

Case

Shorter isn't always better: Jollein increased average order value by 3.9% by adding a step to the customer journey

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Introduction

Jollein was already using product recommendations in its online store. On product pages, customers were shown products related to what they were viewing. The recommendations were relevant, but they were not making a meaningful difference to average order value. The team wanted to understand why. Was the issue with the products being recommended, or was it when customers were seeing them? This led to a simple question:

Could recommendations be more effective if they were shown at a different moment in the customer journey?

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Recommendations at the right moment

Recommendations on the product page had a limited effect. At that point, customers were often still deciding whether they wanted to buy the product they were looking at. Asking them to consider another product at the same time was not particularly effective. The shopping cart looked more promising. Customers who reached it had already shown stronger purchase intent, and recommendations there performed better. The challenge was that very few customers actually reached the cart page.

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Existing customer journey

Jollein's existing flow allowed customers to choose between visiting the shopping cart or going directly to checkout after adding a product. While this offered a shorter route to payment, which is generally considered good practice in conversion optimisation, it also meant that many customers bypassed the cart. As a result, a large share of customers never reached the point in the journey where Jollein's most promising product recommendations were shown.

Hypothesis

Would the positive impact of making the cart a required step outweigh the negative impact? (possible loss in general conversion rate)

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Making the cart part of the journey

Together with Contenzi, the team tested a new flow in which customers visited the shopping cart before continuing to checkout. The cart was also turned into a more useful part of the shopping experience. Instead of generic suggestions, customers were shown personalized add-ons based on the products they had viewed and what was already in their basket. Recommended products could be added directly, without leaving the cart.

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Comparisons with physical stores

There is a simple offline comparison. In a physical shop, the area before the checkout is often used to present a small number of additional products. The customer has already selected the products they want to buy, making it a natural moment to suggest something relevant rather than while they are still browsing. Jollein wanted to create a similar opportunity online, while recognizing that adding an extra step could also introduce friction.



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Testing

Making customers visit another page before checkout comes with an obvious risk: some customers might decide not to complete their purchase. The Jollein team therefore tested both sides of the change. It was not enough for the average order value to increase. The additional step would only be valuable if the increase in order value did not come at the expense of conversion.

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We knew there was an opportunity to increase the value of each order, but adding another step to the customer journey felt counter intuitive. The test gave us the confidence to make the change based on data rather than assumptions.

Inez Flanderijn
Webshop manager

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Results

The experiment ran across 1 million visitors. **Average order value increased by 3.9%**, while conversion rate showed no statistically significant change. The results gave Jollein confidence to keep the additional step: it increased the value of each order without negatively impacting conversion.

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The overall learning

The result also challenges a common assumption in e-commerce optimization. Making a checkout flow shorter can remove friction, but it can also remove useful parts of the shopping journey. For Jollein, the cart turned out to be a valuable moment to help customers find relevant add-ons before completing their purchase.

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Improving the results further

Jollein now plans to build on the result by improving how the recommendations themselves are selected. The next step is to make the model better at deciding which add-on is most relevant for each individual customer, using what they are buying and how they interact with the shop. With the right moment in the customer journey now established, the team can focus on making the recommendations at that moment increasingly relevant.

Customer snapshot

Company	Jollein
Sector	Baby lifestyle and nursery
Markets	Netherlands, Germany, Belgium, France, Austria
Model	B2C and B2B
Platform	Shopify Plus, consolidated storefront
With Contenzi since	2025
Reason to use Contenzi	E-commerce optimization

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Want to know more?

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