



simpleguide | digital marketing

CONVERSION RATE OPTIMIZATION (CRO)

BOOST CONVERSIONS FOR MAXIMUM IMPACT

One of the most crucial metrics that DMOs should monitor are conversions. For destination marketers conversions indicate that a visitor completed some desired action that pushes them further down the funnel. No matter how well your site is designed or how many visitors it receives, it's likely you could make the conversion process easier and more efficient, leading to better results for your site. Today so much effort and budget are spent on getting visitors to the site, however, little effort is given to optimizing the experience on they get there, CRO can help.

Consumer behavior has recently shifted. Visitors are now overwhelmed by an abundance of information and options, amplified by shorter attention spans to navigate them. Consumers spend most of their purchase-decision time doing research online, prior to contacting the "vendor". This is where a DMO fits in. It is now the task of modern destination marketers to educate and guide these consumers during their planning and researching with content that addresses their personal needs and provides faster solutions. It starts with testing.



is the average global conversion rate.¹



of digital marketers have reported better test results compared to the previous year.²



Of those who utilized a personalization strategy experienced revenue growth in 2018.³



of marketers have a conversion rate of less than 0.5%.⁴

THOROUGH RESEARCH PROCESS

Our dedicated CRO team provides deep and thorough research using a 7-step process that includes: analytics check-up, marketing analysis, technical analysis, heuristic analysis, visitor flow, form analysis, behavior analysis. This leads to a customized testing roadmap that helps develop a strategy that alleviates friction points for your visitor and increases conversions.

TESTING EXPERTISE

With sure-fire testing techniques and tactics, the chances of lifting conversions greatly increase when using our team's expertise.

ONGOING OPTIMIZATION

We don't just set it and forget it! Our ongoing conversion optimization and expert management delivers more actionable data with better results. That translates into maximum conversions for you. From discovery and test setup to conversion tracking and reporting, we go the extra mile to ensure we deliver on your goals.

WHAT TYPES OF TESTING METHODS SHOULD I USE?

A/B TESTING: A/B testing is used when comparing two versions of a webpage against each other. A/B testing allows you to test the performance of two entirely different versions of a page. Typically, A is the existing design (called the control), and B is the new design (called the variation).

MULTIVARIATE TESTING: Multivariate testing uses the same principles of A/B testing but compares a higher number of variables. This test is used when we need to see which page elements are having a positive or negative impact on visitor interaction.

SEQUENTIAL TESTING: This uses the same principles of A/B testing but compares a multiple changes on a page over a pre-determined length of time. This test is good to use when there is low volume of traffic on a page and a single change may not move the needle far enough to reach statistical significance.

WHAT DOES A CONVERSION OPTIMIZATION ENGAGEMENT LOOK LIKE?

Our team approaches each engagement with a 4-phase process: TARGET, ANALYZE, TEST, and RESULTS.

1



TARGET

As part of the TARGET phase we will schedule a kick-off call with you to discuss your website objectives, goals and metrics. This initial phase helps determine what approach we take for research and testing.

2



ANALYZE

During phase two, we analyze audiences and traffic based on your account goals and determine the appropriate strategy in developing your new conversion campaign. This phase is done using our 7-step process, where we do the following research: analytics check-up, marketing analysis, technical analysis, heuristic analysis, visitor flow, form analysis and behavior analysis.

3



TEST

Once this research has been completed, we compile the data and use our S.I.M.P.L.E Framework™ to engineer a structured testing road map that provides a clear path for success.

4



RESULTS

Finally, we'll set up a call with your team each month to review the RESULTS of tests in progress as well as any final reports for tests that have been completed. Our experts will then adjust and optimize our hypotheses for additional iterations so we keep improving on previous tests. This process is repeated for each goal until a point of diminishing returns is reached.



WHAT CUSTOM TESTING AND GROWTH SERVICES DOES SIMPLEVIEW OFFER?

- **CREATIVE OPTIMIZATION**

Landing pages generally have two purposes: to first generate leads and second, to provide more information that “warms up” potential customers to what you’re offering. To assist in making sure you have a successful campaign that drives conversions, our CRO team can develop layouts that drive results.

- **ONSITE RETARGETING**

Supercharge your A/B tests with onsite retargeting. This allows us to monitor the behaviors of visitors and retarget them with a secondary message before they leave the site.

- **ONE-TIME TESTING**

Already know the type of test you want to conduct? Our team can work with you on setting up “one-off” tests to further increase your desired customer actions.

- **ADVANCED REPORTING**

Compare current and historical conversion data; understand each ads positive performance and cost, learn more about visitor’s purchasing trends and more.

- **CONTENT PERSONALIZATION**

Content Personalization allows you to target visitors via geo-location, new or returning visitors and personas tagging, allowing you to personalize messaging that can be used to push visitors further down the conversion funnel.

OPTIMIZING YOUR WEBSITE CAN TAKE TIME

Similar to an SEO campaign, developing a strategy and optimizing your website is not an overnight process and should not be seen as a one-time solution. Conversion optimization is an investment to help remove barriers and friction points that create a better user experience for your visitors. By using our team’s services, we will make sure your DMO has the necessary data to take action based on facts rather than “gut feelings”.

¹ Monetate eCommerce Quarterly Benchmarks, Q2 2019

² CXL, August 2019

³ Monetate, 2019 Personalization Development Study US

⁴ Kyleads, 2018

QUESTIONS? Call our account services team at **520-575-1151** or email us at **accountmanagers@simpleviewinc.com**.