

Result driven **online** marketing

# Conversion Maturity Model

## CRO Inside the organisation

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# Traffic4u



## About us

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



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



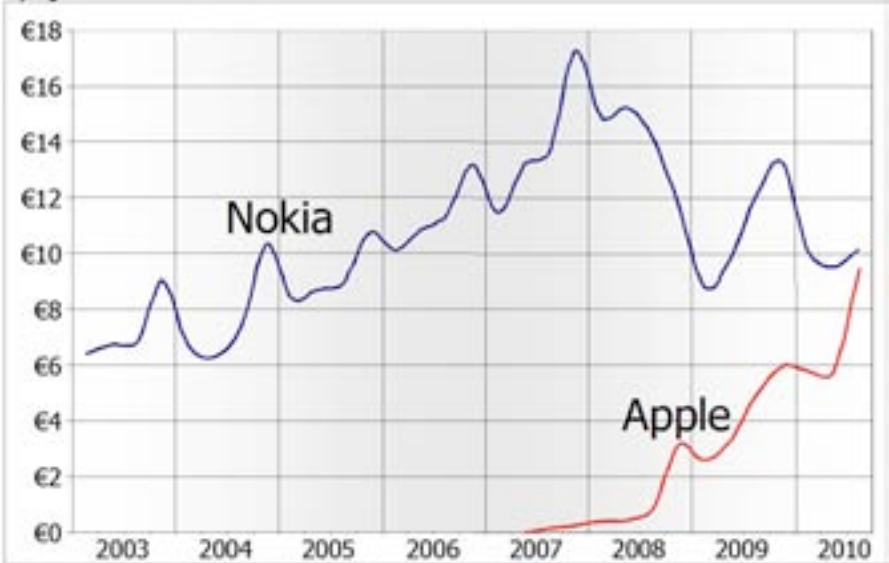
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# [question] What did Nokia didn't do the last 5 years?



Figure 1 – Nokia And Apple Worldwide Mobile Handset Revenues (€ Billion) By Quarter – 2003-2010



Source: ITCandor, October 2010

Innovate

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

-- James Bertrand

# Innovation

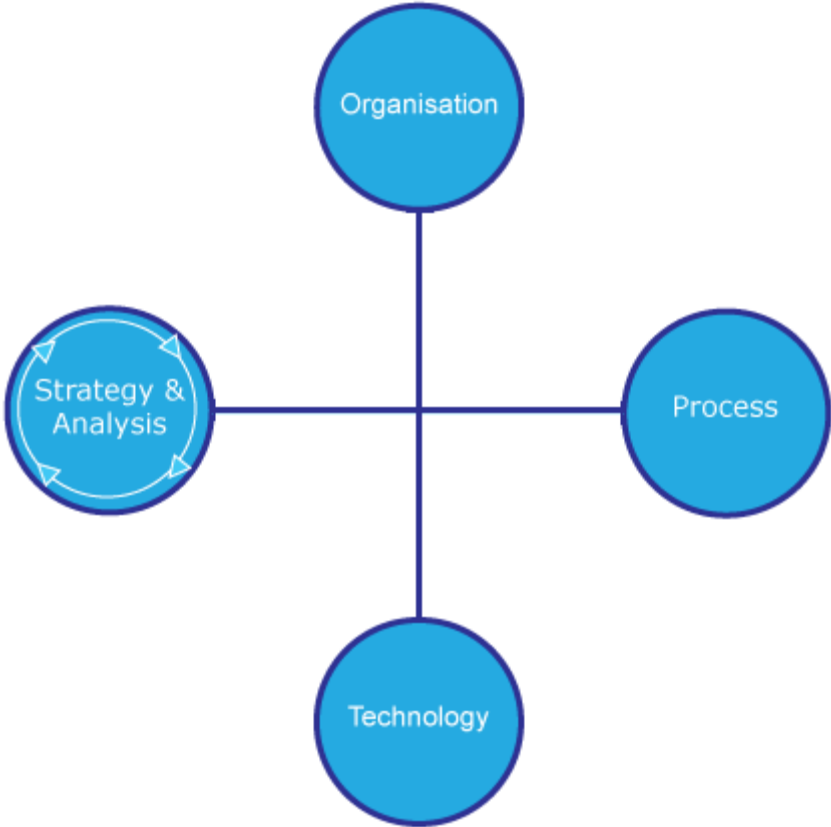


Google's principles of innovation

- § Principle #1 INNOVATION, NOT INSTANT PERFECTION.
- § Being innovative is important at every level
- § To be innovative you need good people, a process, an organisation which is innovative at heart
- § 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

# Maturity Model



## Background

### Why?

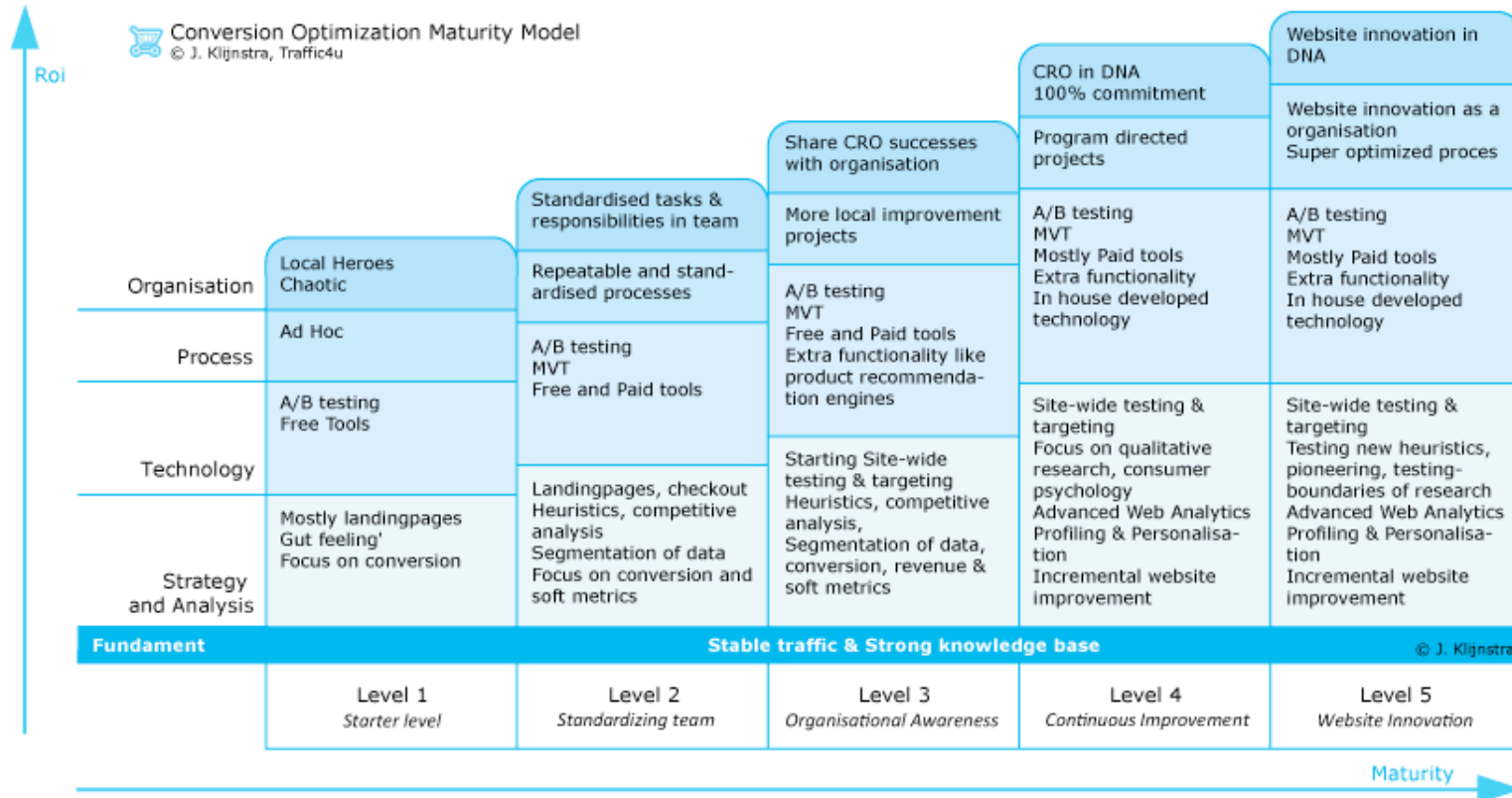
- No model for Conversion Optimization that meets the CRO wheel
- Clients don't know where to go, nor to organize it

### 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



# Maturity Model



# Maturity Model



## 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

# Maturity Model



## Tips

- § Be honest to yourself and set feasible goals where you want to go
- § Take the time to get the conversion wheel right and take small steps forward
- § Choose technology that fits your team, website and maturity
  - [www.whichmvt.com](http://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**



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