Digital Commerce Opportunity Scorecard

Aster & Pine | asterandpine.example | October 2026

SAMPLE DELIVERABLE • FICTIONAL BRAND • ILLUSTRATIVE SCORES AND FINDINGS

Executive readout

Aster & Pine's largest opportunity to monetize sessions is through conversion rate (CVR) and average order value (AOV) tactics on product pages and in checkout. Product pages are missing vital purchase-confidence elements, such as intended fit and sizing information, along with an easy-to-understand returns policy. The other low-hanging fruit is basket building, through outfit-completer recommendations in mid- and lower-funnel placements, as well as bundling opportunities. The site has strong browsability, engaging editorial assets and basic search results.

OVERALL SCORE	ASSESSMENT SCOPE	BENCHMARK SET
55 / 100	**Mobile-first public site review**	**A: national specialty chain** **B: DTC-native apparel brand** **C: department store**

Growth lever scorecard

Growth lever	Score	Primary KPI	Executive observation
Discovery & Navigation	70	Engagement	Strong browsability. Search is basic: some styles don't surface because naming varies ("wide leg" vs. "trouser").
Product Experience	55	CVR	Imagery leads the set, but there is no model size or fit guidance, and returns are explained only in the footer.
Conversion & Checkout	55	CVR	Two promotions can stack, with exclusions behind a link; express pay appears only at the final step.
Basket Growth	35	AOV	No outfit completers or bundles; recommendations repeat the same category.
Retention & Engagement	60	Repeat rate	Strong style editorial and email capture; the loyalty program is hard to find.

Top three priorities

Priority	Opportunity	Potential commercial implication
01 HIGH	Conversion rate: add fit, sizing and returns confidence to product pages.	Illustrative: +2 basis points CVR (2.50% to 2.52%) is about $320K a year, plus fewer returns for fit.
02 HIGH	AOV: add outfit completers in mid- and lower-funnel placements, and test bundles.	Illustrative: +5% AOV ($105 to $110.25) is about $2.0M a year.
03 MEDIUM	Engagement: correct product feed naming and AI attributes for search and shopping feeds.	Not sized. The same feed fix improves onsite search and non-brand shopping ads, reaching new customers.

SCORING NOTE Fictional brand and competitors, shown to illustrate a Digital Growth Snapshot. Scores reflect observed capability on a standardized rubric, not measured conversion or revenue.

03 Opportunity deep dive

The three strongest findings: the KPI each one moves, what it could be worth, and how to do it well.

VALUE BASIS Dollar sizing requested by the client, based on top-line figures shared at intake (illustrative): $40M annual online revenue, 2.5% CVR and $105 AOV, all flat over the last 12 months, or about 15.2M sessions and 381,000 orders a year. Values are directional, assume everything else holds steady, and are confirmed in the Revenue Optimization Review.

01 | Conversion rate: purchase confidence on product pages

Observed friction	Why it may matter	Recommended response
Product pages show a generic size chart only. There is no model size, no intended-fit notes, and reviews don't capture fit. The returns policy appears only in the footer.	Shoppers who can't judge fit hesitate at add-to-cart, and those who buy anyway are more likely to return. Competitor B answers fit and returns directly on the page.	Add model height and size plus a 3-point fit scale to the top 100 styles. Summarize free returns next to Add to bag. Test a size recommendation tool.

What it could be worth: +2 basis points CVR (2.50% to 2.52%) adds about 3,000 orders and $320K a year. Fewer fit returns add margin on top.

How to do it well: Write fit notes from existing fit sessions, starting with top sellers and the styles with the most fit returns. Show garment measurements, model height and size, and plain intended-fit language, such as "Designed for a boxy fit; size down if you prefer a closer fit." Put a one-line returns promise next to Add to bag so shoppers feel confident trying it at home.

Evidence: S-04, S-11 **Confidence:** High **KPIs to measure:** CVR and add-to-cart rate; return rate for fit

02 | AOV: outfit completers and bundles

Observed friction	Why it may matter	Recommended response
There is no "complete the look" and no bundles. "You may also like" repeats the same category, and the add-to-bag confirmation and cart show no add-on suggestions.	Outfit completers in mid- and lower-funnel placements (product page, add-to-bag, cart) are a well-established way to add units per order. Competitor B outfits nearly every style.	Launch stylist-curated outfit completers on product pages for the top 100 styles. At checkout, offer bundles with a discount incentive to drive larger impulse adds.

What it could be worth: +5% AOV ($105 to $110.25) on about 381,000 orders a year is about $2.0M.

How to do it well: Start with 2-item stylist looks on top styles, and hide completers that are out of stock in the shopper's size. Set the checkout bundle discount against margin so the extra units stay profitable, and test it against no discount.

Evidence: S-06, S-13 **Confidence:** Medium **KPIs to measure:** AOV; units per transaction; attach rate