



Simpleguide

Conversion Rate Optimization (CRO)

Increase 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 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.

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.

CONVERSION FACTS

The average global conversion rate is **2.37%**
Monetate eCommerce Quarterly, Q3 2014

85% of search marketers plan to focus on conversion optimization in the next year
Sparkpay, April 2015

Forrester Research reports a ratio of **100:1** for every \$100 spent on driving traffic to a site, companies spend only \$1 on conversion optimization.

2 IN 5 marketers report average conversion rates less than **<0.5%**

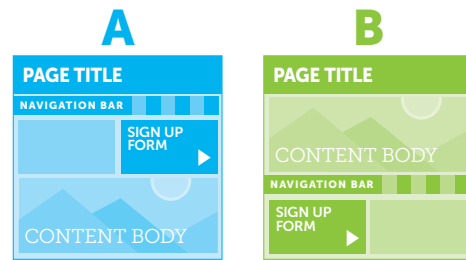
74% of CRO programs boost sales

Q: WHAT TYPES OF TESTING METHODS DO YOU USE?

A: A/B TESTING & MULTIVARIATE TESTING

The first type is A/B testing, which is the least complex method of testing and 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). The second type of testing we use is 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. Therefore, this test is typically done only on sites with a high volume of traffic, as many variations require a lot of traffic to reach statistical significance.

A/B TESTING



MULTIVARIATE TESTING



Why Choose Simpleview?

Our conversion rate optimization team has the online marketing experience and tourism industry expertise to position your DMO for success.

THOROUGH RESEARCH PROCESS

Our dedicated CRO team provides deep and thorough research using a 7-step process that includes a: technical analysis, heuristic analysis, marketing analytics, analytics check-up, visitor flow/fallout analysis, mouse tracking analysis, user testing, and testing roadmap to determine the best possible conversion testing strategy and alleviates friction points for your visitors.



TESTING EXPERTISE

With sure-fire testing techniques and tactics, the chances of lifting conversions greatly increases 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 does a typical conversion optimization engagement look like?



TARGET



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

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

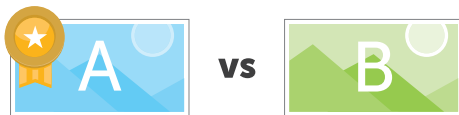
ANALYZE



The CRO team then dives into the second phase, ANALYZE, where 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: technical analysis, marketing analysis, heuristic analysis, analytics check-up, visitor flow/fallout analysis, mouse tracking analysis, and user testing.

TEST



Once this research has been completed, we compile the data and use our S.I.M.P.L.E Framework™ to set up a structured testing roadmap as part of the third phase, TESTING.

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 services does Simpleview offer?

LANDING PAGE CREATION

Landing pages generally have two purposes: 1) to generate leads or 2) 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 ad’s performance and cost, learn more about visitor’s purchasing trends, and more.

Q: WHEN WILL WE SEE RESULTS?

A: 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”.

Questions?

Contact sales@simpleviewinc.com or **520.575.1151**

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