

INSIGHT MARKETING TECH

E-Commerce Growth Program: Program Guide

A 12-week program (\$9,500) that improves store conversion, average order value and retention using your own data: a full conversion teardown, a prioritized test roadmap, lifecycle email flows and a revenue dashboard.

ENGAGEMENT OVERVIEW + PREPARATION GUIDE

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Who it is for

- Online stores with steady traffic whose conversion or repeat purchase rate is flat
- Brands that rely heavily on paid acquisition and need more revenue per visitor
- Teams that want a structured improvement process, not a one-off audit

The program assumes you already have product-market fit and consistent traffic. If traffic is very low, we will recommend starting with acquisition instead.

Program phases

Weeks	Phase	Work
1-2	Baseline and teardown	Analytics and purchase tracking verified; 30-day baseline recorded; full conversion teardown of homepage, collections, product pages, cart and checkout on mobile and desktop
3-4	Roadmap	Prioritized list of fixes and tests scored by impact, confidence and ease; first quick wins shipped with your team
5-9	Improve and test	Conversion improvements and structured tests run in sequence; lifecycle flows built or rebuilt: welcome, browse and cart abandonment, post-purchase, win-back
10-12	Measure and hand over	Results against baseline; revenue dashboard; documented playbook and next-quarter test backlog

What you receive

- ☐ Conversion teardown report with every issue rated by severity
- ☐ Prioritized test and fix roadmap
- ☐ Up to five lifecycle email flows planned, written and configured in your platform
- ☐ Revenue dashboard: sessions, conversion, AOV, repeat rate, revenue per visitor, by channel
- ☐ Weekly 45-minute working session for 12 weeks
- ☐ Final results review and a written plan for the following quarter

What we need from you

- ☐ Admin or collaborator access to your store platform, analytics and email platform
- ☐ Someone who can publish site changes, or permission for us to do so
- ☐ Product, margin and promotion calendar information
- ☐ Timely approvals: we aim for 2-business-day turnaround on reviews

Preparation checklist

- ☐ Export last 12 months of orders (date, value, customer ID, products)
- ☐ List current apps and integrations on the store
- ☐ Collect brand guidelines and product photography sources
- ☐ Note any site changes planned in the next 12 weeks
- ☐ List top 10 customer questions from support

Investment and next step

\$9,500 for the 12-week program, invoiced in three monthly installments. We do not promise a specific conversion lift; we promise a rigorous process and honest reporting of what changed.

Start with a call at insightmarketingtech.com/contact to check fit and timing.