

Executive Summary

Key Findings at a Glance

7,000+ stores audited · Q2 2026 · crobenchmark.com

The Problem in One Sentence

The gap between eCommerce stores that are winning and stores that are losing is not about product quality, ad spend, or agency capability. It is about the quality of information flowing through the system and that information is broken at every stage for the vast majority of stores.

The problems most growth leaders experience as platform issues or market headwinds are, in the majority of cases, infrastructure problems that live inside their own store - invisible, measurable, and fixable.

The Six Numbers That Define the Crisis

98%

of stores send corrupted data to Meta and Google

97%

show same landing page to every visitor regardless of which ad brought them there

88%

have a tracking error making campaigns look worse than they actually are

97%

give paid visitors zero reason to buy now rather than leave

99.6%

fail to make guest checkout visible and prominent

2.5x

gap between top and bottom quartile stores on conversion readiness

Key Findings at a Glance

#	Stat	Finding
01	27.6 to 69.0	Bottom quartile average vs top quartile average. A 2.5x gap explained almost entirely by execution infrastructure, not product or spend.
02	33.3 / 100	Average tracking score across 7,000+ stores. Two-thirds of measurement capability is missing, broken, or incorrectly configured.
03	42.4%	Shopify stores that score zero on tracking, despite Shopify being the most popular platform in the dataset.
04	99.6%	Stores that fail to make the guest checkout option visible and prominent, the single most studied cause of checkout abandonment.
05	54.4%	Stores with no product reviews displayed on the product page. The reviews exist. They are simply not shown where buying decisions are made.
06	22.3	Sweden's CRO Index - the lowest of any major eCommerce market in the dataset, despite being one of Europe's wealthiest eCommerce markets.
07	44.4 EU	EU stores average CRO Index vs 54.4 for US and 52.0 for UK. European stores significantly underperform on conversion infrastructure.

#	Stat	Finding
08	14.7	Toys and Hobbies average tracking score - the worst of any major industry. Algorithms running almost blind during peak seasonal windows.
09	54.2 pts	Largest quartile gap of any industry (Toys and Hobbies). Top stores are operating in a completely different league to the worst.
10	59.6%	Stores scoring zero or near-zero on page speed. A bimodal split between stores that have prioritised it and those that never have.

Industry Performance Summary

Industry	Stores	CRO Index	Tracking	Page Speed	Quartile Gap
Home and Furniture	520	54.5	29.9	40.7	42.0 pts
Food and Drinks	249	53.8	28.4	45.8	42.5 pts
Beauty and Personal Care	646	53.0	40.0	21.9	38.6 pts
Health and Wellness	599	52.1	36.4	25.8	39.7 pts
Fashion and Apparel	1,750	51.3	34.3	25.9	39.9 pts
Luxury and Jewelry	448	50.8	43.0	8.7	34.6 pts
Electronics and Gadgets	190	50.0	29.7	41.1	47.2 pts
Books and Office Supplies	713	48.6	42.8	1.4	n/a
Toys and Hobbies	185	44.3	14.7	44.7	54.2 pts

Geographic Variance

The CROBenchmark dataset spans 65 countries. Key geographic findings:

Country	Stores	CRO Index	Tracking	Notable Finding
Denmark	72	63.7	30.3	Highest CRO Index of any major market
Netherlands	84	60.4	7.2	Strong CRO but worst tracking of any country
United States	903	54.4	27.4	Above average overall; weak tracking
United Kingdom	3,328	52.0	41.2	Best tracking of any major market; weakest page speed
Italy	305	48.8	19.3	Below average across all dimensions
France	411	38.1	25.4	Significantly below EU and global averages
Sweden	291	22.3	20.7	Lowest CRO Index of any major market - 22.3 out of 100

About This Dataset

7,000+ eCommerce stores audited across 300+ criteria, 15+ industries, 8 platforms, and 65 countries. Data collected throughout 2025, published Q2 2026.

Methodology: CROBenchmark built in 2025 with 100+ CRO practitioners. Omnicom brings 13 years of eCommerce optimization experience. Six dimensions scored: conversion readiness, CRO basics, page speed, tracking hygiene, accessibility, and A/B testing capability.

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AI ECOMMERCE GROWTH ENGINE

Nexus by Omniconvert

The autonomous growth engine that closes the loop between data, creative, and revenue. Launching May 2026.

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