YA

Your Agency

DIGITAL MARKETING PARTNER

CONVERSION RATE OPTIMIZATION

CRO & UX Experiments Report

The experiments we ran on your site this month, what won, where visitors drop off, what heatmaps show and the tests we will run next.

PREPARED FOR	WEBSITE	REPORT PERIOD
Fernbrook Meal Co.	fernbrookmeals.com	September 2026

SEPTEMBER AT A GLANCE

Subscription conversion rate

3.35% ▲ +0.41 pts

1,380 new subscriptions from 41,200 sessions

Experiments concluded

3

2 winners shipped, 1 inconclusive, 1 still running

Average lift of winners

+14.1%

pricing page +16.8%, checkout +11.4%

Sample excerpt only. Full monthly reports include many more data points. Client, website and figures are fictional.

02 · EXPERIMENTS

Two clear winners shipped this month

Sep 1 – Sep 30, 2026 · compared with August 2026

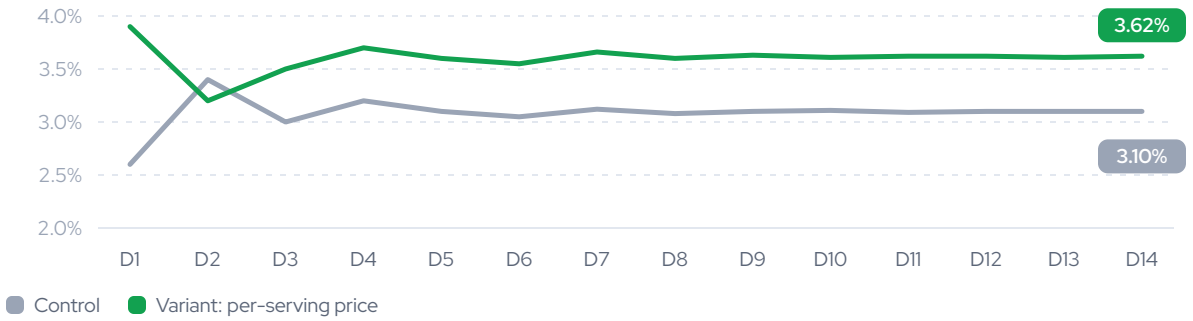
EXPERIMENTS RUN	WINNERS SHIPPED	AVG. WINNER LIFT	CONVERSION RATE
4	**2**	**+14.1%**	**3.35%**
3 concluded, 1 running	both at 97%+ significance	on the tested step	▲ +0.41 pts Aug 2.94%

Experiment results

EXPERIMENT	HYPOTHESIS	CONTROL → VARIANT	LIFT	SIGNIFICANCE	RESULT
Pricing page per-serving price	Showing price per serving makes plans feel more affordable	3.10% → 3.62%	+16.8%	97%	Winner
Checkout single page vs 3 steps	Fewer steps reduce checkout abandonment	41.2% → 45.9%	+11.4%	99%	Winner
Menu page sticky "Choose plan" bar	A persistent CTA moves browsers to plan selection	12.6% → 13.9%	+10.3%	92%	Running
Homepage hero video vs static image	Cooking video increases engagement and sign-ups	2.84% → 2.79%	−1.8%	38%	Inconclusive

Pricing page test · cumulative conversion rate

14 days · 18,400 visitors



What this means

+96

estimated extra subscriptions per month from the two winners

62,800

visitors included in tests

~1,476

projected monthly subscriptions

Estimate assumes September traffic levels. Inconclusive tests are not counted.

03 · FUNNEL & BEHAVIOR

Where visitors drop off and what they click

Sep 1 – Sep 30, 2026 · compared with August 2026

Subscription funnel

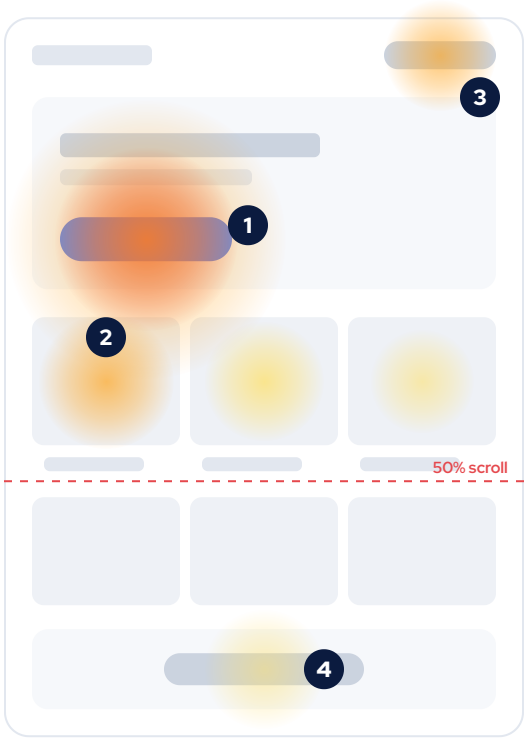
September, all devices

Sessions	41,200	100%	
Viewed menu	18,540	45.0%	55.0% drop-off
Selected a plan	6,180	15.0%	66.7% drop-off
Started checkout	3,090	7.5%	50.0% drop-off
Subscribed	1,380	3.35%	55.3% drop-off

Biggest leak: menu to plan selection. Two in three menu viewers leave without picking a plan, which is why the sticky CTA test is running.

Heatmap summary · menu page

9,800 sessions recorded



1 Hero CTA gets 41% of clicks
The main "See plans" button is the most-clicked element.

2 Rage clicks on meal photos
Visitors expect photos to open recipe details (212 sessions).

3 Header "Plans" link: 9%
Used mostly by returning visitors.

4 Only 38% reach the footer CTA
Half of visitors stop scrolling before the second meal row.

Clicks more

04 · NEXT TESTS

Tests planned for October

Sep 1 – Sep 30, 2026 · compared with August 2026

Test roadmap

TEST	HYPOTHESIS	PAGE	ICE SCORE	START
Clickable meal photos	Opening recipe details in a quick view reduces rage clicks and lifts plan selection	Menu	**8.3**	Oct 6
Plan quiz	A 3-question quiz recommending a plan size reduces choice overload	Plans	**7.7**	Oct 13
First-box discount framing	"$40 off your first box" beats "50% off" for new visitors	Pricing	**7.3**	Oct 20
Delivery date picker earlier	Showing delivery dates before payment reduces checkout exits	Checkout	**7.0**	Oct 27
Social proof near CTA	Review count and rating under the main CTA increases clicks	Home	**6.7**	Nov 3

ICE = average of Impact, Confidence and Ease, each scored 1–10.

Shipped this month

- Per-serving pricing rolled out to 100% of traffic
- Single-page checkout live on all devices
- Hero video test closed; static image kept (faster page)
- Session recordings enabled on checkout for October
- Analytics events added for quiz and quick-view tests
- Test results shared in your monthly review call

21
tests run this year

38%
win rate

+1.1 pts
conversion rate since January

October goals

1. **Lift plan selection**
   Move menu-to-plan rate from 33% to 38%.
2. **Run 4 new tests**
   At least 2 to reach 95% significance.
3. **Mobile checkout review**
   Watch 500 checkout recordings to find friction on small screens.
4. **Protect page speed**
   Keep menu page LCP under 2.0 s while adding quick views.

TARGETS FOR NEXT MONTH

3.6%
conversion rate

1,480
subscriptions