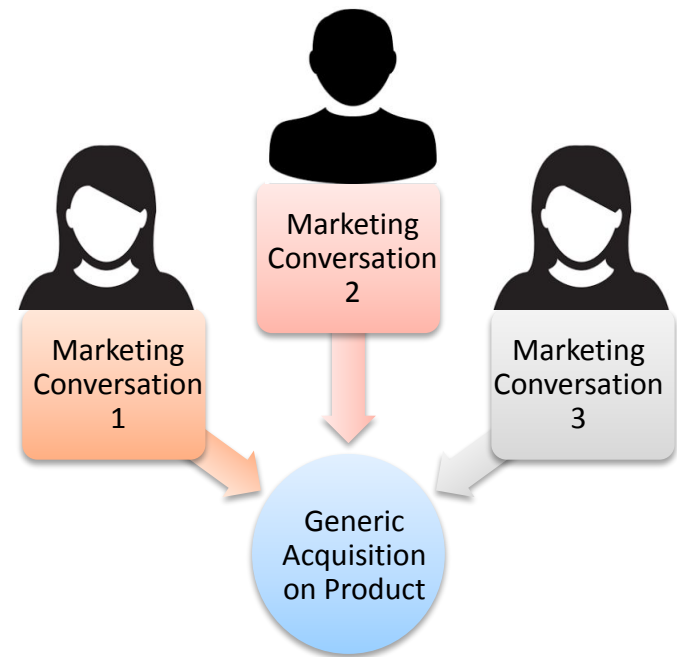


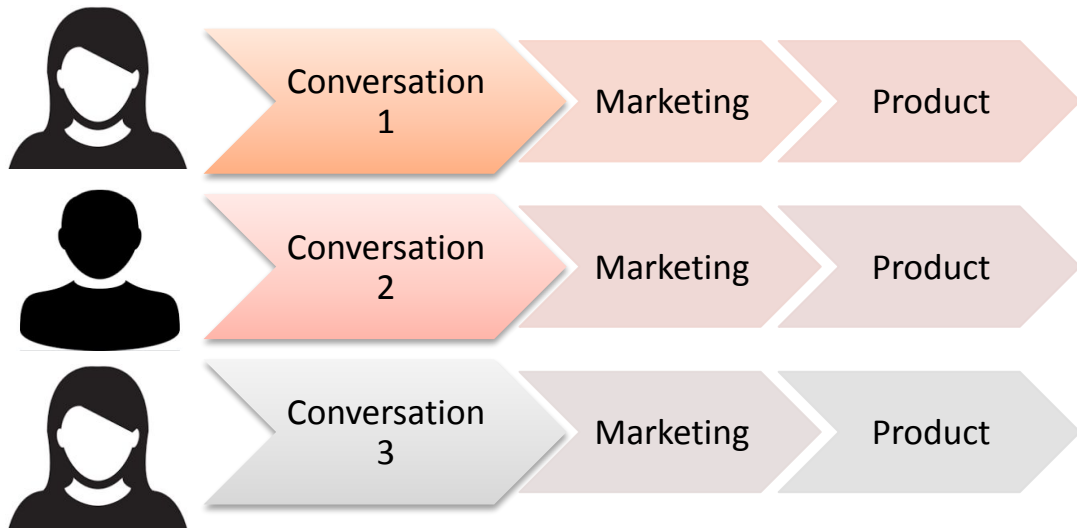
Unlocking Growth for Ambitious Companies



Customer expect consistent threads of conversation as they're powered up the funnel with value propositions



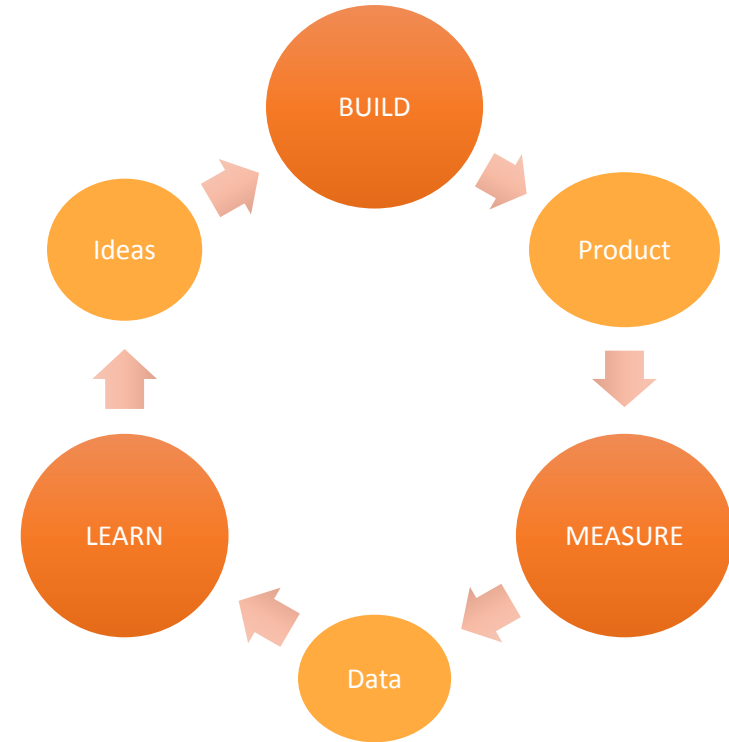
VS



Build-Measure-Learn loop

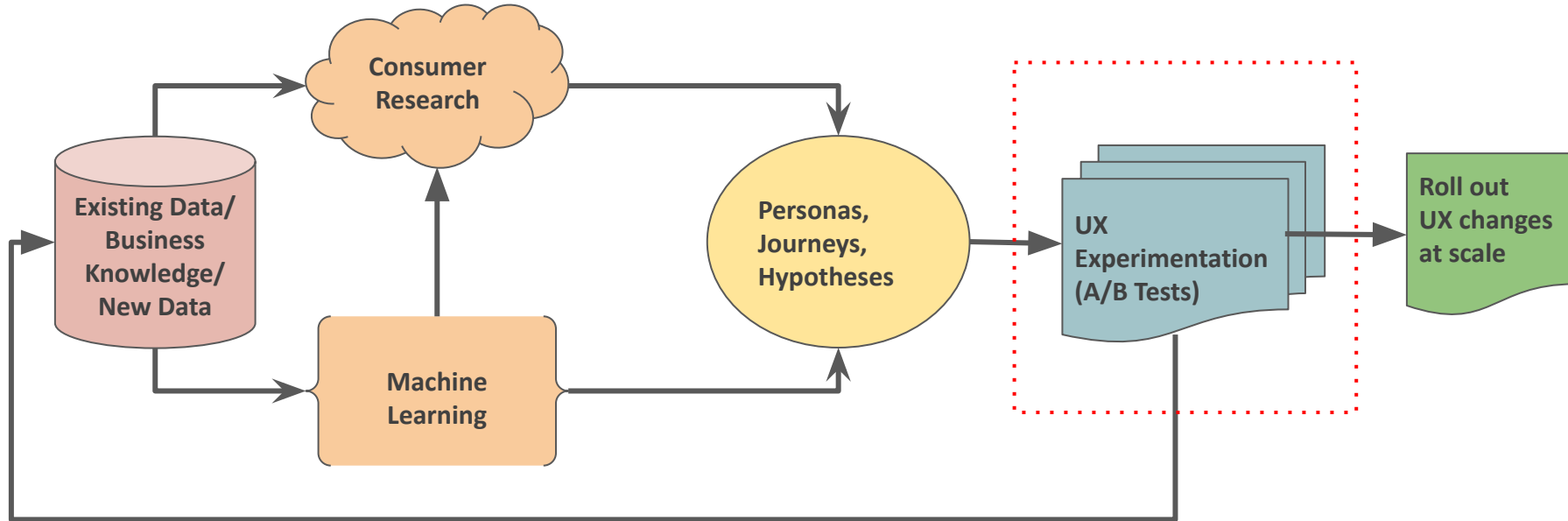
- The goal is to isolate and measure the impact of product changes. Too many product changes are launched without a statistically valid analysis.
- This is an ongoing process. It never stops!
- Companies like Booking.com, Amazon, Facebook, and Google each run more than 10,000 tests every year and assume nothing and test practically everything.
- “Companies need to kiss a lot of frogs to find the prince”*.

** Ron Kohavi, ex-head of experimentation at Microsoft, ex-VP and technical fellow at AirBNB, and Stefan Thomke, HBS professor*



EndlessROI Approach of Online UX Experimentation

Iterative approach of hypothesis generation, experimentation, learning and roll-out



Conversion Rate Optimization— A/B Testing Frameworks

1

$$C = 4m + 3v + 2(i - f) - 2a$$

Where,

'C' is the conversion potential

'm' is motivation in the user

'v' is the force of the value proposition

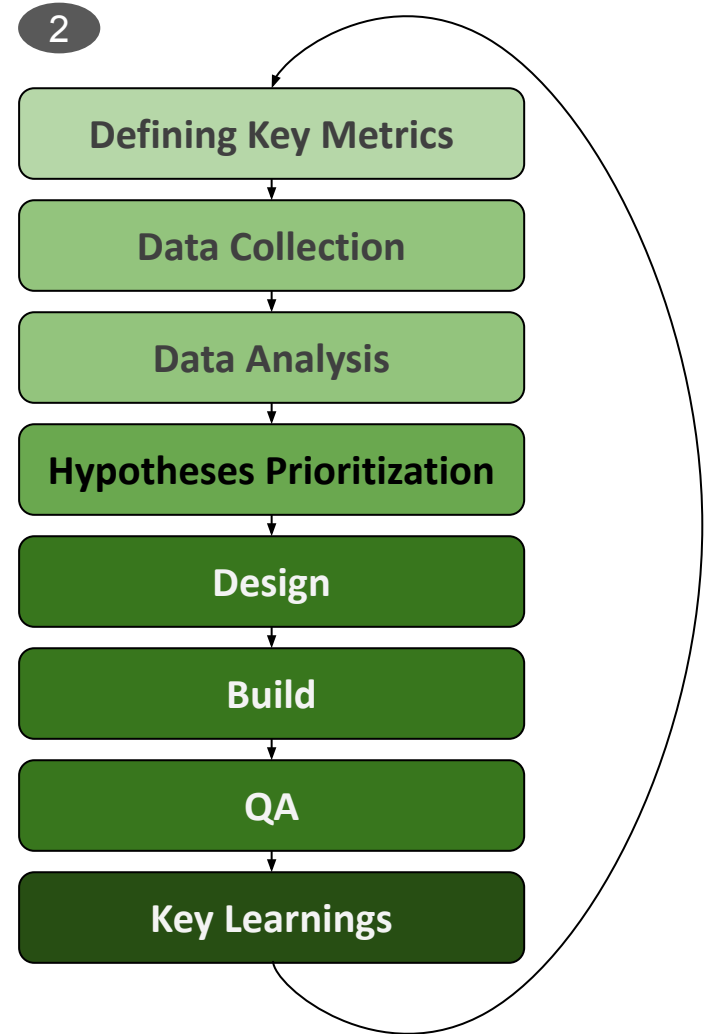
'i' is the incentive being offered

'f' is the friction in the website

'a' is the anxiety elements present

*As conceived by Dr. Flint McGlaughlin, Meclabs.ai

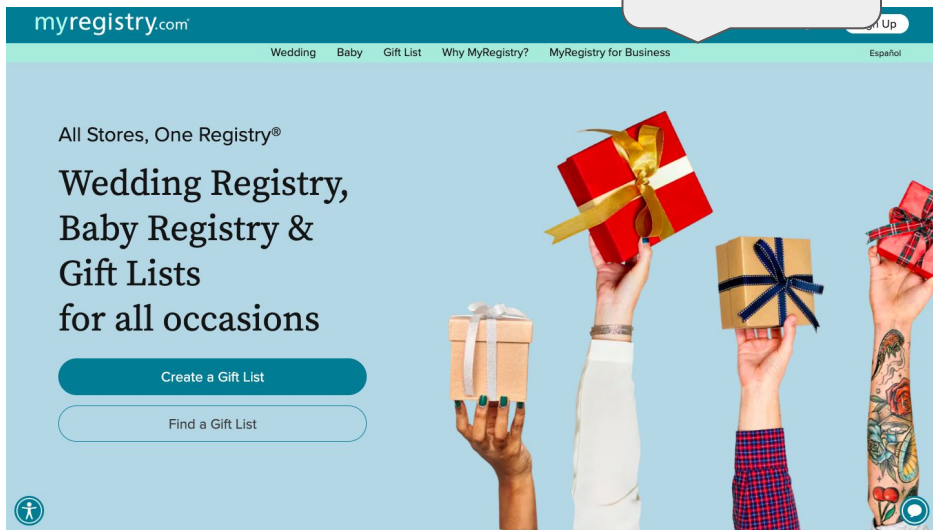
2



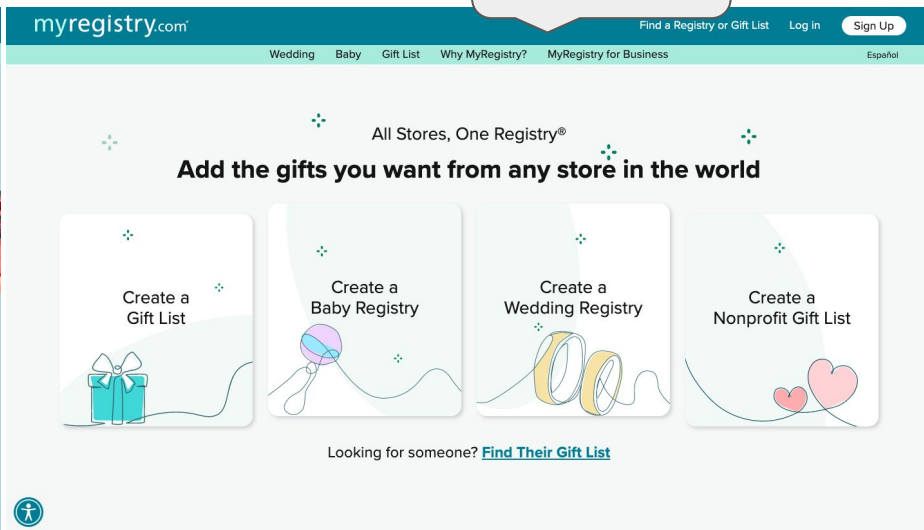
Data from Empirical Research

- Statistically valid, involves iterations and high contrast changes
- Validity of results dependent on sample size, base rate that we are improving, conversion uplift achieved, duration of test, etc.

BEFORE



AFTER
+270%



A few clients we've helped unlock growth

- MyRegistry.com
- Hollywood.com
- Kaspersky.com
- Cyvatar.ai
- Stanford LEAD
- Frictionless Commerce
- Frank Green
- Connect America
- BharatMatrimony.com
- DesignCafe.com
- SignDesk.com
- Setu Nutrition
- Alliance Group Real Estate—Urban Rise
- HomeWarrantyReviews.com
- Saffron Art
- Interdependence Public Relations

Typical Project Phases and Timelines

Phase 1

Audit & Recommendations

Perform audits of the website covering UX experimentation. Run workshops to foster deeper understanding and collaborations.

2 to 4 weeks

Phase 2

Organic Marketing

Implement a robust strategy for buyer personas. Create a comprehensive content tracker for the blog. Test & iterate to improve CTR and organically rank at SERP.

3 to 6 months

Phase 3

Optimize through UX Experimentation

Benchmark existing data, collect and analyze data, generate hypotheses, run experiments, and iterate on learnings to drive online sales on the website based on business goals and key metrics.

3 to 6 months

Budget for Profit Maximization

\$5,000 to \$10,000 monthly retainer; minimum 3 months required to show proof-of-concept of online experimentation.

Note: Fees are not inclusive of transaction fees for international payments

EndlessROI Team Members:

1. Head of Experimentation
2. Head of Content
3. Project Manager
4. Head of Design and UX
5. Head of Engineering and QA

Sample tools used for unlocking growth

- WebTrends Optimize
- PostHog
- Convert.com
- SiteSpect
- VWO.com
- Zoho PageSense
- Google Analytics/ Adobe Analytics
- Google Search Console
- MS Clarity/ MouseFlow/ HotJar
- UserTesting.com
- EgeQuant/ UX Cam
- Figma
- JIRA/ Confluence/ Trello
- Ahrefs/ SEMRush
- Unbounce
- WordPress

Organizational Roles

EndlessROI

- Detailed project management
- Derive consumer insights from existing business data
- Drive conversion optimization and experimentation
- UI/UX design, including content that is part of UX
- Drive strategy articulation and presentation
- Data analysis and results reporting on experiments
- Generate concepts for growth, templates and ad creatives
- Drive content marketing and on-page SEO for website

Startups/SMBs

- Ultimate owner of strategy, requiring deep participation
- Contribute and sign-off on content marketing, optimization and experimentation plans
- Purchase tools that are needed for effective marketing
- Provide product management and engineering to drive implementation
- Resources and support for data querying and analysis, particularly complex analysis (e.g., segmentation)
- Complex content generation—e.g.FAQs, videos, etc.
- Support for UI and creative generation and implementation

Thank You!

