

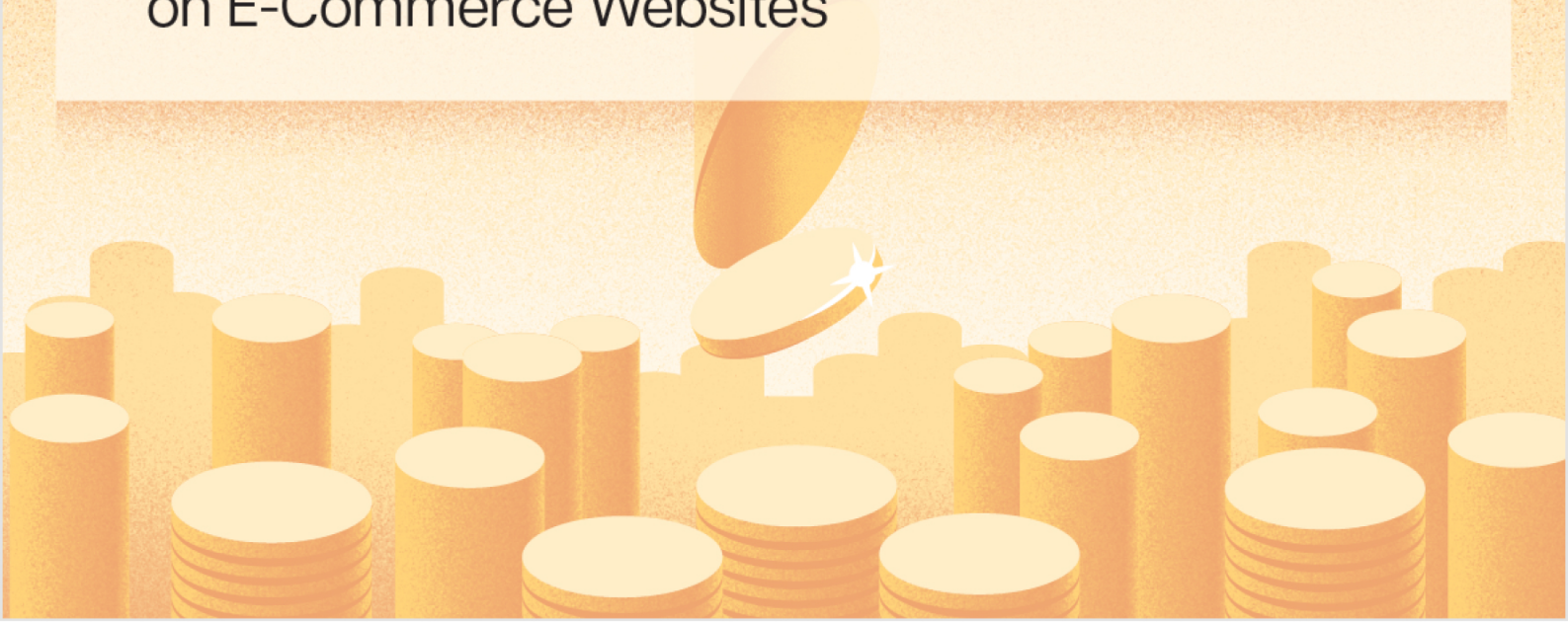


***Rabatta***

WHITEPAPER

# Optimizing Conversion Rates

A Study of Rabatta's Impact  
on E-Commerce Websites

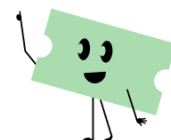






# Optimizing Conversion Rates: A Study of Rabatta's Impact on E-Commerce Websites

Rabatta is a browser extension and app loved by its more than 900.000 users for assuring them the best price on items they shop online. This is done by advising users of where discount codes are available, when they shop online, as well as automatically applying them in the checkout phase. Rabatta users are eager online shoppers that love getting the best deal. This whitepaper examines how the presence of a discount code affects the decision to purchase for Rabatta users. How can we turn visitors into customers?



## The Challenge

The primary metric for measuring how well a webshop turns visitors into customers is the conversion rate. The conversion rate is defined as the ratio between visitors and orders.

$$\frac{\text{orders}}{\text{visitors}}$$

The average conversion rate for a Shopify webshop was about **1.4%**<sup>1</sup>. While the lowest conversion rates are in the order of magnitude of **0.5%**, and the golden standard being about **3.0%**. This means that nudging the metric even a few percentage points would make a big difference. This whitepaper also measures the rate of visitors that go to the checkout page.

$$\frac{\text{checkout page views}}{\text{visitors}}$$

<sup>1</sup> [What's a Good Average Ecommerce Conversion Rate in 2023? \(July 2023\)](#)



In 2023 many e-commerce websites are struggling to generate revenue and meet target budgets, this is in part because of the economic downturn. In this fierce economic landscape e-commerce sites cannot afford to have poor conversion rates.

This is because visitors have already been acquired through a mix of various paid channels or organic search.

Meaning that webshop owners have already paid for their visit or by other means put effort into acquiring the visitor. If webshops are able to increase conversion rates they can effectively decrease their customer acquisition cost across the board.

Which results in higher revenue as well as aiding with reaching target budgets.

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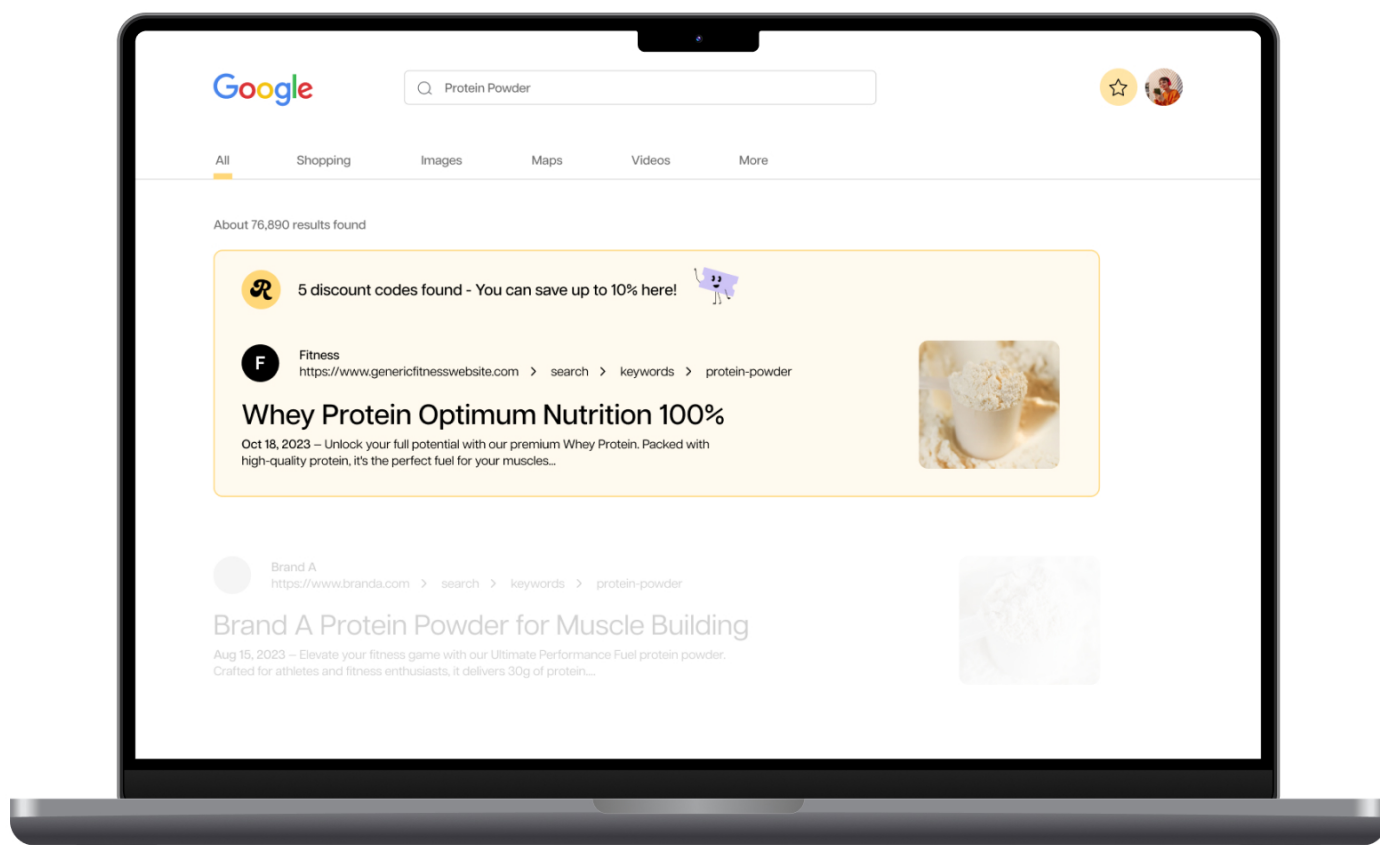


# The Solution

The Rabatta browser extension provides multiple ways for partnering webshops to increase their conversion rates. Rabatta incentivises the user on 3 different touch points during the shopping process. These incentives ultimately lead to higher conversion rates.

## 1 Google Search Result Page

Rabatta helps to inform the user while searching Google for webshops. Rabatta will highlight partnering stores, letting the user know that discount codes are available. This helps ensure that when a Rabatta partner is searched for the Rabatta partner will also win the clickthrough. Even when other brands bid on Google ads, and appear above the Rabatta partner in the result.



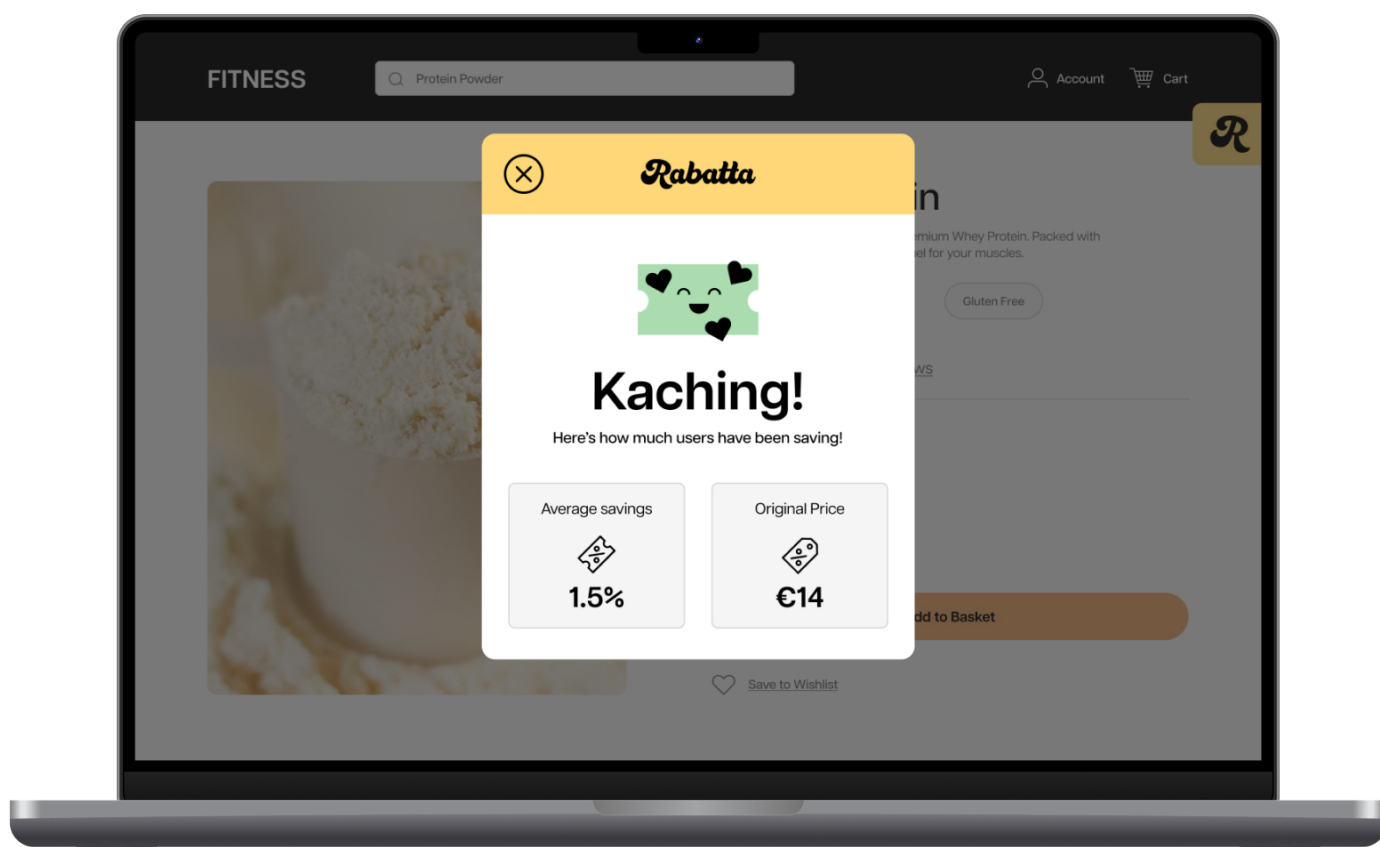




## 2 Browsing The Webshop

While Rabatta users browse a webshop for items that they like, Rabatta informs them of potential discount codes, by providing easy access to the Rabatta UI. As well as showing the discount codes available, the UI also shows an estimate for average saving on the webshop, as reported by other users. This provides social proof that a discount code is available on the webshop.

The presence of discount codes is a deciding factor for Rabatta users, the Rabatta user does not want to miss out on a discount code.

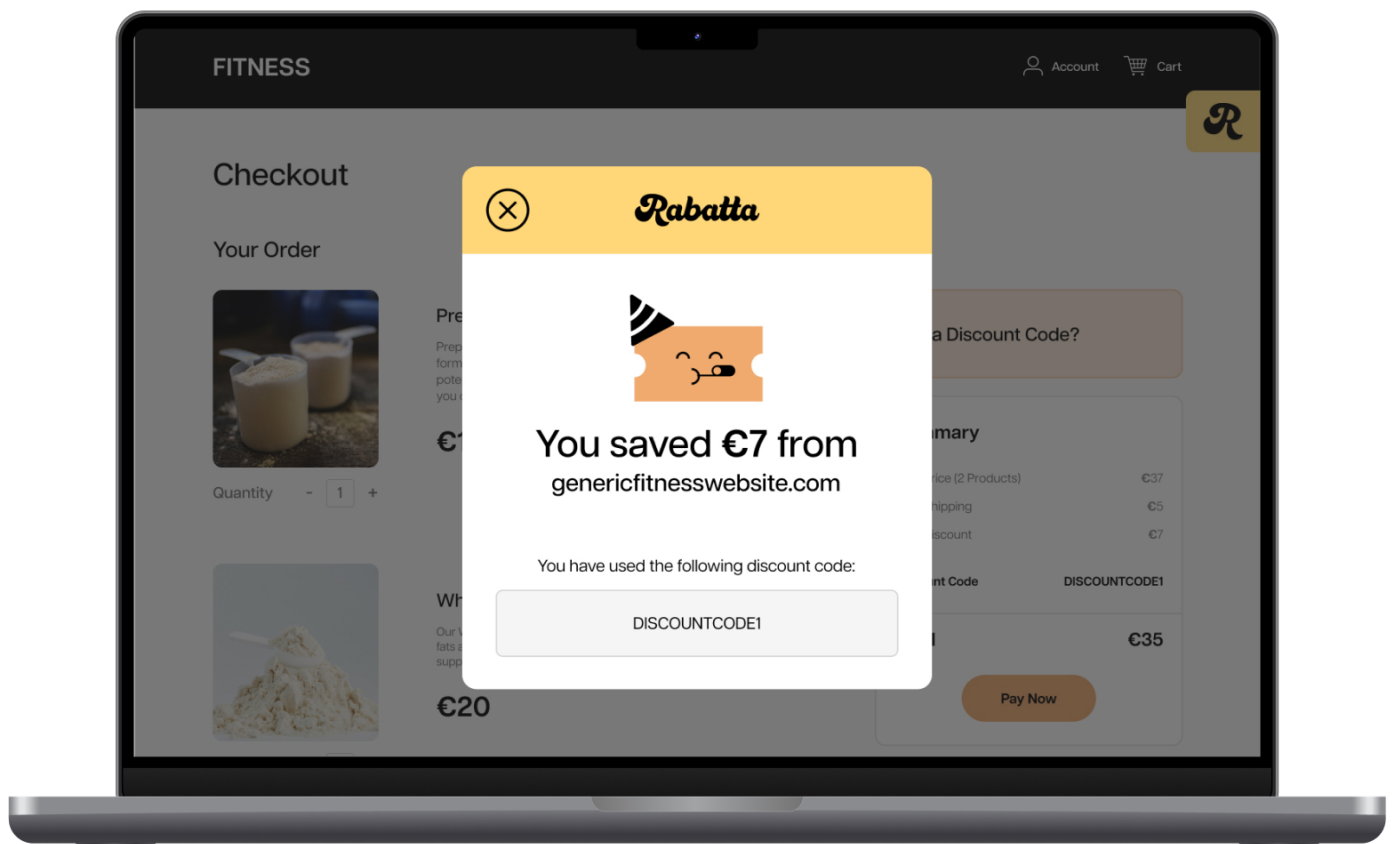




### 3 During Checkout

When the Rabatta user has chosen the items that they would like to buy and head to the checkout Rabatta follows along. Rabatta will automatically add the best discount code available and provide a fun and encouraging experience for the user.

If users are still on the edge on whether to buy or not a successful discount code will push them over the edge.







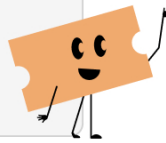
# The Results

So how much exactly does Rabatta improve conversion rates? We ran blind A/B tests on a set of selected webshops for 2 months. Half of the user base would be given a functional discount code for the webshops, and the other half would not be given the discount code.

We then measured the two conversion rates described in the previous section. We saw a significant increase in both conversion rates.

Average increase of visitors who proceeded from the frontpage to checkout with

## +35.51%



## +19.54%

Average increase of visitors who proceeded to purchase a product on the webshop.

Conversion Rates From Frontpage to Purchase Made



# Contact Us

Interested in how Rabatta can help you increase the conversion rates of your webshop?

**Reach out to us and let's get in touch!**



Send an email to [s.ejstrud@rabatta.app](mailto:s.ejstrud@rabatta.app) to get started.