

Where the Conversion Leaks Are

allbirds.com · CRO Recommendations · August 2026

The site's most valuable conversion mechanism is the product page's ability to turn interest into a purchase, but it is bleeding value by hiding shipping costs and stock availability, forcing users to discover unexpected fees and out-of-stock items only at the point of action, which erodes trust and increases abandonment.

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Overall (75/100)

10

Findings

2

Verified by measurement

\$459,953 – \$2,087,466

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Competing hero CTAs Hero has two equal CTAs (SHOP MEN and SHOP WOMEN) that split focus and delay the path to a single next step...	Urgent	Medium	5/10
2	Vague hero copy Hero headline is abstract and doesn't address visitor intent for comfortable, sustainable shoes, causing...	Urgent	Low	5/10
3	Shipping delay warning Prominent shipping delay notice on homepage may deter purchases by creating uncertainty about delivery timing.	High	Medium	5/10
4	Mega-menu choice overload Mega-menu presents 20+ nav items with multiple sub-levels, risking choice overload and decision paralysis.	High	Medium	5/10
5	Heavy third-party script load Homepage loads 63 scripts, likely causing slow interaction readiness on mobile and hurting conversion.	High	Medium	5/10
6	Hidden shipping cost Product page hides \$5 shipping fee and \$100 free-shipping threshold, causing unexpected costs at checkout and...	Urgent	Medium	4/10
7	Missing review count Product page lacks visible review count, reducing trust and increasing hesitation for first-time buyers.	High	Medium	4/10
8	Size availability not shown Product pages do not display size availability upfront, forcing users to click through and potentially...	High	Medium	4/10
9	Unclear size selector Size selector may confuse users due to multiple options and half-size note, leading to hesitation or...	High	Medium	4/10

#	Finding	Severity	Effort	PXL
10	Controls without accessible names 41 unlabelled interactive controls make the site unusable for screen reader and voice control users, hurting...	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