Conversion Maturity Model CRO Inside the organisation

Janco Klijnstra - Product Manager Conversion Rate Optimization











Traffic4u



About us

- SEM agency with over 10 years experience (started in '99);
- Solution Over 100 employees with offices in Holland en Spain;
- Winner Search Engine Marketing Award 2005 & 2008
- § Founder and co-organizer online tuesday
- S Accreditated by Google, Yahoo and Microsoft:





[question] What did Nokia didn't do the last 5 years?





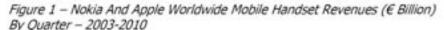


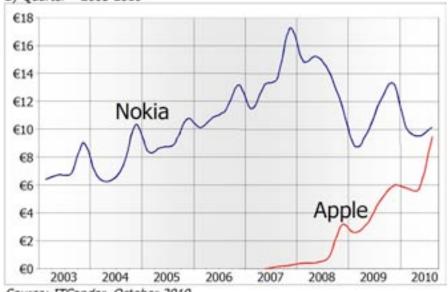




[question] What did Nokia didn't do the last 5 years?







Source: ITCandor, October 2010

Innovate

"Once we rid ourselves of traditional thinking, we can get on with creating the future."

-- James Bertrand



Innovation



Google's principles of innovation

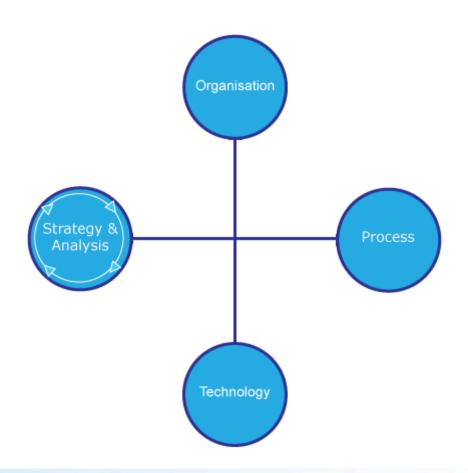
- S Principle #1 INNOVATION, NOT INSTANT PERFECTION.
- Seing innovative is important at every level
- To be innovative you need good people, a process, an organisation which is innovative at heart
- Solution
 CRO = about experimenting and being innovative and about optimizing the proces
- If you iterate faster, you will learn and earn faster



Conversion wheel



Four elements of conversion optimization





Conversion wheel



Four elements of conversion optimization

- 1. Organisation: Who is involved in CRO?
 - Trend: decentralize optimization teams for different products
- 2. Process: How well organised are your projects?
- 3. Technology: A/B testing functionality and research technology
- 4. Strategy & Analysis: scale of testing, level of insight and methods





Background

Why?

- No model for Conversion Optimization that meets the CRO wheel
- Clients don't know where to go, nor to organize it

How?

- § Inspired by organisation process optimization models
- § Qualitative research amongst 40+ clients and none clients in the Dutch E-business market
- § Real world experience & best practices





CRO in DNA 100% commitment					Website innovation in DNA
			Share CRO successes with organisation	Program directed projects	Website innovation as organisation Super optimized proce
		Standardised tasks & responsibilities in team	More local improvement projects	A/B testing MVT Mostly Paid tools	A/B testing MVT
Organisation	Local Heroes Chaotic	Repeatable and stand- ardised processes	A/B testing MVT	Extra functionality In house developed technology Site-wide testing & targeting Focus on qualitative research, consumer psychology Advanced Web Analytics Profiling & Personalisa- tion Incremental website improvement	Mostly Paid tools Extra functionality In house developed technology Site-wide testing & targeting Testing new heuristics pioneering, testing- boundaries of research Advanced Web Analyti Profiling & Personalisa tion Incremental website improvement
Process	Ad Hoc	A/B testing MVT Free and Paid tools	Free and Paid tools Extra functionality like product recommenda- tion engines Starting Site-wide testing & targeting Heuristics, competitive analysis, Segmentation of data, conversion, revenue & soft metrics		
	A/B testing Free Tools				
Technology		Landingpages, checkout Heuristics, competitive analysis Segmentation of data Focus on conversion and soft metrics			
Strategy and Analysis	Mostly landingpages Gut feeling' Focus on conversion				
Fundament		Stable traffic & Strong knowledge base © 1. Klijns			
	Level 1 Starter level	Level 2 Standardizing team	Level 3 Organisational Awareness	Level 4 Continuous Improvement	Level 5 Website Innovation

Maturity





Goals

- Something to show your boss and provide guidance
- § It's more than launching A/B tests:
 - Understanding that you in fact need to optimize the process and organisation in order to improve ROI and become innovative
- § Help organisations choose technology, people, resources that fit their maturity





Tips

- § Be honest to yourself and set feasible goals where you want to go
- Solution
 State the time to get the conversion wheel right and take small steps forward
- S Choose technology that fits your team, website and maturity
 - www.whichmvt.com
- Make a **complete** business case
- § If you are in the first phases: make scalable decisions
- Never forget to involve IT, HiPPo's and designers in your conversion team... and give space to creativity.. or else..





The designer you treat like shit has quit unexpectedly.

Your company and other employees are not affected.

Click Renegotiate to discuss terms for new contract. Click HR to find out how badly you fucked up.

Ignore

HR...

Renegotiate







Klijnstra@traffic4u.nl

Jancoklijnstra

in nl.linkedin.com/in/jancoklijnstra

