



**CROWPATH** LLC  
Conversion Before Scale

# SHOPIFY CRO CASE STUDY

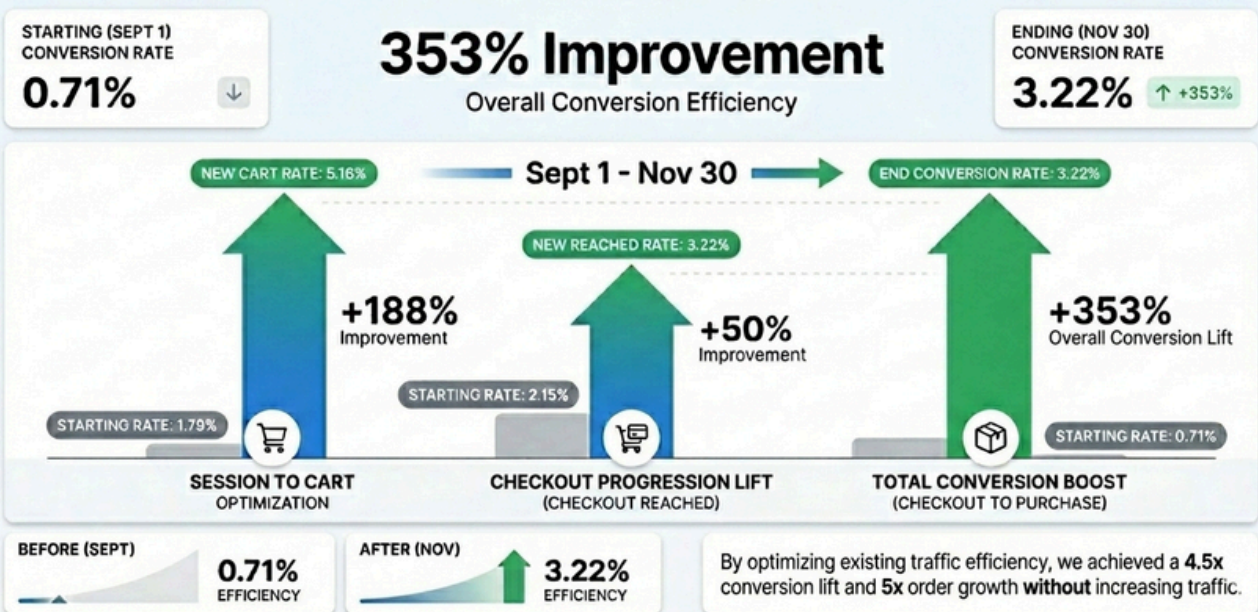
Conversion Rate Lift for Emerging Shopify POD Apparel Brand

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## Overview

An emerging Shopify print-on-demand apparel brand was operating at a sub-1% conversion rate despite consistent traffic. The objective was to improve funnel efficiency, increase completed purchases, and raise average order value without increasing traffic or paid acquisition spend.

**Emerging Shopify POD Apparel Brand Case Study. Conversion Rate Transformation: 3-Month Performance Overview (Sept 1 – Nov 30)**



Funnel performance improvement over 90 days (Sept 1 – Nov 30). Traffic remained stable; lift driven by structured CRO optimization.

## Strategic Outcome

By optimizing existing traffic efficiency, we achieved 4.5x conversion lift and 5x order growth without increasing traffic.

This case demonstrates how structured funnel optimization can unlock meaningful growth for early-stage Shopify brands prior to paid traffic scaling.