

Conversion Rate Optimization



Backed by quantitative and qualitative research and data-driven approach to website optimization, the goal of our CRO service is to improve your conversion rate and help you reach your business goals.

Our Expert CRO Process Includes:

- **Analytics Audit and Implementation Review:** We'll review your Google Analytics account settings and implementation to ensure that tracking, including the content experiments feature, is set up and working properly. If we recommend third party optimization or user experience tools (e.g. Visual Website Optimizer, Optimizely, Crazy Egg), we will work with your development team to set up and configure them properly for you.
- **Audience and Visitor Research:** We'll analyze core visitor types and intentions, determine areas of site friction and abandonment, and then incorporate our findings into the testing plan.
- **Industry and Competitor Research:** No one knows your business better than you, but we'll build upon your knowledge by analyzing your competitors and the industry you operate in to ensure we have a solid understanding of what it takes for your CRO Service to be a complete success.
- **Website Research and Strategy Development:** We'll begin with the evaluation of your historical Google Analytics data. We'll also evaluate your conversion paths and funnels, conversion data, and calls-to-action. Next we'll conduct a brief discovery interview with main point(s) of contact - to learn more about any special cases, margin/inventory considerations, and any other historical background/considerations - in order to capture all necessary strategy information. Finally, we'll evaluate site performance and make recommendations prior to test launch.
- **Prioritized Testing Plan:** Based on the research and information gathered, we will create hypotheses and tests for the key areas of opportunity on your website. We'll prioritize these tests based on factors including reach (how much traffic the pages receive), potential value (how much of a lift we expect the test could result in), and effort (some tests take more resources and time to implement than others) in order to come up with an initial testing plan for your website.
- **Test, Evaluate, and Recommend Winners:** For each test that we launch, we'll monitor and evaluate the results, and we'll work with your development team so they have the necessary information to implement recommended changes based on winning test results. This process is iterative, with the goal being to increase your revenue with each successful test throughout the testing schedule.

Exclusive ROI Revolution Client Flat Rate
\$4,750/month

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Service features continued:

- **Detailed Monthly Report:** Every month you will receive a detailed report and invoice of all the work completed during that month, including who completed each task and exactly what was accomplished. In addition to the detailed report, you'll also receive a (scheduled) phone call with your Optimization Consultant. The call will cover everything that was completed in the prior month and highlight any significant test improvements.

Robust Technology. Responsive Experts.

Our software and account teams focus exclusively on ecommerce merchants. We only offer our services if we believe we will make a substantial positive impact on a potential client's digital marketing efforts.

Every ROI Revolution client works with a dedicated account team who leverage not only their deep domain and industry knowledge, but our own proprietary suite of applications. Our unique blend of technology and expertise produces better results than any single automated or manual solution could ever achieve.

About ROI Revolution:

ROI Revolution was founded in 2002, just four months after Google launched their AdWords pay-per-click business model. Over the last decade, ROI Revolution has become extremely specialized according to our greatest strength: ***ROI-driven digital marketing for merchants and retailers.***

Our industry is rapidly evolving. Outdated strategies won't cut it. Audience targeting options have matured, as have the strategies and skills required for market domination.

We seldom review a digital marketing program that can't realize significant gains from expert management.

ROI Revolution Mission Statement:

Be the best in the world at managing measurable, ROI-driven digital marketing for our clients.



Core Values:

- *Provide Fanatical Service*
- *Be Completely Transparent*
- *Hire the Best*
- *Test & Optimize Constantly*
- *Work Smarter*

Learn more at roirevolution.com