



*Antiques by Anna*

MARKETING  
PROPOSAL

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# INTRODUCTION

# ANTIQUES BY ANNA

Antiques by Anna is a high-end vintage jewelry collector and dealer whose sales are conducted through her website, [antiquesbyanna.com](http://antiquesbyanna.com), and her Instagram page, [@antiques\\_by\\_anna](https://www.instagram.com/antiques_by_anna).

Our team has established a few simple areas of improvement to help Anna increase the conversion rate of visitors to her website that actually complete the checkout process.

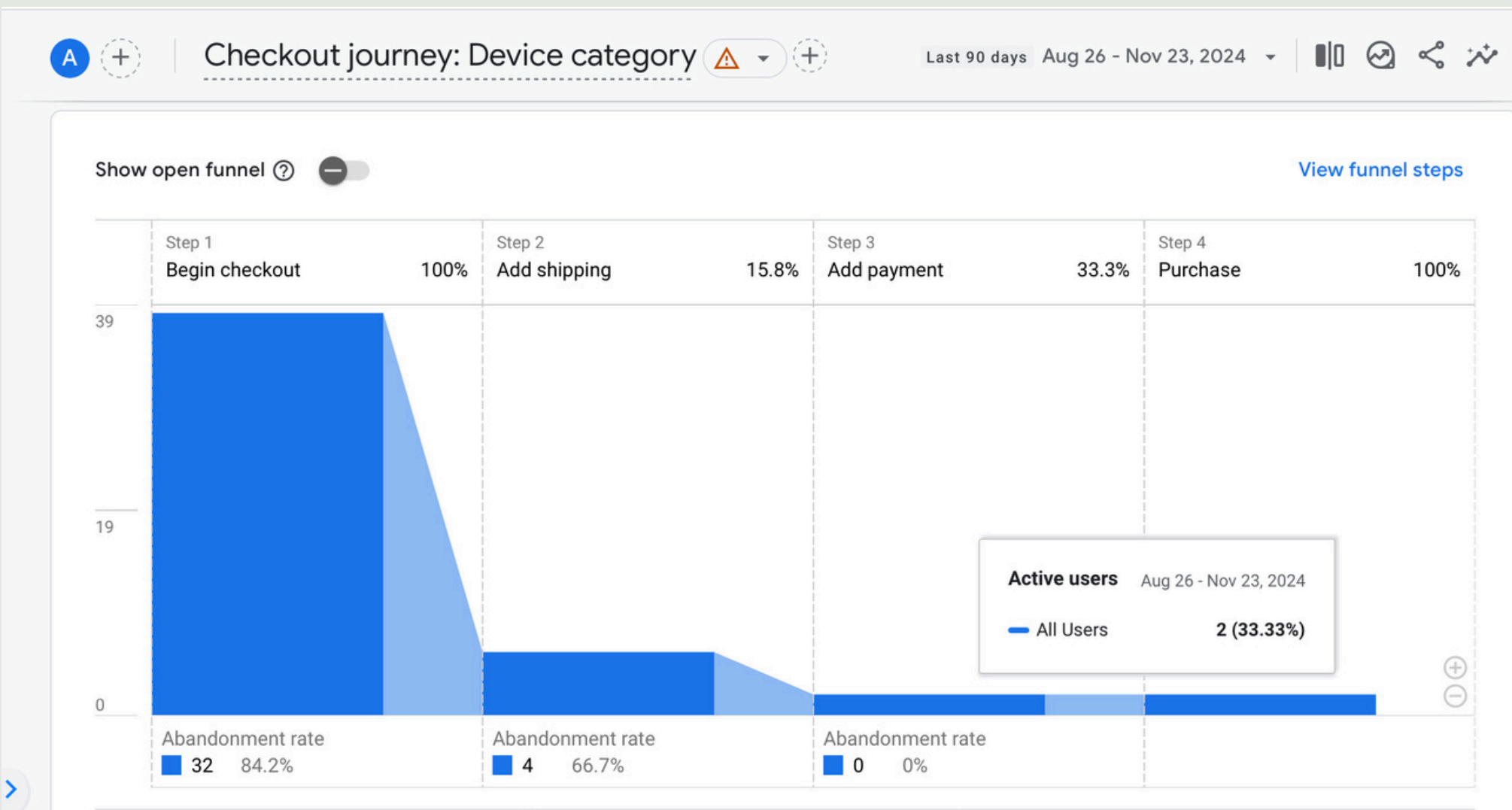


ANTIQUES BY ANNA



# WEB ANALYTICS RESULTS AND ANALYSIS

## CHECKOUT JOURNEY



Over a recent 90 day period:

- 38 people began the checkout process.
- 6 people continued to “add shipping”.
- 2 people went to the “add payment” page and checked out.
- 36 out of 38 (94.73%) of users that began the checkout process didn’t complete it.
- This is a very high checkout abandonment rate, which can be improved by changes to the checkout process.

# PROBLEM DISCUSSIONS

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## CART ABANDONMENT



### **Cart abandonment rates:**

- Industry (fashion, accessories, and apparel) average cart abandonment rate: 76.48%
- Anna's cart abandonment rate: 94.73%

### **Reasons for cart abandonment:**

When a general survey asked why consumers abandon their carts,

- 25% of people say they do not trust the website with their credit card information
- 13% of people say there aren't enough payment methods

# PROBLEM DISCUSSIONS

## RUSHED SHOPPING

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### Interrupting shopping experience

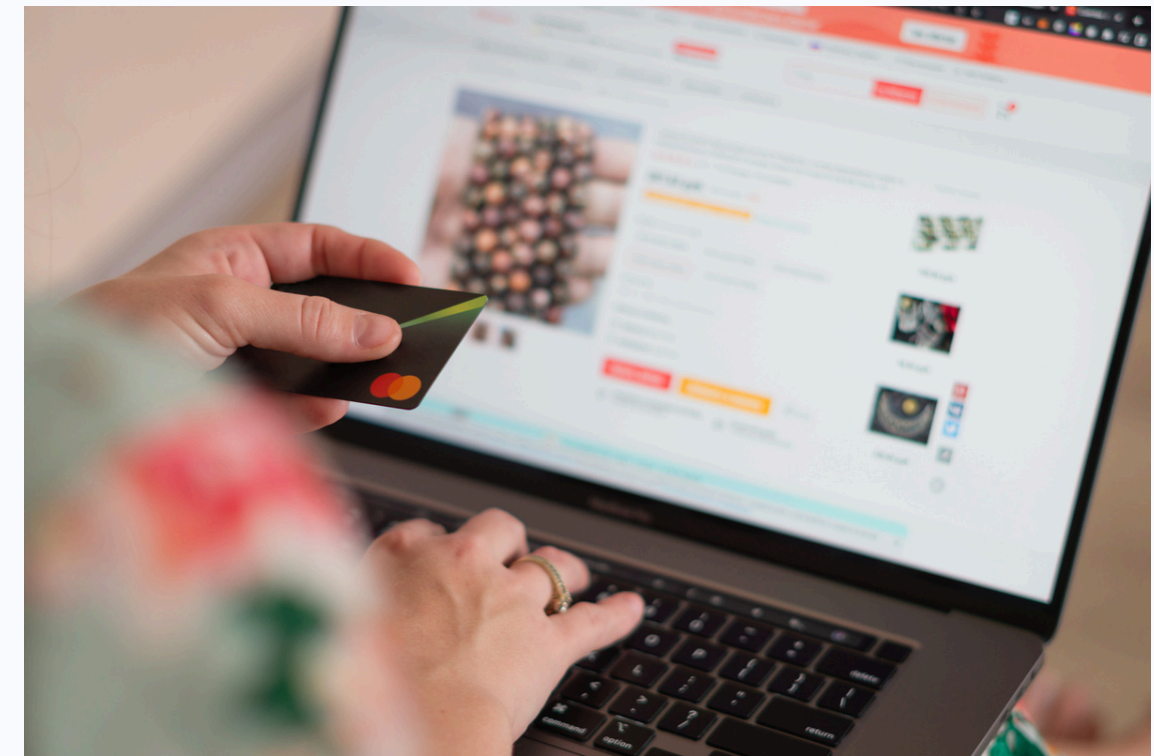
- Rushed experiences lead to frustration and lost sales
- According to a study by Baymard Institute 69.99% cart abandonment rate, often due to disrupted shopping flow

### Impact marketing funnel at consideration stage

- Customers need time to evaluate options and gather information

### Premature checkout

- Premature checkout interrupts their decision-making process.
- Forced checkout creates hesitation
- Statista found that 62% of shoppers prefer adding items to their cart and reviewing before purchase, compared to 38% who are comfortable with a "Buy Now" button



# POTENTIAL GROWTH & POTENTIAL RESOLUTION OF ISSUES

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## ADDING PAYMENT OPTIONS

### **KLARNA**

- 150 million users globally
- Supported by Ecwid (through Stripe)
- 41% increase in average order value
- 30% increase in conversions
- In-app marketing and referrals
- Merchants receive full payment up front
- \$0.30 transaction fee + a % of each transaction depending on contract

### **APPLE PAY**

- 500 million users globally
- Supported by Ecwid (through Stripe)
- Simple sign-up
- No merchant or buyer fees
- Checkout takes seconds
- Some say they have seen a notable lack of chargebacks in the orders done through Apple Pay

# POTENTIAL GROWTH & POTENTIAL RESOLUTION OF ISSUES

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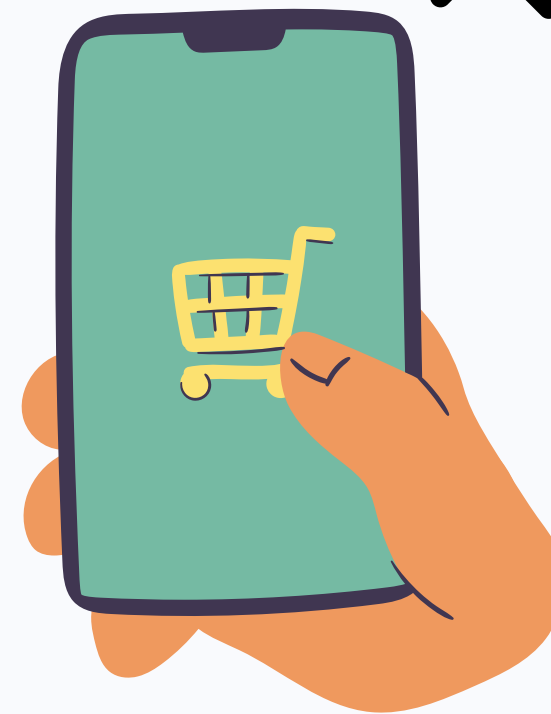
## OPTIMIZING THE SHOPPING JOURNEY

### A/B Testing

Continuously test different layouts, button placements, or promotional strategies to see what drives the best results.

### Mini-Cart Feature

Statistical Insight: Shopify reports that stores with a mini-cart feature see a 30% higher conversion rate compared to those without.



### Impact Marketing Funnel

"Continue Shopping" Option: Let users return to browsing easily.

### Upselling and Cross-Selling

Use the mini-cart or checkout page to suggest related products.



# OVERALL STRATEGY

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## Optimizing Checkout

- Streamline the Shopping Experience
  - Add a mini-cart for easy cart review without leaving the page.
- Smooth shopping transition to checkout
- Enhance Payment Options
  - Offer flexible methods: credit cards, PayPal, Apple Pay, Google Pay and buy-now-pay-later (e.g. Klarna)
- Increase desirable KPIs
  - Continuing to shop will increase units per transaction and average order value

# CONCLUSION

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A few key changes to the antiquesbyanna.com checkout process has potential to significantly enhance customer satisfaction and sales performance.

Our strategies will create a seamless and flexible shopping experience that not only meets customer needs but also drives higher sales and engagement.



ANTIQUES BY ANNA



*Thank You*  
Q&A

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