Conversion Optimization for Every Business

Brian Massey, Managing Partner

Conversion Sciences

Pre-launch vs. Post-launch Optimization

Campaign Development When Data is Abundant Intuition Research Planning Research Drafts Copy Research Pre-launch Сору Study Development Mockups Study Executive **Approval** Launch Post-launch Analyze Launch Results Revise and © 2017 Conversion Sciences

Tools for pre-launch optimization

- Online Surveys
- Online Focus Groups
- User Testing
- Eye tracking

Tools for post-launch optimization

- Analytics
- A/B Testing Software
- Heatmap and Mouse Tracking
- Session Recording
- On-site Surveys

The Rules of Behavioral Science

That you already know.











quantitative data is more reliable than qualitative data

Scoring Data

You sent a survey to 1000 current customers asking them about their experience buying from your website. 79 of them responded.

- ☐ Participants are Blind
- ☐ Testers are Blind
- ☐ Sample Size n=____ is large
- ☐ It's Behavioral Data
- ☐ It's Quantitative Data
- ☐ It's recent
- ☐ It's collected over time

Count: ____

Mockup 1 Mockup 2



Mockup 1 Mockup 2





Correct Answers: 15

Correct Answers: 21

Mockup 1 Mockup 2



Correct Answers: 15

Correct Answers: 21

(21 - 15) / 15 = 40%

Mockup 1 Mockup 2



Correct Answers: 15

Correct Answers: 21

(21 - 15) / 15 = 40%

High-traffic vs. Low-traffic Optimization

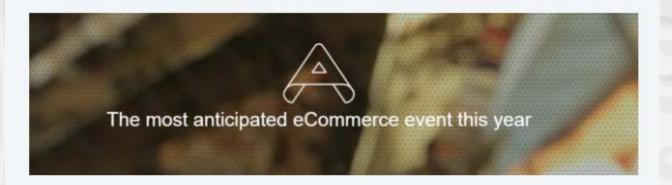




user testing

Option 1 The eComm event this year where your heart goes boom boom and your checkout page goes ring ring

Option 2





Option 1

Chosen 4 Times Success
Rate
16.0%

Avg. Time Taken 29.8 seconds



Option 2 Winner

This alternative is performing better, and the difference is 99% likely to be statistically significant. This means that you can be very confident that it is actually better, and not performing better due to random chance.

Chosen 21 Times Success
Rate
84.0%

Avg. Time Taken 20.1 seconds



Option 1

Chosen 4 Times Success
Rate
16.0%

Avg. Time Taken 29.8 seconds



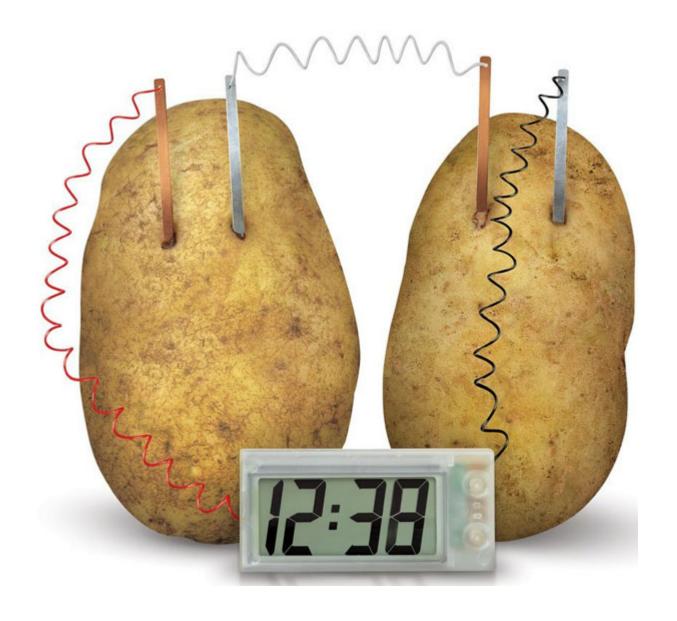
Option 2 Winner

This alternative is performing better, and the difference is 99% likely to be statistically significant. This means that you can be very confident that it is actually better, and not performing better due to random chance.

Chosen 21 Times Success Rate 84.0% Avg. Time Taken 20.1 seconds

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Courtesy: Omniconvert



study: 5-second test

UsabilityHub.com

\$4 Billion Resolved

Get Your Free Debt Evaluation > we're Open! ONLY 10 hours 32 minutes 19 seconds LEFT TO CALL TODAY

Debt Relief That Works



The answer to your debt

- Get a free financial assessment
- Learn about your options
- Find a plan that fits your budget
- Resolve debts in as little as 24 to 48 months*

Get your free quote 3

Plan Benefits

How it Works

Trust in Freedom

Sample Results





"I can't thank Freedom Debt Relief enough for all the help! Everyone was so helpful, professional and always quick to respond to my



Home Debt Reduction Debt Relief Options Testimonials Top Settlements Blog Client log in

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Free Yourself from the Burden of Debt



The answer to your debt

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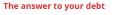


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Get Your Free Debt Evaluation > we're Open! ONLY 10 hours 32 minutes 19 seconds LEFT TO CALL TODAY







- · Get a free financial assessment
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- Find a plan that fits your budget
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Get your free quote 3

Plan Benefits How it Works

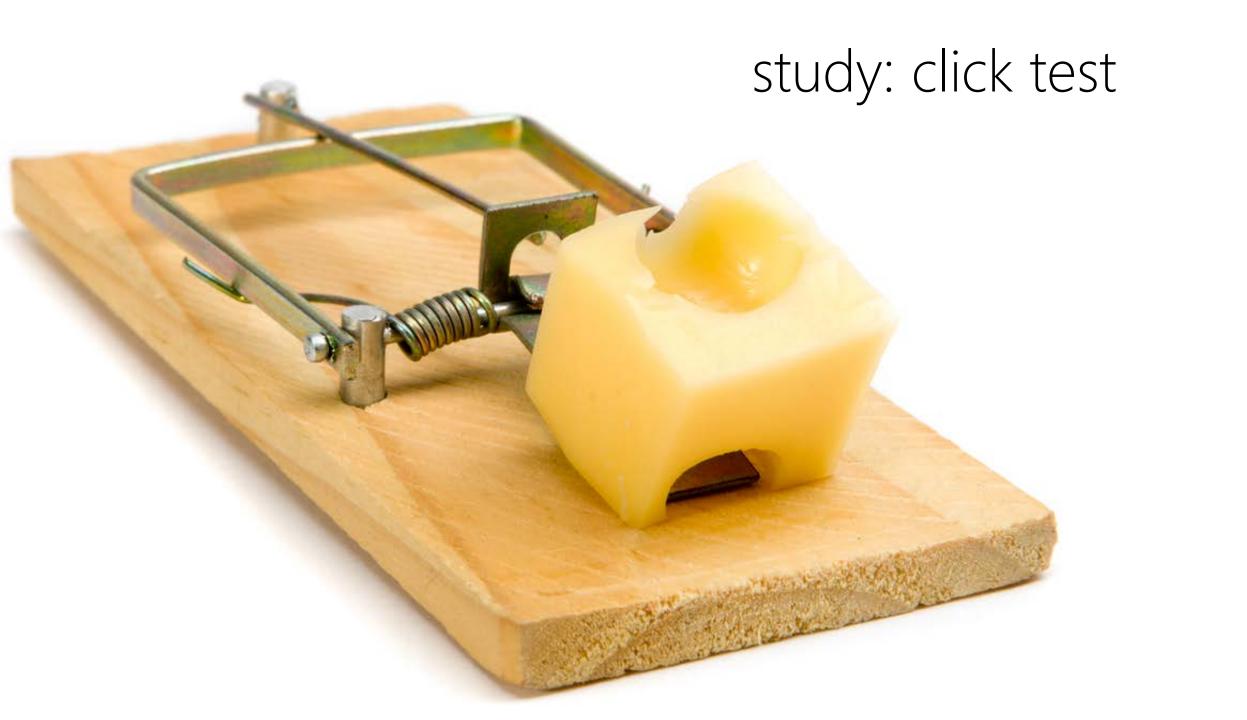
Trust in Freedom

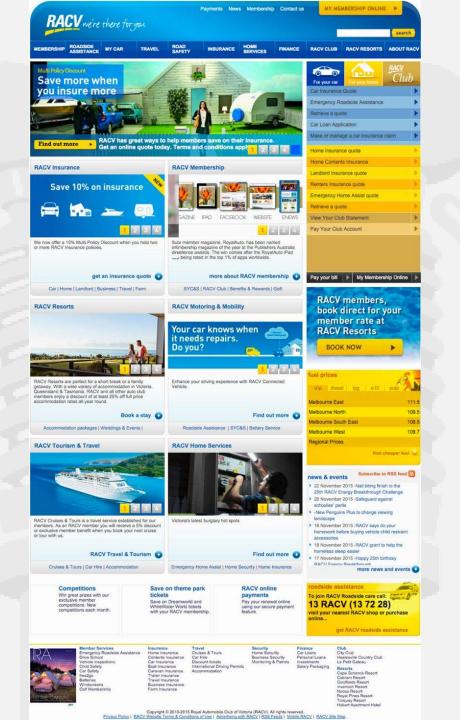
Sample Results











Source: UsabilityHub.com

Click Test: Find Roadside Assistance.

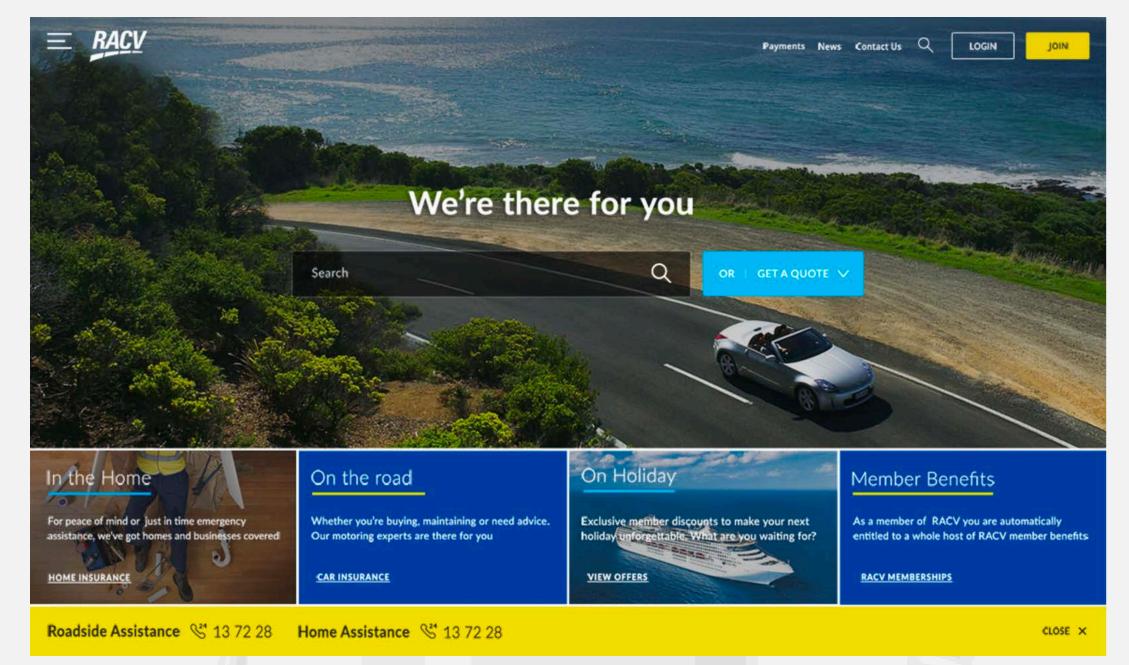
Took 20 seconds on average.

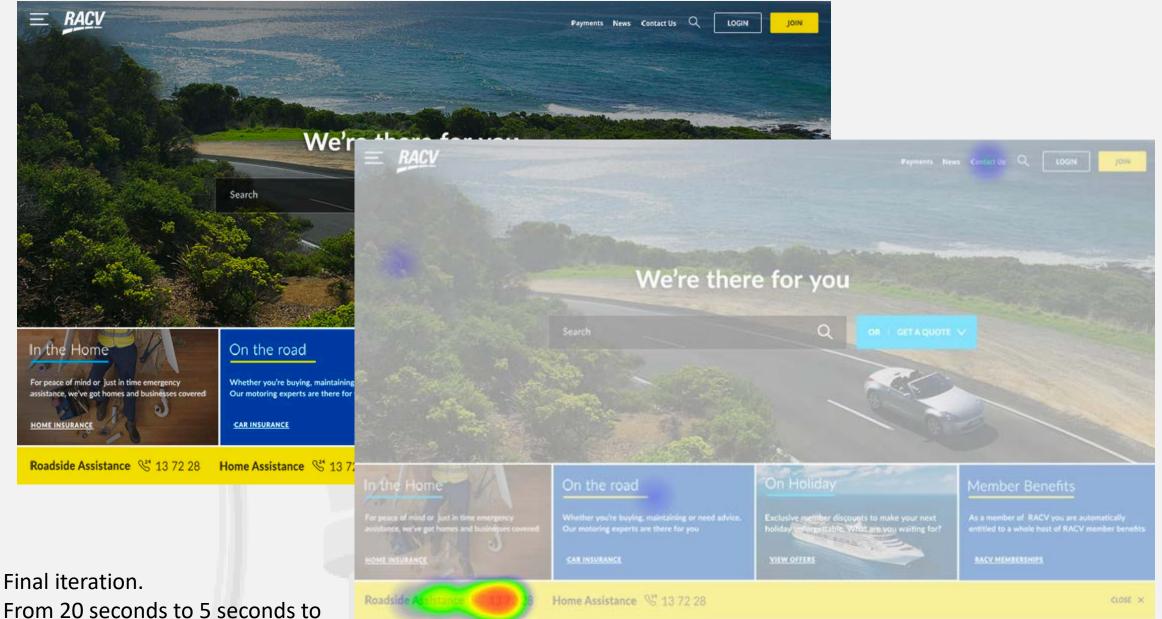


Source: UsabilityHub.com

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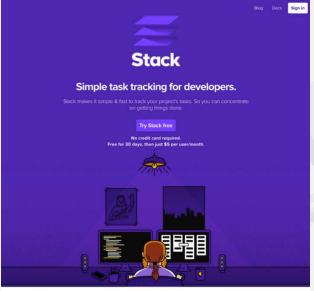


From 20 seconds to 5 seconds to find roadside assistance.

Source: UsabilityHub.com



Does this company seem reputable?





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Powerful search

can search tasks by content, tags or assignee.



View progress at a glance

Viewing progress across complex projects is a breeze with Stack's simple task board layout.



-CRITICAL

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Track task evolution Track changes and updates to tasks throughout the project



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team, and make sure things that need seeing get seen.

Easy team collaboration Stack makes communicating and collaborating with your team

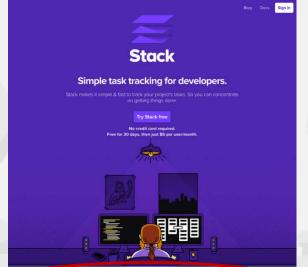


Totally flexible workflow

Stack's task boards are totally columns to suit your workflow, no

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"It's as much a collaboration tool as a task tracking tool and I like that, I like it a lot."





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tasks throughout the project



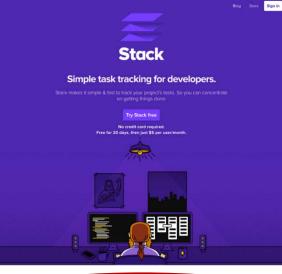
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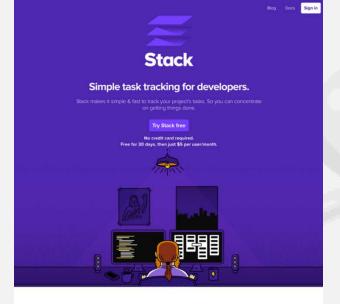
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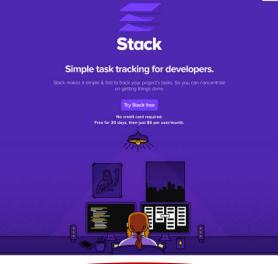
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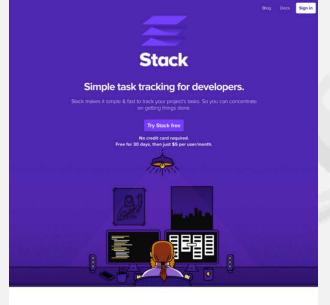
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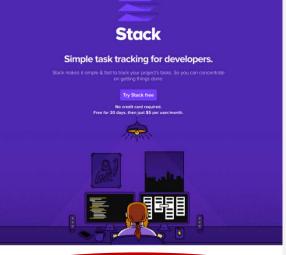
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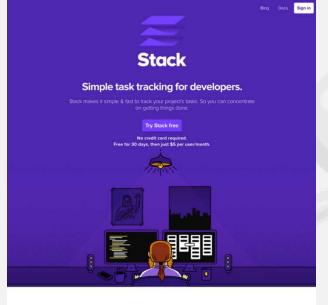
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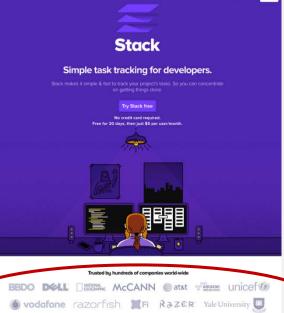
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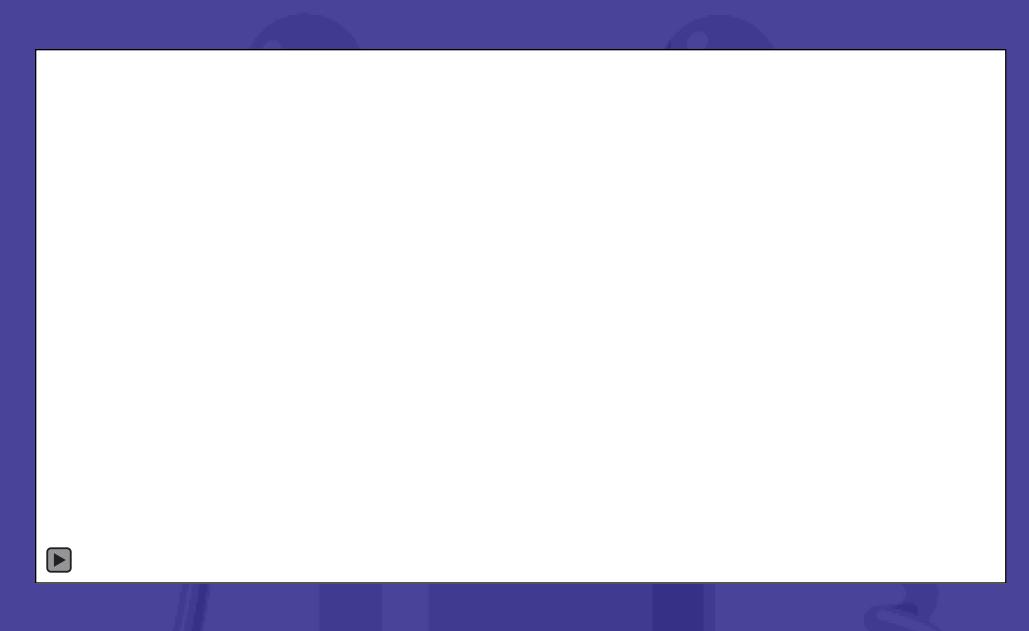
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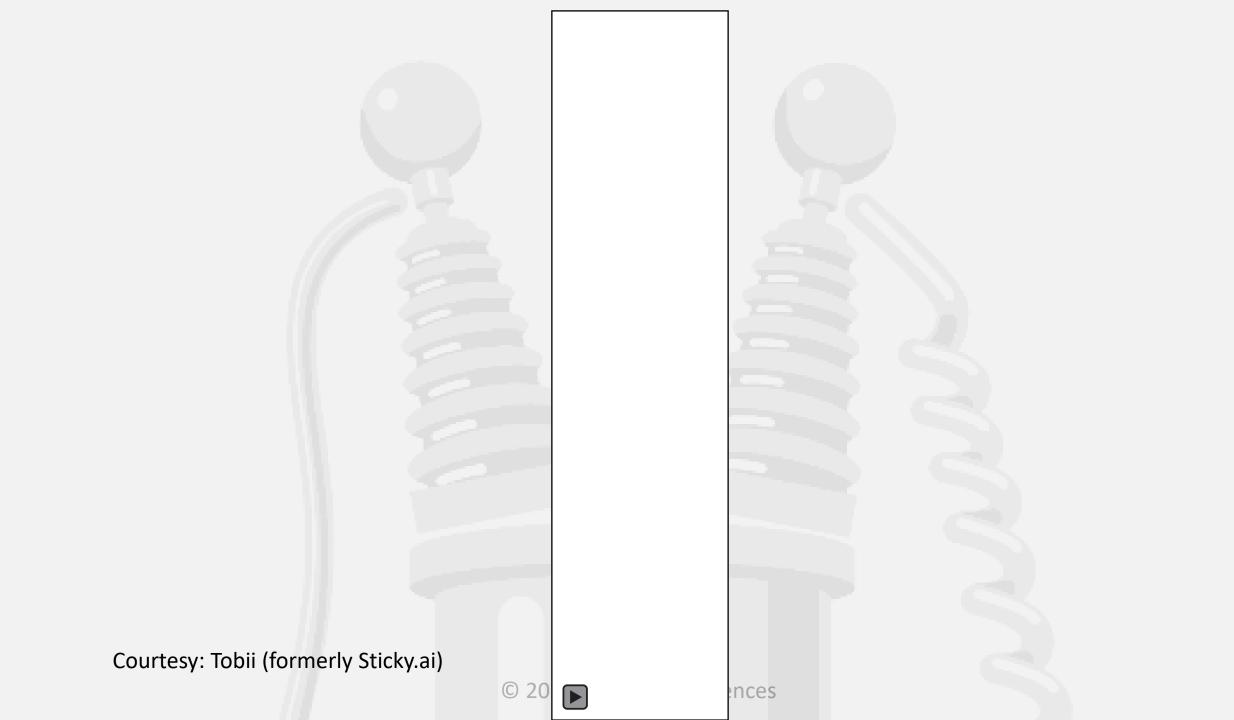








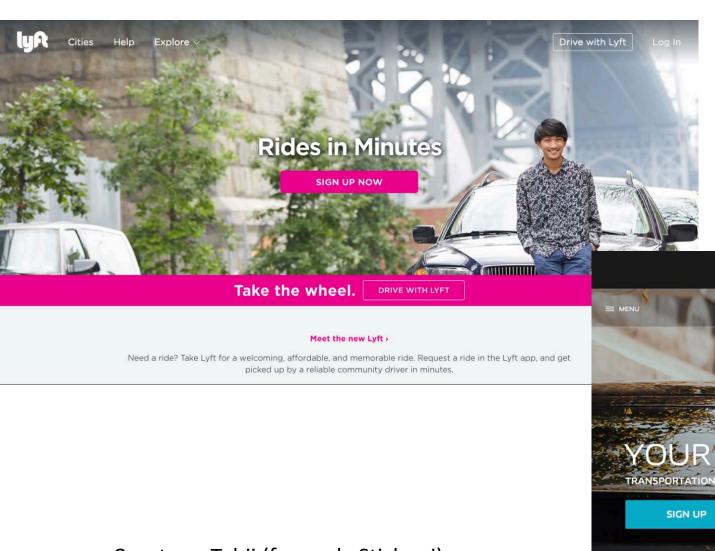






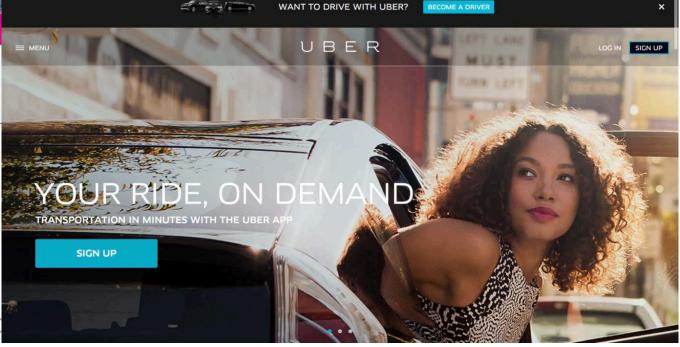
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Message

Call to Action

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WANT TO DRIVE WITH UBER?

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Vanessa Van Edwards Author and Behavioral











Vanessa Van Edwards is a published author and techpreneur. As an acclaimed writer and behavioral investigator, Vanessa specializes in human lie detection and body language. Her company, the Science of People and unique approach have been featured in CNN, Forbes, Business Week and the Wall Street Journal and she is a sought after consultant and speaker for companies all over the world.

Body Language for Entrepreneurs

Use nonverbal communication to increase your income and influence as a business owner. Master body language for success.

★★★★★ 51 reviews

3219 students

Do you want to have more business success? Mastering body language is the missing ingredient for many business owners. Nonverbal communication can not only help you be more effective in your business dealings, but it can also give you an added edge above competitors.

93% of our communication is nonverbal.

But we rarely think about our body language when dealing with clients, investors or at networking. We think about what we are going to say, but we don't consider how we say something. Research shows how we say something is even more important than what we say.

This course is made up of the 6 areas every entrepreneur needs and how body language can help you succeed.

Customer Relations:

- Building Rapport
- Successful Selling
- Winning Client Relations
- Customer Validation Your Nonverbal Brand:

Preview This Course For Free!

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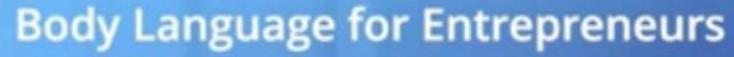


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In Practice







Learn to use nonverbal communication to increase your income and influence as a business owner with this online course.



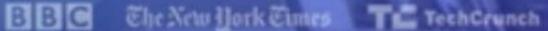


56 Reviews

1,793 Enrolled Students

5+ Hours of Video Content

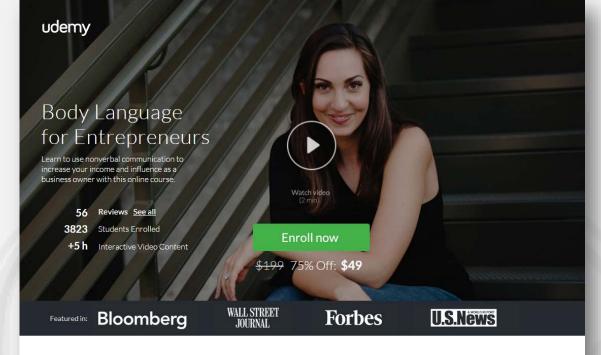




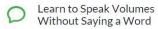


COURSE DETAILS

246% Increase in Clicks



What's in the Course



Research shows that how we say something carries more weight than what we say. If you think your body language doesn't matter, think again.



Body Language in Negotiation

All entrepreneurs need to know the basics of negotiation. Could your body language be letting you down? Learn how to decode oppositional body language and anticipate objections.



Maximize Partnerships

Business is all about relationships, and understanding body language can help you build rapport with your employees or investors alike.



Lie Detection

Ever wondered if a prospective employee is telling the truth? Decode resume bluffs and watch for the micro expressions that will help you decide who you want on your team.



Leadership and Public Speaking

What does it take to be a compelling speaker? Good content is just a start. Delivery is critical. Learn how to use dynamic gestures to control the stage.



Your Non-Verbal Brand

Use networking to your full advantage by presenting yourself with confident and engaging posture. Learn what to do, and what never to do, to make yourself the most magnetic person in the room.



What's in the Course

Course Details









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Body Language for Entrepreneurs

Learn to use nonverbal communication to increase your income and influence as a business owner with this online course.

56 Reviews See all

3823 Students Enrolled

+5 h Interactive Video Content



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Forbes



Let's Run an Experiment

UsabilityHub.com

- Create a UsabilityHub account
- While logged in go to https://usabilityhub.com/codes/claim
- When prompted enter the code 31BA7
- 25 credits will be added to your account which you can use to recruit participants



What do they need to know?

- The problem they are trying to solve.
- Their interest or role in a company.
- The size of their company.
- How they came to this creative (search result, Facebook ad, email)
- Should they have a perception of price?

What they don't need to know

- Industry jargon.
- What you hope they will do.
- Where to look on the mockup.
- What your company does.
- What the product or service does.



Include a qualifying question.

Qualifying Questions

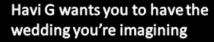
- The service provides Gender, Age and Location. May also provide income levels.
- Do they or have they worked for a large/small business?
- Have they worked in the field your prospects work in?
- Have they ever solved the problem you want them to solve?

Blind them to what you're really asking.

Don't lead them

Have you ever worked in the financial services
industry?
☐ Insurance
☐ Financial services
☐ Human resources
☐ Accounting





Get two hours with Havi for \$150.

Schedule Now

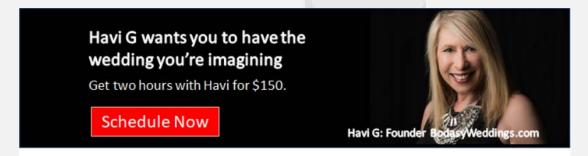
Havi G: Founder BodasyWeddings.com

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Are you good at organizing and coordinating?
Havi says, "You can do it!"
But, you don't have to do it alone.



Results



How to throw a wedding as unique as your relationship.

Get two hours with Havi for \$150.

Schedule Now

Havi G: Founder BodasyWeddings.com

You may be the best planner for

You may be the best planner for

Question	Version A	Version B
1. What is the page offering?	24% / 8%	25% / 4%
2. What is the cost?	20% / 4%	29% / 4%
3. If interested in the offer, what action would you take?	16% / 8%	17% / 4%
4. Choose your reaction to the statement, "The person featured seems credible."	3.1 out of 5	3.2 out of 5
Sample Size	25	24
Qualified	24%	29%

More: How to ask survey questions of liars and preteders. © 2017 Conversion Sciences

Conversion Optimization Masterclass www.ConversionLive.com