

wahoo

CRO Review



CONVERSION FUNNEL

1

Awareness. This is the stage where a potential customer becomes aware of your brand and your products or services. This can happen through various marketing channels such as social media, advertising, or content marketing.

KPIs: Ad click, Landing Page Visit, Pageview = 1

2

Interest. At this stage, the potential customer wants to learn more about your products or services. They may visit your website or engage with your content to gather more information.

KPIs: Return Visit > 1 (no CVR), Pageview > 2, Pricing Page Visit/Click, Scroll Depth > 50%

3

Consideration. In this stage, the potential customer is considering your products or services to solve their problem. They may compare your offerings to those of your competitors, read reviews, or request more information.

KPIs: Pricing Page Visit/Click, Case Study Views, Demo/Trial Request, Time Spent > 20 sec

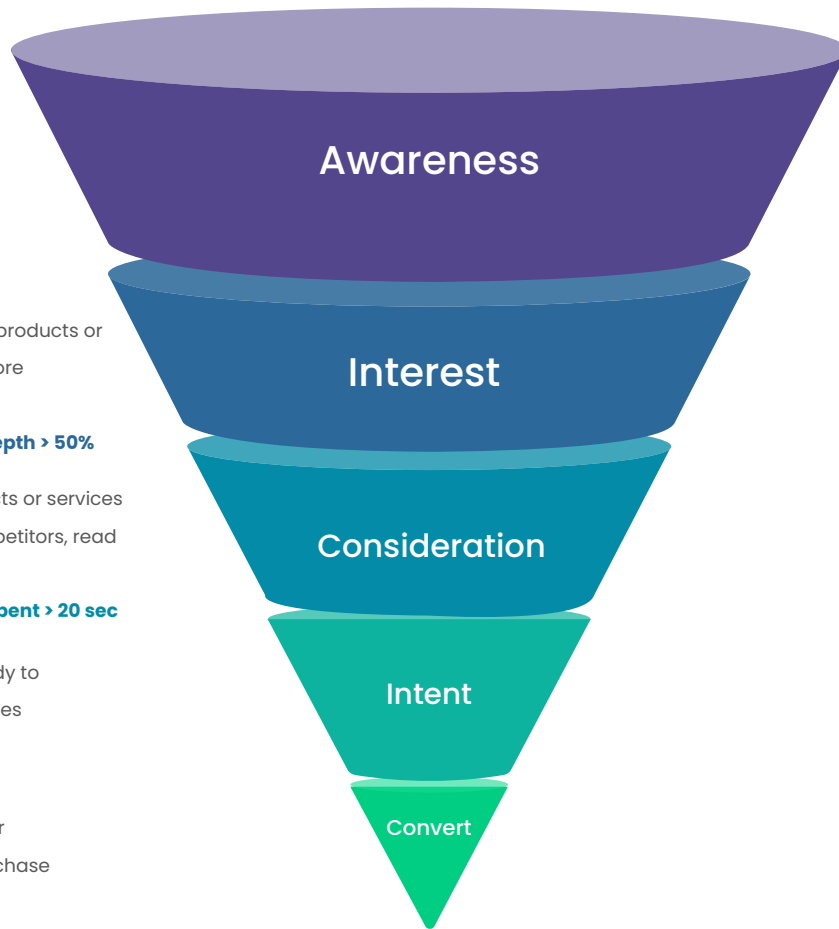
4

Intent. At this stage, the potential customer has decided to commit and is ready to take action. They may add items to their cart, fill out a form, or contact your sales team. **KPIs:** Add To Cart

5

Conversion. The point in the the customer journey where the potential customer becomes a customer by completing the desired action, such as making a purchase or signing a contract.

KPIs: Purchase, Qualified CVR, Free Trial to Paid



POST-CONVERSION FUNNEL

6

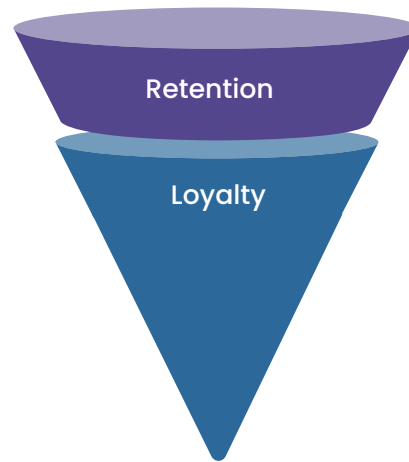
Retention. When customer has done business with you and actively chooses to do business with you again. This is when the customer has found value in your business.

KPIs: Repeat Purchases, Customer Retention Rate, Customer Lifetime Value, Customer Satisfaction Score, and Customer Churn Rate.

7

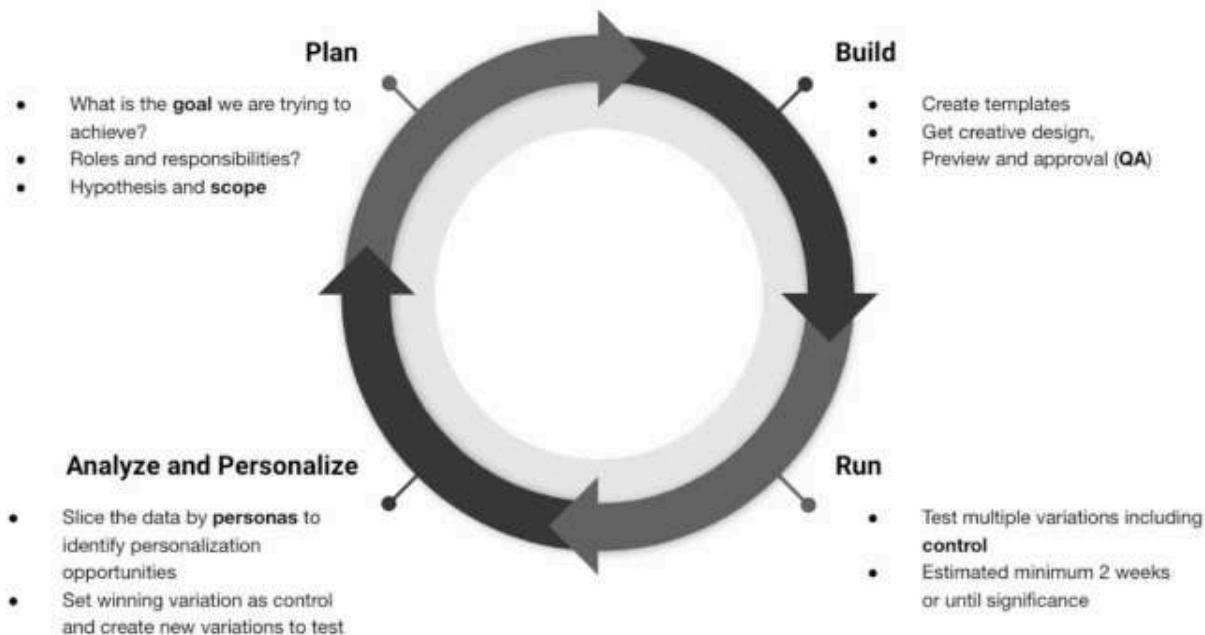
Loyalty. At this stage, the potential customer wants to learn more about your products or services. They may visit your website or engage with your content to gather more information.

KPIs: Net Promoter Score, Reviews, Referrals



CRO STRATEGY

Life Cycle



CRO STRATEGY

Revisit Objectives

PRIMARY

1. Increase Wahoo X subscriptions by $\geq 20\%$
- from 54k to $\geq 65k$
2. Increase ATC rate from PDP by $\geq 20\%$ -
from 2% to $\geq 2.4\%$
3. Decrease cart abandonment rate by $\geq 20\%$
- from 46% to 37%

CRO STRATEGY

KPI Alignment

CONVERSION RATE (CVR)

PURCHASES

PAGEVIEWS/ USER

AVERAGE ORDER VALUE (AOV)

REVENUE

PDP - Add To Cart

WAHOO X SUBSCRIPTIONS

CRO STRATEGY

Roadmap Strategy Development

RECOMMENDATIONS

- Dynamic, iterative roadmap
- Audience segmentation
 - ➔ Macro Level
 - ➔ 3-4 main audiences
- Recommendation Algorithms
 - ➔ High versus low intent users
 - ➔ Best sellers or based on affinity (users with more data)
 - ➔ Welcome back, how can I help you today, etc.

EXPERIMENT

192-Flyout Cart Recs With ATC

Control

Preview Mode

Campaign
CROUSA-192: Flyout Cart Recs With ...

Variation

Control group

Exit Preview Mode

ALL PRODUCTS

ALL

INDOOR CYCLING

SPORT WATCHES

BIKE COMPUTERS

HEART RATE MONITORS

BIKE PEDALS & CLEATS

CYCLING SENSORS

TRAINING SERVICES

ACCESSORIES

ALL PRODUCTS



ELEMNT ROAM V1 GPS BIKE COMPUTER BUNDLE

★★★★★

SALE: \$249.99

Reg: \$266.99

4 interest-free payments or as low as \$27/mo with **affirm**

[Learn more](#)



ELEMNT BOLT V2 GPS BIKE COMPUTER

★★★★★

\$279.99

4 interest-free payments or as low as \$24/mo with **affirm**

[Learn more](#)



ELEMNT ROAM V2 GPS BICYCLE COMPUTER

★★★★★

\$399.99

4 interest-free payments or as low as \$34/mo with **affirm**

[Learn more](#)



ELEMNT ROAM V2 GPS BICYCLE COMPUTER

★★★★★

\$499.99

4 interest-free payments or as low as \$44/mo with **affirm**

[Learn more](#)

→ YOUR CART

You added ELEMNT ROAM v2 GPS Bicycle Computer to your shopping cart.



ELEMNT ROAM v2 GPS Bicycle Computer

\$399.99

remove



ELEMNT BOLT V2 GPS Bike Computer

\$279.99

remove

Subtotal **\$1,079.97**

Shipping and discounts calculated at checkout

CHECKOUT

OR



VIEW AND EDIT CART



8

EXPERIMENT

192-Flyout Cart Recs With ATC

Preview Mode

Campaigns
CROUSA-192: Flyout Cart Recs With ...

Version
Bottom Popular

[Consider Targeting Conditions](#)

[Exit Preview Mode](#)

#GoAllIn With Wahoo X. One Membership. Total Access. Try 14 Days Free

RIDE RUN MULTISPORT WAHOO X DISCO

ALL PRODUCTS

ALL INDOOR CYCLING SPORT WATCHES BIKE COMPUTERS HEART RATE MONITORS BIKE PEDALS & CLEATS CYCLING SE

ALL PRODUCTS

ELEMNT ROAM V1 GPS BIKE COMPUTER BUNDLE
★★★★★
SALE: \$249.99

ELEMNT BOLT V2 GPS BIKE COMPUTER
★★★★★
\$279.99
4 interest-free payments of as low as \$24/mo with wahoo

ELEMNT ROAM V2 GPS BIKE COMPUTER
★★★★★
\$399.99

Var: Bottom Popular

ACCESSORIES

RPM Cycling Sensor Bundle
SALE: \$55.99
Reg: \$69.99

ELEMNT BOLT and ROAM Tether
\$9.99

TICKR Fit Armband Heart Rate Monitor
SALE: \$63.99
Reg: \$79.99

TICKR Heart Rate Monitor with Chest Strap
SALE: \$39.99
Reg: \$49.99

BEST SELLERS

YOUR CART

You added ELEMNT ROAM v2 GPS Bicycle Computer Bundle to your shopping cart.

ELEMNT ROAM v2 GPS Bicycle Computer Bundle
3 \$499.99
[remove](#)

ELEMNT ROAM v2 GPS Bicycle Computer
2 \$399.99
[remove](#)

ELEMNT BOLT V2 GPS Bike Computer
1 \$279.99
[remove](#)

Subtotal \$2,579.94
Shipping and discounts calculated at checkout

CHECKOUT

VIEW AND EDIT CART

PayPal

EXPERIMENT

192-Flyout Cart Recs With ATC

Var: Bottom Similar

Preview Mode

Campaign
CROUSA-192: Flyout Cart Recs With ...

Variant
Bottom Similar ▾

Consider Targeting Conditions

Exit Preview Mode

#GoAllIn With Wahoo X. One Membership. Total Access. Try 14 Days Free

RIDE RUN MULTISPORT WAHOO X DISC



ELEMNT BOLT V2 GPS BIKE COMPUTER

\$279.99

4 interest-free payments or as low as \$0/mo

ELEMNT BOLT V2 is purposefully designed for a sleek, aerodynamic experience in a sleek, aerodynamic case. It features a 2.2-inch, 64 color screen that makes it easy to see the metrics you need. View Zoom, Quicklook LEDs, and more. You can also personalize your device setup from the beginning to the end of your ride. On-device navigation features, ELEMNT BOLT V2 has a battery life of 15 hours and a USB-C charging. Equipped with ELEMNT BOLT V2 GPS sensors and complementary devices. Designed for performance. ELEMNT BOLT V2 GPS Bike Computer.

The ELEMNT BOLT V2 is a fully featured GPS bike computer with a full list of compatible hardware...

ACCESSORIES



RPM Cycling Sensor Bundle
SALE: \$55.00
Reg: \$69.00



ELEMNT BOLT and ROAM Tether
\$9.99



TICKR Heart Rate Monitor with Chest Strap
SALE: \$39.99
Reg: \$49.99



TICKR Fit Armband Heart Rate Monitor
SALE: \$63.99
Reg: \$79.99

SIMILAR PRODUCTS

YOUR CART

You added ELEMNT BOLT V2 GPS Bike Computer to your shopping cart.



TICKR X Chest Heart Rate Monitor
\$79.99

1 ▾

remove



ELEMNT ROAM v2 GPS Bicycle Computer Bundle
\$499.99

3 ▾

remove



ELEMNT ROAM v2 GPS Bicycle Computer
\$399.99

3 ▾

remove



ELEMNT BOLT V2 GPS Bike Computer
\$279.99

3 ▾

remove

Subtotal **\$3,619.90**

Shipping and discounts calculated at checkout

CHECKOUT

OR 

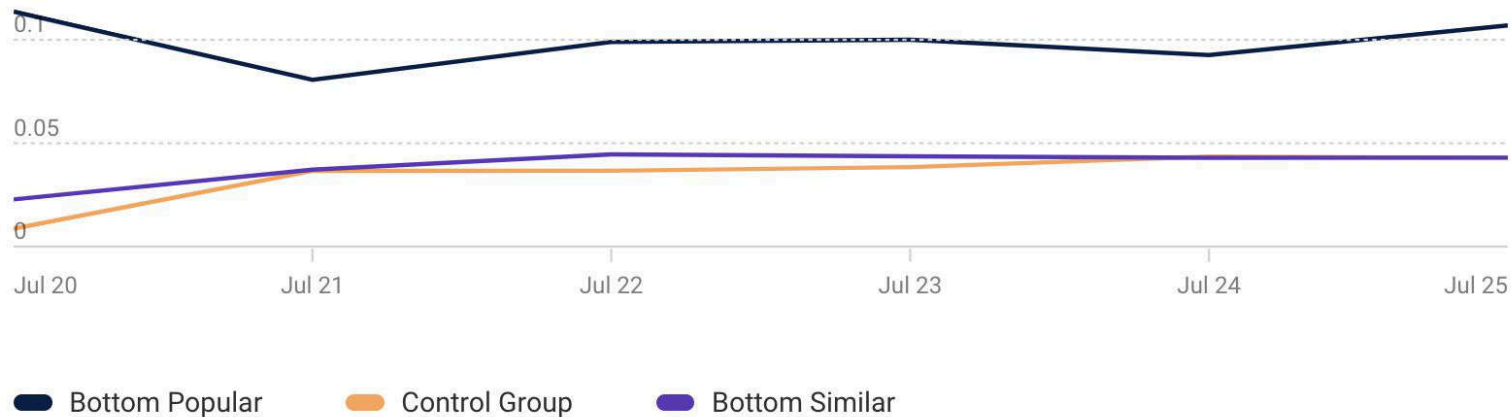
EXPERIMENT

192-Flyout Cart Recs With ATC

Bottom Popular is leading; however we recommend waiting 8 more days until the minimum test period (2 weeks) is met

Current Version: July 20 - July 26, 2023 (7 days)

Purchases / User ▼ Cumulative Results ▼



EXPERIMENT

192-Flyout Cart Recs With ATC

Primary Audiences		Leading Variation	Uplift
	Walker V3 3.13% of users	No leading variation yet	--
	Runner 3.29% of users	 Bottom Popular >99% probability to be best	+165.1%
	Sprinter 1.07% of users	No leading variation yet	--
	Wahooligan 0.682% of users	No leading variation yet	--

EXPERIMENT

192-Flyout Cart Recs With ATC

Variation Performance

[Choose Metrics](#)[Audience Breakdown ▾](#)[Outliers Excluded ▾](#)

+ Revenue Primary Metric

Variation ↑	Users	Purchase Revenue	Purchase Revenue / User	Uplift	Probability to Be Best	Purchases	Purchases / User	Uplift	Probability to Be Best
Bottom Similar	5,138	\$53,348	\$10.38	+1.6%	0%	221	0.043	+0.26%	0%
Bottom Popular	4,908	\$134,860	\$27.48	+168.9%	>99%	525	0.107	+149.34%	>99%
Control Group	5,198	\$53,107	\$10.22	Baseline	0%	223	0.0429	Baseline	0%

+ Purchases

Variation ↑	Users	Purchases	Purchases / User	Uplift	Probability to Be Best
Bottom Similar	5,138	221	0.043	+0.26%	0%
Bottom Popular	4,908	525	0.107	+149.34%	>99%
Control Group	5,198	223	0.0429	Baseline	0%



BEST SELLERS



**POWRLINK ZERO DUAL-SIDED
POWER PEDALS**
SALE: \$799.99
REG: \$999.99



**KICKR CORE SMART BIKE
TRAINER**
SALE: \$599.99
REG: \$899.99



**ELEMNT BOLT V2 GPS BIKE
COMPUTER**
SALE: \$229.99
REG: \$279.99



**KICKR INDOOR CYCLING DESK
STAND**
SALE: \$239.99
REG: \$299.99



**WAHOO X ANNUAL
MEMBERSHIP**
\$149



**KICKR SNAP INDOOR BIKE
TRAINER**
SALE: \$299.99
REG: \$349.99



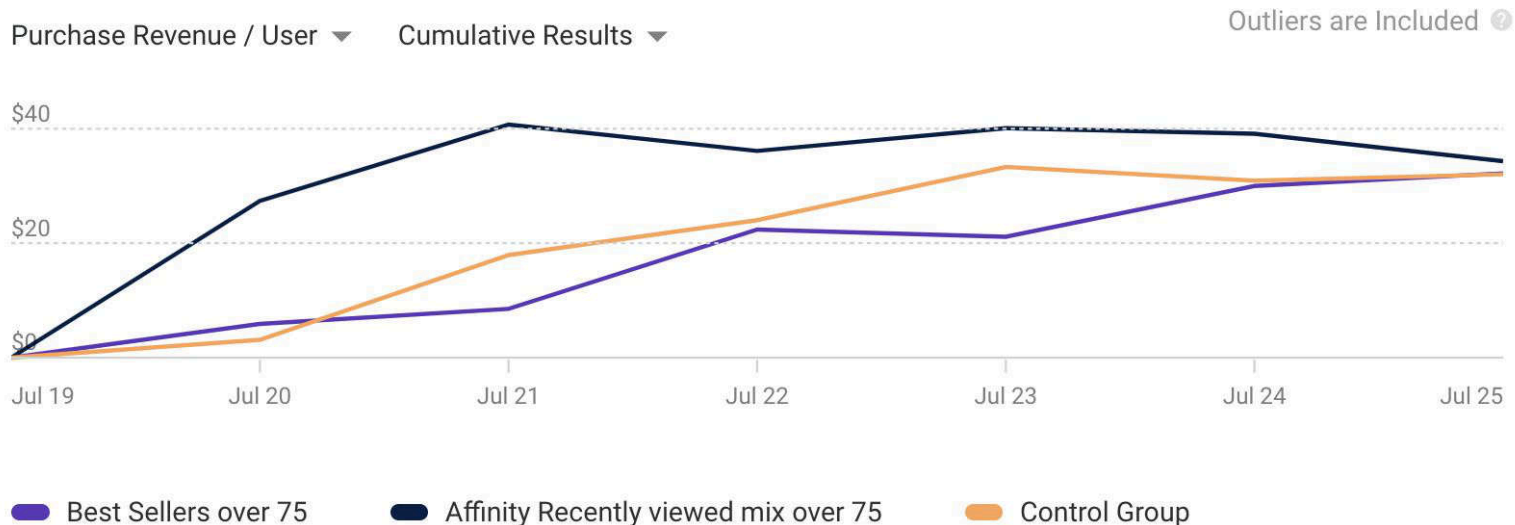
EXPERIMENT

247 - Homepage Recs

Returning Users

Best Sellers over 75 is leading; however No statistically significant results yet. We recommend waiting until more data is collected.

Current Version: July 19 - July 26, 2023 (8 days)



wahoo

THANK YOU

Q&A