Ecommerce Growth Opportunity Map

How existing ecommerce evidence becomes a shorter list of better growth opportunities.

This sample uses anonymized examples from real ecommerce experimentation to show the type of thinking and output included in an Ecommerce Growth Opportunity Sprint.

The actual Sprint starts with your analytics, customer research, feedback, session behavior, previous experiments, and business context. The goal is not to generate more CRO ideas. It is to identify the opportunities most worth pursuing and recommend what should happen next.

THE EVIDENCE-TO-ACTION FRAMEWORK

Connect the evidence before deciding on the solution.

01
Evidence
What do the data, research, feedback, and previous results actually show?

02
Behavior
What are visitors actually doing across the journey?

03
Intent
What decision or job does that behavior suggest they are trying to complete?

04
Friction
Where is the experience making that decision harder, slower, or less clear?

05
Opportunity
Where could the experience create more clarity, relevance, confidence, or value?

06
Action
Fix it, personalize it, test it, measure differently, or investigate further.

OPERATING PRINCIPLE

The Sprint doesn't start with a tactic. It starts with the evidence.

Retrospective experiment results in this sample demonstrate the method. They are not forecasts for another brand.

RETROSPECTIVE EXAMPLE 01

Reduce promotional clutter without removing access to offers

RECOMMENDED ACTION: TEST IT

EVIDENCE	Highly visible promotions occupied persistent space in the shopping experience. The question was whether those placements were helping visitors shop or simply attracting clicks because they were prominent.
BEHAVIOR	Promotion interaction was high, but clicks alone did not tell us whether visitors were making better shopping decisions.
LIKELY INTENT	Many visitors were trying to browse, compare, and evaluate products. Deal-seeking visitors represented a meaningfully different need.
FRICTION	Persistent promotional messaging was competing with product discovery and creating another layer of attention demand.
OPPORTUNITY	Keep offers available, but move them into an accessible on-demand experience so the primary shopping journey has more room to work.
ACTION	Test persistent promotional exposure against an on-demand offers drawer. Predefine relevant audience reads, especially deal-seeking visitors.
MEASURE	Use revenue per visitor as the primary business outcome. Use conversion, AOV, add-to-cart, promo engagement, and discount or margin behavior as diagnostics.

WHAT HAPPENED WHEN TESTED

PROMO CLICKS	ADD-TO-CART	AOV + RPV
-59%	**UP**	**UP**
Less interaction	Improved	Improved

A drop in interaction is not automatically a loss. Sometimes the interaction was the distraction.

Completed experiment result, included to demonstrate the decision path rather than predict another brand's outcome.

RETROSPECTIVE EXAMPLES 02 + 03

Two different problems. Two different next moves.

The point of the Sprint is not to recommend the same tactic everywhere. The response follows the problem.

EXAMPLE 02 | PDP DECISION SUPPORT

TEST IT

Help uncertain product-page visitors find a better path

EVIDENCE	Returning holiday visitors were landing directly on PDPs with low intent, while the route to an existing gift guide was easy to miss.
FRICTION	The PDP effectively assumed the current product was the right destination. Visitors who needed broader guidance had to find their own way out.
OPPORTUNITY	Use one simple question to identify the shopping mission and connect visitors to an existing curated path.
MEASURE	RPV first, with AOV, add-to-cart, prompt interaction, and onward browsing as diagnostics.

RESULT	AOV, add-to-cart, and RPV increased. Numerical lifts are intentionally not published in the public case study.

EXAMPLE 03 | PURCHASE MOMENTUM

ITERATE, DO NOT SCALE

Protect purchase momentum after Add to Cart

EVIDENCE	A service-plan lightbox successfully drove more service-plan carts, but the larger revenue outcome moved in the wrong direction.
FRICTION	The experience inserted another decision immediately after a high-commitment Add to Cart moment.
OPPORTUNITY	Preserve the service-plan opportunity without interrupting purchase momentum.
ACTION	Test a less intrusive inline presentation or move the decision later in the journey.

RESULT

+~60% service-plan carts **-2.28% RPV**

Removal and error rates also increased.

WHAT THE CLIENT RECEIVES

A shorter list of better opportunities.

The deliverable isn't a 75-slide audit packed with observations. It is a prioritized Growth Opportunity Map showing where the evidence points, why it matters, and what should happen next.

EACH OPPORTUNITY ANSWERS SIX QUESTIONS

01	02	03	04	05	06
Evidence	**Behavior**	**Intent**	**Friction**	**Opportunity**	**Action**

PRIORITIZED GROWTH OPPORTUNITY MAP

- 5-10 high-priority opportunities grounded in your evidence
- The customer behavior and likely intent behind each opportunity
- The friction, unmet need, or performance problem being addressed
- Recommended action: fix, personalize, test, measure, or investigate
- Prioritization based on potential impact, confidence, effort, and evidence strength

USE THE EVIDENCE YOU ALREADY HAVE

PERFORMANCE DATA

Analytics, funnels, page KPIs, search behavior, product behavior, and other quantitative signals.

CUSTOMER EVIDENCE

Research, usability findings, surveys, feedback, reviews, support themes, and recordings.

WHAT YOU'VE TRIED

Experiment results, personalization performance, UX changes, promotions, and messaging tests.

BUSINESS CONTEXT

Priorities, known problems, constraints, and the questions your team needs answered.

ILLUSTRATIVE PRIORITIZATION

The map makes the tradeoffs visible.

Relative labels below demonstrate how the three sample opportunities can be compared. A real Sprint uses the client's evidence, reach, constraints, and implementation context.

SAMPLE OPPORTUNITY	POTENTIAL IMPACT	EVIDENCE STRENGTH	EFFORT	NEXT MOVE
Reduce promotional clutter	High	Strong	Moderate	Test
Support uncertain PDP visitors	High	Moderate	Low	Test
Protect post-cart momentum	High	Strong	Low-Moderate	Iterate

ECOMMERCE GROWTH OPPORTUNITY SPRINT

Find what is actually worth fixing or pursuing next.

One ecommerce brand/site + one primary journey or objective. Fixed investment: $4,500. Typical turnaround: 7-10 business days after access and materials are available.

5-10	opportunities
60 min	strategy readout
1 round	follow-up clarification