

WEBINAR



# WHY CRO IS MORE THAN JUST AB TESTING

*Solving actual business problems with technology*

**With... Matt Smith and Sandeep Shah**



CEO

# MATT SMITH

HEADS UP WEBTRENDS OPTIMIZE. 15 YEARS AT THOMAS COOK.







# SANDEEP

## PRODUCT TEAM

WEBTRENDS OPTIMIZE TECH TEAM SINCE 2012





# CRO IS MORE THAN JUST AB TESTING

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A discussion into solving real challenges that businesses face by applying a variety of technologies and methods available to digital experiences.

# BEFORE WE BEGIN



This is being recorded. We'll upload it to YouTube and share links

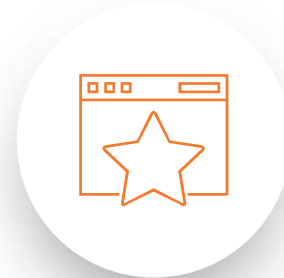


Submit your questions anytime. We'll do Q&A throughout and at the end



Feedback is welcome!

# CRO IS...



## AB Testing

Experimentation. Running variants in parallel and observing best-performers.

# CRO IS...



## Incremental improvements to UI and UX

Solving individual problems in the interface. Gains may not be marginal, but the workflow is “incremental”.

## Personalisation

Making things more relevant to users, in hope that they’ll do the thing you want them to.



## Product Releases

Examining the impact of cohorts as they’re released, so you can better prioritise the next piece of work.

## Innovative experiences

Something pretty left-field that you attempt with the aim of “revolution”.

”

*If you want...*

*Speed: Make a decision and don't look back.*

*Quality: Make sure you're doing the right thing in the first place.*

”



# CRO IS...



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CRO IS...



10



# CRO IS...



## Voice of Customer

Surveys, Reviews, etc.  
Opportunity for rich feedback.

## Prototyping

Lo-Fi with wireframes, or semi-live  
prototypes with things like UserTesting.com

02

04



01

## Analytics Analysis

Finding problems and opportunities. Friction points between goals we've tagged.

03

## User Testing Lab Sessions

Ask people to perform specific journeys. Observe.

05

## AB Testing

Or Experimentation. Running variants in parallel and observing best-performers.

## Contact information

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Email or mobile phone number

Set a password

Keep me up to date on news and exclusive offers

## Billing address

First name

Last name

Address

Apartment, suite, etc. (optional)

City

Country/Region

Postcode



Phone


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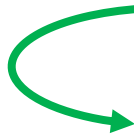


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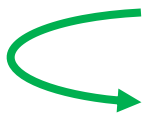
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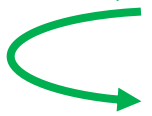
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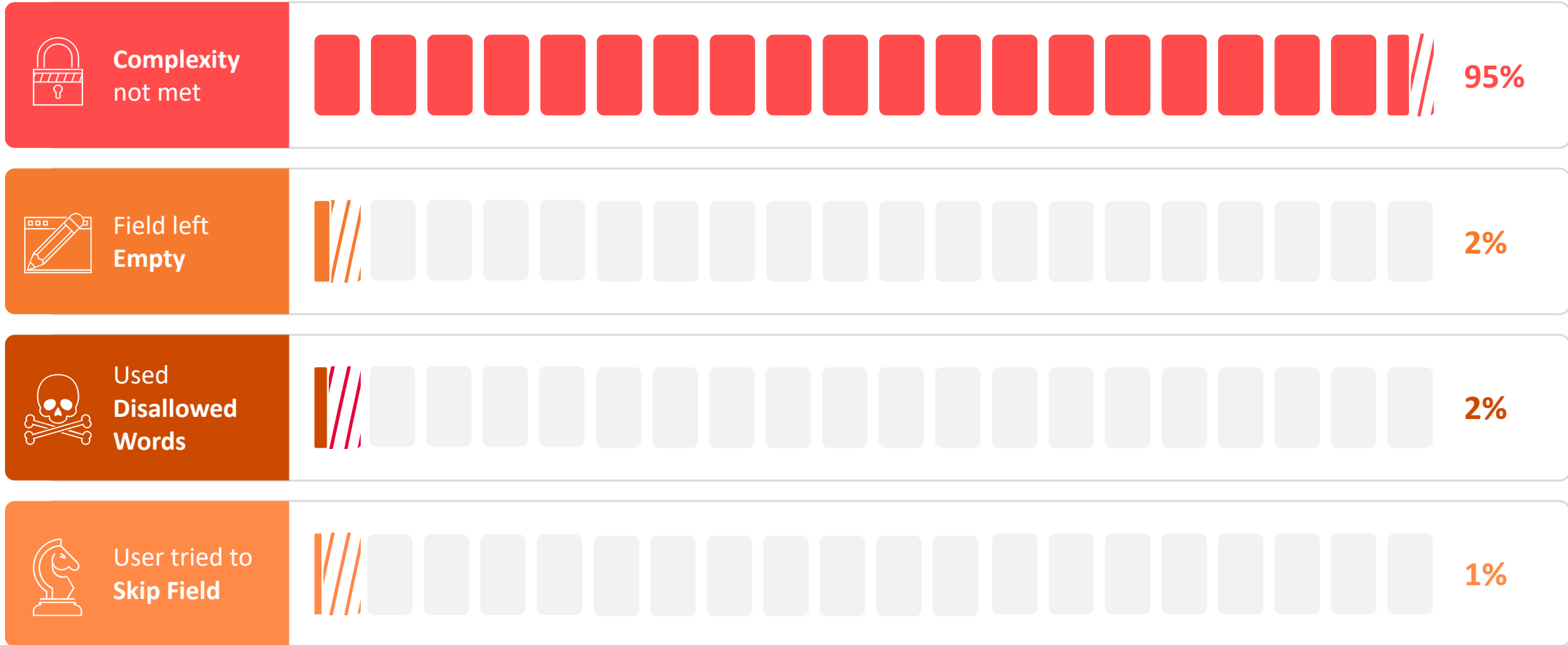
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# FORM FIELD ERRORS



# CRO IS...

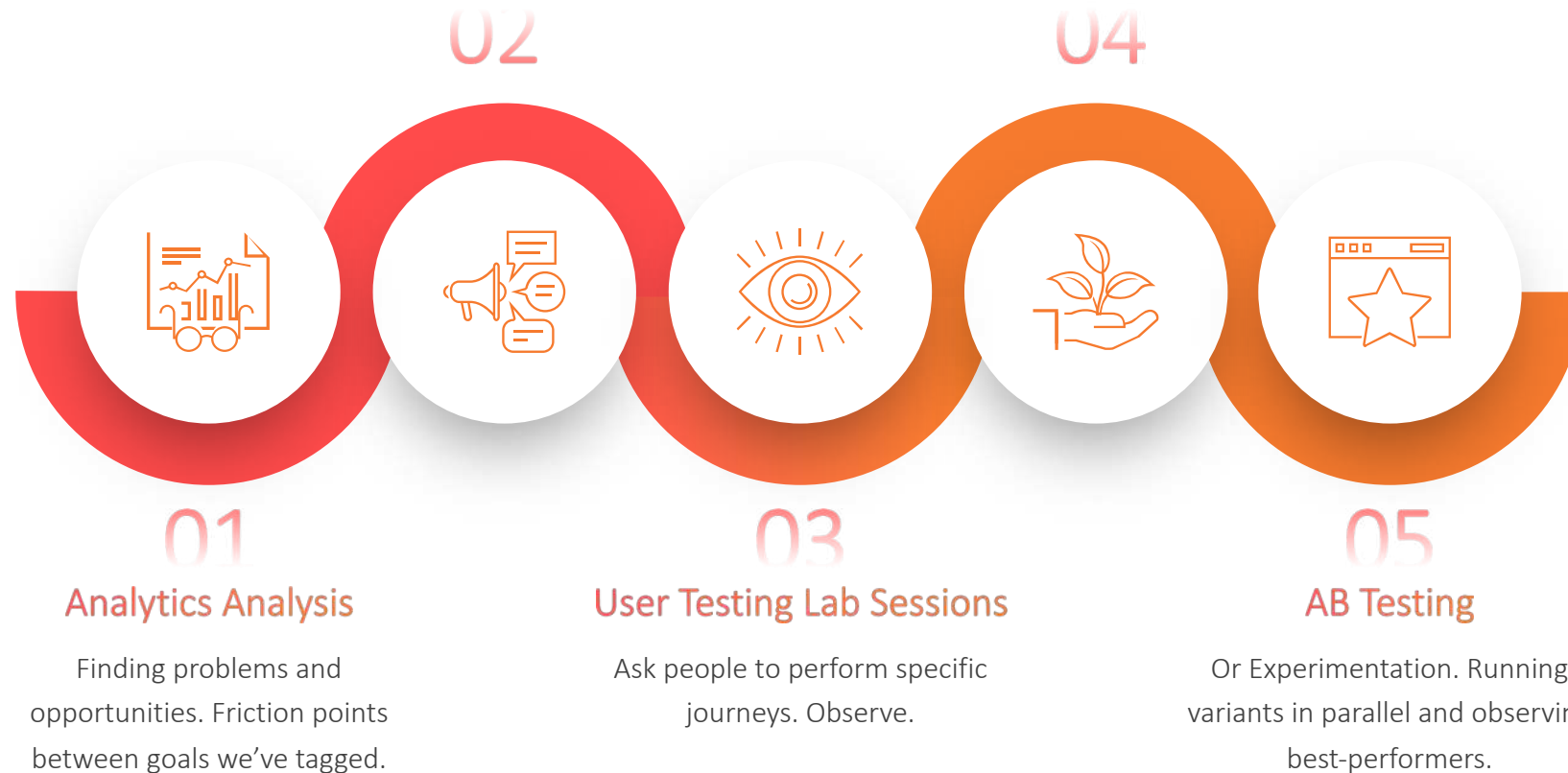


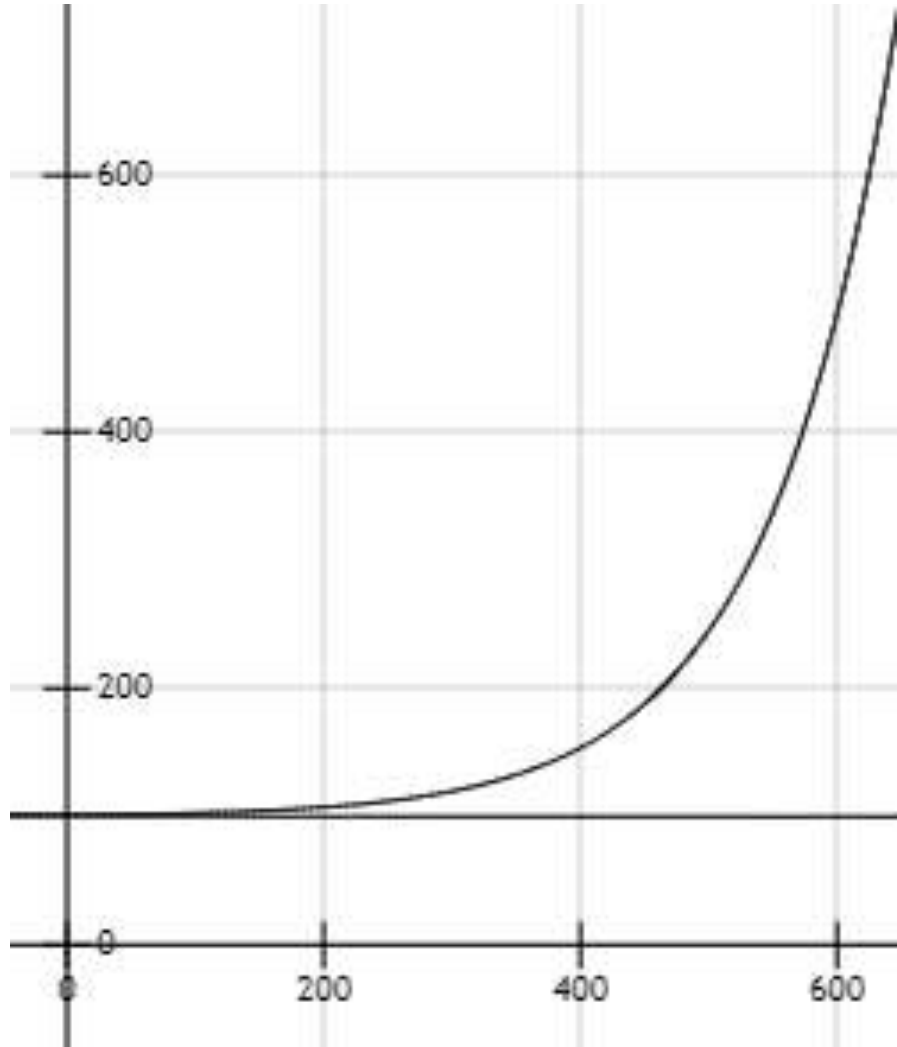
## Voice of Customer

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*1% better every day*

*1% worse every day*

WHAT WILL MATTER  
TO YOUR COMPANY  
5 YEARS FROM NOW?

—...



*The Point*

# WHAT MATTERS?



## Innovation

Thinking big. Creating something new that delights. Proving why you are who you are.



## Solving Business Problems

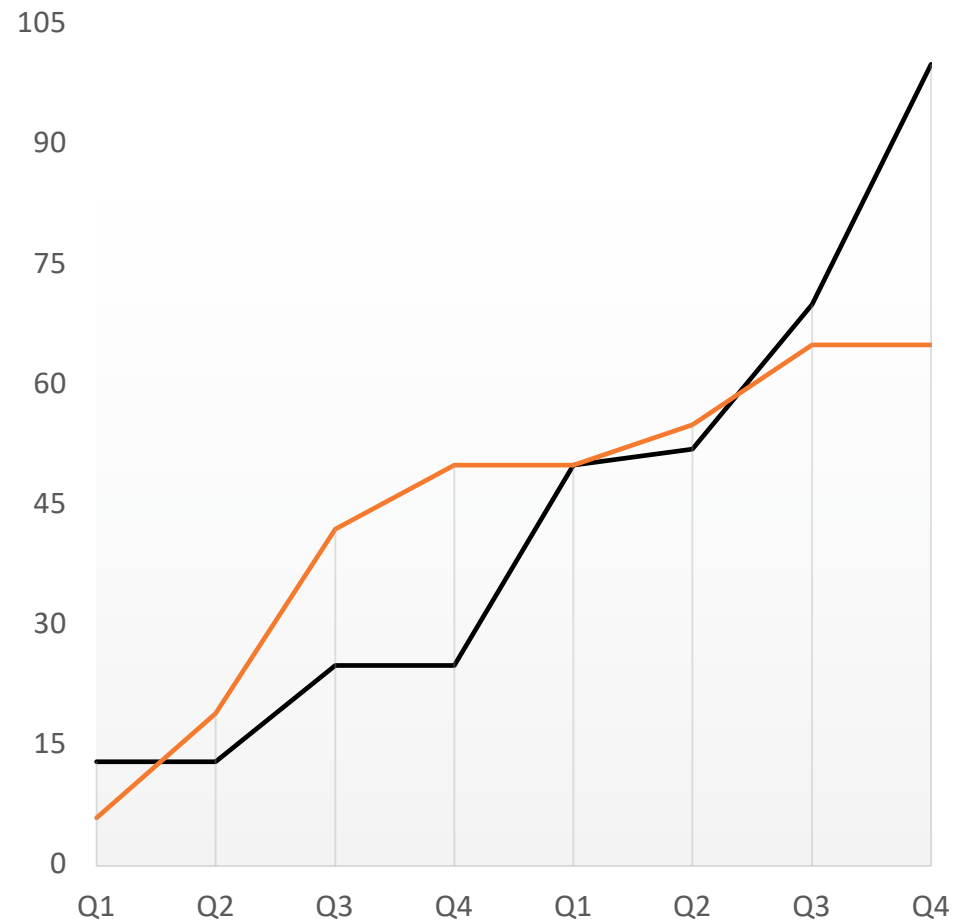
Genuine, big things hurting your company and holding it back.



# INNOVATION & DEMAND



Your users will always demand more from you, as they get accustomed to your innovation and based on things they see elsewhere in society. When you stop innovating, you'll fall behind. That's when you start losing customers.



## INNOVATION

You doing cool things, and people recognizing you as a leader



## DEMAND

Customer expectations. Based on their experience with you, and with society as a whole.

”

*One of the biggest problems is that a lot of people just look at other people's web sites and then try to create a better version of what they saw. They miss out on the fact that differentiation strategy is often how you beat the competition*

*Peep Laja, founder CXL*

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HOW MUCH DO YOU

LIFT BRO?

No lift is ok.  
Just consider your goal.

# WHAT ARE YOUR PROBLEMS?

## CASHFLOW

Not enough cash coming in, or not quickly enough. Feels like there's more to be had.



## MANUAL EFFORT

Good people spending time doing what looks like pretty menial things.



## CALL CENTRES

Costly to run, and often servicing simple requests. Unmanageable during COVID.



## TOO MANY RETURNS

Indecisive shoppers are costing you too much money in returning products.



## RESPONDING IN CRISES

Dev processes can be slow, and emergencies happen where you really need to fix or update your site.



## POOR ROI ON MARKETING

Spending loads on marketing activities, SEO, etc. but ROI is awful.





## CASHFLOW

It can be hard to predict when cash is going to come in, especially from infrequent buyers. Or sometimes you want to make the most out of the stock that you have.



### Subscription Model

Instead of 1-off shopping, try to encourage users to subscribe to automatic deliveries and save a little. Subscriptions less likely to let customers be influenced by offers.



### Elastic Pricing

As demand increases and products become scarcer, stretch your prices to make the most profit possible out of the products that you still have in stock.



### Monthly vs Annual billing

If you bill monthly – what's the customer impact of asking for Annual? Or vice-versa – do you get more customers with monthly? Does the increase in customers offset the staggered cashflow?

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£9.99 / month



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## DOING THINGS MANUALLY

Spending the time of good workers on things that are super-manual should be avoided where possible. Experience should come hand in hand with efficiency.



### Producing Reports

If people are pulling weekly data and generating reports, it can probably be automated. And they're then free to analyse data that requires a lot of intuition to decipher.



### Merchandising

If people spend a lot of time manually merchandising, producing images, etc. – try to automate using data and tech.

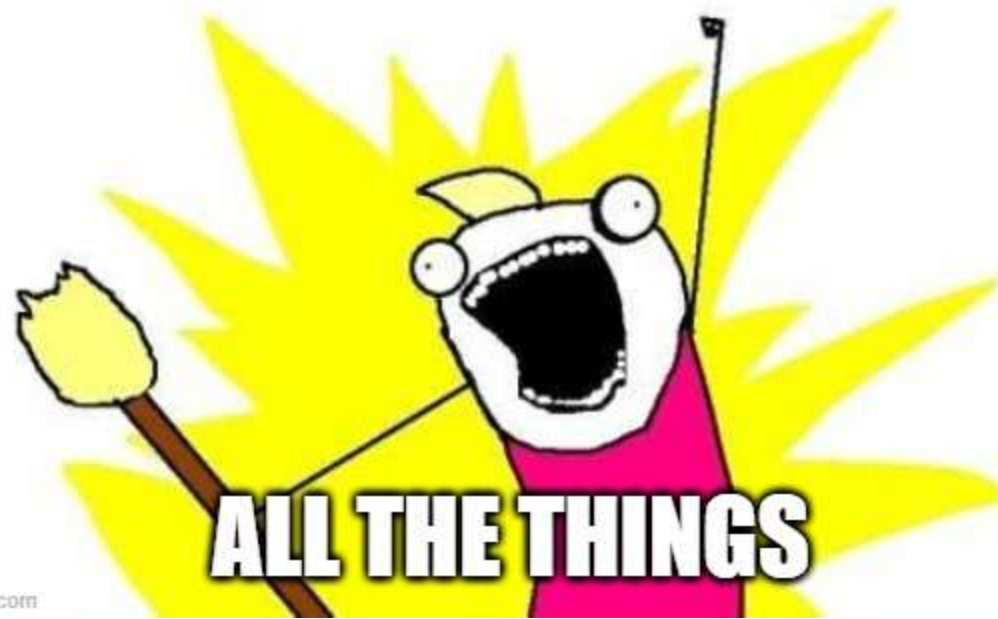
NodeJS make automation more accessible



### Development

We do this already. Refine our processes, auto-assemble code, continuous integration / deployment, etc. Be as hands-off as possible with repetitive tasks.

**AUTOMATE**



imgflip.com



## CALL CENTRES

During COVID, companies quickly realized that it was impossible to keep these running at full capacity. Staff wouldn't be working from home typically, and social distancing was impossible with that many people in an office with close-proximity to each other.



### Better FAQs & Onsite Help

How do you get fewer people to call into a contact centre? Improve your online help articles, so they don't need to. Most people won't call if a quick search answers their question.



### Live-Chat Online

Replace phone call support with live-chat where you can. It's a great alternative. Many companies are great at this – Intercom, Freshchat, Slack (if you're creative)



### Chatbots

More efficient than real people answering the same questions repeatedly. Chatbots can handle most things, and hand-off to humans when it can't. Dialogflow, Lex, Watson, Azure Bot Service



Adnan Essa • 1st

Conversion Optimisation | Digital & Customer Experience | UX

1d



Digital innovation and improvements are really what we're all after as digital professionals however it can lead to potentially being a sensitive issue and a topic of discussion. As more organisations clearly continue to invest into digital innovation and have a channel shift strategy to encourage more digital usage versus traditional methods, it can lead to redundant positions for example in telephony teams etc. with back office functions being taken out of the business as a direct result.

What's your experience of tackling this sensitive issue of having to communicate a digital strategy ahead of other channels like bricks and mortar etc. [#webtrends](#)  
[#channelshift](#) # [#cro](#)

## Predictive Analytics



I know I'm a Ted Baker 5, and a Jack Wills L. But I want to shop at Topman. With enough data, tools can recommend that I buy a Topman XXXXL which will be roughly the same size. e.g. Fit Analytics.

## Breaking bad (patterns)



The last 3 times you've purchased dresses by A, size X has always been your final decision. Do you want to go ahead with that? Simple personalized messaging driven by order history.

## TOO MANY RETURNS

Sometimes, people buy lots of the same product in multiple sizes, because they're not sure which one will fit them. They'll then return the ones that don't fit. Big cost incurred to handling these refunded products, especially when opened.



## RESPONDING IN EMERGENCIES

Nobody wants to use CRO tools to do this, but we're uniquely positioned to be able to make this happen. Deploy code, in minutes on a site to deal with a problem if you really need to.



### Messaging users

COVID hits, and everyone wants to update their users on how the company is doing.

Status = normal, keep buying. But how?



### Fixing problems

Journeys can break after dodgy deploys, or if your optimals break.

Perhaps certain segments of users are having a broken journey.

CRO Tools are uniquely positioned to help out here and fix onsite problems quickly whilst the internal dev team investigates and actually handles the problem.





## POOR ROI ON MARKETING

You're pouring money into acquisition with activities such as PPC and Display Ads, Email marketing, Social Media and Influencer marketing, SEO etc., but when people get to the site they don't buy.



## Optimize Conversion Rates

Do more CRO Do more CRO Do more CRO  
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# KEY TAKEAWAYS



## AB Testing is **A LOT OF THINGS**

Incremental improvements, Personalisation, Product Rollouts, Innovation.



## CRO is **MUCH MORE**

Everything that includes making things better is CRO. Including how you get there.



## Research **MATTERS**

Don't waste time by just doing things. Learn first, and then solve the actual problem.



## Innovate **OR DIE**

Leaders lead. If you've got or want a good brand, you need to beat Customer Demand.



## Find **WHAT HURTS**

Real business problems. Weaknesses and Threats. 5 year goals, not today goals.



## Look beyond **LIFT**

Educate people on the value of solving problems, beyond a % improvement.

Q Q & A A



# WEBTRENDS OPTIMIZE



VictoriaPlum.com



PRIMARK



36

## Fully Free Tier

Supporting SMEs with a fully featured, fully free platform.

## Full STACK

Experiment anywhere with Server Side. Mobile SDKs. REST APIs etc.

## Rebuilt FROM SCRATCH

Uis are 2 years old. Rebuilt from scratch by CROers.

## We INNOVATE

Build things to solve problems, instead of just chasing lift.





# THANK YOU!



We appreciate you coming to hear us.  
If you want to get in touch, there are many ways where you can do so:

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