

CONVERSION DIAGNOSIS & STRATEGIC ACTION PLAN

Why traffic is not converting — and exactly what to fix

PREPARED FOR	AD Home Collection — Digital Marketing
COVERS	ETRO HOME ELIE SAAB MAISON
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MODULE	11 — Full Conversion Diagnosis

Executive Summary

The situation is this: traffic is arriving, engagement is real, and online conversion is effectively zero. Six total sales is not a performance problem. It is a structural one.

Core diagnosis: Traffic is reaching a website that is not yet built to convert a luxury buyer. There are at least five compounding failure points working simultaneously: trust deficits on product pages, friction in the purchase path, a mismatch between ad creative and landing page experience, no retargeting layer to recapture 400+ warm visitors, and a brand voice that wavers between luxury authority and generic e-commerce copy. Each one alone would dent conversion. Together, they make purchase almost accidental.

Benchmark Context

Luxury and home furniture sit at the bottom of the e-commerce conversion table by design — buyers take time, require trust, and frequently browse on mobile before purchasing on desktop. The benchmarks below contextualise where AD Home Collection sits and what a realistic improvement target looks like.

Category	Avg Conversion Rate	Notes
Luxury Goods	0.7% – 0.94%	Longest research cycle; trust is the primary lever
Home & Furniture	1.2% – 1.6%	High cart abandonment (79%+); visual trust critical
Paid Social (Meta)	0.7% – 1.2%	Cold audiences convert lowest; retargeting essential
Email (owned list)	4.0% – 5.3%	Highest converting channel; no owned list = missed revenue
Returning customers	4.5% – 6.0%	First-time visitors convert at 1–2%; retention is key

Sources: Dynamic Yield, IRP Commerce, ConvertCart, Firework (2025/2026 data)

Data Sources Checked

adhomecollection.com (homepage, About Us, Brands, Elie Saab Maison, Store Locator, Bulletin blog); Facebook page @adhomecollectionlb; Instagram @adhomecollectionlb; Lebanon e-commerce payment infrastructure research; industry conversion benchmarks (Dynamic Yield, IRP Commerce, ConvertCart, Firework, Blend Commerce, Smart Insights 2025/2026).

Data gaps: Meta Ads Manager export (spend, CTR, CPM, CPC, ROAS), GA4 traffic breakdown (source, device, bounce rate, add-to-cart rate, checkout completion), and a live walkthrough of the checkout journey. These should be shared to deepen the paid ads and website UX modules.

DIAGNOSIS

Conversion Blockers: Evidence Table

The following blockers were identified from live site data, Lebanon payment infrastructure research, and luxury e-commerce best practice. Each is rated by severity of impact on conversion.

Blocker	Evidence & Impact	Severity
Weak product trust signals	No visible reviews, social proof, press mentions, or authentication copy on product pages. High-ticket luxury buyers require third-party validation before committing.	Critical
Payment friction (Lebanon-specific)	PayPal is not supported in Lebanon. Payment gateway options are limited and poorly communicated to buyers at point of purchase. Many local buyers distrust card payments online and expect COD or bank transfer as an option.	Critical
No retargeting layer	400+ visitors with no sales indicates warm traffic is not being recaptured. Luxury buyers require multiple touchpoints before purchase. Without a retargeting campaign, every non-converting visit is permanently lost.	Critical
Ad-to-landing-page mismatch	Ads likely land on the homepage or a generic product listing page rather than a curated editorial landing page. This creates cognitive dissonance for a luxury buyer expecting a curated experience.	High
Brand voice inconsistency	About Us reads: 'our store should be Customer-Driven' and 'we aim to design your house into a home.' These are generic retail phrases that undermine luxury positioning and erode trust.	High
Product page weakness	Pages appear to be WooCommerce defaults: image, price, variant selector, Add to Bag. No editorial context, craftsmanship story, provenance detail, or lifestyle imagery.	High
Shipping and delivery opacity	No visible shipping policy, delivery timeframes, customs or import clarity for international buyers. Displaying shipping costs upfront reduces cart abandonment by 28% (industry data).	High
No lead capture mechanism	Visitors who are not ready to transact have no pathway to stay connected. No enquiry form, no 'speak to a luxury advisor' CTA, no email capture. Every non-converting visit is a lost lead.	High
Ad audience likely too broad	Reach and engagement without conversions points to a cold audience receiving awareness creative with no warm retargeting follow-up. The funnel has only a top layer.	Medium
Mobile conversion gap	Over 58% of luxury shoppers browse on mobile but complete purchases on desktop. If the site is not optimised for mobile browsing, this browse-to-desktop pipeline is not being supported.	Medium

PRIORITY 1 — IMMEDIATE

This Week: Four High-Impact Fixes

These actions require no budget and can be implemented within days. Each targets a Critical or High severity blocker identified above.

01**Add a Luxury Advisor CTA to every product page and the homepage**

Visitors who are interested but not ready to transact currently have no exit except abandonment. A WhatsApp or enquiry CTA keeps them in the funnel. Use language such as: 'Request a private consultation' or 'Connect with your design advisor.' Never 'Contact us.' Place this on every product page, in the navigation, and as a sticky element on mobile.

02**Make shipping, returns, and payment fully transparent before checkout**

Add a block on every product page and in the cart stating: what countries you ship to, estimated delivery timeframes, and which payment methods are accepted. If COD or bank transfer is available for Lebanon-based buyers, state this explicitly. Industry data shows that transparent shipping costs upfront reduce cart abandonment by 28%.

03**Build a retargeting audience from your 400+ website visitors immediately**

Every person who clicked through from your ads and did not purchase is a warm lead. Set up a Meta retargeting campaign targeting website visitors in the past 30 to 60 days. This audience already knows the brand. They do not need awareness creative — they need a reason to return and trust. Creative for this layer: a specific product, a lifestyle image, and a soft CTA such as 'Explore the full collection' or 'Your design advisor is available.'

04**Rewrite the About Us page**

The current text ('our store should be Customer-Driven', 'we aim to design your house into a home') is generic retail copy that actively undermines luxury positioning. Replace it with curatorial, heritage-led language that positions AD Home Collection as the exclusive regional gateway to ETRO HOME and ELIE SAAB MAISON. The Ohana Villas collaboration and the ELIE SAAB Maison Paris showroom partnership are strong proof points that belong on this page.

PRIORITY 2 — SHORT-TERM

Within One Month: Structural Improvements

These actions address the underlying architecture of the conversion funnel. Most require coordination across marketing, web, and content.

05

Rewrite product pages to sell the object, not list it

Each product needs: a short editorial paragraph covering designer intent, material provenance, and craft detail; dimension and care information; and a lifestyle image showing the piece in a curated interior setting. This is the single highest-leverage change for online conversion. Product page rewrites are the next module to be completed.

06

Create dedicated landing pages for ad campaigns

Build a simple editorial landing page for each campaign: one for ETRO HOME, one for ELIE SAAB MAISON. Each should feature hero imagery, one to three curated pieces, and a single next step (enquire, explore, or visit the showroom). Ads should never land on a generic product listing grid.

07

Verify the Meta Pixel is correctly installed and all events are firing

If the Pixel is not tracking ViewContent, AddToCart, InitiateCheckout, and Purchase events correctly, Meta has no signal to optimise delivery towards buyers. Without this data, campaigns optimise towards cheap engagement rather than purchase intent. Verify in Events Manager as a priority before increasing spend.

08

Add social proof appropriate to a luxury brand

Press mentions, interior designer endorsements, project case studies (the Ohana Villas collaboration is a prime example — it should be on the homepage and product pages, not buried in the blog), and client testimonials framed as editorial quotes rather than review widgets.

09

Launch an email capture with a luxury lead magnet

Offer something of genuine value in exchange for an email address: a digital lookbook, a guide to building a room around an ETRO HOME or ELIE SAAB MAISON piece, or an invitation to a private preview. This builds an owned audience independent of paid social. Email converts at 4.0% to 5.3%, the highest of any traffic source.

PRIORITY 3 — STRATEGIC

Three to Six Months: Foundational Investments

These actions build the long-term conversion engine: nurture infrastructure, full-funnel paid strategy, content investment, and concierge sales pathways.

10**Design a structured lead nurture sequence**

High-ticket luxury buyers spend significant time evaluating options and require multiple assurances about quality and authenticity before purchasing. A single ad click will rarely produce a sale. The conversion engine is a sequence: awareness ad, retargeting ad, email or WhatsApp nurture (three to five touchpoints), showroom invitation or virtual consultation, then purchase. This sequence needs to be designed, written, and automated.

11**Build a full-funnel Meta campaign structure**

Current ads are doing awareness work only. That is the top of the funnel. Three distinct campaign layers are needed: Awareness (cold audiences, broad interest targeting), Consideration (video views, website traffic, engagement retargeting), and Conversion (purchase-optimised, warm audiences, specific product creative). Each layer requires a different objective, different creative, and different KPI.

12**Commission editorial photography for hero products**

The single biggest trust signal in luxury e-commerce is visual quality. If product imagery does not match the aspirational standard of ETRO HOME and ELIE SAAB MAISON's global platforms, buyers will question whether they are purchasing from an authorised source. A styling shoot placing key pieces in full interior environments serves ads, the website, social, email, and press simultaneously.

13**Introduce a WhatsApp concierge journey for high-ticket enquiries**

For pieces above \$500, the conversion pathway in the Lebanese and GCC market frequently runs through WhatsApp. Position this not as customer service but as a luxury concierge: a named advisor, a personal introduction, and a curated follow-up. This bridges the gap between online browsing and the showroom experience that high-ticket buyers prefer.

RECOMMENDED NEXT STEPS

Follow-Up Modules by Priority

The following modules are recommended in sequence, based on the findings above. Each builds on the previous and is available on request.

Module	Name	What it covers	Status
Module 4	Website & Conversion Audit	A page-by-page walkthrough of the site's UX, checkout flow, and product page structure. Requires GA4 data export or a screen recording of the purchase journey.	In progress — product page rewrites underway
Module 7	Paid Ads Audit (Meta)	Detailed audit of campaign structure, creative, and audience logic. Produces revised ad concepts and a recommended budget allocation. Requires Meta Ads Manager export: spend, CTR, CPM, CPC, ROAS, and top/worst ads.	Awaiting data export from client
Module 9	Lead Generation & Nurture	Design of the WhatsApp concierge journey and email nurture sequence (three to five touchpoints). Produces full copy and a funnel map from enquiry to purchase.	Queued after ad audit
Module 10	Customer Retention	Post-purchase journey design: follow-up sequence, VIP client programme concept, and referral mechanism — luxury-coded, not discount-based.	Queued after lead nurture
Module 8	Content Strategy	Monthly content calendar, Instagram and Facebook creative direction, photography and video brief, and editorial blog strategy.	Queued — can run in parallel

The 400 website clicks from your ads are not wasted. They represent a warm audience that can still be converted through retargeting or WhatsApp outreach. The first priority is to stop the leak before increasing acquisition spend. Product page rewrites begin next.

This document was prepared as part of an ongoing digital marketing engagement for AD Home Collection. All strategy references ETRO HOME and ELIE SAAB MAISON as the represented brands. Benchmark data sourced from Dynamic Yield, IRP Commerce, ConvertCart, Firework, Blend Commerce, and Smart Insights (2025/2026). Confidential — not for distribution.