

A Case Study Women's Jewelry Ecommerce

27x

**27X INCREASE
in conversion rates**



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3X

**increase
on AOV**

Overview

Client is an ecommerce product marketer selling women's jewelry.

They came to us as a Shopify user in 2022. They came to us from a friend who was having success with Checkout Champ.

When they started with us, their average store conversion rate was under 1% and the AOV was under \$10.

Started in 2022 but lets look at the numbers from the past 5 months.

August

1,784	Sales
1,014	Partials/Abandoned Cart Leads
\$143,077.01	Gross Revenue
\$28.09	AOV
29.9%	Conversion Rate

September

12,343	Sales
6,809	Partials/Abandoned Cart Leads
\$547,073.40	Gross Revenue
\$37.57	AOV
32.1%	Conversion Rate

October

10,898	Sales
5,639	Partials/Abandoned Cart Leads
\$674,653.96	Gross Revenue
\$37.39	AOV
32.1%	Conversion Rate

November

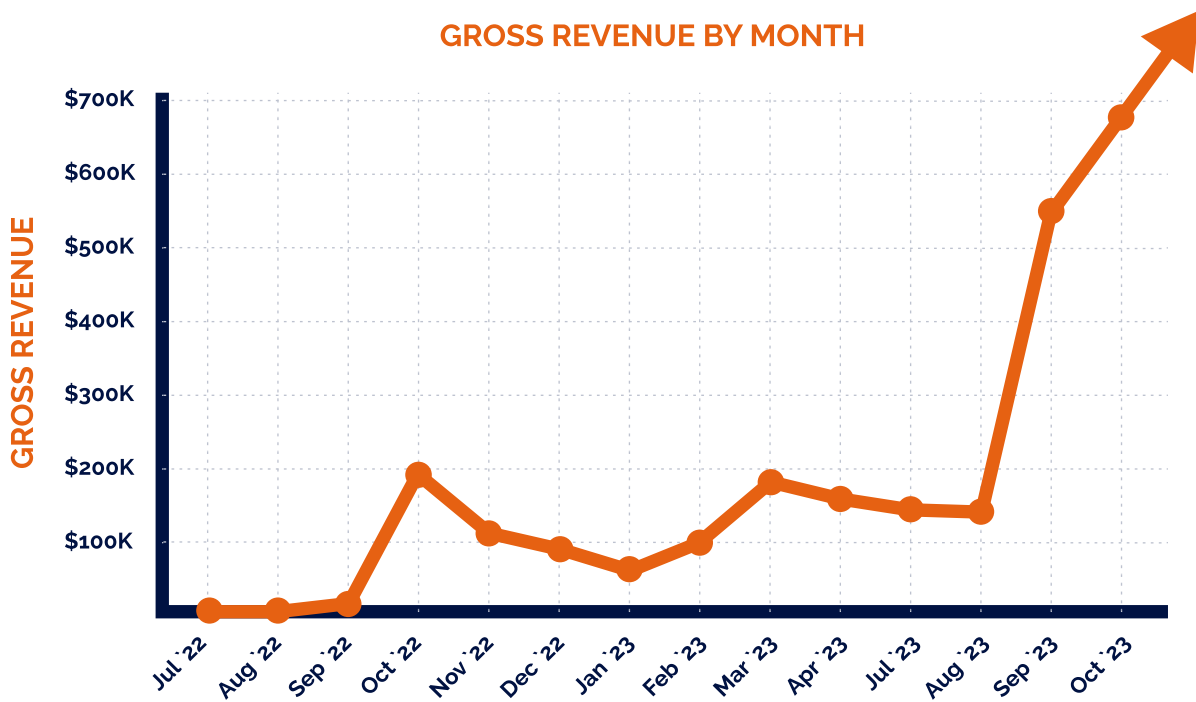
8,356	Sales
28,099	Partials/Abandoned Cart Leads
\$391,297.75	Gross Revenue
\$33.66	AOV
28.3%	Conversion Rate

December

6,428	Sales
27,181	Partials/Abandoned Cart Leads
\$362,553.96	Gross Revenue
\$28.21	AOV
23.1%	Conversion Rate



GROSS REVENUE BY MONTH



Summary:

Based on the numbers above and what their previous conversion rates and AOV's were, the client is averaging 27X increase in conversion rates on their ad-spend, and an average of 3X 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 300 sales at an AOV of \$10 per sale. This would give you a gross revenue of \$3,000.

With Checkout Champ, on the same ad-spend of \$100,000 per month in advertising, under the current conversion rates, the client generated 6,930 sales on the same traffic at an AOV of \$28.21 per sale. This generated a gross revenue of \$195,495.30.

They have had great success with our upsell feature and recurring billing. With the help of their client success manager, they were able to scale to over \$500k for several months.

**It's important to note that the average jewelry ecommerce sales funnel has a conversion rate of around 1%.*

** [How to increase Jewellery Ecommerce Conversion rate? - Jewellery Ecommerce Consulting \(mywisdomlane.com\)](https://www.mywisdomlane.com)*

