

ODDIT PREVIEW

Take a look at  
what's inside.



SMALL SNIPPETS  
OF REAL ODDIT  
FEEDBACK

## WHAT DO YOU GET IN AN ODDIT?

We pack a ton of valuable insight into our Oddits meant to help build a lasting brand and generate revenue.

The feedback will help you get the most out of the eyeballs on your brand. We want to ensure your DTC brand lives up to its potential, and never gets comfortable with the status quo.

## HOW WE BREAKDOWN ODDITS

Full Oddit products are broken into 4 categories so you can better prioritize the changes we recommend.



SAMPLE  
FOCUS



### Quick Wins

Low effort suggestions that are easy to implement with minimal time and cost. Things like copywriting or simple CSS edits that likely don't require additional strategy or development work.



### Small Hurdles

Medium effort suggestions that most teams can tackle in an afternoon. The incremental impact of these changes will have the power to move the needle substantially.



### Major Moves

High effort items that should only be put into your queue once you've discussed their cost, and disruption of all priorities. These larger shifts can drive big impact but aren't easy to implement.



LOOK FOR ME  
IN FULL ODDIT  
PRODUCTS!

### Red Alerts

Regardless of effort and cost, these items should be reviewed and dealt with as soon as possible. They are having a drastic impact on your brand presence and the conversion of your products.

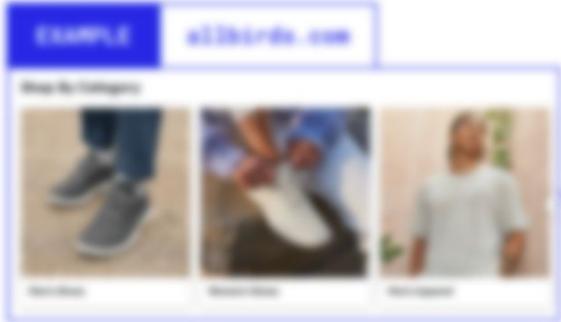
# UNDERSTANDING YOUR ODDIT



THIS ICON TELLS YOU HOW HARD A PIECE OF FEEDBACK IS TO IMPLEMENT. FOR EXAMPLE, I'M A QUICK WIN.

IF YOU SEE THIS HERE, THE FEEDBACK IS ALSO A RED ALERT!

**Use consistent & clear product naming.**  
Product names vary from "Start Here", "NOOB bind set", and "Beginner to Pro". Start Here is especially confusing in a mobile scenario because it seems like a call to action.



**Suggestion 1:** Use a consistent naming scheme for products across a specific skill/experience level, for example "Beginner Kit", "Intermediate Kit", "Expert Kit".

**Suggestion 2:** Your current product cards could be swapped for product categories that direct users based on their experience level. These categories would drive users to the corresponding product category pages, "Shop Beginner", "Shop Intermediate", etc.

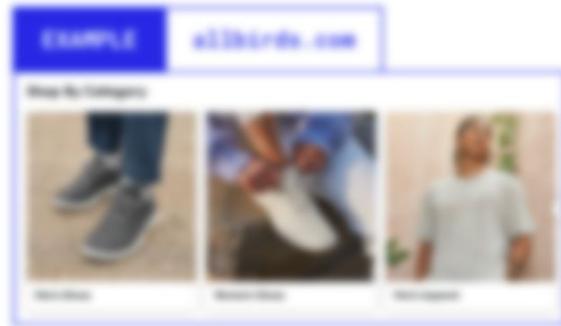
## UNDERSTANDING YOUR ODDIT



HERE'S WHERE YOU CAN FIND  
OUR RECOMMENDATIONS FOR  
EACH PIECE OF ANALYSIS

### Use consistent & clear product naming.

Product names vary from "Start Here", "NOOB bind set", and "Beginner to Pro". Start Here is especially confusing in a website scenario because it seems like a call to action.



### ODDIT RECOMMENDS

**Suggestion 1:** Use a consistent naming scheme for products aimed at a specific skill/experience level, for example "Starter Kit", "Intermediate Kit", "Expert Kit".

**Suggestion 2:** Your current product cards could be swapped for product categories that direct users based on their experience level. These categories would drive users to the corresponding product category pages. "Shop Beginner", "Shop Intermediate", etc.

## UNDERSTANDING YOUR ODDIT

AND SOMETIMES WE  
REFERENCE REAL WORLD  
EXAMPLES, OR MOCKUP NEW  
VERSIONS OF YOUR UI!

**EXAMPLE** allbirds.com

Shop By Category



Men's Shoes      Women's Shoes      Men's Apparel

### Use consistent & clear product naming.

Product names vary from "Start Here", "NOOB level kit", and "Beginner to Pro". Start Here is especially confusing in a website scenario because it seems like a call to action.

### DIRECT RECOMMENDATIONS

**Suggestion 1:** Use a consistent naming scheme for products across a specific skill/experience level, for example "Start Kit", "Intermediate Kit", "Expert Kit".

**Suggestion 2:** Your current product cards could be swapped for product categories that direct users based on their experience level. These categories would drive users to the corresponding product category pages, "Shop Beginner", "Shop Intermediate", etc.

BUT, DOES IT WORK?

We're gonna let our  
customers speak for us.

NIK SHARMA  
CEO, SHARMA BRANDS



We live and breathe DTC, but sometimes you get so close to your product or brand that you miss opportunities. Working with Oddit has been an absolute game changer – their insights constantly blow me away.



WE WORK WITH COMPANIES THAT  
BUILD BRANDS

WE WORK WITH PERFORMANCE  
MARKETING AGENCIES THAT  
HELP BRANDS GROW

JESS BACHMAN  
CO-FOUNDER, FIRETEAM



Mastery and attention to detail that can feel like the FBI, IRS, and NSA all coming to bare on your brand. But instead of jamming you up, they remove impediments, clear the roadblocks, and grease the wheels for rapid growth. You come out the other side feeling like you just had a 2-week juice cleanse.

LISA BARNETT  
CO-FOUNDER, LITTLE SPOON



Sometimes you miss the little stuff when you work on your own product for so long. Oddit helped identify small tweaks to our experience that when added up, can really help our conversion.



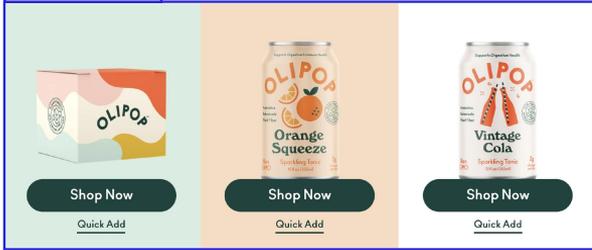
AND OF COURSE, WE WORK WITH  
DTC BRANDS DIRECTLY!

## SO, WHAT DOES ODDIT FEEDBACK ACTUALLY LOOK LIKE?

We're about to show you. The next few pages share simplified feedback from a few different REAL Oddits.

This sample is only a glimpse behind the curtain. It's meant to show the type and style of suggestions you will receive. A true Oddit will provide dozens of pages full of dense, meaningful suggestions.

## Current



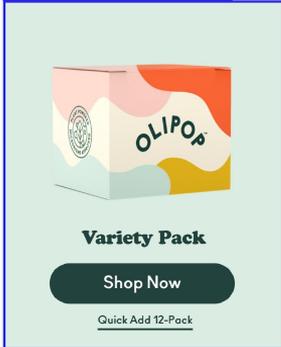
# Actual design mockups paired with conversion driving suggestions.

When displaying products, be crystal clear with your information.

Never make the consumer guess. In this example, we're unsure of the flavor and quantity – two important details.

The package on the left is especially confusing – is it a colored box? Variety pack? Or maybe a paint kit? 🤖 Each item should have product titles at the top and include quantities.

## Oddit Update



## Oddit Update



## ODDIT RECOMMENDS

**Suggestion:** Each item should have product titles at the top and include quantities.

# Simple CSS changes that help highlight messages that matter.

## Boost your hero readability

Long story short, we recommend a tweak to your hero text to increase readability.

### ODDIT RECOMMENDS

**Suggestion:** The H1 heading to subheading ratio should be closer in size. H1 is 59, and the subheadline is 15, so roughly a 4:1 ratio.

**To achieve higher readability, we'd suggest a 2:1 ratio or a size 24-30pt subheadline.**

### Current

# A new kind of soda<sup>©</sup>

2-5g sugar. 9g fiber. 6 delicious flavors.

### Oddit Update

# A new kind of soda<sup>©</sup>

2-5g sugar. 9g fiber. 6 delicious flavors.

# Identify typical frustration points throughout the purchase journey.

The chances of someone adding a product to their cart without knowing the price are slim to none.

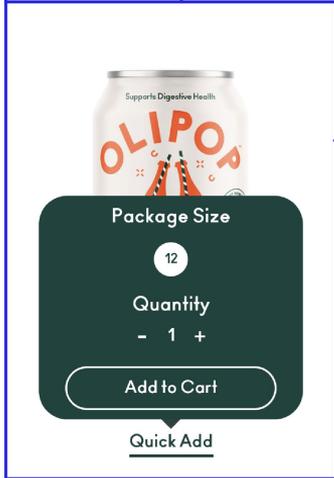
Conversions will be extremely low until you communicate the information customers need.

## ODDIT RECOMMENDS

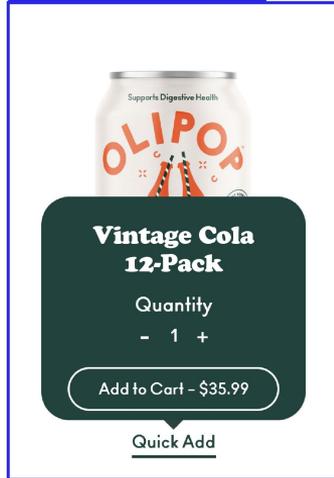
**Suggestion 1:** Products only come in sets of 12, yet the package size looks like a clickable variant. This should be restyled so the package size is stated and does not look like an actionable item.

**Suggestion 2:** Add the price into the product cards.

## Current



## Oddit Update



# Improve clarity of information, brand positioning, and UI.

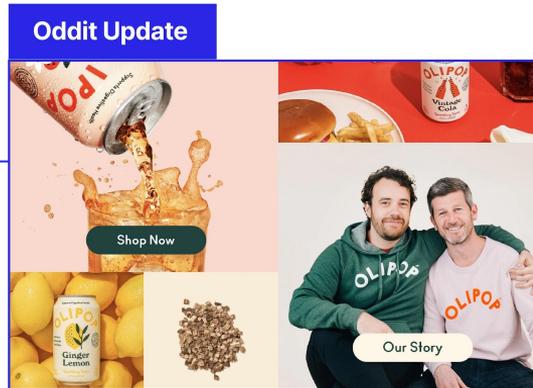
We're big fans of the photo-gallery look and feel, but the key interaction points are difficult to read.

This feels like a photo gallery in the UX as opposed to key interaction points.

## ODDIT RECOMMENDS

**Suggestion:** Incorporating "Shop Now" and "Our Story" buttons that are punchier, with much higher contrast should boost conversion. It's also important for imagery to be relevant to relevant to the action point. If you're linking users to "Our Story," display an image that relates (ex. the founders).

**Adding higher-contrast buttons will help boost conversion..**

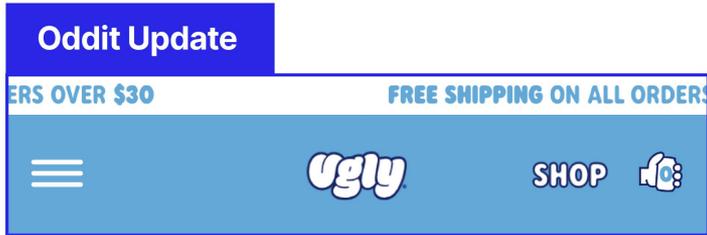


## Highlight best practices that shouldn't be ignored.



Placing the menu in the middle makes for a difficult user experience.

When you're holding a phone, you hold it on the left or right side which makes it easy to access the sides/corners of the device.



### ODDIT RECOMMENDS

**Suggestion:** Go the traditional route and situate your menu on the left or right side.

For mobile, items like access to "Account" are lower priority and should be placed inside the mobile hamburger menu. This makes room for a "Shop" button.

# Tips to improve page speed, SEO, and other overlooked elements.

**Key information that's difficult to read makes for a poor user experience.**

In this example, the only things we see are "Still," "Sparkling," and "Still Sparkling" – leaving out the size and type of product.

## ODDIT RECOMMENDS

**Suggestion 1:** Make sure your text colors are high contrast and easily visible.

**Suggestion 2:** Be clear with product titles: "Still Sparkling" should read "Still & Sparkling." It's a small but important detail.

## Current



## Oddit Update



# Simple recommendations to upsell, guide the user & increase your AOV.

If the cart is empty, give users somewhere to go!

Empty cart space is dead space.

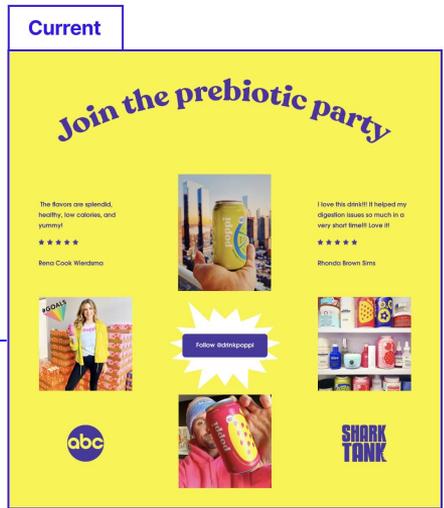


## ODDIT RECOMMENDS

**Suggestion 1:** A link to featured products or even a simple "Shop Now" button works great. 🤓

# Improve messaging, layout, call-to-actions, and flow

The social, reviews and “brag bar” highlights are confusing and cluttered section where the value of each item gets lost.



## ODDIT RECOMMENDS

**Suggestion:** Each of these elements should have its own dedicated section for clarity and intention. In addition, list your social channels in the footer.

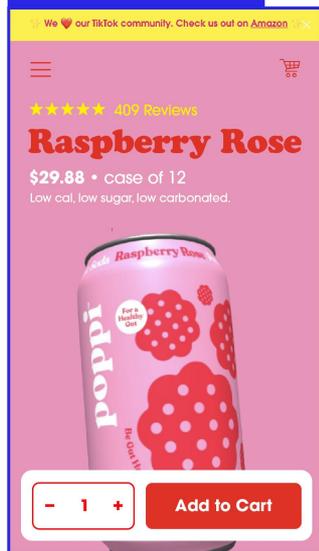
## Oddit Update



## Current



## Oddit Update



# Data-driven guidance to get people into your purchase funnel.

Incorporating more "status quo" features would benefit the Product Detail Pages.

## ODDIT RECOMMENDS

**Suggestion 1:** Clearly mark the price. Currently, the mobile product pages don't show the product description or price. Without a price, users will be wary of adding anything to the cart. There's also a high chance they'll get confused or frustrated and leave.

**Suggestion 2:** Add a higher contrast "Add to Cart" button. The page has a lot of whitespace so the button hierarchy is still high, but as elements are added it's likely to get lost.

**Suggestion 3:** The brand has a number of strong reviews which should be shown off. Let the customer know Poppi is awesome!

**Suggestion 4:** Consider adding value props such as "low cal" or "low sugar." Or they could add "Free Shipping over \$50" which would help upsell for a higher average order value.

# Simple suggestions that highlight crucial elements in the customer journey.

The CTA to drive newsletter signups is pretty underwhelming.



## Current

Make your inbox pop.

Email

**Submit**

## ODDIT RECOMMENDS

**Suggestion:** Craft a simple value prop will drive sign-ups and transactions especially with clear messaging and a more engaging button CTA.

## Oddit Update

**Sign up to get 10% off your first order.**

Make your inbox pop. Join the Poppi insiders to receive product updates and special offers.

Email Address

**Get Coupon**

## COMMON QUESTIONS

### **Does you help implement the suggestions?**

We get that not everyone has the resources in-house - so once you've received your Oddit - we're happy to quote design & development services or introduce you to our preferred partners.

### **How does the Oddit process kickoff?**

Each Oddit starts with a simple questionnaire. This helps us understand any planned changes, specific concerns, and other details to ensure you're getting the most value out of your Oddit.

### **How long will it take to receive my Oddit?**

Our typical turnaround time is 1-2 weeks from the time the onboarding questionnaire is submitted. We're real people, giving real feedback so it takes us a bit of time to make sure we're providing the most value to you as possible..

### **How do I know that I'll see results?**

We guarantee your Oddit will provide value. If you don't agree, let us know and we'll give you a 100% refund, no questions asked.

COOL, HUH?

If you'd like to uncover conversion leading analysis within your own product, we'd love to dive in!

Our full **Oddit** products include:

- Dozens of pages of analysis
- Review on all screen widths
- Detailed messaging and CTA feedback and suggestions
- Navigation review

Visit **[oddit.co/pricing](https://oddit.co/pricing)** to get started!

- Full visual design & UI review including detailed CSS changes
- Site architecture review to remove frustration points
- Prioritized for both ease & impact
- New feature recommendations