

COMMERCIAL OFFER



Conversion Growth & CRO

EXECUTIVE BRIEF

Commercial offer brief

Turn existing traffic into more completed orders

RATE

\$40/hour

Was \$50/hour

Promo valid: Feb 01, 2026 - Apr 30, 2026

CAPACITY

70+ hours

TIMELINE

4-6 weeks

Business Problem and Executive Summary

Traffic is there, but revenue is flat. We remove friction in merchandising and checkout to squeeze more revenue from existing visitors.

Success KPI Focus (Phase 1)

- Checkout completion and conversion recovery on critical cart flows
- Core Web Vitals uplift on PDP/PLP/cart templates
- Lower hotfix frequency and fewer production incidents after releases

Problems We Solve

- High CAC (Ad spend) with low ROAS.
- Marketing is blocked by slow implementation of promos/landing pages.
- "Blind" decision making due to fragmented analytics.

Expected Business Outcomes

- Higher Checkout Rate: More sessions convert to paid orders.
- Faster Time-to-Market: Launch promos in hours, not weeks.
- Data-Driven Growth: A reliable cycle of hypothesis testing.

Prepared by Yevhen Samkov - Senior Frontend Architect

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Conversion Growth & CRO - Continued

Execution Scope

- UX/CRO auditing and fixing conversion killers (A/B ready code).
- Robust Promo/Cart mechanics with safety rollbacks (no revenue loss).
- Complex flows: Dynamic pricing configurators and print-forms.
- Vital Signs: Core Web Vitals, accessibility, and trust signals boost.
- Infrastructure: Hardening Stripe/PayPal, ERP, and CRM integrations.

Scope Boundaries (Included / Not Included)

- Included: UX/CRO auditing and fixing conversion killers (A/B ready code).
- Included: Robust Promo/Cart mechanics with safety rollbacks (no revenue loss).
- Included: Complex flows: Dynamic pricing configurators and print-forms.
- Not included: Full platform replatforming and complete backend rewrite
- Not included: Paid media buying, ad campaign operations, and legal compliance audits

Leadership Deliverables

- 90-Day Growth Roadmap: Prioritized strictly by Revenue Impact vs. Dev Effort.
- Hypothesis Bank: A validated backlog of experiments to test market fit.
- Component Asset Library: Reusable, IP-owned code modules for future scale (your capital).
- Vendor Risk Matrix: Health audit of payments, shipping, and retention stack.
- Monthly ROI Ledger: Executive report on performance, spend, and next steps.

Kickoff and Next Step

Kickoff can start from 70+ hours with phased delivery. Standard timeline: 4-6 weeks.
Investment model: From 70 hours with phased delivery.

Why Act Now

Growth is capped not by marketing, but by platform limitations. Fix the bucket before pouring more water.

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