

# CAMPING ONLINE RETAIL INDUSTRY

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Which websites are maximising their online conversions?



FIRST.

# About FIRST

We assist online retail and services businesses to grow and expand by enhancing the customer experience. We do this through ongoing data insights, personalisation, testing and through leveraging 'best of breed' technology partners.

Our expertise in digital marketing has been built on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Get in touch to find out more.



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## Our Partnerships





# CONVERSION RATE OPTIMISATION (CRO)

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CRO is the process of improving your website's ability to sell for a given marketing budget and can increase the return on investment from your online marketing activities (not just search).

The optimisation is performed by finding your website's weak pages (those with high bounce or exit rates), determining reasons why visitors are dropping out at that point, making changes to the pages to address those reasons – guided by best-practices and customer research.

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# CRO Leads To Growth

A small improvement in your website's conversion rate can result in a relatively large lift in your website's ROI. The increased revenue can be re-invested into other sales-generating initiatives online (Performance Media Advertising or SEO) and may open up other channels that were previously cost prohibitive.

**An improvement in your website conversion rate by just 10% can lead to estimatedly:**

**>10%**

Increase in ROI

**=10%**

Increase  
in Revenue

# CRO Benefits



1. Increase lead conversion rates and sales



2. Improve landing pages



3. Get more leads



4. Decrease Cost Per Acquisition (CPA).



5. Engage visitors and increase time spent on your site



6. Eliminate guesswork from site design



# Report Methodology



**Conversion Experience Scoring (CXS)** is a methodology developed by FIRST to provide a relative measure of the onsite customer experience. CXS is a percentage based indication of how well a company utilises conversion best practices on its website's homepage and category page.



We evaluated the websites on the basis of the importance of each element in assisting online conversions and the presence of each element in the website's homepage and category page. We then ranked the websites alongside their competitors based on the scores. We also ranked the different elements to find out which ones websites are strong and weak at.



The overall scoring shows the opportunity size the company has to address on conversion issues, to engage more visitors and ultimately increase the number of leads and sales.



The list of core elements is intended to serve as a good practice framework for you to build from depending on your unique business and audience needs.

# Homepage Elements

Below are the Homepage Element Groups and the individual core elements under each.



1

## Design

- Clear logo
- Static emotive imagery/ website's main image
- Clear calls-to-action (CTAs)
- Responsive design
- Well designed and use of quality photo
- Fast page loading time



2

## Credibility

- Clear value proposition/ USPs
- About us link
- Visible trustmarks/ security seals
- Terms and conditions/ customer policies



3

## Features

- Deals/ offers/ promotions
- Featured/ most popular products
- New arrivals/ latest products



4

## Navigation

- Prominent search box
- Main navigation menu
- Search auto-suggest
- Relevant search results
- Clear and easy navigation
- Relevant text
- Good filters/ sorting

# Homepage Elements

Below are the Homepage Element Groups and the individual core elements under each.



5

## Customer Service

- Contact information
- Clear shipping and returns information
- Link to blog/ community section
- Newsletter/ Email signup
- Frequently Asked Questions (FAQs)
- Live chat



6

## Purchase Assist

- Shopping cart/ checkout link
- Payment options



7

## Social

- Social media links





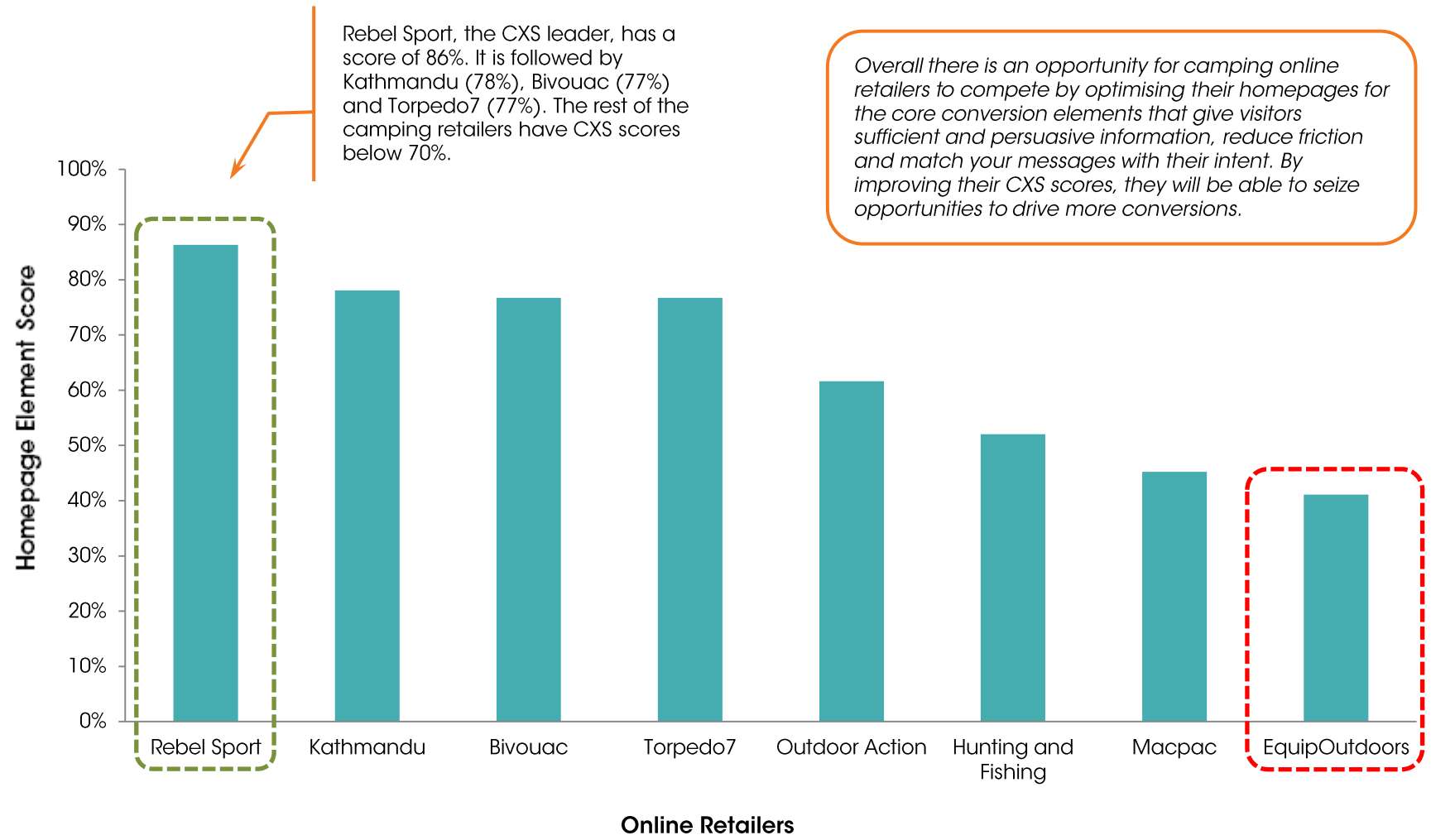
# Presence of Homepage Conversion Elements in Camping Online Retailer Websites

In order to identify which websites are leading in providing quality onsite customer experience, FIRST evaluated the websites' homepages based on a scaling system that rated the importance of each element in assisting conversions and the presence of each in the homepages.

ONLINE RETAILER	WEBSITE URL	SCORE
Rebel Sport	<a href="http://www.rebelsport.co.nz">http://www.rebelsport.co.nz</a>	86%
Kathmandu	<a href="http://www.kathmandu.co.nz">http://www.kathmandu.co.nz</a>	78%
Bivouac	<a href="https://www.bivouac.co.nz">https://www.bivouac.co.nz</a>	77%
Torpedo7	<a href="http://www.torpedo7.co.nz">http://www.torpedo7.co.nz</a>	77%
Outdoor Action	<a href="http://www.outdooraction.co.nz">http://www.outdooraction.co.nz</a>	62%
Hunting and Fishing	<a href="http://www.huntingandfishing.co.nz">http://www.huntingandfishing.co.nz</a>	52%
Macpac	<a href="http://www.macpac.co.nz">http://www.macpac.co.nz</a>	45%
EquipOutdoors	<a href="http://www.equipoutdoors.co.nz">http://www.equipoutdoors.co.nz</a>	41%



# Homepage Element Score Rankings





# Which conversion element group is the strongest across the selected website homepages?

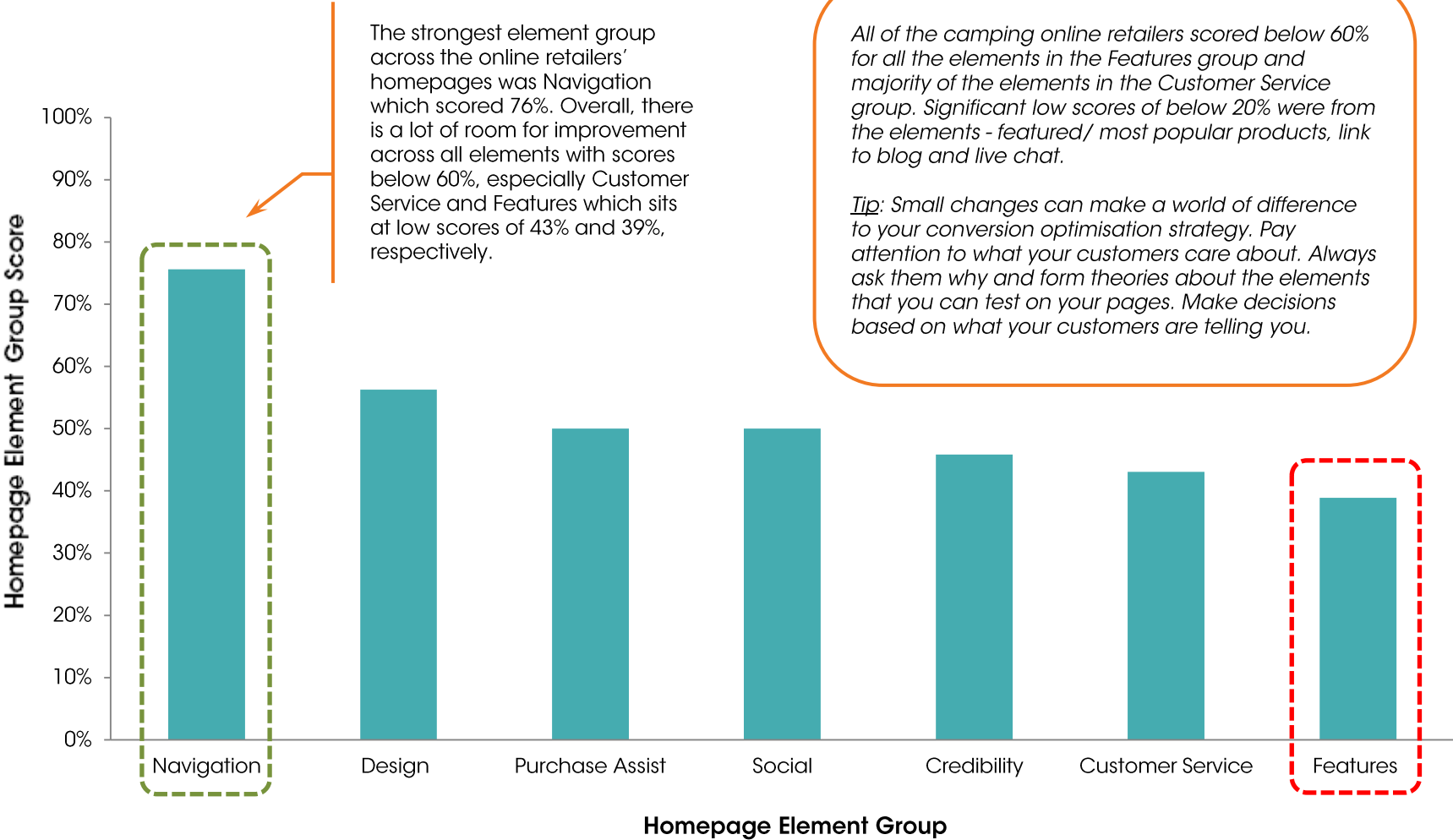
In order to identify which element group the selected online retailer websites is strong at, FIRST gave a score (Element Group Score) for each element group based on its presence on the websites' homepages.

HOMEPAGE ELEMENT GROUP	SCORE
Navigation	76%
Design	56%
Purchase Assist	50%
Social	50%
Credibility	46%
Customer Service	43%
Features	39%





# Homepage Element Group Score Rankings



# Category Page Elements

Below are the Category Page Element Groups and the individual core elements under each.



1

## Design

- Clear calls-to-action (CTAs)



2

## Credibility

- Clear value proposition/ USPs



3

## Features

- Display promotions or deals
- Most popular sub-categories featured prominently
- Use of visual tiles to showcase sub-categories
- Use of personalisation elements
- New & in-season products/ what's new (Product Introduction section)



4

## Navigation

- Prominent search box
- Navigation to sub-categories
- New & in-season products/ what's new (Navigation)
- Good filters/ sorting



# Presence of Category Page Conversion Elements in Camping Online Retailer Websites

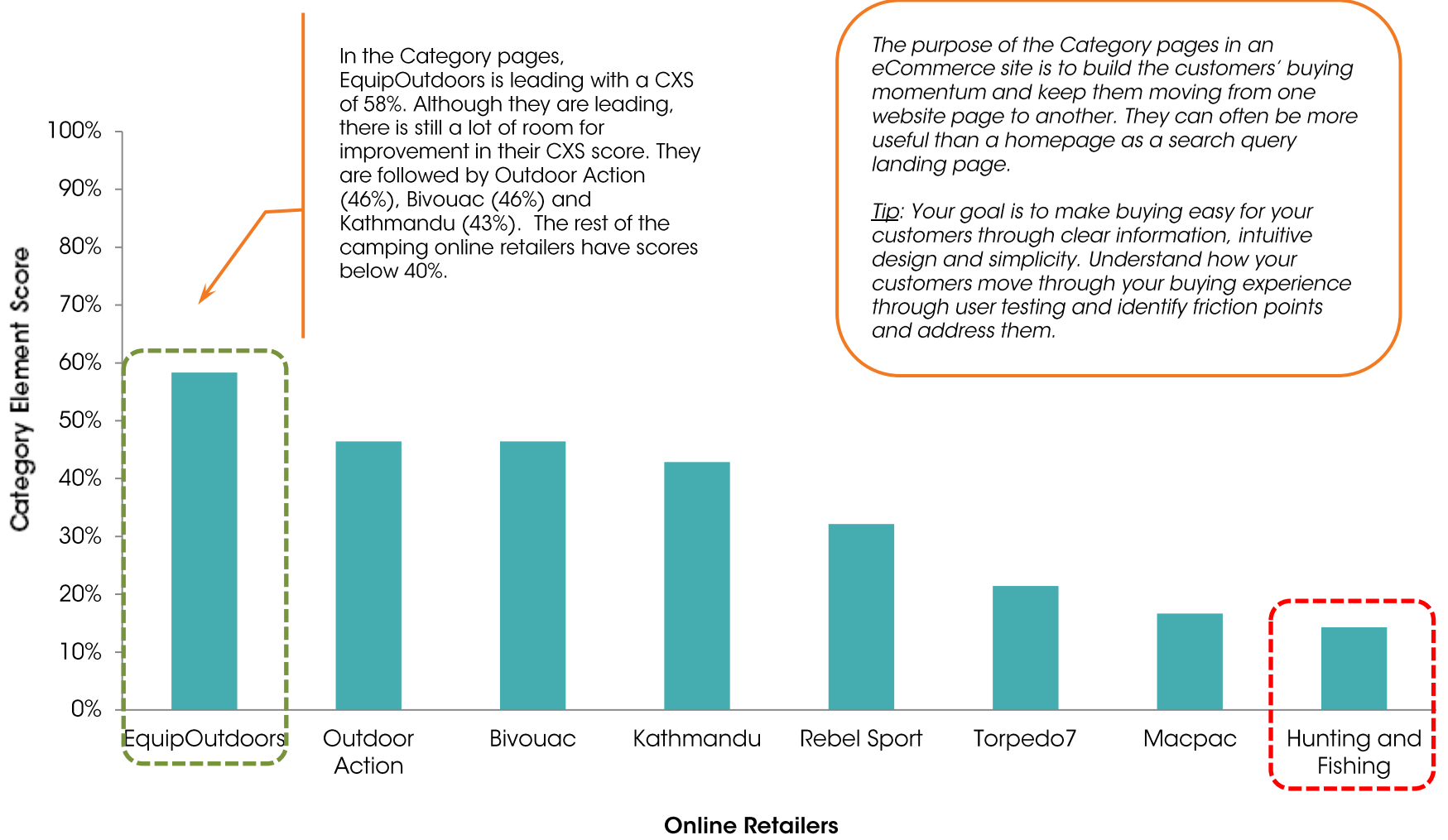
In order to identify which websites are leading in providing seamless online customer experience on the website, FIRST evaluated the websites' category pages focused on **camping equipment** based on a scaling system that rated the importance of each element in assisting conversions and the presence of each in the category pages.

ONLINE RETAILER	PAGE URL	SCORE
EquipOutdoors	<a href="http://www.equipoutdoors.co.nz/contents/en-us/d46_camping_gear_and_equipment.html">http://www.equipoutdoors.co.nz/contents/en-us/d46_camping_gear_and_equipment.html</a>	58%
Outdoor Action	<a href="http://www.outdooraction.co.nz/camping-equipment.html">http://www.outdooraction.co.nz/camping-equipment.html</a>	46%
Bivouac	<a href="http://www.bivouac.co.nz/gear/camping-and-tramping.html">http://www.bivouac.co.nz/gear/camping-and-tramping.html</a>	46%
Kathmandu	<a href="http://www.kathmandu.co.nz/camping.html">http://www.kathmandu.co.nz/camping.html</a>	43%
Rebel Sport	<a href="http://www.rebelsport.co.nz/camping-and-fishing/camping.htm">http://www.rebelsport.co.nz/camping-and-fishing/camping.htm</a>	32%
Torpedo7	<a href="https://www.torpedo7.co.nz/shop/outdoor/camping">https://www.torpedo7.co.nz/shop/outdoor/camping</a>	21%
Macpac	<a href="http://www.macpac.co.nz/equipment">http://www.macpac.co.nz/equipment</a>	17%
Hunting and Fishing	<a href="http://www.huntingandfishing.co.nz/camping-tramping.html">http://www.huntingandfishing.co.nz/camping-tramping.html</a>	14%





# Category Page Element Score Rankings





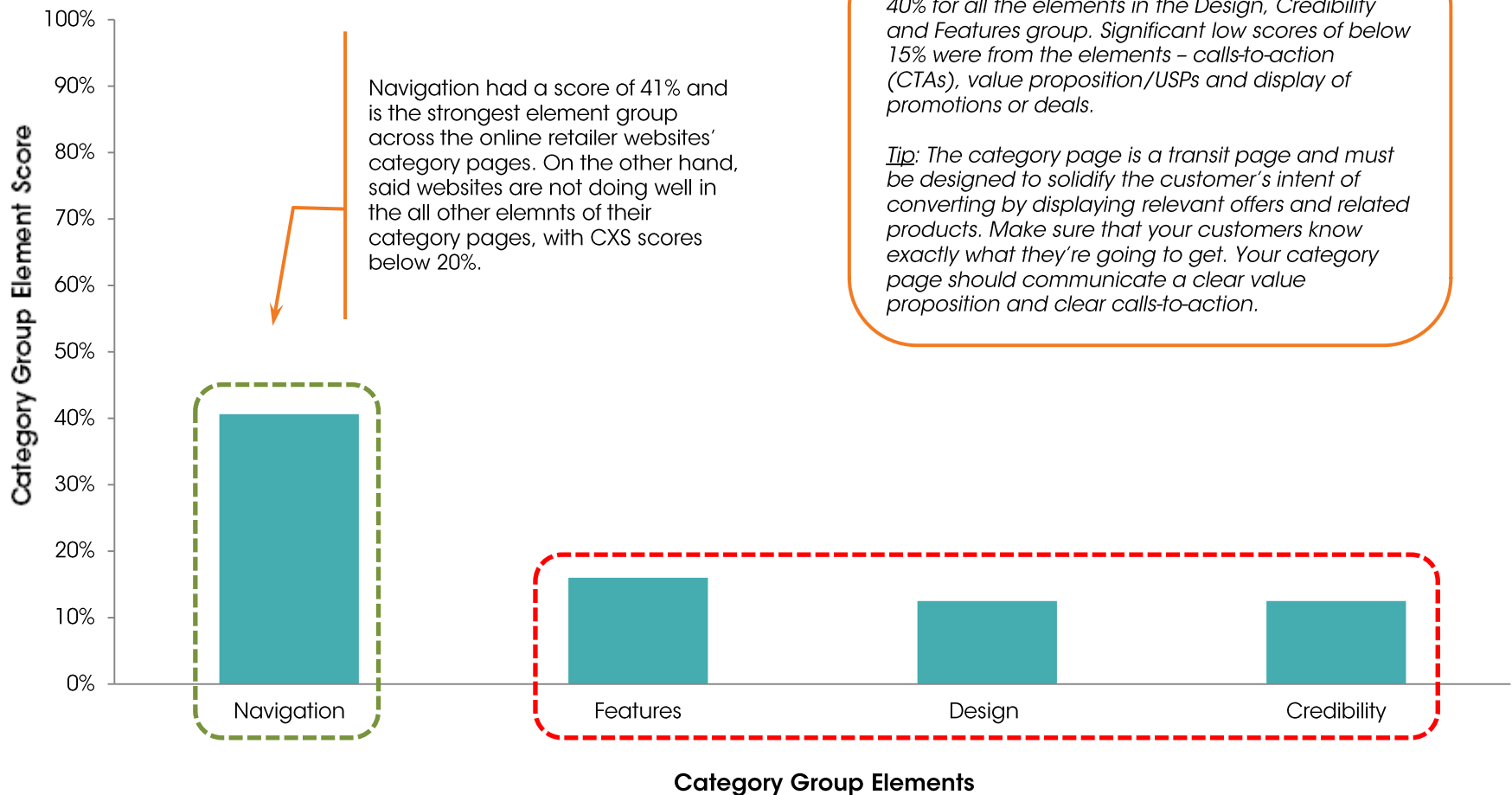
# Which conversion element group is the strongest across the selected website Category pages?

In order to identify which element group the selected online retailer websites is strong at, FIRST gave a score (Element Group Score) for each element group based on its presence on the websites' category pages.

CATEGORY ELEMENT GROUP	SCORE
Navigation	41%
Features	16%
Design	13%
Credibility	13%

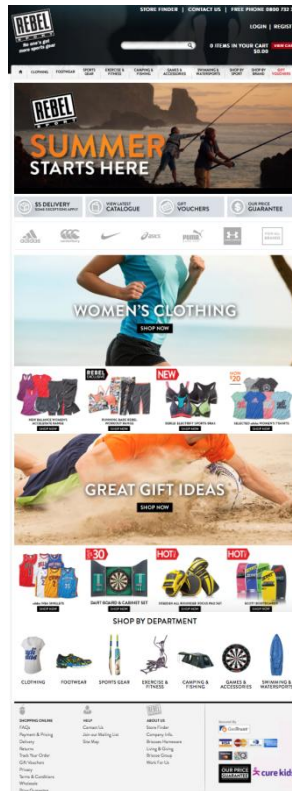
# Category Page Element Group Score Rankings

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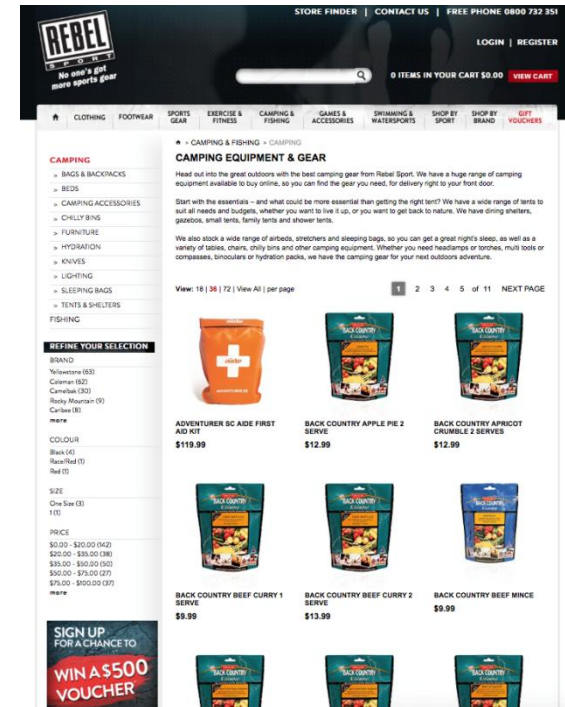


## Homepage Review



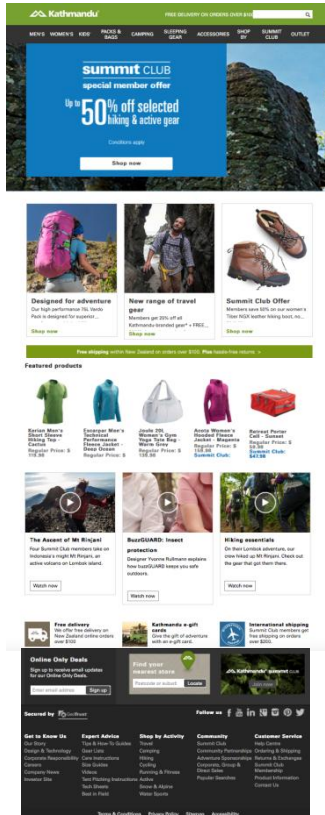
- ✓ Clear logo
- ✓ Static emotive imagery
- ✓ Good display of deals and new arrivals
- ✓ Well designed with good use of quality photography
- ✗ Slow page loading time

## Category Page Review



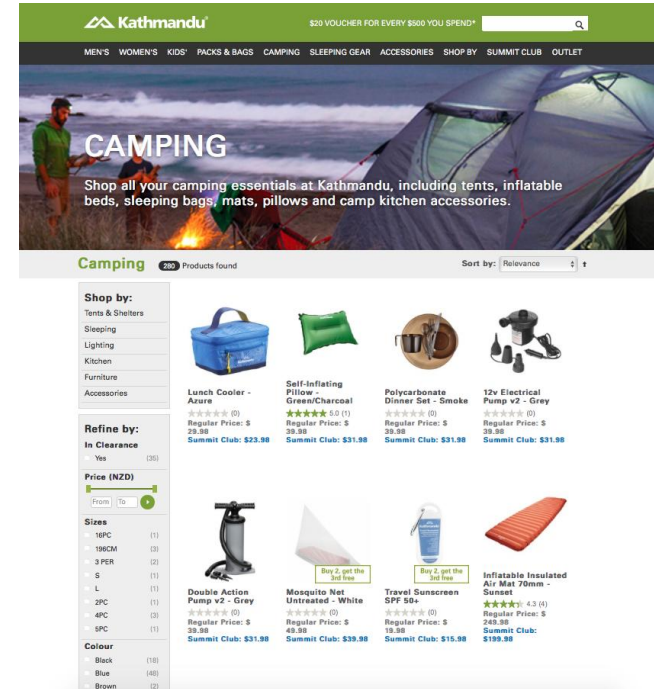
- ✓ Good filters/ sorting
- ✓ Display of relevant text to explain the category range
- ✗ No deals / promotions displayed
- ✗ Placement of the most popular subcategories are not prominently displayed

## Homepage Review



- ✓ Responsive design / mobile compatibility
- ✓ Clear main navigation menu
- ✗ Calls-to-action are not obvious
- ✗ No contact information clearly visible
- ✗ Shopping cart is not prominent

## Category Page Review



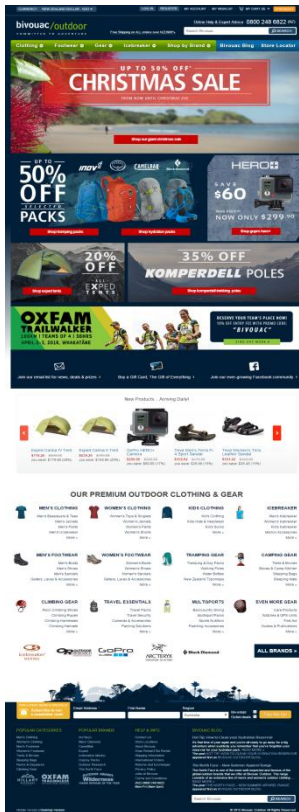
- ✓ Prominent search box displayed
- ✓ Good filters/ sorting
- ✗ No relevant text to introduce the category range
- ✗ No clear value proposition displayed
- ✗ No calls-to-action

# Bivouac

<http://www.bivouac.co.nz>

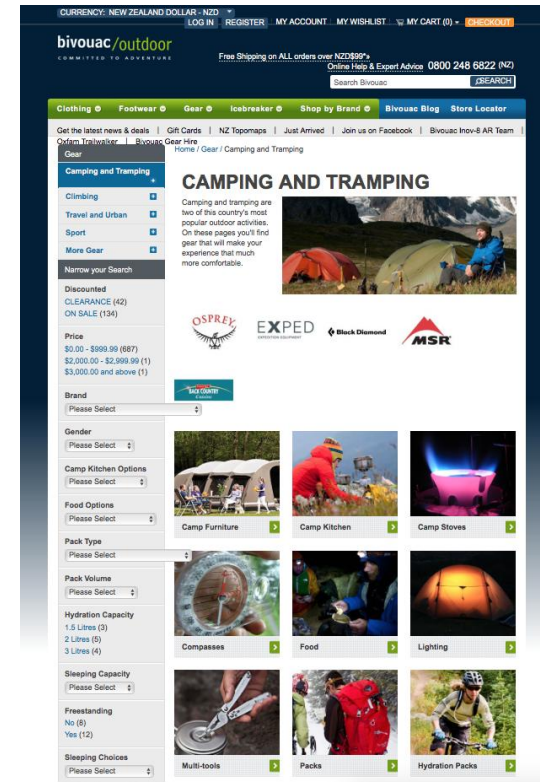
FIRST.

## Homepage Review



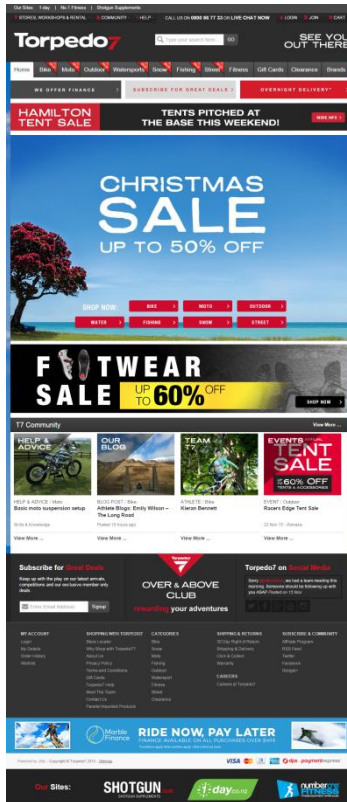
- ✓ Deals / promotions displayed well
- ✓ Contact information shown
- ✓ Clear calls-to-action
- ✗ Not mobile responsive
- ✗ No payment options displayed

## Category Page Review



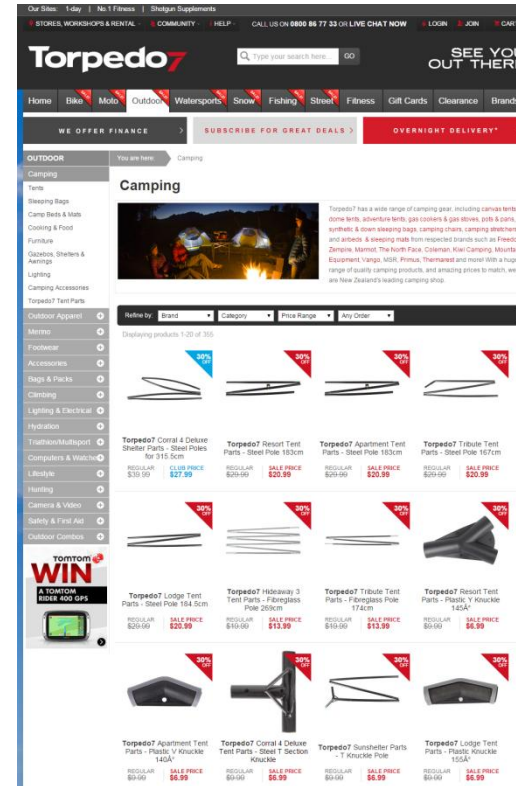
- ✓ Nice use of visual titles to showcase subcategories
- ✓ Good filters / sorting
- ✓ Prominent display of brands
- ✗ No display of deals / promotions
- ✗ No display of featured products

## Homepage Review



- ✓ Good links to blog and community events
- ✓ Clear value proposition/ USPs
- ✓ Live chat
- ✗ New arrivals / featured products not displayed
- ✗ Shopping cart not prominent

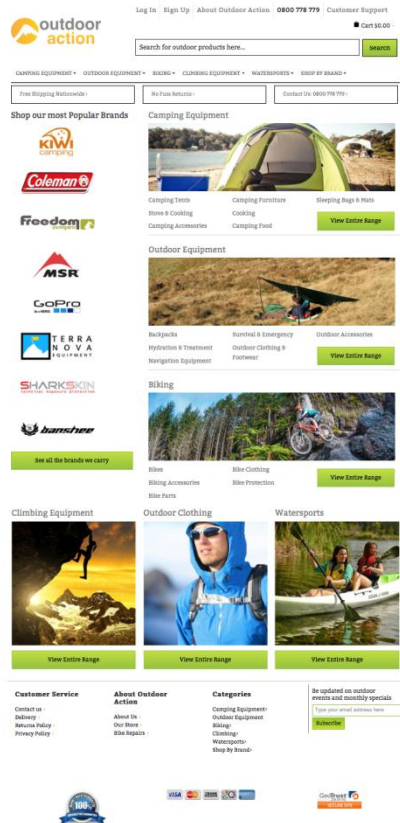
## Category Page Review



- ✓ Contact information displayed
- ✓ Display of regular and sales price for clear comparison
- ✗ No clear calls-to-action

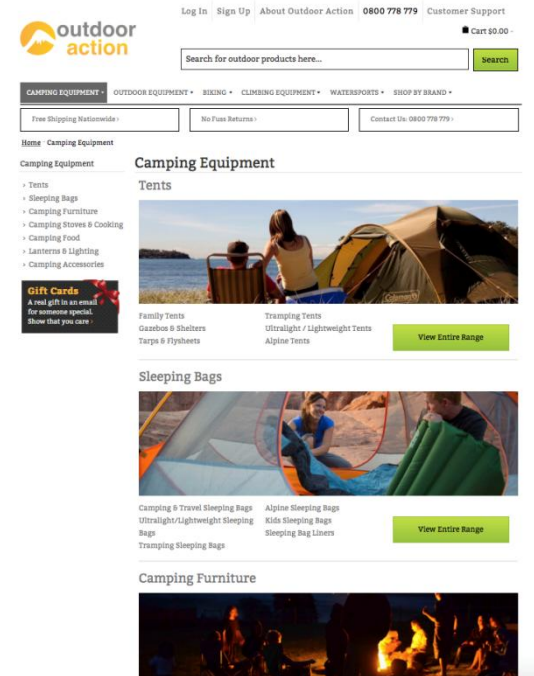


## Homepage Review



- ✓ Simple and easy navigation
- ✓ Payment options displayed
- ✓ Responsive design
- ✗ No social media links
- ✗ Slow page loading time

## Category Page Review



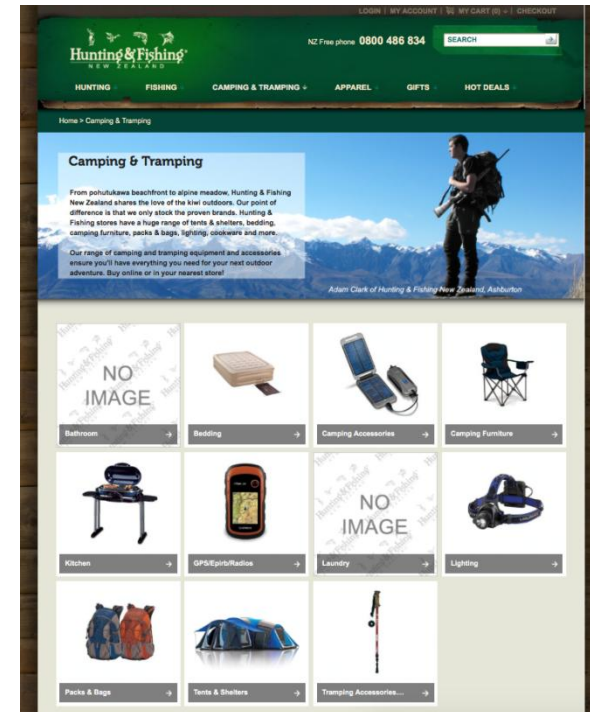
- ✓ Use of visual tiles to showcase subcategories
- ✓ Clear calls-to-action
- ✗ Most popular products not shown prominently
- ✗ Shopping cart not prominent

## Homepage Review



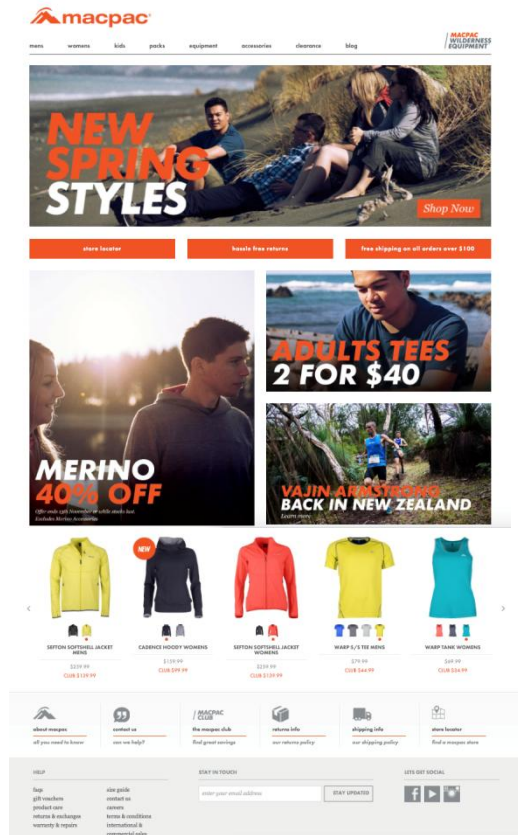
- ✓ Displays featured products
- ✓ Easy to navigate
- ✗ Shopping cart is too small
- ✗ Not static banner image
- ✗ Not mobile responsive

## Category Page Review



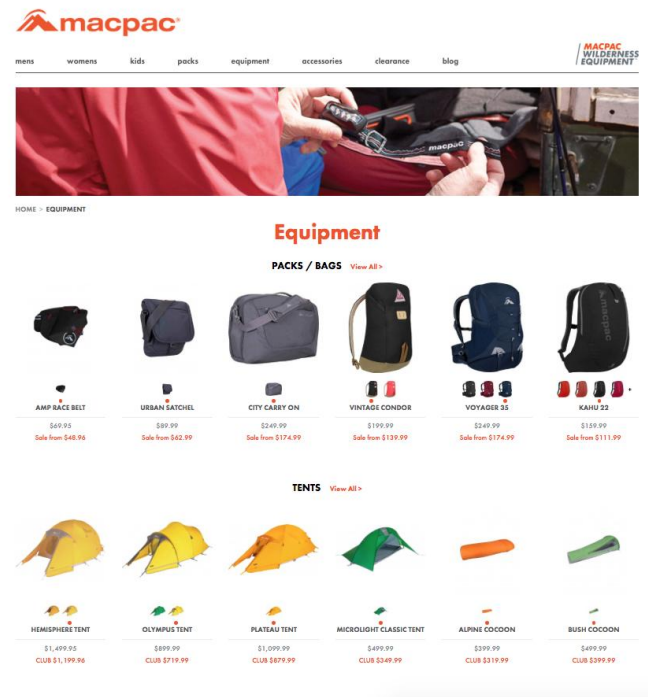
- ✓ Display of relevant text to introduce the product range
- ✗ However, missing images for some of the subcategories
- ✗ No clear call-to-action
- ✗ No filters / sorting
- ✗ No display of promotions / deals

## Homepage Review



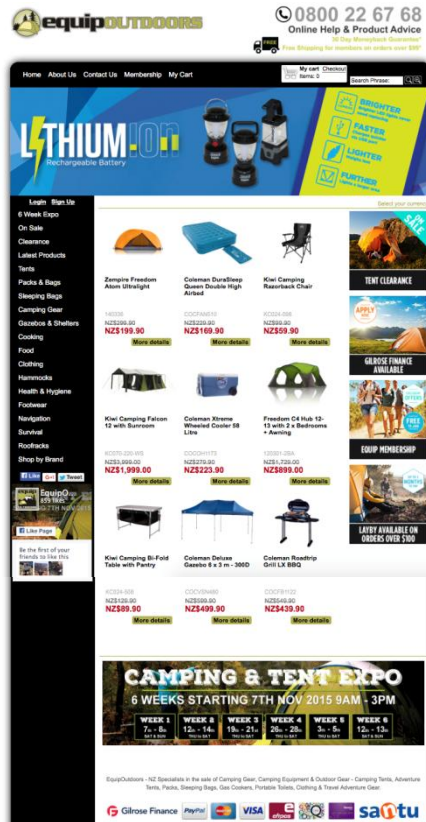
- ✓ Clear logo
- ✓ Good visual display of promotions / deals
- ✗ Search box is not prominently displayed
- ✗ No visible trustmarks / security seals
- ✗ No clear contact information

## Category Page Review



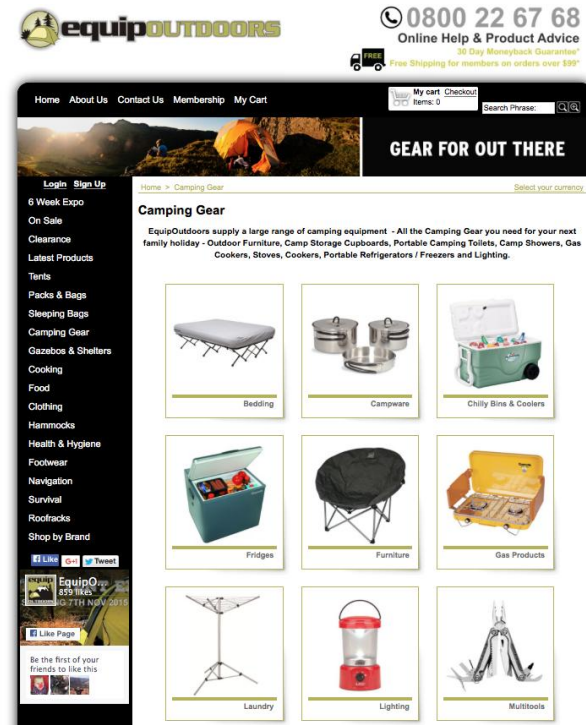
- ✓ Visual display of products
- ✗ No filtering / sorting
- ✗ No display of new & in-season products
- ✗ No display of promotions / deals
- ✗ No clear navigation to sub-categories

## Homepage Review



- ✓ Clear logo
- ✓ Clear value proposition and visible finance options
- ✗ No links to blog
- ✗ No newsletter signup
- ✗ No customer policies / terms and conditions

## Category Page Review



- ✓ Customer service information displayed
- ✓ Clear contact information
- ✓ Use of visual tiles to showcase subcategories
- ✗ Search box is too small
- ✗ No clear call-to-action
- ✗ Lack of filtering/sorting



# Conclusion

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Currently, Rebel Sport takes the lead in having the online conversion elements in its homepage. It is followed by Kathmandu and Bivouac. In the category page, EquipOutdoors holds the first place with Outdoor Action and Bivouac following in the second and third place, respectively. Bivouac is consistently part of the top three online retailers in the CXS rankings for both the homepage and category page.



Most sites have the elements under the Navigation group present but lack the elements under the Features group in both their homepages and category pages.



Majority of the analysed camping online retail sites have CXS scores of below 60%. There is significant opportunity for these retailers to improve their CXS or online conversions by having the core elements present to effectively move customers along the buyers' journey.



With the camping online retail industry being highly competitive, there is an urgency for players to optimise their homepages and category pages to increase relevance, reduce friction and uncertainty, give visitors sufficient information and match messages with visitors' intents.



An overhaul of your homepages or category pages isn't always necessary. Simple CRO - testing and improving over time- may improve conversion rates without any dramatic changes made on your site. The important thing is that conversion elements are strategically present and placed in such away that focuses on providing a seamless and painless online experience for your customers.