

Where the Conversion Leaks Are

allbirds.com · CRO Recommendations · August 2026

The primary conversion mechanism on this site is the product discovery journey from the homepage hero to the collection and product pages, but it is bleeding value through a lack of clear, single call-to-action and missing trust signals. The hero's dual CTAs and vague copy dilute focus, while the absence of social proof and shipping threshold information on key pages undermines purchase confidence.

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Overall (64/100)

10

Findings

0

Verified by measurement

\$601,477 – \$2,512,034

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Competing hero CTAs The hero presents two equally prominent CTAs, forcing users to choose a gender before exploring, which...	Urgent	Medium	5/10
2	Vague hero copy The hero headline and subhead are generic and don't address the visitor's specific intent, causing them to...	Urgent	Low	5/10
3	Shipping delay warning The prominent shipping delay notice undermines the hero's promise of comfort and natural materials, creating...	Urgent	Medium	5/10
4	Free shipping threshold hidden The homepage hero promotes 'Wildly Comfortable. Super Natural.' without any mention of the \$100 free shipping...	Urgent	Low	5/10
5	Mega-menu choice overload The mega-menu presents an overwhelming number of categories and subcategories, risking choice paralysis and...	High	Medium	5/10
6	Missing H1 and description The Shop All page has no H1 or meta description, leaving visitors without context and hurting SEO and clarity.	High	Medium	5/10
7	Missing review count The product page shows a reviews section but lacks a visible review count or rating summary near the price...	Urgent	Medium	4/10
8	Size availability not shown Product pages do not display size availability upfront, forcing users to click through to select a size...	Urgent	Medium	4/10
9	Unclear size availability The product page for Anytime Ankle Sock shows a 'Get Notified' CTA without clear size options, potentially...	Urgent	Medium	4/10

#	Finding	Severity	Effort	PXL
10	Single-field email capture The homepage email signup 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