



Conversion Rate Optimization

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Attendee Acquisition Roundtable, July 27, 2023

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Agenda.

What & why?

Measuring Success

Case Studies

Summary

What & why?

Conversion Rate Optimisation (CRO)

The process of improving the % of website visitors who take a desired action such as:

Registering for an event
Enquiring about a booth

Lead Generation is a chain

If there is a weak link at the end of the experience, previous efforts are wasted and so is your budget.

No amount of water
can fill a bucket with
holes in it.



The 3 Elements of CRO

User
Experience

Data
Analytics

Human
Psychology

[Find out more](#)



UX & Customer Experience

All digital marketing (paid ads, socials, email) flows to the website.

Potential visitors all take different routes and are attracted for different reasons.

What does that journey look like?

Is it working?

Can you prove it?

Is the chain in the funnel weak?

Are there obstacles?

Data Analytics

A crucial component of CRO as it provides insights into user behaviour and identifies areas for improvement.

- ❑ Bounce rates
- ❑ Click-through rates
- ❑ Conversion rates
- ❑ User flow

Analysis of data from all digital marketing channels allows us to identify patterns & trends, test hypotheses & make informed decisions about changes to website design & content.

Human Psychology

Human psychology is an essential part of CRO as it helps businesses create websites that resonate with their target audience.

Important factors include:

- Colour
- Imagery
- Language
- Location
- Culture
- Gender

Subliminal Stimuli

Coca Cola | Wiley Study | Event Websites



Measuring Success



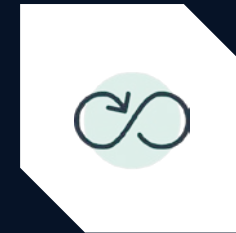
More
registrations



Reduced
customer
acquisition cost



More
attendees



Improved
experience for
customers



Increased profit

Informa Tech – Ai Summit

Informa Tech asked for our help to increase the amount of people clicking to buy ticket/register and generate more sponsorship enquiries for their flagship event, Ai Summit. We tested their current yellow CTA buttons against black and orange alternatives to see if we could create an uplift – which we did!

9%

Increase in conversion rate by using **black** button for 'Be a Sponsor' and 'Passes & Pricing'

14%

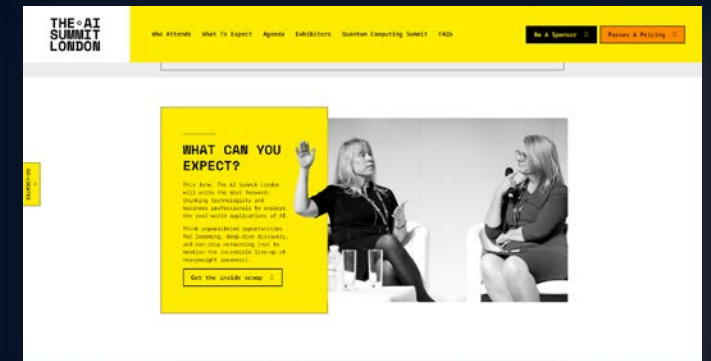
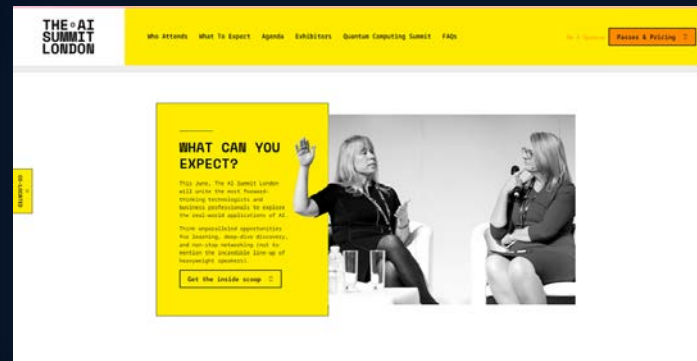
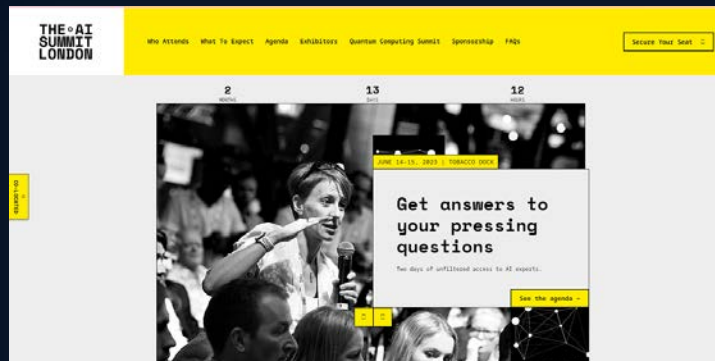
Increase in rate by using an **orange** button for 'Be a Sponsor' and 'Passes & Pricing'

11%

Increase in conversion rate by using 'buy tickets' **black** button

25%

Increase in conversion rate by using 'buy tickets' **orange** button



Summary.

All marketing points to the website. The website needs to be a conversion engine.

Always consider the customer journey.

Using CRO you can create a website driven by data.

CRO is a continuous process – keep testing, keep evolving.



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