Conversion Optimization

for Every Business

5

Brian Massey, Managing Partner
Conversion Sciences

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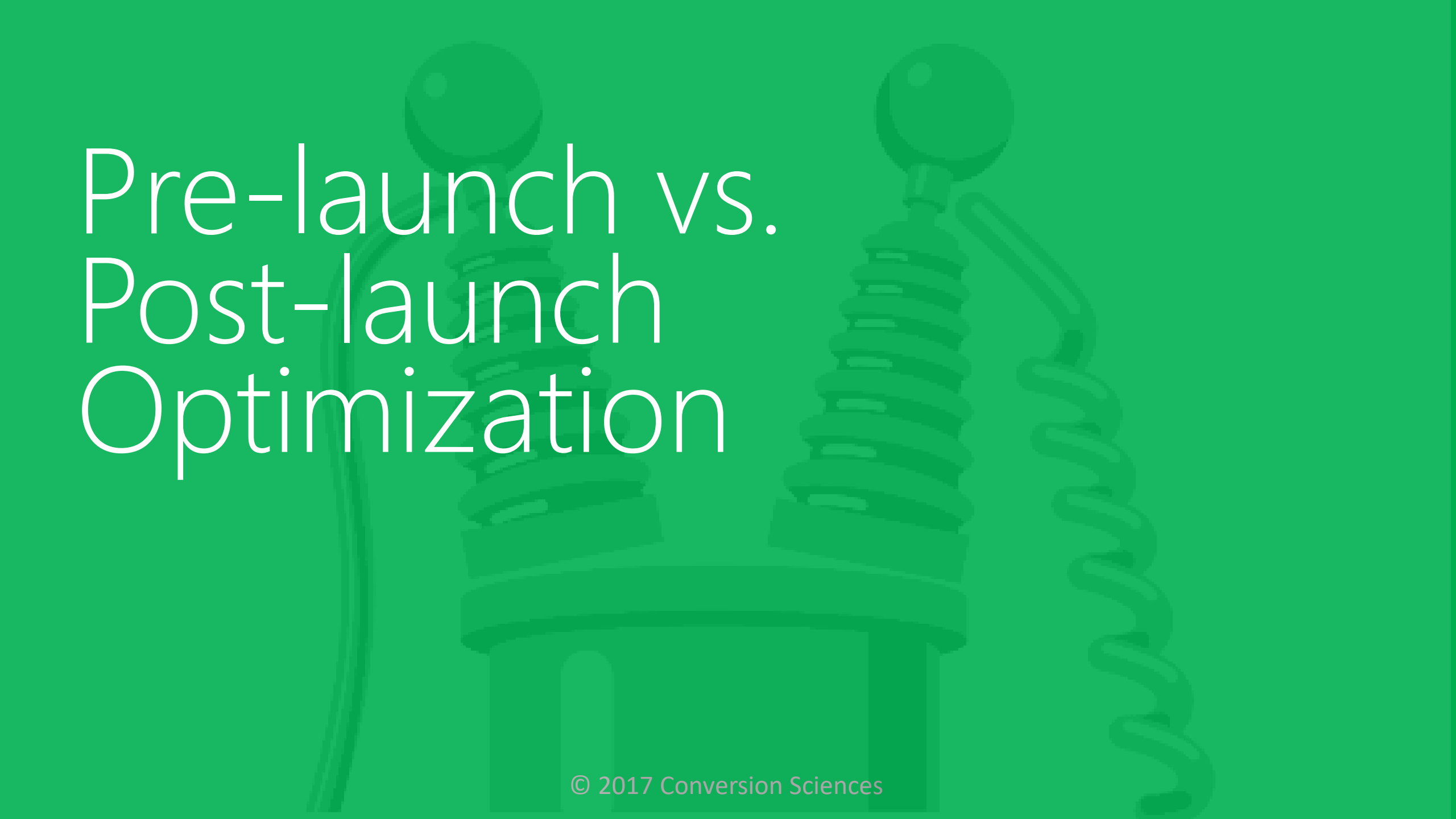
Pre-launch vs. Post-launch Optimization



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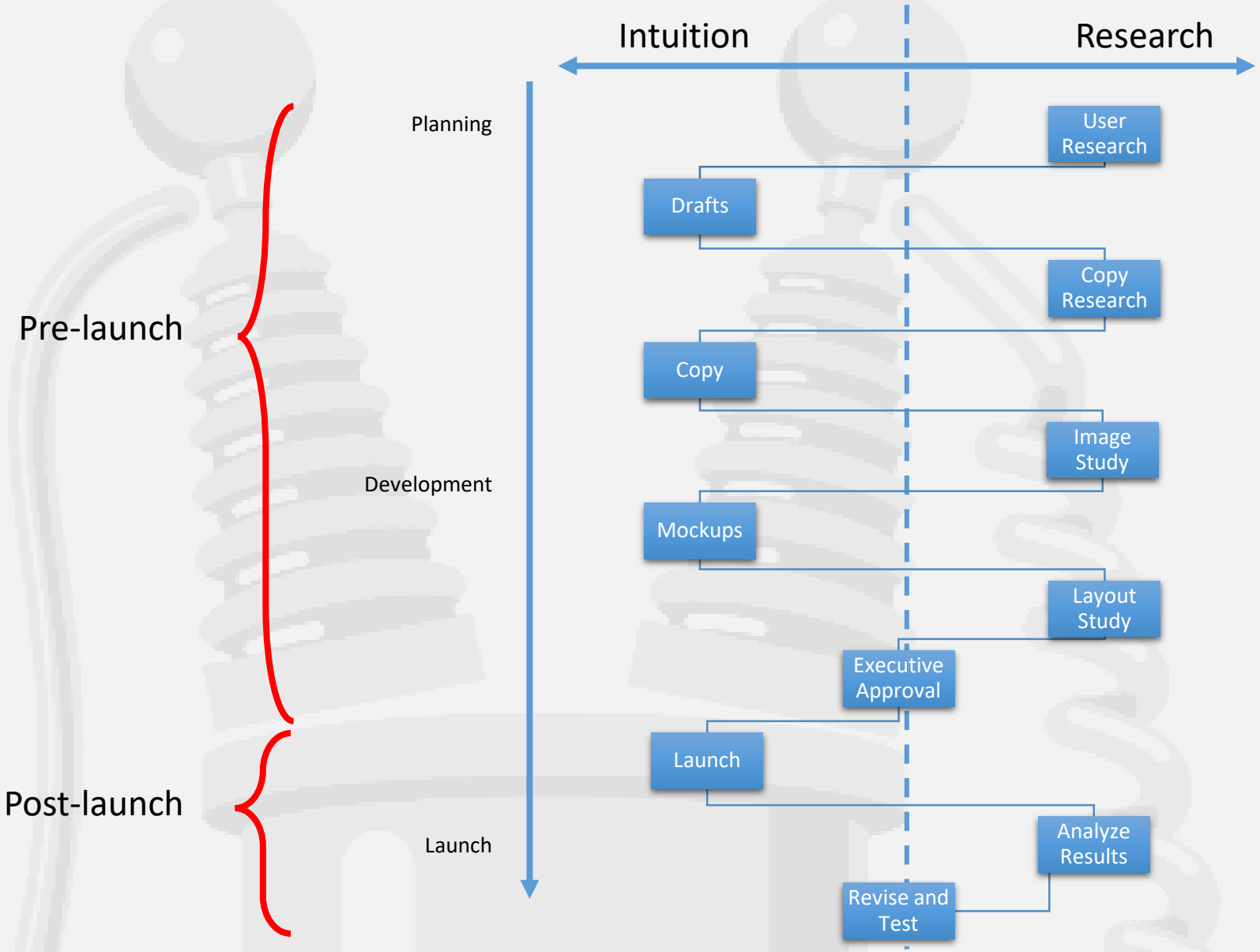
Campaign Development

When Data is Abundant



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Tools for pre-launch optimization

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

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Tools for post-launch optimization

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

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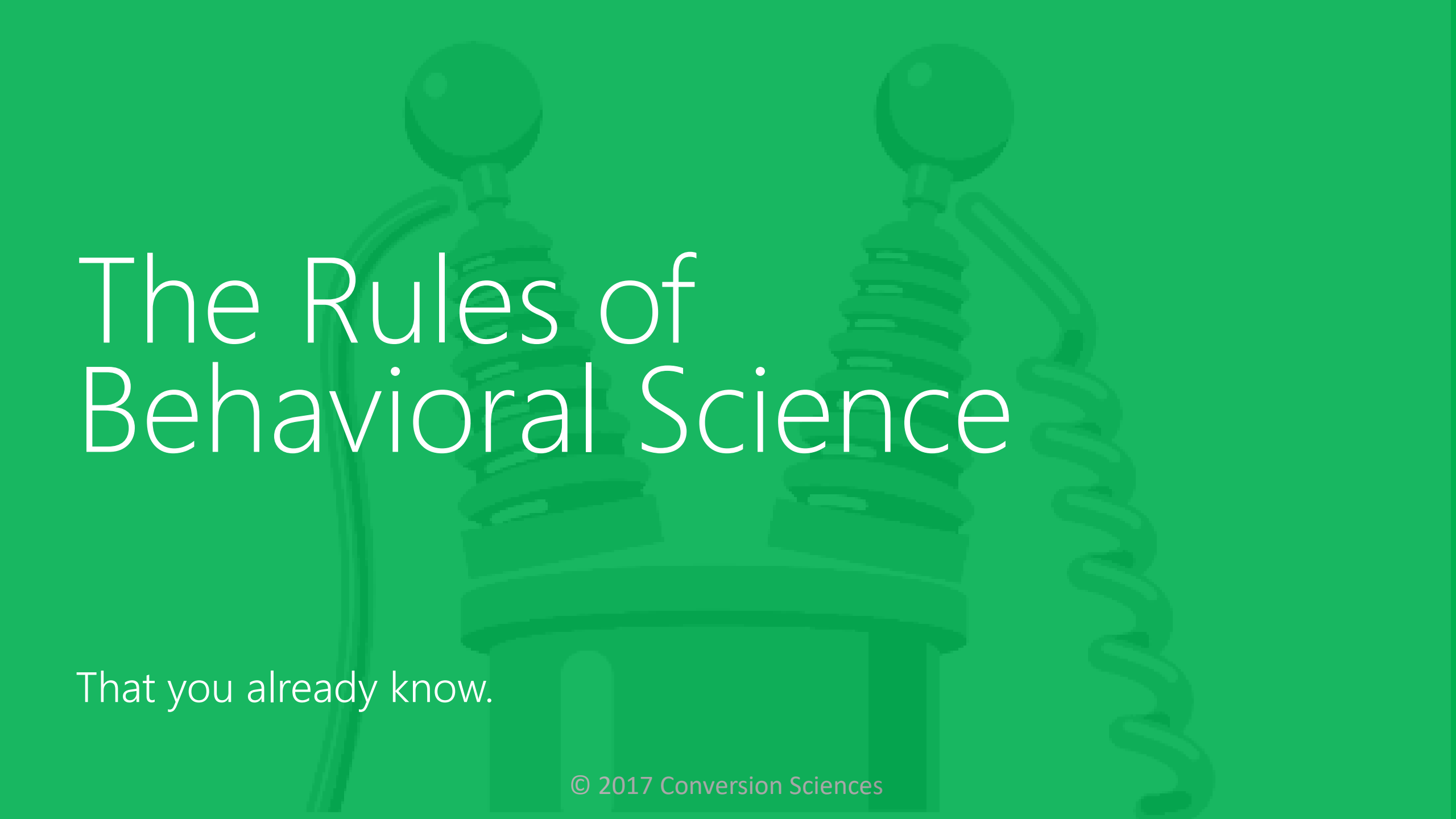

The Rules of Behavioral Science

That you already know.

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bigger sample size is better

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quantitative data
is more reliable than
qualitative data

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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: _____

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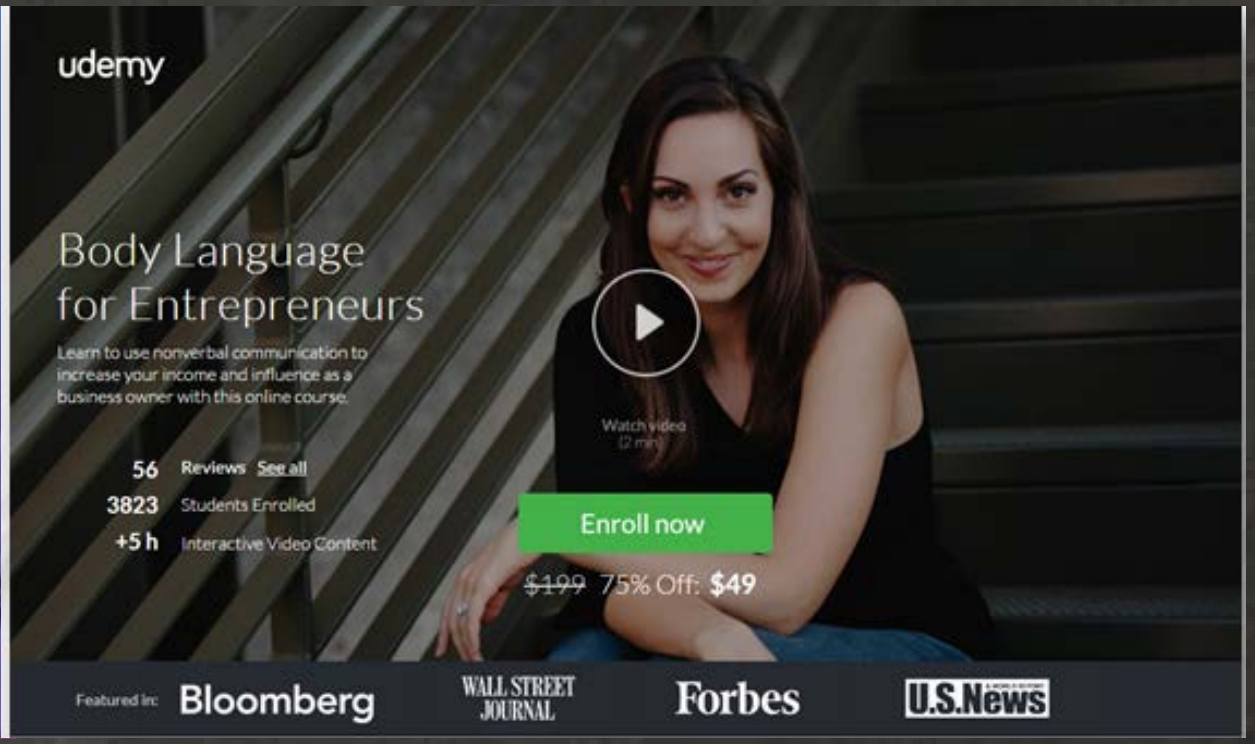
Where would you click to Enroll?

Mockup 1

Mockup 2

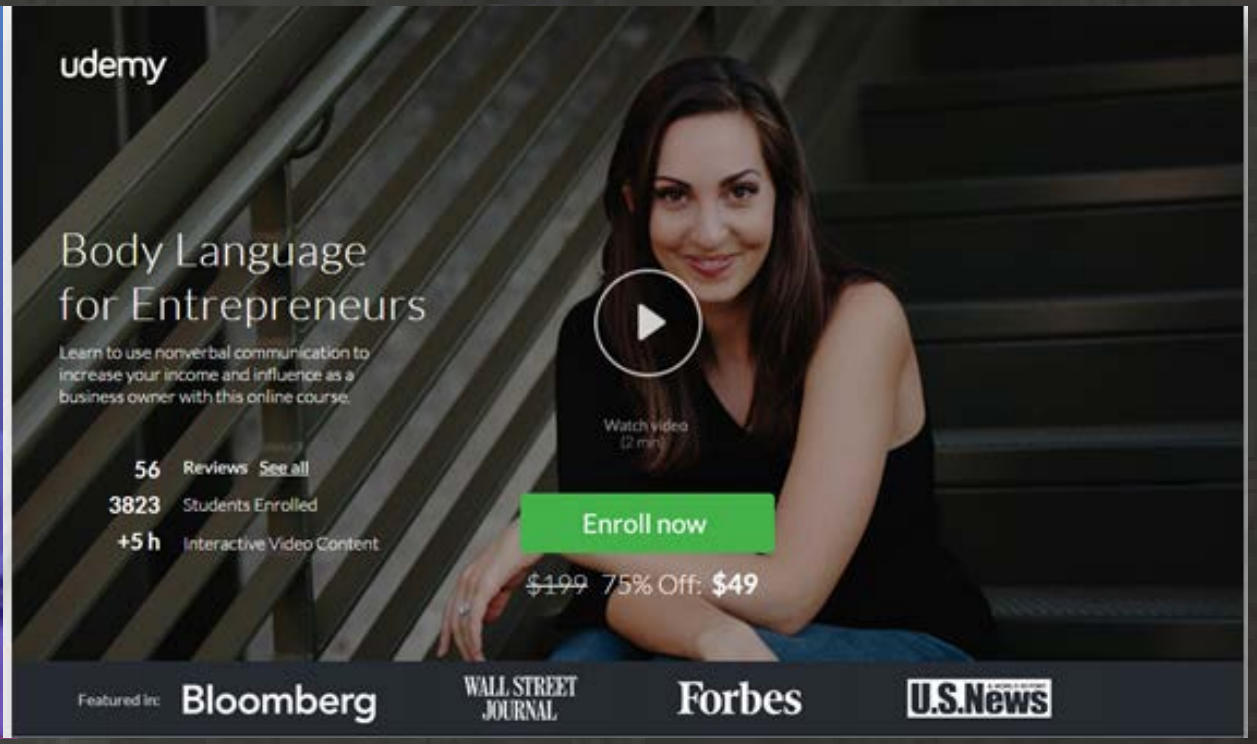


Where would you click to Enroll?

Mockup 1

Correct Answers: 15

Mockup 2



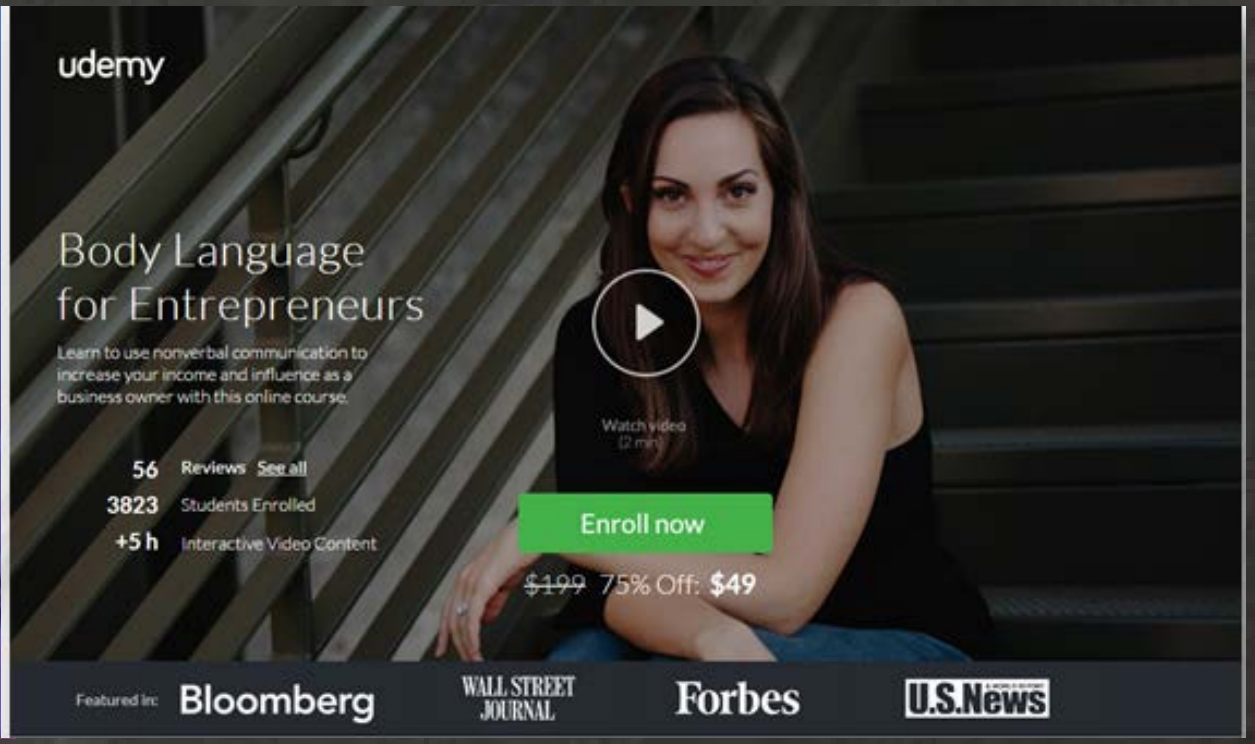
Correct Answers: 21

Where would you click to Enroll?

Mockup 1

Correct Answers: 15

Mockup 2



Correct Answers: 21

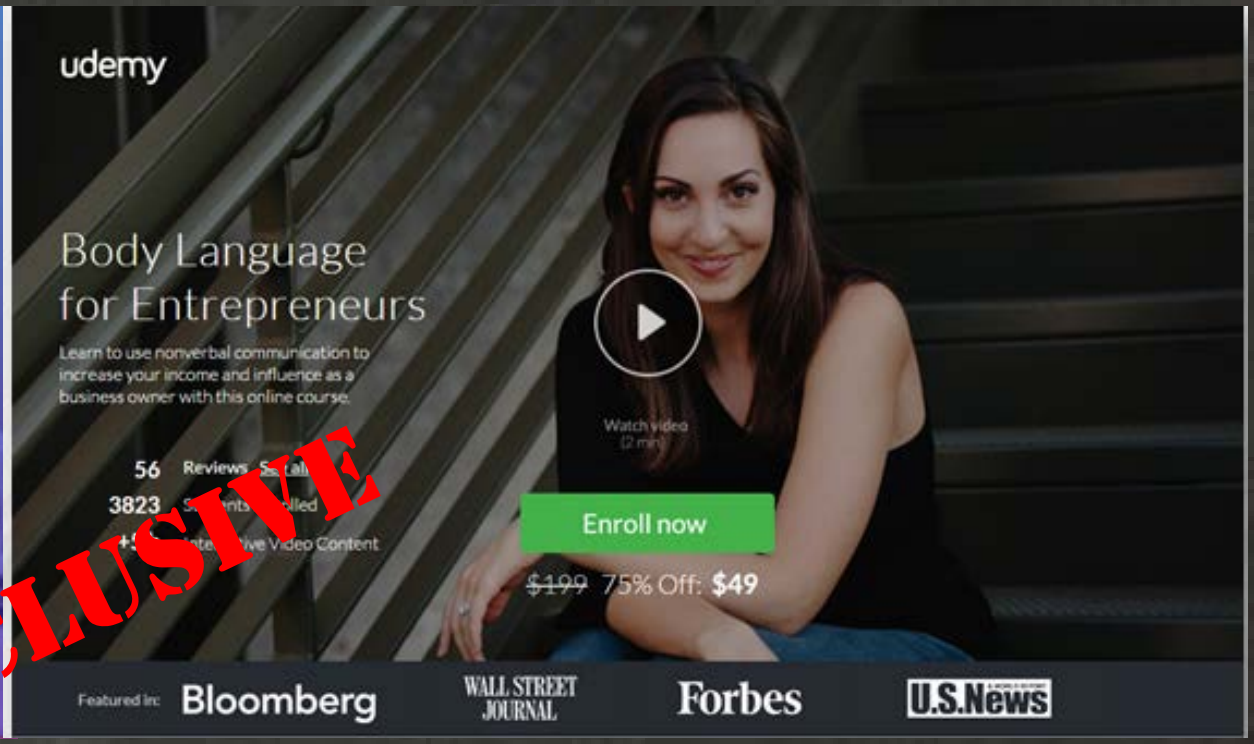
(21 - 15) / 15 = 40%

Where would you click to Enroll?

Mockup 1

Correct Answers: 15

Mockup 2

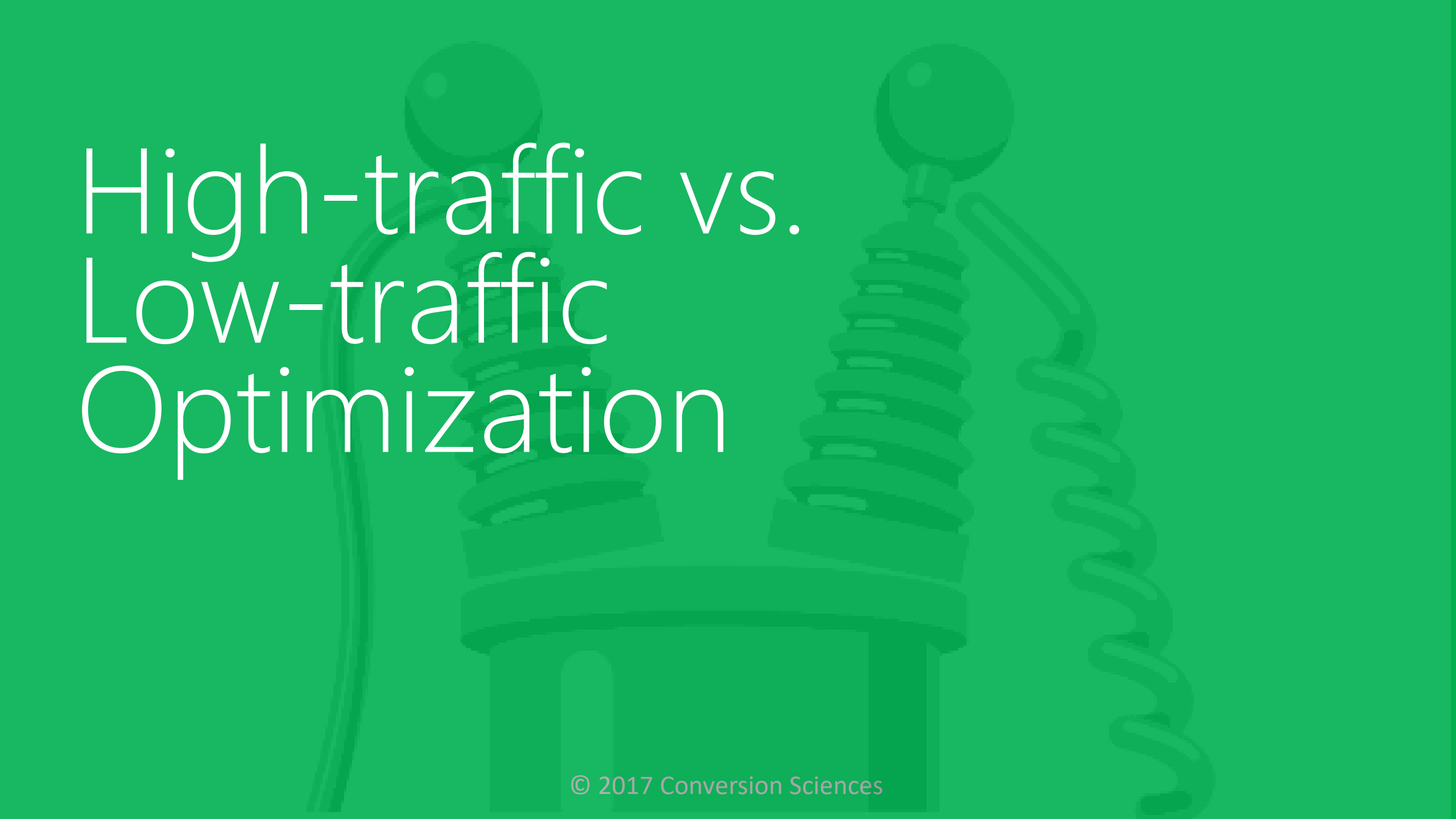


Correct Answers: 21

INCONCLUSIVE

(21 - 15) / 15 = 40%

High-traffic vs. Low-traffic Optimization



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Low-traffic Website relay more on pre-launch optimization methods.

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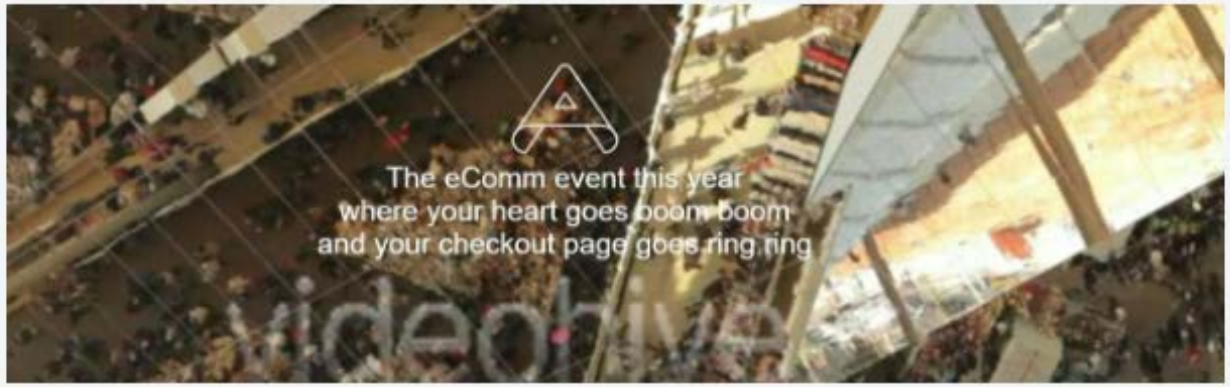
user testing

Option 1



Option 2

Courtesy: Omniconvert

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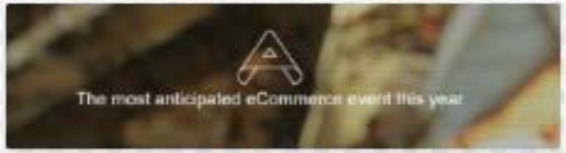
Option 1

Chosen	Success Rate	Avg. Time Taken
4 Times	16.0%	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	Success Rate	Avg. Time Taken
21 Times	84.0%	20.1 seconds

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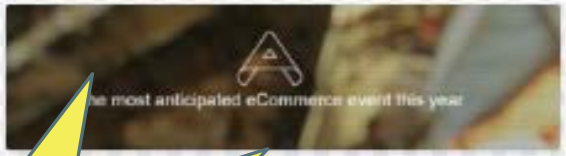
Courtesy: Omniconvert

Option 1

Chosen	Success Rate	Avg. Time Taken
4 Times	16.0%	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	Success Rate	Avg. Time Taken
21 Times	84.0%	20.1 seconds

$2.50 per test subject

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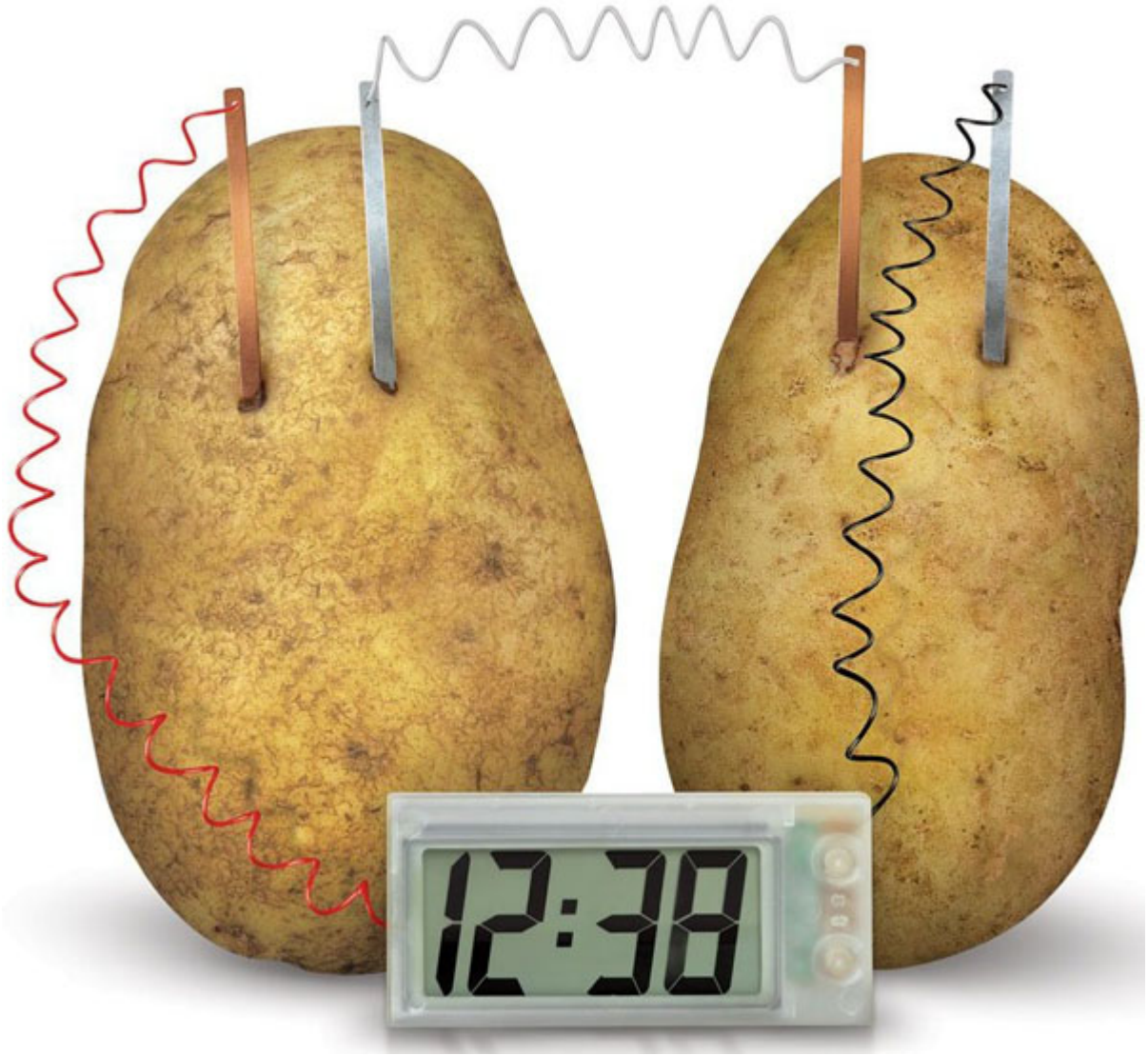
Courtesy: Omniconvert



study: 5-second test

UsabilityHub.com

@bmassey

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Freedom Debt Relief is #1 in America

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- 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

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D&B AFCC

What Clients Say:

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

-Willa in Richmond, VA

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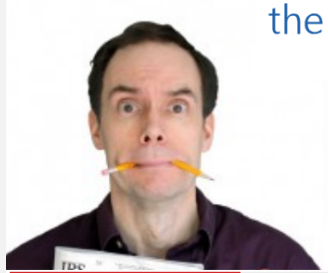

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Get Relief from Debt

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

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D&B AFCC

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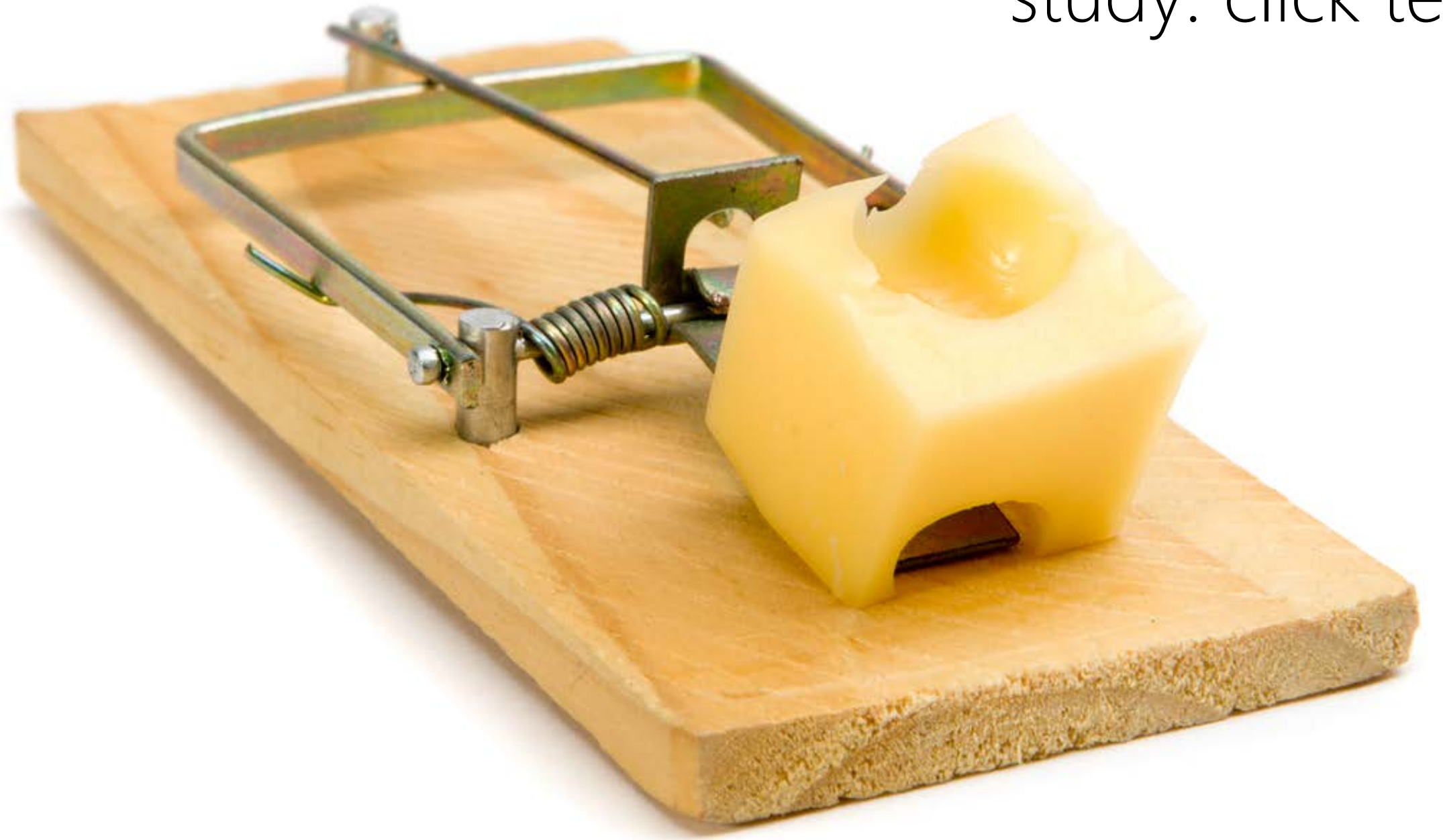
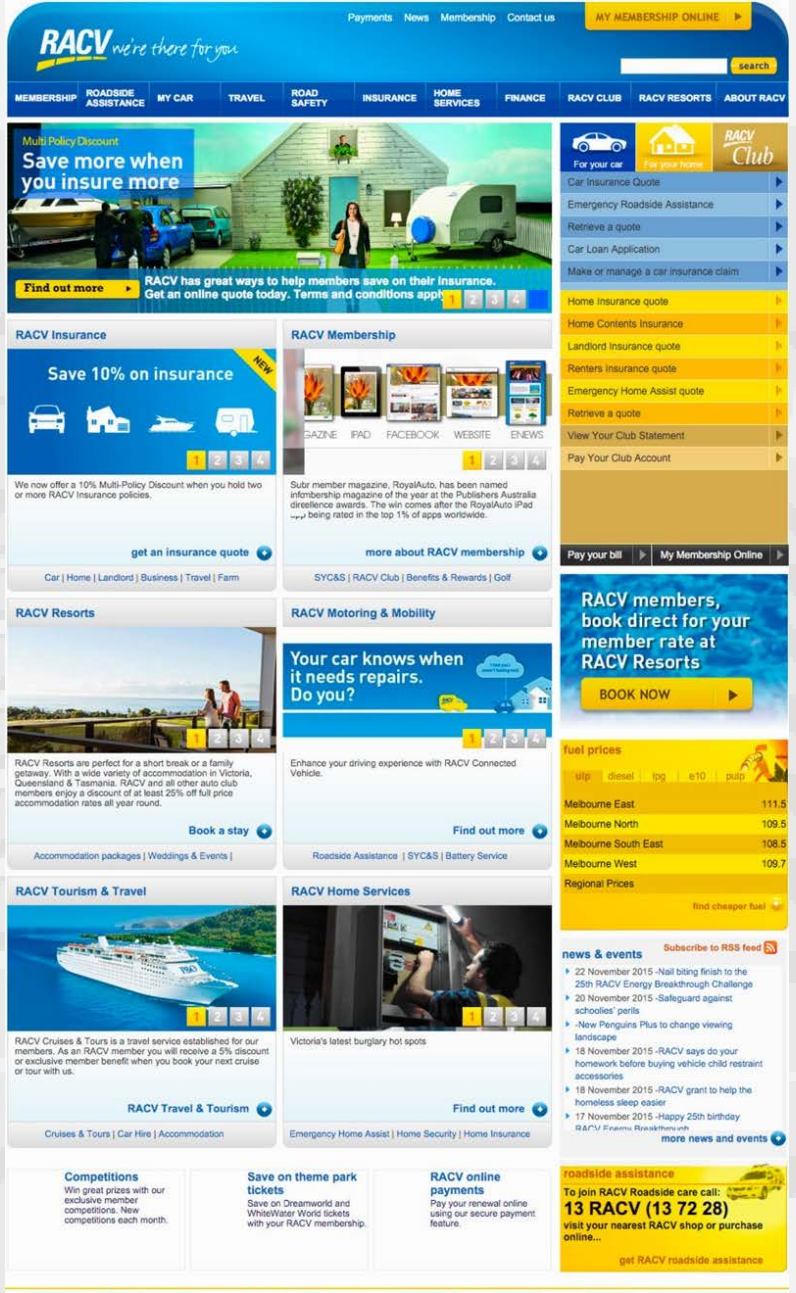
-Willa in Richmond, VA

study: click test

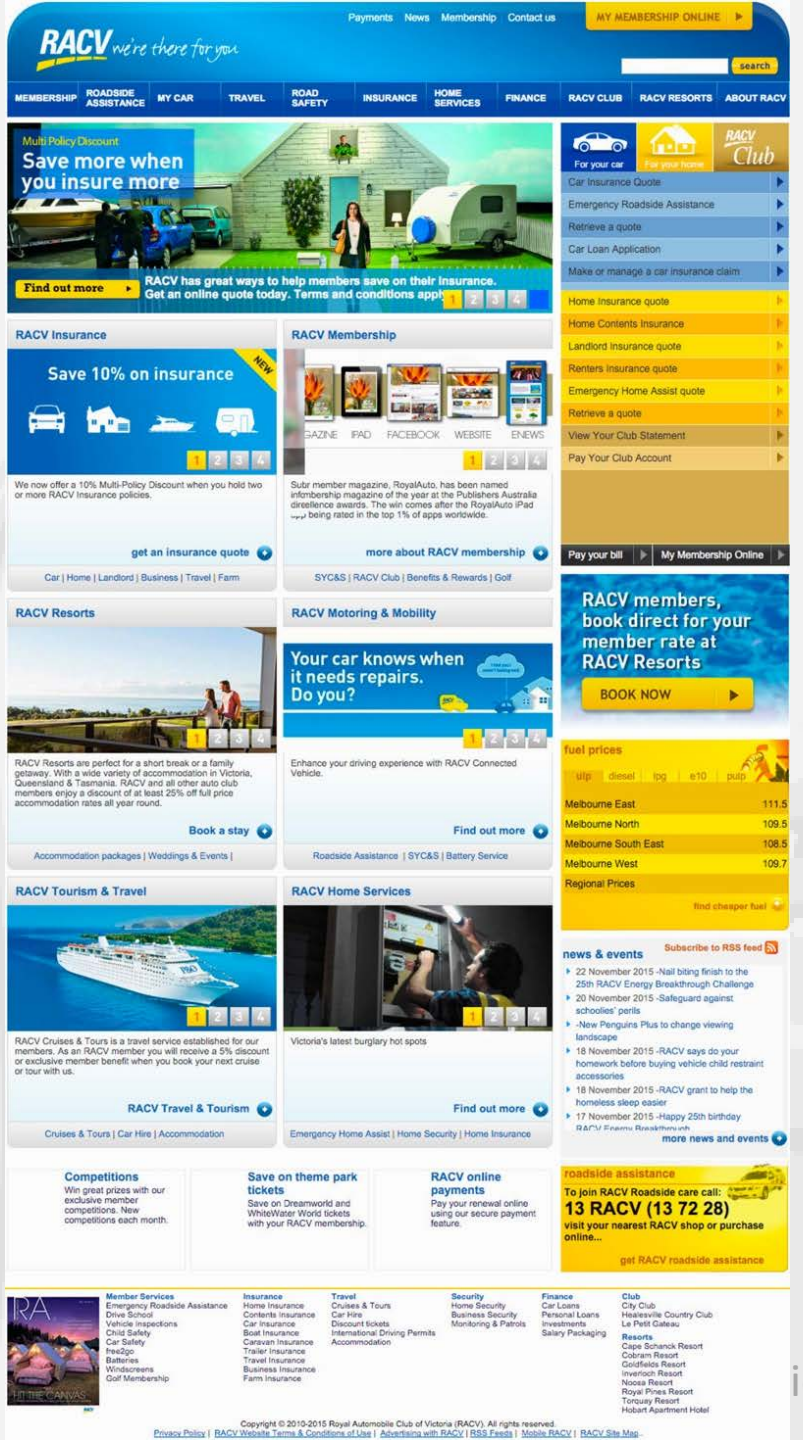


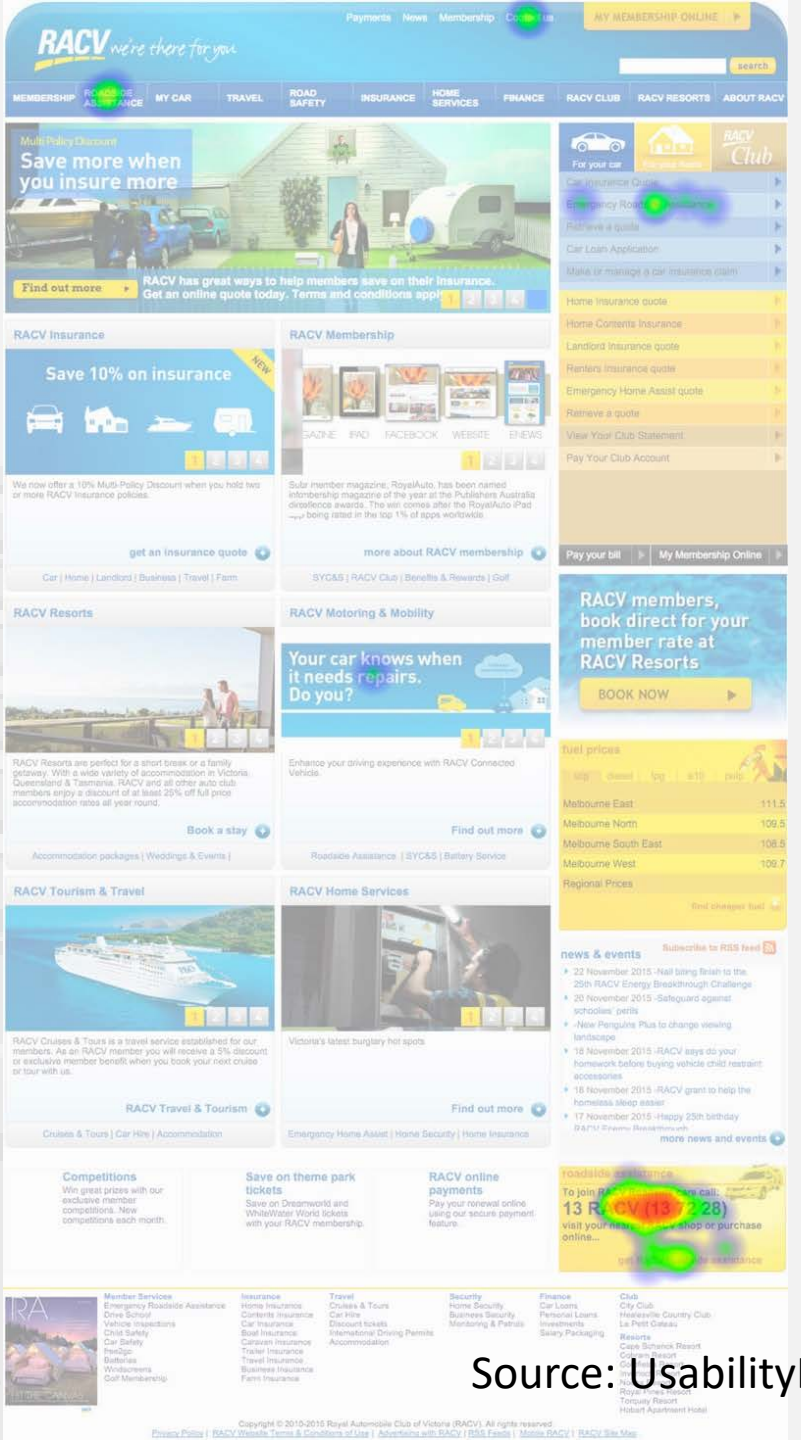


Source: UsabilityHub.com

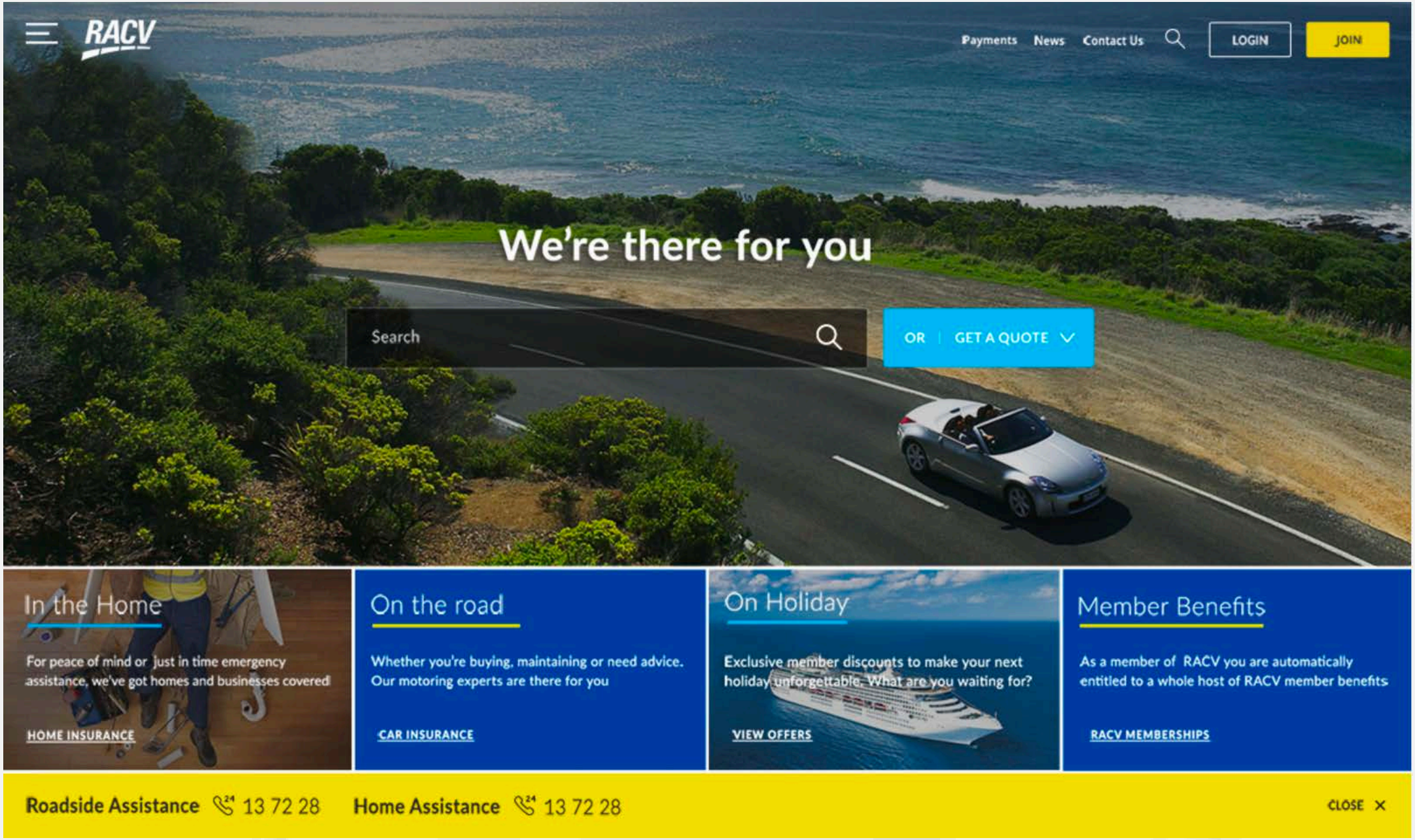
Click Test:
Find Roadside Assistance.

Took 20 seconds on average.





Source: UsabilityHub.com



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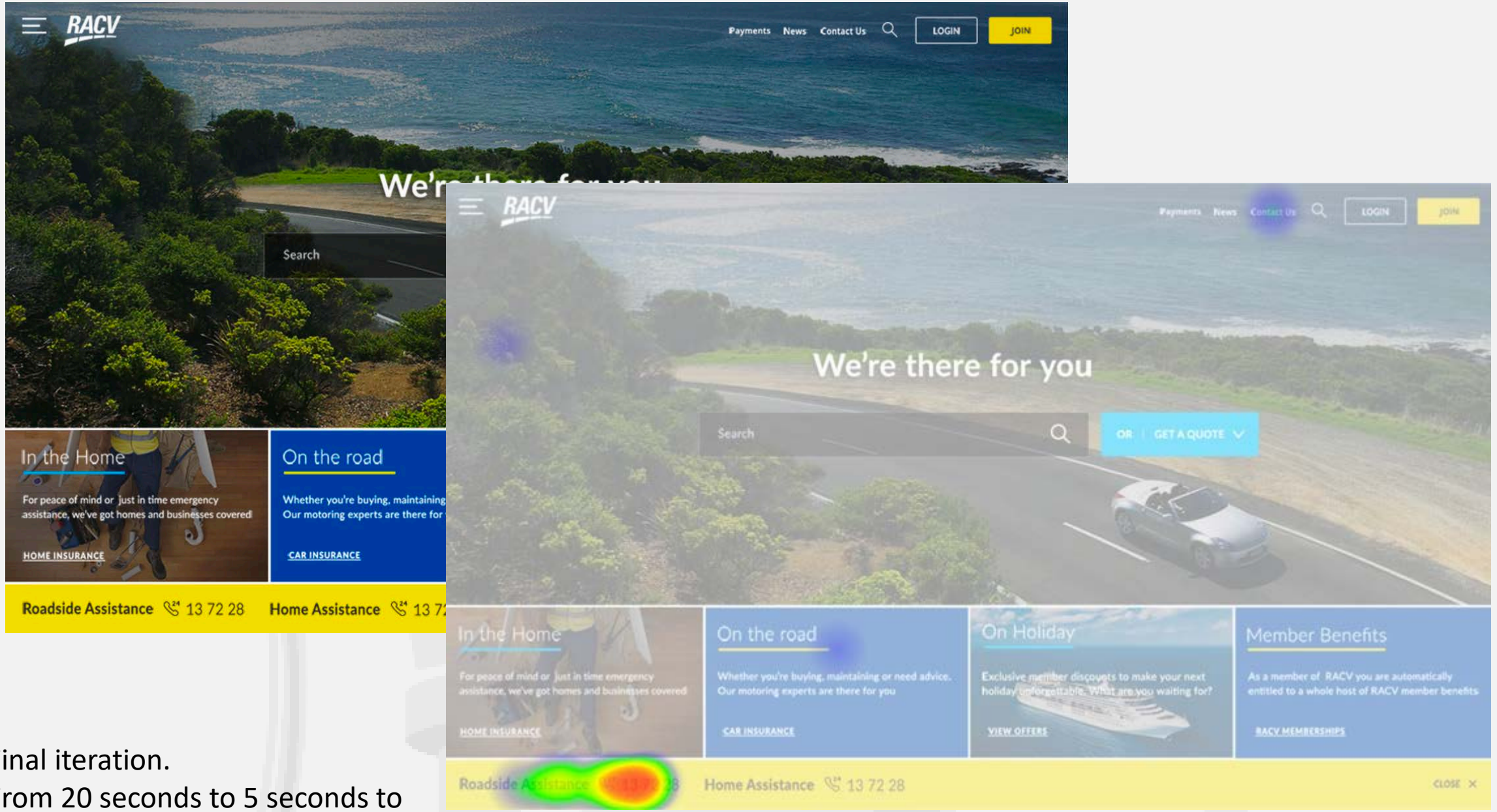

Final iteration.
From 20 seconds to 5 seconds to find roadside assistance.

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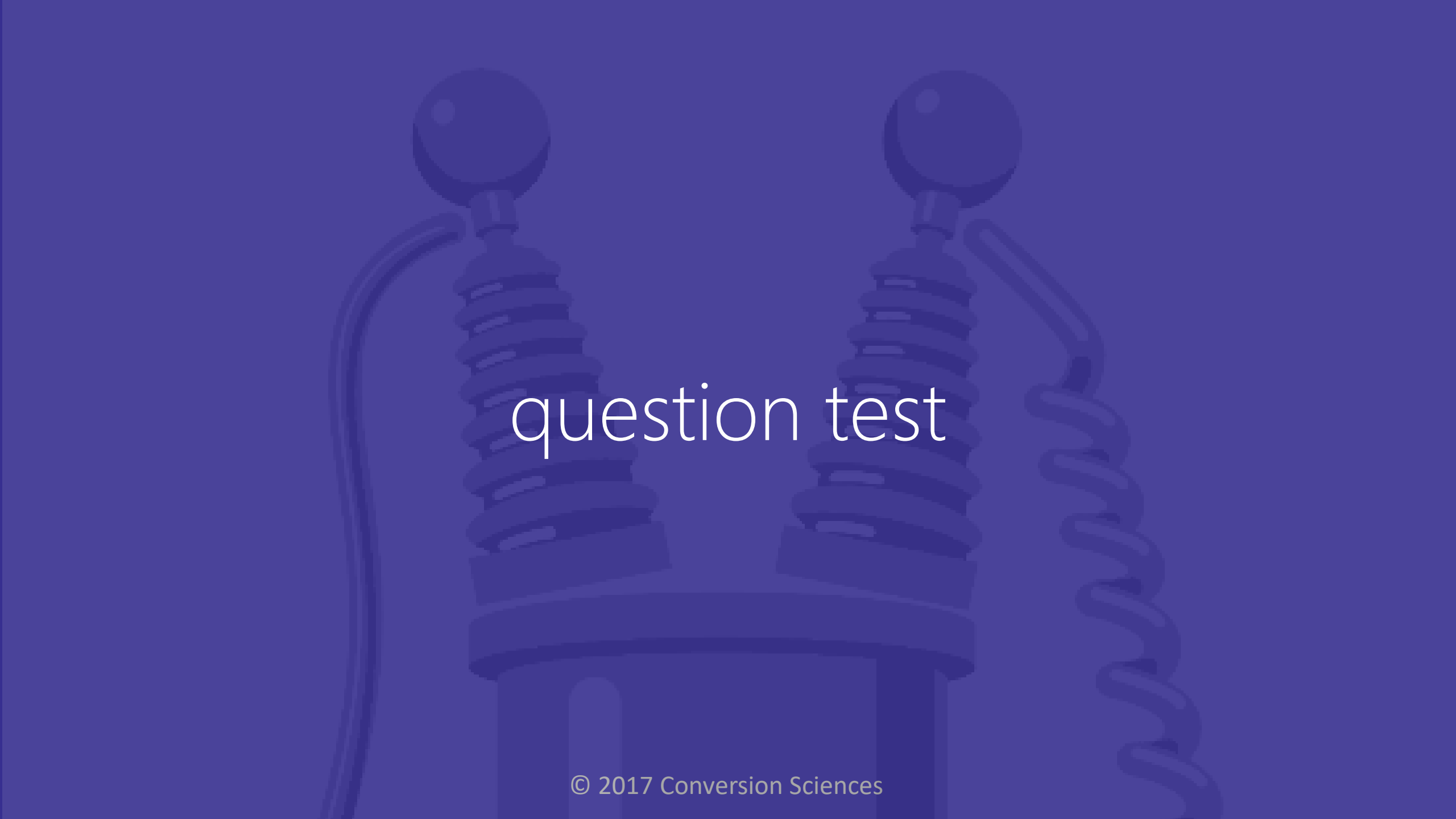
Source: UsabilityHub.com



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Does this company seem reputable?

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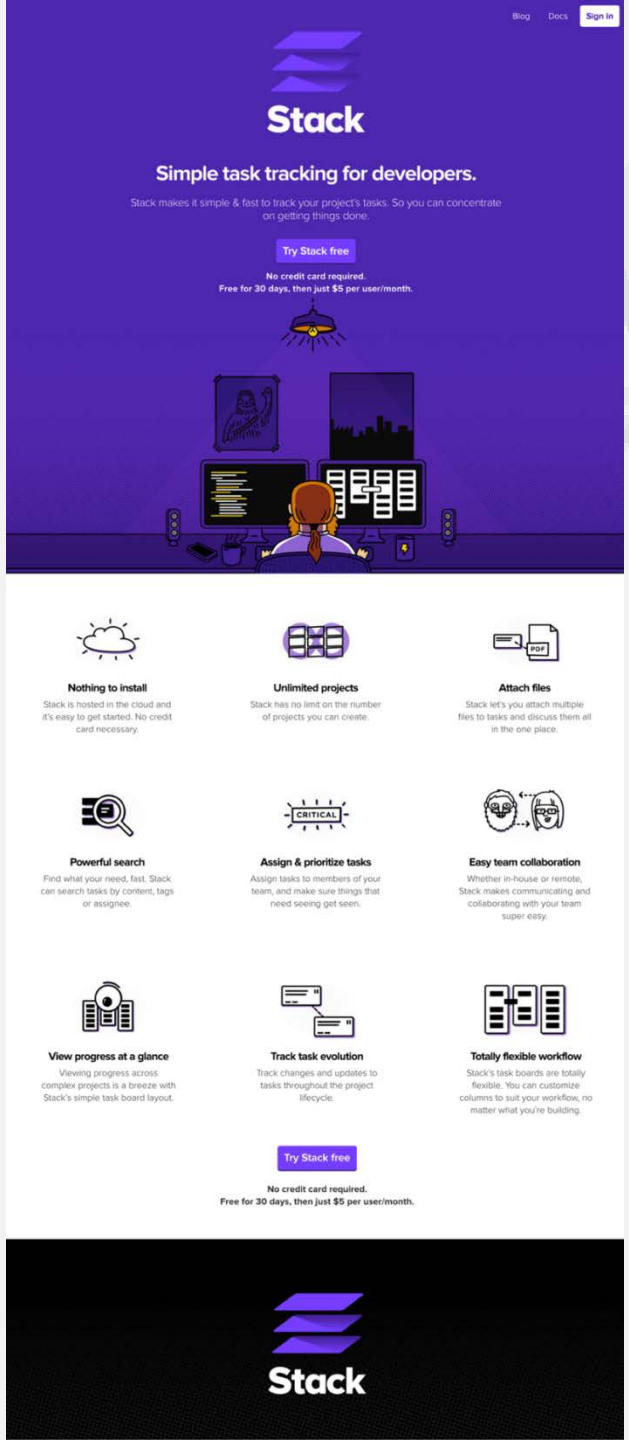
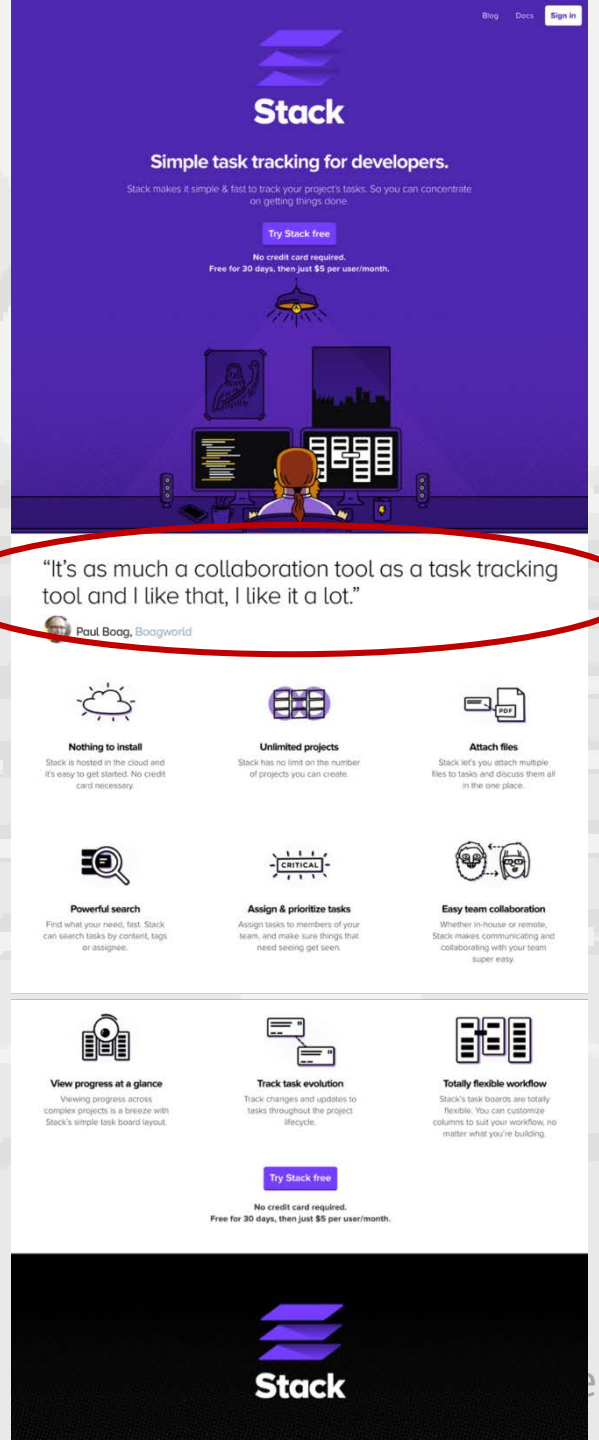
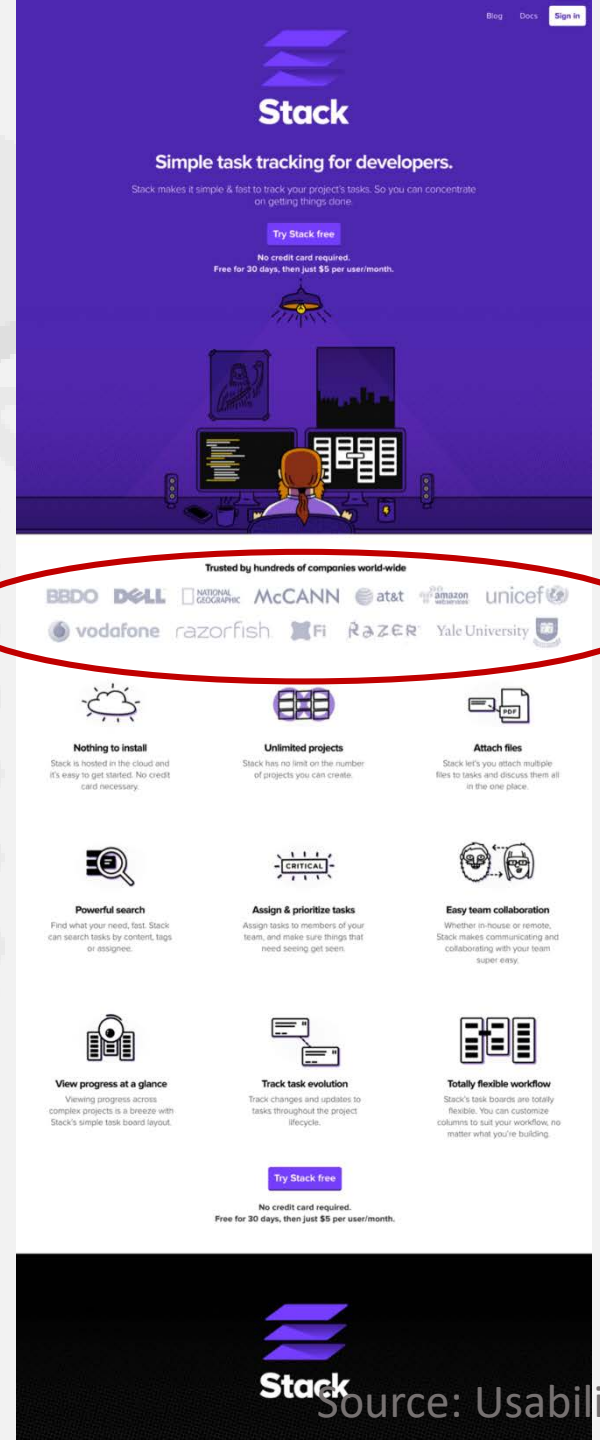
Source: UsabilityHub.com







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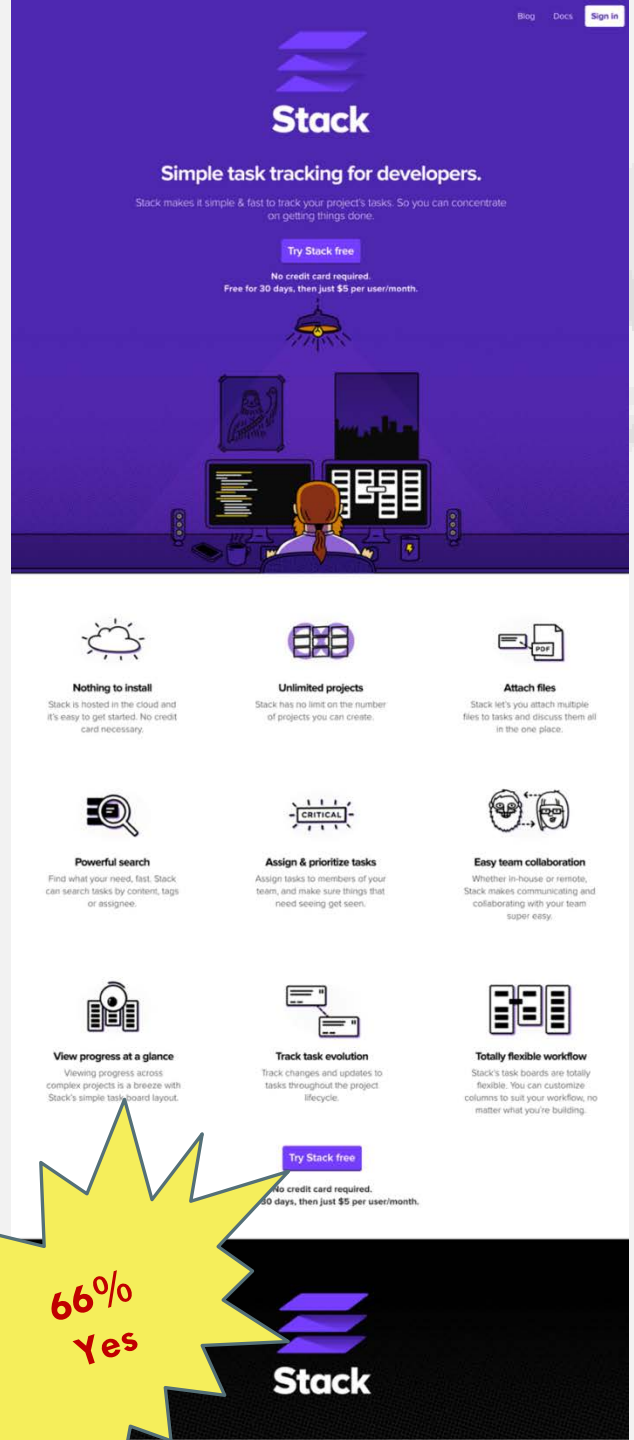

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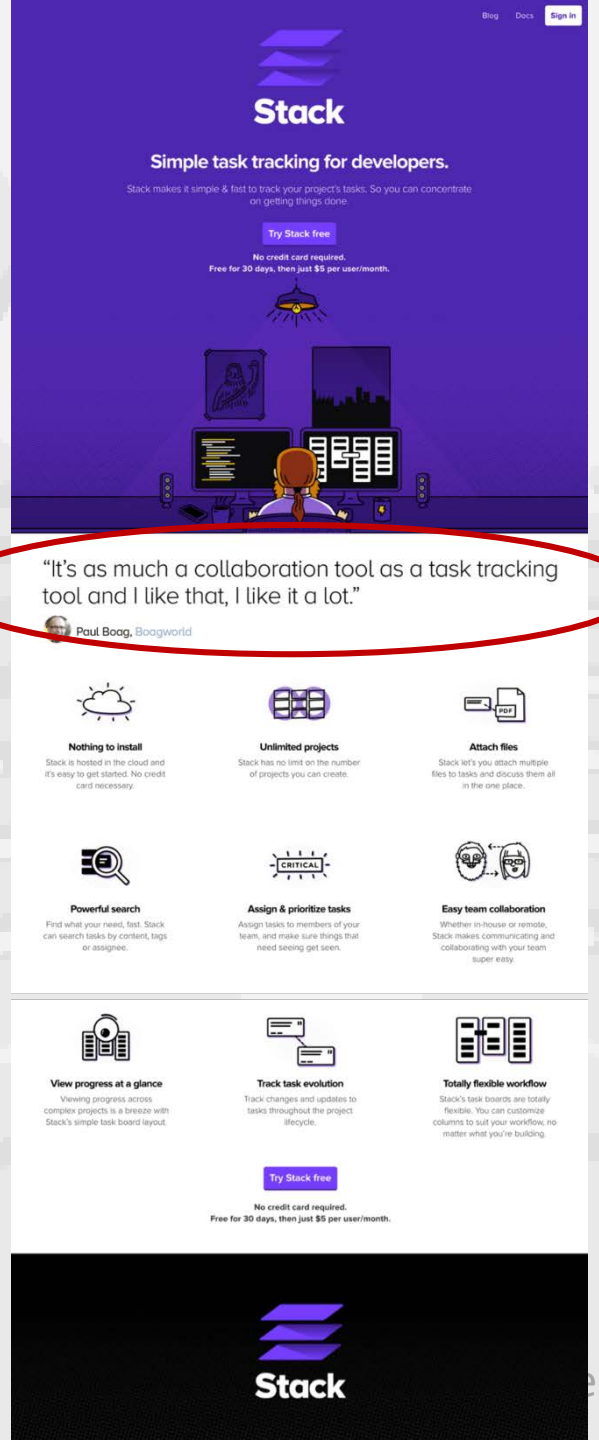

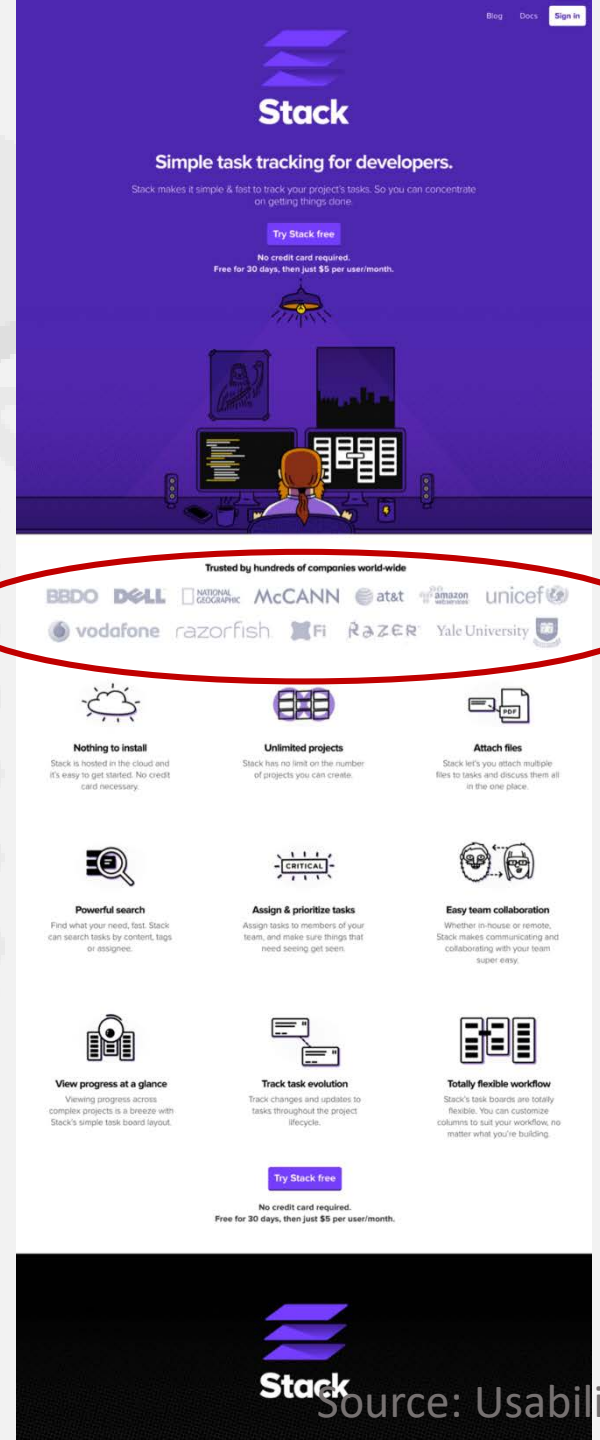

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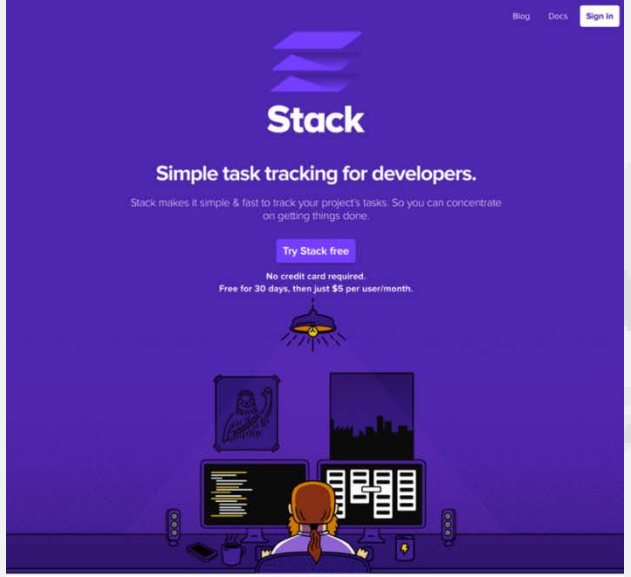

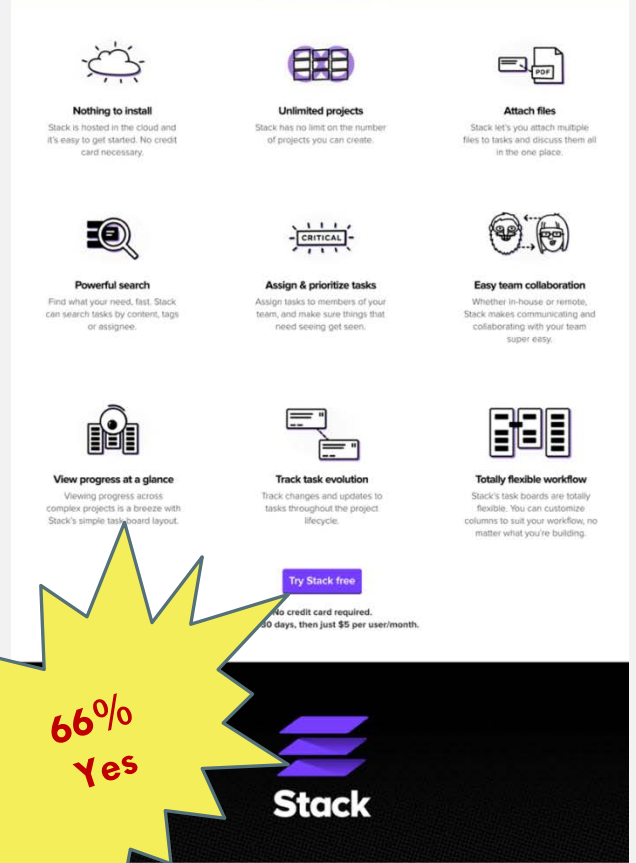

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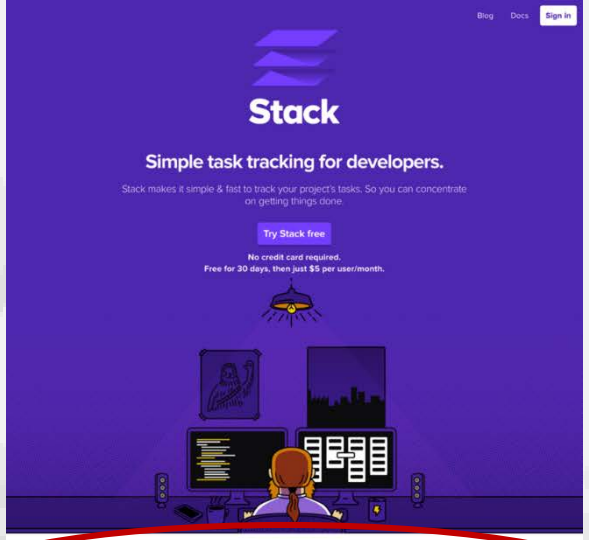
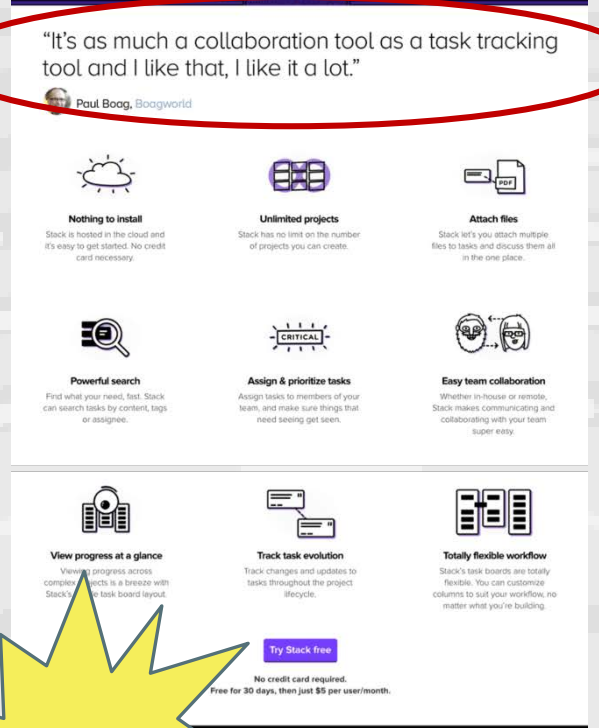
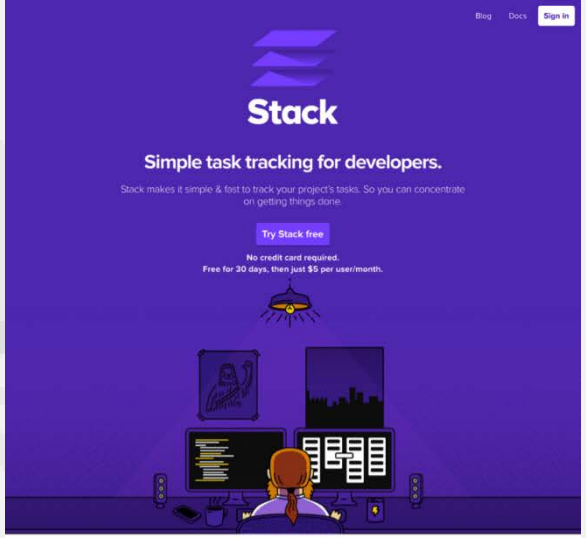
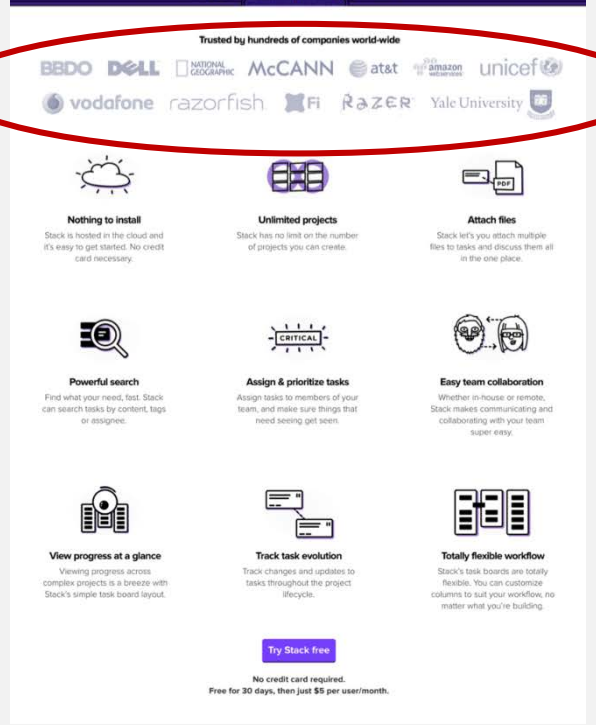




71% Yes





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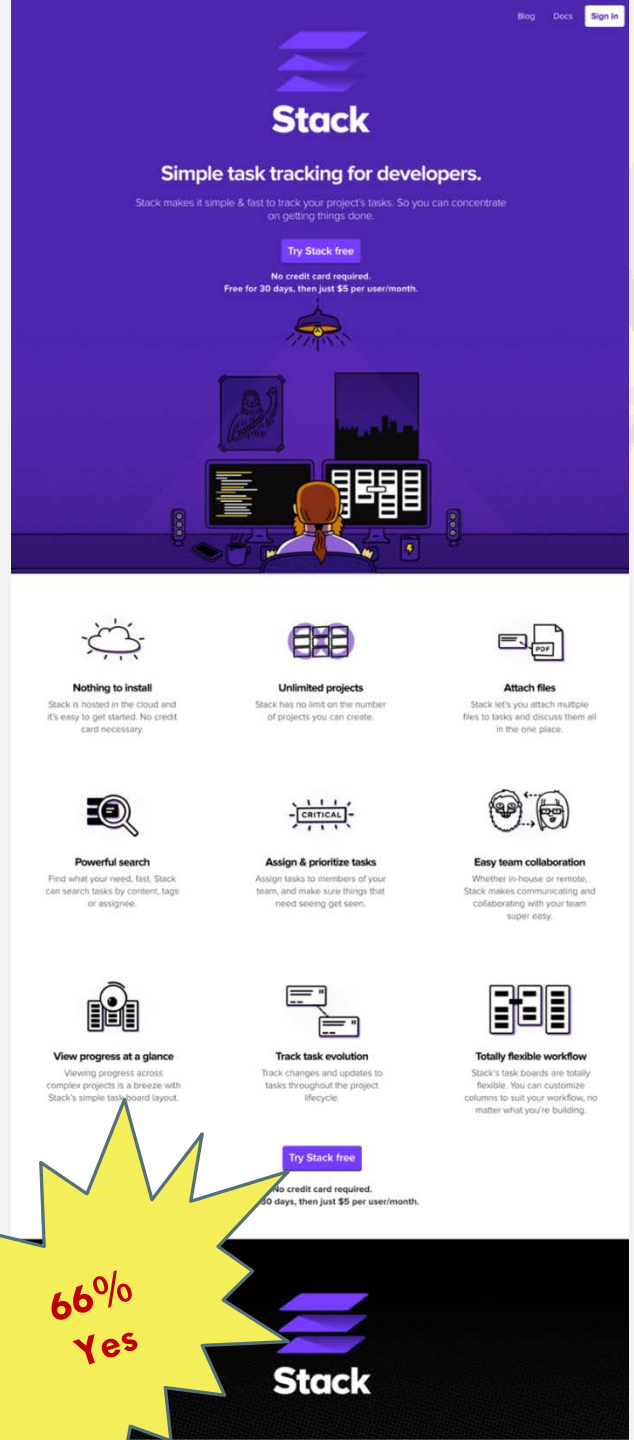

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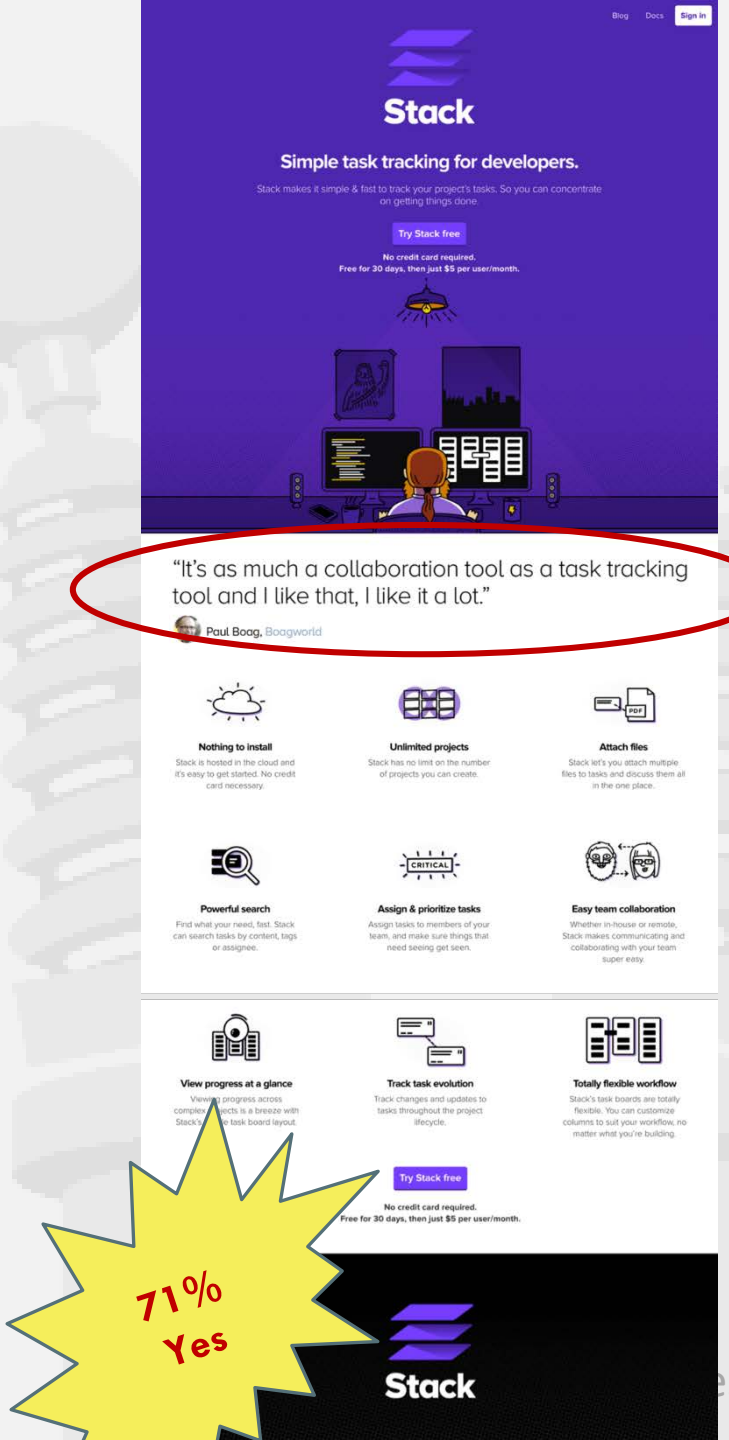

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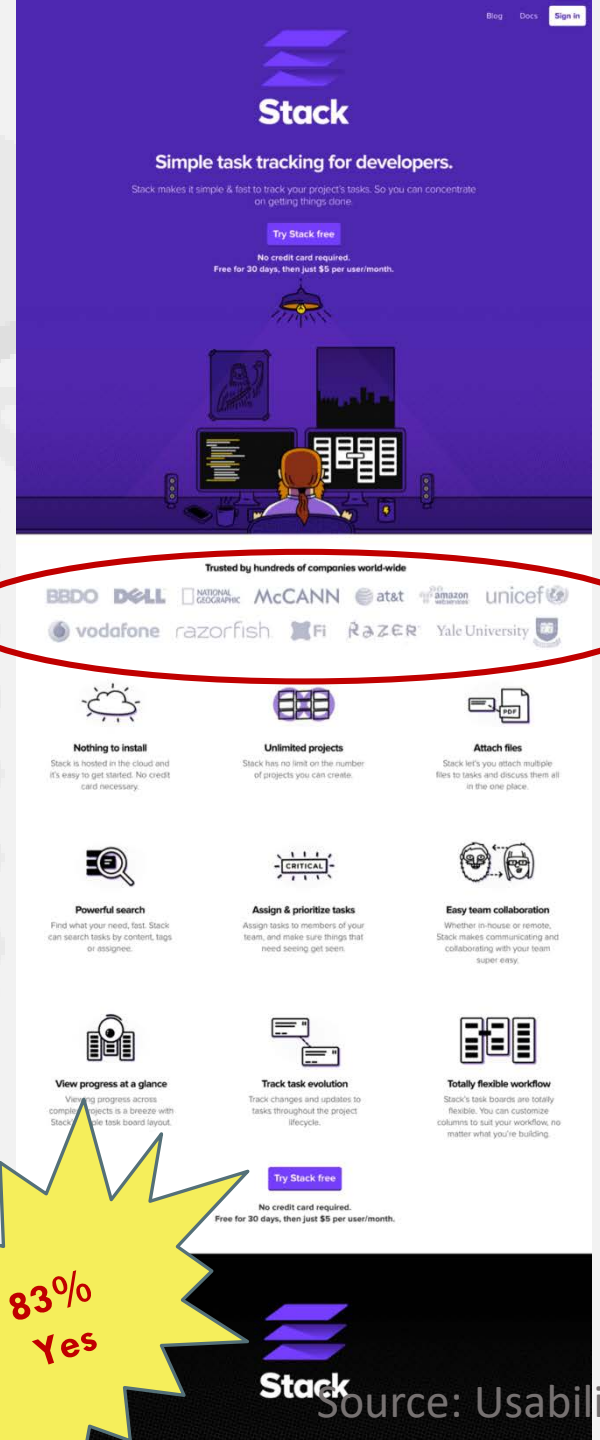

83% Yes

Source: UsabilityHub.com

study:
eye tracking

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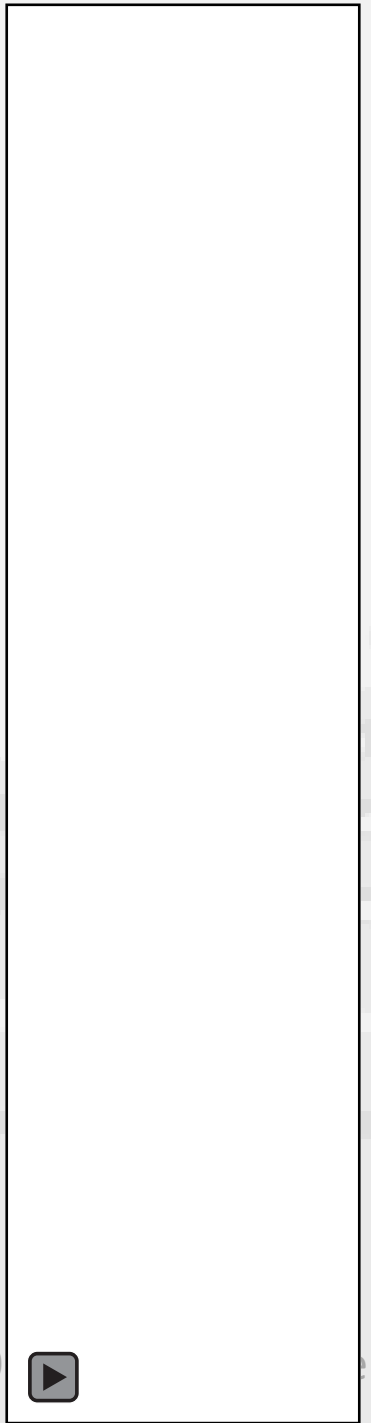

Courtesy: Tobii (formerly Sticky.ai)

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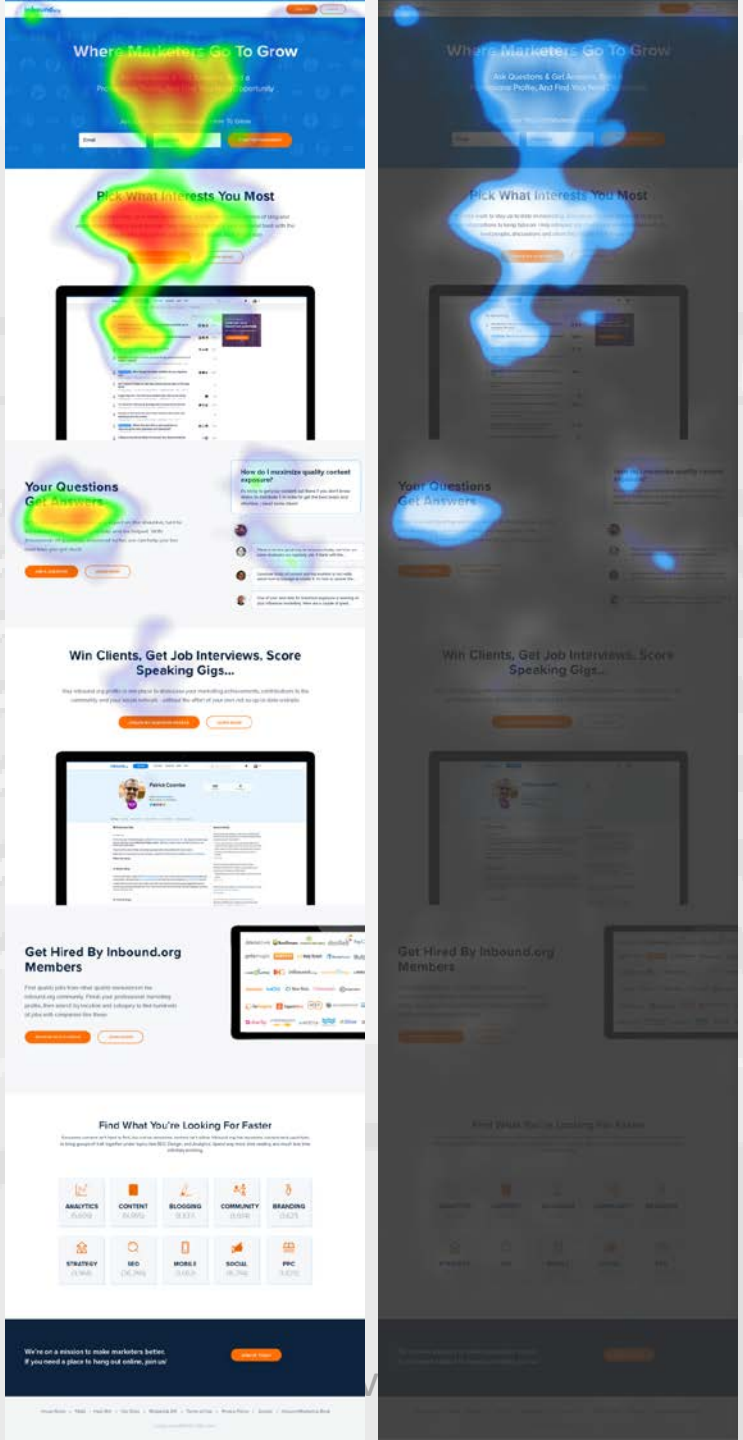

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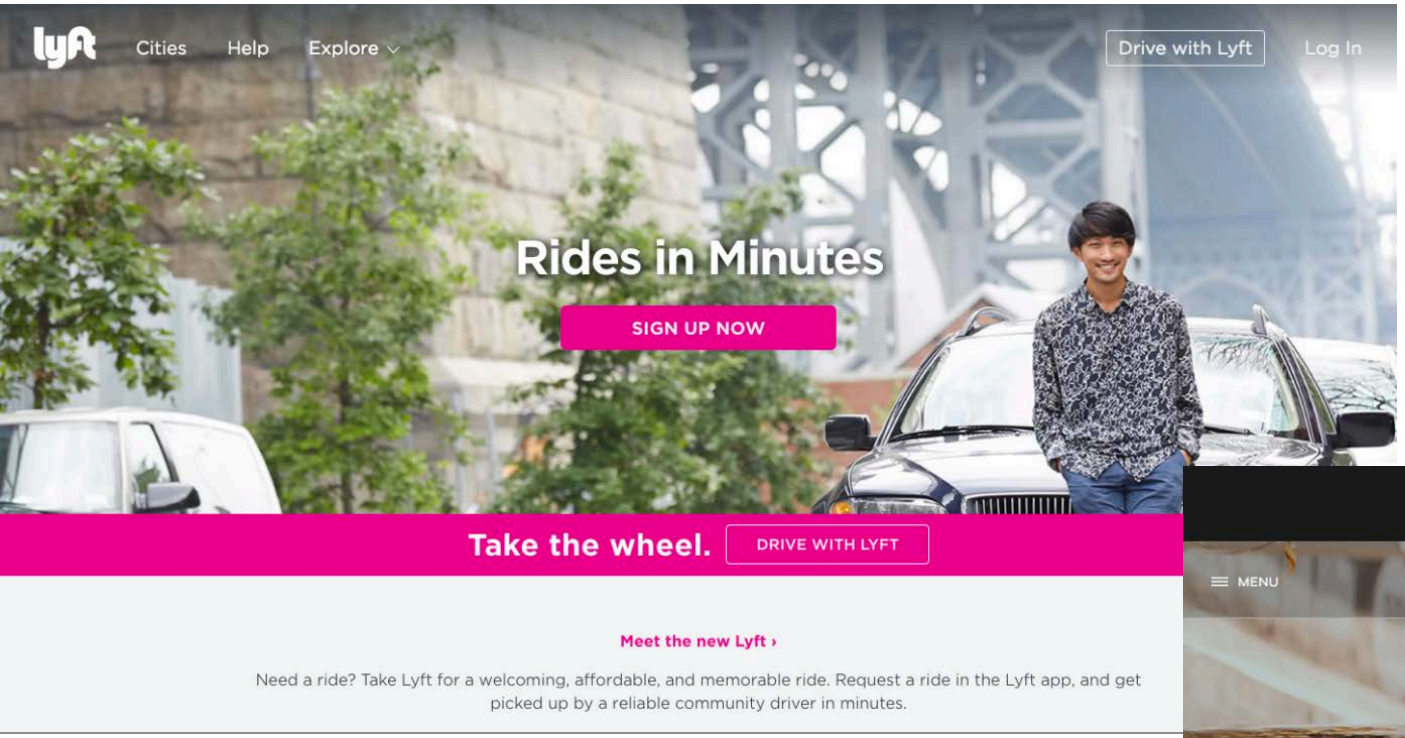
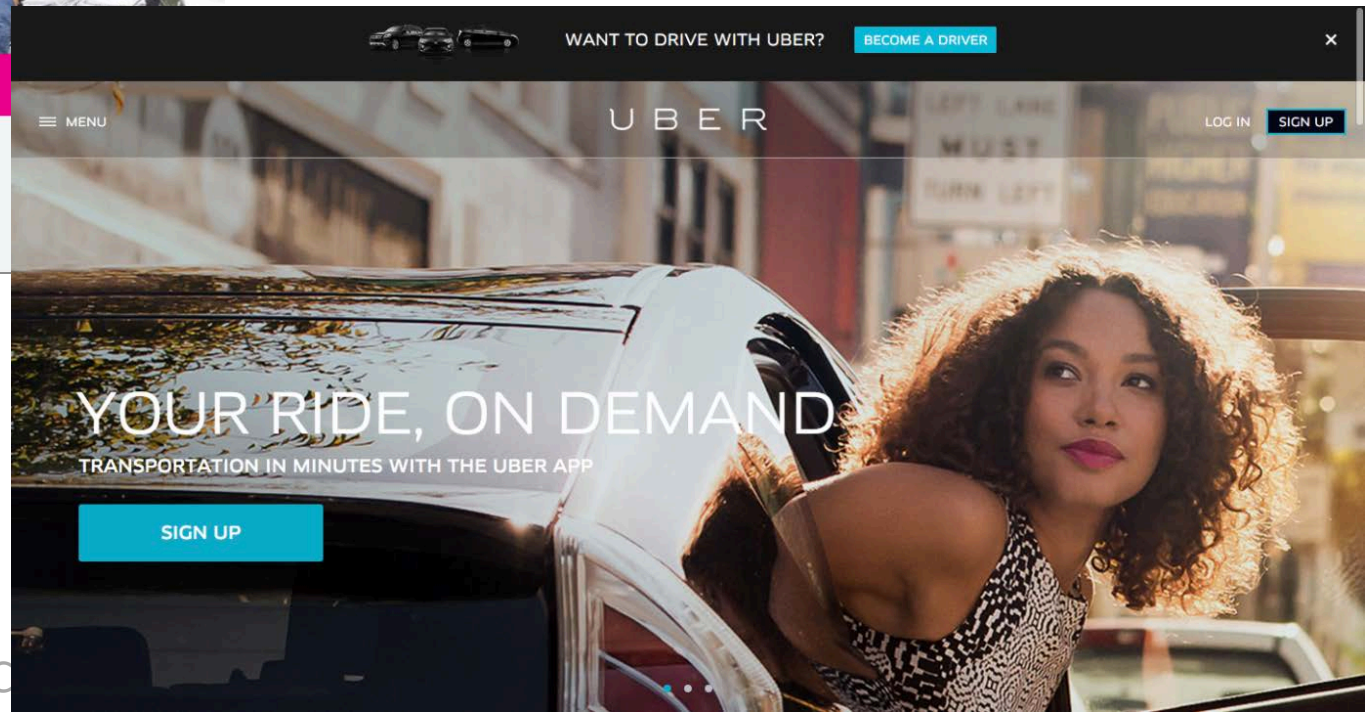
Evaluating CTAs





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Evaluating CTAs

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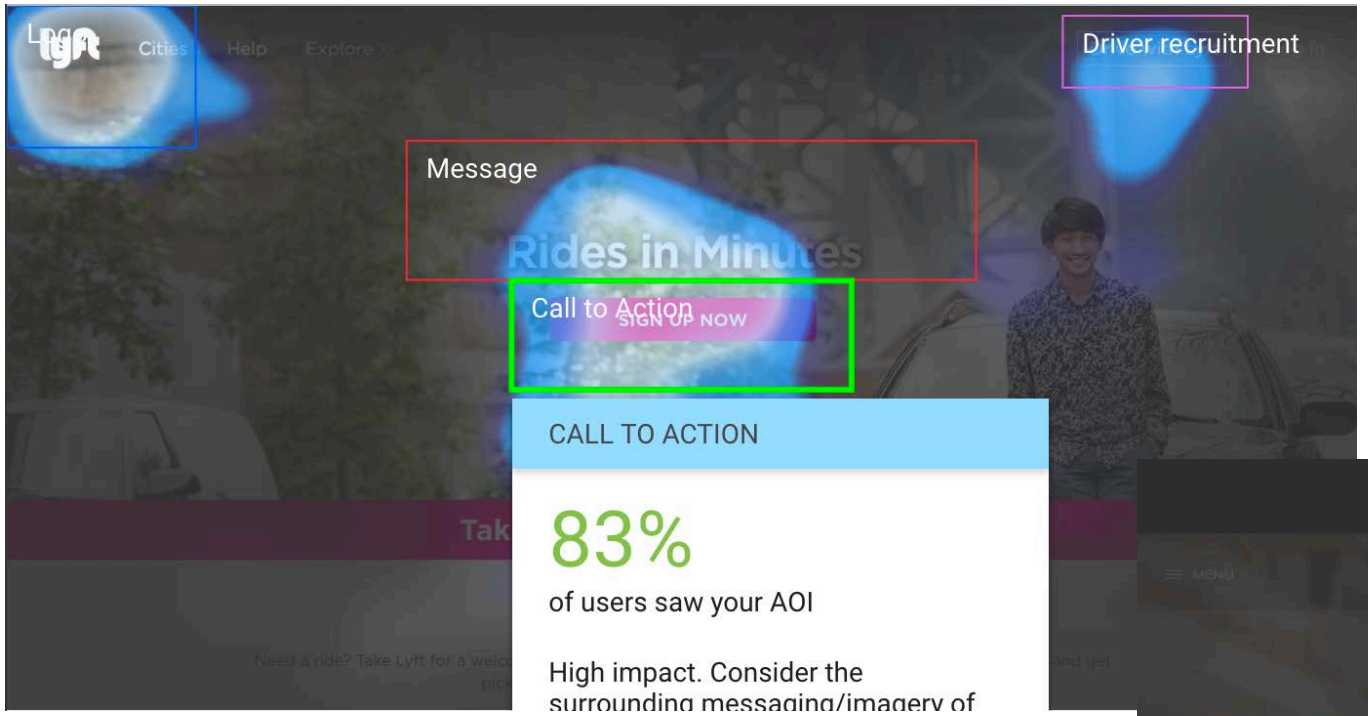
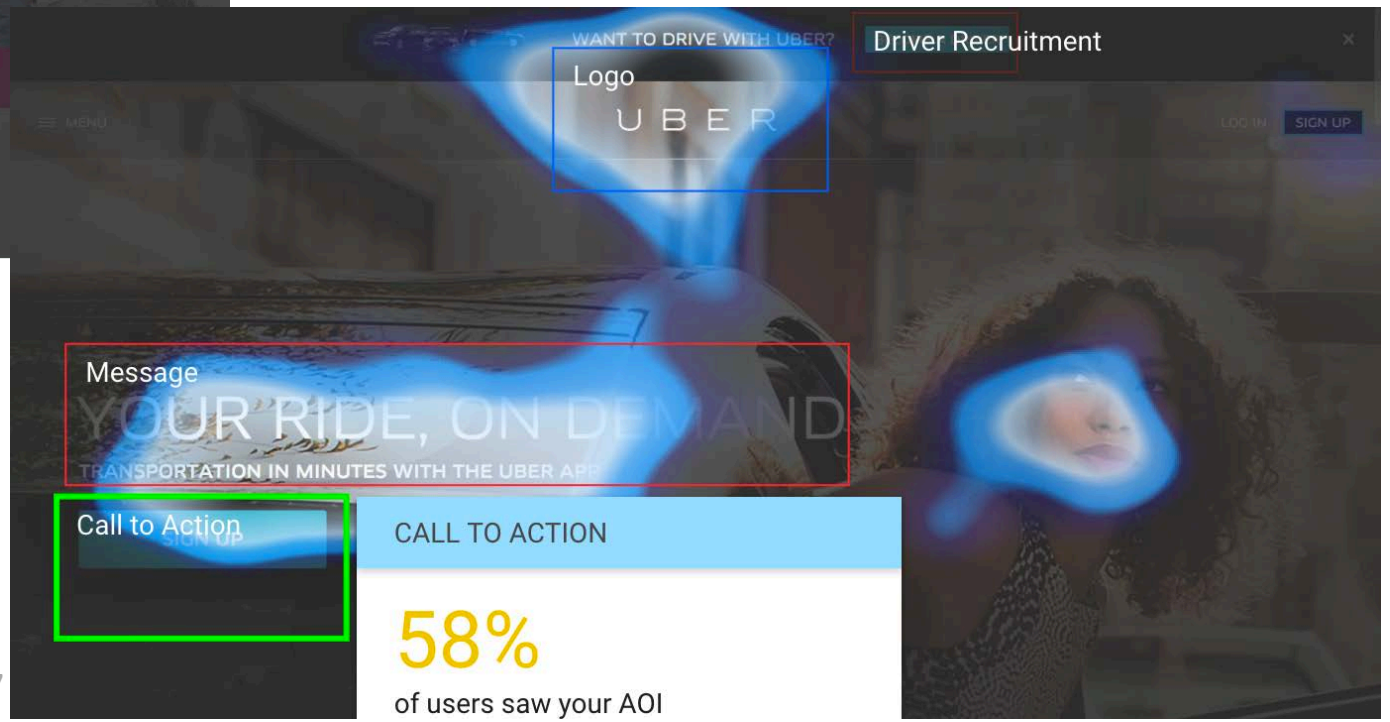
Evaluating CTAs





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Vanessa Van Edwards

Author and Behavioral Investigator

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.

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:

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- Winning Client Relations
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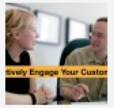

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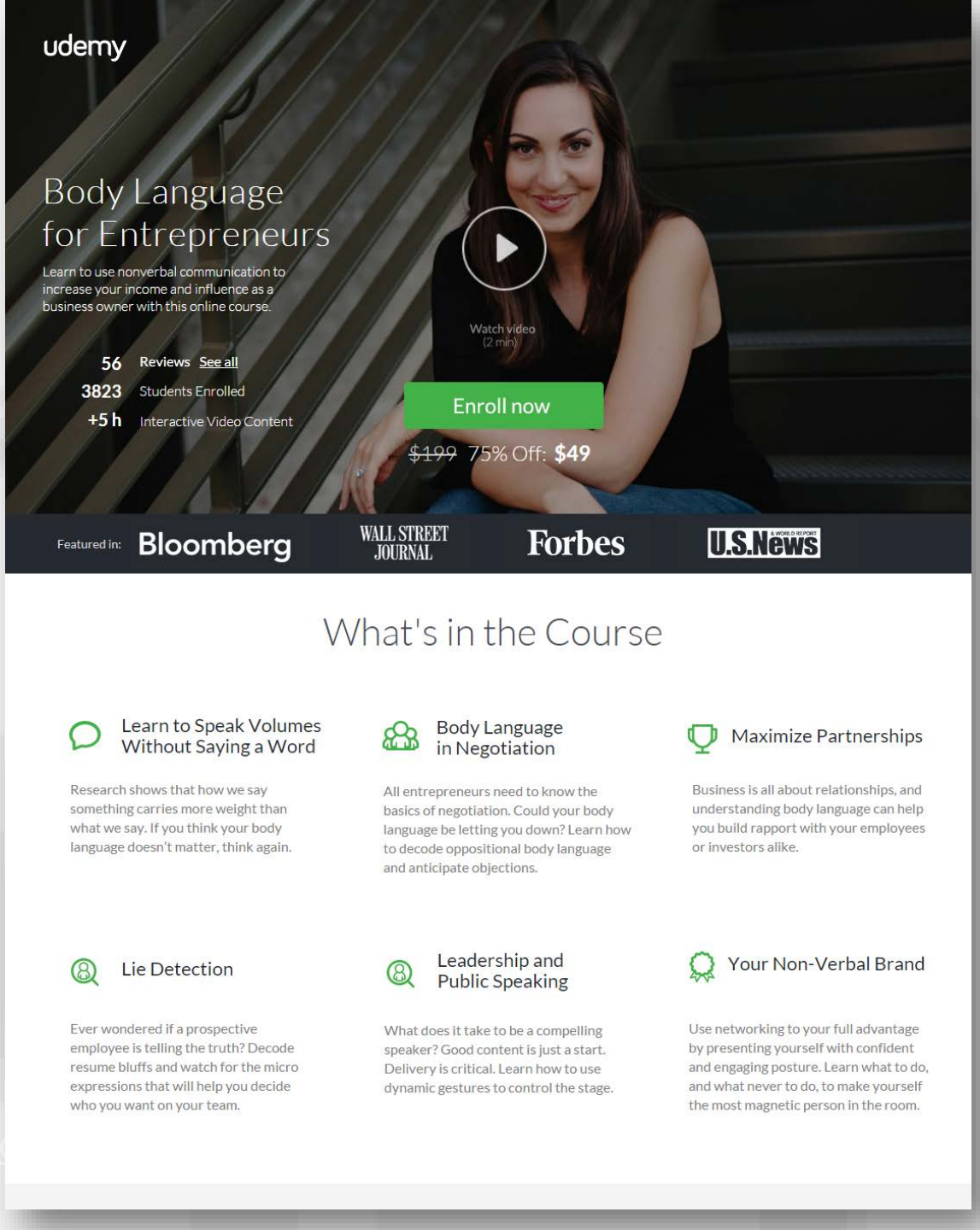

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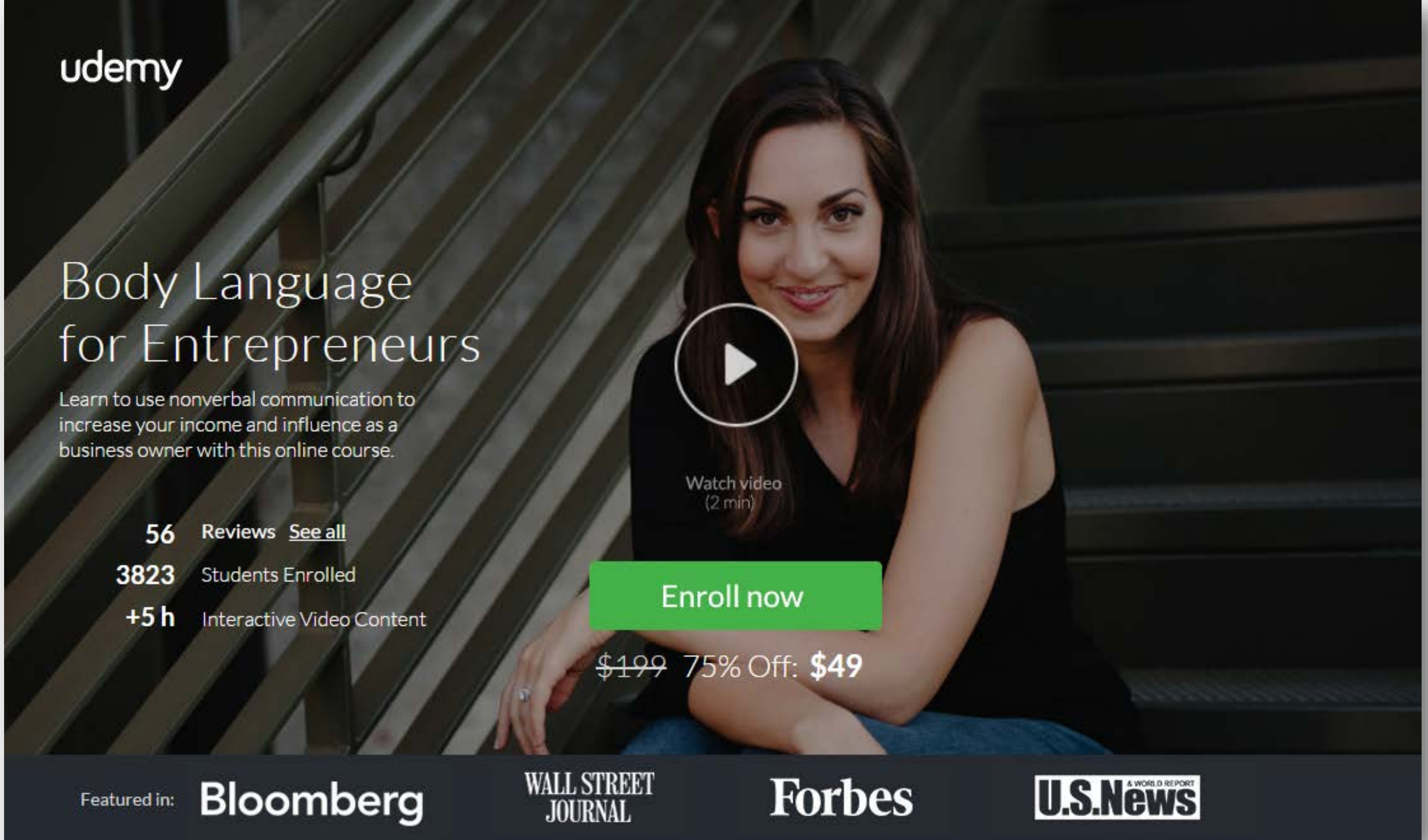
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Let's Run an Experiment

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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

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Help the participant pretend
to be your prospect.

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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?

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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.

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Don’t ask your participants their opinion.
Ask them to complete a task.

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Include a qualifying question.

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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?

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Blind them to what you're really asking.

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Don’t lead them

Have you ever worked in the financial services industry?

- ❑ Yes
- ❑ No

Have you ever worked in any of these industries?

- ❑ Insurance
- ❑ Financial services
- ❑ Human resources
- ❑ Accounting

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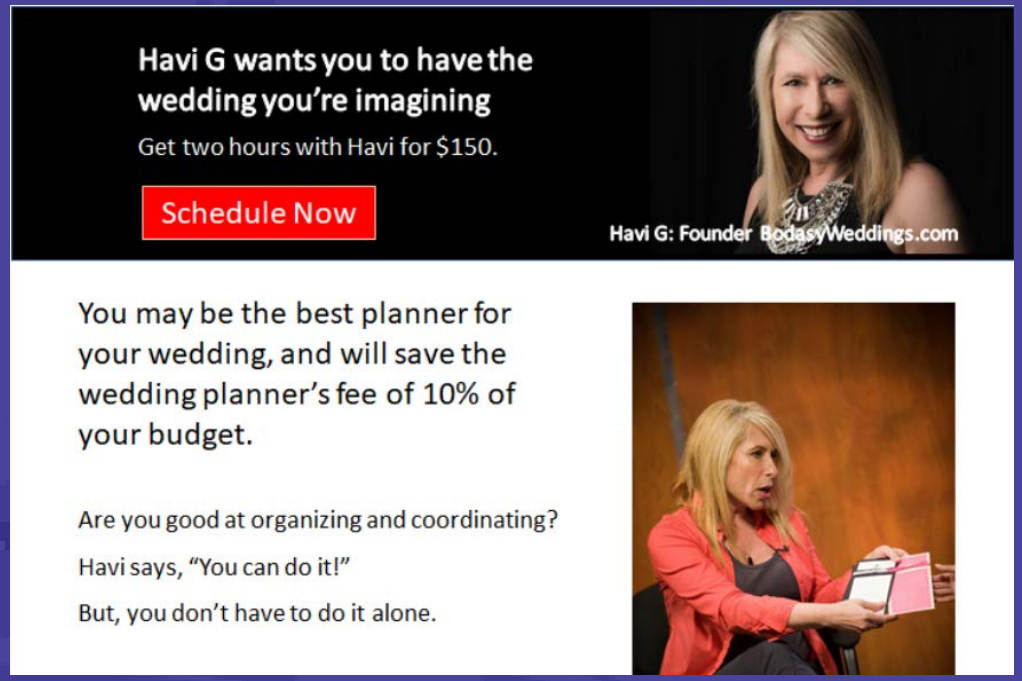
Failure is OK Example



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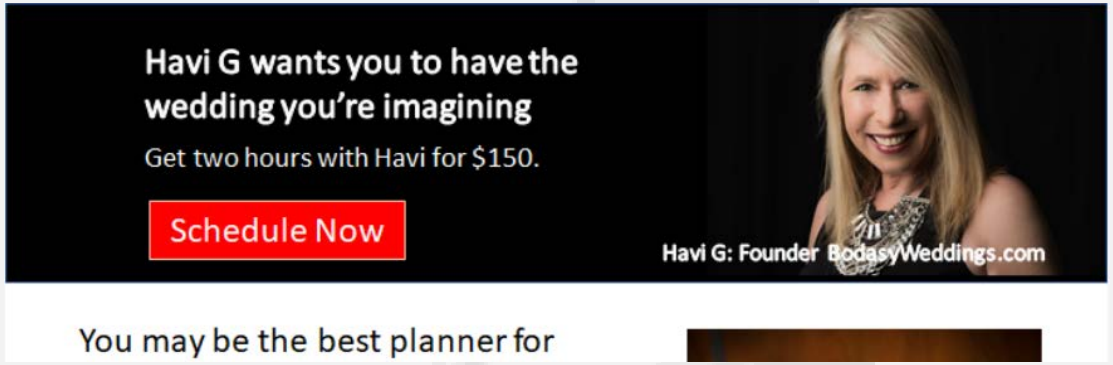
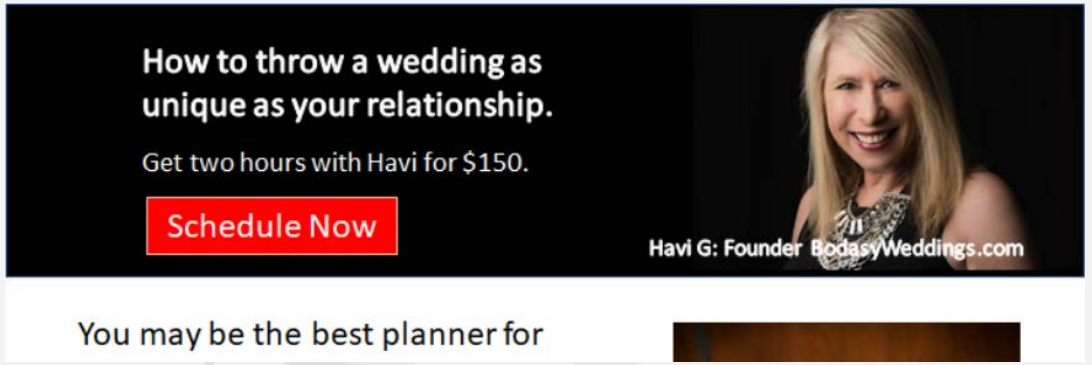
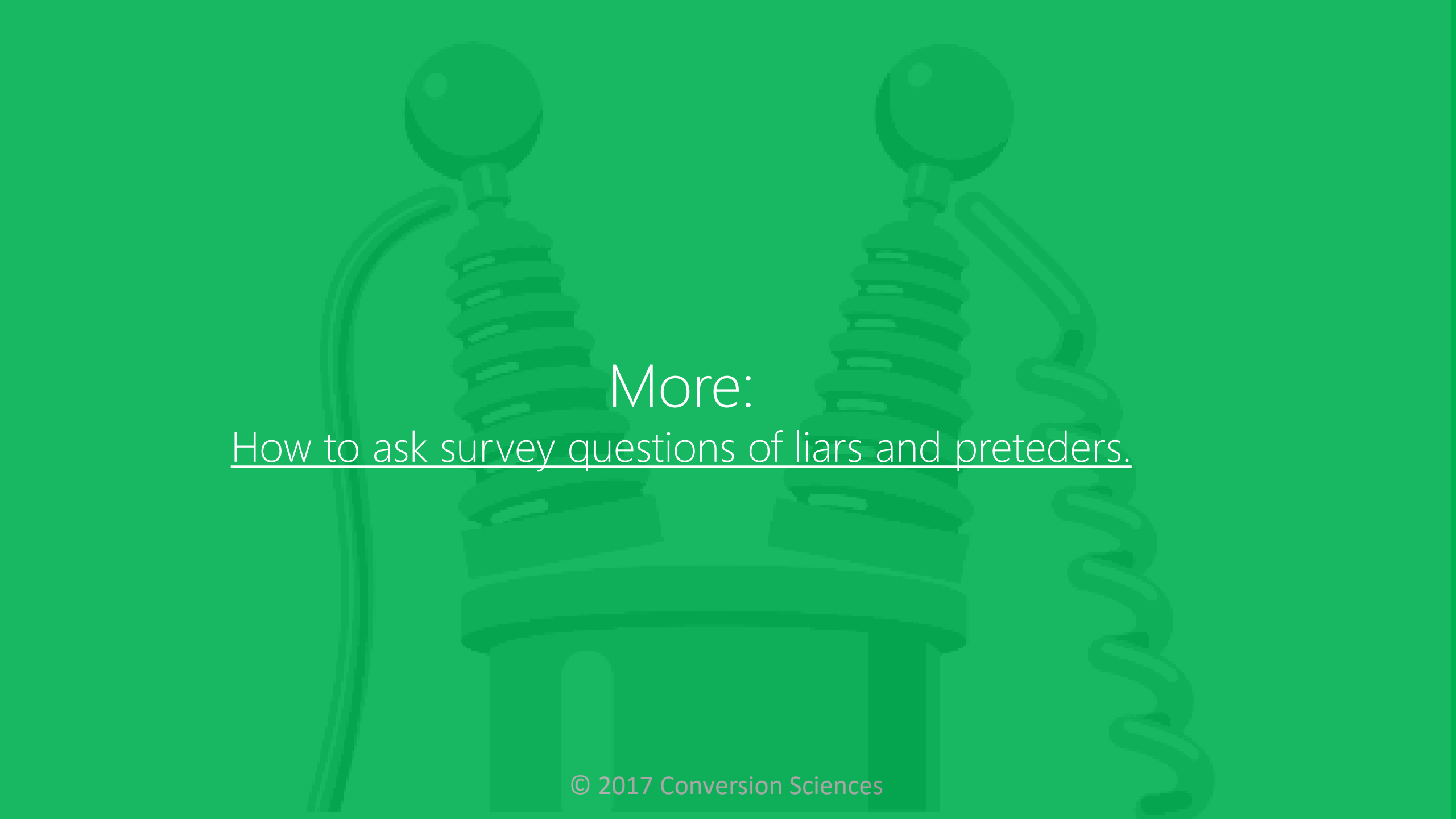
Results





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.

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Conversion Optimization Masterclass

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