

A HIGH-CONVERSION COMMERCE PLAYBOOK

E-COMMERCE SYSTEMS

02

**Create a faster path from product discovery
to confident purchase.**

A BRIVIO FIELD GUIDE FOR AMBITIOUS TECHNOLOGY TEAMS

THE OPPORTUNITY

BUILD A SYSTEM, NOT A TACTIC.

Enterprise commerce succeeds when brand, merchandising, technology, and operations work as one system. Every interaction should reduce uncertainty and strengthen purchase intent.

3.4x

POTENTIAL CONVERSION LIFT FROM FOCUSED OPTIMIZATION

01

EFFORTLESS DISCOVERY

Help buyers move naturally through navigation, search, filtering, collections, and recommendations.

02

PURCHASE CONFIDENCE

Use clear product stories, proof, policies, and transparent delivery expectations to reduce hesitation.

03

COMPOSABLE SCALE

Build a commerce foundation that supports integrations, new markets, and rapid experimentation.

OPERATING STANDARD

THE CONVERSION FOUNDATION

Strengthen every layer that influences a purchasing decision.

1

MERCHANDISING

Intentional collections, product relationships, bundles, and campaign-ready landing pages.

2

PRODUCT DETAIL

Clear value, rich media, specifications, social proof, availability, and delivery information.

3

CHECKOUT

Minimal friction, trusted payments, guest purchase, address support, and transparent totals.

4

PERFORMANCE

Fast storefront delivery, optimized media, lean scripts, and responsive interactions.

5

LIFECYCLE

Thoughtful capture, browse recovery, cart recovery, post-purchase, and retention journeys.

6

ANALYTICS

Reliable product, funnel, cohort, and contribution data across the entire buying journey.

THE BRIVIO METHOD

DESIGN THE FULL COMMERCE JOURNEY

Optimize the system around customer intent, not isolated screens.

01

UNDERSTAND DEMAND

Identify customer segments, purchase motivations, objections, and shopping contexts.

02

SHAPE DISCOVERY

Align information architecture, search, filters, and merchandising to real decision paths.

03

REMOVE FRICTION

Clarify product value, reduce checkout effort, and surface trust at the right moments.

04

EXPERIMENT RESPONSIBLY

Prioritize meaningful tests, protect performance, and scale validated improvements.

THE FIRST 90 DAYS

FROM AMBITION TO MOMENTUM.

DAYS 1-30

DIAGNOSE THE FUNNEL

Review analytics, customer behavior, storefront performance, and operational constraints.

DAYS 31-60

SHIP PRIORITY GAINS

Improve discovery, product pages, trust signals, mobile UX, and checkout clarity.

DAYS 61-90

BUILD MOMENTUM

Launch testing, lifecycle improvements, merchandising systems, and team reporting.

Build a storefront that earns confidence and converts it.

START THE CONVERSATION

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