

CROBenchmark 2026: Full Methodology Document

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1. Overview

The CROBenchmark 2026 Report is based on a structured audit of 7,000+ active eCommerce stores using the CROBenchmark AI audit platform. Each audit evaluates a store URL against 300+ criteria across six scoring dimensions. This document describes the data collection process, scoring framework, sampling methodology, conflict of interest controls, and limitations.

2. Data Collection

2.1 Audit Tool

CROBenchmark is an automated audit tool that evaluates publicly accessible eCommerce stores against a structured checklist. It does not require access to backend systems, analytics accounts, or advertising platforms. All data is collected from publicly observable store behaviour.

2.2 Store Selection

Stores were submitted to the CROBenchmark audit tool throughout 2025 by:

- Store owners and operators running their own audit
- CRO practitioners auditing client stores
- Omniconvert's internal research and outreach programme

No financial payment was made to or by store owners for inclusion. Stores are identified by platform, industry, and country in aggregate reporting only. No individual store is identified by name.

2.3 Eligibility Criteria

Stores were included in the dataset if they:

- Are active eCommerce stores (sell products directly to consumers)
 - Were accessible at the time of audit (not password-protected, geo-blocked, or offline)
 - Passed basic quality checks (valid URL, renders correctly in a browser)
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3. Scoring Framework

3.1 Six Dimensions

Every store is scored across six dimensions. Each dimension is scored out of 100:

Dimension	What It Measures
Conversion Readiness	

Dimension	What It Measures
	Whether the store's landing pages, messaging, and UX elements are configured to convert paid traffic
CRO Fundamentals	Basic conversion optimisation practices: social proof, urgency, message match, personalisation
Page Speed	Technical page load performance, measured against Core Web Vitals proxies and load time benchmarks
Tracking Hygiene	Completeness and accuracy of conversion tracking setup across GTM, GA4, and consent management
Accessibility	Core WCAG accessibility compliance affecting both user experience and SEO
A/B Testing Readiness	Whether the store has the infrastructure and tools in place to run structured experiments

3.2 The CRO Index

The CRO Index is a weighted composite score derived from all six dimensions. Weights reflect each dimension's direct impact on conversion rate and paid advertising efficiency, as determined through analysis of 70,000+ A/B experiments conducted by Omniconvert over 13 years.

3.3 Check Scoring

Individual checks within each dimension are scored as Pass, Fail, or N/A. Fail rates reported in this document reflect: failed / (passed + failed), excluding N/A from the denominator.

3.4 Scoring Rubric Development

The 300+ criteria were developed in 2025 with 100+ CRO practitioners. The rubric draws on 13 years of Omniconvert's eCommerce optimization experience. The rubric is reviewed annually to reflect changes in platform behaviour, browser standards, and advertising platform requirements. The 2026 rubric incorporates updates to Google Consent Mode v2 requirements (effective 2024) and Meta Conversions API best practices.

4. Dataset Composition

4.1 By Platform

Platform	Stores	% of Dataset
Custom-built / Headless	3,672	49.4%
Shopify	3,161	42.5%
WooCommerce	195	2.6%
Magento	181	2.4%
Salesforce Commerce Cloud	134	1.8%
BigCommerce	40	0.5%
Other	54	0.7%
Total	7,000+	100%

4.2 By Industry

Industry	Stores
Fashion and Apparel	1,750
General eCommerce	1,130
Books and Office Supplies	713
Beauty and Personal Care	646
Health and Wellness	599
Home and Furniture	520
Luxury and Jewelry	448
Food and Drinks	249
Electronics and Gadgets	190
Toys and Hobbies	185
Sports and Outdoors	146
Travel and Experiences	77
Other	584

4.3 By Geography (Top Markets)

Country	Stores
United Kingdom	3,328
United States	903
France	411
Romania	361
Italy	305
Sweden	291
The Netherlands	317
Germany	253
Australia	110
India	105
Other (55+ countries)	approx. 353

5. Statistical Notes

5.1 Quartile Calculations

Quartile scores are calculated as follows:

- Bottom quartile: Average score of all stores in the 0th to 25th percentile range
- Top quartile: Average score of all stores in the 75th to 100th percentile range

- Median: The 50th percentile value

Quartile gap = top quartile average minus bottom quartile average.

5.2 Industry and Country Minimums

Industry-level findings are reported only for categories with 50+ stores. Country-level findings are reported only for countries with 50+ stores. Sub-groups with fewer than 50 stores are excluded from comparative analysis.

5.3 Score Distributions

Distribution data reflects the full dataset of 7,000+ stores. Scores in the 80 to 100 range are extremely rare (3 stores, 0.04%) reflecting that near-perfect scores across all six dimensions simultaneously is practically unachievable under real-world conditions.

6. Conflict of Interest Controls

CROBenchmark is an Omniconvert product. The following controls are in place to ensure the integrity of the scoring framework:

- **Criteria independence:** The 300+ scoring criteria were developed independently of Omniconvert's commercial product features. Criteria assess whether a store uses any appropriate tool for a given function, not specifically Omniconvert tools.
- **No commercial filtering:** Store inclusion in the dataset is not conditional on whether the store is an Omniconvert customer. Omniconvert customers are included in the dataset at their natural representation rate.
- **External validation:** The scoring rubric has been reviewed by independent CRO practitioners who are not Omniconvert employees.
- **Anonymisation:** No individual store is identified by name in any public reporting. All findings are aggregate.

7. Limitations

- **Self-selection bias:** Stores that use the CROBenchmark tool are more likely to be operated by teams interested in CRO. This may mean the dataset skews toward more engaged operators than the general eCommerce population, potentially making some findings conservative (i.e., the general population may score even lower).
 - **Point-in-time measurement:** Each store was audited at a single point in time. Stores that have subsequently made improvements will not be reflected in the 2026 dataset.
 - **Public-facing data only:** The audit evaluates publicly accessible store behaviour. It cannot assess backend configuration, advertising account setup, or internal data systems directly. These are inferred from observable output (tracking fires, consent mode behaviour, etc.).
 - **No year-over-year comparison:** The 2026 edition is the first edition of the CROBenchmark report to include this scale of data. Historical comparison data will be available in future editions.
 - **Platform detection accuracy:** Platform identification is based on automated detection from observable signals. A small percentage of stores may be miscategorised. This is unlikely to materially affect platform-level findings given the scale of the dataset.
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8. Citation Guidelines

This report is free to cite and republish with attribution. Correct citation format:

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About Omniconvert

Omniconvert has been building eCommerce optimization tools for 13 years, working with 2,500+ brands and powering 70,000+ experiments. Its products include Explore (A/B testing and CRO) and Nexus by Omniconvert (AI eCommerce growth engine, launching May 2026). Reveal's customer lifetime value and retention analytics capabilities are becoming part of Nexus by Omniconvert.

AI ECOMMERCE GROWTH ENGINE

Nexus by Omniconvert

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