“LESIONS LEARNT FROM IMPLEMENTING A CRO STRATEGY”

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DIGITAL CHANNEL MANAGER - MORSES CLUB
1) Know your audience
### Example - Dot Dot Loans

- Analyse your customer data

<table>
<thead>
<tr>
<th></th>
<th>Lead Gen Journey eg Affiliates, broker</th>
<th>Website Journey, eg organic, PPC traffic</th>
<th>Further Finance Journey (existing customers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total visits</td>
<td>30%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Application Started</td>
<td>80%</td>
<td>61.79%</td>
<td>44.92%</td>
</tr>
<tr>
<td>Application Completed</td>
<td>42.72%</td>
<td>72.78%</td>
<td>72.31%</td>
</tr>
<tr>
<td>Loan Offered</td>
<td>56.35%</td>
<td>4.6%</td>
<td>15.5%</td>
</tr>
</tbody>
</table>
2) Test one thing at a time
## Pin Trigger Test Results

<table>
<thead>
<tr>
<th>Name</th>
<th>Sessions</th>
<th>Conversions</th>
<th>Conversion Rate</th>
<th>Probability to beat the Original</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original</td>
<td>375</td>
<td>48</td>
<td>12.8%</td>
<td>Baseline</td>
</tr>
<tr>
<td>Variant 1</td>
<td>403</td>
<td>70</td>
<td>17.4%</td>
<td>94%</td>
</tr>
</tbody>
</table>
3) Use Quantitative & Qualitative data

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/