shipping			FREE	
In-store GET			\$52.17	
<b>Total</b>			<b>\$299.99</b>	

APPLY A PROMO CODE:

**SHIPPING, RETURNS & EXCHANGES**

Shipping to New Zealand: **Free**

- SHIPPING & DELIVERY
- FREE PICK UP IN STORE
- RETURNS POLICY
- EXCHANGE POLICY

BE THE FIRST TO HEAR ABOUT NEWS AND OFFERS

**\$20 SHIPPING\***  
available on orders over \$200

**HELP**

- Contact us
- Shipping Policy
- Shipping & Delivery
- Returns & Exchanges
- Privacy & Security

**BARKERS**

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- Website Terms & Conditions
- Work with us
- Careers
- Corporate Responsibility

**SERVICES**

- Wedding Suit Packages
- Corporate & Team Uniforms
- Suitcase Hire
- Organisations
- WEDDING ROOM BOOKING

**FOLLOW US**

- Facebook
- Twitter
- Youtube

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- Visible security seals/ trustmarks
- Provide different payment options
- Include the promo codes on the page



# Confirmation Page

**Thank you for your order**

Order number is: 308512033  
You will receive an email confirmation shortly at [info@baymart.com](mailto:info@baymart.com)  
[Print Receipt](#)

Questions?  
Call 800.367.8888 or  
[Email us](#)

**Save your information for next time**

Create Password:  (8-18 characters) Required  
Verify Password:  Required  
[Create Account](#)

> [Detailed Order Receipt](#)

> [Return Policy](#)

Let us know what you think  
[Take our 1 Minute Survey](#)

Visit Our Other Sites  
[CB2](#) [The Land of Nod](#)

**Popular Items Based on Your Order**

 <b>Panna Large Square Lined Basket</b> \$48.95 <a href="#">\$4.95 For Free Eligible</a>	 <b>Panna Small Low Basket</b> \$4.95 <a href="#">\$4.95 For Free Eligible</a>	 <b>Panna Large Low Basket</b> \$14.95 <a href="#">\$4.95 For Free Eligible</a>	 <b>Sedona Low Open Tote</b> \$19.95 <a href="#">\$4.95 For Free Eligible</a>	 <b>Sedona Lined Rectangular Tote</b> \$24.95 <a href="#">\$4.95 For Free Eligible</a>
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- Include order confirmation number
- Include customer service contact info
- Allow customers to easily print a PDF version of the page
- Offer guest customers the option to register
- Include sign up for newsletter

# YOU NEED TO OPTIMISE YOUR CHECKOUT PAGES

Your shoppers spend hours browsing, picking out just the right item, add it to their cart and are ready to buy. But they don't. Something stops them from hitting that 'Buy Now' button. Needless to say, problems with the checkout process are the biggest single source of revenue loss for most ecommerce businesses.

Trying to get more shoppers to your site becomes futile if they are not taking the desired action. Focusing on your existing shopper base and getting them to convert is a smarter and more effective strategy than simply getting more people to visit your site.

**How can you get more people to go through your checkout process and complete purchases?**



# CHAT WITH US TODAY

We assist online retail and services businesses to grow and expand by enhancing the customer experience. We do this through ongoing data insights, personalisation, testing and through leveraging 'best of breed' technology partners.

Our expertise in digital marketing has been built on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Get in touch to find out more.



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