

11:16:49 From Ahmad : For time-based A/B test on price, how large of a sample size in terms of orders do we need in 10 days to be able to come to a solid conclusion?

11:17:37 From Jeff : got it back

11:19:53 From Karen : Is this something you would consider also for highly competitive products that have the same price across many (also bigger) stores, such as calvin klein underwear?

11:21:08 From Blake to All Panelists : move out

11:22:32 From Micah Cranman to All Panelists : We have proprietary products but have two issues - 1) We don't do a ton of volume on any single product as they are fairly high priced, 2) We get lots of feedback that our gear is "too expensive" from our clients — is this feedback we should listen to or just assume people are cheap?

11:22:34 From Ahmad to All Panelists : it's back

11:27:20 From Blake to All Panelists : where was that in GA?

11:27:21 From Ahmad to All Panelists : Why someone buys 5 of same hats?

11:27:27 From Ahmad to All Panelists : Are they retailers?

11:27:34 From Shaker : How do you determine the price increase to test?

11:27:46 From Ahmad to All Panelists : yes

11:28:32 From Micah Cranman to All Panelists : We have proprietary products but have two issues - 1) We don't do a ton of volume on any single product as they are fairly high priced, 2) We get lots of feedback that our gear is "too expensive" from our clients — is this feedback we should listen to and avoid increases or just assume people are cheap?

11:29:28 From Micah Cranman to All Panelists : Couldn't the opposite be true

11:29:29 From Micah Cranman to All Panelists : ?

11:29:33 From Chad Myers : yep

11:29:42 From Chad Myers : especially when they are under 6 years old

11:29:42 From Omar : :) know how that is....

11:29:50 From Micah Cranman to All Panelists : Gotcha, thanks

11:30:11 From Blake to All Panelists : how old are your kids?

11:31:28 From Shaker : Is free shipping less effective if you have it all the time?

11:31:30 From Blake to All Panelists : Doesn't free shipping cost the customer for larger orders?

11:32:31 From Ahmad : My free shipping threshold is exactly at my AOV +20%, should I increase threshold?

11:32:55 From Chad Myers : for larger AOVs in the \$270 range, should we be looking at a lower cart value for free shipping to increase the AOV of the orders falling below our AOV? Or should we keep it near the current AOV?

11:32:56 From Alex M : If everything is free shipping now...how about free expedited shipping?

11:33:05 From Ahmad : it's on \$50, I'm thinking of increasing to \$75

11:34:51 From Blake to All Panelists : Is free shipping worth doing without a threshold?

11:36:08 From Blake to All Panelists : but do you build into the price of the product?

11:36:23 From Carlos Baldominos to All Panelists : Hello! We have tested to offer free shipping always, and it's true that the AOV has decreased (we offered for orders over \$100), but the revenue is higher, because we have now more orders

11:39:18 From Todd Honeycutt : Bold is awesome

11:39:43 From Blake to All Panelists : anything cheaper than bold?

11:41:20 From Jeff to All Panelists : I prefer this product bundle app for shopify:
<https://apps.shopify.com/product-kits>

11:42:28 From Sarah to All Panelists : I love that idea!

11:42:54 From Eben to All Panelists : Where can I see the result of "related products" from Google Analytics?

11:43:44 From Eben to All Panelists : Yes, I have activated that

11:43:52 From Shaker : What are your thoughts on free shipping all the time vs tiered free shipping?

11:44:03 From Kinga Dow : yes, please

11:44:05 From Eben to All Panelists : Thanks

11:44:08 From Amanda : That article would be great!

11:44:11 From Jeff : I've heard quite a few complaints about Bold apps. I prefer this product bundle app for shopify: <https://apps.shopify.com/product-kits>

11:44:13 From Victor to All Panelists : What is the best way to position the bundle on your website? i.e. Advertising the bundle and having the customers use a coupon code? Creating the bundle as a "product" ?

11:48:00 From Ahmad : you mean for support or encourage buying over the phone?

11:48:15 From Shaker : I think he means support

11:48:35 From Ahmad : I think the opposite cause he says the order that COME IN through the phone

11:48:43 From Blake to All Panelists : what kind of videos?

11:52:04 From jurgen to All Panelists : Where can I find out more about the video impact versus AOV? Any worthwhile blogs to read up about?

11:52:06 From adam casey : Regarding Bundling, how does the product pages work? i.e. Are you creating new SKU's for the bundle or can you create a Add to Cart button that add's your individual products to the basket?

11:52:31 From adam casey : Magento CE

11:52:48 From Victor to All Panelists : How about for SHopify?

11:52:58 From Victor to All Panelists : Ok. thanks

11:53:02 From Shaker : How long after the sale did you send out thank you email with questions?

11:53:34 From Micah Cranman to All Panelists : You say compare AOV before and after, but what if these changes increase AOV but decrease conversions? How do I make sure that I'm not playing a revenue "shell game?"

11:53:50 From Chad Myers : we are on BigCommerce and Skubana. For bundling we build them in Skubana (it takes some time to do) and push them to the sales channel. With Shopify and the Bold app, can we build them more easily in Shopify and push the bundled sku/cost/etc down to Skubana?

11:54:31 From Chad Myers : lol

11:54:33 From Jeff : did you do a "call here to order" or just put your phone number on the page

11:54:35 From Jurgen to All Panelists : What would be a good set-up to measure phone orders and then incorporating the sales in Analytics?

11:54:38 From Chad Myers : yep

11:54:43 From Victor to All Panelists : would you recommend against using coupon codes for bundle offers?

11:55:02 From Micah Cranman to All Panelists : Got it, thanks

11:55:28 From Todd Honeycutt : Of all these AOV tactics, which one should we prioritize first?

11:55:29 From Shaker : What are your thoughts on free shipping all the time vs tiered free shipping?

11:55:32 From Tamasine to All Panelists : Does tiering work buying multiple products from categories as I have a clothing line, and don't get multiple purchases really on a single product,... or better to offer an incentive on a bundle

11:55:52 From Ahmad : A bit unrelated, being based in the US, how soon do you expect a standard/expedited package to arrive? I'm shipping from UK and want to optimise US shipping times based on US customer expectations.

11:56:26 From Micah Cranman to All Panelists : I can speak for myself and say I'm pretty conditioned for 1-2 days with Amazon

11:56:39 From Micah Cranman to All Panelists : I'm fine with longer but really prefer that faster time

11:56:43 From Ahmad : I guess that's why our CR from US is low

11:57:12 From Shaker : mens apparel - ties, bow ties, belts, etc

11:57:53 From Blake to All Panelists : if u do free shipping on all products..

11:58:00 From Todd Honeycutt : Will we cover bounce-back next session?

11:58:08 From Blake to All Panelists : how do u build in the cost?

11:58:13 From Micah Cranman to All Panelists : I'm game for a site teardown

11:58:15 From Todd Honeycutt : Cool

11:58:18 From Micah Cranman to All Panelists : Break me!

11:58:19 From Micah Cranman to All Panelists : LOL

11:58:23 From Jeff : do you recommend asking people to call you or just putting your number on your site?

11:58:35 From Shaker : Are we going to talk about how to use landing pages effectively in conjunction with ads?

11:58:57 From Joe Rollinson : To add on to the previous question - do you like to look at Per Session Value so you can see if higher AOV may be getting offset by lower Conversion Rate?

11:59:05 From Sarah to All Panelists : Yay!

11:59:26 From Blake to All Panelists : if you did free shipping on all products, how would you build in the cost?

11:59:39 From Jurgen : Regarding "related products" it does not appear in any of my Advanced E-Commerce accounts. Is that feature gone or otherwise incorporated within the reports?

12:00:30 From Jeff : On the home page: background is distracting. very hard to know where to go. no clear call to action.

12:00:52 From Shaker : Just wanted to clarify did you say that KL customers were buying multiple quantities of the same product?

12:01:43 From Ahmad : Regarding % off first purchase popups on home page, what are your thoughts? Any data?

12:01:59 From tamasine to All Panelists : Does tiering work buying multi products from categories as I have a clothing line, and don't get multiple purchases really on a single product,... or better to offer an incentive on a bundle

12:02:10 From Ahmad : Exit at what stage? cart or any page?

12:02:34 From spencer to All Panelists : we'd be open for a drill-down!
www.magnetmod.com

12:03:28 From Blake to All Panelists : on free shipping w/o threshold, you build in the cost of shipping into a product?

12:03:43 From Shaker : What did you offer in the sweepstakes?

12:03:49 From Shaker : offer*

12:03:50 From tamasine to All Panelists : sorry, what do you mean by sweepstakes?

12:03:54 From Ahmad : yeah, ig they start with 20% off, what do they want to offer on email campaigns?

12:04:01 From Ahmad : like one-two punch etc.

12:04:38 From jurgen : Do you have a detailed video on the E-Commerce reports in Analytics? I would like to dive into it further

12:04:58 From tamasine to All Panelists : Thankyou

12:05:03 From Ahmad : And thy stay in the list for the week waiting to win!

12:05:40 From Ahmad : yeah for cameras

12:05:53 From Alex M : Value Prop needs to be improved

12:05:55 From Ahmad : I'm a photographer too :D

12:06:04 From Ahmad : and a few other things haha

12:06:56 From Jeff : nice kits

12:07:01 From Alex M : very cool page!

12:07:15 From Jeff : what is the value prop?

12:07:44 From jurgen : Do you have a detailed video on the E-Commerce reports in Analytics? I would like to dive into it further

12:07:47 From Blake to All Panelists : on free shipping w/o threshold, you build in the cost of shipping into a product?

12:07:53 From Shaker : Just wanted to clarify did you say that KL customers were buying multiple quantities of the same product?

12:07:56 From Jeff : want another website to tear down?

12:08:02 From Jeff : floorbloom.com

12:08:20 From Ahmad : @shaker yah I guess he said that 99% sure

12:09:52 From Jeff : cool gifs

12:10:04 From Blake to All Panelists : if you want another one... facepaint.com

12:10:31 From tamasine to All Panelists : Happy for you to rip mine apart! www.bunker-mentality.com

12:11:38 From Jeff : it is an exit and a timed popup

12:11:43 From Ahmad : What's the pop-up software?

12:11:45 From Jeff : added it two days ago
12:11:48 From Ahmad : @jeff?
12:11:52 From Chad Myers : is it JustUno @Jeff?
12:12:03 From Jeff : no wheelio
12:12:12 From Ahmad : thanks
12:12:16 From Jeff : but was using justuno too
12:12:22 From Alex M : @jeff good value prop!
12:12:25 From Jeff : not related to outdoor cushions
12:12:31 From Shaker : @jeff how is it wheelio working for you?
12:12:32 From Blake : on free shipping w/o threshold, you build in the cost of shipping into a product?
12:12:33 From Jeff : but 0 to \$10million sounds good
12:12:41 From Kinga Dow : how are your sales Jeff?
12:13:08 From Jeff : trying to get wheelio offers just right - experimenting with it now.
12:13:31 From Jeff : a little too early to say, but some promising results on higher emails
12:13:44 From Shaker : @jeff is it wokring better conversion wise than normal popups?
12:14:01 From Jeff : email optin rates and sales are increasing, but we're fairly new
12:14:10 From Blake : If you want another site, facepaint.com
12:14:19 From Omar : So when you are working on a new client how do you know which of the 3 multipliers or subsets to start with? i.e. all the AOV tactics you shared how do you choose which one to start with. Or to change the question around how do you pick which of the things has biggest potential?
12:14:19 From adam casey : Hi Jeff, What's the social proof popup in the bottom corner?
12:14:25 From Melissa Lin to All Panelists : do you have any insights on promotion codes on sites like retailmenot
12:14:28 From tamasine to All Panelists : Happy for you to rip mine apart! www.bunker-mentality.com
12:14:36 From Jeff : shopify app conversion booster
12:15:26 From Shaker : Drew what do you think about wheelio having discounts at the begining? I feel like that might attract deal seekers. Thoughts?
12:15:33 From Blake : yes it is
12:15:34 From Ahmad : Drew I guess you might have had a look on my website too, any thoughts? Anything way off that I could fix?
12:16:24 From Ahmad : on facepaint I see HTML in side bar <i></i>
12:18:12 From tamasine to All Panelists : Hi
12:19:08 From keyur to All Panelists : customers usually buy samples of products before buying full packs of items at a later time. for the targeted emails, would you offer a discount right away for the second order, or wait unless they haven't ordered in a while? thanks
12:20:21 From tamasine to All Panelists : No - ecomm - but we put the catalogue on from your previous sessions to see what happens
12:20:38 From tamasine to All Panelists : yes
12:20:42 From tamasine to All Panelists : Need to improve it!
12:20:51 From tamasine to All Panelists : uyes
12:21:02 From tamasine to All Panelists : No - that's why I'm watching you!

12:21:41 From tamasine to All Panelists : Lots FB ads - loads of traffic but need to convert

12:22:19 From tamasine to All Panelists : She

12:22:36 From tamasine to All Panelists : Brilliant

12:22:52 From tamasine to All Panelists : Thanks

12:23:25 From adam casey : Weird I got a popup for Bunker Mentality. Must have some GEO targeting on it.

12:23:33 From keyur to All Panelists : thank you

12:23:34 From Shaker : Drew what do you think about wheelio having discounts at the begining? I feel like that might attract deal seekers. Thoughts?

12:23:35 From tamasine to All Panelists : Correct!

12:24:45 From Omar to All Panelists : So when you are working on a new client how do you know which of the 3 multipliers or subsets to start with? i.e. all the AOV tactics you shared how do you choose which one to start with. Or to change the question around how do you pick which of the things has biggest potential?

12:24:59 From adam casey : Cheers

12:25:07 From tamasine to All Panelists : Thanks Drew

12:25:09 From Ahmad : Thanks Drew!