



THE QUICKFIRE GUIDE TO CONVERSION RATE OPTIMISATION (CRO)

How to make CRO work harder for your
Shopify Plus business in 2025 and beyond.

"Quickfire's speed, knowledge, and support in all things
ecommerce and digital is out of this world."

Juicy Couture

If you're running an online store, especially on Shopify Plus, and you're not thinking about CRO, you're leaving money on the table.



MATT BURGESS



CONVERSION RATE OPTIMISATION IN 2025: THE TOP 10 KEY TAKEAWAYS (TL;DR)

CRO is key to ecommerce growth in 2025

Traditional methods like driving traffic are becoming more expensive. CRO helps businesses maximise the value of their existing assets.

Incremental improvements lead to big results

Small, data-informed tweaks to conversion rates can compound over time, leading to significant uplifts in revenue.

Systematic testing is non-negotiable

Effective CRO requires ongoing A/B testing, user research, funnel analysis, and continuous iteration.

Shopify Plus businesses must prioritise CRO

Given the high competition on Shopify Plus, even minor conversion rate improvements can mean substantial revenue gains.

AI-driven personalisation is a major trend

AI is transforming CRO through hyper-personalised content, recommendations, and automated optimisation at scale.

Mobile experience is critical

With the majority of ecommerce traffic coming from mobile, optimising site speed, navigation, and checkout processes is essential.

CRO is not a one-time fix

Businesses that fail at CRO often invest in tools but don't commit to ongoing optimisation.

Trust signals and transparency boost conversions

Displaying social proof, trust badges, clear shipping policies, and return guarantees helps improve customer confidence.

CRO extends beyond just sales

Optimising customer journeys for actions like sign-ups, loyalty programs, and subscriptions can drive long-term business value.

CRO should align with business goals

Rather than chasing industry-standard conversion rates, businesses should define targets based on their revenue and profitability objectives.



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FOREWORD FROM QUICKFIRE'S CO-FOUNDER

2025 is a year of opportunity for everyone in ecommerce. And yet, for many retailers, there's no denying times remain **incredibly uncertain**.

While traditional growth levers such as driving traffic, exploiting new channels, and entering new markets remain important growth levers, they're **no longer** the magic bullet they once were.

Retailers world over are realising that, to keep up, they need to make their existing assets **work harder** than ever before—in other words, it's no longer enough for online stores to simply flood the top of the funnel with more leads; instead, they need to make their websites, apps, creative and collateral **sweat as hard as possible**.

In short? It's time for business owners to control the controllables—which is where **Conversion Rate Optimisation (CRO)** comes in.

Tweaking conversion rates across your assets—which is the heart of CRO—can lead to marginal gains that, when compounded, produce **incredible results**. As we like to say at [Quickfire Digital](#): **Small Steps, Big Results**.

Does this mean there's a one-size-fits-all approach that works for all brands? Sadly not. But is there an opportunity for **every brand** to improve its conversion rates, average order value, and lifetime value with CRO? My experience working closely with retailers across the world says this: **absolutely**.

And that's why we've put this guide together—to help you understand CRO and get the most out of it, no matter your business's circumstances. So if you're ready to get started on this transformational journey, **let's dive in together**.



Nathan Lomax

Director and Co-Founder

Quickfire
Digital



WHAT IS CRO?

“Conversion rate optimisation underpins everything. If you site doesn’t convert better than competitors, scaling becomes nearly impossible.”

**Nick Raymond,
Clarendon Fine Art**



CLARENDON
FINE ART

WHAT IS CONVERSION RATE OPTIMISATION (CRO)?

Conversion Rate Optimisation (CRO) is the practice of **improving the rate at which your website's visitors convert**—that is, the rate at which they take a **desired action** like signing up, making a purchase, or downloading a guide.

As **Chloë Thomas, Podcast Host** at **eCommerce MasterPlan**, puts it:

"CRO is anything that can be used to improve the conversion rate of a website. That might be 'core CRO'—A/B testing of site content and UX design—improving site speed, copywriting, graphics, products, or merchandising tools."

Likewise, ecommerce logistics specialists, **Bigblue**, explain:

"Conversion Rate Optimisation is any and all manipulations of the customer journey which are intended to positively impact the quality of webstore traffic and the subsequent visitors' probability of completing a desired action."

Clearly, CRO covers a lot of ground, but its overarching goal is simple: to achieve **statistically significant marginal gains** across the KPIs that drive business turnover, namely:

- Conversion rates (CVR)
- Revenue per visitor (RPV)
- Average order value (AOV)
- Customer lifetime value (LTV)

For this reason, **CRO is essential for ecommerce businesses** wishing to increase their revenue—especially in the modern era, where traditional drivers of growth such as increasing traffic and accessing new markets are becoming harder.





WHY DOES CRO MATTER TO ECOMMERCE BUSINESSES?

CRO is invaluable to businesses that depend on **high levels of website traffic**, whether in the B2B or B2C sector: not only does it help convert this traffic into sales, but in so doing it also **justifies business expenditure** on SEO and PPC, driving up ROI and ROAS respectively.

As **Darren Lake** from **Rooflights** explains:

"CRO ensures that the hard work of driving traffic doesn't go to waste—it transforms those clicks into meaningful actions, whether that's completing a purchase, filling out a form, or downloading a resource."

As such, "CRO is about maximising the value of every visit to our website," to quote Omba Kumwenda at Ocushield.

Nowhere is the case stronger for CRO than in **ecommerce**, where traffic volumes are the **highest of all**, and optimising web pages, in particular landing pages and product display pages (PDPs), can yield **substantial marginal revenue gains**. As a **leading ecommerce software platform in 2025**, users of Shopify and Shopify Plus should therefore **prioritise CRO** as part of their digital marketing growth strategy.

Wondering how CRO can help your Shopify Plus business?
Quickfire Digital is here to help. Contact us for a chat.



WHY CRO MATTERS TO YOUR SHOPIFY PLUS BUSINESS

“Conversion is often the last thing that companies consider, yet small improvements in conversion can bring big improvements in sales. This is why the most successful brands see CRO as a necessity, not just something to occasionally play around with.”



Dicken Doe, Made of Data



WHY DOES CRO MATTER TO SHOPIFY PLUS BUSINESSES?

Put simply, if you are a small, mid-market, or larger business and you are not investing in CRO, you are **leaving cash on the table**—regardless of your sector or the platform you're using.

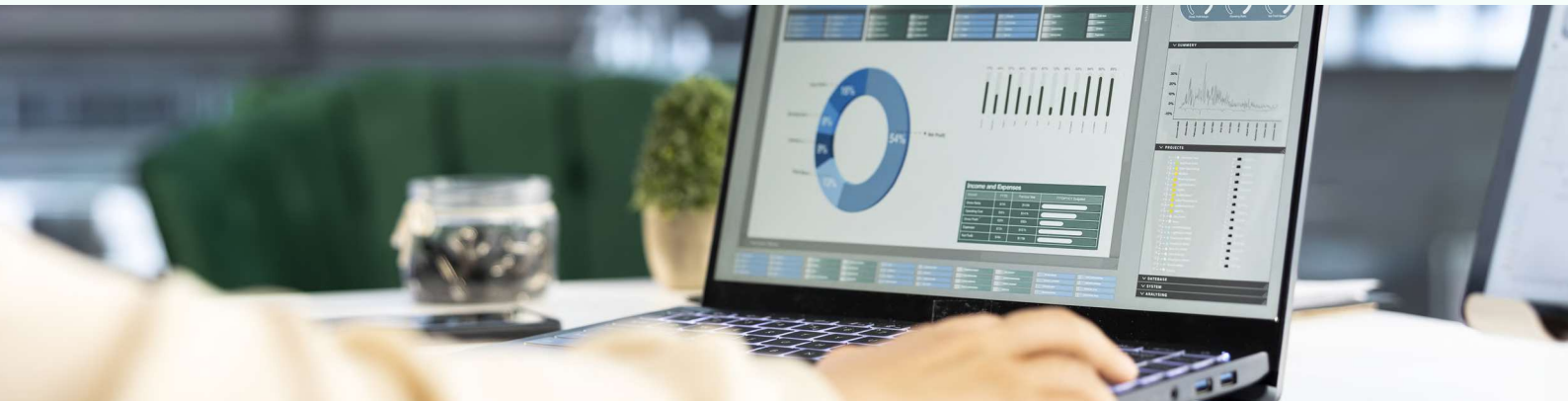
This is especially true for Shopify Plus businesses operating in the highly competitive ecommerce arena: **CRO is non-negotiable**. **Nick Selman at Shoplift**, a Shopify CRO platform builder, explains why:

"Shopify Plus merchants often operate at scale, with diverse audiences and high stakes. For these businesses, every incremental uplift in conversion rate can mean thousands—if not millions—in additional revenue."

And here's the crux: pursuing these incremental uplifts through CRO is **much simpler** than reaching straight for the other levers that drive ecommerce growth, as **Tim Fairs, Brand and Digital Controller at Spar UK**, highlights:

"As we all know, there are 3 levers we can pull to increase ecommerce performance: traffic, conversions, and average order value (AOV). It never fails to amaze me the opportunity we have to increase conversion—after all, the customer has already visited our site so, in doing so, has already shown interest in what we sell."

We couldn't have put it better ourselves.



WHY IS CRO NECESSARY FOR SHOPIFY PLUS BUSINESSES?

As a natural lever to pull, then, CRO doesn't just improve the conversion rate of existing traffic to businesses' sites, but it also **increases ROI and ROAS** on, respectively, these businesses' SEO and PPC efforts.

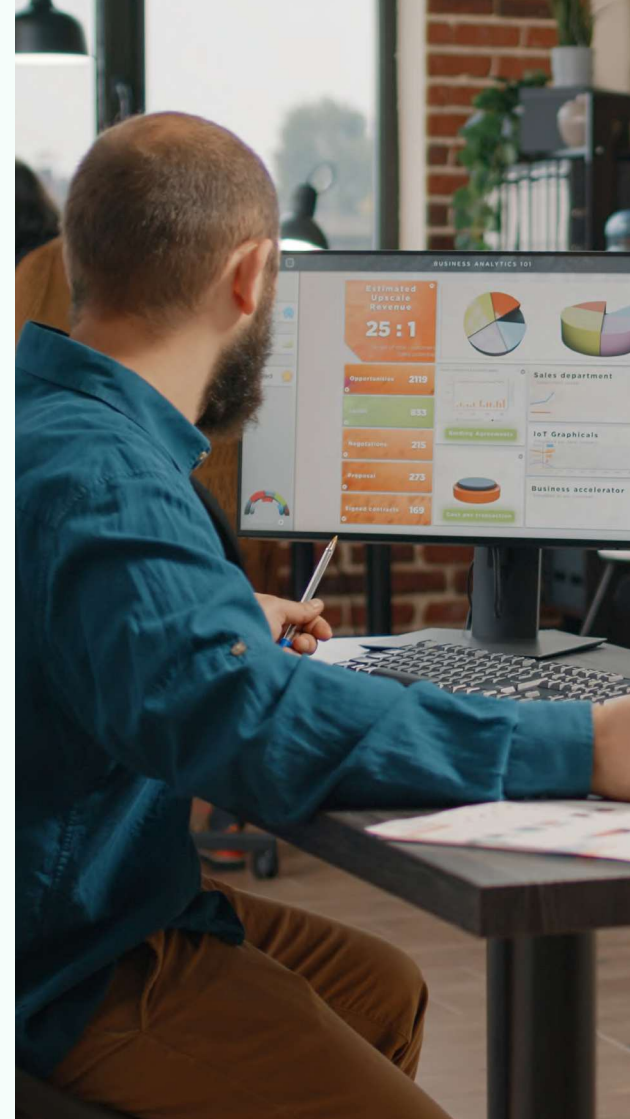
As such, CRO is a "Shopify Plus efficiency play," to quote **Dicken Doe, Founder at Made of Data**, and one that helps validate the platform as a **significant investment** for online retailers. In addition to this, as **Laura Magistrali, Head of Marketing** at digital ecom platform **Shoppo** emphasises:

"With 73% of users abandoning a brand if its mobile experience falls short, CRO becomes not just a choice but a necessity to stand out in a crowded market."

Technically, too, CRO justifies itself by mitigating Shopify Plus's reliance on **Cloudflare CDN**, as **Quickfire's partner SpeedSize** explains:

"CRO is critical for businesses using Shopify Plus because the platform relies on Cloudflare CDN, which, by design, can lead to slower loading speeds, resulting in poor user experience and disengagement, which ultimately harms conversions."

So yes, in short, **CRO is necessary** for Shopify Plus businesses — especially as competition ramps up going forward.



WHAT OPPORTUNITIES DOES CRO CREATE FOR SHOPIFY PLUS BUSINESSES?

Here are just three of the top ways you can stand out by leveraging CRO across your Shopify Plus site:

Optimise top-of-funnel and pre-checkout stages:

Since Shopify Plus's checkout process is already industry-leading, this enables you to focus your energies on the stages leading to checkout, such as **Add to Cart**.

Experiment using A/B testing:

Shopify allows you to try different themes, test page loading times, and examine site analytics. For **Matt Burgess** at **Green People**, A/B testing button wording and mobile checkout speeds helped drive "instant results" that his business could measure.

Take advantage of Shopify Plus's full potential:

To get the most out of Shopify Plus—and your money—we suggest exploiting the **full range of advanced features** on offer, from custom checkout experiences and extensions to automation and integration.



To return to ecommerce logistics firm **Bigblue**, when it comes to CRO's potential for Shopify Plus businesses, *"there are infinite possibilities to boost conversion rates on Shopify Plus, where each manipulation can have huge potential impact."*

At Quickfire Digital, we couldn't agree more—**Contact us today** to find out how we can help improve conversion rates across your Shopify Plus business.



WHAT ARE THE BEST PRACTICES FOR CONVERSION RATE OPTIMISATION (CRO)?

“CRO is the bridge between traffic and revenue—it’s where customer experience meets business success.”

Darren Lake, Rooflights



rooflights
.com

As we have seen, CRO is a **data-driven, continuous process** that improves the rate at which website visitors take **desired actions**—a process that is particularly valuable for ecommerce businesses, such as those using **Shopify Plus**, who experience high volumes of traffic.

But maximising the value of visitors to these sites requires a strictly **systematic approach**. Sticking to the following best-practice cycle will help you achieve this for your Shopify Plus webstore:

1. Understand your visitors:

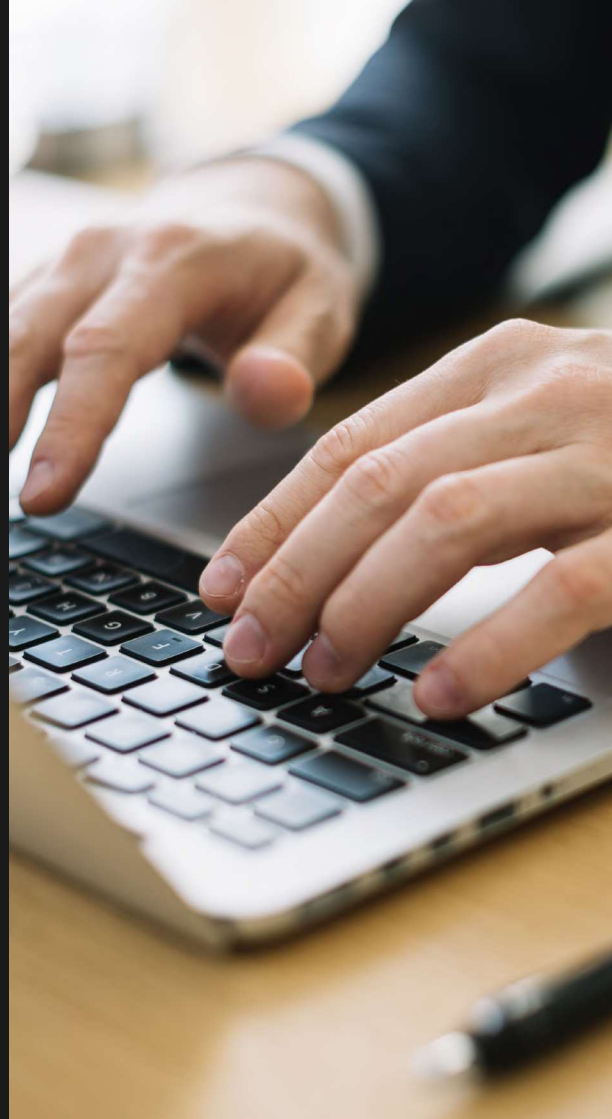
- Collect data using analytics tools (such as GA4, heatmaps, and session recordings) to assess current performance, and gather qualitative insights from user surveys, session replays, and feedback.
- These insights, **Shoplift** states, are valuable for *"identifying confusing navigation elements or unclear calls to action."*

2. Identify leaks in your funnel:

- Map your customer journey to pinpoint where visitors are dropping off or encountering friction.
- As **Matt Burgess** from **Green People** states, *"fix those pain points, and you'll see results."*

3. Set clear goals and hypotheses:

- Define what's limiting conversions, establish which KPIs you want to focus on (CVR, RPV, AOV, LTV), then develop a clear hypothesis in the format 'If we change X, then Y should improve.'
- On this, **Nick Raymond** of **Clarendon Fine Art** states *"a strong team capable of generating ideas and hypotheses for testing is critical."*



4. Prioritise tests based on potential for impact:

- When developing testing variations, **Ocushield** suggests using your existing data to guide your tests: *"Look at the volume of traffic and the potential impact of each experiment. If a particular test won't yield statistically significant results within a reasonable timeframe, it may be more efficient to shift your resources elsewhere for better gains."*
- As a rule of thumb, **ConversionWise** suggests if your web traffic is less than 100,000 web visitors per month, you can afford to take bigger swings at page design and copy.
- **Matt Burgess** suggests prioritising tests that optimise users' mobile experience: *"Your customers are shopping on their phones. Make sure your site is fast, easy to navigate, and doesn't make people pinch and zoom."*

5. Implement controlled testing:

- Perform thorough quality control on the experiment setup with your developers before launch, and monitor early performance and conversion tracking closely. This will help you streamline testing and capture the metrics you need.
- Run A/B tests that focus on copy, design, or structural variables. Only test one variable per cycle.
- **Tim Fairs** suggests avoiding multiple variable (multivariate) testing unless *"you have significant enough volume"* (100k+ monthly visitors).
- Run usability tests or user interviews for qualitative feedback.
- Do not interfere with testing midway through—once underway, that's it.

6. Measure and document conversions:

- Once testing is complete, check for statistical significance and uplifts in target metrics such as CVR. Then apply successful changes, establishing them as the new 'control' to be tested.
- Identify with your team what worked, what didn't, and why.
- Track both micro and macro conversions longitudinally, keeping detailed records of test setups, outcomes, and learnings to pinpoint past successes and inform future experiments.

7. Repeat, repeat, repeat:

- Continuously repeat the cycle above, extrapolating learning from past tests to inform future testing. As **Made of Data** explains, *"CRO is 'always on', and is not a side-of-desk job for journey teams."*

Following these steps will result in consistent improvements to your Shopify Plus site's conversions over time.

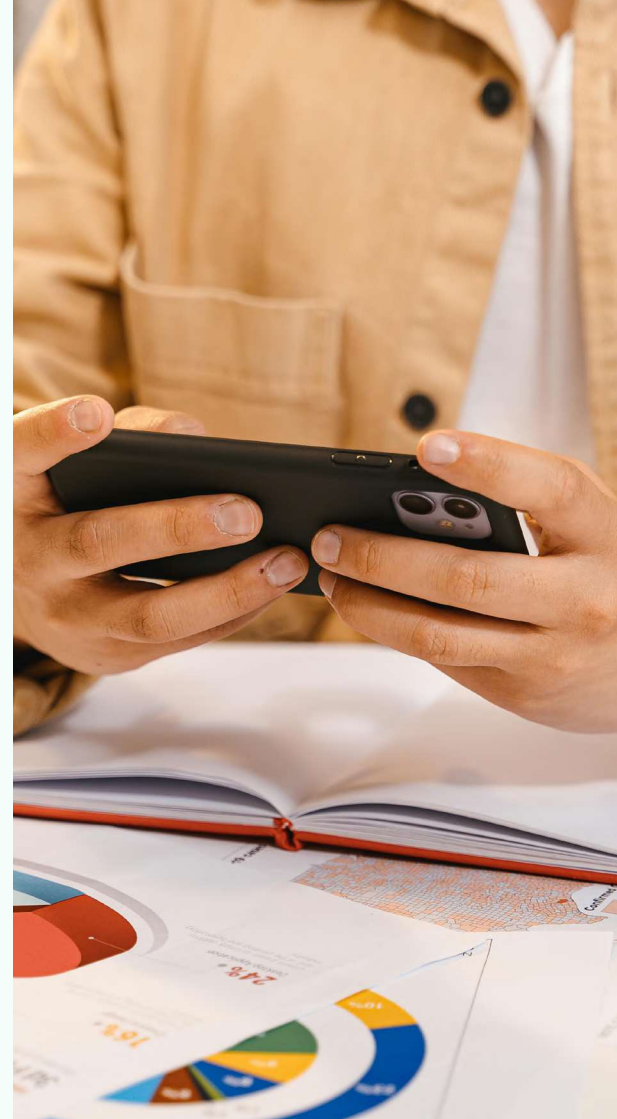
WHAT OTHER CRO BEST PRACTICES SHOULD YOU PRIORITISE ON SHOPIFY PLUS?

As **Darren Lake** from **Rooflights** rightly observes, *“CRO is constantly evolving and it’s different in every industry.”* But regardless of the audience or sector, there are a number of priorities and principles that define good CRO practice that you should be aware of.

Besides rigorous A/B testing, **personalisation** and **mobile optimisation** stand out as key areas to focus on. On the first of these, **Renee Hartman (CLA)** argues engaging, transparent, personalised content that leverages AI is invaluable for maximising LTV across the pre- and post-checkout stages. As an example, **Sofia Panwar** highlights how lingerie subscription company Unndr used personalisation to improve its subscription onboarding flow:

“Integrating interactive quizzes that suggest the right styles and sizes based on customer preferences has significantly reduced drop-off rates.”

Likewise, with **70%** of Unndr’s traffic coming from **mobile devices**, optimising for **load speed**, **navigational ease**, and **checkout** have been central to their CRO strategy—as they should be for all ecommerce merchants. As **Laura Magistrali**, **Head of Marketing** at **Shopyy** observes, *“every second matters. A one-second delay in loading a mobile page can reduce conversions by up to 20%”*—a clear justification for site speed tools like **SpeedSize CDN**.





Beyond these factors, **Tim Fairs** of **Spar UK** encourages Shopify Plus businesses to address prospects' pain points, whether they relate to **UX design** or **brand proposition**.

He advises businesses to root out **usability**, **cognitive**, and **emotional friction** from their customer experiences to the greatest extent possible, and reminds them that:

"The brand proposition needs to be compelling—be it range, pricing, promotions, availability, payment methods, or appealing delivery options. If any of these aspects are not optimised, then the customer will simply vote with their mouse and exit."

In the words of **Chloë Thomas**, Podcast Host at **eCommerce MasterPlan**, *"don't confuse the customer—remove all barriers to purchase."*

WHICH CRO TOOLS SHOULD YOU USE FOR SHOPIFY PLUS?

There are a range of tools available to ecommerce businesses wanting to optimise their users' Shopify Plus experience. Given the complexity of CRO as a whole, we at **Quickfire** echo **Dicken Doe's** advice:

"Establish a stack to make measurement and testing simple and second-nature; whenever a company relies on a lot of manual processing and analysis, CRO quickly falls by the wayside. You will need testing tools, analytics, heat-mapping and surveys, and developer and designer time available to work on interventions."



It's a lot to ask, but a good starting point, as **Darren Lake** at **Rooflights** outlines, is tools such as [Microsoft Clarity](#) or [Hotjar](#), which can be easily overlaid with other tools, and provide real-time insights into user behaviour. [GA4](#) is another essential tool offering deeper data insights but, as **Nick Raymond** points out, "it introduces complexity; many teams are still adapting to this tool."

Beyond this, **Matt Burgess** at **Green People** recommends [VWO](#) as an all-in-one tool, especially for beginners:

"VWO stands out as a really solid, cost-effective option. It's user-friendly and packed with features like A/B testing, heatmaps, and session recordings that help you make informed decisions. If you're looking for a tool to get started with CRO, VWO is definitely worth checking out."

*If you would like help bringing together these best practices and tools for your Shopify Plus website, give **Quickfire Digital** a call today. **We are here to help.***

WHAT ARE THE CRO MISTAKES YOU SHOULD AVOID?

Having established what best practice in CRO looks like, it's worth heeding **Bigblue's** advice around exercising **common sense** when implementing these guidelines; indeed, "best practices need to be considered in conjunction with your operational capabilities when it comes to fulfilment."

With this in mind, below we share our **top 5 CRO mistakes to avoid**.

1. Viewing CRO as a one-off

Topping the list of mistakes to avoid is **not recognising that CRO is a commitment**. It's a big one: CRO involves trying things that work, and things that don't, which is why, like SEO, it's important to be **patient** with the process.

As **Made of Data** explains, "businesses that win in this space understand that small consistent gains all add up"—or, in our words at **Quickfire Digital: Small Steps, Big Results**. By contrast, businesses that fail at CRO are those that invest in its tools only to treat it as a one-time effort. To quote **Rebuy**:

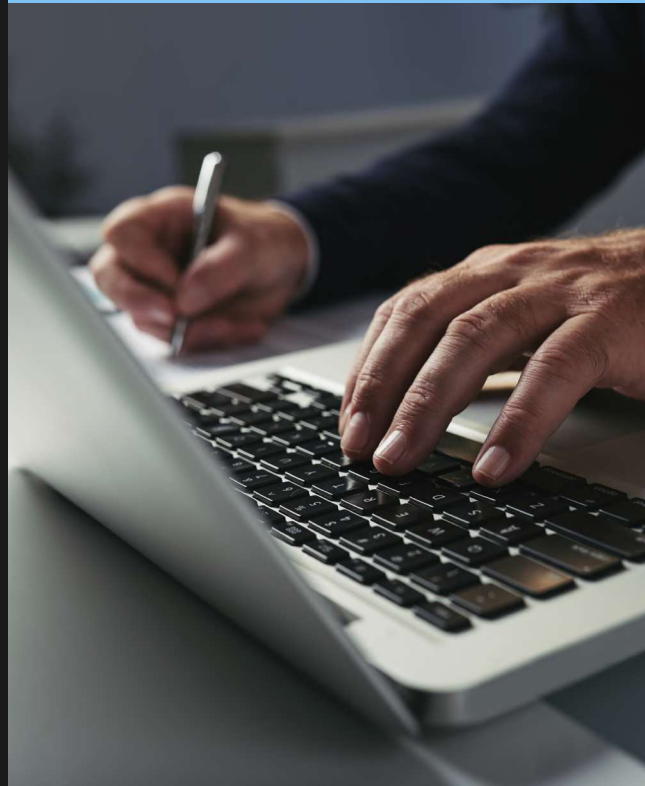
"It's a continuous practice that will prove to grow your business. Relying on assumptions without A/B testing or regularly reviewing performance data can result in suboptimal results."

"Online consumer expectations are always changing. CRO is important because it helps us test theories with real data rather than relying on assumptions about what drives behaviour online in an ever changing landscape."

Omba Kumwenda, Ocushield



Ocushield



2. Getting A/B testing wrong

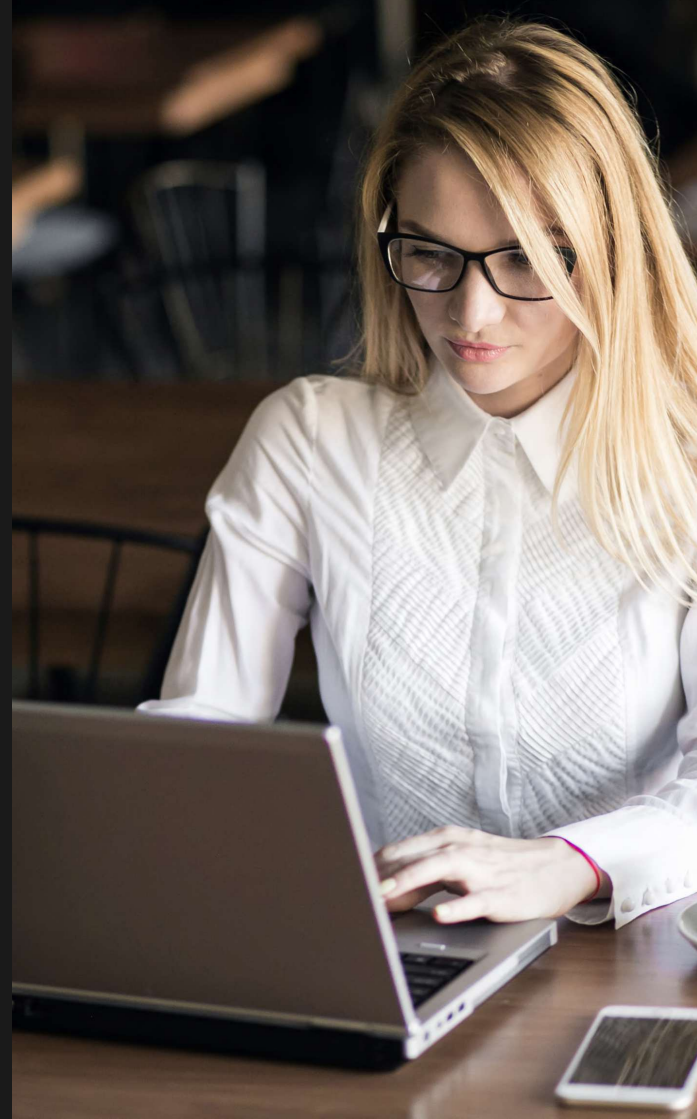
With regard to A/B testing, **Rebuy** recommends testing **every part of the customer experience**—in particular the on-site journey—to ensure it is optimised for customer conversions. Crucially, as **Tim Fairs** at **Spar UK** emphasises, make sure you are only testing **one variable at a time**. Again, this may require you to be **patient** as your testing builds to statistical significance (unless your website's traffic volume allows for multivariate testing).

To avoid further slowing down the process, it's worth recalling Ocushield's recommendation to **double-check your A/B testing setup**, and **monitor it** once it goes live. Remember too not to interfere with live tests; doing so will put you back at the starting line. Likewise, avoid over-testing, which can slow progress. As **Nick Raymond** from **Clarendon Fine Art** says:

"Understand when to test and when to rely on judgment, depending on the risk appetite and scale of the business. Avoid extremes—testing everything or testing nothing can both be detrimental."

3. Rushing Conversion Rate Optimisation

Another common error is **rushing CRO** without due thought to strategy or testing data. Random, unprioritised tests waste time and resources, as do decisions based on assumptions instead of evidence, according to **Shoplift**. Both can harm a business's revenue and reputation.



4. Prioritising new over existing customers

Focusing solely on new customers can also be **harmful** for Shopify Plus businesses. While acquiring new customers is important for any ecommerce brand, neglecting strategies can **limit long-term growth**. On this, **Kyle Panganiban** at **Rebuy** recommends:

“Personalising your post-purchase touchpoints such as email, SMS, tracking pages, and support processes to ensure existing customers continue to come back and buy from your brand.”

Similarly, **failing to segment your audience** and **overlooking their feedback** are key mistakes to avoid in CRO. “Relying solely on data without considering the customer can result in changes that don’t align with their expectations,” states **Rooflights**.



5. Fixating on conversion rates

A further mistake to avoid is only looking at your **headline conversion rate figure**. Instead, **Chloë Thomas** suggests you should “*dive into the details—by country, by device type, and marketing channel.*” She also urges against “*copying someone else: just because you heard X saying that changing their buttons to red increased conversions... doesn't mean it will work for you.*”

Likewise, we recommend you avoid **over-scrutinising** industry-standard conversion rates, which may not reflect rates in your industry, and which are **very modest** across ecommerce anyway, at around 3%. We also recommend double-checking whether to pursue CVR or whether another KPI, such as average order value, is more appropriate.


Finally, try not to fixate on the **final click** in the customer journey. As **Dicken Doe** highlights:

“A lot of buying decisions are being made much earlier in the journey, and a lot of journeys are poor at getting a customer to the next stage of the buying process. In short, a lot of the big wins happen higher up the funnel.”

Besides avoiding these 5 mistakes, we also encourage you not to neglect personalisation, mobile and site speed optimisation, and seasonal trends, which can play a **substantial role** in conversion rates.

And as for the biggest mistake of all—neglecting CRO—we agree with **Green People**:

“Now is the time to start!”



Worried about making mistakes with your Shopify Plus store's CRO? Give **Quickfire Digital** a call today and we'll make sure you follow only the very best CRO practices.

WHAT ARE THE LATEST TRENDS IN CONVERSION RATE OPTIMISATION (CRO)?

Having established what CRO best practice looks like, and what the CRO mistakes to avoid are, what can we expect from the industry moving forwards?

We've canvassed our network, gathering the latest thinking from top brands on where this dynamic industry is heading. Here are their—and our—**top 5 CRO trends** to watch:

1. Increased AI-powered personalisation

Perhaps unsurprisingly, there's collective agreement that AI will continue shaking up the CRO space. **GetBetter** explains:

"Artificial intelligence is making it easier to personalise content at scale, with certain AI quiz tools and data collection integrations making it so much easier to segment your audience, tailor product recommendations, and messaging to your audience's preferences."

Expect everything—from hyper-targeted descriptions, product copy, content, user journeys, and recommendations based on real-time user behaviour to chatbots, searchandising, automated data collection, and improved attribution. And that's just for starters.

"By turning more browsers into buyers, CRO ensures you're not just driving traffic but also driving revenue that grows your bottom line."

Kyle Panganiban, Rebuy



2. Adoption of first- and zero-party data

With privacy regulations tightening, businesses are increasingly relying on **first- and zero-party data** to understand their users. But getting customers to share their data willingly can be **challenging**, and will likely be a CRO obstacle for businesses in the future, apart from the ones committed to building **engaging and useful experiences** for their customers.

As a way around this dilemma, **Shoplift** recommends *“leveraging apps that connect with Shopify’s APIs to access customer data. This enables merchants to create personalised experiences without reliance on traditional tracking methods.”*

3. Emphasis on sustainability

Being transparent about sustainability is also a growing priority for consumers, with **66% willing to pay more** for products from socially responsible companies, according to **Shopsy**. As **Matt Burgess** from **Green People** explains, *“customers want to know they’re buying from a brand that cares.”*





4. Full-funnel expansion

Beyond just web optimisation, CRO is expanding to include the **entire customer journey**, combining and optimising everything from email campaigns, SMS, and social media to create a seamless customer experience. **Kyle Panganiban** from **Rebuy** provides valuable advice on how to prepare for this shift:

“Ensure that all of your brand’s customer touchpoints are consistent across web, mobile, and in-app touchpoints to create frictionless paths to purchase. Consider integrating your entire tech stack to deliver a seamless experience, no matter where customers are coming from.”

Allied to this shift, **Bigblue** also believes there will be a move towards optimising for non-sales-focused conversions such as joining a loyalty programme, registering for an event, or signing up for a newsletter. **Made of Data** also expects a merging of capabilities across platforms: *“it will take time, but one-stop tools will become the norm.”*

The challenge with lead-generation tactics like SEO and PPC is that while they’re good for driving traffic, they don’t always guarantee a high-quality customer experience once visitors arrive. If the on-site experience is poor, it can hurt conversion rates and undermine ROI.

This is where CRO comes in: by optimising conversion rates and increasing both average order value and customer lifetime value, businesses can significantly improve their sales margins while maximising the ROI of SEO and the ROAS of Google Ads. For this reason, CRO is increasingly becoming the tactic of choice for businesses looking to gain a competitive edge—especially in ecommerce.

Robert Lowton, Lobster Copy



5. Voice search optimisation

As search and chatbots become more prevalent, it makes sense to begin optimising your Shopify Plus site for **queries and conversational shopping experiences**. As **Rebuy** explains, tools like **Smart Search** “offer brands the chance to deliver personalised merchandising that promotes product discovery for the ultimate conversion solution in your toolbelt.”

Besides these trends, we anticipate **other major developments** such as a rise in experimentation culture across businesses, shoppable videos, dark mode optimisation, exclusive content, and increased mobile optimisation—to name a few.



Wondering how to stay ahead on these CRO trends for your Shopify Plus webstore? **We're here to help**—contact **Quickfire Digital** today for an informal chat.

CONVERSION RATE OPTIMISATION: THE QUICKFIRE VIEW

So what do we make of CRO at [Quickfire Digital](#), as a central part of our Shopify Plus service offering?

Put simply, we recognise that optimising for conversion rates is a **relative matter** (as with Moz's Domain and Page Authority for SEO): what works for one business or sector may not work for another. Similarly, what works for one webpage or PDP may not work for another.

For this reason, we strongly advise online businesses to aim their sights at conversion rates that are **realistic for their business**, based on a thorough understanding of their industry and target market; pursuing arbitrary conversion figures on the grounds that *"that's the average across ecommerce"* or *"that's a nice round figure"* usually only leads to disappointment, and wasted time and resources.

"Conversion Rate Optimisation (CRO) is not just a collection of tactics aimed at driving conversion rates and other KPIs such as average order values and customer lifetime value, but it's also a philosophy—one that is centred on the user and their experience."

Laura Magistrali, Shoppify

SHOPIFY APP BUILDER
shoppify



SO WHAT SHOULD MY BUSINESS'S CONVERSION RATE BE?

To understand what conversion rate you should be aiming for, or indeed whether you should even be focusing on CVR as a metric as opposed to a different KPI such as AOV or LTV, we suggest **reverse-engineering the outcome you are pursuing**.

Ask these 3 questions:

1. What does revenue or profitability need to be in the next 12 months?
2. What were our conversion rates over the last 12 months?
3. What do we need to change in the next 12 months to reach the magic number from 1 above?

Again, much like the **5 Whys** that underpin lean startup success, asking these 3 questions will help you determine if CVR is the right lever to pull for your business—and, if so, what figure you should be aiming for.



THE 6 PILLARS OF CONVERSION RATE OPTIMISATION

Once you've established your targets for the next 12 months, we recommend you and your team consult the **best practices** shared above, along with **Quickfire's 6 Pillars** for effective Shopify Plus CRO here:

1. Optimised user experience (UX)

- Simplify your Shopify Plus site's navigation.
- Check pages load fast across all devices.
- Create a mobile-first design.

2. Trust and credibility

- Display social proof (testimonials, reviews).
- Use trust badges (secure payment icons, money-back guarantees), especially around CTAs.
- Be completely transparent around shipping, returns, and refund policies.

3. Personalisation and relevance

- Use AI to offer personalised product recommendations.
- Customise email campaigns based on browsing and purchase behaviour.
- Use dynamic content like location-specific offers or seasonal promotions.



4. Compelling value proposition

- Highlight USPs like free shipping, sustainability, or exclusive collections.
- Create urgency with limited-time offers or low-stock notifications.
- Showcase competitive pricing or bundled offers.

5. Data-driven optimisation

- Use tools like GA4 or Hotjar to monitor behaviour and identify friction points.
- A/B test key elements like headlines, CTAs, or product page layouts.
- Track conversion funnels and tweak underperforming stages.

6. Site speed optimisation

- Leverage caching and a robust CDN to ensure rapid load times.
- Streamline scripts and assets for a lean, fast site.
- Regularly track load times and address issues promptly.



Finally, don't forget to heed **ConversionWise's advice**—if your Shopify Plus site is pulling in **less than 100,000 visitors** per month, feel free to **take bigger, more proactive swings** at your site's conversion design; if it's more than that, then approach CRO more reactively and iteratively.

*Want more insights on CRO? **We'd love to help**—contact **Quickfire Digital** today to find out how CRO can work for your **Shopify Plus business.***



CASE STUDIES

HOW REBUY TRANSFORMED FEALS' SHOPIFY STORE TO DRIVE 300% REVENUE GROWTH

Challenge

Feals, a wellness brand based in Denver, Colorado, offers premium cannabis products aimed at **relieving stress and enhancing well-being**. A small team of less than 10 employees, they approached **Rebuy** with **3 key challenges**:

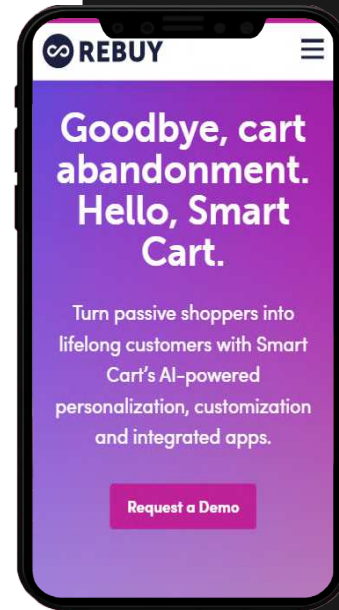
- **Enhancing their ecommerce stack:** Feals needed a powerful, user-friendly shopping cart integrated into their new Shopify store to support a carefully curated product selection.
- **Modernising their shopping experience:** They needed an upgraded, modern slide-out cart to boost cross-selling opportunities for their oils, mints, and gummies.
- **Optimising the acquisition funnel:** Feals wanted to refine their customer journey to drive more sales and subscriptions.

Approach

Rebuy made the following **CRO adjustments** focused on transforming Feals' ecommerce experience and driving conversion rates:

Implementing Rebuy Smart Cart: Rebuy installed its **Smart Cart** to create a frictionless buying experience, laying the foundation for a robust app stack.

- **A/B testing for precision:** Through A/B testing, they helped Feals experiment with key elements such as in-cart offer layouts, repositioned subscription frequency options (moving them from the product detail page to the cart), and refined post-purchase promotions.
- **Enhancing the acquisition funnel:** Rebuy restructured Feals' acquisition funnel by:
 - Changing the initial offer from a \$5 trial to a full-sized \$55 product.
 - Introducing a steeply discounted post-purchase upsell.
 - Implementing smart merchandising with strategically placed cross-sell widgets on PDPs within the Smart Cart and at checkout.
 - Leveraging Rebuy's integration with Yotpo to display star ratings for enhanced trust.





Results

Thanks to Rebuy's CRO adjustments, Feals experienced substantial improvements:

- **Post-Purchase Revenue Per Visitor (RPV):** Increased by 300% in 6 months.
- **Post-Purchase Conversion Rate (CVR):** Reached 21.58%.
- **Subscription Growth:** Subscriptions grew by 80% in 6 months.
- **Average Order Value (AOV):** Rose by 18.93%.

Takeaways

Rebuy's CRO efforts were pivotal in transforming Feals' ecommerce performance. Key takeaways include:

- **Empowered personalisation drives revenue:** Rebuy's Smart Cart and tailored A/B testing enabled a seamless, conversion-optimised customer journey.
- **Intelligent merchandising boosts sales:** Strategic upselling and cross-selling, powered by Rebuy's integrations, significantly boosted Feals' customer engagement and lifetime value.
- **Continuous optimisation is key:** Rebuy's iterative approach to refining customer touchpoints highlights the importance of ongoing testing and adjustment in achieving sustainable revenue growth.

By partnering with Rebuy, Feals was able to **exploit CRO** to overcome its initial challenges and experience **new levels of success** in the competitive wellness market.



HOW BIGBLUE ACCELERATED SMARTWORKOUT'S EUROPEAN EXPANSION WITH FAST TAG

Challenge

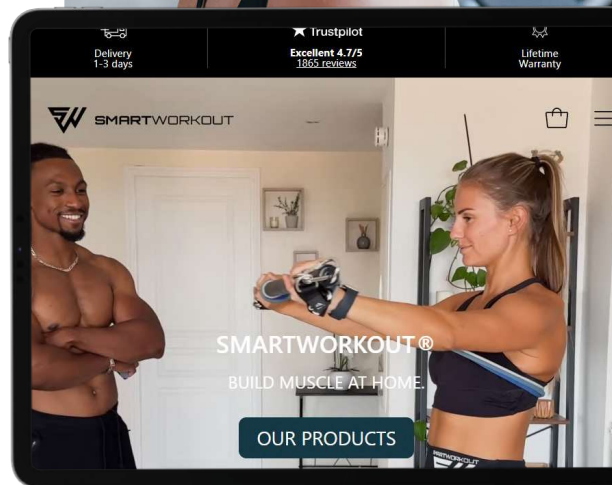
Leading fitness equipment brand **SmartWorkout** was **rapidly expanding into the UK and new European markets** across multiple Shopify sites. With nearly **50% of orders** being shipped internationally, they approached ecommerce logistics firm **Bigblue** with **two CRO challenges**:

- **Maintaining conversion rates:** New customer segments across Europe demanded a seamless shopping experience. SmartWorkout wanted to ensure high conversion rates despite the difficulties of international delivery.
- **Meeting rising consumer expectations:** Customers expected clear, reliable delivery information—making it critical to adapt to market needs and build trust in new territories.

Approach

Bigblue addressed these challenges by **implementing its Fast Tag feature** directly into SmartWorkout's product pages. Key elements of their CRO approach included:

- **Improving transparency:** Bigblue's Fast Tag allowed customers to instantly see when their products would arrive, whether that be in one or two days.
- **Enhancing customer trust:** By providing their European buyers with accurate, location-based shipping information, SmartWorkout improved confidence in their process, ultimately driving conversions.



A smartphone is shown in the foreground, displaying the Bigblue website. The phone is held in a hand, and the background is a blurred gym setting with exercise equipment. The website content on the phone includes the Bigblue logo at the top, followed by the main heading 'Fulfilment for customer centric brands', a paragraph of text, and a blue button labeled 'Book a demo'.

bigblue

Fulfilment for customer centric brands

Hundreds of brands leverage our warehouse network to scale operations effortlessly and create a delivery experience that delights customers and boosts sales.

Book a demo

Results

With Bigblue's Fast Tag in place, SmartWorkout experienced **major improvements**:

- **Conversion Rate (CVR):** Increased by 22%.
- **High volume of fast-delivery promises:** The Fast Tag now delivers over 40,000 monthly delivery promises.

Takeaways

Bigblue's **Fast Tag feature was instrumental** in SmartWorkout's successful expansion into the European market. Key CRO takeaways include:

- **Clear delivery information improves conversions:** Providing customers with precise, real-time delivery details directly on product pages fosters trust and reduces purchase barriers.
- **Adapting to market needs is essential:** Quickly addressing international customer expectations is essential for brands wanting to expand and thrive in new regions.
- **Partnerships enhance market competitiveness:** Collaborating with a logistics expert like Bigblue enables brands to take advantage of CRO features that directly impact conversion rates and customer satisfaction.

Thanks to Bigblue's CRO adaptations, SmartWorkout was able to **improve confidence and trust** among its target buyers, driving **substantial improvements** in conversion rates.

HOW SHOPLIFT IMPROVED &COLLAR'S SHOPIFY STORE PERFORMANCE WITH RAPID A/B TESTING

Challenge

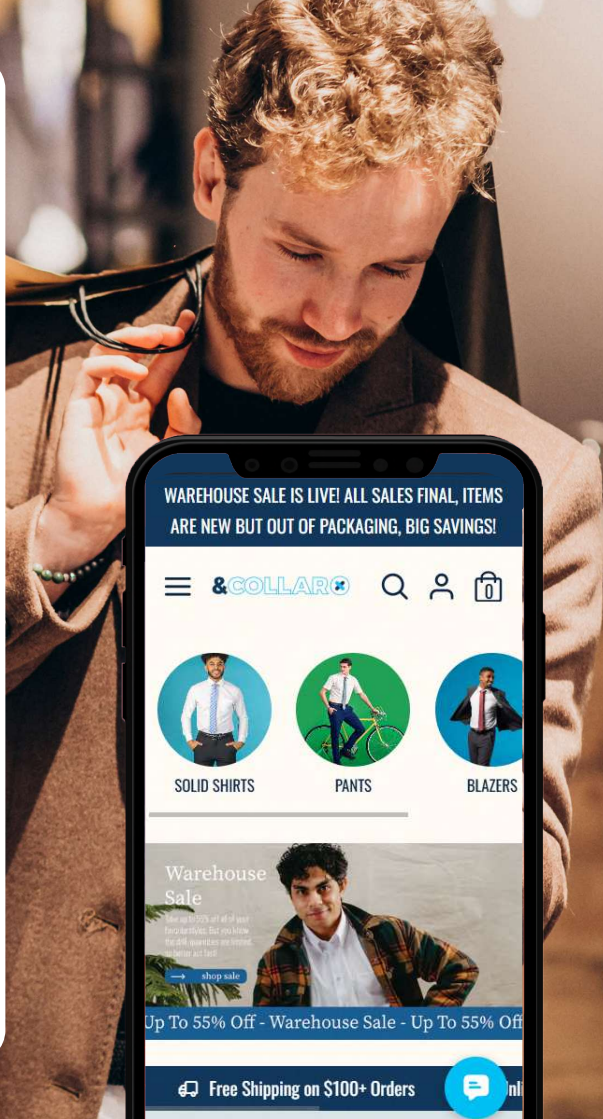
&Collar, a US-based performance dress shirt brand, faced a **classic CRO challenge**: how to increase conversions while reducing developer testing costs.

&Collar asked **Shoplift** to help them resolve this issue, along with **improving their Shopify store's mobile experience**, which was underperforming thanks to high bounce rates.

Approach

Here's how Shoplift tackled these challenges with its **intelligent experimentation platform**:

- **Mobile optimisation**: Shoplift carried out a series of A/B tests focused on improving &Collar's mobile experience. This led to simplifying the product page layout, improving loading times, and clarifying call to action language.
- **Personalisation experiments**: Additional tests experimented with product descriptions, image placement, and customer reviews to identify the best-performing combination for mobile shoppers.





\$HOPLIFT



How &Collar reclaimed millions of dollars in growth from legacy CRO bog

Results

Shoplift's rapid A/B testing substantially improved &Collar's mobile experience:

- **Mobile Conversion Rate (CVR):** Increased by 17%.
- **Average Order Value (AOV):** Rose by 12% due to strategic upselling.
- **Time-to-Launch:** Tests were launched 5x faster than before, reducing developer spend.

Takeaways

Key takeaways from Shoplift's testing intervention include:

- **Optimising for mobile is key:** Addressing mobile pain points is critical for improving total conversions.
- **Speed drives success:** Rapid experimentation accelerates insights and reduces reliance on costly developer resources.
- **Flexibility is paramount:** Tools that integrate with Shopify make advanced CRO accessible to any merchant.

Thanks to Shoplift's rapid A/B testing, &Collar **improved its Shopify Plus mobile experience** and **substantially reduced developer testing costs**. For more insights, view the full case study [here](#).

HOW QUICKFIRE DIGITAL TRANSFORMED FORTHGLADE'S SHOPIFY STORE FOR HIGHER CONVERSIONS AND RECURRING REVENUE

Challenge

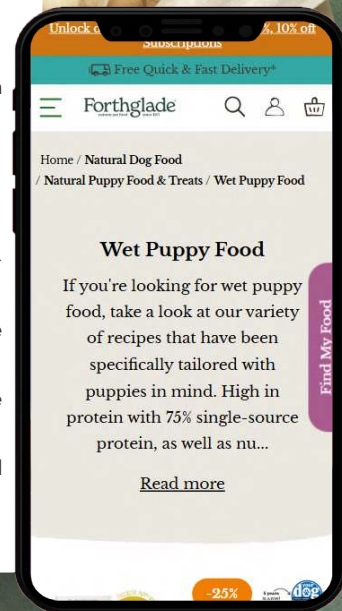
Forthglade, a rapidly growing pet food brand, was experiencing **consistent double-digit growth** and **needed to enhance its Shopify store** to keep pace with demand. But with in-house development proving to be **too costly**, Forthglade approached **Quickfire Digital** for a **fast, cost-effective** solution. Their key challenges included:

- **Upgrading their ecommerce platform:** Moving from Shopify 1.0 to Shopify 2.0 while improving overall performance.
- **Optimising for subscriptions:** Improving customer retention with a seamless, subscription-first model.
- **Enhancing user experience:** Creating a more intuitive and engaging site with tools that support customers in making informed purchasing decisions.

Approach

We implemented a series of **CRO-driven improvements** to transform Forthglade's Shopify experience:

- **Shopify 2.0 migration:** Quickfire developed a fully functional, transaction-ready site with a modern, brand-aligned design.
- **Subscription optimisation:** We introduced a subscription-first model to drive recurring revenue and increase customer lifetime value.
- **Custom feeding guide:** We implemented an interactive, questionnaire-based tool to help customers determine the correct feeding amounts for their dogs, developing trust and increasing conversions.
- **Content and UX revamp:** Quickfire enhanced on-site content to improve navigation, accessibility, and overall user experience.





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FORTHGLADE

Forthglade site serves up 42% sales uplift

SHARE

ABOUT THE CLIENT: _____

Forthglade are a rapidly growing brand in the pet food industry who were experiencing double-digit growth. A brand going places and in a hurry.

Results

Our strategic CRO enhancements drove significant performance improvements:

- **Conversion Rate (CVR):** Increased by 75%.
- **Average Order Value (AOV):** Increased by 25%.
- **Order Volume:** Increased by 15%.

Takeaways

Quickfire's successful intervention prompted a number of takeaways:

- **Personalised customer tools boost engagement:** Interactive features like Fortthglade's feeding guide enhance user experience and build brand trust.
- **Subscription-first models drive sustainable growth:** Encouraging repeat purchases strengthens retention and long-term revenue.
- **Speed and quality can go hand in hand:** A rapid, effective Shopify 2.0 migration enabled Fortthglade to scale without compromise.

Our **CRO expertise** enabled Fortthglade to **successfully upgrade** its ecommerce platform, **optimise for conversions**, and **strengthen customer retention** through a powerful subscription model. Access the full case study [here](#).

Thinking about improving your Shopify store like Fortthglade? **We're here to help.** Contact us at [Quickfire Digital](#) for an informal chat today.

SO, ARE YOU READY TO IMPROVE YOUR SHOPIFY PLUS SITE'S CONVERSION RATES?

At **Quickfire Digital**, we are specialists in all things Shopify Plus—and that very much includes **conversion rate optimisation**.

When it comes to CRO, our mantra is simple: **Small Steps, Big Results**. We're all about **putting our money where our mouth is** and **letting our results do the talking**.

It's why **numerous top ecommerce businesses** trust us to handle their Shopify Plus stores—household brand names including:

- Forthglade
- Hunter Boots
- Rooflights
- Dirty London
- Juicy Couture

Regarding Quickfire's work on the Beavertown Shopify store, Digital Design & Content Lead Lily Almeida said:

"Quickfire improved the UX across our site which has already improved our conversion rate and web speed, reducing our bounce rate."

So, if you're serious about growing your Shopify Plus store, and want a strategic partner who will drive your key metrics and bottom line, **look no further**.

Over to you.



Ready to take the leap with CRO?

Contact **Quickfire Digital** today for our complete support with optimising your Shopify Plus business's conversions.

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