

# 4X

# A Case Study Women's Cosmetics & Undergarments



**4X INCREASE**  
in conversion rates

**\$ \$**



**2X**  
increase  
on AOV



## Overview

Client is an ecommerce product marketer selling women's cosmetics and undergarments.

They came to Checkout Champ as a Shopify and Sticky.io client in December 2021. The biggest reason to move to Checkout Champ was our upsell feature.

When they came to Checkout Champ, their average store conversion rate was 2.3% and average order value (AOV) was \$29.

They launched with Checkout Champ in 2021, but let's look at their business by the numbers for the past 6 months.

### July 2023:

|                |  |
|----------------|--|
| 31,583         | New Sales                              |
| 19,190         | New Partial Leads/Abandoned Cart Leads |
| \$2,549,016.65 | Gross Revenue                          |
| \$51.30        | AOV                                    |
| 7.45%          | Conversion Rate                        |

### September 2023:

|                |  |
|----------------|--|
| 24,855         | New Sales                              |
| 13,537         | New Partial Leads/Abandoned Cart Leads |
| \$2,522,114.66 | Gross Revenue                          |
| \$52.64        | AOV                                    |
| 9.62%          | Conversion Rate                        |

### November 2023:

|                |  |
|----------------|--|
| 25,411         | New Sales                              |
| 14,315         | New Partial Leads/Abandoned Cart Leads |
| \$2,771,282.06 | Gross Revenue                          |
| \$60.37        | AOV                                    |
| 7.74%          | Conversion Rate                        |

### August 2023:

|                |  |
|----------------|--|
| 33,329         | New Sales                              |
| 17,800         | New Partial Leads/Abandoned Cart Leads |
| \$2,864,245.18 | Gross Revenue                          |
| \$53.43        | AOV                                    |
| 8.79%          | Conversion Rate                        |

### October 2023:

|                |  |
|----------------|--|
| 21,249         | New Sales                              |
| 10,488         | New Partial Leads/Abandoned Cart Leads |
| \$2,419,244.62 | Gross Revenue                          |
| \$53.31        | AOV                                    |
| 7.55%          | Conversion Rate                        |

### December

|                |  |
|----------------|--|
| 25,687         | New Sales                              |
| 16,136         | New Partial Leads/Abandoned Cart Leads |
| \$2,966,075.30 | Gross Revenue                          |
| \$60.67        | AOV                                    |
| 8.72%          | Conversion Rate                        |



**The POSITIVE effect:** By using our custom order-bumps and one-click-upsell feature, the client was able to triple their conversion rates and almost double their AOV.



## Summary:

Based on the numbers above and what their previous conversion rates and AOV's were, the client is averaging 4X increase in conversion rates on their ad-spend, and an average of 2X increase on their Average Order Value (AOV).

What this means in basic terms is; if the client was spending \$100,000 per month in advertising at the previous conversion rates and AOV, the result would have been 8,721 sales at \$29 per sale. This would give you a gross revenue of \$252,905.

With Checkout Champ, on the same ad-spend of \$100,000 per month in advertising, under the current conversion rates, the client generated 33,329 sales on the same traffic at \$53 per sale. This generated a gross revenue of \$1,766,437.00.

The increases experienced were nearly a 7X increase in gross revenue on the same advertising spend.

**The client expressed to their client success manager that they love the ease of use of our platform and how simple setting up the funnels was for them.**

\*The average conversion rate on beauty products is 2.58%.

\*[eCommerce Conversion Rates Per Niche \[Benchmarks\] \(storeya.com\)](#)

