

Where the Conversion Leaks Are

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The site's primary conversion mechanism is guiding visitors from the hero to a clear product or category path, but the hero's dual CTAs and vague copy split intent and delay action, while the product page's 'Get Notified' CTA on an in-stock item bypasses the add-to-cart path, collectively bleeding value from the purchase funnel.

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Overall (76/100)

10

Findings

1

Verified by measurement

\$424,572 – \$1,981,324

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Competing primary CTAs The hero presents two equally prominent CTAs (SHOP MEN and SHOP WOMEN) that split user intent and delay the...	Urgent	Medium	5/10
2	Vague hero copy The hero headline 'Wildly Comfortable. Super Natural.' is abstract and doesn't directly address the visitor's...	High	Low	5/10
3	No social proof on hero The hero lacks any trust signals (review count, rating, or press logos), so first-time visitors may hesitate...	High	Medium	5/10
4	Free shipping threshold hidden The homepage hero promotes 'Wildly Comfortable. Super Natural.' without mentioning the \$100 free shipping...	High	Low	5/10
5	Mega-menu choice overload The mega-menu presents 20+ items per category, overwhelming users and increasing cognitive load, which can...	High	Medium	5/10
6	Path bypass via Get Notified The 'Get Notified' CTA on a product page that has a size selector and price visible creates a bypass that may...	Urgent	Medium	4/10
7	Out-of-stock notification form The product page for Anytime Ankle Sock shows a 'Get Notified' CTA, which is a lead capture form, but the...	High	Medium	4/10
8	No visible review count/rating The product page shows a 'Reviews' section heading but no aggregate rating or review count near the price, so...	High	Low	4/10
9	Single-field email capture The homepage email signup form asks only for an email address, which is the minimum viable field set, but the...	High	Medium	3/10

#	Finding	Severity	Effort	PXL
10	Controls without accessible names 41 of 79 buttons expose no text label, so screen readers and voice control cannot address them and the...	High	Low	2/10

How to read this

Findings marked **verified** were measured directly and are reproducible. Everything else is a hypothesis derived from inspecting the live pages, which is why the PXL evidence questions score zero for those items. Sized opportunities describe the prize if a change works, not expected revenue: roughly 10–30% of A/B tests produce a significant win, and winners tend to overstate their true effect.

Full report, evidence and developer specifications: [open index.html](#) from this bundle