

Where the Conversion Leaks Are

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The single most valuable conversion mechanism on this site is the product discovery and purchase funnel, but it is bleeding value through a homepage that fails to state what is sold, a persistent restock banner that competes with primary CTAs, and an empty cart page that dead-ends visitors. The homepage headline 'Make Their Birthday A Keepsake' does not name the product category, and the banner 'click here for the restock' sends visitors away from the funnel, while the empty cart page offers no next step.

B

Overall (85/100)

10

Findings

3

Verified by measurement

2.0–9.4 orders / 1k visits

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Lab LCP 4.8s on mobile Largest Contentful Paint is 4.8s on mobile, far above the 2.5s good threshold, causing most visitors to...	Urgent	Medium	5/10
2	Restock banner misdirects A persistent restock banner competes with primary CTAs and sends visitors away from the funnel.	High	Medium	5/10
3	Homepage lacks product clarity The homepage headline and copy do not clearly state what is sold, leaving visitors to infer the product...	High	Low	5/10
4	Lab TBT 1720ms mobile Total Blocking Time is 1720ms on mobile, far above the 200ms good threshold, causing unresponsive taps and...	High	Medium	5/10
5	Heavy third-party script load The homepage loads 160 scripts, which is the usual root cause of slow interaction readiness on mobile.	High	Medium	5/10
6	Multiple competing CTAs on homepage The homepage presents many equally weighted CTAs, diluting the primary conversion path.	Medium	Medium	5/10
7	Empty cart dead end The empty cart page offers no clear next step, leaving users at a dead end.	High	Medium	4/10
8	No shipping or fee disclosure Shipping costs and delivery estimates are not shown until later, reducing cost transparency.	High	Medium	4/10

#	Finding	Severity	Effort	PXL
9	Product page CTAs ambiguous The Wish of the Month Club product page has an unclear offer and no secondary action, confusing new visitors.	High	Medium	4/10
10	Price formatting ambiguity Prices like \$4795 are ambiguous and could be misread as \$4,795 instead of \$47.95.	Medium	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