

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' CTA, but it is being undermined by a product page that shows a price yet offers only a 'Get Notified' button, creating a dead-end for purchase intent. Additionally, the homepage hero lacks a clear value proposition and social proof, failing to convert initial interest into clicks.

B

Overall (81/100)

10

Findings

1

Verified by measurement

\$389,191 – \$1,875,182

Sized opportunity

Prioritised findings

#	Finding	Severity	Effort	PXL
1	Product Unavailability Block Product page shows price but only 'Get Notified' CTA, blocking purchase without clear unavailability...	Urgent	Medium	5/10
2	Vague hero copy Hero headline is a brand slogan, not a value proposition, failing to communicate product and benefits.	High	Low	5/10
3	No social proof in hero Hero lacks trust signals like reviews or customer count, reducing credibility for first-time visitors.	High	Medium	5/10
4	Conditional Shipping Cost Clarity Shipping cost for orders under free shipping threshold is not stated upfront, causing surprise at cart.	High	Medium	5/10
5	Free shipping threshold hidden Hero does not mention free shipping threshold, which is only in sitewide banner, potentially causing cart...	High	Low	5/10
6	Mega-menu choice overload Mega-menu with 20+ items per category overwhelms users, increasing cognitive load and decision paralysis.	High	Low	5/10
7	Hero CTA ambiguity Hero CTAs 'SHOP MEN' and 'SHOP WOMEN' are generic and lack value proposition, reducing click-through.	High	Medium	5/10
8	Missing H1 and description Collection page lacks H1 and meta description, hurting SEO and user clarity.	High	Medium	5/10
9	Single-field email capture Email signup form lacks incentive and privacy trust, reducing opt-in rates.	High	Low	3/10

#	Finding	Severity	Effort	PXL
10	Controls without accessible names 41 unlabelled interactive controls hinder screen reader and voice control users.	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