



**DIGITAL
BITES**

LEEDS

**“LESSONS LEARNT FROM
IMPLEMENTING A CRO STRATEGY”**

NAZISH SALEEM

DIGITAL CHANNEL MANAGER - MORSES CLUB

1) Know your audience



Example - Dot Dot Loans

- Analyse your customer data

	Lead Gen Journey eg Affiliates, broker	Website Journey, eg organic, PPC traffic	Further Finance Journey (existing customers)
Total visits	30%	35%	35%
Application Started	80%	61.79%	44.92%
Application Completed	42.72%	72.78%	72.31%
Loan Offered	56.35%	4.6%	15.5%

2) Test one thing at a time

Control

Variant 1

Account Setup

Mobile Verification

Mobile Phone Number ⓘ

Click below to send a verification PIN to your mobile.

Send PIN

Marketing

Please opt-out of any marketing channels that you **do not** wish to receive information by:

SMS **Email** **Post** **Phone**

[Web Chat](#)

Account Setup

Mobile Verification

Mobile Phone Number ⓘ

Enter your verification PIN below.

Verify PIN

Resend PIN

Marketing

Please opt-out of any marketing channels that you **do not** wish to receive information by:

SMS **Email** **Post** **Phone**

[Web Chat](#)

Verify if number is correct

Account Setup

Mobile Verification

We have sent a verification PIN to the mobile number provided, please enter the PIN below.

Enter your verification PIN here:

Verify PIN

Resend PIN

If this mobile number is incorrect, please edit and resend PIN.

 Edit

Editing number if incorrect

Account Setup

Mobile Verification

If this mobile number is incorrect, please edit and resend PIN.

Confirm & resend PIN

Marketing

Please opt-out of any marketing channels that you **do not** wish to receive information by:

SMS **Email** **Post** **Phone**

[Web Chat](#)

Verify new number

Account Setup

Mobile Verification

We have sent a verification PIN to the mobile number provided, please enter the PIN below.

Enter your verification PIN here:

Verify PIN

Resend PIN

If this mobile number is incorrect, please edit and resend PIN.

 Edit

Marketing

Please opt-out of any marketing channels that you **do not** wish to receive information by:

SMS **Email** **Post** **Phone**

[Web Chat](#)

Pin Trigger Test Results

Name	Sessions	Conversions	Conversion Rate	Probability to beat the Original
Original	375	48	12.8%	Baseline
Variant 1	403	70	17.4%	94%

3) Use Quantitative & Qualitative data

You have been **provisionally accepted** for a loan based on the information provided, please confirm the amount and term.



Decide on the KPIs used before you start your test e.g,

- Click through rate
- Conversion rate
- Bounce rates
- Time on page

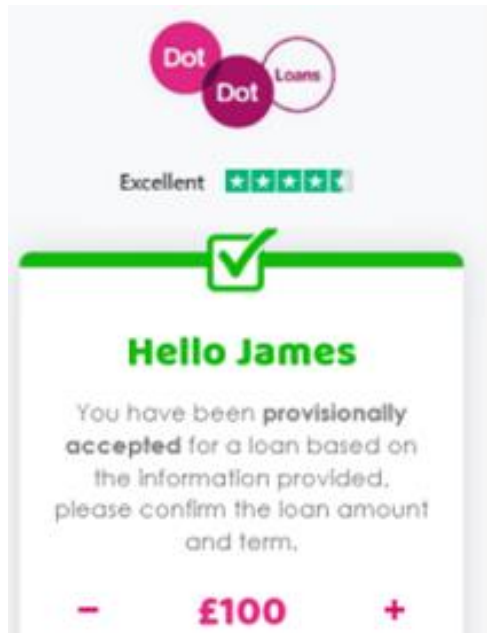
Use Tools to understand user frustration

Watch recordings on tools such as Hotjar to understand why journeys take longer / shorter.

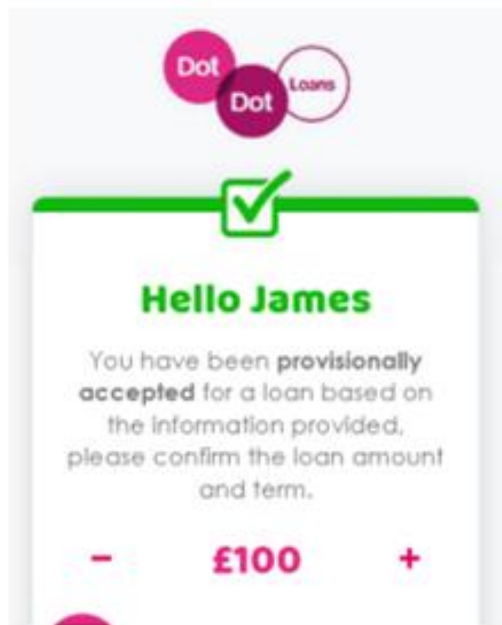
4) Sometimes your test results are unexpected

Testing the impact of Trust indicators ie Trustpilot vs Google and blank variant -

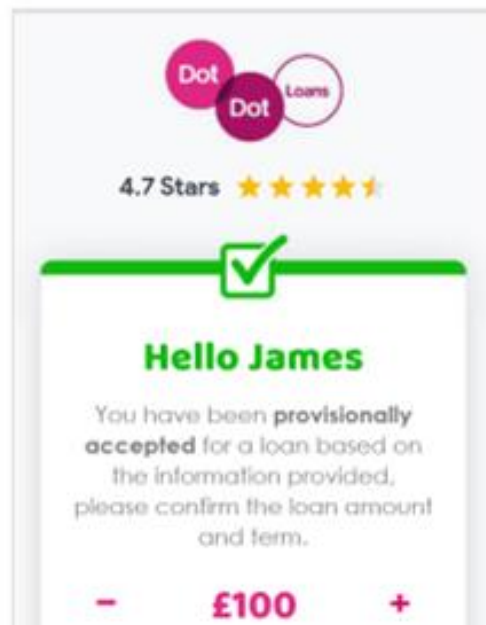
Control



Variant 1



Variant 2



5) Sometimes, it's not worth a test

Before

Your Documents

Please select the button below to read through each of the loan documents and sign the agreement to complete. If any of the details are incorrect or you have any questions, please [contact us](#).

Loan Documents

To read and sign. ●

View

Your Documents

Please click 'view' below and read through each of the loan documents and sign the agreement to complete.

If any of the details are incorrect, you have any questions or need help understanding your loan documents, please [contact us](#) before signing your agreement.



View Loan Documents

To read and sign.



Thank you



Join my other event as part of Leeds Digital Festival next Wednesday on 'How to level up your CRO and UX strategy'

<https://leedsdigitalfestival.org/events/level-up-your-ux-cro-strategy/>
