

Conversion Rate (CVR) 101

How CVR can impact your Amazon business

What is Conversion Rate (CVR)?

CVR represents the percentage of site visitors who take an action (i.e. purchase).

$$\text{CVR} = \frac{\text{Total Orders}}{\text{Total Sessions}} \times 100$$

Why is CVR essential for Amazon sellers?

High CVR boosts visibility through Amazon's search algorithm, which leads to increased sales.

Factors affecting CVR:

Listing optimization

- ✓ Clear and compelling product titles and descriptions
- ✓ High-quality images and video
- ✓ Relevant, high-opportunity keywords

Pricing and promotions

- ✓ Competitive pricing
- ✓ Deals, promotions, and discounts

Customer reviews and ratings

- ✓ Positive customer reviews
- ✓ Negative reviews management
- ✓ Customer service

Tips to improve CVR:

A/B test

- ✓ See which headlines, images, and bullet points perform best

Add A+ content

- ✓ Boost brand authority with high-quality brand creative
- ✓ Refresh creative seasonally (holidays, back to school, promotions)

Leverage Amazon Advertising

- ✓ Including audio, video, and display campaigns

Analyze the competition

- ✓ Optimize your price point
- ✓ Stay ahead of trends

How can D8aDriven help?

- Compiles competitor, keyword, and rank data in one dashboard
- Auto-generates weekly listing optimization action plans
- Provides weekly executive summaries with custom KPIs

How can PixelMe help?

- Retargets customers across the web with pixels
- Optimizes ad campaigns for conversions, not clicks
- Drives immediate results from external traffic
- Improves UX with direct-to-app deep links

