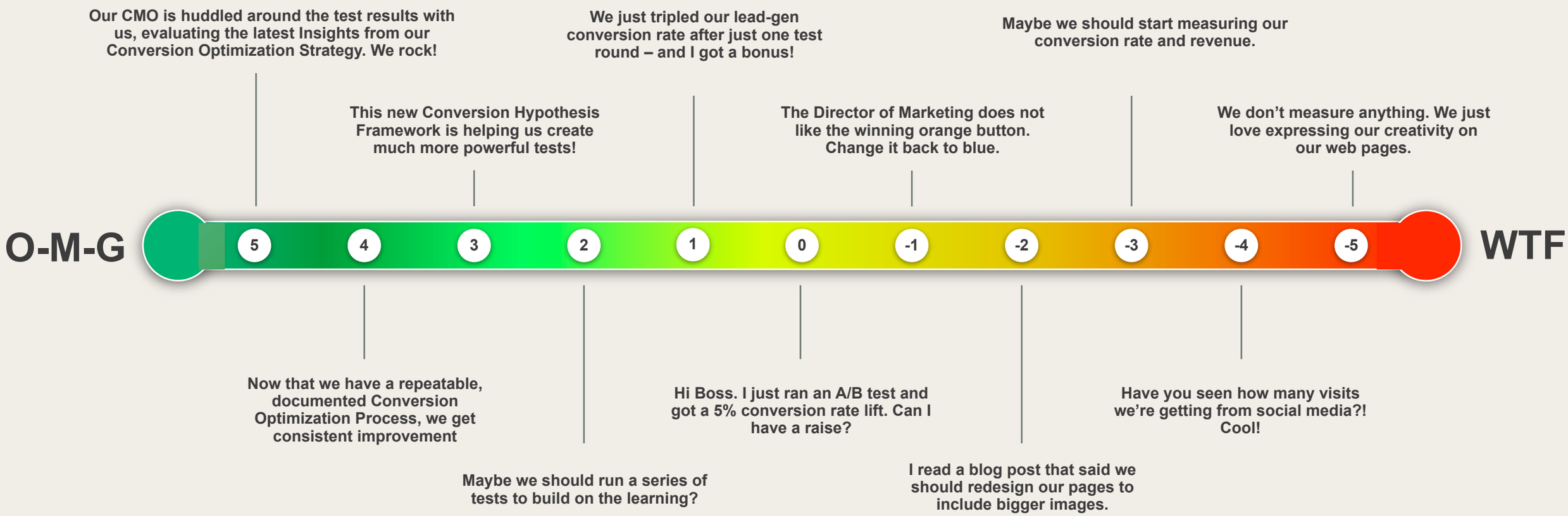
The CRO **OMG-WTF** Spectrum



konversionsKRAFT

with special thanks to WIDER FUNNEL Marketing Optimization