

webtrends®
RE-IMAGINE DIGITAL MARKETING



GUIDE



webtrends
OPTIMIZE®

**TOP 10 TIPS FOR OPTIMIZING
YOUR CONVERSION FUNNEL**

webtrends®



GUIDE



webtrends

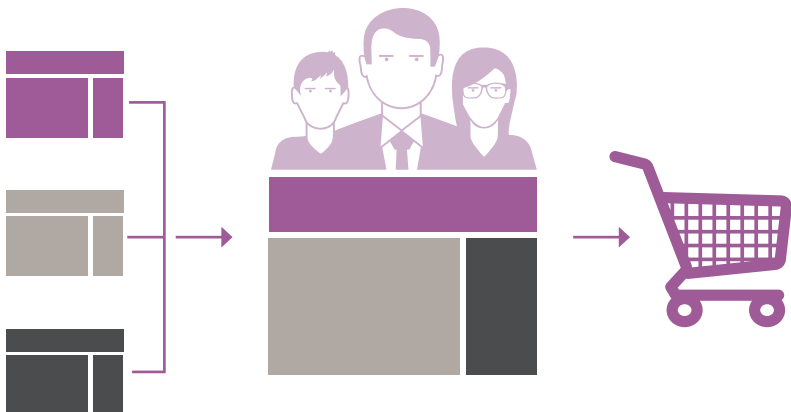
OPTIMIZE®

TOP 10 TIPS FOR OPTIMIZING YOUR CONVERSION FUNNEL

No matter what business you're in, converting prospects through the marketing funnel equals revenue. Whether you want customers to download, register or buy, you want your conversion rate to be the highest it can be – conversion equals the bottom line. The best way to achieve this is through testing variations of content to know for certain what drives conversions.

Working with global brands for more than 15 years, Webtrends knows what it takes to get the best results and highest possible conversion lift from a digital testing and optimization strategy.

If you're considering testing to improve conversion, we're passing that wisdom on to you with our Top 10 Tips for Optimizing Your Conversion Funnel.



TIP 1: DEVELOP A RICH COLLECTION OF TEST IDEAS

- Use analytics, heat maps, Webtrends expertise, user testing against your own web site to identify areas of improvement.
- Rank all possible user actions on your site. Work toward maximizing the highest value actions. Would you give up 10 "Privacy Policy" clicks for one "Buy Now" click?
- Evaluate competitors' web sites: what works, what doesn't.



TIP 2: KNOW YOUR NUMBERS

- Define what "conversion" means. It should translate to one measurable metric, such as click-through rate.
- Understand the status quo. Identify a baseline metric and test against this as a control. (E.g., "Current click rate is 3.4%.")
- Identify a hypothesis and target goal. How much do you think you will be able to lift your baseline through testing? (E.g., "Desired click rate is 5% and expected lift is a 47% increase.")

$$\begin{array}{r} 6184^{76\%} \\ + 3 \\ \hline 4,758 \end{array}$$



IDENTIFY A BASELINE





TIP 3: SHARE THE FUN

- Bring others into the testing process early on.
- Generate excitement about new test ideas. Place bets!
- Be a leader and share what you've learned across your company.



TIP 4: TEST, DON'T GUESS

- Test it all: shopping carts, landing pages, social campaigns, across the entire site, etc.
- Test by removing elements as well as replacing them.
- Don't assume web site enhancements or new designs produce better results. Include testing as part of rolling out web site changes.
- Transform your organization to one driven by testing.



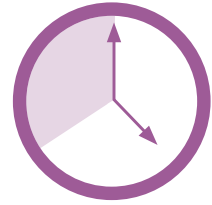
TIP 5: SEGMENT AND TARGET YOUR CUSTOMERS

- Identify your most common segments (returning users, mobile users, etc.)
- Test and optimize different content within each segment.
- Serve winning content to your customers based on segments.



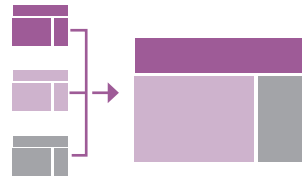
TIP 6: STICK TO YOUR TESTING SCHEDULE

- Missing one milestone pushes back all the others.
- If the test plan is put on pause, it's difficult to pick it up again.
- Always remember: testing lifts revenue.



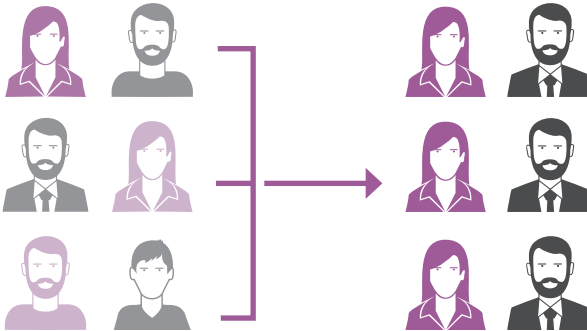
TIP 7: TEST MORE THAN ONE PAGE

- Testing a wide variety of pages gives you a clear picture of user flow.
- Lessons learned on one page are not necessarily true on another.
- You can grow your revenue lift by continuing to test.



TIP 8: CREATE DISTINCT TEST VARIATIONS

- Forget subtle. Be bold!
- What you're testing should be immediately apparent.
- Similar content yields similar results; distinct content gives you clear understanding.





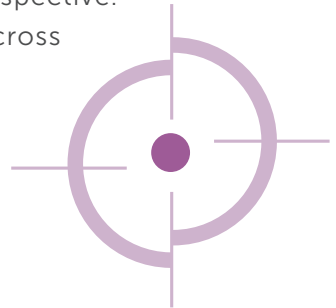
TIP 9: TEST ACROSS DIGITAL CHANNELS

- If you are running Facebook campaigns, optimize your Facebook landing page.
- If your mobile app uses an interstitial, optimize it for greater conversion.
- Optimize different ad creative or different parts in the conversion funnel.



TIP 10: STAY FOCUSED ON THE BIG PICTURE

- Remember, whatever you're testing is just one step in an overarching conversion funnel.
- Before you test, make sure the funnel itself does not have obvious technical or flow issues.
- Pinpoint multiple steps in the flow to test. And test more than one conversion metric.
- Examine your tests from a user's perspective. Test variations should make sense across the whole funnel.



WANT TO KNOW MORE ABOUT IMPROVING CONVERSIONS AND REVENUE WITH TESTING?

Visit: www.webtrends.com/products/optimize/

Or contact your Webtrends account manager for additional details.

webtrends®



10 TIPS FOR OPTIMIZING YOUR CONVERSION FUNNEL

CALL US, LET'S TALK

North America

1.888.932.8736

sales@Webtrends.com

Australia, Asia

+61 (0) 3 9935 2939

australasia@Webtrends.com

Europe, Middle East, Africa

+44 (0) 1784 415 700

emea@Webtrends.com

For offices worldwide, visit:

www.Webtrends.com

WWW.WEBTRENDS.COM

ABOUT WEBTRENDS INC.

Inspiration drives us.

Digital intelligence guides us.

**Innovation remains our goal as we help
brands re-imagine digital marketing.**

Webtrends dramatically improves digital marketing results for many of the world's most admired and innovative companies. Our solutions have set a gold standard for innovation, performance and value since we helped establish the web analytics industry in 1993.

Our diverse portfolio includes customer intelligence and behavioral segmentation, targeting + scoring, optimization + testing, mobile and social apps creation and Facebook Page management, professional consulting services, real-time web analytics, unified digital analytics across mobile, social and web and general digital marketing wizardry.

Webtrends OPTIMIZE® GUIDE.

© 2013 Webtrends, Inc