

Digital Marketing

Conversion Optimization and Data Analytics

Michael Buchanan

Lecturer

Scheller College of Business



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CRO Overview and Areas of Testing



Lesson Goals

- To become familiar with CRO areas of testing.



CRO Overview

- Website is the hub for online presence
 - Product/service sales
 - Lead generation
 - Increase brand awareness
- What are the optimization goals?
 - Increase traffic
 - Enhance engagement
 - Improve conversion



CRO - Email

- Subject line (e.g. “Product XYZ on Sale” vs. “Discounts on Product XYZ Today”)
- Headline
- Layout of the message (e.g. single column vs. two column, different placement of elements within the email)
- Call to action (e.g. “Buy Now!” vs. “See Plans and Pricing”)
- Images
- Personalization (e.g. “Mr. Buchanan” vs. “Michael”)



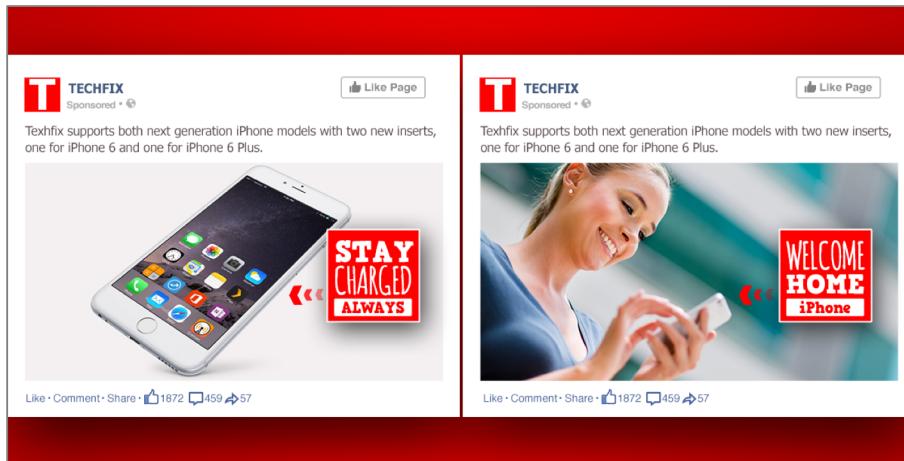
CRO - Email

The image shows two versions of an email invitation from Autopilot. The left version is a standard white design with a small font header and a large body text area. The right version is a more visually appealing design with a green header, a large image of a mountain, and a prominent red 'Book your ticket now' button.

9 Email A/B Test Ideas to Increase Your Conversions. (2016, January 18). Retrieved September 24, 2018, from <https://www.autopilothq.com/blog/email-ab-test-ideas/>



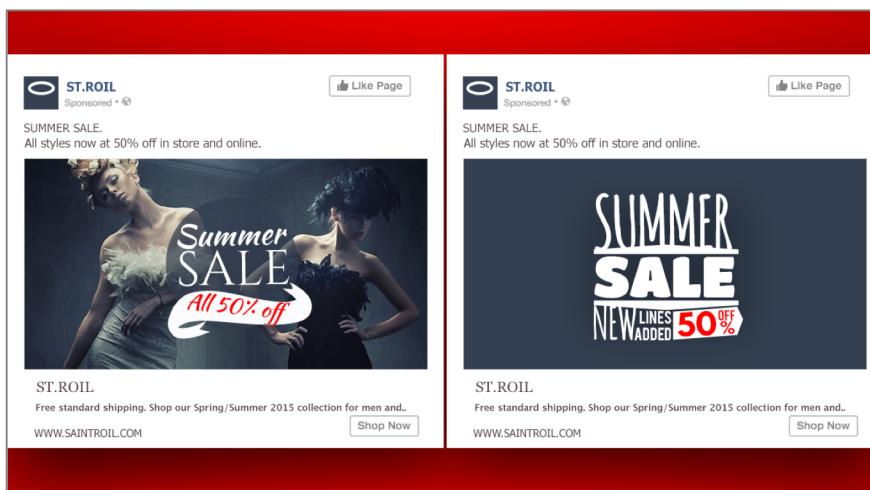
Display Ads



Parsons, J. (2016, June 26). Should You Optimize for Clicks or Conversions on Facebook? Retrieved September 24, 2018, from <https://boostlikes.com/blog/2016/06/optimize-clicks-conversions-facebook>

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Display Ads



St-Roil-example-of-Facebook-ad-design-Image-1A. (n.d.). Retrieved September 24, 2018, from <https://straightfiremarketing.com/blog/getting-facebook-ads-work/st-roil-example-of-facebook-ad-design-image-1a/>

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Search Ads

- For paid search ads, you can test one or more of the following four things:

- The headline
- The body text
- The link
- Ad extensions

Kohls Black Friday Sale
Kohls.com/BlackFriday
 Don't Miss out on top Black Friday Deals. Plus Get an Extra 15%

Kohls Cyber Monday Sale
Kohls.com/CyberMonday
 Don't Miss out on top Cyber Monday Deals. Plus Get an Extra 15%

Kohls® Official Sale
Kohls.com/BlackFriday
 Get an Extra 15% with Your Black Friday purchase.

Kohls ® Cyber Monday Sale
Kohls.com/CyberMonday
 Shop our Cyber Monday Sales Special Deals on 11/28!



Organic Social Media



IKEA USA @IKEAUSA

The #IKEA KLASEN grill doubles as a food prep station, making hosting a barbecue a breeze. bit.ly/2rxceGo
 6:00 PM - Jun 8, 2017

1 9 21



IKEA USA @IKEAUSA

The #IKEA KLASEN grill is built into a cart to make summer barbeques as convenient as possible. bit.ly/2qrI9GQ
 11:00 AM - May 24, 2017

1 4 15

C. (n.d.). Ikea ab testing social media. Retrieved September 24, 2018, from <https://blog.bannersnack.com/social-media-posts/ikea-ab-testing-social-media/>
 C. (n.d.). Ikea social media ab testing. Retrieved September 24, 2018, from <https://blog.bannersnack.com/social-media-posts/ikea-social-media-ab-testing/>



Landing Pages

- **Heading:** Different headings can make your visitors behave differently.
- **Copy:** Style, tone, layout and length of copy can all be tested, as well as things like the font size.
- **Call to Action:** Different Calls to Action could increase actions.
- **Color:** Test the colors of buttons – green and orange are two common choices to try.
- **Images:** Different images can have an impact on conversions.
- **Offer:** Don't forget, you can also test different types of offers on a landing page or word the same offer differently.



Landing Pages

Version A



Version B



Gardner, J. (2017, March 24). 12 Surprising A/B Test Results to Stop You Making Assumptions. Retrieved September 24, 2018, from <https://unbounce.com/a-b-testing/shocking-results/>

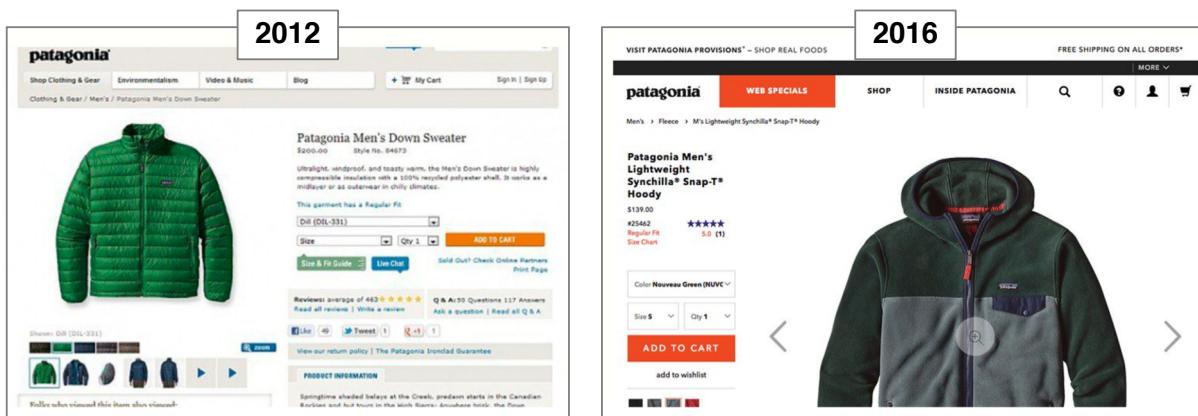


E-Commerce

- **Images:** Images of different sizes, or entirely different image content, could make a big difference.
- **Call to Action:** “Add to cart” or “Buy now” may affect shopper behavior.
- **Shipping information:** Test to see whether displaying shipping costs before actual checkout affects the volume of customers starting the checkout process, as well as its effect on completing the purchase.
- **Credibility information:** Do ‘secure shopping’ badges affect conversion rate?

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E-Commerce



Labay, B. (2017, August 22). 16 Ecommerce A/B Test Ideas Backed by UX Research. Retrieved September 24, 2018, from <https://conversionxl.com/blog/16-e-commerce-ab-test-ideas/>

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Testing Methodologies

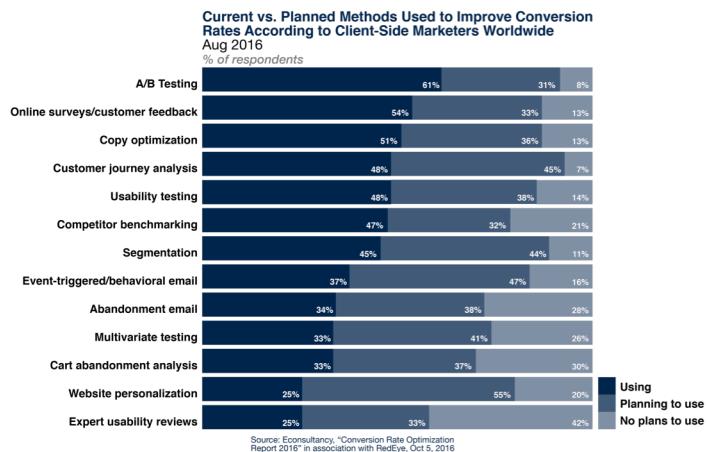


Lesson Goals

- To understand the different testing methodologies available.



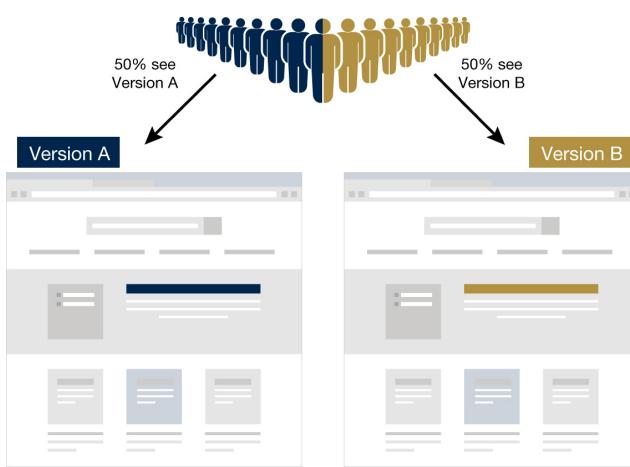
Marketers' Methods for Improving Conversion



Current vs. Planned Methods Used to Improve Conversion Rates According to Client-Side Marketers Worldwide, Aug 2016 (% of respondents). (2016, October 19). Retrieved September 24, 2018, from <https://www.emarketer.com/Chart/Current-vs-Planned-Methods-Used-Improve-Conversion-Rates-According-to-Client-Side-Marketers-Worldwide-Aug-2016-of-respondents/199002>



A/B (aka Split Test)



Multivariate Testing



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CRO Process Steps



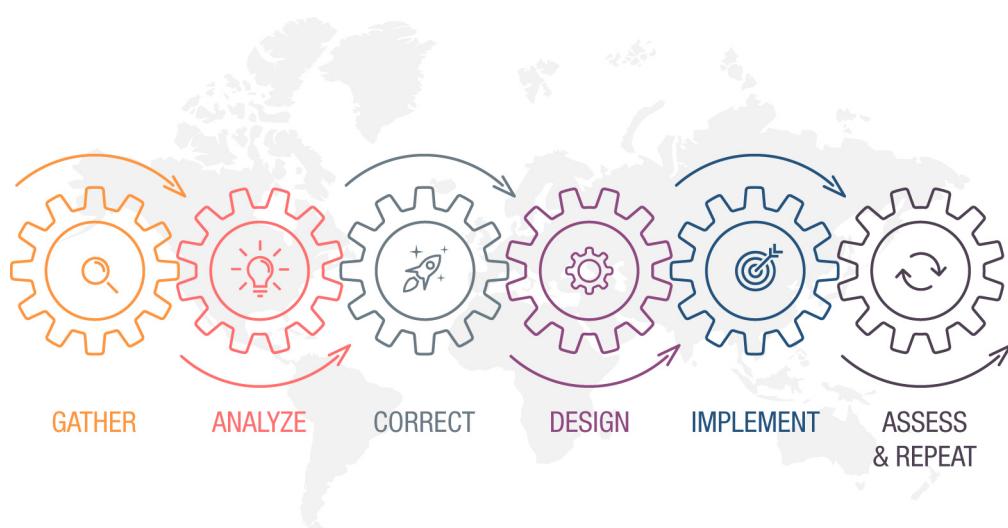
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Lesson Goals

- To identify the core steps associated with the CRO process.



CRO Process Steps



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CRO Tools/Technologies



Lesson Goals

- To identify CRO tools/technologies.



The screenshot displays the Optimizely platform. At the top, there's a logo and a tablet showing a dashboard with metrics like 79%, \$410,934, and a graph of 'Revenue per Visit' over time. Below this is the 'Audience Explorer' section, which includes a sidebar for creating audience segments (e.g., 'Everyone', 'Warm Weather', 'Bag Shoppers') and a main area showing 'Purchases per Visit' and 'Revenue per Visit' charts, along with 'Traffic Source' and 'Spend Distribution' donut charts.

Optimizely: The World's Leading Experimentation Platform. (n.d.). Retrieved September 24, 2018, from <https://www.optimizely.com/>

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The screenshot shows the VWO platform. At the top, there's a large decorative graphic of the letters 'VWO' in purple and pink. Below it is the 'Visual Website Optimizer' interface. On the left is a sidebar with icons for home, plus, minus, and settings. The main area shows a 'Summary' tab with a 'Winning Variation Found' section (Variation 1, 99% Confidence), a chart showing '\$ 8,743 REVENUE' and a '6.9% CONVERSION RATE', and a 'VISITORS SPLIT' bar chart. To the right is a 'TIMELINE' showing a history of events from '27.MAY.18' to '27.JUL.18', including notes from users like 'Spark Gupta' and 'Paras Chandra' about variations and goals.

All-in-One A/B Testing and Conversion Optimization Platform™ | VWO. (n.d.). Retrieved September 24, 2018, from <https://vwo.com/>

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Digital and Website Analytics



Lesson Goals

- To become familiar with digital and website analytics best practices and analysis.

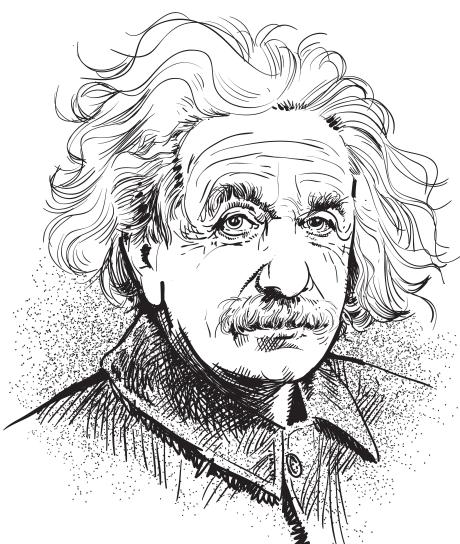


Data Considerations

1. Decision making
2. Data mining
3. Validate hypotheses
4. Monitoring and timing
5. Universal analytics



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**"If I had an hour to solve a problem,
I'd spend 55 minutes thinking
about the problem and 5 minutes
thinking about solutions."**

- Albert Einstein

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Analytics Questions

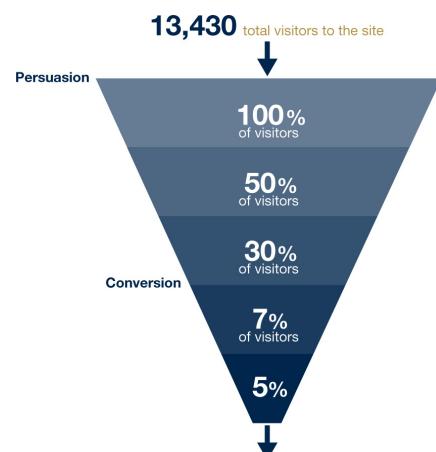
1. What has happened? What have users/consumers done? (Views, clicks, user paths, conversions, social mentions, etc.)
2. Why have actions been taken?
3. What should be done next to optimize marketing efforts?



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Funnel Analysis

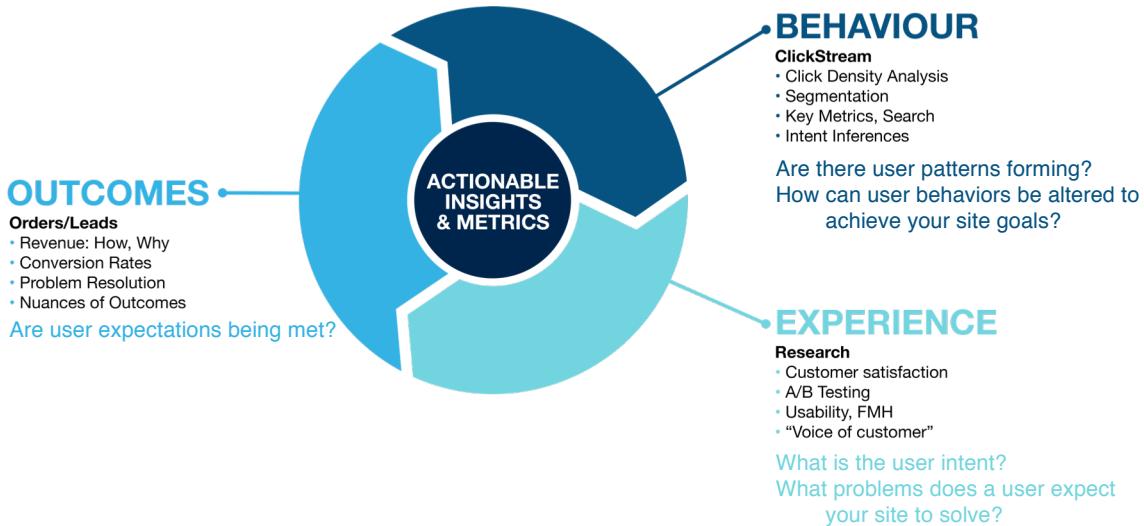
- Step 1: Perform a search for available dates for hotels in the area
- Step 2: Check prices and amenities for available hotels
- Step 3: Select a hotel and begin checkout process
- Step 4: Enter personal and payment details; confirm booking (convert)



Stokes, R. (2018). *E:Marketing: The Essential Guide to Marketing in the Digital World*(6th ed.). Retrieved September 15, 2018, from <https://www.redandyellow.co.za/textbook/> (pg. 563)

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Web Analytics



Kaushik, A. (2006, August 10). Trinity: A Mindset & Strategic Approach. Retrieved September 24, 2018, from <https://www.kaushik.net/avinash/trinity-a-mindset-strategic-approach/>



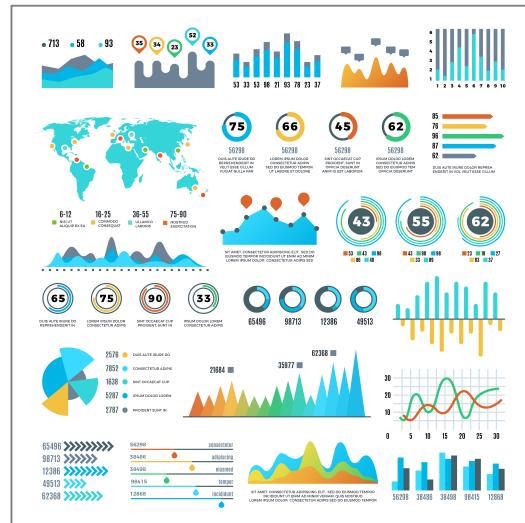
Common Site Analytics Considerations

1. Traffic source
2. Audience characteristics
3. Audience behaviors / user path
4. Conversion analysis
5. Mobile metrics



Data Visualization

1. Graphs
2. Charts
3. Heat Maps
4. Word clouds



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Lesson Wrap-Up

Head Shot

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