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Conversion Rate Optimization Experts: A Q&A with the BMG360 Team

We sat down with Ali Democker, one of BMG360's Conversion Rate Optimization experts, to discuss her conversion rate optimization best practices to get better results from paid traffic campaigns through landing page optimization.

Ali DeMocker, Senior Director of CRO
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To make your growth program more efficient in converting website visitors into customers, it's crucial to understand conversion rate optimization best practices. In this blog post, we dive into a Q&A session with one of BMG360's conversion rate optimization experts, Ali DeMocker, to discuss our approach to getting better results from your paid traffic campaigns with landing page optimization.

What do you consider when building a CRO strategy?

In order to identify the highest impact area of opportunity on paid search or paid social, we take into account several factors. These include session/user volume, conversion volume, conversion rate, as well as the current landing page. We also look at the current control landing page experience and the ad-to-landing page experience to make sure the user journey is cohesive.

By carefully analyzing these metrics, we can pinpoint the most promising areas for improvement and optimization. However, it's worth noting that the effectiveness of testing can be hindered when there is insufficient user or conversion volume. In such cases, the ability to conduct meaningful tests quickly becomes challenging, ultimately reducing the overall impact of the optimization efforts.

When it comes to creating effective landing pages, it's important to strike a balance between the ad or keyword-specific content vs. broader pages for all prospecting traffic. While some brands tend to focus on hyper-specific landing pages, focusing on pages that address several pain points, different audiences, etc., can be advantageous, especially as campaign targeting becomes more limited.

How do you measure success with CRO, what key metrics do you test and track?

The primary KPI is typically determined by the client's specific goals but is generally focused on either transaction conversion rate or lead capture conversion rate.

We also pay close attention to other important KPIs that provide a comprehensive understanding of the performance. This includes metrics such as Average Order Value (AOV), bounce rates, percentage of new users, add-to-cart rate, click-to-call rate, and more. By tracking these additional metrics, we gain a broader perspective and a more holistic

view of the overall performance and effectiveness of our strategies. Furthermore, by pairing this with heat mapping & click mapping we can make well-informed decisions about which optimizations will be most impactful.

What are some examples of the on-page variables that you test and optimize in a CRO strategy?

When conducting tests, we prioritize high-impact optimization categories such as content, imagery, scroll depth, and engagement. By analyzing these key areas, we ensure that we are improving the overall performance of our landing pages in the most strategic way, instead of focusing on micro-optimizations that can take a long time to learn from.

In order to achieve the best results, we adopt a combination of both big swing and iterative tests. This approach allows us to explore different possibilities and continuously refine our methods, aiming for the most successful user experience. With this comprehensive testing strategy, we strive to optimize our system to its fullest potential.

Striking a balance between specific content and broader targeting, ensuring a seamless transition from ad to landing page, and focusing on optimization themes instead of small, individual changes, are crucial components of BMG360's approach to CRO. With a comprehensive understanding of performance metrics, including transaction conversion rate, lead capture conversion rate, bounce rates, and more, we can optimize the effectiveness of our landing page strategy and drive success for our clients.

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