

Where **Growth Really Happens:
Building **Confidence** Across the
Journey**

clearer.io

Introducing



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 **REVIEWS.io**

Influence 

 **boost**[®]

 **Rich Returns**

 **Address Validator**

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It's all about confidence

clearer.io enhances customer confidence across the journey

We enhance confidence at every moment that drives conversion, value, and retention.

What we mean by 'confidence'

Confidence is the shopper's willingness to move forward without hesitation.

When confidence breaks, shoppers hesitate, over-compare, abandon, don't return.

Clearer's role is to strengthen confidence as it forms.

Why this matters commercially?

Confidence drives CVR, AOV and LTV.

Confidence emerges at every touchpoint.

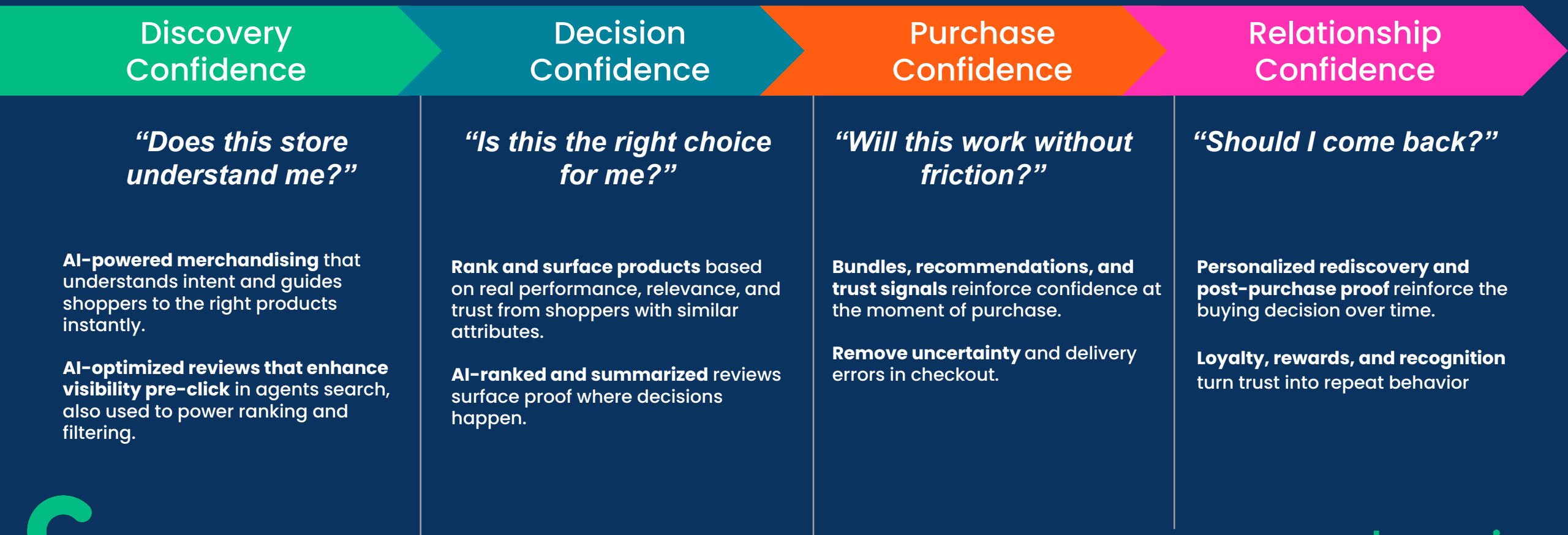
Confidence does not come from a single tool, or a siloed tech stack.

Confidence comes from a connected experience and an integrated strategy.



Confidence Framework

Confidence is built (and lost!) across **four key moments** that Clearer enhances. This framework is experience-led and positions Clearer as a unified confidence system.



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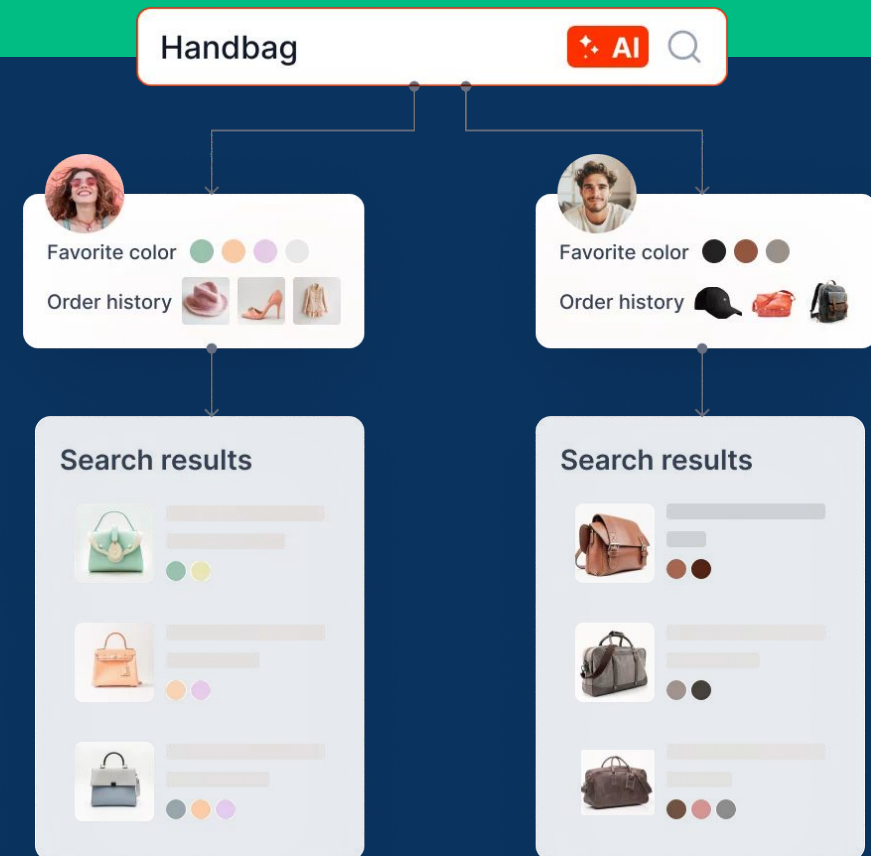
Where exactly do the problems lie?

Conversion killer: Broken discovery

Shoppers arrive with intent –
but the site experience doesn't help them move forward.

- Misspellings, vague queries, or synonyms used in search lead to zero results
- Relevant products are buried deep in broad or static collections
- Filters feel rigid or misaligned with how shoppers browse, no localization
- Recommendations often ignore context or behavior
- Products with poor availability or broken size curves are surfaced, creating false choice and frustration

When discovery fails, shoppers bounce before they ever engage.



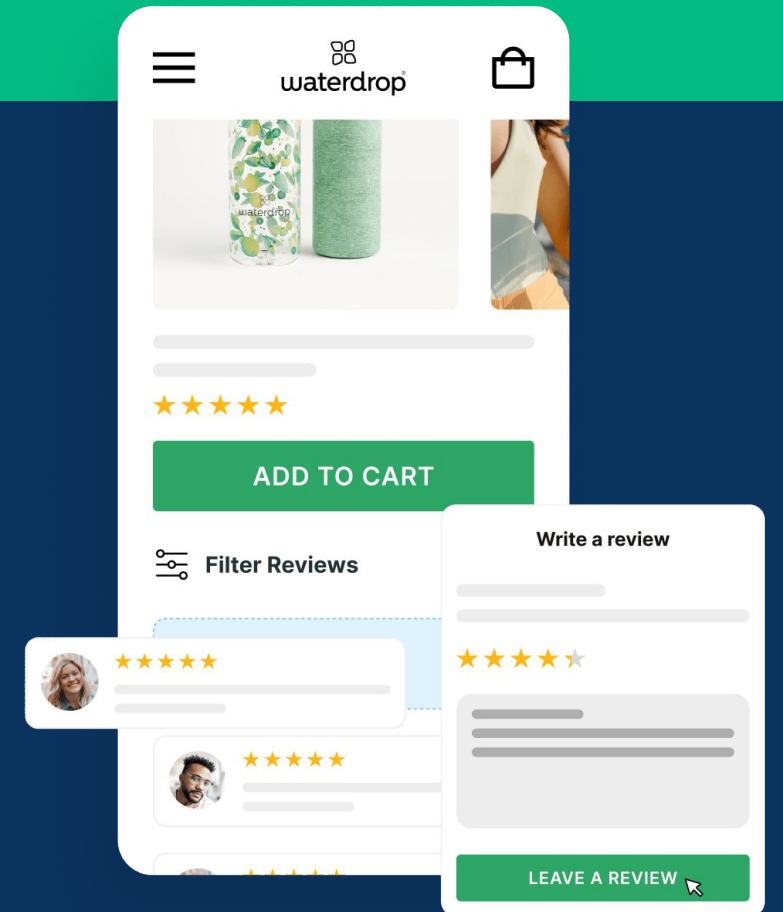
Where exactly do the problems lie?

Conversion killer: Missing confidence

Even when shoppers do find what they want, doubt stops the purchase from happening.

- Reviews are buried on product pages – not surfaced earlier in the journey
- Many reviews are thin on detail, making it hard to assess relevance or fit
- Lack of structured feedback (e.g. size, quality, usage) limits decision-making
- Visual proof is missing – no customer photos or real-world context

Without clear, accessible trust signals, shoppers hesitate and exit.



Confidence Audit

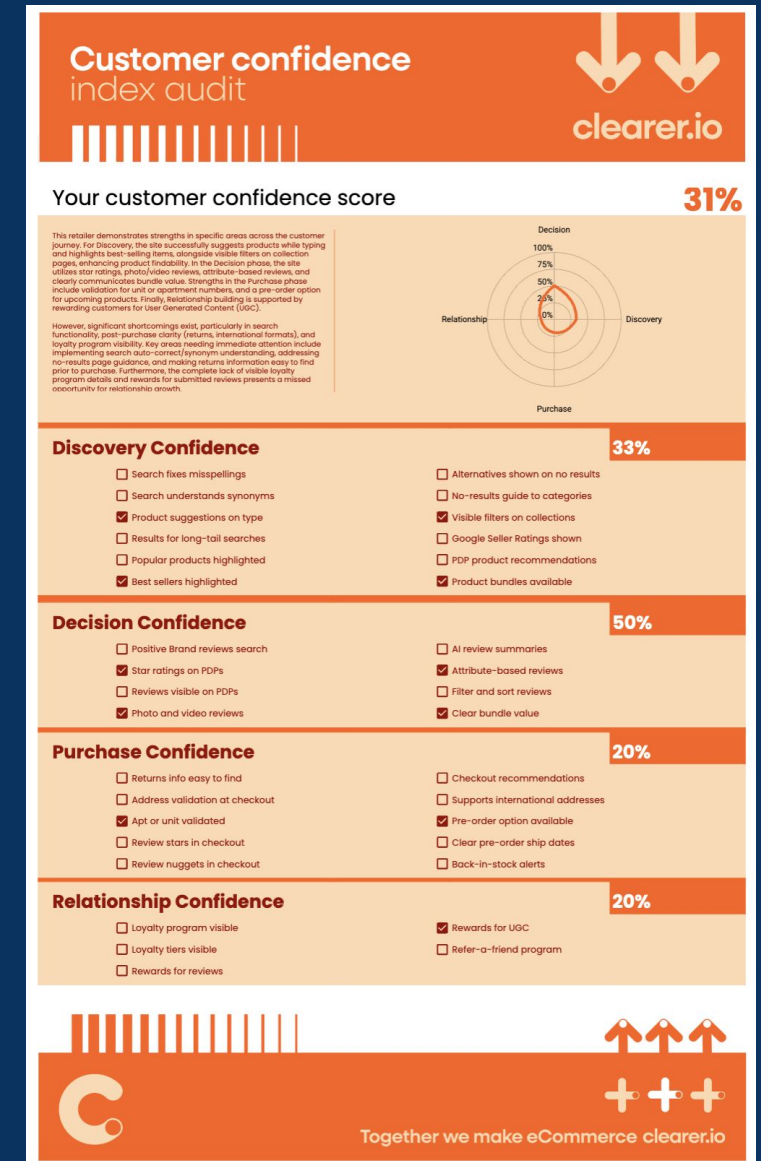
What is it?

- An framework that measures how to effectively build confidence across the journey.
- Scores confidence across **Discovery**, **Decision**, **Purchase**, **Relationship**.
- Gives actionable outcomes to build a more confident buying journey

Why it matters?

- Customer confidence is not just a single part of the buying journey. It needs to be consistent and matching the buying phase
- When executed correctly, increase campaign performance, AOV and retention
- Uncover areas which may not be currently considered.

Drive more revenue from new customers.
Keep existing customers coming back.



Request your audit



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