

18 Lessons from 7 Incredible Digital Experiences

Branding, Optimization, Conversions Done Right

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This list of rules is a companion document to my blog post: [Seven Incredible Web Design, Branding, and Digital Marketing Experiences](#). The blog post outlines seven *case studies* of companies that have created unique consumer experiences when it comes to landing pages, cart and checkout processes, high end ecommerce, treating customers with intelligence, and creating immersive brand experiences that are to die for.

Please see the blog post for the pictures and an explanation of why each experience is so unique. I hope they inspire you to take a long hard look at your own digital existence and evolve it from good to magnificent.

To aid that process, I've summarized 18 short lessons from the 7 experiences above. There is a lot of cross-pollination, but here they are clustered under each company I've used above.

Songza

1. Use technology like Geo/IP to detect where your customers are located, and marry that with product segmentation options to deliver surprisingly relevant experiences.
2. Create a log-in experience that preserves the customer's browser state.

John Lewis

3. The best cart/checkout experiences reduce clutter on the page, leaving just what is needed to buy the product/move to the next step.
4. The best cart/checkout experiences show in-stock availability and delivery dates, to reduce abandonment.
5. The best cart/checkout experience offer options ("add to wish list"), and include confidence-building text.
6. If you are a multi-channel retailer, you're missing an opportunity if you do not have a "click and collect" option. (It is also a confidence-building feature.)

Innocent

7. Your website copy should communicate the passion you feel for your job, the incredible love you feel for your product, the shared bond you feel with your customers. It doesn't matter whether you sell cutely packaged drinks or transistors.

8. Visual design can make you stand out in a crowd. It delivers quite joy like few other things you'll do. And it does not cost an arm and a leg.

AAA Life Insurance

9. If you want to convince people to buy, you must master CMTB.

(Bonus: www.booking.com is another example of a site that does this exceptionally well.)

10. Assume some intelligence at the other end (in your current/prospective customers). Leverage A/B or Multivariate experiments to create an experience that strongly suggests your customers are in the driver's seat when it comes to conversions.

Shopbop

11. Premium ecommerce digital experiences recreate the feeling of a premium offline shopping experience. From images (thoughtfully zoomed) to videos (that play like none other) to hyper-thoughtful accessories (up-sells) to clever little things like size charts that go above and beyond the call of duty.

12. Two percent of the traffic to your site will convert. Just two. Figure out what the micro-conversions are (wish lists, email signups, refer to a friend, recommend on Facebook, etc.) and ensure that they are, subtly, present if the customer is not ready to buy.

Security Choice

13. Nothing - *nothing* - is more important than knowing the singular reason people come to your website or download your mobile app. If you know that, ensure the landing page(s) answers that question clearly.

14. The internet is the equalizer. Search engines are really good at what they do. Your best convince-me-to-buy strategy is to be transparent about your pricing and pricing bundles. If you're not, I'm more likely to go back to the search engine than call you on the phone.

15. What is the one thing people don't know about your product? Please make sure your product page tells them that.

Method

16. If you are asking a visitor to fill out a form, make sure you are asking for as little information as is necessary. Greediness kills conversion rates. The ideal number of fields for a newsletter sign-up form is 2.
17. When you truly love your own products and services, it shows. It increases the likelihood that I'll love them too, and buy them!
18. It is a blessing to be a part of a large multi-brand corporate entity. It is not an excuse to have your brand's existence get corporatized when it comes to digital. Yes, having one "agency of record" is cool. Yes, having a centralized system/process saves money. But neither has to destroy your brand's awesomeness.

Now that all the secrets have been spilled about what it takes to be magnificent, there is no impediment to your magnificent glorious success.

Good luck!