



Drupal Europe

Darmstadt, Germany

Sep 10 - 14, 2018

www.drupaleurope.org

Why agencies and their clients should understand Conversion Rate Optimization?

Jaakko Kuurne



Agency + business



Jaakko Kuurne

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Outline of the presentation



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- What is Conversion Rate Optimization (CRO)?
- Why CRO is important?
- A structured approach for CRO
- Testing for CRO
- CRO best practices
- The big picture



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What is Conversion Rate Optimization?

What is Conversion Rate Optimization?



- Conversion
 - a desired action on a web page (or an app) performed by the visitor/prospect
- Conversion rate
 - A rate at which your website prospects are converting
- Conversion rate optimization
 - A systematic way of measuring and improving your website conversion rates



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Why CRO is important?



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- [Three reasons growing teams choose Groove](#)
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- [Take a screenshot tour](#)
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LESS ACCOUNTING

METALAB

StatusPage.io

Screenshot from <https://www.groovehq.com/blog/long-form-landing-page>

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SaaS & eCommerce Customer Support.

"Managing customer support requests in Groove is so easy. Way better than trying to use Gmail or a more complicated help desk."

- Griffin, Customer Champion at Allocate

97% of customers recommend Groove. [Learn More >](#)

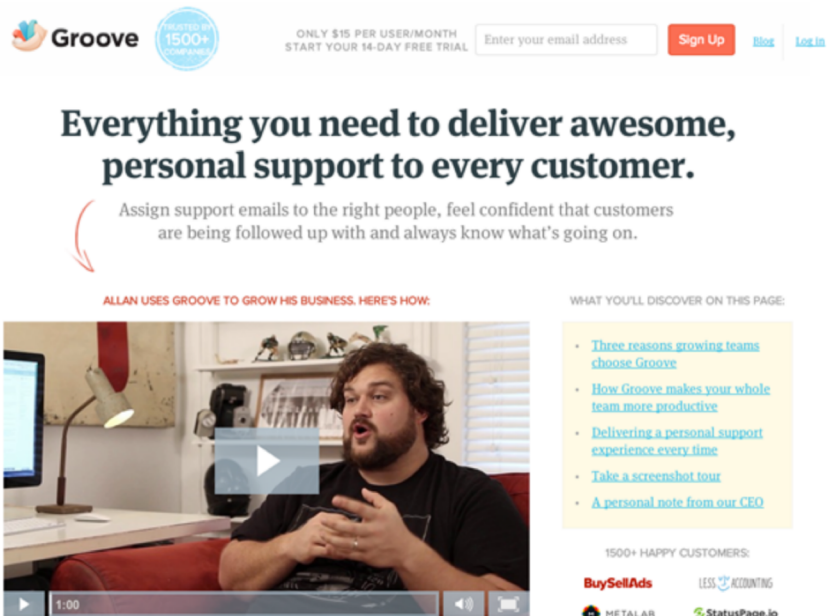
[How it works](#) What you get What it costs How we're different

You'll be up and running in less than a minute.



Screenshot from <https://www.groovehq.com/blog/long-form-landing-page>

87% more conversions



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Everything you need to deliver awesome, personal support to every customer.

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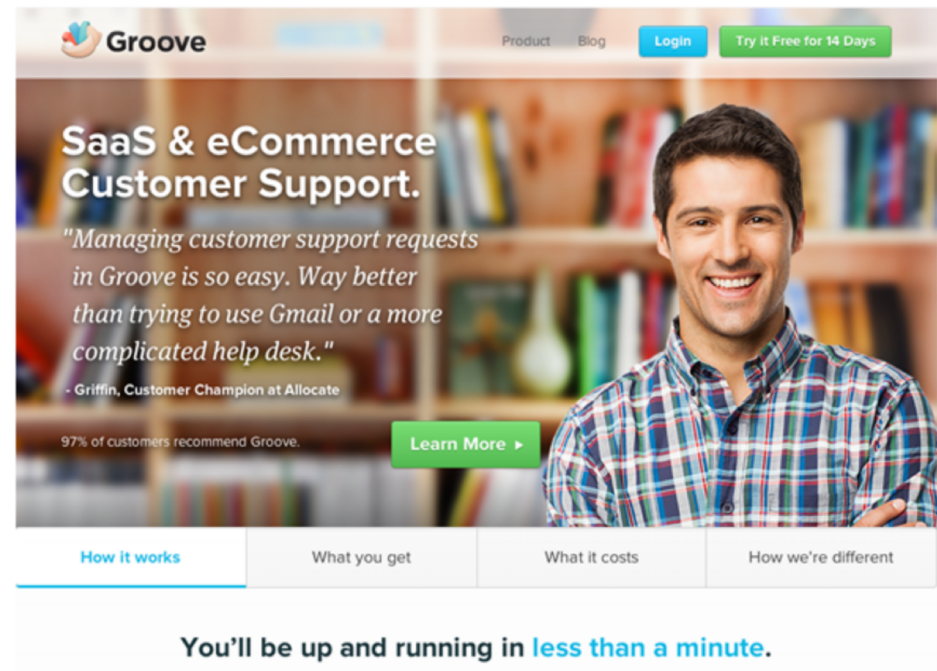
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Screenshots from <https://www.groovehq.com/blog/long-form-landing-page>

433% more clicks



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Last year, Humana's Medicare Advantage plan members saved, on average, \$3,637* on prescription drugs! Choose your Humana Medicare Advantage plan and you could enjoy savings on prescription drugs, plus:

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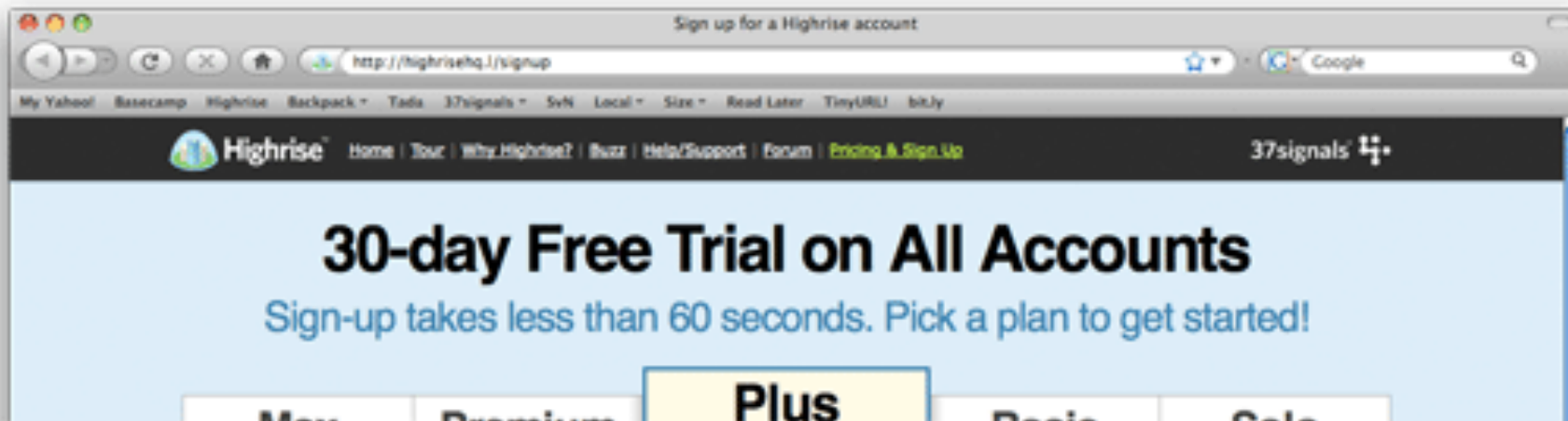


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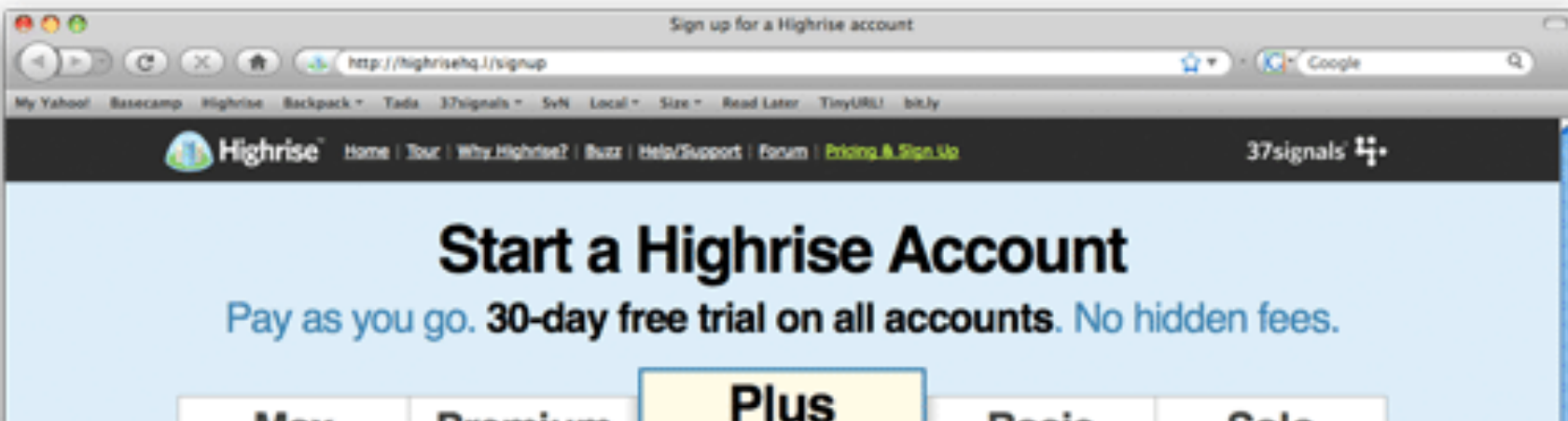
[→ Get started now](#)

Screenshots from: <https://marketingexperiments.com/a-b-testing/how-humana-optimized-banners>



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**30% more
conversions**



Screenshots from: <https://signalnoise.com/posts/1525-writing-decisions-headline-tests-on-the-highrise-signup-page>



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“53% of companies spend less than 5% of their marketing budgets on CRO”

Adobe 2013 Digital Marketing Optimization Survey

For more information, see:

<https://econsultancy.com/blog/62621-most-companies-spend-less-than-5-of-marketing-budgets-on-conversion-optimization>



The opposite of doing CRO

Photo by Jordan McQueen
on Unsplash



MY BASKET
0 item(s)

Enter Keyword or Product Code

- WOMEN
- STYLE EDIT
- LINGERIE
- BEAUTY
- MEN**
- KIDS
- HOME & FURNITURE
- FOOD & WINE
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New & Exclusive

- Exclusive to Order
- New In
- Our Best Sellers
- As Advertised

Clothing & Shoes

- Blazers & Formal Jackets
- Coats
- Jeans
- Jumpers & Cardigans
- Linen Shop
- Shirts

The navy T-shirt

Three looks for summer nights

See our style guide



screenshot from Internet Wayback Machine
(web.archive.org)

More info about M&S site relaunch

Common misconceptions



- Referring to traditional 5-year site lifecycle
 - Sends a wrong signal
 - Site redesigns and changes should be done to improve conversion rates
- Appealing visual design is always good for business
 - Appealing visual design is usually good for conversions but it's NOT the same thing
- Site is "ready" when it's published
 - When site gets published it's a starting point for continuous improvements



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FACTS VS OPINIONS

Why CRO is important?



- Building a great site vs. building a site to growing your customer's business

A recap: CRO is important because...



- Improvement in conversion rate improves revenue
- You get more out of what you already got
- You know where you are going
- Implementing site redesign from "a conversion point of view" reduces the risk of feature creep
- Understanding CRO can help you win more deals



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How to do CRO?

A structured process for CRO



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- Define conversion actions
- Understand your prospects
- Identify the best candidates for optimization
- Design an implement a challenger
- Test your hypothesis
- Analyze and act

[Process structure adopted from Chris Goward](#)

Define your conversion actions

- Define your conversion actions based on your business goals
- Implement those conversion actions in your web analytics tool



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Understand your prospects



- Understanding your prospects helps you to create offers that convert better
- Methods to improve your understanding:
 - Web analytics
 - Surveys, post-conversion surveys
 - User testing
 - Personas

Identify pages where to start optimizing



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- Take into account
- Importance of the page
- Traffic to these pages
- Estimated amount of resources required to optimize the page
- Expected gains from the optimization

Design and implement a challenger



Combine

- Your knowledge of prospects' problems
- CRO best practices
- Elements of persuasion marketing
- Copy writing skills
- User experience design skills

... to create a better alternative - or alternatives.

Test your challenger(s)

- Choose a suitable testing method
- Run the test



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Analyze and act

- Replace the old champion with the new champion
- What did you learn? Feed your next test with the learnings





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Testing for CRO

Basic principles of testing for CRO



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- Different variations for the page to be tested
- Visitors are distributed to different variations of the page
- We are looking for the variation that has the best conversion rate

Things to keep in mind



- The law of large numbers
 - “According to the law, the average of the results obtained from a large number of trials [random experiment] should be close to the expected value, and will tend to become closer as more trials are performed.”
https://en.wikipedia.org/wiki/Law_of_large_numbers
- Testing different variations should take place parallel
- Testing is always prone to some errors
- Different source of traffic may act differently

Testing methods: A/B testing



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- One variable
 - Can be one small element or complete page redesign
- Small change
 - We know exactly what made the difference
 - Changing things element by element takes a lot of time
- A whole page redesign
 - Fast
 - We don't know exactly what made the difference

Testing methods: A/B testing



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- Benefits
 - ease of test design
 - easy implementation
 - ease of analysis
 - ease of explanation
 - flexibility to define the variable
 - useful on low traffic sites

Testing methods: A/B testing



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- Disadvantages
 - Testing ideas one at a time => very slow method
 - Can't detect variable interactions

Testing methods: Multivariate tests



- Multiple variables
- Benefits
 - Can detect interaction between elements
 - Efficient data collecting
- Disadvantages
 - Challenging implementation

Testing tools



- Google Optimize
 - Google Analytics content experiments is being deprecated
- Visual Website Optimizer
- Optimizely
- Adobe target
- Oracle maxymiser



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CRO best practices

Adopted from a book:
"Landing Page Optimization"
by Tim Ash

CRO best practices



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- Are not a replacement for user research nor testing
- Should be combined with user research to build the challenger
- May change over time

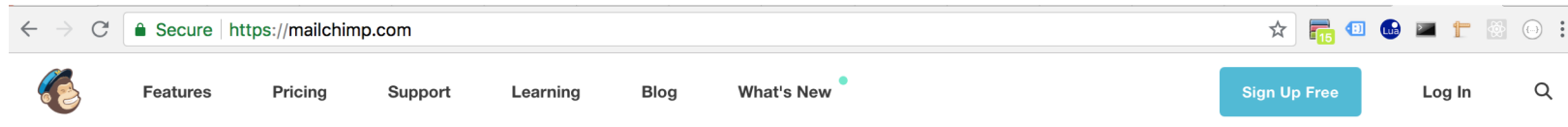
Unclear call to action (CTA)



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- Make CTA stand-out
- Make it clear what happens when user clicks the element
- Consider using reassuring message
- Place CTA above the fold

Clear CTA



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MailChimp is the world's largest **marketing automation platform**. It's like a **second brain** that helps millions of customers—from small e-commerce shops to big online retailers—find their audience, engage their customers, and build their brand.



Reassuring message below CTA



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Feedback

Too many choices

- Focus on the essentials
- Use grouping to limit the choices



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Google in 2000 according to web.archive.org:

<https://web.archive.org/web/20000711043326/http://www.google.com:80/>



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Search Advanced Search Images MP3/Audio Video

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Example: +skiling -snowboarding

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Resources: Scoreboards - Message Boards - Chat - Find a Job - Find a Home - Find a Lawyer - Find a Car - Downloads - My Accounts

Breaking News	Directory: Explore the Web	Shopping Rewards <i>new!</i>	
<ul style="list-style-type: none">New Revelations About JFK Jr.Microsoft To Try New AppealSlammin' Sammy Wins DerbyOpera: A Better Browser?Buzz: Britney Blown Off	Arts & Entertainment Movies, TV, Celebrities... <i>Partner</i> iGaz Autos Classic, Dealers, Manufacturers... <i>Partner</i> Cars.com Business & Finance Industries, Small Business, Investing... <i>Raging Bull</i> Boards Computers Software, Hardware, Graphics... Games Video, Role-Playing, Gambling... Health & Fitness Conditions, Medicine, Alternative... <i>Partner</i> Health Central Home & Family Kids, Houses, Consumers... <i>Partner</i> Move.com Jobs	Music MP3, Bands & Artists, Styles... News & Media Online, Magazines, Newspapers... Recreation & Travel Food, Outdoors, Humor... <i>Partner</i> Trip.com Reference Maps, Education, Libraries... Regions & Languages World, US, Europe... <i>Babel Fish</i> Translation Science Biology, Psychology, Physics... Shopping 1 pt Web-Wide Auction, Compare, WWW Sites... Society & Culture People, Religion, Issues... <i>Partner</i> Women.com	Harry Potter IV Harry Potter's fourth exciting adventure is here! Find the best price available online. more... Earn Rewards <ul style="list-style-type: none">Register 1500 ptsHot Deals 50 ptsMore Top Rewards... Win Prizes! <ul style="list-style-type: none">Win instantlyMercedes Benz SL K 230Rock London, Shop Paris. Deals & Auctions <ul style="list-style-type: none">Web-Wide AuctionWatchBargain AuctionFind Hot Deals Featured Sponsors <ul style="list-style-type: none">Shop by request at Respond.com!For Yellow Page information visit WorldPagesExplore the latest fashion trends.FurnitureFind, Name Brands Delivered

Altavista in 2000 according to web.archive.org

<https://web.archive.org/web/20000711054728/http://www.altavista.com:80/>

Visual distractions



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- Don't use images just for sake of images
- Remove elements that are not supporting conversions

Fail to deliver your promise



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- Provide the promise on your landing page without conditions

Too much text



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- Users skim the text, they don't read it
- Place important stuff first
- Use bullet points instead of whole sentences
- Shorten your copy, focus on the essential
- Consider using popover elements for additional information

Asking for too much information



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- Ask the information you need (also, you might have encountered a thing called GDPR 😊)

Lack of credibility



- Display testimonials
- Display your visibility in media
- Display well-known partners
- Display the number of other people using your service (if there is a reasonable amount)



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The big picture



Ilkka Paananen, CEO of Supercell. Interviewed on A-Studio 14.2.2018.
<https://areena.yle.fi/1-4360518>

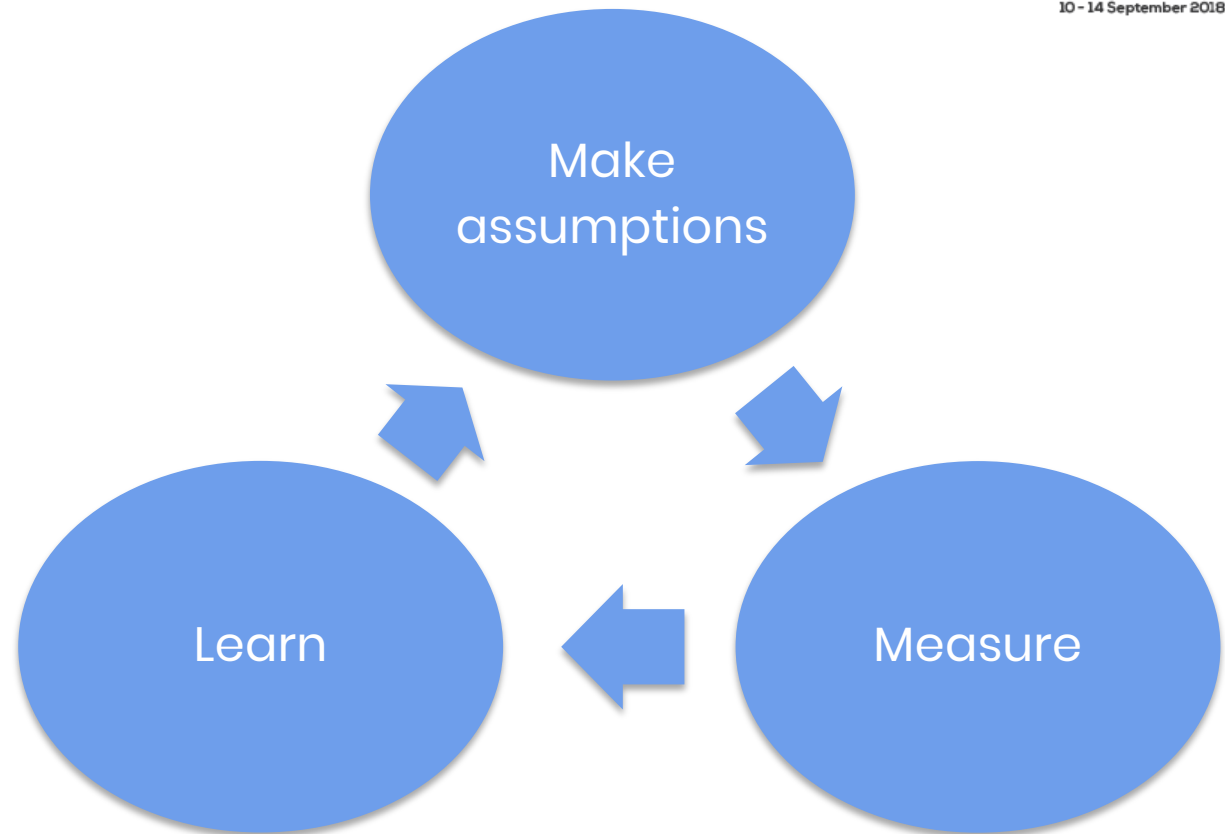


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FACTS VS OPINIONS

More definitions for CRO

- CRO
 - a process of continuous improvement
 - a systematic method of making changes



Resources for learning more



- Landing Page Optimization
 - A book by Tim Ash
- Tools for improving CRO / User Experience
 - Google Optimize, Optimizely, Hotjar, CrazyEgg, Five Second Test
- [Tips for testing low traffic sites](#)
- Check Simo [Ahava's blog for some hardcore Tag Manager & Google Analytics tips](#)
- Improve your GA skills on [Google Analytics Academy](#)
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Thank you!

Jaakko Kuurne

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