Digital Strength Review

A side-by-side competitive comparison

Our competitive comparison process

Our process compares your digital commerce capabilities against well-known competitors along a set of criteria that is composed of effective ecommerce strategies. The final report outlines some of the more notable findings within key sections and includes a review score.

Who is Acro Media?

Acro Media is a digital commerce consulting company. We help companies like yours by analyzing your overall commerce architecture, not just your platform, in order to optimize your organizational efficiencies and systems automation.

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	CAIRN	**NOMADIK**	**Isle Box**
Content Completeness	› Complete suit of content available including FAQ, blog, shipping/return policy, client testimonials and product descriptions › Instagram feed helps make Cairn feel like a community › Blog available and updated › Robust imagery and easy to understand content › Visually appealing theme › Support information is available but somewhat difficult to find initially **Reviewer score: 9/10**	› Good FAQ with easy to find shipping and return information › Clear navigation and easy to understand content › Excellent user testimonials displayed on subscription product pages › Theme is plain and lacks quality imagery and structure › No blog or social media feeds takes away from community feeling **Reviewer score: 6/10**	› Clear and understandable product information, although product pages have layout issues › Missing or difficult to find important content (FAQs and shipping/return policy) › Nice blog helps to give community feeling, although last post was Oct. 2017. › Lacking customer testimonials and product reviews › Visually appealing design **Reviewer score: 5/10**
Commerce Platform	› Nicely designed subscription product page › Subscription and individual product sales, although no mixed cart checkout › Lacking recommended products and up-sells › Additional sales channel set up via Cratejoy.com **Reviewer score: 5/10**	› Plain product page design and content › Mixed cart checkout available for subscriptions and individual products › Lacking recommended products and up-sells › Additional sales channel set up via Cratejoy.com **Reviewer score: 6/10**	› Subscription personalization options available › Good information on product pages, but lacks structure › No purchasing of individual products, only complete boxes › Lacking recommended products and up-sells › Additional sales channel set up via Cratejoy.com › Shop is subdomain of main site **Reviewer score: 5/10**

Checkout Functionality

> One page checkout

> No mixed cart checkout

> Checkout page and payment options are different between subscriptions and individual products

> Could benefit from gift cards

> Lacking ability to receive shipping costs/total price before checkout

> No free shipping

> Nicely designed checkout pages

Reviewer score: 6/10

> One page checkout

> Mixed cart checkout available

> Good notification if multiple subscriptions are in cart

> Ironclad Guarantee explanation for customer satisfaction

> Lacking ability to receive shipping costs/total price before checkout

> Lacking payment options

> No free shipping

> Checkout page visually unappealing

Reviewer score: 6/10

> No mixed cart checkout available

> Offsite payment gateway interrupts user experience

> Lacking ability to receive shipping costs/total price before checkout

> US only currency

> Due In Full up front

> Lacking payment options

> Free shipping is available

> Multi-page checkout increases chance of abandoned cart

> Nicely designed checkout pages

Reviewer score: 3/10

Customer Experience

> No obvious broken or incomplete site elements

> Good navigation that is easy to understand

> Good support content although somewhat difficult to find initially

> Unsure what currency site is being displayed when viewing outside of US

> Good subscription option comparison

> Unclear whether you can change or delay a subscription

Reviewer score: 8/10

> Excellent site loading speed

> No obvious broken or incomplete site elements

> Good navigation that is easy to understand

> Support easy to find

> Unsure what currency site is being displayed when viewing outside of US

> Little or no useful comparison of subscription options

> Unclear whether you can change or delay a subscription

Reviewer score: 7/10

> Good site loading speed

> Somewhat awkward primary navigation, not immediately understood how to return 'home'

> Contact and support information easy to find

> Excellent presentation of 'What you get'

> Unclear whether you can change or delay a subscription

Reviewer score: 5/10

Site Search	› Site search available	› No site search	› No site search
	› Search results relevant and prioritized	› Limited number of products and no blog reduces need for search functionality	› Not enough products for a product search the blog could potentially benefit from a search in the future.
	› No search suggestions while entering		
	› No suggestions if spelling mistake made on input		
	› Search terms do not return blog		
	Reviewer score: 5/10	**Reviewer score: N/A**	**Reviewer score: N/A**
Performance	› Excellent content and product page loading speed (both desktop and mobile)	› Excellent content and product page loading speed (both desktop and mobile)	› Good content and product page loading speed (both desktop and mobile)
	› One page checkout	› One page checkout	› Multi-page checkout increases chance of abandoned cart
	› No javascript loading errors	› No javascript loading errors	› There are a number of homepage javascript errors and warnings
	Reviewer score: 9/10	**Reviewer score: 9/10**	**Reviewer score: 6/10**
Mobile	› Mobile friendly design	› Mobile friendly design	› Mobile friendly design
	› No obscructing header or footer elements	› No obscructing header or footer elements	› No obscructing header or footer elements
	› Checkout experience remains fast for mobile	› Checkout experience remains fast for mobile	› Checkout experience remains fast for mobile
	› Lacking mobile specific content tailoring	› Lacking mobile specific content tailoring	› Lacking mobile specific content tailoring
	Reviewer score: 8/10	**Reviewer score: 8/10**	**Reviewer score: 8/10**

Personalization

> Use of social media and testimonials help to give site a community feeling

> No welcome message for first-time visitors

> Unclear if pricing shown outside of US is local currency

> No subscription personalization options

> Blog comments do not show any response from company

Reviewer score: 3/10

> Ability to earn and redeem points with purchase

> No welcome message for first-time visitors

> Unclear if pricing shown outside of US is local currency

> No subscription personalization options

Reviewer score: 3/10

> Ability to personalize subscription (gender, shirt size, shoe size, dietary concerns, etc.)

> Chance to win in a draw upon entering the site

Reviewer score: 5/10

NEXT STEPS

Request your FREE website analysis!

Get started today by requesting your free commerce analysis. We'll review your request and provide you with a personalized analysis report against one of your competitors.