

CROLY × SPARK PAWS

6 AI-CRO Interactive Widgets

Estimated +\$1,946,000/yr additional revenue from
330,000 monthly visitors

sparkpaws.com · April 2026

THE PROBLEM

330,000 visitors/month.
~40% leave without buying.

25%

return harnesses
due to wrong size

368

keyword clusters
with purchase intent

8,400

blog readers/mo
who never buy

OUR SOLUTION

6 interactive widgets that turn browsers into buyers

Each widget is a working prototype embedded on a mockup of your real store page. They solve specific friction points — wrong size, breed confusion, weather uncertainty, choice paralysis — with personalized recommendations.

[Blog-to-Commerce Planner](#)

[Size Calculator](#)

[Breed Recommender](#)

[Weather Live Filter](#)

[Visual Configurator](#)

[3-Tier PU](#)

Puppy Essentials Checklist

\$272,000

Converts blog readers into buyers with personalized puppy starter kit bundles. 3-step wizard: age → breed size → priorities. Bundle discount drives 15% higher AOV.

<p>PAGE</p> <p>/blogs/the-puppy-blog/new-puppy-essentials-checklist</p>	<p>TRAFFIC</p> <p>8,400/mo</p>	<p>CR UPLIFT</p> <p>+0.45%</p>	<p>REVENUE</p> <p>\$272,000</p>
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→ Live prototype: prototypes-croly.pages.dev/sparkpaws-com/blog-puppy-essentials/

WIDGET 2 OF 6 · FORM / CALCULATOR

Harness Size Finder

\$422

Eliminates size guesswork with chest/neck/weight calculator. Reduces return rate from 25% to ~8%. Shows exact harness matches with confidence score.

PAGE
/collections/harnesses

TRAFFIC
14,200/mo

CR UPLIFT
+0.55%

REVENUE
\$422,000

→ [Live prototype: prototypes-croly.pages.dev/sparkpaws-com/size-finder/](https://prototypes-croly.pages.dev/sparkpaws-com/size-finder/)

WIDGET 3 OF 6 · RECOMMENDER

Breed Gear Matcher

\$380

One-click breed selection → personalized gear bundle matched to breed traits (active, puller, sensitive, etc). 8 popular breeds covered. Bundle discount.

PAGE
/collections/all

TRAFFIC
22,600/mo

CR UPLIFT
+0.35%

REVENUE
\$380,000

→ Live prototype: prototypes-croly.pages.dev/sparkpaws-com/breed-gear-matcher/

WIDGET 4 OF 6 · LIVE FILTER

Walk Weather Planner

\$255

Real-time filter: weather × temperature × coat type → instant outfit recommendation.
Essential vs optional gear tags. Weather urgency drives impulse buy.

PAGE
/collections/apparel

TRAFFIC
11,800/mo

CR UPLIFT
+0.40%

REVENUE
\$255,000

→ Live prototype: prototypes-croly.pages.dev/sparkpaws-com/walk-weather-planner/

WIDGET 5 OF 6 · VISUAL CONFIGURATOR

Matching Outfit Builder

\$397

12 colors × 4 occasions × dog size = custom human+dog matching set. Color swatch picker, live preview, 20% bundle discount. High engagement.

PAGE

/collections/matching-sets

TRAFFIC

9,200/mo

CR UPLIFT

+0.50%

REVENUE

\$397,000

→ Live prototype: prototypes-croly.pages.dev/sparkpaws-com/matching-outfit-builder/

Harness Type Advisor

\$220

Walk style × pulling behavior × activity → Step-in / No-Pull / Tactical recommendation. 3-tier comparison with "Best for You" highlight. Eliminates choice paralysis.

<p>PAGE</p> <p>/collections/tactical-harnesses</p>	<p>TRAFFIC</p> <p>6,800/mo</p>	<p>CR UPLIFT</p> <p>+0.50%</p>	<p>REVENUE</p> <p>\$220,000</p>
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→ Live prototype: prototypes-croly.pages.dev/sparkpaws-com/harness-advisor/

TOTAL IMPACT — 6 WIDGETS

+\$1,946,000/yr

Floor: \$802,000/yr (verifiable in 30 days)

Upside: \$1,144,000/yr (bundle + retention + return reduction)

330k

monthly visitors

368

keyword clusters

6

live prototypes

6 widgets, 6 different interaction models

P1 · Blog-to-Commerce Planner

Multi-step checklist builder → bundle with discount

P2 · Form/Calculator

Slider measurements → size recommendation with confidence

P3 · Chip-Select Recommender

One-click breed → trait-matched gear grid

P4 · Live Filter

Weather × temp × coat → instant outfit (no steps)

P5 · Visual Configurator

Color swatch + occasion + size → live preview matching set

P6 · 3-Tier Purchase Module

Step-in / No-Pull / Tactical comparison with "best for you"

IMPLEMENTATION

1 line of code. 30 minutes to deploy.

What we do

- ✓ Build production-ready widget
- ✓ Match your exact brand (colors, fonts, radius)
- ✓ Host on our CDN
- ✓ A/B test setup (GA4 events)
- ✓ Monitor + iterate for 90 days

What you do

- ✓ Add 1 script tag to your Shopify theme
 - ✓ That's it.
- No dev team needed. No theme changes.
Widget loads async, zero impact on page speed.

```
<script src="cdn.croly.com/sparkpaws/widgets.js" async></script>
```

ROI TIMELINE

From prototype to revenue in 30 days

Week 1

Brand match + widget customization to your Shopify theme

Week 2

Deploy to 2 highest-traffic pages. A/B test vs control.

Week 3-4

Statistical significance. Deploy remaining 4 widgets if positive.

Month 2-3

Iterate on winners categories. Track

ABOUT CROLY

We help e-commerce earn more from traffic they already have

CROly specializes in AI-powered conversion rate optimization for e-commerce. We build interactive widgets that solve specific purchase friction — size uncertainty, choice overload, breed confusion — and turn browsers into buyers.

15+

widgets shipped

6

e-commerce verticals

+\$3M

estimated annual lift

Let's chat for 15 minutes

No presentation. No sales pitch. Just a quick walkthrough of the 6 prototypes and how we'd deploy them on sparkpaws.com.

TEAM@WEARECROLY.COM

Tuesday or Wednesday, your timezone