

Where the Conversion Leaks Are

allbirds.com · CRO Recommendations · August 2026

The site's primary conversion mechanism is the product page's 'Add to Cart' action, but it is being undermined by a misleading 'Get Notified' CTA on in-stock items, causing users to bypass the purchase path. Additionally, the homepage hero's competing CTAs and vague copy dilute user intent, while the prominent shipping delay warning erodes trust, collectively bleeding conversion value.

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Overall (69/100)

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's two equal-weight CTAs split user intent and add friction, delaying the path to purchase.	Urgent	Medium	5/10
2	Vague Hero Copy The abstract hero copy fails to address visitor intent for comfortable, sustainable shoes, and generic CTAs...	Urgent	Low	5/10
3	Shipping Delay Warning The prominent '30-day shipping' warning creates immediate hesitation and undermines trust in brand...	Urgent	Medium	5/10
4	Missing H1 on Collection The 'Shop All' collection page lacks an H1, missing SEO and user clarity, and the title is generic.	High	Low	5/10
5	Free Shipping Threshold Hidden The free shipping threshold is not mentioned in the hero, creating unmet expectations for lower-priced items.	High	Medium	5/10
6	Mega-Menu Choice Overload The mega-menu with 20+ items risks choice overload and decision paralysis.	High	Medium	5/10
7	Misleading Get Notified CTA The 'Get Notified' CTA on an in-stock product page misleads users into signing up for notifications instead...	Urgent	Medium	4/10
8	Out-of-Stock Form Missing Size The back-in-stock alert form likely captures only email, missing size preference, reducing future conversion.	High	Medium	4/10
9	Missing Review Count The product page lacks visible review count or rating, missing social proof at the decision point.	High	Medium	4/10

#	Finding	Severity	Effort	PXL
10	Single-Field Email Capture The email signup lacks an incentive and privacy note, lowering opt-in rates.	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