				Click	Here	to Find	Out He	ow We	Can He	ln You	Improv	re Your	Site!													
ınflow	Mobile Conversion Used by Best	n Optimization Features In-Class Retailers		Cite	ricic	torina	Out III	JW WC	Carrie	ip iou	Пріос	C IOUI	Jite:													
Allowit Elevert Gree Category	Feature or Consideration	Detalle/Oritoria	Adidas	Rames/s	Eszess	Gassas USA	Serve	Havnesda	25 Penney	Marshall, Headshones	Nika	Nordstrom	Patagonia	Room & Board	Shuttethy	Sami	Seemx	Uniqio	Urban Ostizera	Washic	Zasson	Zalitr	Total Y	Total N	Total NA	
	Responsive site	Is the site set up as responsive?	N	Y	Y	N	Y	Y	N	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	14	6	0	The trend now is going back towards m: sites. Separate sites can lend themselves to a better experience per device type. Responsive sites also suffer from slower page load speeds while trends in SEO are putting value back on having separate sites.
	Optimal Site Speed	Does the site meet speed requirements from Google (above 85)? Main navigation/menu sticks to the top of	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	Y	N	N	1	19		This shows how difficult it is to actually attain this. Looking at Wayfair (the only site on our list to achieve "Good" according to Google's page speed tooll, you have to wonder how much site speed has meant to their access. Tend is movino bayeads colmino at least somethine at the too or bottom of the site to
	Sticky Menu-Header Tap to Call	Main ravigation/menu sticks to the top of the page. Is there an option to tap to call a customer service line or another phone number? Does this also have a hamburger menu with the text "Menu" under it?	N	N	N	N	Y	Y	N	N	N N	N	N	Y	N	N	Υ	Y	N	N	N	Y N	7	14	0	There is moving bowasts princing at least consulting at the timp or bottom of the able to funcible renignifies. Author team or to be see you to much real entails with it. This is often an undexpoprisible flustium. Most adcommens able don't want phone disconsered flust found applying in mobile have a phone handly in CSI. Therefore savely from including test. Impact will depend on individual size demographics—less applications disconsered flust and undernous still read the flust co.e.
	Hamburger Menu w/Menu text	Does this site have a hamburger menu with the text "Menu" under it?	N N	N N	N	N	N	Y	N	N	N	N	N	Y	N	N	N	Y	N	N	N	N N	3	17	٠	Thrending away from including test, Impact will depend on individual site demographics - less appliaticated audiences still need the test cue.
	Hamburger Navigation	is a hamburger present (no wording)?	Y	N	Y	Y	Y	N	Y	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y	N	Y	15	5	۰	See above comment.
	Store Locator prominence	Is the store locator feature easily available?	N	Y	N	NA.	N	NA.	Y	N	Y	N	Y	Y	NA.	N	Y	Y	Y	NA.	NA.	NA.		6	6	See above comment. This is reported to bounds with above. For bounds that just set within other closes the This is reported to bounds with above. For bounds the land of the vibration consented on the model set of Generally if you manifest above location in plants to the presence on the set) are popular, then a thought a bound scale or interest to the presence on the set) are popular, then a thought is included in the models beader. This is convention, Any one set) do it is of your arription and are that "New" visitors and and then close the cast, were when except because they don't know it's except plant committee that could very be about the presence of bounds.
Clarked Planning	Cart llerra	Do they show the number of items in cart (even if it's zero)?	N	N	٧	N	Y	٧	Y	Y	Y	Y	Y	Y	N	Y	Y	N	N	Y	N	Y	13	7	۰	This is convention. All you need to do is look at your analytics and see that "New" visitions land and then click the cart, even when empty (because they don't know it's empty after coming from another device or browser.
(Header/Footeristc.)	Sticky Bottom Promo Aeathetics	Site has a promo that sticks to the bottom when scrolling Look & feel is attractive, appropriate and professional.	N Y	N Y	N Y	N Y	N Y	Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	Y	N Y	N Y	N Y	20 20	18	0	Very few sites are doing this, and the bottom of the mobile acreen has a lot of uses, but when we've had opportunity to test this has performed well. As especied, all our best in class sites score a ves on this one.
Orientation	Simula	Not too much test on homegage with clear distribution of the course	, ,								·	,		v			v					v	19	1		All adjoints, stool master in case table store a year for two dows. Simplifying is now important on most bits and no disastion—user such of to have also steen to Simplifying it now the proportion of most bits and no disastion—user that is complete in the case quickly and simply if it filting high the only will not not be considered simple as the core that appeals to the most advanced demographic. Callegory rangingsion from the internaging is becoming convention and has considerely stated with a principal or most advanced demographic. Callegory rangingsion from the internaging is becoming convention and has considerely stated with a principal or most all and for the supersions con modals in differ both the contribution or modals in differ both to the contribution or modals in differ both to the contribution of th
	Shop By Category (not within the	Not too much text on homepage with clear direction into other pages. Categories offered in the homepage in addition to what may be in the menu or header area. This does not include listing the category links in the site footer.	¥	N	v	,			,	N	v		v	,	·	N	·					,	16	4		Category ravigation from the Homegage is becoming convention and has consistently tested set, particularly on mobile. It is Clif for this experience on mobile to differ their the standard desktop experience. While the best in class sites all do this, it is not uncommon the control of the
	Show Merchandise	Products are shown on the homepage so users can see examples.			v				,	·	,	· ·	N	,	·								18	2		It used to be considered distracting to show products on the homepage, especially with mobile. However from wide testing, the conclusion is that select products on the homepage win, when displayed properly.
	Promotions	Shows shipping or regular promotion on homepage. Link to customer service, Show Phone, Offer Chat, Provide Privacy Policy, and company background information, and look prefessional and reliable.	N	Y	Y	Y	N	Y	Y	N	N	Y	Υ	N	¥	Y	Y	Y	Y	Y	Y	Y	15	5		
	Build Trust	Offer Chat, Provide Privacy Policy, and company background information, and look professional and reliable.	Y	Y	Y	٧	Y	٧	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	٧	Y	Y	Y	19	1	۰	It is conventional to show promotions on the Homepage when they said. Building bust is more important on mobile bills not desiding when it comes its securing a male. Mobile sear as in therenity less conditions about the security of their transactions "In your face". More alses are getting this, with almost all on our list doing it this year.
	Scroll through Best Sellers/Featured Products/etc.	Expanding on "Show Merchandise", does the mobile site make space- saving use over horizontal scrolling? Here image automatically sides through	Y	Y	N	Y	N	Y	Y	N	N	N	N	N	Y	Y	N	Y	Y	Y	Y	Y	12	8	0	This is trending up. Last year had 1/3 of Best in Class eCommerce sites using this and now it is more than half. This wants list sees only 2 sites still retailor the hern harmer down from 7 last ware.
Homepage	Hero Image Auto Slide	irrages	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	Y	N	N	2	18		This year's list sees only 2 sless still rotating the hero banner, down from 7 last year. This feature, long despised by CROs everywhere, is finally going away.
	Top Nav	Available through horizontal scroll or not	N	N	N	N	N	N	N	N	N	N	N	N	Y	N	N	N	N	N	Y	N	2	18	0	A new feature this year is just starting to be tested and adopted by innovative sites. The Inflow Convention team has tested this all year and has yet to see it NOT work.
	Search in Header (not within men	Search function not hidden within the menu. Best option to have eyegtass that opens search functions when clicked	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	¥	Y	Y	Y	20	۰		Today most sites have search in the mobile header, but in years past this was not the case. Last year, only 2 sites did not have it, and this year it is only 1. It is pretly clear 0 that the majority of sites should do this.
	Search Field Exposed	Search field is already pre-opened so the user does not have to click. User is offered the ability to navigate beyond top level and to other categories aim without dicking.	N	N	N	N	N	N	Y	N	N	N	Y	N	Y	Y	N	N	N	Y	Y	N	8	14		0
	Noticible Subcategories to aid ma	beyond top level and to other categories ain without dicking Are facets available? (Gallery Pages)	N	N	N	N	N V	N	N V	N	Y V	Y V	N V	Y	Y				Y	Y V	Y V	Y	8 17	3		Similar to the maga menu, if your deaktop site offers this level of granularity in nasigation O you lively should be doing to mobile as well. This year, we see the same level of deaption in led year, however we notice that the This year. We see the same level of deaption is led year, however we notice that the O multiple backs before referencing page, for instance. A new tword they way where the FERIORS to thate is less at the loop as the user crossite. This of course began cases their they product results. It is such a good appreciation that if I seem that the sleaves been fore, and the meltig in to fill of the less shid of it? DRIVE assemt like it like adong bears from a rule it well plus to fill of the looks shid of it? DRIVE the second of the loop of the less than the meltig in to fill of the less shid of it? DRIVE and the less than
	Sticky Filter/Sort B	er	Y	N	N	N	Y	N	Υ	N	Υ	N	N	N	Y	N	Y	Υ .	N	N	N	N N	7	13		A new brend this year, where the FilterSort feature is kept at the top as the user scrolls. This of course helps users filter their product results. It is such a good experience that it is seems like it has always been there, but the reality is no Best in Class site did it in 2016.
	Muth-Select facet navigatio Color Selection with Color Cue is	Ability to select more than one filter option on at a time to gain more targeted results. Showing the user the color rather than its just the names of the colors.	Y	Y	Y	Y	Y	Y	Y Y	NA NA	Y	Y	N	NA NA	Y	Y	Y	Y	Y	Y	Y	N N	16	2		As mentioned above, this feature is gaining more adoption with just a couple of sites on 2 our list not doing thisyet. The best experiences actually show you color and teature rather than explaining them. 2 Explanations issue room for confusion with colors are very clear.
	Price Selection within face		N	N	Y	N	N	Υ .	N	NA NA	N	Y	N	NA.	N	N	N	Υ .		N	Y	N	5	12		Fewer sites on our list allow filtering against price now. This is trending down as Waytair 2 and others have removed it in order to focus on their brand, not their cost.
	Auto Scroll (No Pagination)	fz Allowing for filtering on a price range. Presenting all products on one page rather than viewing a set number of products.	N	N	N	N	Y	N	N	Y	Y	Y	Y	N	Y	Y	Y	N	N	Ÿ	N	N	9	11		Higher adoption on the list this year with now nearly half of best in class sites doing this
	"New" label on gallery page	Labeling products as new.	Y	Y	N	N	Y	N	Y	N	N	N	N	Y	¥	Y	Y	N	N	N	N	N	8	12		This is important for sites that have a high return visitor rate or where latest trends are important. Otherwise you've better highlighting other features than how recently something was added to your site. For this reason, it is a little less common on our list 0 than last year.
																_										
	Regular Price (or Range) on galle Swatches available on gallery pages	ry Posting the price on the category page. Presenting the colors the product is available in and allowing selection of a color to enter with to the product page.	Y N	N	Y	Y	NA N	Y N	N	Y	Y	N	N N	N	Y	Y	N N	Y	Y N	Y	Y N	N N	18	1 12		This is convention, you'd have to have a very specific reason to consider not doing this. Due to the difficulty of doing this on mobile (fat fingering can be an issue) some sites are 0 handling this by mentioning that there are other options.
	Swetchez Click into PD	Leads to selected color from swatch selected. Showing the star ratings and the # of reviews.	NA.	NA	NA	NA.	NA	NA	NA	NA	NA	NA	N	NA.	NA	NA	NA	NA	NA.	NA.	NA.	NA.	۰	1		
	Reviews on gallery pages Sale Price (called out) on gallery p	Sale price is called out after regular price	Y	N Y	N Y	N Y	Y NA	Y	Y	N NA	N Y	N Y	N Y	Y	N Y	Y	Y	Y	N Y	Y	Y	N N	10	10		This account bettler, which are in recovery the base a positive report, a secolity when fill dissipation recovers the property of the property
	Savings Amount on gallery pages	pe(is crossed out. Shows in \$ or % how much a user will asse.	N	N	N	N	NA.	Y	Y	NA	N	Y	N	N	N	N	N	N	N	N	Y	Y	5	13		This is more commonly reserved for POP in order to save space-on mobile gallery 2 pages. This allows more product to be shown at once, which is generally a good thing so people see more product more easily. Recommend doing this for alless where browsing quickly
	Grid on Gallery Pages Quick Add to Cart CTA	Multiple items per row On the gallery page, does it allow you to add to cart while bypassing the POP?	Y N	Y N	Y N	N N	Y	N N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	18	2		is the preference, whereas if image quality and detail is important on the gallery you 0 might go with a single column. Only autable for alse where product details are clear from the main gallery page. Works. 0 well when there are only a few products sold.
Classification / Navigation	Quick View on gallery pages	Do they have a quick view feature?	N	N	N	N	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	1	19		This is a deskiop feature that can bleed over to mobile and typically shouldn't.
	On Gallery Pages	Can users select products they would like to compare from the Gallery pages? Can users and and compare renducts.	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	0	20	0	Compare features is difficult to implement on Mobile and really is not a good place for the concept in general.
Compare	On Product Pages Separate Page?	Can users add and compare products from the product pages? Does the site take the user to a new, dedicated compare page?	N NA	N NA	N NA	N NA	N Y	N N	N N	N NA	N NA	N N	N N	N NA	N NA	N N/A	N NA	N NA	N NA	N NA	N Y	N N	2	20 5	5	See above comment.
	Pinch to Zoom	User uses fingers to zoom in. Site uses toollip to show pinch to zoom	Y	Y	N	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	Y	15	5	۰	NUA Last year only 5 best in class siles did this, while this year, only 5 don't. This is no longer an emerging trend, but rather an emerging convention people are growing to expect.
	View Larger Image/Enlarge Image Video on PDP	In the thumbnalis, does the product have video?	Y	Y N	Y N	Y	N Y	N Y	Y	Y N	N N	Y N	Y N	Y N	N N	N N	Y N	Y N	Y N	Y N	Y N	N N	14	6 16	0	Despite Pinch to Zoom becoming more popular, not many on our list have given up the larger Image. You have great and the second of the second
	Thumb Scroll of Product	Site allows user to scroll through images Does the groduct have a 360 degree view	Y	Y	N	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	17	3	۰	Seing able to thumb through images is convention now and customers expect it.
Product Images	360 Degree View on PDP	Does the product have a 360 degree view (not just multiple images) Description reviews air: in an according		N	N	N	N	N	Y	N	N	N	N	N	Y	N	N	N	N	N	N	N	2	18		300 is a rare effort natisers put in. It will rever be a norm due to the time and cost to do it, but when it adds real value, it converts. This is the most common way to handle large amounts of information on a PDP. Another option is another tags to social users down to the appropriate section. People are used to this now, however a store should not assume it is the best format for the property of the now.
	Accordion Style Presents Discount Messaging on PDP	Description, reviews, etc. in an accordian style setting Presents Discount Messaging	N Y	Y	N Y	N Y	N NA	Y	Y	N N/A	Y	N Y	N Y	Y	N Y	Y	Y	Y	Y	Y	N Y	N Y	10	10	0	1 We recommend testing pricing display on PDPs.
	States Saving of Sales on PDP States previous price of Sale Item on PDP	As a percentage or actual amount. States previous price of Sale Item, or	N	N	Y	N	NA NA	Y	Y	N	N	Y	N	N	N	N	N	N	N	Y	Y	Y	7	12		This is accepting every eCommerce abe should test. Try showing whichever is larger- 1 dollar difference or 's difference. 1 This is the convention today. Do, and then test not doing it.
Price	on PDP Trust Seals: Security, Customer Service, MBG					,	NA	,		N			N				N				· ·		16	19		1 This is the convention today. Do, and then test not doing it. The overwhelming majority of best in class siles do not expose trust factor is a highly visible way such as with trust seals, but they do have them, and are using them more and more frequently where it makes sense.
	Unfamiliar Trust Seal	Highly visible on the site. Show a trust seal outside of well established trust marks like Norton, McAlee, Google Trusted Stores.	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N N	N	N N		20		and more trequently wress it makes sense. Make sure seals are recognizable to the user. If the user does not know a "trust seal", they do not trust it. In fact, they may distrust it.
	Reviews on POP	Does the PDP have reviews?	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	٧	Y	Y	Y	Y	N	N	16	4	0	Make sure seals are ecogorizable to the user. If the user does not know a "trust seal", they or not hant it. In that, they may distant sure recognition to the property of the seal of the
	Promote at top of Gallery Pages In Navigation Promotion	Having a dedicated area at the top of the product results. Promotional banner within the navigation.	Y N	Y	N N	Y	Y N	Y	Y	N Y	Y N	N N	N N	N N	Y	Y N	Y N	Y	Y	N N	N N	Y	13	7	0	This is common but not a convention. If you are running silevide or even department specific sales this is a good way to keep that information front and center. Emerging trend. Leat you only 4 sile on this list did this.
	Global Promotion Elements On Sale/Clearance Area	Promotional banner within the navigation Placed persistently on every page of the site, or at least every navigation page.	N	N	Y	N	N	N	N	Υ	Y	N	Y	N	N	N	Y	N	N	Y	N	N	6 18	14	0	Emerging trand. Last you only 1 sile on this lat did this. Be caseful when doing this to keep your promotions small - screen real estate is valuable! This is a business decision more than it is a mobile site consideration.
	Promote Online Shopping	For Brick & Mortar Stores - promoting buying online	Y	N	N	NA.	N	NA.	Y	N N	Y	Y	N	Y	NA.	N	N	N	Ÿ	NA.	NA.	NA.	6	8	6	This is a business decision more than ris a incluse set contribution of a mother bootions want feet in the property of the customer and the customer and the customer wants about the put feet. The customer wants about the put feet. Good is a given to critical seals. In all the customer (Goods is a given by persistee poly-ye erly offers on mobile moving forward feet arms to use a push up or push down instead of a poly-p. On the last, the number of sites offering push-down or push-ty has doubted our they push.
	Entry Offer People who VIEWED also	Does site offer have pushup or pushdown?	N N	Y	N N	Y	N N	Y	Y	N N	N N	Y	Y	N N	Y	N Y	Y	N N	Y	N Y	N N	Y N	10	10		Google is going to penalize pop-up entry offers on mobile moving forward. Be sure to use a push up or push down instead of a pop-up. On this list, the number of sites offering push-down or push-up has doubted over the year. See line 65
	People who BOUGHT also		Ÿ	N	N	N	N	N	Ŷ	Ñ	Ñ	N	N	N	N	N	N	N	N	Ÿ	N	N	3	17	ő	When accessories are required, this is a must. Best done after the user adds to cart.
	Recently viewed	Le "You might also like", "May we suggest", "Complete the Look", "More	Y	Y	N	Y	N	Y	N Y	N	N Y	N	N	N	N	N	Y	N	N	N	Y	Y	7	13		See line 65 This is becoming the convention for recommendations: Generally requires a recommendation engine of some sort, normally 3rd party rather than curated.
	OTHER SUGGESTIONS From the Same Brand	Le "You might also like", "May we suggest", "Complete the Look", "More terms in the Collection". Cross-selling products from the same designer or brand.		N	Y	N N	N Y	N N	N	N N	N	N N	N	N	N N	N N	Y N	N N	Y N	N N	Y N	Y N	3	17	0	This is not common and has not been about to drive spice with infina's testing
	Tap to Chat Free Shipping, No Minimum Offered	Chat on the Mobile site. On all products and orders.	N Y	N N	N N	Y	N Y	N Y	Y N	N	N Y	N N	N	N	N	N M	Y N	N Y	N N	Y	Y N	N N	5	15	0	Users prefer top to call on mobile. This is neither trending up or down and should be tested. Business decision.
	Free Shipping, No Minimum Offered Minimum Order Size Free Shipping	Free shipping over a certain dollar threshold (i.e. over \$75).	N	N	Y	N	N	N	Y	Y	N	Y	Y	N	N	Y	Ÿ	N	Y	N	Y	N N	9	11		
Shipping /Returns	Paid)	On all orders Call to "Follow Us" and/or take part in Contest.	Y	Y	N	Y	Y	N	N	N	Y	Y	Y	Y	N	N	Y	N	Y	N	Y	Y	12		۰	Business decision. Fire enture couled on this list since last year, and it is definitely a selling point for users. Fivor business dozen/t have high eloping costs, this should office enough sales to cover an added experient from the five setural. Fig out have a simple for the list in cover an added experient from the five setural. Fig out have a simple five the list for the cover of the list for the list
	Promotion Social Proof	i.e. 457 people like this page.	N N	N N	N N	Y	N N	N N	N N	N N	N N	N N	N N	Y N	Y N	N Y	N N	N N	Y N	N N	Y	Y	7 4	13	0	here or not based on business model and target demographic. Social proof is not needed as much on well branded sites, but should be tested on any emerging brands.
	Social Sharing	Allow people to Share the products of the abs.	N	Y	N	Y	N	Y	N	N	N	Y	N	Y	N	٧	Y	Y	Y	Y	Y	Y	12	8		Social proof is not needed as much on well branched sites, but should be tested on any surpling to the proof of the proof
Social Media	Social Sign In Newsletter Universal Element	Allow people to sign in to site features using Facebook or other. Email capture mechanism, or link to email capture page in header/socter.	Y	N Y	Y NA	Y	Y	N	N N	N V	N	N	N V	N V	Y	N	N Y	N	N	N	Y	Y	7 16	13	0	eCommerce has been a late adopter of this feature, with none of last year's best in class alies doing it. This year, it is clearly an emerging trend. This is convention and is a key part of building your recurring revenue streams. This reflects how powerful email still is.
Email Marketing	Pop up on site entry	is there an offer to capture email on entry?	N	Y	NA.	Y	N	N	N	N	N	Y	N	N	N	N	Y	N	N	N	N	Y	5	14	,	We recommend capturing emails on entry or exit, just make sure you're not using pop- ups to avoid Google penalities. Use push up or push down modules instead.
	Q&A	Can users ask previous customers about the product? Does the site keep the user on the page and notify the user with either a pop-in box or drop-down "bag"?	N	N	N	N	N	٧	Y	N	N	N	N	N	N	N	N	N	N	Y	Y	N	4	16	۰	This is allowly growing as more eCommerce give it an honest effort.
	Bag or Pop-in	and notify the user with either a pop-in box or drop-down "bag"?	Y	Y	N	N	N	Y	N	Y	Y	Y	Y	Y	N	N	N	Y	Y	Y	N	Y	12	8	۰	Convention is to keep users shopping rather than taking them to checkout unless purchasing more than one item is unlikely.
	Uses Bag	Drop down bag style cart info layer. Element of confirmation is presented and sildes other elements aside. Not a silde	N	N	NA .	NA.	Y	N	NA	N	Y	Y	Y	N	NA.	٧	N	N	N	N	NA.	Y	6	9		This is the most common choice for displaying the shopping bag, and offers the most flexibility in terms of what is displayed.
	Uses Side-in Uses Bottom Ribbon	Drop down bag style cart into layer. Element of confirmation is presented and stoke other elements aside. Not a stide down bag. A penistent Ribbon Strip is used for the Cart.	N N	N N	NA NA	NA NA	N N	N N	NA NA	N N	N N	N N	N N	N N	NA NA	N N	N Y	N N	N N	N N	NA NA	N N	0	15	5	Not being used by any site on the lat, but has tested mostly neutral. Ribbons are easy to miss. When triggering an action based on user activity you want to make sure it's noticeable.
	Uses Pop-in Persists	Light-box takes over page as layer. The bag stays open (includes Side-ins)	N	Y	NA NA	NA NA	N N	Y	NA NA	Y	N	N	N	N	NA.	N N	N	Y	N N	Y	NA NA	N Y	5	10	5	Emerging trend, consider testing this against your current bag experience. This is ideal on mobile due to significant variation in connection speeds - give users an assurance to close or to move forward by from how it dispenses on its own.
	Persists Focus to Cart, not Checkout		Y	Y	nA Y	NA Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	N	Y	Y	Y	N N	N N	7 15	5		This is ideal on mobile due to significant variation in connection speeds: give users an easy way to close or to move forward but don't have it disappear on its own. It is country inhalities, but in moving passformed and one eCommerce experience most conformer still expect. That lask, last year's ration of alles not doing this was 144 and this years it is 44, one or eighther seeding a shift from this.
	Provides sub total	Leads user to Cart, even if they say they are going to Checkout Below the line item prices, as summary before taxes and perhaps shipping costs.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	¥	Y	Y	Y	N	Y	Y	19	1	۰	this years is CH, no we night be seeing a shift from this. Last year, I shad on the last of only more has auth-data in the cart, now it is only 1. It has year, I shad only the cart to the cart to where the last is not oversionad element by many alses up to now. Utake last year, will it siles on on a find not providing full statistics in the Tangor on mobile, all siles now do this. Just another removed that or but for providing the last one on the cart of t
	Provides Product Attributes	Like Fabric, Finish etc. (Excludes Silde- ins)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	¥	Y	Y	Y	Y	Y	Y	Y	20		۰	mobile, all sites now do this. Just another reminder that not having enough space on a mobile screen was not excusing the fact that customers want to know what is in their cart.
	Provides Image	(Excludes Silde-Ins)	Y	٧	Y	٧	Y	Y	Y	Y	Y	Y	Y	Y	Y	٧	Y	Y	Y	Y	Y	Y	20	۰	۰	Again, a missed opportunity by sites in the past, with it sites on last year's last not providing images on millian. This year they have learned to did. It. If you have the providing the providing the providing the providing the providing the providing the last beginning to part own instanced. Seleption, for example, testing so have forit you as from the Priese Stopping threshold. Seleption for example, testing so have forit you ask from the Priese Stopping threshold. The mapping of electra and only fair love. All the specific opping the providing the priese should be priesed to the pr
PDP Add to Cart	Contains Promotions or Value Proposition	Often seen is "You may also like" or "Your order is Eligible for Free Shipping".	Y	Y	N	Y	Y	N	Y	Y	Y	Y	Y	N	¥	Y	Y	N	Y	N	Y	Y	15	5	۰	recommend reviewing the sites that are doing this to help design your own theatment. Sephora, for example, tells you how far off you are from the Free Shipping threshold. Room & Board has an upself section that allows threshold privage has list. The respirity of sites are doing this row. Just last veer work it flast in Class of
	Final Pricing Available	The user is able to obtain the final cost in the cart or at least an estimate.		Y	N	Y	Y	٧	Y	Y	Y	Y	Y	Y	Y	٧	Y	N	Y	Y	N	N	16	4	۰	 In company or serve we ware the row. Just tast year, only 8 Bast in Class eCommerce sites did this, but that has doubled since then because showing final pricing (or as final as possible) increases cart conversion rates.
	Shipping and Handling listed	Listed in the carticart page. Does the cart page have relevant product images, that help users identify and remember easily what they've added to their basket?	Y	Y	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y	Ť	Y	Y	N	Y	Y	N	16	4	0	This is a convention.
	Image and full attributes provided.	Is the return policy clearly stated on	v	Y	Y	Y	Y	Y	Y	Y	Υ	Y	Y	Y	Y	N	Y	Y	Y	Υ	N	Y N	18	12	0	This is a consention. Last year 12 states on our list did this, and now it is 8. This is something that should be heated, expectally on bricks to clicks alse (the sites giving up prominent returns information are bricks to clicks alses). Down 11 to 8 from task year to his. Why are companies burying their customer service
	Returns Information Customer Service Prominent	Does the site provide a very visible and simple customer support method?		Ů					Ü		Y			Ú			Y		Ü			Y	9	12		information are bridge to clicks stells.) Does 11 to 8 from last year to this. Why are companies burying their customer service information? Cnty they can tell us, but know that some like Zappos have increased customer service visibility in the cart. We hope it is because these sites are so good that clients don't need it anymore.
	Customer Service Prominent Badge Assurances	Does the site provide a very visible and simple customer support method? Does the carl page display any secure shopping certificates? (including customer service strap, identify that; co.). On the cart. Clear indication of when the user can expect the fear to arrive, or at least when it will alip out.	N N	N	N	Y	N	N	N	N	Y	N	Y	Y	N	N	Y	N	N	N	N	N	5	15		clients don't need it anymore. Down a bit from last year. Badges are generally on a downward trend, but can still be positive, especially in the mobile cart (based on the inflow test bed).
	Estimated Arrival or Ship date	un the cart: Clear indication of when the user can expect the item to arrive, or at least when it will ship out.	N	N	Y	N	Y	N	N	N	Y	N	N	Y	N	N	Y	N	N	Y	N	Y	7	13	۰	
	Repeat Main Value Proposition Mention Credit Card or Rewards Program	i.e. Free Shipping, Free Returns, Next day delivery.	Y	Y N	Y	Y	Y N	N N	Y	N N	Y N	N N	N N	Y N	Y N	Y N	N N	Y N	N N	N N	N N	N N	11	9	0	S favor risks do this in the care from tany did test year a clearly defined value proposition. Also also that a proposition of the contract o
	Program Pay with PayPal in Cart	includes Financing Option to enter PsyPal from the cart page.	Y	N	Y	Y	N	Y	Y	N	Y	N	Y	N	N	Y	Y	Y	Y	Y	N	Y	13	7	·	with high ACV or pre-existing financing program. Most siles are doing this and we have seen a consistent lift when adding this to siles we work on. Unchanged in the last year.

Mobile Conv	ersion Optimization Features																								
Used by	Best-In-Class Retailers								Name of Street																
Feature or Consideration	Details/Criteria	Atias	Ramayis	Econs	States USA	Gaire	Havneedie	2C Penney	Marshall Headshones	bise	Nordstrom	Patagonia	Roard	Shutterfly	Santi	Seemy	Uniqio	Outliners	Wastel	Zazzos	Zulitz	Total Y	Total N	Total NA	Insights Was a growing trend and now it is trending back down with half as many site.
Save for later	Offer to save the product in the cart for later	Y	N	N	N	N	Y	Y	N	N	N	N	Y	N	N	N	N	Y	N	N	Y		14	۰	was a growing tend and note in a tending back cown with tast at many as now. Rather than the experiment being over, it is likely a case of the eCom- industry not having found the right treatment and not yet establishing a kno convention for customers. Inflow thinks this is still worth doing, and to see work, check out the sites of sing it.
Has "Candy Rack"	Le. Recently Viewed, Wishlist, People who bought	Y	N	Y	N	Y	N	N	N	N	N	Y	N	N	Y	N	N	Y	N	N	Y	7	13		Another trend last year that appears to have settled as sites balance purch distraction against increased average order values.
Promotional Code Reder				v	v	v	v	v	N	v		٧	N	¥	¥	¥		v			Y	14			More and more sites adopt this each of the last years. Inflow testing of or sites show this works well unless users are coupon driven (i.e. A printed or provides a coupon).
Proceed to Checkout CT.												i.						i.				10	10		eCommerce sites are realizing that a good flow on the cart works better the additional buttons on the page, explaining the downward trend as cart page.
and bottom of cart deprecate nav in cart		. N		. N	, v			N	N	N	N	Y	. N				N	N		N	Y	10	10		optimized this year. A growing trend this past year as the best in class eCommerce companie this key improvement. Inflow has tested this on more than 2 dozen eCor.
	Nav is simplified to only the essentials.	~	- "	- "	,	N.		- "	- 1	- '	-	-			- "	- "		~				,			with a winner in all but one case. This is trending down as more sites push site registration. Best in Class atrong brands can do this, but it is not for every eCommerce site. This is
Bypasses Account/Guest	Screen User goes directly from Cart to Checkout. The site allows for guest checkout (not	N	N	N	N	N	Y	N	Y	N	N	Y	N	Y	N	N	N	N	N	N	Y		15		Tested. Even with a renewed push into account creation and use, the level of Gu, the same as last year, showing how it is one feature online shoppers are
Guest Checkout	account creation). Security, Customer Service Rating.	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y	N	Y	Y	N	N	N	14	6	0	tolerate a loss of yet. Loss considered a heat practice, many sites here have this however me
Badge Assurances	Identity Theft etc.	N	N	Y	Y	N	N	N	N	Y	N	Y	N	N	N	Y	N	N	N	N	N	5	15	0	Long considered a best practice, many stess here have this, however including depends on the site and the products sold. Best to test.
One Page Checkout	The checkout is all on one page with no accordion	N	N	N	N	Y	N	N	Y	N	N	N	N	N	N	N	N	N	N	N	N	2	18		Half of the sites had this last year and now it is down to just 2.
Accordion Style Checkou		N	N	N	Y	N	N	Y	N	Y	Y	N	Y	Y	Y	N	N	N	N	N	N	7	13	۰	Accordion is strong on mobile as it takes full advantage of the limited so
Dynamic Field Validation	Form Fields are validated as the user completes them.	Y	N	N	Y	N	N	Y	N	N	N	Y	N	N	Y	Y	Y	N	Y	Y	N	9	11	0	A continued trend that sees half of all sites on this list doing it on mobile users value clarity over clutter in checkout.
Auto-Suggest for Address Reason provided for info	Does the site provide an auto complete feature for the order forms?	N	Y	N	Y	N	N	Y	N	N	N	Y	N	N	N	Y	N	Y	Y	Y	Y	9	- 11	0	Twice as many eCommerce sites do this now on mobile. It speeds up of does well. Inflow has tested this and won on each occasion. This is harder to do on mobile with limited space, but still worth doing. R
request	i.e. Why a phone # is needed.	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	Y	Y	N	N	Y	Y	5	15	0	testing treatments to find the best way to do this.
Pay with PayPal	Does the site offer an option to pay with PayPal in checkout?	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	N	Y	Y	Y	Y	N	Y	14	6		Allow use of the PayPal app for login on mobile, sheamlining this proces Pensistent summary is more difficult on mobile due to limited screen soa
Order Summary Persists	throughout the checkout process?	N	N	N	N	N	Y	N	Y	N	N	N	Y	Y	Y	N	Y	Y	N	N	Y	8	12	0	merchants skip this on mobile and use a review page.
Shipping & Billing	Auto select same as shipping or billing.	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	18	2		This is a convention. Thending down, eCommerce best in class sites in general have moved a
Promo code	Place to enter promo code	N	N	N	N	N	Y	N	Y	N	N	Y	N	Y	N	Y	N	Y	N	Y	N	7	13	0	Promotion code redemption in Checkout, relegating it the cart only. This on how coupon driven purchases are.
deprecate nav in checko	Is the ravigation removed in checkout?	Y	Y	N	Y	N	Y	Y	Y	Y	N	N	N	N	N	N	Y	Y	Y	Y	y	12	8		This is a convention. Unchanged from last year. Use of review page seems largely dependen
out Review Page	Does the site have a review page in the checkout process?	Y	Y	N	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	N	15	5	۰	concluded from text year. Use or new page seems angley dependent you have a numbing order summary during checkout. At the sunning sum less popular on mobile, the order summary page may be necessary. Add more complies the customization of items, the more likely a user is to war Determine use based on business needs but remove if feasible. Transfel or a bit from lest year. Use of this depender on your Punisses or Transfel or a bit from lest year.
Individual Store Location	Has store locations that have their own site pages	v	¥	¥		N	NA.	N	NA.	v	N	¥		NA.			¥	v	NA.	NA.	NA.				Individual stones differ enough to require this. For example, if a location o classes or departments vary by location it might require an individual pag merchants this is unreconstant.
Easy to find Store Locato	If the site has stores, is the store	v	v	,	NA.	Y	NA.	Y	NA.	v		Ü	N	NA.		,	v	,	NA.		NA.	10	3	7	This year sees the fat time on the Best in Class list where some bricks it occurrence alless are making it a bit harder or less obvious that they have where to go to there.
Take Online Order In-sto	Reserve for Pick-up or even just				NA.										-										This was not an option last year on this list, and now 3 out of the 10 stor
Completion	wish list to take into the store.	N	N	Y		N	NA.	Y	NA.	N	N	N	N	NA.	N	N	N	Y	NA.	NA.	NA.	3	10	7	have figured this out and offer in-store pickup as an option. This has doubled this year from last as more stores FINALLY figure out theiring online. For many stores not making store inventory online, this
Do They Have Local Inve On Gallery Pages	story? Is it present on the gallery pages?	Y	N	Y	NA.	NA.	NA.	Y	NA.	N	N	Y	N	NA.	N	Y	N	Y .	NA.	NA N	NA Y			8	their survival. Most do this on POPs, particularly on mobile where it is difficult to displa options on the gallery page.
On Product Pages					ú		,	Ú	- 1	- 1		- î				- 1	Ĺ				Y	13	7		Convention, but happening less than last year which could reflect the di
Un Product Pages	is it present on product pages? Does a user have to register as the fist	,	· ·	- "	-	N	Y	-1	N	- 1		Ψ.	- 4	N N	- 1	- 1	- 1	N		-		13			it usable on mobile.
t Gated?	action after listing a product? Does it allow users to save site to home	N	Y	NA	N	NA	Y	N	NA	N	NA	Y	NA.	N	Y	Y	Y	NA	Y	Y	Y	9	5		On mobile, the best practice is to un-gate wishlist and other similar feature.
Appily Notifications	screen? Do users get notifications from the site?	N N	N N	N Y	N N	N N	N	N Y	N N	N Y	N Y	N	N N	N N	N N	N N	N N	N Y	N N	N N	N N		20		Last year none of the stores on this list did this, now it is the majority. Up from 0 last year, this trend has taken off, almost to the point of annoy see next year how it is being done.
Do they have an arm?	Is an app promoted on the site?	· ·	v	,				,	N	,	,						¥	¥	¥	Ÿ	· ·	14			Most eCommerce apps initially isunched then failed years ago. Now, w improvements, these apps are making a comeback.
If yes, is it presented on I	ne site to		÷	·				·		·	·									·	·		,	-	Improvements, trease apps are making a comediack. More than ever.
DOWNIOW27	Total Y	N 64	57	52 52	NA 61	53	67	75 75	NA 22	Ç4	53	NA.	53	52	NA 55	NA 69	N	56	61	97 57	-	1176/998	4		More state even.

inflow	Desktop Convers Used by Bo	sion Optimization Features st-in-Class Retailers									Mr-Parter															
Category	Feature or Consideration	Details	Dameya	Bras N Thing	s Code & Barrel	Dolla Kill	Garage USA	Hayneedle	Houzz	Moddoth	Net-A-Porter	New Balance	Nixon	Pataponia	REI	Street	Under Armour	Walmert (CA)	Wayfair	Webroot Consumer	Wilana- Scrotta	Zaccos	Total Y			
Site Speed	Optimal Site Speed Assitutios	Does the site meet speed requirements from Google (above \$5)? Look & feel is attractive, appropriate and professional.	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	N Y	20	20		Nome of these sites meet Google's Page speed standards, which can be difficult for enterprise of Commune, Not Youkolog has sensimed the same with all sites falling into the "Slow" callegory. White subjective, this was quarefled by 25 online professionals at follow. If a let had a N, they would failty not be on this lat.
																										Interior successive, that has a questionable by and interior parameters that in thinks, if a site had a N II, they would lailly not be on this state. A common and secret convention killer. In today's cross-device world, people often leaf on a site sea a "New" villate according to analytics, yet go right to the curt as if they suppect committing them. Clearly they think they have something in the curt and of you don't led him the card is entity; they will get them, less likely to add their bennix to the curt again.
Orientation	# of items in Cart in header	Does the site show the number of items in the cart (even if it's zero) ? User caselly discern what benefits there may be in shorter on the site.	Y	N	Y	N v	N V	N v	Y	N V	N Y	Y	Y	Y	N V	Y	Y	N V	N	N V	Y	N	9 20	11		settings, they was cost trains, was seave to be come are sent to the set which have been been been as the constraint of the section to beginn on the place of the section of the section to the section of the section o
Chemanon	Category Navigation on Homepage	User can easily discern what benefits there may be in shopping on the site. Outside of the main navigation, some or all site categories are available within the homepage as an aliternate path into the site.	N	Y	N	N	N	Y	Yeq	N	N	γ	N	Y	N	N	N	¥	ν	Y	N	YE	,	11	·	Juny is not on this one - on desktop rawigation is readily available so while many sites do expose this on the homepage, it doesn't appear to be consention. All sites have see showing membandiae that they sell on their
	Show Merchandise	Products are shown on the homepage so users can see examples.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	¥	Y	Y	¥	Y	Y	Y	Y	19		٠	tomegage. In the near past this was not the case with some sites believing it was not possible to show just a few of their products when they sold so many.
	Direct Entry to Merchandise	Provide direct access to products. (Jump directly into one specific PGP)	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	N	Y	N	Y	16	4		Increased a lot in our update, now dominant. Online retailers like Zappox, Walmart Canada and Crate & Barrel still offer a barrage of Irisa on their homepage, facilitating navigation. This is what is clinify for these willow homes they offer on more render?
	Simple	Does not overwhelm users with the number of links and amount of content on the page.	Y	Y	N	Y	Y	N	N	Y	N	Y	Y	Y	Y	Y	N	Y	N	Y	N	N	12			Increased as his in our option, now derivent. Online making the 2-group, Walmard Cument and Cimes & Billand eth. Online making the 2-group, Walmard Cument and Cimes & Billand eth. Increase the second of the company of the company option of the company option of the company option of the company option opti
																										is remains (and a reason these sides are on our list) is where the carousel does work. AND, if you take a look at how the sides here do carousels, you see only littly and hayneede do it the typical way you'd, support with earth beaution the concent to right thair useful the
	Sall and Deliver	Rotating Hero banner (sks Carousel) Provide information and links to purchasing options, setum policy, shipping, and delivery information.	N	Υ	N	N	N	Υ	¥	N	N	N	N	γ	N	N	N	Y	Υ	N	N	N	20	14		best experience. While presented in a low-key way, all but one of our best-in-class sites provide easy access to their policies and delivery information.
		seam poucy, empping, and desivery incomason. Link to customer service, Show Phone, Offer Chat, Provide Privacy Policy, and company background information, and look confessional and reliable.				-		-		- 1				,		T.			,	-	,					provide assignations to their packet and delivery information. Increased substantially in our update. Most of the sites on this list are well known brands and therefore have already earned a list of trust with their site visitors, yet most of them still make an obvious effort to build
Homepage	Build Trust Sticky Menu/Nevigation		Y	Y	Y N	Y	Y	Y	N Y	Y N	Y N	Y N	Y	Y	, N	Y	Y	Y	Y	Y	Y	Y N	13	7		Trending up as predicted and now dominant, but some sites lagging. This has tested well for Inflow on desktop (not recommended for tablet).
		Main navigation/menu sticks to the top of the page When howering over navigation, the area is full width, not customized based on the amount of categories within	Y	Y	N	Y	N	N	N	٧	Y	Y	¥	Y	N	Y	Y	N	N	Y	N	N	11	,		Trending higher and a design bend. Inflow has no data points to indicate user's prefer one width over another.
	Noticeable Subcategories to aid navigation	User is offered the ability to navigate beyond top level and to other categories at the same level.	Y	Y	¥	Y	Y	Y	¥	٧		Y	¥	Y	¥	Y	Y	Y	Y	٧	Y	Y	19	1	۰	Category headers in the mega menus should be hot.
	Top Navigation Facets Left Navigation Facets	Are the facets located on the top of the gallery page? Are the facets located on the left side of the gallery page? Asilty to salect more than one filter option at a time to gain wider results. (Desert hoscossiny/mann that the page doesn't rethest in between applying facets) Showing the user the color rather than just the names of the cloter.	N Y	N Y	N N	Y N	N Y	N Y	Y	N Y	N Y	N Y	Y	N Y	N Y	Y	Y N	Y	Y N	N N	Y	N Y	15	12 5		Trending higher, inflow has not done A/G testing, however Serial Testing shows some promise. Self-conventional and powerful.
	Multi-Select facet navigation Color Selection with Color Cue in facets	Acony to select more train-one tests option as a time to gain wider results. [Doesn't necessarily mean that the page doesn't refresh in between applying facets) Showing the user the color rather than just the names	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	NA NA	Y	Y	19		3	If you don't allow users to select multiple facets, you likely need to insest, as inflow has shown the ROI to be there. Trending up. Most sites on the list now do this. It does not come "out of
	Color Selection with Color Cue in facets	or the colors.								,													13	·	,	insett, as infloor has shown the ROII to be these. Tracking up, black also on the list now do this. It does not come "out of the bod," but it worth doing according to infloor lessings. The key to allowing users to cort by princips, in that the up option has to be seen placed or elses users will make discribint based on prices, beaving AOV. For the siles that allow users to little product measing an price, you can see on each what they want people to consider BEFCRES upting to a price in the price of the p
	Price Selection within facets	Allowing for filtering on a price range.	N	Y	Y	Y	Y	Y	Y	Y	N	N	Y	N	Y	N	N	Y	N	NA.	N	Y	11	•	- 1	you can see on each what they want people to consider BEFORE getting to a price filter such as size, width, brand, color. Trending up, but still in the minority. Can convert higher when done
	Auto Scroll (No Pagination) Recently Viewed Items within Mega Menu	Presenting all products on one page rather than viewing a set number of products. Are users allowed to see items that they've already viewed within the mega menu (if one is present)?	N N	Y N	Y N	N N	N N	N N	N N	N N	N	Y N	N N	Y N	N N	Y N	N N	N N	N N	NA N	Y N	N N	0	12 20		With.
	Alternative Navigation within Mega Mer	Streamed ravigation such as "Top Seiling," "New III Products" etc. such as collections or a stream.	Y	Y	Y	Y	N	Y	N	٧	Y	Y	¥	Y	¥	Y	Y	N	N	N	¥	N	14		٠	None of the sites in the Sect in Class list do this any longer. It is often important to ofter more than just a "Product Steam" for users to make the transport. The standards like "Roccept's Added" and "Classance" are good, but getting to usage is best (i.e. REFs Expert Advice). Opminant and still thresting-up. The Best in Class list is split for comprehis within mean energy and this relects send risks what is best to the comprehensions of the section of the s
	Promotions within Mega Menu	Site has promotions offered to its visitors in mega menu. Search field is already pre-opened so the user does not have to click	N	Y	Y	Y	Y	Y	¥	Y	N	Y	N	Y	Y	Y	Y	Y	Y	N	Y	N	15		۰	for them."With lots of basic product ravigation, additional streams etc, sometimes there just is not enough room to have visual promotions.
	Search Field Exposed	nave to dick	N	N	Y	¥	Y	Ý	Ť	Ť	Y	Y	Ť	Y	Ť	Y	Y	Y	Y		٧	Y	17	3		Transling up. Siles like Welmart.ca and Welgels' core sell what sells best and are always introducing new products, so the concept of what is new in not seally important, while also like Medición core and Wellam-Sonorma core caler to fastion enthusian always on the lookoot to the control of the control of the control of the control of the control of heir customer's questions.
	"New" Denotion on gallery page	New products are labeled as new on gallery pages.	Y	Y	N	Y	N	N	¥	Y	Y	Y	¥	N	N	Y	Y	Y	N	N	Y	Y	13	7	۰	
	Regular Price (or Range) on gallery pages	Regular price is shown on gallery pages	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	20	٠	۰	All sites offer pricing on their gallery pages because that is a key factor that users consider when looking at learn. Has trended up and become dominant as predicted. This has grown more common as eCommerce sechnology advanced. In testing,
	Colors Available on gallery pages	The colors in which the product is available is present and allows selection of a color on the product page.	Y	Y	Y	N	Y	Y	N	Y	Y	Y	٧	Y	Y	Y	Y	Y	N	MA	Y	N	15	4	-1	that users consister when looking all learns. It has broaded up and become destinated as predicted. This has grown that broaded up and become destinated as predicted in going to be in, providing a good indication of what colors a provide in going to be in, property to the colors of the colors of the provided or the three personal states (i.e., placess, three, below as a strong consideration, or the electrometers does to let the of the enroublement, these bears of cales alless commences are to let the of the enroublement, these bears or cleans alless commences are to let of the enroublement, these bears or cleans alless commences are that of the enroublement, these bears or cleans alless commences are that of the enroublement of the provided and colors and all all all all all all all all all al
	Reviews on gallery pages Sale Price (called out) on gallery pages	Showing the star ratings and the number of reviews. Sale price is called out and regular price is crossed out.	N NA	N Y	N Y	N Y	N Y	Y	Ť	N Y	N Y	N N	N N	N N	¥	Y	Y	Y	Y	Y NA	Y	Y	10	10	0 2	eCommerce store is that of the manufacturer, these best in class sites don't push review ratings up the gallery pages, however resellers (Walmart cs, Zappos com, etc.) show them in an effort to aid shopping. Trended down a small amount.
	Savings Amount on gallery pages	Save \$X	NA.	N	N	N	N	Y	N	N	Y	N	N	N	Y	Y	Y	N	N		N	N	5	13	2	clearly works for some. The sites that do this are all Branded Apparel sites except for Havnesde which basically shows the entire product case in the quick
Navigation	Quick View on gallery pages Gallery Page Image Mouse-over	A quick view feature is present on the gallery pages. Upon hover over the image, are other images viewable?	N N	Y	N N	N Y	Y N	Y N	N N	N N	Y	Y N	Y N	Y N	N N	Y N	Y	N N	Y N	N N	N N	N N	4	11		regional minici allowing data by a state as the size process page in inequal- diest, just leaving data by a state process page in inequal- ties, and the size of the size of the size of the size of the Ling change here, and this is now the dominant best practice. A hard feature to get fight, and lively worth the investment when the products sold here a "high controlleration" fact but the ones that do it
	On Gallery Pages	Can users select products they would like to compare from the Gallery pages? Can users add and compare products from the product pages?	N	N	N	N	N	Y	N	N	N	×	N	Y	Y	Y	N	N	N	Y	N	N	5	15	۰	A hard seases to get open, and seep worth the investment when the products sold have a "high consideration" factor but the ones that do it do a fairly good job. A very, very hard feature the best-in-class sites have all but abandoned unless they sell very few products that have a high need to differ between.
Compare	On Product Pages Separate Page?	pages? If compare feature is present, does the site take the user to a new, dedicated compare page?	N NA	N NA	N NA	N NA	N NA	N Y	N NA	N NA	N NA	N NA	N NA	N Y	N Y	N Y	N NA	N NA	N NA	Y N	N NA	N NA	4	19	14	Comparisons are mostly done on the Gallery page rather than sending the user to dedicated page. This is a best practice.
	Zoom-Over	Hovering the mouse over the product image zooms into the image	N	Y	N	٧	¥	٧	N	Y	N	Y	N	N	¥	N	N	N	N	NA.	N	N	7	12	-1	Still common, but trending away in favor of "Click to Zoom" with
	Mouse Over Thumbrall change Click Thumbrall	Mousing over the thumbnall images changes the main product image that the user sees User must click thumbnall to change main product image.	NA NA	NA NA	N Y	Y N	N Y	Y N	N Y	N Y	N Y	Y	N Y	N Y	N Y	N Y	NA NA	Y N	N Y	NA NA	N Y	N Y	12	12	4	shooling a larger image. Only a few sittle on our list do this, but don't be fooled, as it has tested well-dozens of times. The current convention. Worth testing thumbnalls changing on mouse-over.
	Click to ZoomLightbox Video on PDP	User can click to zoom into the main product image On the product page, is there a video of the product within the images?	N N	Y	Y	N	Y	N N	N N	N N	Y		Y	Y	N V	Y	N.	Y N	Y N	MA.	Y	Y	11 5	14	1	In our update, this is no longer dominant. Worth doing on main products, especially if the product has hard-to-explain benefils. This feature's tend has warred now, and the sites that all pay for the overland are the cree that see the benefit for that contomers. Even the comprehend of the well-of this products they have 350 for
Product Zoom	350 Degree View on PDP	Does the product have a 360-degree view (not just multiple images)?	N	N	N	N	Y	N	N	N	N	N	N	N	N	N	N N/Sometimes	N	N	NA.	N	N	1	10	-1	This feature's trend has warred now, and the sites that still pay for the overhead are the ones that see the benefit for their customers. Even the companies that do it are select in the products they have 360 for
	States Saving of Sales	States saving of sales either as percent or monetary value	N	N	N	N	N	N	N	N	NA.	N	N	NA.	¥	N	Special Offers "Limited Time: 25% Off	Y	Y	Y	N	Y	s	12	-1	Trending-down. This takes up additional room, but can underscore the amount saved if it is notable.
Price	Reference Pricing	States previous price of sale item	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	NA	Y	Y	Y	Y	Y	Y	Y	Y	17	2		Most sites do this and it shows this is clearly a best practice. Well branded sites don't need to show security seals the way they used to back when a Commerce was new and people worked about the security of the site. In part sites of a self-transfer, don't show
		Site uses well known trust seeks another remaides trust																								Most silve do that and it shows this is clearly a best practice. Theil bracked sims don't need to show security seals the way they used security of the silve in their, more takes just all randed, don't show security seal anymore. If you're like not a significant brack that security of the silve in their, more takes just a stranded, don't show security seal anymore. If you're like not a significant brack that security of the silve in the form of their seals are not security seals floores security seals the Morth's Verifice, For the silve that do that we in "Fee" here. Applied in Spotial in that is seals are not security seals are self-continued to the seals of the seals. Once the verificant seals are self-continued to the seals are not security seals are self-continued to the seals are not security seals are self-continued to the seals are not security seals are self-continued to the seals are not security seals are self-continued to the seals are not security seals are self-continued to the seals are not security seals are self-continued to the seals are not security seals and the seals are seals are self-continued to the seals are not security seals are self-continued to the seals are not security.
	Trust Seals, Security, Customer Service Money Back Guarantee		N	N	N	N	Y	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	-1	19	۰	related, but customer service related (BEBS & Bicrate). Google Trusted Scores as well. If a user does not know a trust seal, they may dis-trust the site more than before. Few of these sites have distrust factors, and when they
	Unfamiliar Trust Seal	Show a trust seal outside of well established trust marks like Norton. Liser reviews are collected and shown on the product pages.	N	Y	N	N	Y	Y	N	N	N	N	N	N	N	N	N	N	N	N	Y	N	4	16	۰	initiate, but customer service sailed (SSE & Binnai). Coople Thurstell Schore as well. Schore as well. Schore as well. In the service of the service of the service of the translations. Few of these sites have distant factors, and when they on, they are either to ornal to make or crowlede out by meaningful seals. Not sow what imprecade in thinking with their fooder though. An convention that is not always to though within broader discorrence as another company's goods. In the expenses expensively if you set transling strongly or, Scorething (see several new forms).
Trust	Reviews on PDP Promote at top of Gallery Pages	Having a dedicated area at the top of the product results.	Y	N N	N N	Y	Y	Y	Y	Y	Y	Y	Y	N N	v v	Y N	Y	Y	Y	Y	Y	N N	15	5		another company's goods. Trending strongly up. Something site owners need to test for themselves. In our update, this is now a dominant best gradice. Done most
	Global Promotion Elements	Elements such as a header with messaging is placed throughout the site.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	٧	N	Y	Y	Y	N	Y	Y	10	2		Therefore principle. Something the owner need to be the form of the country of th
																										the site and lowers the amount someone may otherwise pay. In testing we have seen having such an area almost always increases conversions, however whether or not that translates into more posts both short-term and long-term require testing over a long period of time
	On Sale/Clearance Area	Site has a sale or clearance area present. For Brick & Morter Stones - promoting buying online either through in-stone signage or via traditional printed material (i.e. mail flyent).		Y	¥	Y	*	Y	*	Y	Υ	Y			,	Y	· ·	N	٧	N	Y	Y	15	5	۰	(should be goo based testing for accurate results). Sites with brick & mortar stores most often encourage shopping online with promotions, copy, and benefit statements. These same stores also encourage online shopping for customers who are actually in the
	Promote Online Shopping	erner trough in-store signage or via traceonal prinsic material (i.e. mail flyers).	Y	Y	Y	NA	NA.	NA	NA	NA	N	Y	N	Y	Y	N	Y	Y	NA.	NA.	Y	NA.	9	3		the asse, seeking to create the best "tool-or-mind" expension to their customers. No change in share, but we still recommend. Exit Offers can do wonders. With the right offer and strategy, they can save a sale and
Promotional	Dot Offers	When the user goes to leave the page, they are shown a offer in exchange for their email. On the product name users can view products that	N V	Y	N	N	N	Y	N	N	N	×	Y	N	N	N	N	N	N	N	N	N	3	17	۰	nationses. With the spirit offers can do stated in the spirit offers can do societies. With the sight offer and strategy, they can save a sale and sever collect more entails than an entity offer. Over the partie by ears, the treatment for said offers these gotten more thank, and the language the seatment for said offers these gotten more thank, and the language that the seatment of the seatment
	People who VEWED also	On the product page, users can view products that other users viewed On the product page, users can view products that	pecontmended	a N	Y	N	Y	N	Y	N	N	N	N	Y	N	Y	N	Y	Y	NA.	Y	Y		•	-1	Mitcute() of Other suggestions. Here eagues also use this stone without either "people who bought" or "Other Suggestions". Most effective in testing as a way for people to find other items they may need or want.
	People who BOUGHT also	On the product page, users can view products that other asers purchased related to that product. On the asers purchased related to that product of the product of the products in various other categories such as but not limited to: "You May Wes DLIst" "You May Not List" "They We Suggest" ("Complete the Look" "More listen in the Collection".		Y		N .		N	,	N		N .		Y	,	N N			٧	NA.	٧	¥	7	12	-1	
	OTHER SUGGESTIONS	"May We Suggest" "Complete the Look" "More items in the Collection" On the product page, users can view products that they previously viewed throughout the site.	Y	Y	Y	Y	Y	Y	¥	Y	Y	Y	¥	Y	Y	Y	Y N	Y Y	Y	NA.	Y	Y	19		- 1	Update: now required. Depending on your site, in testing, have more than one scommendation feature has tested better. With a bit of hought, if a volucious which 2 recommendation features you should have. Only William-Scorons has 3 recommendation features.
Parracellant	Recently Viewed Herns				N N		Y N	Y	٧	N			N .		N .	N N				N		Y		14		Transforg up. This has not tested well on Inflori's eCommerce Testbed. Of all these sizes in the Seal of Class list only if close this any incope. Of all these sizes in the Seal of Class list only if close this any incope. In the Commerce Commerc
Personalization	Coming Soon Feature/Pre Sale	Notify users that new products are coming in.	N	N	×	N		N	N	N		N	N	N	N	N		N	N	N	N		0	20	۰	ensyndexts are unique and sought after (i.e. Apple). Tracifieg up. The more questions customers may have about your product, or delivery of products, the more you need chat. Many sites on this list do without it because the user experience is no honed in,
	Customer Support Chat	Offers chat that speaks directly to customer support. The site allows users to reach the contact page within two clicks or less.	N	Y	Y	N	Y	N	N	٧	Y	Y	N	Y	Y	Y	Y	N	Y	Y	N	Y	13	7		penum mentra are so in touch with customers that they don't see a benefit in its cost. If you site is not totally 'claired in' and your brand is not well established, and you don't have stores in most major markets, chat is highly recommended.
	2 Clicks or Less to Contact Expert Customer Service		Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y	N	Y	16	4	۰	This is a best practice, as per the number of sites that do this. If your product line involves any level of experience-benefit, then your customer service people should be experts. Hack Go now, download your chall look and wearch them for either your CSR or your customers
Customer Support	Representatives Proactive Chat Free Shipping, No Minimum Offered	Does the site offer customer service representatives who are experts with the products? Does the user receive a prompt to engage in chat? On all products and orders.	NA Y	Y Y N	Y Y(7) Y	Y NA	Y NA Y	N NA N	N NA Y	N N	N Y	N N	Y NA Y	N N	Y N	N NA N	N N	N NA N	N N	Y	NA.	Y	3 0	4 7 11	9	The a best deposition, as yet for extend of the first that the first than the contract of the
	Free Shipping, No Minimum Offered Minimum Order Size Free Shipping	On all products and orders. Free shipping over a certain dollar threshold (i.e. over \$75).		Y	N	N	NA.	Y							·				Y	NA.	N N	N		11	2	We recommend setting if at all possible. The key is to find the sweet spot in a shipping threshold that is not so high that it turns users off when they see it, and one that is not so low that you lose money looking at I
		Return shipping is paid by the website - users are not charged a return fee.																								In our update this is now more common and has 50% share. Testing was, this is the 2nd most valuable value proposition because it handles the 2nd most common objection to ofcommence (what happens it don't like it). It makes sense when there is alleaded when lives if I form.
Shipping /Returns	Free Returns (Return Shipping Paid) Social Promotion	charged a return fee. Call out to "Follow Us", etc.	Y N	N Y	N N	N Y	Y	N N	N Y	Y	Y	Y	Y N	Y N	N N	N Y	Y	N Y	Y N	NA.	N Y	Y	10	9 10	1 0	Shipping, but can move the needle even if there are shipping charges. In our update this has grown to 50% share from 0%. It has become much easier to run social promotions and contests which might be contributing to this growth.
	Social Proof Social Sharing	Le. 457 people like this page.	N	N	N			N	N	N	N .	N	N.	N.	N.	N		N	N	N	N	N		20		controllers to this grown. Not recommended for established brands. For lesser known brands, this tests well. This is a best practice, especially for sites selling products their "tribes" might be interested in.
Social Media	Social Sign in	Allow people to Share the products of the site. Allow users to use social media logins to log into their accounts. Detail centure mechanism or link to small centure recent	Y	N	Y N	Y	Y	Y N	Y	Y	N N	N Y	Y Y	N Y	N N	Y N	Y Y	Y N	N N	N N	Y N	Y N	9	7		A convention has now been established for sites that have registration, as seen on ModCloth.
	Newsletter Universal Element	accounts. Email capture mechanism, or link to email capture page in headerflooler.	Y	Y	Y	Y	Y	Y	Y [4]	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	¥	19	-1		Seat Practice for retention strategies. Now is almost non-wolders on this last. In testing we see this hurts consention state, solicit is hard to General With regular testing since trany people will save the site before tracking code is associated on the page, it is an "pipplient Witter and these using it should consider converting over to Pushdowns or other styles.
Email Marketing Configurators	Pop-up on site entry Has Configuratoris	is there an offer to capture email on entry? Does the site offer a more-than-basic way to configure products (offer than selecting color, quantity etc.)	N Y	N N	N	N	N	¥	N	N	N	N	N	N	N Y	N Y[S]	N	N	N	N	N	N		19		
Configurators Q & A	Has Configuratoris Q & A on Product Pages	products (other than selecting color, quantity etc.) Can users ask previous customers about the product?	N	N N	N	N N	N	N	,	N	N	N	N	N N	· ·	Y [5] Kinda (revisit)		Y	Y	N N	N	Y	6	13		symmens are configurative, a configuration is a must. Still a growing brend. If reviews are valuable to your site users, chances are QEA will be valued as well, especially if you self goods people are passionate about or usino in a hobby or scort.
	Bag or Pop-in Uses Bag Uses Pop-in	Does the like keep the user on the page and notify the user with either a pop-in box or drop-down "bag" Drop down bag style cart into layer. Light-box takes over page as layer.	Y	Y	Y	Y	N N	¥	¥	¥	Y	Y	¥	Y	š	¥	Ť.	Y	Y	N N	Y Y	N N	17 13 9	2 7 11		is produced are comparation, a comparation is a max- ple and purpose of the production of the comparation of the compara- cion of the comparation
	Uses Pop-in Bag or Pop-in Pensists	Light-box takes over page as layer. If alse does have bag or pop-in, the bagipop-in stays open (includes Side-ins)	Y		N Y	N Y	N NA	Ý	Ý Y	N N	N N	Ÿ	N NA	N N	÷	N N	Ý Y	Ÿ Y	Y Y	N MA	ý	N NA		11 5	4	Trending up. Allows for more salient cross-saling. Considered a best practice.
	Focus to Cart, not Checkout	Lead users to Cart, even if they say they are going to Checkout The Sag or pop-up offers a subtotal of all the products in the cast	Y		Y		NA.	N	N	Y	Y	N	٧	N	Y	Y	Y	Y	Y	NA.	Y	Y	14	4	2	Considered a best practice. If you wer offer a button that says "Checkout" (other than in the Cart), show that you go to the cart. That is the converted possible are superioring to go to the cart. That is the convertion and only of the sites on the last deviate from that, which is right for than, not necessarily for you.
	Provides sub total	The Rag or pop-up offers a subtotal of all the products in the cart	Y	N		Y	NA.	Y	N	NA	N	NA.	Y	Y	Y	Y	Y	N	NA.	NA.	Y	NA.		4	٠	This is now a convention and best gractice. Cramadic growth in our update. When you have similar products that may differ by one product attribute, you need to show the product attributes with the product name and picture to assure users that the gift also is in that cast.
	Provides Product Attributes	Like Fabric, Finish etc. (Excludes Side-Ins.)	Y	Y	Y	Y	Y	Y	¥	Y	Y	Y	¥	Y	Y	Y	Y	Y	Y	N	Y	NA.		- 1	-1	
	Provides Image	(Excludes Side-Ins)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	NA.		-1	-1	This is a must. Hage increase here and now dominant. With the increased use of pop- ic cut models, the use of cross selling in them has increased. This is, for more sides in your valence store is in the prefer time to bridge.
PDP Add to Cart	Contains Promotions or Value Proposition Final Pricing Available	Provides add-one such as "You may also like" or "Your order is Eligible for Free Shipping". The user is able to obtain the final cost in the cart or at least an estimate.	Y	N	Y	Y	Y	Y	Y	ν	Y	Y NA	N	N	Y	Y	Y	Y	Υ	Y	Y	Y	17	2	1	This is a must. High increase here and now dominant. With the increased use of popular cart models, the use of roots assing in their has forestead. This is, so consider the product to the substitution of the consideration of the products to the allowand products of the allowand products and the substitution of the products of the allowand products and the products of the allowand products and the products of t
	Shipping and Handling lated		Y	N	Y	Y	Y	Y	Y	Y	Y	NA NA	ž	Y	Y	Y	N	Y	Y	MA.	N	Y	15	3	2	Has increased in our update. Easy to do when you offer free shipping. If not, you need to test offering a shipping calculator.
	Image and full attributes provided. Returns Information	The shipping charges are shown in the cart page. Cart page provides information such as product image, and attributes like color, size, material, etc. Is the return policy clear or available for the user to view in the cart? Does the cart show customer service information for	Y	Y N	Y	Y N	Y	N	N N	Y	Y	NA	¥	Y	Y	Y	Y	Y N	N N	NA.	Y N	Y	11		2	Amust.
	Customer Service Prominent Badge Assurances	Does the cart show customer service information for users who may want to contact before purchasing? Cart page provides badges regarding Security, Customer Service Rating, Identity Theft, etc.	Y N	N Y	Y N	N N	Y N	Y	Y N	N N	Y N	NA NA	Y N	Y	Y	Y N	Y N	N N	Y N	Y	Y N	Y	15 6	12	1	Figure New populations policy, New In where Egypt off. This is where not the Figure is considerational service by them with the policy in the policy of the Conference of the
	Estimated Amival or Ship Date Repeat Main Value Proposition Mention Credit Card or Rewards Program	The estimated shipping time is listed in the cart i.e. Free Shipping, Free Returns, Next day delivery. Includes Financing	N Y N	N N	N N	Y N	N Y	N Y	N N	N Y N	N N	NA NA	N N	Y Y	N Y N	N Y	N Y	N Y	Ť	y N	N Y	N Y	3 13	15	1 1	This is a good practice for any product that is not a basic widget. Based on our testing, every site should at least by this. Not it for every site, but if your site has a high potential of ne-orders, it might be they
	Program	Includes Financing User can check out using PayPal in the cart.			Y	N	N	N				NA.	N V			N	N	-	N	N	,	,		15	1	serges we set (50%.) Some decrease in share here, but still recommended based on our sterling. See sure to offer this as a way forward from the cart, not just as a payment method. The biggest gains from PayPai come when users apply angent on all their offer method.
	Accepts PayPal	and one or one out using Payrai in the cart.	N		-	-	-					NA.	-	-		-	-	N		-			79		- 1	I

low	Desktop Convers Used by Be	ion Optimization Features st-In-Class Retailers									Mr-Parter															
ntegory	Feature or Consideration	Details	Barneya	Bras N Things	Code & Barrel	Dolla Kill	Glasses USA	Hayneedle	Houzz	Modelath	Net-A-Porter	New Balance	Nixon	Patagonia		Scret	Under Armour	Webmert (CA)	Wayfair	Webroot, Consumer	Williams- Sonoma	Zecoos		Total N	Total NA	Inflow Conversion Insights
	Save for later	Offer to save the product in a wishlist for later	N	N	N	N	N	N	N	N	N	NA	N	٧	¥	Y	Y	Υ	Y	N	٧	٧		11	1	This has decreased in share in our update. This is a feature respond to really well but has not jet taken hold in the indust believe that files in Class sinks mavent figured out how to do jet, but that once they do it will become dominant. In our update the has gained when and is now feel with the don't. Most of the sites that aren't doing this don't have a googlepting or grandy rack"—whethough it not gripped to sail you a proposition or a randy rack"—whethough it not give just give a long to sail you.
	"Candy Rack' Available	Cart shows additional items that pose as a "candy rack" or upual area to get more items added to the cart.			Y		Y	N .			¥	NA.		Y	Y	Y	Y	Y	N .		Y	Y	10	,	1	RESWalmart need a higher level of intelligence to get the ig in front of you due to the breadth of their offerings, Nixon/Gli unlikely to sell you another watchflame. Whenever you can selevant products in front of users, however, this has a high of increasing ACV.
	Promotional Code Redemption Field	If promotional codes are offered, is the field to enter them in the cart page?	N	N	Y	Y	٧	Y	N	Y	N	NA.	¥	Y	N	Y	N	N	N	N	N	N		11	1	Ideally this field is behind a click to avoid distracting users viboking for the field. Once you seed a user out to find a cold significantly increased the likelihood they abandon their can litheliher you should do this or not depends on what action when items are added to cart. If you take users straight into
	Deprecate Nav in Cart	Navigation in cart is simplified or removed completely in the cart.	N	N	Y	Y	N	N	N	N	N	NA.	N	N		N	N	N	N	٧	N	Y	4	15	1	when nems are access to cars, i you take users straight in need to leave them a way to get back to shopping. If users actively choose to ender their carricheckout then it's much acceptable to remove navigation. No change here, though we believe this will become doni- thackout considerally improves convention rates, and eve
	Dypasses Account/Guest Checkout	User goes directly from Cart to Checkout with or without having to click through Guest Checkout.	N	Y		N	N	Y	Y	N	N	¥	Y	¥	N	N	N	N	N	Y	N	N	7	13	0	chacked consistently improves convention rates, and ev- when the process is seamless. Defaulting to Guest Chec- asking for account login info as part of the chacked proo- step and makes things cleaner for new customers. We've consistently seen these perform well. Trustworthy is sway without these items, but even so it's best to show as
	Badge Assurances	Security, Customer Service Rating, Identity Theft etc.	N	Y	Y	N	Y	٧	N	N	N	Y	N	¥	N	N	N	Y	N	Y	Y	Y	10	10	0	during checkout to highlight security or customer service, tumber of sites on the list still don't have these elements. A pretty dramatic decrease in the share of 1 page check update, and they are now the minority. Previously this shares split. Our article is to be very clear on how many is and how far along the user is in the process. If you're got and how far along the user is in the process. If you're got
	One Page Checkout Multi-Step Checkout	The checkout is all on one page (all fields are open to view) The checkout is on multiple pages	N Y	N Y	ņ	N N	N N	N Y	N Y	N Y	Ÿ	Y N	Y N	Y N	Y N	N N	Y N	N N	N Y	Y N	N N	N N	6	14 12	0	page, consider the accordion style checkout which does cleanly. No change in share of multistep checkouts. According has resined some share oursetenced chardens.
	Accordion Style Checkout	The checkout is all on one page and opens into each different section.	N	N	N	Y	Y	N	N	N	N	Y	Y	N	Y	Y		Y	N	N	Y	Y	9	11	0	separations is that stopped chackcust can be better for or decicious, but in most cases they are equal to compare the common in our update, probably due to the caucifus open of the common in our update, probably due to the caucifus open of the common in our update, probably due to the caucifus open of the common that
	Dynamic Field Validation	Form fields such as address are validated as the user completes them. When user starts typing in address, are they served with various options for address so they don't have to	Y	N	Y	Y	N	N	N	N	N	Y	Y	Y	N	N	N	٧	N	N	N	N	7	13	0	likely to derail your users. Just be sure not to block other prevent users from filling in other fields with your messay Hayneedie is doing this very well. This is not standard yet, but has become more standard You can ever get this for the now vis the Google Maper, semove Google branding). This also cuts down on invalid
	Auto-Suggest for Address	58 out completely? Does the checkout page provide information as to why	Y	N	N	Y	N	Y	Y	Y	Y	Y	N	Y	N	N	N	Y	N	N	N	N	9	11	0	address issues. This is really only important if you're asking for somethin want to provide, such as phone number or personal (no related information, in most cases you would benefit for
	Reason Provided for Information Request	they need certain information such as a phone number?	Y	N	*	N	N	Y	N	Y	N	N	N	N	N	Y	N	N	N	N	N	N	•	16		for this information unless absolutely necessary in order the transaction. This is becoming standard with good reason and the fee our update. Users want to be sure they are buying the orange want to check at a number of different points in the having this persist throughout you present users for the having this persist throughout you present users to be sidestructed. Additionally, doing this allows you to bypass as users have the ability to review at any time duties.
	Order Summary Pensists	Order summary continues to be shown throughout the checkout process Are the shipping or billing address auto-selected to be	Y	Y	N	Y	N	Y	N	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	16	4	0	as users have the ability to review at any time during ch Removing that slep has a large impact on conversion to checked flow. In our update, some sites have stopped defaulting to sa- shiptorischildron software. With hallows dripen this is a heat
	Shipping & Billing Address	the same as each other? Is the navigation hidden in throughout the checkout	N	Y	Y	Y	Y	Y	Y	N	٧	Y	N	٧		N	Y	Y	Y	NA.	N	Y	13	•	1	shipping billing address. We believe doing this is a bes trakes things easier for users. Nost sites deprecate the ravigation to remove distractions have a positive impact in every test we've run on the expect most sites to move this direction. As far as we or
	deprecate Navigation in Checkout	process?	Ť	Ť	Y	*	Ť	Y	,	Y	,		Y	v	N	¥	Ť	¥	Y	Y	Y	N	17	3		not a good reason why the 3 sites here have not made. The review page is still dominant. A couple years ago it the list would likely have used one. In general, unless to important details to confirm; jesuch as prescription as will you can skip the neview page as long as you have the d
	Review Page Individual Stone Location Page	Do they have a review page in the checkout process? If the site has stores, does each store have its own page?	Y	N N	Y	Y	N	N N	N N	Y	,	Y	Y	Y	Y	N	Y	Y	NA.	N NA	Y	Y NA	11	4	9	order on the previous screen. In our update more stores are doing this and it has bed. This is not imperative. You'll notice 2 of the 4 that do ha makes it important for each location to have its own pay- long as you have all locations listed you should be fine.
	Take Online Order In-store for Completion	If the site has stores, can it take orders through the online process and ship or pickup in store?	N	N	N	N	NA.	NA	NA.	Y	NA.	¥	N	×	Y	N	¥	Y	NA.	NA.	N	NA.	5		7	Dramatic growth for in store pickup. Previously, only W the 2 biggest retailers on the list, had this option. For co broad brick and mortar presence this is going to become over the next few years. We see that showing local inventory is up 100% since in This is another imperative item for merchants with brick
cator	Do They Have Local Inventory?	If the site has stones, do they show local inventory on the product pages?	N	N	Y	N	NA.	NA.	NA.	٧	NA	Y	¥	Y	Y	N	N	Y	NA.	NA.	N	NA.	7	4	7	presence. Making it as easy as possible for users to for looking for in a physical store helps encourage the pur- ations will even tell you in which aside to look for your it dies are spit on whether you give the option to tworth asilieny pages. It seems to come down to how important
	On Gallery Pages	is it present on the gallery pages?	N	Y	Y	Y	Y	Υ	Y	Y	N	N	N	N	N	N	N	Y	Υ	N	Y	N	10	10		seathefics. For sites where a product image is what ins you should try to include this if you can do it cleanly. The few sites that don't have this on POPs don't have it
	On Product Pages Gated Wahlat	is it present on product pages? Does the user have to register as the 1st action after wish-listing a product?	Y	Y N	Y N	Y	N N	Y	N	Y N	Y	N NA	Y	Y	Y	Y N	N NA	Y	Y N	N N	Y N	Y	9	3	2	traditional e-commerce, the other is a security site. As especied, gated with list are decreasing and open become dominant. Previously, most sites required a log taxorises/wichilat. Ungating favorities or wishist will incre- sales AVID recipitation if based on our testbed:
	Do they have an app?		Y	N	Y	N	N	Y	Y	Y	Y	Y	N	N	Y	N	Y	Y	Y	Y	Y	Y	54	4	0	Apps have become a bigger deal for sites than previous the 20 sites have an app but only 6 of those actually prelie. No surprise here, if your site has an app, you're going to
tisk	If yes, is it presented on the site?	Total Y	Y	NA.	Y	NA	NA.	N	Y	Y	N	N	NA.	NA	Y	NA.	N	Y	N	N	N	N	121011143		6	promote it through your site.

Site	Featured In
gopro.com	Mobile
m.jcpenney.com	Mobile
m.johnlewis.com	Mobile
m.nike.com	Mobile
m.sephora.com	Mobile
m.shop.nordstrom.com	Mobile
m.zappos.com	Desktop & Mobile
www.adidas.com	Mobile
www.barneys.com	Desktop & Mobile
www.brasnthings.com	Mobile
www.crateandbarrel.com	Desktop & Mobile
www.dollskill.com	Desktop
www.express.com	Mobile
www.glassesusa.com	Desktop & Mobile
www.hayneedle.com	Desktop & Mobile
www.houzz.com	Desktop
www.marshallheadphones.com	Mobile
www.modcloth.com	Desktop
www.net-a-porter.com	Desktop
www.newbalance.com	Desktop
www.nixon.com	Desktop
<u>www.rei.com</u>	Desktop
www.shutterfly.com	Mobile
www.sony.com	Desktop & Mobile
www.sorel.com	Desktop & Mobile
www.sperry.com	Mobile
www.underarmour.com	Desktop
www.urbanoutfitters.com	Mobile
www.walmart.ca	Desktop
www.wayfair.com	Desktop & Mobile
www.webroot.com	Desktop
www.williams-sonoma.com	Desktop
www.zanui.com.au	Mobile
www.zappos.com	Desktop & Mobile

- [1] Most main categories available in lower page carousel.
- [2] On at least one variation being tested.
- [3] Signup with Email
- [4] Signup with Email
- [5] User can post a comment
- [6] User can post a comment