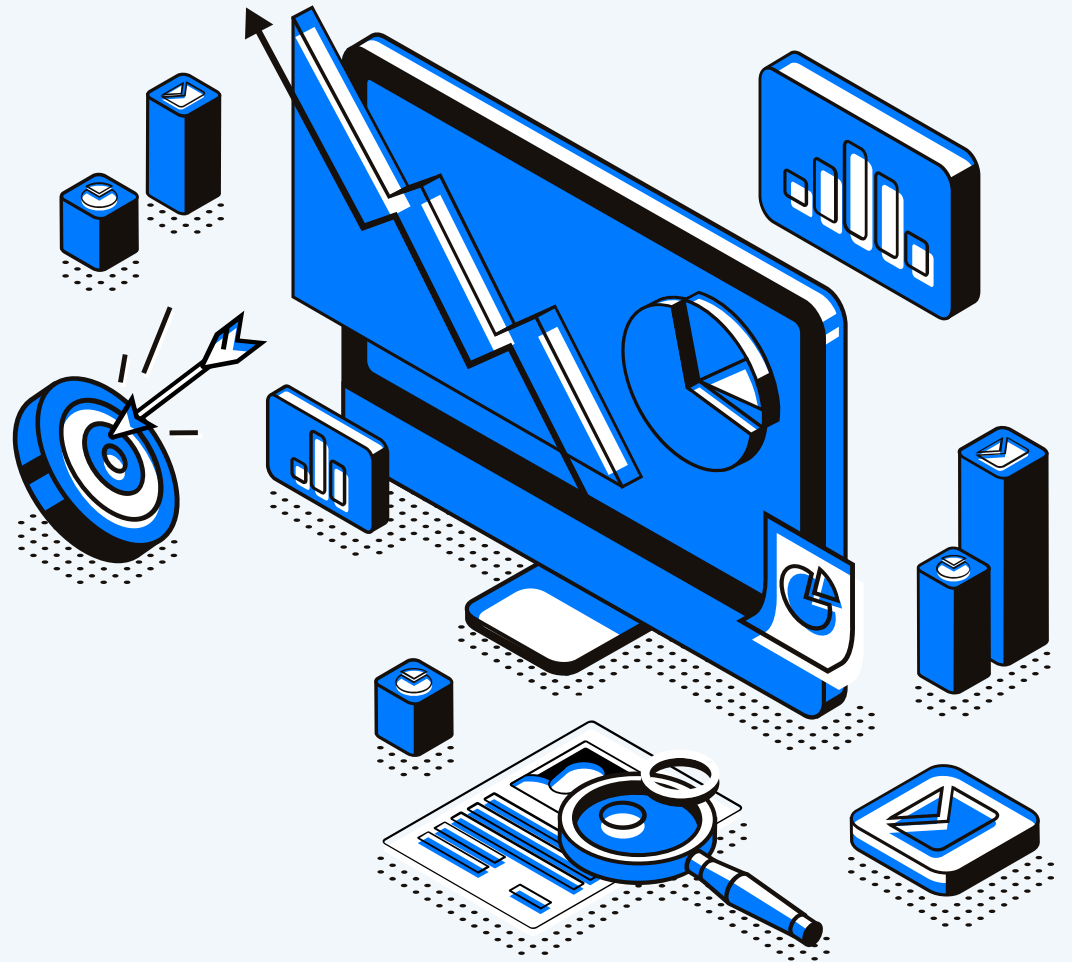


# On-site Conversion Optimization Benchmarks

An analysis of pop-up performance in 2020



# Introduction

If you're a marketer in this day and age, you're probably using pop-ups to augment your on-site experience. Whether it's for collecting email/SMS subscribers, recommending products, or informing website visitors of sales or announcements, pop-ups should be a fundamental part of your on-site strategy. But how do your pop-ups measure up to the rest? Are you using the most effective strategies or targeting visitors appropriately?

Let's dive into the key performance metrics below for different pop-up styles, locations, and overall impact on website KPIs that show just how effective pop-ups are for unlocking more leads, sales, and bottom-line revenue.

We analyzed more than 3 billion website sessions, 33 thousand pop-ups, and 94 million sales on Justuno customer sites throughout 2020 to present the ultimate pop-up performance benchmark report, just for you.\*



*\* These are averages of performance, meant to guide you as you get started on your CRO journey to compare performance against, not hard rules for success. We recommend that every website test different strategies to find the most effective combination for their brand and target audience.*

**Engagement:** When a desired user action within a pop-up is made either by: email submission, social action, click engagement (CTA, coupon, link, video), or by view (the pop-up is open on the page for longer than seven seconds).

**Conversion:** A visitor engages with the pop-up and completes a checkout, either within the same session or within 14-days after last engagement.



ON-SITE CONVERSION OPTIMIZATION BENCHMARKS

# Pop-ups by type





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It's no surprise that opt-in rates vary depending on the style or layers of your pop-ups. Using a spin-to-win pop-up, traditional lead capture, or a countdown timer can result in dramatically different engagement and conversion rates.

As they say, location is everything - so let's start there!

Where you choose to place your pop-up is an integral part of its performance and should be chosen based on the following factors:

- The message itself (offer or info)
- Your target audience (first-time visitor or seasoned shopper)
- How interruptive you want to be (force an action or simply inform)

Location	Engagement Rate	Conversion Rate	AOV (\$)
 <b>Banners</b>	9.24%	47.27%	\$196.62
 <b>Center</b>	16.23%	33.91%	\$158.84
 <b>Sides</b>	9.91%	46.8%	\$177.38
 <b>Corners</b>	10.12%	44.45%	\$140.44

*\*\*Banners: Top and Bottom Bars. Center: middle and full-screen. Sides: Top, Bottom, Right, Left. Corners: Top right and left, Bottom right and left.*

The more attention-grabbing the pop-up style (center vs. banner), the more engaging it will generally be. This is because the content on the edges of our screen is what we're used to seeing, like navigation bars or footers. These elements can visually fade into the background for visitors compared to an in-your-face center pop-up that forces attention.

However, this is not to say that banner and corner pop-ups aren't effective. In fact, while center pop-ups have the highest engagement, other locations tend to convert at a higher rate. It comes down to intent: what is the goal of your promotion and what is the most effective way to deliver its message?

## Layers

An element library that allows you to augment your promotions' style and messaging to create a design that aligns with your branding

Below are a few examples of how location should be considered with regard to the target audience, their purchase intent, the message, and the goal of a pop-up.

### LEAD CAPTURES

**Location:**

Center pop-up, designed to capture attention

**Target Audience:**

New visitors, likely in early purchase stages with low intent

**Message:**

Subscribe & get the latest offers and the goal of a pop-up

### SHIPPING THRESHOLDS

**Location:**

Banners, featuring cart total, show on every page

**Target Audience:**

Shoppers actively adding items to their cart, try to convert today

**Message:**

How much more need to spend before unlocking offer

### SOCIAL PROOF

**Location:**

Corner slide-in pop-up

**Target Audience:**

Someone browsing multiple pages, likely doing product research





**Message:**

Positive reviews with user-generated content to build trust

That leads us to the next step in creating a pop-up: your add-ons. These can be timers or spin-to-wins with specific strategies to drive visitor behavior. Or they can be more stylistic choices like a text ticker animation.

The most engaging add-ons are the timers and spin-to-wins, which isn't surprising. These features take advantage of consumer psychology (who doesn't like to play a game while shopping?) to gain an edge.

The stand out here is Commerce AI, Justuno's AI-powered product recommendation engine exclusively available to Justuno Plus customers. These intelligent recommendations are extremely flexible and can be placed directly in-page or within a pop-up. The engagement and conversion rates are substantially higher than other pop-ups, making product recommendations a no-brainer for conversion optimization and AOV lift.

Plug-In Type		Engagement Rate	Conversion Rate	AOV (\$)
Timers		18.9%	29.85%	\$163.96
Spin-to-Win		14.72%	24.74%	\$131.08
Tap-to-Text		12.86%	18.35%	\$89.64
Text Ticker		11.01%	32.75%	\$117.02
<b>Commerce AI</b> *Justuno Plus exclusive		34.68%	34.69%	\$174.08



ON-SITE CONVERSION OPTIMIZATION BENCHMARKS

# Pop-ups by offer and purpose

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When working on your on-site conversion strategy, another decision you'll need to make is each pop-up's main purpose- do you want your pop-up to use a form to collect leads or not. There's also the decision about the offer itself: whether you should offer a coupon code or discount in exchange for their contact information. Let's see how these two options impact revenue and conversion rates on average.

Purpose	Engagement Rate	Conversion Rate	AOV (\$)
Messaging (No form)	19.34%	29.27%	\$161.91
Lead Capture (Form)	12.12%	35.5%	\$170.35

Promotions with forms saw lower initial engagement rates, but those who did engage with those pop-ups went on to convert at a higher rate and higher AOV. So while the overall number of leads may have been lower, they were of higher quality and more valuable.

This is important to keep in mind when building overall on-site experiences. Make sure that the KPIs you're looking at are more than vanity metrics and tell the full story of what's working and what's not.

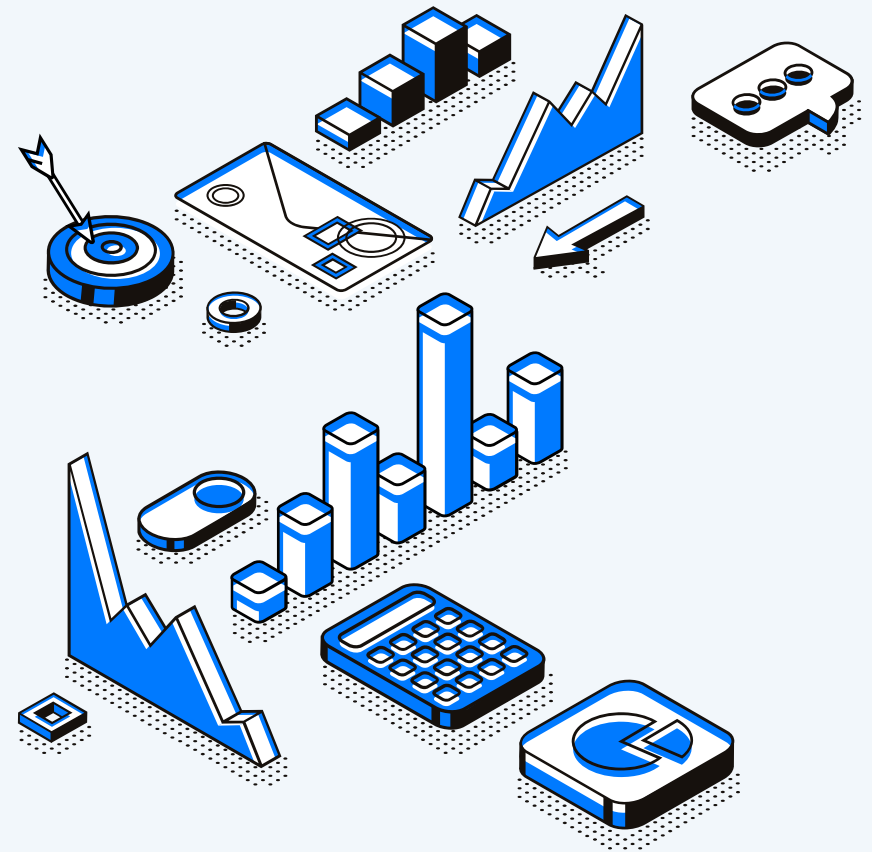
Now for the pop-ups offer, including a coupon code vs. none. For some retailers, products have high margins giving them a range to test, while others operate on thin margins with minimal wiggle room. As far as coupon codes go, you'll need to weigh the cost of your offer compared to its return and what makes sense for your brand.

Offer Type	Engagement Rate	Conversion Rate	AOV (\$)
No Coupon	13.11%	30.62%	\$176.14
Coupon	18.56%	34.46%	\$155.10



On average, promotions with coupon codes result in higher engagement and conversion rates. If your audience wants to save money, then discounts can help trigger their desire for thrifty shopping and drive action. A conservative discount can be a powerful motivator rather than using giveaways, free gifts, etc.

The flip side to that is shown in the AOV comparison: those without coupon codes spent around \$20 more per order (which may simply be the average discount offered via coupon code). We recommend A/B testing your coupon offer and styling to find the one that most appeals to your target audience.



## A/B Test Suggestions

- 10% vs. 15% off
- \$ off vs. % off
- Order minimums vs. none



vs.





ON-SITE CONVERSION OPTIMIZATION BENCHMARKS

# Mobile vs. Desktop

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In our omni-channel world, shoppers spend more time on their mobile devices browsing and shopping than ever before. With mobile commerce expected to hit 54% of all e-commerce sales in 2021, it's more important than ever to understand how your pop-ups are affecting your desktop and mobile shoppers.

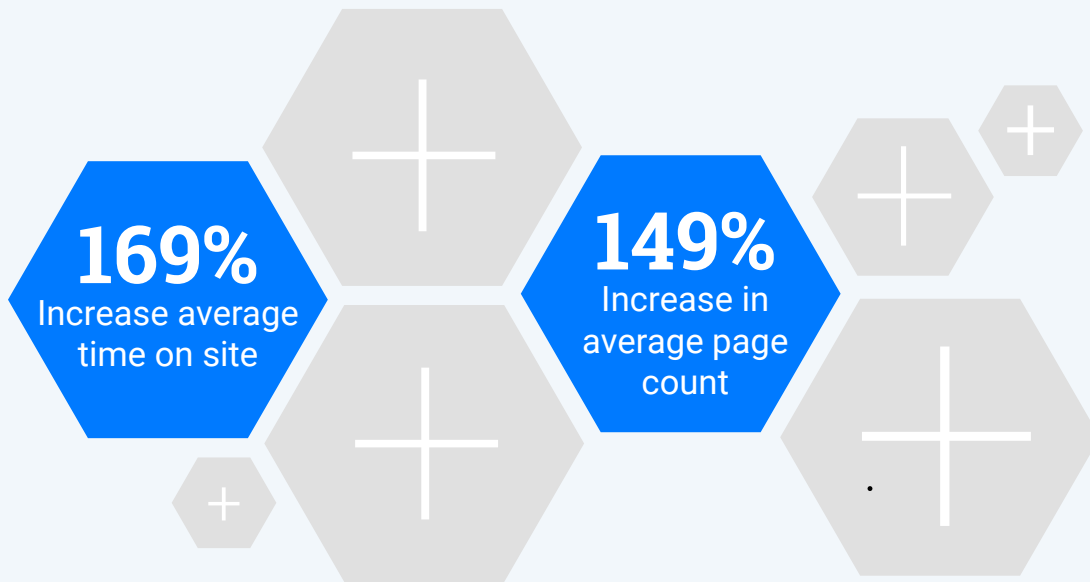
## Let's break it down by the two screen sizes:



Device Type	Conversion Rate	AOV (\$)
Mobile	25.53%	\$147.15
Desktop	38.46%	\$182.53

Despite the growth in mobile commerce, desktop still holds the top spot with more visitors converting alongside bigger purchases, with 24% higher AOV than mobile shoppers. But that doesn't mean mobile traffic is something to ignore! These lower rates could be due to the fact that only 12% of consumers shopping on mobile devices find their experience to be convenient and streamlined compared to desktop. There's ample opportunity in the mobile space for improvement and growth, so make sure you're spending adequate time creating a smooth mobile experience.

Another takeaway for desktop shoppers is that those who engaged with a pop-up containing a form converted at an average of 42.78%, in comparison to those who didn't have a form at 24.2%. This lift in conversion is dramatic and is something to consider when building out desktop experiences. This is due to consumer psychology of reciprocity, or the need to return a favor: by the visitor sharing their email address, they receive something in return (discount, coupon, free shipping). Additionally, the simple act of opting in makes consumers more primed to buy.



## Justuno Pop-Ups Impact

The massive lift in time on site and page count underlines that engaging visitors with well-designed pop-ups can dramatically improve a site's overall performance. These metrics are important indicators of your website's relevancy and impact organic search rankings. Average time on site, or session time, is a core ranking factor when it comes to displaying your page on Google's search results. Essentially, the more time visitors spend on your page, the higher it will rank.

The bottom line? Pop-ups aren't something to be underestimated, and we continuously see our customers leverage them to drive a massive amount of conversions. In 2020 alone, pop-ups amounted to more than 11% of their entire revenue.

Pop-ups engage visitors, create a personalized, positive online shopping experience — and make you more money. So block out the naysayers and focus on doing pop-ups well — you'll not only improve your customers' on-site experience but improve marketing performance across the board.

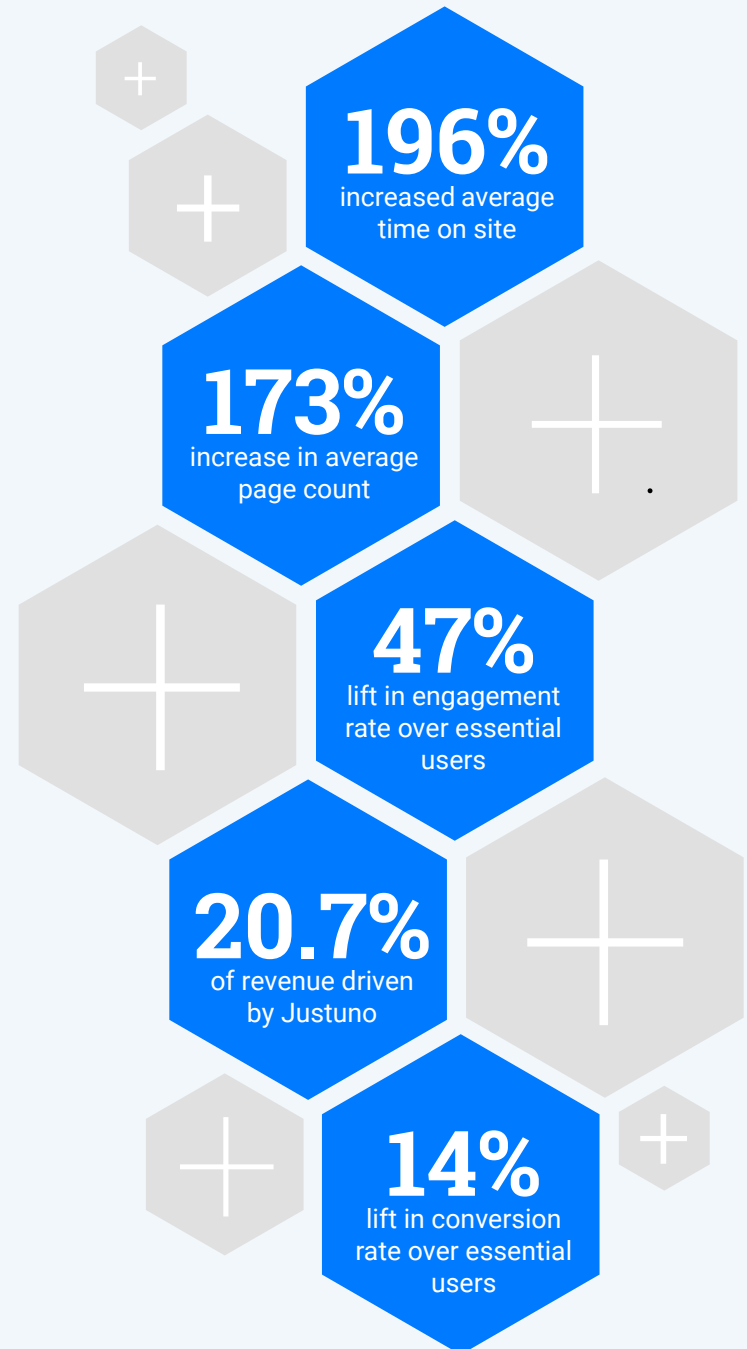
Justuno is built with the professional marketer in mind and easily integrates with the tools you already rely on so you can build high-converting pop-ups that impact every stage of the customer journey.

[Start your free 14-day trial](#)

## Even More Value with **Justuno** *Plus*

Justuno Plus is our premium plan that offers brands exclusive access to our AI-powered features, unlimited traffic, and strategic account management. What do these added features mean for Justuno plus customers? See how our Justuno Plus users measure up. The ROI speaks for itself.

[Request a Plus Demo](#)





## About Justuno

Justuno is the premiere on-site conversion rate optimization platform. Our platform allows users to impact every stage of the customer journey and see opt-in rates more than double the industry standard. You can craft an on-site experience for every visitor who comes to your site that is personalized and uncovers hidden opportunities in your current website traffic.