




# Magento **Live**

Australia | 2016



# Making a Murderer: Why Friction is the Biggest Conversion Killer



# Jase Clamp

*Head of Product at Temando*

*Twitter @jaseclamp | @temando*

A child wearing a checkered shirt, a scarf, and aviator goggles stands in a lush green field. The child is holding a wooden biplane toy in their right hand, raised high. The background shows a bright sky with soft clouds and a distant treeline. The overall mood is one of childhood wonder and aspiration.

**TECHNOLOGY  
EXISTS TO AMPLIFY  
HUMAN INTUITION.**



**THE EXPERIENCE  
IS THE PRODUCT.**



**FRICITION IS THE #1  
KILLER OF CONVERSION.**



# Conversion Killing Spree: Main Suspects



"THE COST OF SHIPPING IS TOO HIGH."

"I WAS ONLY BROWSING."

"SHIPPING COST WAS COMMUNICATED TOO LATE."

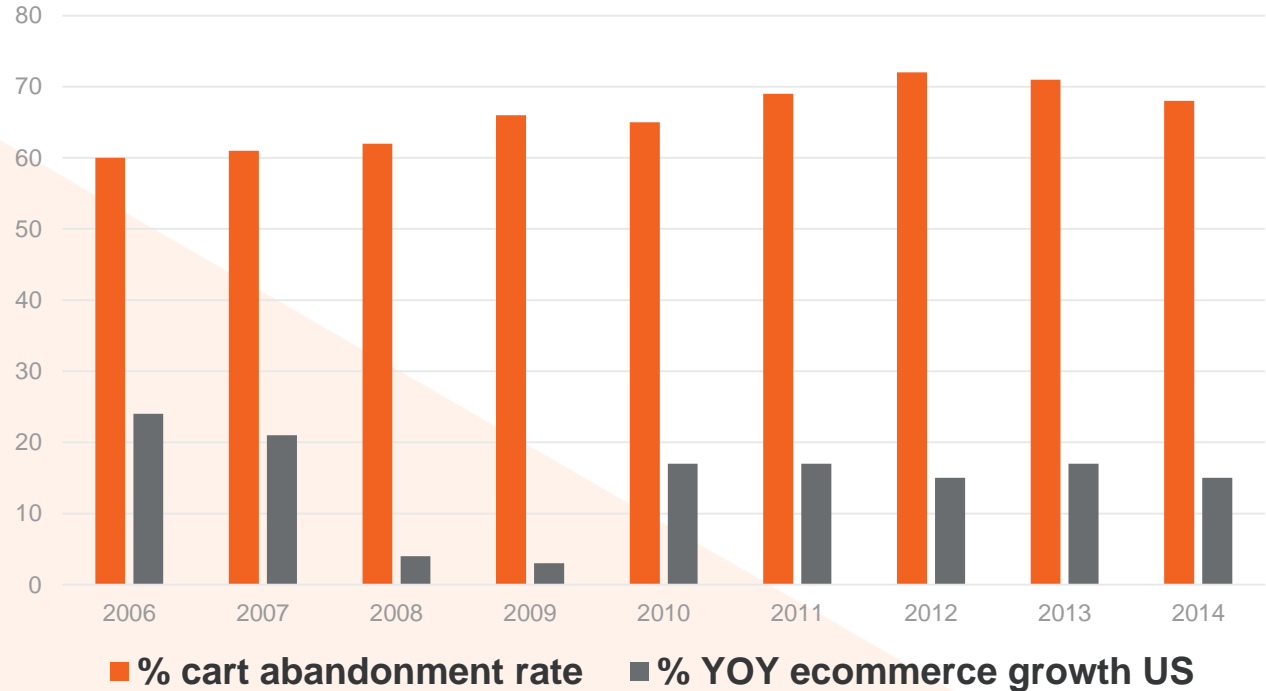
"I WAS CONDUCTING PRICE/PRODUCT RESEARCH."

# Involuntary Manslaughter?

In 2016:

Total global retail sales will increase by **6%** = \$22.049 trillion

Cart abandonment rates have grown more rapidly, averaging at **68.6%**.





**FRICITION: LATIN  
FRICITIONEM,  
NOM. FRICTIO  
[“A RUBBING,  
RUBBING  
DOWN”].**



# What's the main reason you shop online?



Based on survey data from 4128 shoppers in 'The Delivery Advantage' e-book.

# Best Practice Retailer: **THE ICONIC**

“The Iconic has proven the doubters wrong, increasing its share of the Australian online fashion market five-fold to more than 10 per cent...”



# Top 25 US eCommerce Retailer: Nike

“Members of Nike Plus who complete an online transaction in stores also get free returns, which helps reduce barriers to closing a sale...”

**internet**RETAILER<sup>®</sup>



# Do or Die: Tips for Optimising Conversions

Keep your  
homies  
close

Avoid  
copycat  
crimes

Prove your  
innocence

**C'mon, give  
shoppers all the  
feels.**



**Thanks!**

A composite image featuring a woman driving a car on the left and a white dog sitting in the passenger seat on the right. The entire image has a warm, orange-toned overlay. The text 'C'mon, give shoppers all the feels.' is written in white, bold, sans-serif font across the left side of the image.

**C'mon,  
give  
shoppers  
all the  
feels.**