

Where the Conversion Leaks Are

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The homepage hero's dual CTAs and vague copy split user intent and fail to communicate the value proposition, while the prominent shipping delay notice creates trust objections, collectively bleeding conversion value from the primary entry point.

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Overall (76/100)

10

Findings

1

Verified by measurement

\$459,953 – \$2,087,466

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Competing primary CTAs Replace dual SHOP MEN/SHOP WOMEN CTAs with a single 'Shop All' CTA to reduce friction and let users...	Urgent	Medium	5/10
2	Vague hero copy Rewrite hero headline and add subheadline to directly address visitor intent for comfortable, sustainable...	Urgent	Low	5/10
3	Shipping delay warning Soften the shipping delay notice and replace with trust-building messaging to reduce objection.	Urgent	Medium	5/10
4	Free shipping threshold hidden Include the free shipping threshold in the hero or near CTAs to set clear expectations.	High	Medium	5/10
5	Mega-menu choice overload Reduce top-level nav items to 5-7 and consolidate sub-lists to reduce cognitive load.	High	Low	5/10
6	Unlabeled email signup Add a visible label to the email input and a value proposition to improve clarity and accessibility.	High	Low	5/10
7	Out-of-stock notification form Add restock date, size selection, and suggest similar in-stock items to retain purchase intent.	High	Medium	4/10
8	Missing review count Add a review summary (e.g., '4.5 stars (1,200 reviews)') under the price to provide social proof.	High	Medium	4/10
9	Single-field email capture Add a clear incentive and privacy note to the email signup form to increase opt-in rates.	High	Medium	3/10

#	Finding	Severity	Effort	PXL
10	Controls without accessible names Give every control a visible text label or aria-label to meet WCAG 2.2 AA.	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