

Where the Conversion Leaks Are

allbirds.com · CRO Recommendations · August 2026

The single most valuable conversion mechanism on this site is the hero section's primary call-to-action, which is currently diluted by competing CTAs and vague copy, bleeding value by failing to guide visitors toward a clear, high-intent action.

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Overall (76/100)

10

Findings

0

Verified by measurement

\$495,334 – \$2,193,608

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 brand-speak that doesn't address the visitor's...	Urgent	Low	5/10
3	Shipping delay warning The prominent shipping delay notice creates immediate purchase anxiety, undermining the hero's comfort...	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 20+ nav items with multiple sub-levels, risking choice overload and decision paralysis...	High	Medium	5/10
6	Hero CTA ambiguity The hero section's CTAs 'SHOP MEN' and 'SHOP WOMEN' are generic and may not guide users to the most relevant...	High	Medium	5/10
7	Hidden cost: shipping threshold The product page does not display the \$100 free shipping threshold, creating a hidden cost that may deter...	High	Medium	4/10
8	Out-of-stock notification form The product page for the Anytime Ankle Sock shows a 'Get Notified' CTA, indicating the item is out of stock...	High	Medium	4/10
9	Half-size guidance hidden The product page for Anytime Ankle Sock does not display a price or size selector in the rendered crawl, and...	High	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 for a...	High	Low	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