



5X5Z0017_2324_3P

Conversion Marketing

Stuart Palmer | ID #21435999 | Hilti



Contents

1.1	An overview of the organisation	3
1.2	Critical synopsis of the current conversation rate performance	3
2	Conversion Rate Optimisation (CRO) strategy	5
3	CRO Configuration	8

Hilti, known for innovation in the construction industry and direct customer relationships, employs about 33,000 people globally in over 120 countries to enhance customer work productivity, safety, and sustainability through hardware, software, and services.

Hilti derives numerous ideas directly from customers and invests about six percent of sales annually in research and development, covering the entire value-added chain from product development to manufacturing, logistics, sales, and services.

Founded in 1941 by brothers Eugen and Martin Hilti, the company's commitment to strong roots and continuity has made it a reliable partner and a trusted brand. Guided by the purpose of "Making Construction Better," Hilti is dedicated to developing products and solutions that foster productivity, sustainability, and safety in the construction industry, with values of integrity, courage, teamwork, and commitment at the core of its operations.



1.1 An overview of the organisation

Hilti claims that globally, it has approximately 280,000 customer contacts each day (Hilti Group, n.d.), and it bases its operations on a direct sales model and sells business to business (B2B). The B2B model is often more complex than business-to-consumer (B2C) but offers advantages such as higher transaction values (Kovacs, 2023). There are inherent downsides to B2B, such as longer sales cycles, as confirmed by Smith and Rebelo (2024) (**Appendix 1**). Depending on the product or service, the sales cycle for Hilti customers can be upwards of [REDACTED].

Awareness / Hilti micro-conversion: Engaging with a social media post

During the awareness phase of their journey, potential customers interact with the brand in various ways, ranging from physical with sales representatives on construction sites to digital across multiple platforms on Hilti's owned and paid-for channels. At this stage of the journey, customers can be passive, seeing an advert online or active, in that they are searching for a solution to a need that they have (Qualtrics, n.d.).

Consideration / Hilti micro-conversion: Watching a video on product page

In the consideration stage, a potential customer has been made aware of possible solutions from a number of power tool manufacturers and begins doing research to compare them. Hilti should aim to position their solution as a better alternative whilst not pushing for a sale (Adobe Experience Cloud Team, 2023).

Purchase / Hilti micro-conversion: Adding product to cart

Hilti's website plays a vital part in the purchase phase of the customer journey, both in the digital space but also as a point of conversion for offline sales channels. Last year, hilti.co.uk welcomed over [REDACTED], who generated close to £[REDACTED], setting the eCommerce conversion rate at [REDACTED] % (**Appendix 2a, 2b**).

Retention / Hilti micro-conversion: Filling out form to repair a tool

With Hilti selling directly, the cost of customer acquisition is high, as they must cover the cost of the sales channels, placing extra importance on this stage of the customer journey (Tiersky, 2022). At this post-sale stage of the journey, Hilti customers pass into the Hilti customer care processes as mapped by the in-house customer experience (CX) team. Examples of the CX post-sales journeys include the order to payment (**Appendix 3**) and the repair journey (**Appendix 4**).

Advocacy / Hilti micro-conversion: Reviewing a product on website

The advocacy phase of the customer journey, if reached, is a significant indicator of customer satisfaction and brand loyalty to Hilti (Kazlow, 2024). Theoretically there is no end to a customer's journey, as Hilti should be always looking to please even their most loyal customers.

Driven by its overarching goal of "Making Construction Better", Hilti is dedicated to helping its customers work more productively, safely and sustainably through hardware, software and services. The business uses revenue generated online as a critical macro-conversion, as confirmed by Taylor (2024), Hilti's eCommerce & Analytics Manager for Northern Europe.

Hilti macro-conversion: Selling power tools and software to the construction industry

1.2 Critical synopsis of the current conversation rate performance

As referenced in Section 1.1, the hilti.co.uk website is a crucial conversion touchpoint in a Hilti customer's journey. This proposal focuses on the product page(s) and will outline changes to help improve the eCommerce conversion rate, which will, in turn, increase product sales. **Appendix 5** shows that there are a total of eight actions that can be measured as micro-conversions such as interacting with product carousel or clicking to find fleet price (pay monthly solution).

Conversion problem 1 - Low eCommerce conversion rate on mobile

ECommerce conversion rates vary depending on industry type, typically between 2.5% and 3% (Shopify, 2024). Hilti is in the average range, at █%, which at first glance looks acceptable. During 2023, █% of traffic visited the Hilti website on a mobile device, but the eCommerce conversion rate was only █% (**Appendix 6**). According to Adobe, by Q2 2022, the average conversion rate on smartphones (mCommerce) sat at 2% (Adobe Experience Cloud Team, 2023).

Users browse the Hilti website on their mobile devices, but why are so few converting? It could be due to the higher values of B2B transactions; Hilti's average order value in 2023 was £█ (**Appendix 2b**). This statistic, however, is contradicted by the best-selling product, at £█ per unit (**Appendix 7**), with similar-value products completing the top three sellers (**Appendix 2b**), accounting for over █ in online revenue in 2023. Salesforce researched retail website visits and orders in the UK, finding that smartphones accounted for a █% share of traffic, with desktops making up █%. There was a slight decrease in orders placed via smartphone, but the share was still over █% (Statista, 2024), suggesting that Hilti can improve its eCommerce revenue. Whilst this does not reference B2B directly, Statista has charted a growth in the share of organizations' revenue from digital channels in the UK. Digital channels produced 33% of B2B revenue in 2021, rising to 46% in 2023 and will continue to increase to over 55% in 2025 (Statista, 2023).

This research shows a significant opportunity for Hilti and highlights a target audience for this proposal: **Users accessing product page(s) on hilti.co.uk using a mobile device.**

Conversion problem 2 - Low average time spent on product pages

Can increasing time spent on page lead to an increase in conversions? In their Digital Experience Benchmark report, Contentsquare found that B2B, had the highest average time spent on page with 1.37 minutes (Fitzgerald, 2021), putting Hilti a little below this with their product pages averaging 1.09 minutes (**Appendix 8**). It could be argued that the longer users stay on page, the more time they are spending reviewing Hilti product details and reading customer reviews before making a purchase decision. **Appendix 9** shows the product page with the longest dwell time, over four minutes, but this could be as a result of the number of sizing options for the product. The issue with this problem is that Hilti has no way of knowing how customers are interacting with their product pages. Are they finding what they need straight away? Many articles discuss ways to improve product page conversion performance, such as offering multiple payment options or removing popups (Grayston, 2023), two concepts that Hilti does the opposite of.

Given that "B2B customers have less time to shop" (Boychuk, n.d.), Hilti should focus on ease of navigation for their customers instead of time on the page alone. It also depends on what stage of the customer journey the visitor is at. If they are in the consideration phase, Hilti's goal should be to spend more time on the page. If they are in the purchase phase, then a quick checkout is preferable. Hilti should undertake user experience (UX) testing before committing to enhancements.

Conversion problem 3 - Cart abandonment along checkout process

According to recent statistics, the average online shopping cart abandonment rate is 70.19% (Baymard Institute, 2024) and mobile cart abandonment rates are higher at 85.65% (Hotjar, 2024). One reason referenced consistently for cart abandonment is that users are browsing and need to be at the purchase stage, which Hilti cannot control, meaning they should focus on the UX for returning visitors. Hilti's cart abandonment for returning visitors is well below these levels (**Appendix 10**) but there is still considerable drop-off as users progress through the eCommerce process.

There are multiple reasons for cart abandonment and whilst Hilti's rates are low, there is room to increase online revenue once the checkout process has been instigated. Lack of trust elements and out-of-stock items are in the top reasons according to payment provider Stripe (Stripe, 2023). Including multiple modes of payment can decrease B2B cart abandonment (Boychuk, n.d.). Shopify suggest that 17% of visitors abandon their cart because the pricing is unclear and they can't calculate the cost of the complete order (Dopson, 2024). The drop-off in users along the checkout process could potentially be losing Hilti online revenue and should indicate that there are improvements to be made to the UX.

2 Conversion Rate Optimisation (CRO) strategy

Hypothesis 1

If the product carousel on the product page(s) is redesigned, then Hilti will see an increased chance of add to cart conversions on mobile devices due to site visitors spending longer on the page(s).

At a behavioural level, the corresponding mock-up (**Appendix 11, page 27**) aligns with the design thinking that ‘appearance should match usage’ (Norman, 2004, p. 44). Redesigning the carousel to match expected behaviours (Colbourne, 2017, ch. 5) should help elicit an emotional response from users who access hilti.co.uk on a mobile device, as identified in Section 1.2, in line with PET™ Theory (HFI, n.d.). This recommendation will help transition users to the visceral level of design (Norman, 2004, p. 39), leading them to spend longer on the page, proving Hypothesis 1 correct.

According to a survey carried out in 2023, 82% of respondents stated that watching a product video drove them to make a purchase (Wyzowl, 2023). The same survey suggests that 87% of video marketers say sales have directly increased through the use of video, with 82% of them voting that dwell time also increased. Wyzowl produces explainer videos, so the survey results should be viewed critically; however, by increasing the size of the carousel on mobile, Hilti can use 1:1 format videos (**as shown in Appendix 11**), giving their users a more engaging experience. The increased size is also beneficial for images, which have an immediate mental and emotional impact compared to the 10 seconds it approximately takes users to process and decide on the value of written text (Decker, 2021).

Hilti’s website uses responsive design to provide visitors with a restructured layout based on their device, which has become an industry standard practice since the phrase was first referenced in 2010 (Marcotte, 2010). As Mawson argued in his article on conversion.com, sites that employ responsive design do not automatically become mobile-optimised (Mawson, n.d.); it’s merely the first step in the mobile optimisation process. For a truly mobile-first design approach, the product design process should start with mobile devices instead of desktop devices (Interaction Design Foundation, 2023).

The mock-up highlights areas of best practice for mobile-first user interface (UI) design, such as the navigation buttons underneath the carousel. These have been enlarged to 40 pixels, making them approximately 50% larger, in line with guidance from Material 3, the latest version of Google’s open-source design system (Google, n.d.).

Hypothesis 2

If the product selection region of the product page(s) is reorganised, then Hilti will see growth in the percentage of orders placed using their tool leasing service due to increase in adoption of buy now, pay later (BNPL) options.

As referenced in **Appendix 12** (page 28), Hilti should redesign the product selection area, incorporating multiple **Gestalt principles**. One positive aspect of the current version is that it adheres to the principle of the **law of common region** by grouping related actions on a grey background, allowing users to connect the elements (Nielsen, n.d.). However, the suggested redesign goes further, simplifying the selection process and bringing in the **law of proximity**, showing users that the elements share similar functionality. With most Hilti power tools, there are three different buying options: the tool body only, in a box or case and a bespoke kit containing batteries, chargers and other accessories. Whereas ‘no single design will satisfy everyone’ (Norman, 2004, p. 39), Hilti should bring the UX closer to what is familiar to users of eCommerce, clearly highlighting that this section of the page is about choosing their product.

Adding more choices could be viewed as counter-intuitive, based on Lang's theory that people cannot process much information (Lang, 2000). However, by being transparent with the options and breaking down the process into smaller steps, Hilti decreases the cognitive load placed on users and should see an increase in conversions (Hick & Hyman, 1952). **Hick's Law** is further leveraged by highlighting recommended options, aiming to avoid overwhelming users. The **Law of Uniform Connectedness** is brought in with the coloured bar signifying which option the user is looking at, reinforcing the relationship between the items in the selection process (Nielsen, n.d.).

Hick's Law is built upon by the pricing option that is recommended, with the lowest price shown whilst bringing in **Jakob's Law**. According to Jakob Nielsen, by leveraging existing mental models, users can focus on the task instead of using time to learn new models (Nielsen, n.d.). Penetration pricing has been chosen as a technique to bring price-sensitive customers to Hilti (Keenan, 2023). The inherent danger of this pricing strategy, that the goods could be perceived as low quality, should be overcome by the buy-it-now price shown for direct comparison.

The mock-up finally suggests showing the availability of a chosen product, a key influence on conversion rates (Kwemo, 2023). His article suggests that 'customers are more likely to purchase when they're certain that the desired product is available'. The option to check product availability exists on the current website but behind a click, which takes the user to a pop-up. By showing the availability before the desired "Add to cart" action, Hilti can improve customer satisfaction whilst also trialling scarcity marketing if they wish to push specific products.

Hypothesis 3

If customer reviews are integrated more into product page(s), then Hilti will see an increase in eCommerce revenue due to the positive effects of social proof markers.

Social proof is listed under the **persuasion** section of PET™ Theory (HFI, n.d.) and is a form of psychology suggesting that people tend to copy the actions of others. According to a survey referenced by Sprout Social, 95% of consumers read online reviews before purchasing, and 58% say they would pay more for the products with good reviews (West, 2021). This statistic is not up-to-date but gives Hilti an indication of the importance of reviews in the purchasing decision process, especially when considering the growth in eCommerce mentioned in Section 1. Objectively these stats do not mention what business model they are in relation to but as identified by Luck in an article for CustomerGauge, B2B customers make larger financial investments than their B2C counterparts. He goes on to reference that reviews are invaluable in the consideration phase of the B2B customer journey, pre-conversion with "71% of buyers actively seeking reviews". One internal fear to overcome might be negative reviews, but the survey by software marketplace G2 claimed that 72% of people believe "negative reviews give depth and insight into a product," stating that an additional "40% indicated that it helped make reviews more credible" (Luck, 2023).

All research points to the benefits that Hilti could expect from integrating reviews, but if there is a reluctance to spend on developing on-site review functionality or a lack of resources available, a viable option would be to plug in a third-party solution such as Trustpilot.

As displayed in the mock-up in **Appendix 13** (page 29), the law of common region has been used to cluster all elements relating to reviews. By including user generated content (UGC) with reviews, Hilti can mimic other eCommerce websites and benefit from increased authenticity, capitalising on **peer advice** as listed within the trust section of PET™ Theory (HFI, n.d.). Hootsuite suggest that if potential customers see existing customers happy with a product, they're psychologically inclined to try it for themselves (Beveridge, 2024). Receiving reviews featuring UGC would also give Hilti extra content to re-use across their owned channels.

Summary

While compiling this strategy, it became clear that Hilti already utilises CRO tactics, but shifts in the eCommerce landscape and technological developments suggest that Hilti should implement updated thinking. As identified in Section 1.2, mCommerce is a sales channel that Hilti can make significant gains in, and could be a key driver to achieving their macro-conversion goals.

The percentage of mobile users overtaking the number accessing the website on desktop (**Appendix 3b**) indicates that Hilti could reverse engineer the website to be mobile-first. As confirmed in Hypothesis 3, B2B customer spend more than B2C shoppers, a statistic proven by Hilti's own primary data (average order value £[REDACTED]). Perhaps Hilti can't achieve an equal split in revenue, but there are gains to be made even without investing in a full mobile-first redesign. Gains could be made by exploring the ideas of mobile-first methodologies deeper, evolving the existing responsive framework further.

Showing the lowest price could increase the conversion rates on mobile. A report by PayNXT360 examining the value of BNPL transactions in the UK noted that £27bn was spent in 2023 and estimated that the value would reach £30bn by the end of 2024. The report projects that the value of BNPL transactions will get close to £50bn by 2029 (Statista, 2024). Reports like this indicate a growing popularity of paying for instalments. It should be noted that selecting the BNPL option, is the start of a process. Hilti's Fleet Management process is a branch of the customer journey that warrants it's own CRO strategy.

Hypothesis 3 highlights that Hilti needs a process for actively collecting customer reviews. As shown in the current version, there is a space for reviews and a visual of stars, but requesting reviews needs to be integrated into the customer's buying journey. This integration would require time and budget to implement and is an indicator of why the functionality is underutilised. Significant work would be required in convincing senior stakeholders to sign off on revisiting the topic of social proof.

Improvements to the UX should lead to an increase across the multiple micro-conversions identified in Section 1.2, such as interacting with the product carousel, combining to drive Hilti's macro-conversion of selling power tools and software to the construction industry. By simplifying the mobile experience users will be now able to 'focus on what they're doing' (Colbourne, 2017, ch. 5), leading to higher on-page conversion rates.

An apparent gap in this strategy is the need for user testing. The theories and hypotheses are solid, with good research to back them up, but without actual customer problems, any suggested solutions cannot be truly customer-centric.

As Hilti operates primarily in the construction industry, they suggested that they should employ guerrilla UX testing on construction job sites. The advantages of this method include that it's cheaper than lab-based testing and can be used to test effectively with large groups. Hilti can leverage its customer-facing sales teams to find the right customers to test. Hilti should note that the test questions need careful consideration as quick tests can give meaningless results. Hilti should use software to capture the tests, such as Lookback, which tracks taps and gestures in addition to recording the facial reactions of the user (Lookback, n.d.).

3. Conversion Rate Optimisation Configuration

Google Analytics 4 (GA4) and Google Tag Manager (GTM) have been identified as the most suitable platforms for Hilti to measure and analyse the CRO of the proposed variants (**Appendix 11, 12 13**). Please see following page for proposed steps for setting up tracking using these platforms.

NB: The following configuration suggestions have been made without access to GA4 or GTM.

Hypothesis 1

If the product carousel on the product page(s) is redesigned, then Hilti will see an increased chance of add to cart conversions on mobile devices due to site visitors spending longer on the page(s).

Performance data to track

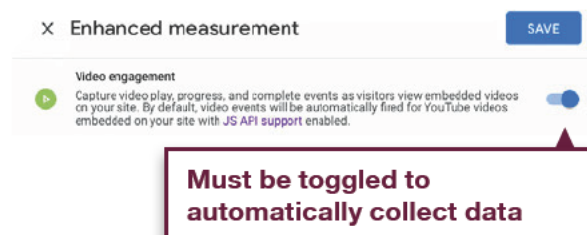
1. Click event - Carousel nav buttons
Indications interaction with element
2. Custom event - Slider swipe
Indications interaction with element
3. Video engagement - Automatically collected
Highlights engagement with content
4. Timer event - Triggered past 65 seconds based on benchmark outlined in Section 1.2
Suggests user is digesting information
5. Click event - Add to cart (see page 11 for guide on how to set up custom event)
Macro-conversion completed

Type of testing / time period for test

With Hilti switching over to GA4, therefore being without comparative data from the previous performance of the product page(s), Hilti should run split testing of the product page for a maximum of three weeks (Hren, 2023).

Estimated CRO gain

Increase in interactions with carousel on variant website, increase in # video starts, more video completions and increased add to cart events on mobile devices versus data from control site.



Tag Type

Google Analytics: GA4 Event
Google Marketing Platform

Configuration Tag ⓘ

GA4 - Base tag

Event Name ⓘ

slider_swipe

Trigger Configuration

Trigger Type

Custom Event

Event name

sliderSwipe ☐ Use regex matching

This trigger fires on

☒ All Custom Events ☐ Some Custom Events

2

65 sec Timer

Choose Event

Timer

2 Configure Trigger

Event Name

gtm.timer65

Interval ⓘ

65400 milliseconds

Limit ⓘ

1

To trigger when average time on page is surpassed

4

Hypothesis 2

If the product selection region of the product page(s) is reorganised, then Hilti will see growth in the percentage of orders placed using their tool leasing service due to increase in adoption of buy now, pay later (BNPL) options.

Performance data to track

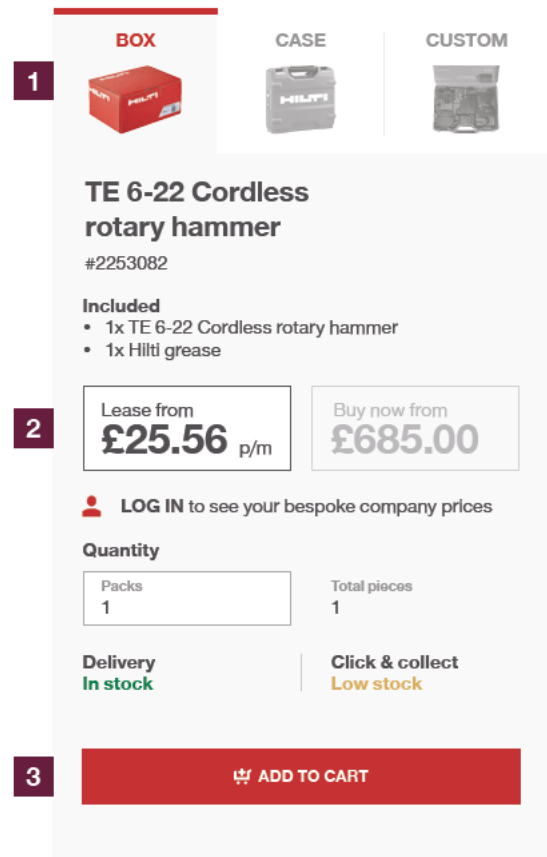
1. Click event - Tabs on product selection
Gives insights into which option is preferred
2. Click event - Toggle between pricing options
Highlights when customer is comparing prices
3. Click event - Add to cart
Macro-conversion completed

Type of testing / time period for test

Same as for Hypothesis 1.

Estimated CRO gain

Increase in products added to cart with the Fleet Management pricing on variant website versus data from control site.



Hypothesis 3

If customer reviews are integrated more into product page(s), then Hilti will see an increase in eCommerce revenue due to the positive effects of social proof markers.

Performance data to track

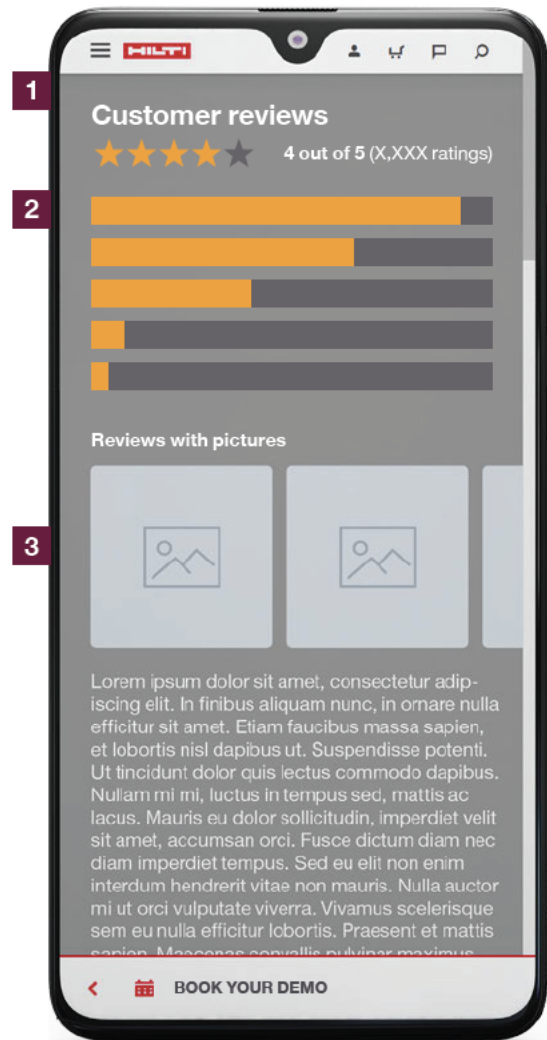
1. Scroll depth event - Customer reviews
Gives insights into users are reaching the review section
2. Click event - Viewing ratings
Highlights when customer is comparing reviews
3. Custom event - Slider swipe
Indications interaction with element
4. Click event - Add to cart
Macro-conversion completed

Type of testing / time period for test

Hilti should test for a minimum of two months, in line with sales cycle outlined in Section 1.1.

Estimated CRO gain

Increased scroll depth and # click events within customer review section on variant website, interaction with review carousel. Increase in macro-conversion of eCommerce revenue. No comparable data available from control site.



REFERENCE LIST

- Adobe Experience Cloud Team (2023) *Average ecommerce conversion rate benchmarks*. Available at: <https://business.adobe.com/blog/basics/ecommerce-conversion-rate-benchmarks> (Accessed: 03 April 2024).
- Baymard Institute (2024) *49 Cart Abandonment Rate Statistics 2024*. Available at: <https://baymard.com/lists/cart-abandonment-rate> (Accessed: 05 April 2024).
- Beveridge, C. (2024) *User-Generated Content (UGC): What It Is + Why It Matters*. Available at: <https://blog.hootsuite.com/user-generated-content-ugc/> (Accessed: 16 April 2024).
- Boychuk, A. (no date) *Understand and Reduce B2B Cart Abandonment*. Available at: <https://flowium.com/blog/b2b-cart-abandonment/> (Accessed: 16 April 2024).
- Colborne, G. (2017) *Simple and Usable Web, Mobile, and Interaction Design. Second Edition*. New Riders.
- Coppola, D. (2024) *M-commerce share of retail e-commerce sales in the UK 2019-2027*. Available at: <https://www-statista-com.mmu.idm.oclc.org/statistics/260967/uk-mobile-retail-commerce-sales-as-percentage-of-e-commerce-sales/> (Accessed: 02 April 2024).
- Decker, A. (2021) *The Ultimate Guide to Using Images in Marketing*. Available at: <https://blog.hubspot.com/marketing/images> (Accessed: 09 April 2024).
- Dopson, E. (2024) *How To Reduce Cart Abandonment and Close Sales (2024)*. Available at: <https://www.shopify.com/blog/shopping-cart-abandonment> (Accessed: 16 April 2024).
- Fitzgerald, A. (2021) *What Is the Average Time Spent On a Website? [+ How to Improve It]*. Available at: <https://blog.hubspot.com/marketing/chartbeat-website-engagement-data-nj> (Accessed: 05 April 2024).
- Google (no date) *Floating action buttons*. Available at: <https://m3.material.io/components/float-ing-action-button/specs> (Accessed: 06 April 2024).
- Grayston, J. (2023) *33 Tips to Boost Conversions on your Product Page*. Available at: <https://www.moreconversions.com/blogs/33-tips-to-boost-conversion-rate-product-page> (Accessed: 16 April 2024).
- Hick, W. & Hyman, R. (1952) *Hick's Law*. Available at: <https://lawsofux.com/hicks-law/> (Accessed: 09 April 2024).
- Hilti Group (no date) *Company Profile*. Available at: <https://www.hilti.group/content/hilti/CP/XX/en/company/corporate-information/company-profile/company-profile.html> (Accessed: 05 April 2024).
- Hotjar (2023) *Mastering metrics: micro-conversions vs. macro-conversions*. Available at: <https://www.hotjar.com/ecommerce/glossary/micro-macro-conversions/> (Accessed: 03 April 2024).
- Hotjar (2024) *23 cart abandonment stats you need to know to improve sales in 2024*. Available at: <https://www.hotjar.com/blog/cart-abandonment-stats/#cart-abandonment-rates-on-different-devices> (Accessed: 05 April 2024).
- Hren, D. (2023) *How Long Should an AB Test Run: Don't Make These Mistakes*. Available at: <https://mnngfl.com/blog/how-long-should-an-ab-test-run> (Accessed: 18 April 2024).
- Human Factors International. (no date) *PET™ Theory*. <https://www.humanfactors.com/> (Accessed: 06 April 2024).

Interaction Design Foundation (2016) *The Pros and Cons of Guerrilla Research for Your UX Project*. Available at: <https://www.interaction-design.org/literature/article/the-pros-and-cons-of-guerrilla-research-for-your-ux-project> (Accessed: 05 April 2024).

Interaction Design Foundation (2023) *Responsive Design: Best Practices*. Available at: <https://www.interaction-design.org/literature/article/responsive-design-let-the-device-do-the-work> (Accessed: 06 April 2024).

Kazlow, D. (2024) *The Power of Advocacy in the Customer Journey*. Available at: <https://experience-platformadobe.com/customer-journey/stages/advocacy-stage/> (Accessed: 05 April 2024).

Keenan, M. (2023) *Ecommerce Pricing Strategies: How to Scale and Grow Without Losing Profit*. Available at: <https://www.shopify.com/enterprise/blog/ecommerce-pricing-strategy> (Accessed: 09 April 2024).

Kovacs, C. (2023) *Advantages and Disadvantages of the Business-to-Business (B2B) Model*. Available at: <https://startupmindset.com/advantages-and-disadvantages-of-business-to-business-b2b-model/> (Accessed: 16 April 2024).

Kwemo, B. (2023) *How to Prioritize Product Availability in eCommerce*. Available at: <https://www.convertmate.io/blog/how-to-prioritize-product-availability-in-ecommerce> (Accessed: 06 April 2024).

Lang, A. (2000) *The Limited Capacity Model of Mediated Message Processing*. Oxford: Journal of Communication.

Lookback (no date) *Usability Testing: Test your apps and websites with real users and get real insights*. Available at: <https://www.lookback.com/usability-testing-with-lookback> (Accessed: 05 April 2024).

Luck, I. (2023) *How to Get More B2B Reviews - Ultimate Guide 2024*. Available at: <https://customer-gauge.com/blog/the-ultimate-guide-to-b2b-reviews> (Accessed: 06 April 2024).

Marr, B. (2022) *Why Every Brand Should Be Going Direct-To-Consumer (DTC)*. Available at: <https://www.forbes.com/sites/bernardmarr/2022/04/11/why-every-brand-should-be-going-direct-to-consumer-dtc/> (Accessed: 06 April 2024).

Marcotte, E. (2010) *Responsive Web Design*. Available at: <https://alistapart.com/article/responsive-web-design/> (Accessed: 09 April 2024).

Mawson, F. (no date) *CRO for mobile: 12 tried-and-tested strategies to boost your mobile conversion rates*. Available at: <https://conversion.com/blog/cro-for-mobile/> (Accessed: 11 April 2024).

Nielsen, J. (no date) *Jakob's Law*. Available at: <https://lawsofux.com/jakobs-law/> (Accessed: 09 April 2024).

Nielsen, J. (no date) *Law of Common Region*. <https://lawsofux.com/law-of-common-region/> (Accessed: 09 April 2024).

Nielsen, J. (no date) *Law of Uniform Connectedness*. Available at: <https://lawsofux.com/law-of-uniform-connectedness/> (Accessed: 09 April 2024).

Norman, D. (2004) *Emotional Design: Why we love (or hate) everyday things*. New York: Basic Books.

Qualtrics (no date) *Customer journey stages: Your ultimate guide*. Available at: <https://www.qualtrics.com/uk/experience-management/customer/customer-journey-stages/> (Accessed: 05 April 2024).

Rebelo, R. (2024) Conversation with Stuart Palmer, 13 March.

Shopify (2024) *What's a Good Average Ecommerce Conversion Rate in 2024?* Available at: <https://www.shopify.com/blog/ecommerce-conversion-rate> (Accessed: 03 April 2024).

Smith, L. (2024) Conversation with Stuart Palmer, 15 March.

Statista Research Department (2024) *Distribution of retail website visits and orders in the United Kingdom as of 4th quarter 2023, by device*. Available at: <https://www-statista-com.mmu.idm.oclc.org/statistics/1254788/retail-site-device-visit-order-share-uk/> (Accessed: 04 April 2024).

Statista (2023) *B2B e-commerce in Europe* Available at: <https://www-statista-com.mmu.idm.oclc.org/study/40809/b2b-e-commerce-in-europe/> (Accessed: 06 April 2024).

Statista (2024) *Estimated transaction value of buy now, pay later (BNPL) in the United Kingdom (UK) in 2023, with forecasts for 2024 and 2029*. Available at: <https://www-statista-com.mmu.idm.oclc.org/statistics/1372750/bnpl-transaction-value-in-uk/> (Accessed: 06 April 2024).

Statista (2024) *Target audience: Buy now, pay later users in the UK*. Available at: <https://www-statista-com.mmu.idm.oclc.org/study/122034/target-audience-buy-now-pay-later-users-in-the-united-kingdom/> (Accessed: 06 April 2024).

Stripe (2023) *The top eight reasons for basket abandonment – and what they can tell you about your business*. Available at: <https://stripe.com/gb/resources/more/top-8-reasons-for-cart-abandonment> (Accessed: 16 April 2024).

Taylor, M. (2024) Conversation with Stuart Palmer, 14 March.

Tiersky, H. (2022) *The Pros and Cons of Selling “Direct” To Customers*. Available at: <https://www.linkedin.com/pulse/pros-cons-selling-direct-customers-howard-tiersky/> (Accessed: 05 April 2024).

West, C. (2021) *Social proof: How to use psychology in digital marketing*. Available at: <https://sprout-social.com/insights/social-proof/> (Accessed: 16 April 2024).

West, C. (2023) *10 Best Practices for Creating Compelling Product Videos in 2024*. Available at: <https://www.shopify.com/au/blog/product-video> (Accessed: 15 April 2024).

Wyzowl (2023) *Video Marketing Statistics 2024*. Available at: <https://wyzowl.com/video-marketing-statistics/> (Accessed: 09 April 2024).

5. Hilti.co.uk: Mobile website view - micro-conversions

NURON

NURON TE 6-22 CORDLESS ROTARY HAMMER

Cordless rotary hammer TE 6-22 box #2253082

Versatile SDS Plus cordless rotary hammer with wide drilling range, chipping function and quick-change chuck (Nuron battery platform)

- Weight according to EPTA-Procedure 01/2003 without battery: 2.84 kg
- Optimum hammer drilling range: 6 - 18 mm
- Hammer drilling diameter range: 4 - 28 mm

[More technical data >](#)

Share

Configurator

Customise your kit

Tool body

Tool body with cardboard box
Includes: 1x Hilti Grease

Add battery (optional) +

Add charger (optional) +

Add inserts and accessories (optional) +

How many kits do you want to order?

1

You can not see your company prices
[Please Log in or register](#) to see your company prices.

£685.00

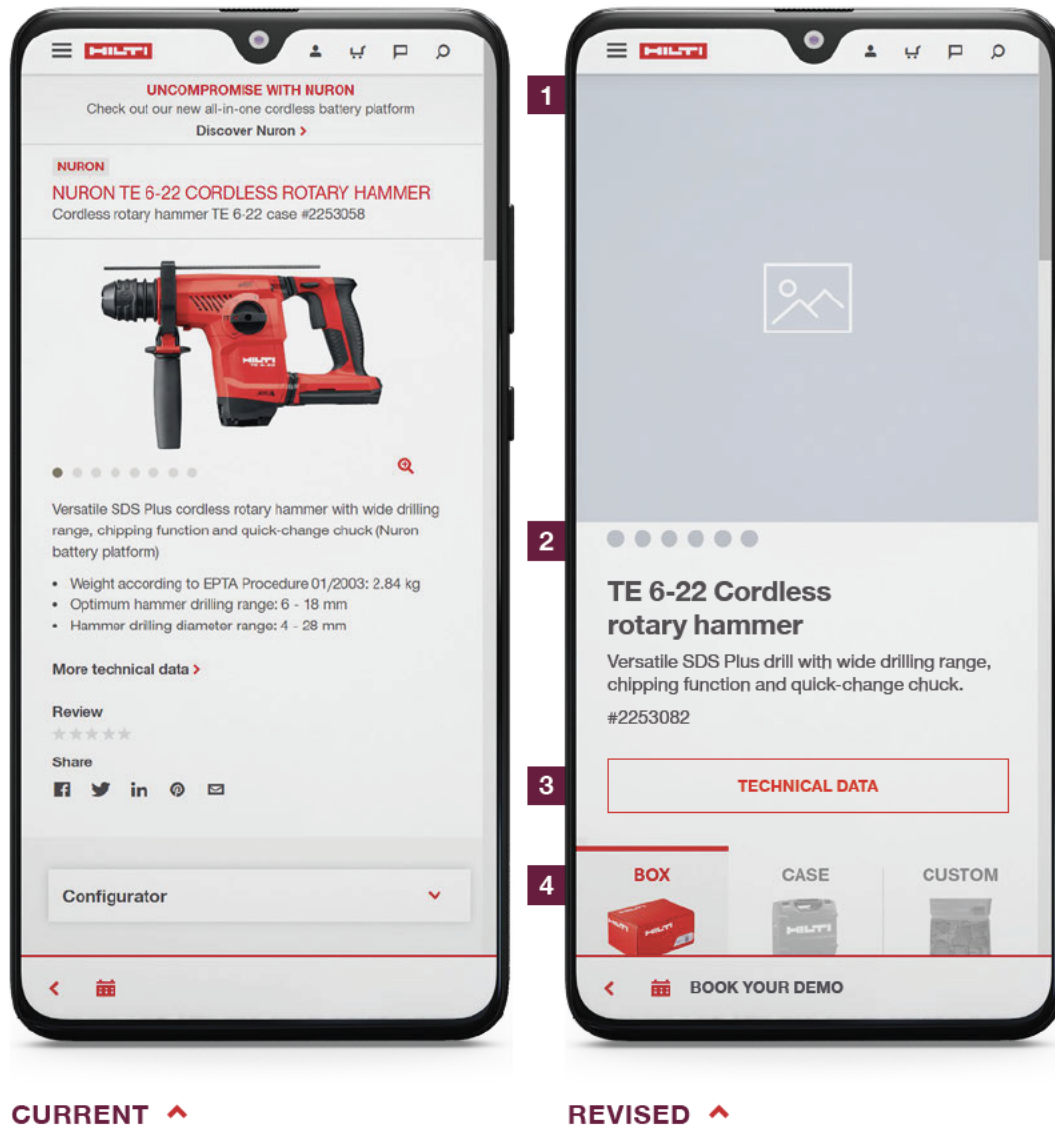
See fleet prices ✓
Discounted net

ADD TO CART

FEATURES & APPLICATIONS

<

11. Hypothesis 1 mock-up



1. Larger carousel images / videos

Bigger, more engaging content for users to interact with, matched to the expectations of a mobile-first audience.

Current video size



Revised video size



2. Mobile-first user interface (UI)

Appropriately sized components for mobile users, integrating native technologies such as pinch to zoom.

3. Clearly defined button to access technical data

Secondary level button used to stand-out amongst lots of information, offering customer the option to view relevant product data.

4. Simplified product selection

See Hypothesis 2 (mockup on following page).

12. Hypothesis 2 mock-up

Preconfigured kits

Select Options

Package content

- 1x Cordless rotary hammer TE 6-22 05
- 1x Hilti Grease

Pack size

1 pc

LOG IN

to see your company prices

Discounted net

£685.00

See fleet price

Quantity

Packs

1

Total piece

1

ADD TO CART

Cordless rotary hammer TE 6-22 box #2253082

Check availability

BOX

CASE

CUSTOM

1

TE 6-22 Cordless rotary hammer

#2253082

Included

- 1x TE 6-22 Cordless rotary hammer
- 1x Hilti grease

2

Lease from

£25.56 p/m

Buy now from

£685.00

LOG IN

to see your bespoke company prices

Quantity

Packs

1

Total pieces

1

3

Delivery

In stock

Click & collect

Low stock

ADD TO CART

1. Simplified product selection

Displaying all variants of product enabling customer to choose the most appropriate option for them.

2. Showing all pricing options

Highlighting multiple ways to purchase products gives users flexibility on different ways to buy, defaulting to the cheapest option.

3. Highlighting product availability

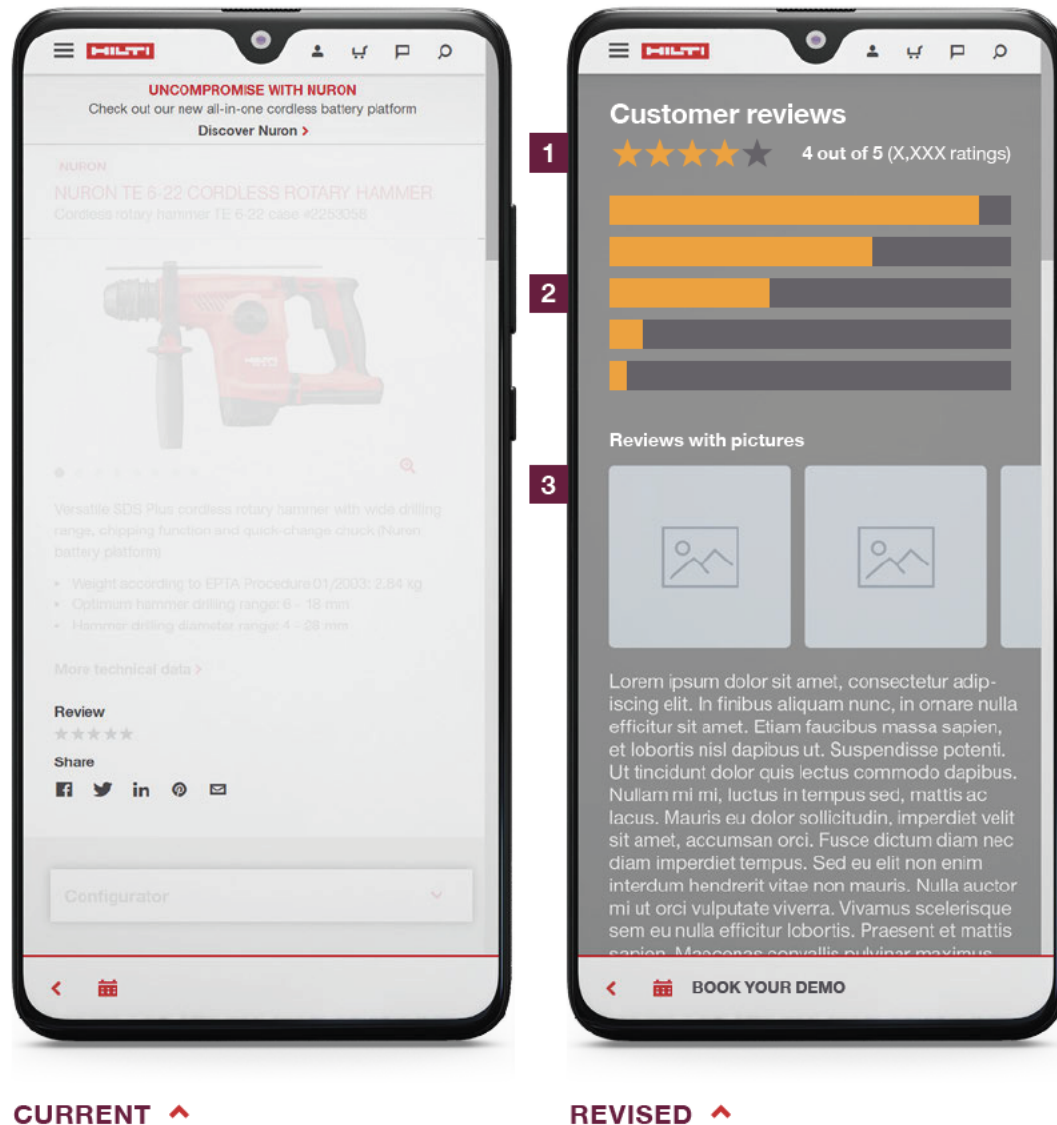
Showing availability of chosen product, without the need to click, gives customer multiple ways to get their hands on their new purchase.

CURRENT ^

REVISED ^

28

13. Hypothesis 3 mock-up



- 1. Overall ratings**
Combined rating to give potential customers a perspective of the product in a single view.
- 2. Rating breakdown**
Closer look at the ratings at a more granular, allowing users to dig deeper into individual reviews.
- 3. Leveraging user generated content (UGC)**
Carousel to showcase images taken by previous customers to accompany their written reviews.