

# UNDERSTANDING THE WHY BEHIND WEBSITE CONVERSION



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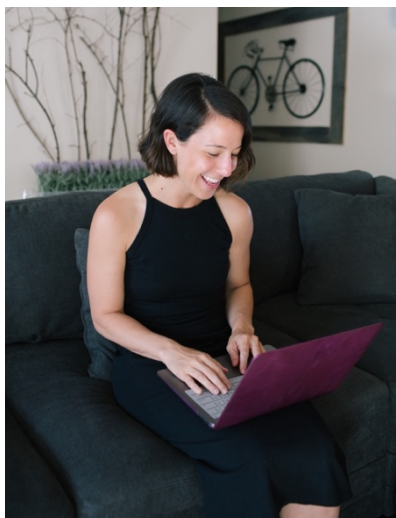
**KNow Research**



## The Qualitative Advantage in Behavioral Research



Today's retail marketers have no shortage of consumer data, especially online shopper data. At a minimum, the trail of data from one shopping trip will include a shopper's location, loyalty status, previous transactions, as well as their behavior before, after and during the site visit. With a robust data analysis team, brands can map a shopper's path to purchase and make predictions and assumptions based on their data footprint.



However, on occasion, despite the seemingly endless amount of data available, a brand cannot understand *why* shoppers abandon their carts. The analytics team can make predictions, but they are often limited in assuming the reasons for a shopper's behavior. When a client's quantitative data still leaves questions unanswered, it's time to consult a qualitative research team.

**Qualitative research is designed to find the *why* behind behaviors.**

Using qualitative shopper intercept interviews, online retailers can increase website conversion rates by uncovering impactful user experience issues that cause abandoned carts. With those powerful insights brands can make changes to drive the consumer to click the "buy" button.

Recently, the team at KNow Research put the power of qualitative to work and helped our online retail client improve website conversion.

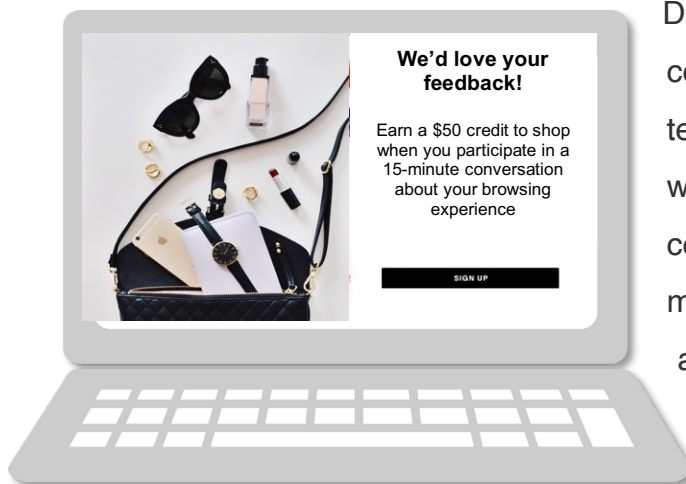
### Problem

An online fashion retailer's data team had a robust data set which gave them an understanding of their customers' journeys through the site. They watched shoppers place items in their shopping cart and noticed a disturbing trend; when the cart was left for a certain period, the cart was much more likely to be abandoned. **Despite combing through seemingly endless amounts of behavioral data, they could not determine the cause of the worrying pattern.**

Internally, the brand team could not decide on the best approach to understand why shoppers weren't making the purchase. They considered costly options, but none of the options were certain to get to the heart of the issue.

## Approach

When the brand came to KNow Research, we suggested finding out the why with our proprietary **Booth® Insights methodology**. Like a traditional in-person store intercept, our moderators conduct qualitative interviews while consumers were actively shopping.



Digital shopper intercepts require more coordination and collaboration from the brand teams than in-person intercepts. The brand web team must program an invitation to connect with an interviewer at the key moment of concern in the shopping journey. It also requires interviewers to be ready to receive potential participants within designated intercepting windows.

**With the help of the website and data teams, our team connected with shoppers when their shopping cart was full, but at the specific time when the data suggested they were likely to leave the site without purchasing.**

**Pro Tip:** The primary benefit of shopper intercepts is catching the shopper in the midst of their purchase decision. When we wait to ask them about their shopping experience days or weeks later, they are less likely to remember specific language that caused confusion or choices that made them second-guess their purchase. Instead, by connecting with shoppers while the site is open and purchase consideration fresh in their mind, our insights are more valuable and actionable.

## Result

Thanks to speaking with shoppers at the moment of purchase, the team at KNow uncovered very specific navigation and communication opportunities. For instance, shoppers did not know where to look for further information about products and shoppers were unsure about the VIP Membership program's benefits.

**The brand made changes based on this shopper feedback. They clarified messaging about the VIP program and corrected navigation hiccups to improve the website conversion rate.**

Shopper intercept interviews are even more impactful when conducted at multiple stages throughout a design or brand campaign. Measuring changes in attitudes before, during and after a site re-design give brand teams the reasons why website conversion rates improved.

## Ready to Uncover Your Shoppers' Whys?

*The team at KNow is ready to meet your shoppers in person or online. KNow's proprietary Booth® Insights is now available as a subscription. Conduct research multiple times a year before, during and after a site redesign to track changes in the whys behind website conversion rates. For more information visit [knowresearch.com](https://knowresearch.com) or email [admin@knowresearch.com](mailto:admin@knowresearch.com)*