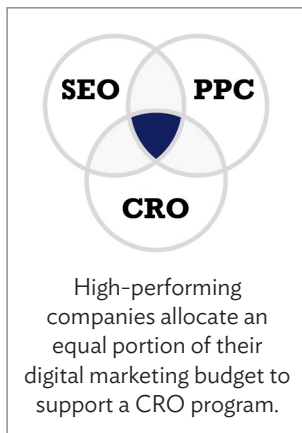


Conversion Rate Optimization (CRO)

What is CRO?

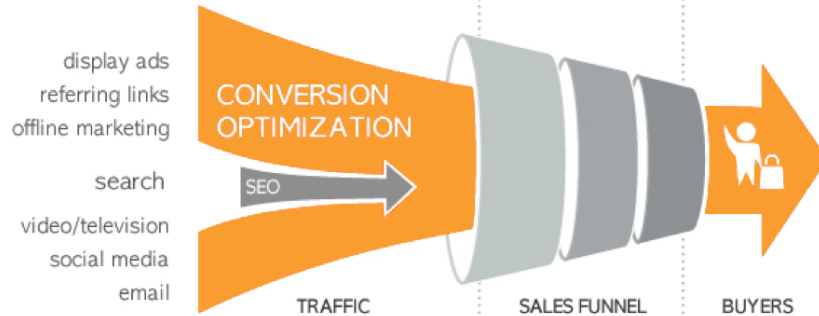
Conversion Rate Optimization (CRO) is a system for increasing the percentage of visitors on a website that convert into customers.

Why pay for traffic to your website if you can't convert it?



Drive Traffic To Your Website...

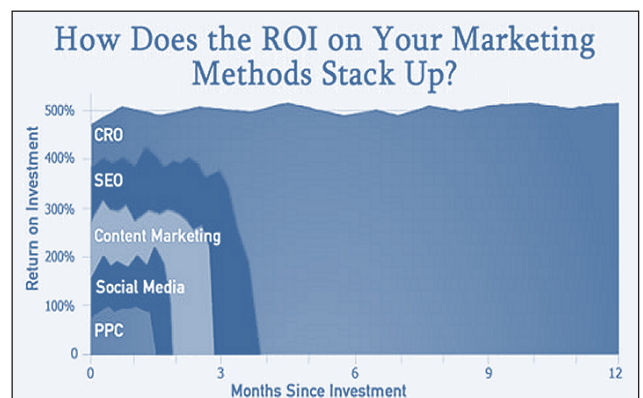
...Use CRO To Make Sure They **Convert**



Most companies already allocate marketing dollars to support search engine optimization (SEO) or pay-per-click (PPC) services to drive traffic to their websites. While SEO and PPC are necessary, **CRO happens on your website** to maximize the value of the site traffic through scientific testing of elements that influence user behavior. Simply put: a CRO program results in more buyers!

Why CRO generates a higher ROI than SEO/PPC

- CRO builds over time incrementally because you are fixing problems on your site that increase the conversion rate and the **results are permanent and additive**
- SEO and PPC are a consistent ratio of money spent to clicks received – **without CRO, any growth through ad spend is just hitting the same conversion rate**
- CRO's increases in conversion and customer experience builds brand and product awareness that **feeds success of future SEO and PPC efforts**
- CRO can **reduce paid marketing costs** by more than 40% by eliminating non-converting keywords



Our Approach To CRO

Services and Expertise



USER EXPERIENCE

Site Opportunity Analysis, Heuristic Site Review, and User Experience Study



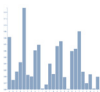
TEST PROCESS AND CULTURE

Test & Learn and Continuous Testing Process Consulting, Testing Tools Evaluation and Recommendations, Test Implementation and Management



TEST STRATEGY AND IDEATION

Test Planning and Prioritization, Test/Experiment Design, A/B/n Testing, Multi-variate Testing



IN-DEPTH ANALYTICS

Site Analytics, Optimization Analysis, Key Driver Analysis, AI/Machine Learning Readiness Analysis

Commercial Model and Fees



Based on your specific needs, Fusion charges a fixed fee for consulting services and a success-based fee for strategy and services related to on-going CRO experimentation

The **fixed fee** depends on the consulting services requested and is usually based on the scope and resources to support

The **success fee** is either a percentage, a fixed rate, or a combination of both that is directly related to the value of successful experiments we help you run on a continuum

Case Study

A Leading U.S. Airline

↑ 12.3%

INCREASE IN CONVERSIONS

↑ 12.7%

INCREASE IN REVENUE PER TRANS.

↑ \$745,000

EST. INCREMENTAL REVENUE ANNUALIZED

Get Results Using These 5 Steps

1. **Implement** an experimentation platform (Google Optimize, Optimizely)
2. **Identify** your business objectives and metrics to measure
3. **Analyze** data to find where drop-offs and customer pain-points exist
4. **Design** experiments with elements that have the greatest impact
5. **Test** and promote winners that eliminate those issues and grow revenue

CRO Leaders