

Where the Conversion Leaks Are

allbirds.com · CRO Recommendations · August 2026

The single most valuable conversion mechanism on this site is the product page's ability to convert visitors into buyers, but it is bleeding value because the product page for the Anytime Ankle Sock hides the price and shipping cost, showing only 'Get Notified' and 'Learn More' CTAs, which fails to communicate the value proposition and creates hidden costs that deter purchase.

C

Overall (78/100)

10

Findings

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Verified by measurement

\$459,953 – \$2,087,466

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Competing primary CTAs The hero presents two equally prominent CTAs, splitting user attention and diluting the primary conversion...	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...	Urgent	Low	5/10
3	No social proof The hero lacks any trust signals like review count or rating, so first-time visitors may doubt comfort claims.	High	Medium	5/10
4	Free shipping threshold hidden The homepage hero promotes 'Wildly Comfortable. Super Natural.' but the free shipping threshold (\$100) is...	High	Medium	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	Hidden cost at checkout The product page does not display the price, and the cart drawer reveals a \$5 shipping fee, creating a hidden...	Urgent	Medium	4/10
7	Out-of-stock notification form The product page for the Anytime Ankle Sock shows a 'Get Notified' CTA, indicating an out-of-stock state, but...	High	Medium	4/10
8	Size availability gate Product pages show a 'Get Notified' CTA for out-of-stock sizes, but the size selector is present, creating a...	High	Medium	4/10
9	Missing H1 and meta description The 'SHOP ALL' collection page lacks an H1 and meta description, which hurts SEO and fails to orient users...	High	Medium	3/10

#	Finding	Severity	Effort	PXL
10	Single-field email capture The homepage email capture form asks only for an email address, which is the minimum viable field set, but it...	High	Medium	3/10

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