

When ecommerce growth stalls, it is tempting to change everything at once. You might rewrite your ads, send more emails and commission a new website design in the same week. But if sales improve—or get worse—you will not know which change made the difference.

A better starting point is to find your **conversion bottleneck**: the point in the customer journey that is most limiting profitable growth. That could be inaccurate tracking, ads bringing in the wrong visitors, an email programme that is not bringing customers back, or a website that leaves shoppers with unanswered questions.

Ecommerce is harder than it looks. Margins can be tight, competition is relentless, and customers can compare products and prices in seconds. The right fix is not necessarily the most visible one. It is the change most likely to improve your business results without spending more to acquire the same customers.

Start with the numbers, not the channel

Ads, email and your website do not operate independently. Ads bring people to your shop; the website helps them decide whether to buy; email can recover some abandoned purchases and encourage future orders. A weakness in one area can make the others look worse than they are.

Before deciding what to fix, look at the journey from first visit to repeat purchase. Use a consistent period of time and compare like with like, taking seasonality, promotions and product availability into account. Ask:

- Are the right people reaching the site?
- Can you trust the traffic, sales and revenue figures?
- Do visitors view products but fail to add them to their baskets?
- Do shoppers add products but abandon during checkout?
- Are customers buying once but not returning?
- Are sales growing while profit stays flat or falls?

These questions help you move from “Which channel should we improve?” to “Where are we losing valuable customers?” That distinction matters. More ad clicks will not solve a checkout problem, and a new welcome email will not fix a product that is out of stock.

Check tracking accuracy before making a big decision

It is difficult to choose the right priority if your measurement is unreliable. **Tracking accuracy** should be an early check, especially if ad platforms, analytics tools and your ecommerce platform report very different sales figures.

Check that important events are being recorded consistently: product views, add-to-basket actions, checkout starts and completed purchases. Confirm that revenue values make sense and that test orders, refunds and duplicated events are not distorting the picture. Also check that consent settings and any recent site changes have not interrupted measurement.

Platform reporting is useful, but it is not a perfect, shared ledger. Different systems may use different attribution windows and methods, so they can claim credit for the same order. Compare trends and use your ecommerce platform’s order records as a practical reference point, while recognising that no single report will answer every question.

If tracking is clearly broken, fix that before making significant budget or channel changes. Otherwise, you could cut effective activity, increase unprofitable spend or celebrate a result that exists only in a report.

When should you fix the website first?

The website deserves attention when people are arriving but struggling to make a decision or complete a purchase. Look for evidence across the journey rather than assuming that a low overall conversion rate tells you exactly what is wrong.

For example, product-page visits without add-to-basket actions may point to unclear product information, weak imagery, poor fit guidance, missing reviews or unexpected delivery costs. A high rate of basket abandonment may suggest that shoppers are being surprised by delivery charges, uncertain about returns, or having difficulty with checkout. These are clues to investigate, not automatic diagnoses.

Reviews and delivery are part of the conversion experience

Shoppers want confidence that a product will meet their expectations and arrive when they need it. Reviews can help answer questions that a product description does not, while clear delivery information helps customers judge the full cost and timing of an order.

Make relevant reviews easy to find and display them in a way that feels credible. Avoid hiding material information or relying on generic claims. Be just as clear about delivery options, costs, dispatch times, returns and any restrictions. If delivery is slower or more expensive than a competitor's, explain the value honestly rather than leaving customers to discover it at checkout.

Price transparency is a fact of ecommerce: customers can compare alternatives quickly. Competing only by discounting can erode already tight margins. A clear proposition, helpful product content, trustworthy reviews and a straightforward delivery promise can all support conversion without turning every purchase into a price race.

Look for quick wins ecommerce teams can actually test

Some of the most useful **quick wins ecommerce** teams can make are small, focused changes: clarify a confusing delivery message, improve product imagery, make sizing information easier to find, or bring relevant customer reviews closer to the buying decision.

Prioritise changes based on evidence. Review customer-service queries, on-site search terms, user feedback and recordings or heatmaps where available and appropriately configured. Then test one meaningful change at a time where traffic allows. A visually pleasing redesign is not a result in itself; the question is whether the change helps customers understand, trust and buy.



When should you fix ads first?

Ads may be the priority when the website converts reasonably well for relevant visitors, but the business is not attracting enough of them—or the traffic it does attract is poorly matched to the offer.

Start by checking what each campaign is intended to achieve and whether it is reaching the right audience. Compare landing-page visits, product interest and orders, not just impressions or clicks. A campaign can produce cheap traffic and still lose money if visitors have little intention to buy, the advertised product is unavailable, or the landing page does not match the promise in the ad.

Review ad performance in the context of contribution to profitability. Revenue alone is not enough: product costs, delivery, discounts, returns and advertising costs all affect what remains. A campaign that looks successful on a platform dashboard may not be commercially worthwhile.

Before increasing spend, check that the product, price, stock position and landing page make sense for the audience. If a campaign is driving the wrong visitors, refine its targeting, messaging or destination. If relevant visitors are converting but there is room to grow profitably, then consider scaling carefully and monitor the results.

When should you fix email first?

Email is often worth prioritising when you already have a meaningful audience and customers, but your programme is underused or poorly organised. It can help new subscribers understand your range, remind shoppers about unfinished baskets and give existing customers a reason to return. It is not, however, a substitute for demand or a way to rescue a fundamentally unconvincing offer.

Look at whether messages are reaching the right people, whether the content is relevant, and whether clicks lead to useful pages. A large list is not automatically an asset if it is inactive, poorly segmented or receiving messages that do not match subscribers' interests. Monitor unsubscribes and complaints alongside clicks and orders.

Start with the basics: a clear sign-up proposition, a helpful welcome sequence, sensible post-purchase communication and relevant reminders where appropriate. Make sure customers can manage their preferences and that your email practices comply with applicable data-protection and marketing rules.

When judging email's contribution, account for the fact that recipients may have bought anyway. Use a consistent measurement approach and look for incremental signs, such as changes in repeat purchasing, rather than treating every attributed order as wholly caused by an email.

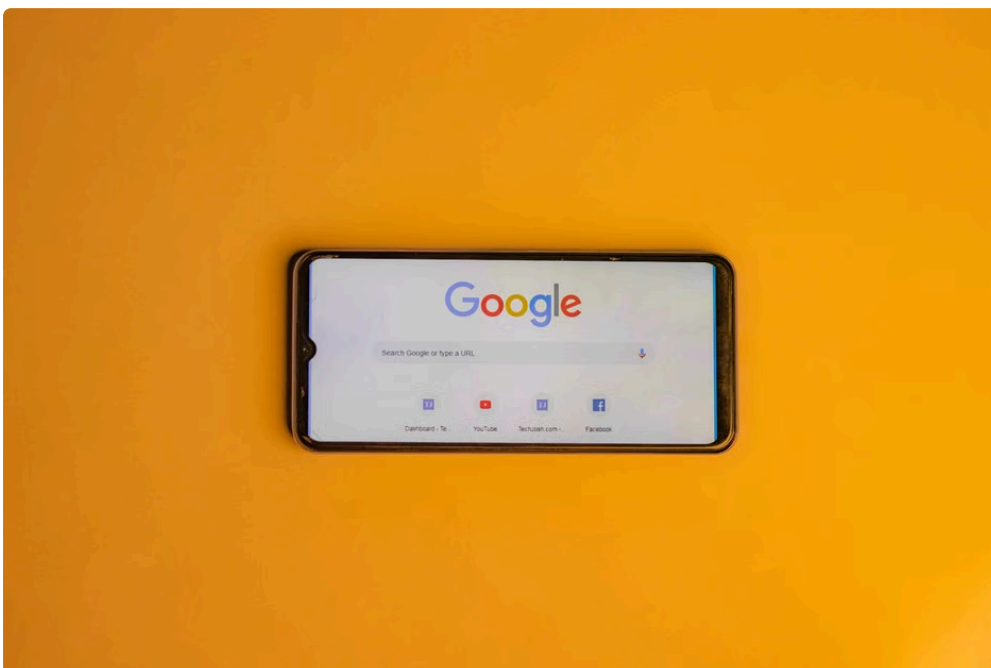
A practical way to choose what to fix first

Use the evidence to identify the most important leak, then choose a change you can measure. The following guide can help you decide where to investigate first:

What you observe Where to investigate Possible first action

Sales and revenue differ significantly between systems	Tracking accuracy and reporting	Validate purchase events, order values and attribution assumptions
Plenty of ad clicks, little relevant product engagement	Ads and landing-page fit	Check audience, search intent, ad promise and destination
Product views but few add-to-basket actions	Product pages and offer clarity	Review product information, reviews, price and delivery details
Baskets created but orders not completed	Basket and checkout	Investigate delivery surprises, payment options and checkout friction
First orders arrive, but few customers return	Product experience and email	Check satisfaction, replenishment patterns and useful follow-up messages
Revenue rises but profit does not	Commercial performance across channels	Review discounts, acquisition costs, returns and contribution by product

This is a guide, not a diagnosis. A problem that appears to be an ad issue may actually be a stock or pricing issue. A weak repeat-purchase rate might reflect a product customers only need once, rather than poor email execution.



Fix in the right order

1. **Make the data usable.** Check tracking and establish which figures you trust enough to make decisions.
2. **Find the biggest leak.** Look at the journey from traffic to order to repeat purchase, and identify the step with the clearest problem.
3. **Check the commercial reality.** Consider margins, discounts, returns, delivery costs and stock before judging a channel by revenue alone.
4. **Make one focused change.** Choose an action linked to the problem, not a broad redesign or campaign overhaul without a clear reason.

5. **Measure and learn.** Allow enough time and volume to interpret the result, and record what changed so that future decisions build on evidence.

So, ads, email or the website?

Fix the website first if relevant shoppers are reaching it but cannot find enough information, confidence or convenience to buy. Fix ads first if the offer and buying experience are sound but you are attracting too few suitable visitors—or paying for the wrong ones. Fix email first if you have a usable customer and subscriber base but are missing sensible opportunities to welcome, support and retain them.

And if you cannot tell which of those is true, start with tracking accuracy and customer-journey measurement. That is not glamorous work, but it can prevent expensive [tiktok ads for ecommerce brand](#) guesses.

There is rarely a universal answer. The best first fix is the one that addresses your most significant conversion bottleneck, improves the customer experience and has a plausible route to better profitability. In a market where shoppers can compare prices and delivery promises in moments, clarity and trust matter as much as traffic volume.

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