

An org leader feels that your conversion rates are dropping, what could be your response to the same?

- The conversion drop can be caused because of many issues and some are like Change Of Traffic Source Or Targeting , Structural/design changes to the website, A Bug On The Site, Industry Being Disrupted Due To Competitors, Potential Tracking Issues etc..
- And this all issues can be solved by cross checking all the insights which is performed and it can be fixed and resolved using some analytics and business decisions to make the conversion rate to normal or even more better than before.