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Conversion Funnel Survey for Ecommerce Brands

Discover the top barriers preventing shoppers from buying so you can build a comprehensible FAQ page, identify keywords for SEO, and craft messaging that works. This template features the meal-prep brand Huel. The data is from a sample of shoppers (n=100) between 25-64 years old.

The survey questions

Awareness
"Do you recognize this brand?"

Relevance
"Is this brand relevant to your [category] needs?"

Reaction to Price
"Does the price automatically rule out you making a purchase?

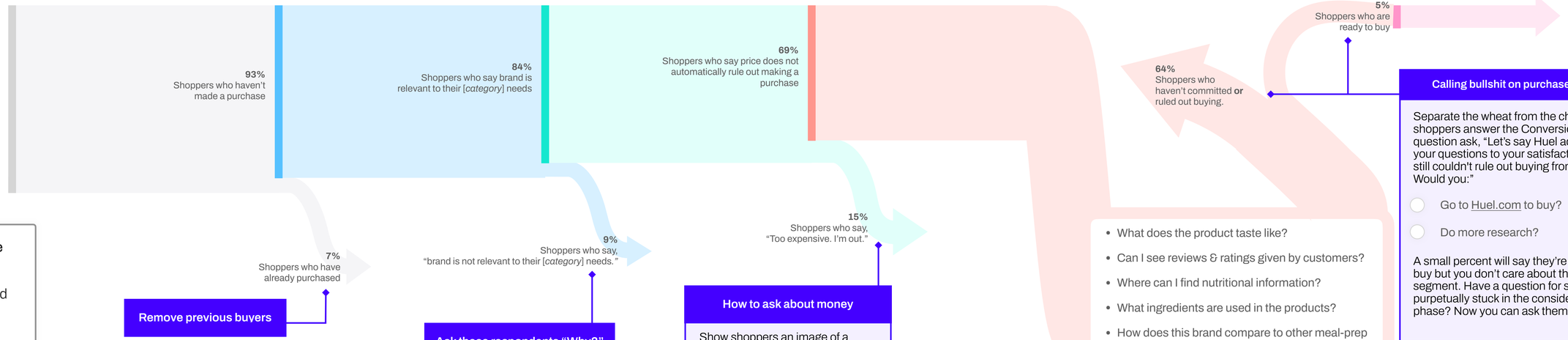
Conversion Barriers
"Before I rule out buying from this brand I need to know more about _____ ?"

Buying
"If the brand adequately addressed your questions, would you buy?"

The most important question

Tip: Use a text box but shorten the width.

You'll get valuable insights and the analysis will be easier.



Where do respondent come from?

This template was formulated from dozens of surveys involving thousands of shoppers.

In each iteration of the template, shoppers were recruited from a vendor, instructed to visit an ecommerce brand's homepage, and shown images of the brand's product page for its best selling product.

Remove previous buyers

Ask these respondents "Why?"

In the survey for the meal-prep brand Huel all the shoppers who selected "not relevant"said in the followup question, "I like cooking. It's enjoyable, so I'd never get meal-prep."

How to ask about money

Show shoppers an image of a product page. Then, give the these options and ask them to select one.

- Too expensive. I'm out.
- It's pricey but I'd learn more before ruling anything out.
- Feels like a pretty good deal. I'd consider buying it.
- Seems like a great deal.
- I'm strongly considering going to Huel.com to buy it.

- What does the product taste like?
- Can I see reviews & ratings given by customers?
- Where can I find nutritional information?
- What ingredients are used in the products?
- How does this brand compare to other meal-prep brands?
- How exactly would this product fit into my routine?
- What are the shipping rates & timing?
- How do you mix the powder?
- Any pesticides, toxins, or GMOs used by this brand?
- Will this brand's products really save me time & money?
- Is this brand is on Amazon or in other retailers?

The questions shoppers need answered before they commit or rule out a purchase

This is your gold. Use this list to build an FAQ page, optimize your SEO, and craft messaging that converts

Calling bullshit on purchase intent

Separate the wheat from the chaff. After shoppers answer the Conversion Barriers question ask, "Let's say Huel addressed your questions to your satisfaction and you still couldn't rule out buying from Huel. Would you:"

- Go to Huel.com to buy?
- Do more research?

A small percent will say they're ready to buy but you don't care about that segment. Have a question for shoppers purpetually stuck in the consideration phase? Now you can ask them.