

How to Write Copy That Converts

Actionable Insight From 6 Years of Testing

— THE CONVERSION ROAD TRIP —

NEW YORK

WYSIATI



Hey Ho, Let's Go

**What You See
Is All There Is
(WYSIATI)**

Choose Channels

14 day cancellation policy

Choose Channels

14 day cancellation policy

A: Cancellation policy

Choose Channels

A: Cancellation policy

B: No cancellation policy

Choose Channels

A: Cancellation policy

B: No cancellation policy

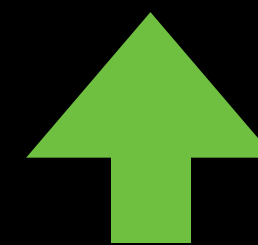
- ✓ 2 full business cycles
- ✓ 2153 conversions
- ✓ 99% confidence level

Choose Channels

A: Cancellation policy

B: No cancellation policy

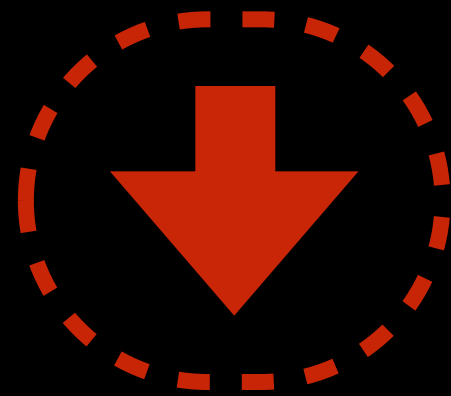
- ✓ 2 full business cycles
- ✓ 2153 conversions
- ✓ 99% confidence level



9 % increase in CTR

Choose Channels

14 day cancellation policy



Choose Channels



Email *

Get my free e-book

I guarantee 100% privacy.

A: I guarantee 100% privacy

Email *

Get my free e-book

100% privacy - I will never spam you!

A: I guarantee 100% privacy

B: 100% privacy - I will never spam you!

Email *

Get my free e-book

100% privacy - I will never spam you!

A: I guarantee 100% privacy

B: 100% privacy - I will never spam you!

- ✓ 4 full weeks of data
- ✓ 349 conversions
- ✓ 99% confidence level

Email *

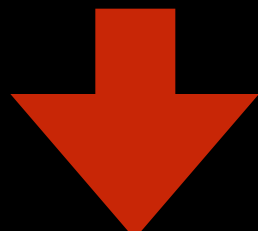
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100% privacy - I will never spam you!

A: I guarantee 100% privacy

B: 100% privacy - I will never spam you!

- ✓ 4 full weeks of data
- ✓ 349 conversions
- ✓ 99% confidence level

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It is **TOTALLY FREE.**

WYSIATI

System 1

(Intuitive thinking)

System 2

(Analytical thinking)

System 1

(Intuitive thinking)

Fast

System 2

(Analytical thinking)

Slow

System 1

(Intuitive thinking)

Fast

Automatic

System 2

(Analytical thinking)

Slow

Effortful

System 1

(Intuitive thinking)

Fast

Automatic

Emotional

System 2

(Analytical thinking)

Slow

Effortful

Logical

System 1

(Intuitive thinking)

Fast

Automatic

Emotional

Subconscious

System 2

(Analytical thinking)

Slow

Effortful

Logical

Conscious

System 1

**A machine for jumping
to conclusions**

System 2

The lazy controller



2

0

RUSSELL
CROWE

JENNIFER
CONNELLY

RAY
WINSTONE

EMMA
WATSON

AND ANTHONY
HOPKINS



A FILM BY DARREN ARONOFSKY

NOAH

PARAMOUNT PICTURES AND REGENCY ENTERPRISES PRESENT A PROTOLOIA PICTURES PRODUCTION A DARREN ARONOFSKY FILM "NOAH" RUSSELL CROWE JENNIFER CONNELLY RAY WINSTONE EMMA WATSON AND ANTHONY HOPKINS
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WRITTEN BY JONAS JOHANSSON AND DARREN ARONOFSKY
DIRECTED BY DARREN ARONOFSKY
CASTING BY JONAS JOHANSSON
COSTUME DESIGNER ANDREW WEISSMANN
HAIR AND MAKEUP BY CLINT MANSELL
PRODUCTION DESIGNER ANDREW WEISSMANN
EXECUTIVE PRODUCERS ANDREW WEISSMANN AND ANTHONY HOPKINS
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DIRECTED BY DARREN ARONOFSKY

MARCH
IN THEATRES AND IMAX

The Law of Least Effort

The Law of Least Effort

**“In the economy of action, effort is a cost...
Laziness is built deep into our nature.”**

- *Daniel Kahneman*

Cognitive Ease

Cognitive Ease

System 1

“Easy”

System 2

“Strained”

Cognitive Ease

System 1

“Ahhhh”

System 2

“ARGHH”

Register Here:

Member Name:

Password:

Your password needs to be at least 8 characters long. It must contain at least one letter and at least one number or special character

Email

- Accept Terms & Conditions and Privacy Policy
- Send me updates and offers plus information from select partners.

REGISTER

Your password needs to be at least 8 characters long. It must contain at least one letter and at least one number or special character

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Member Name:

Password:

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Email

Accept Terms & Conditions and Privacy Policy

Send me updates and offers plus information from select partners.

REGISTER

Your password needs to be at least 8 characters long. It must contain at least one letter and at least one number or special character

Must contain at least:

- 1. Eight characters**
- 2. One letter**
- 3. One number or special character**

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Must contain at least:

- 1. Eight characters**
- 2. One letter**
- 3. One number or special character**

Register Here:

Member Name:

Password:

aagaard1

Your password needs to be at least 8 characters long. It must contain at least one letter and at least one number or special character

Your password must contain at least one upper case and one lower case letter and one number or symbol.

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REGISTER

Your password must contain at least one upper case and one lower case letter and one number or symbol.

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Must contain at least:

- 1. Eight characters**
- 2. One letter**
- 3. One number or special character**

+

- 4. One upper case letter**
- 5. One lower case letter**
- 6. Symbol**

Register Here:

Member Name:

Password:

Aagaard1\$

Your password needs to be at least 8 characters long. It must contain at least one letter and at least one number or special character

Your password must contain at least one upper case and one lower case letter and one number or symbol.

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Must contain at least:

1. Eight characters
2. One letter
3. One number or special character

+

4. One upper case letter
5. One lower case letter
6. Symbol

Personal info / Tell us a bit about you

Why are you asking me for this info?

Why are you asking me for this info?

These details are important; they enable us to identify you whenever you need to ask one of our agents a question.



Note: You can easily change or cancel this option, just simply unselect the recur option in your account dashboard.

Easily

Change

Cancel

Option

Just

Simply

Unselect

Recur option

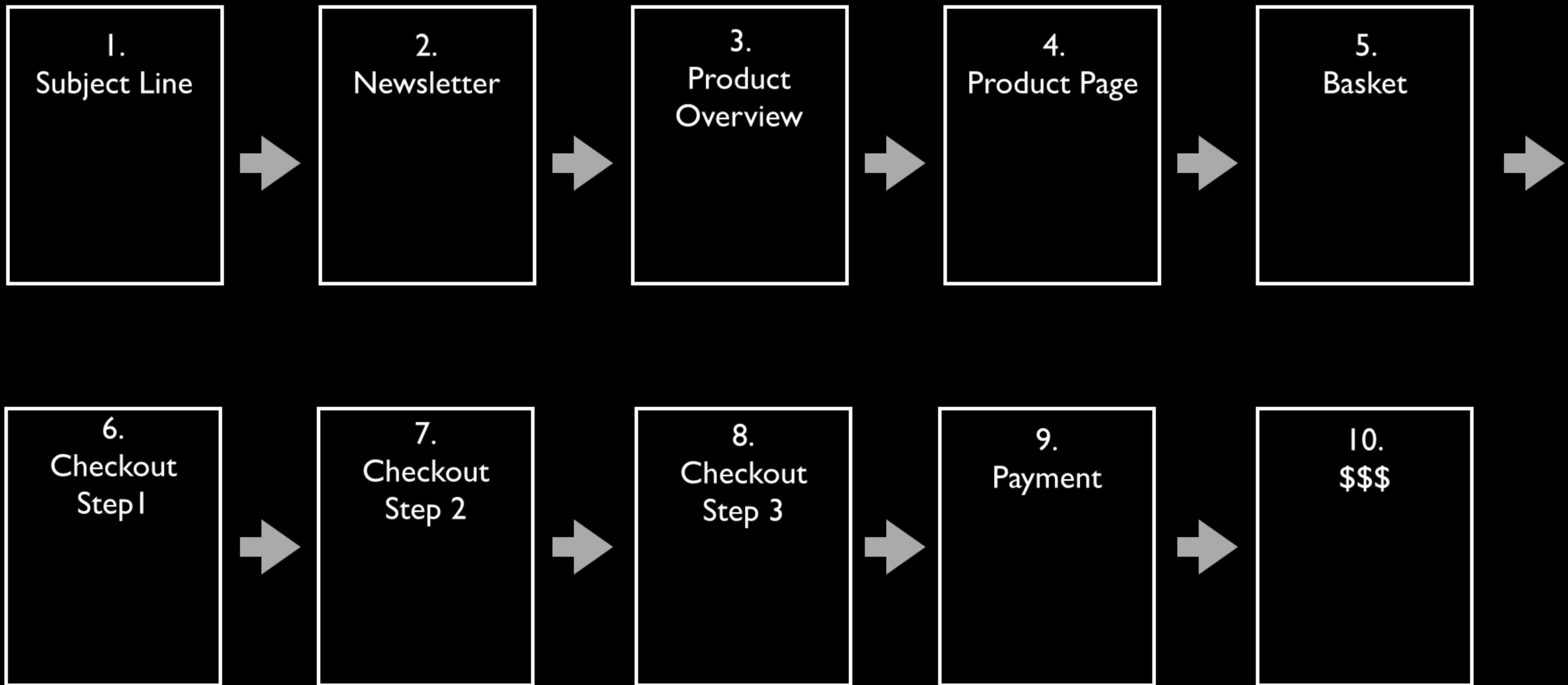
Account

Dashboard

Change this setting any time.

**Create a Conversion Experience
that Facilitates Cognitive Ease...**

**What you see
is NOT
all there is!!!**

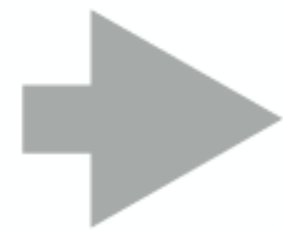


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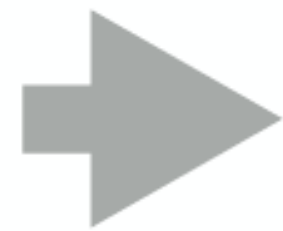
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*30 day Free Trial applies to all tools except CitationBurst which is a pay as you go subscription service. You will have access to CitationBurst from the account you create.



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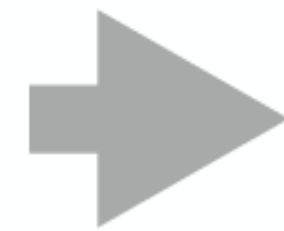
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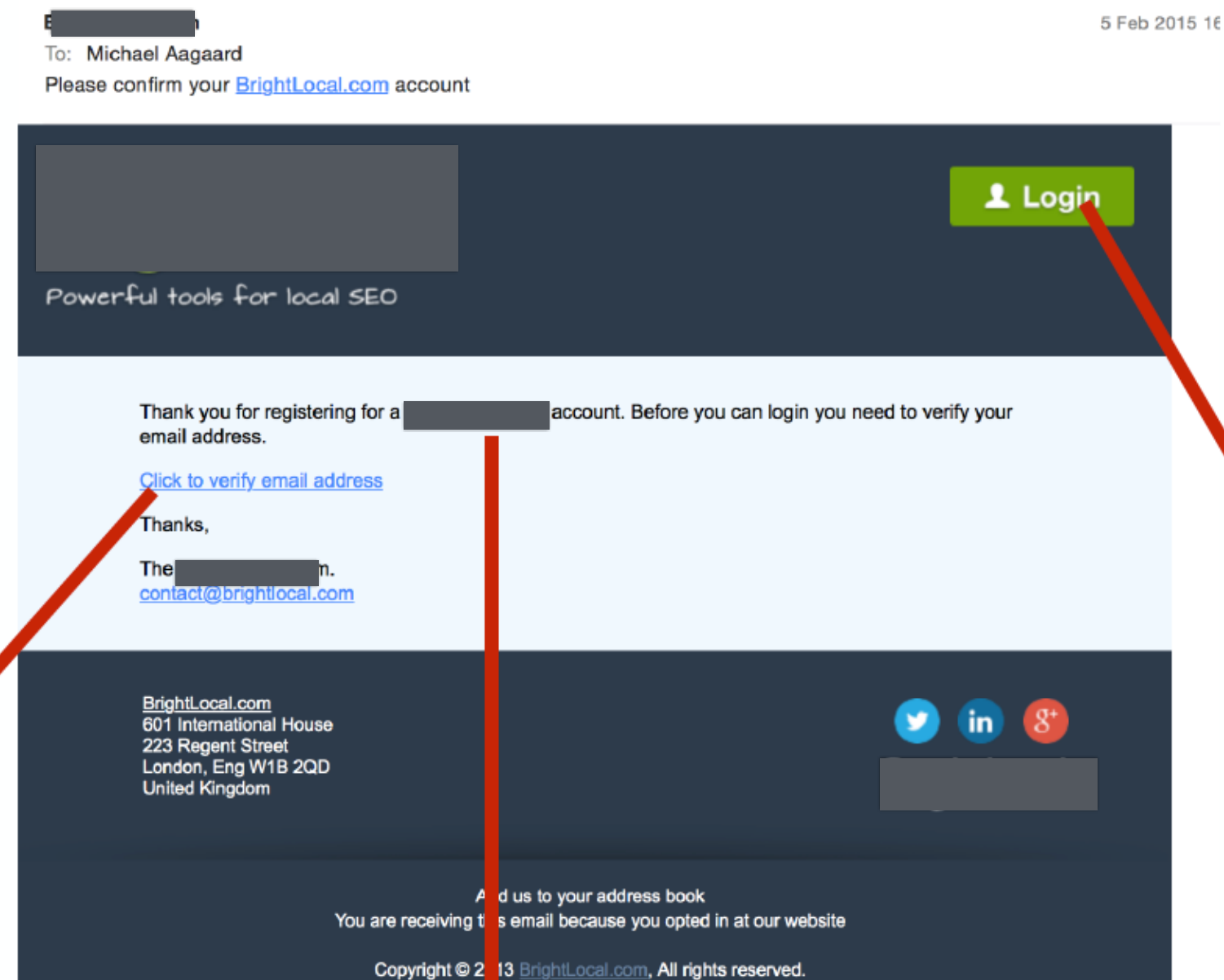
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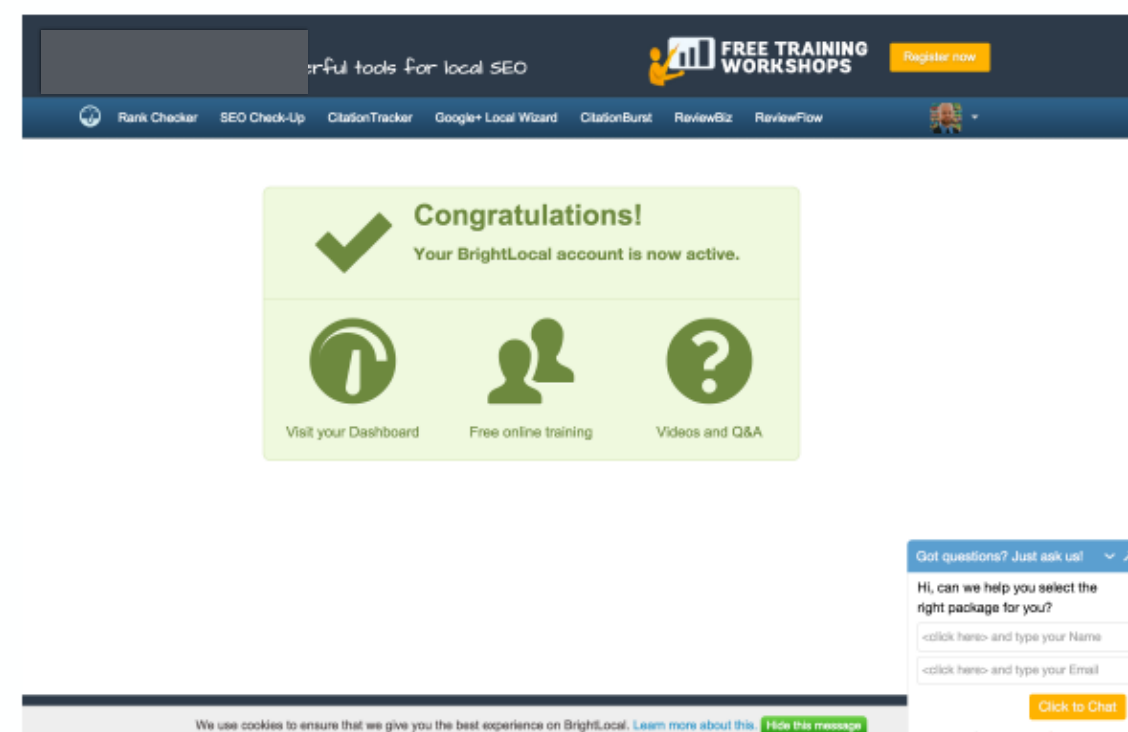
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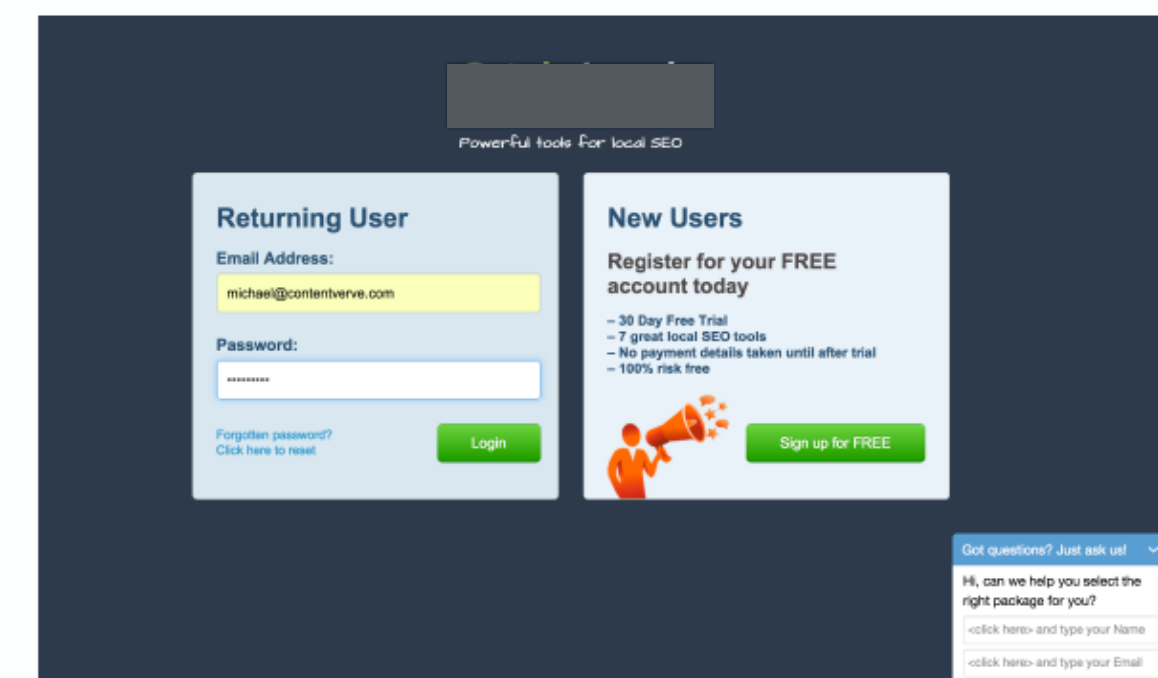
Verification



Home Page



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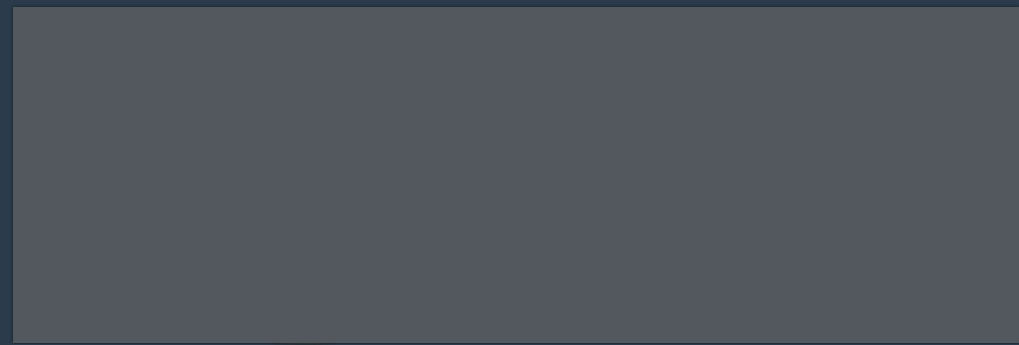
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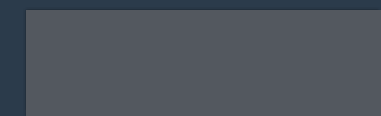
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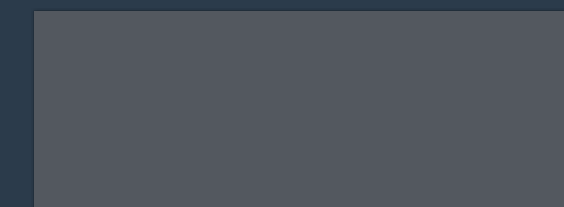
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Thanks - see you in a bit!

The [redacted] Team



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ReviewBiz 1 badge	ReviewBiz 40 badges	ReviewBiz 100 badges
ReviewFlow 10 reviews per week 10 scheduled reports 10 review sites tracked	ReviewFlow 40 reviews per week 40 scheduled reports 40 review sites tracked	ReviewFlow 100 reviews per week 100 scheduled reports 100 review sites tracked
CitationBurst 1000 citations per month	CitationBurst 4000 citations per month	CitationBurst 10000 citations per month
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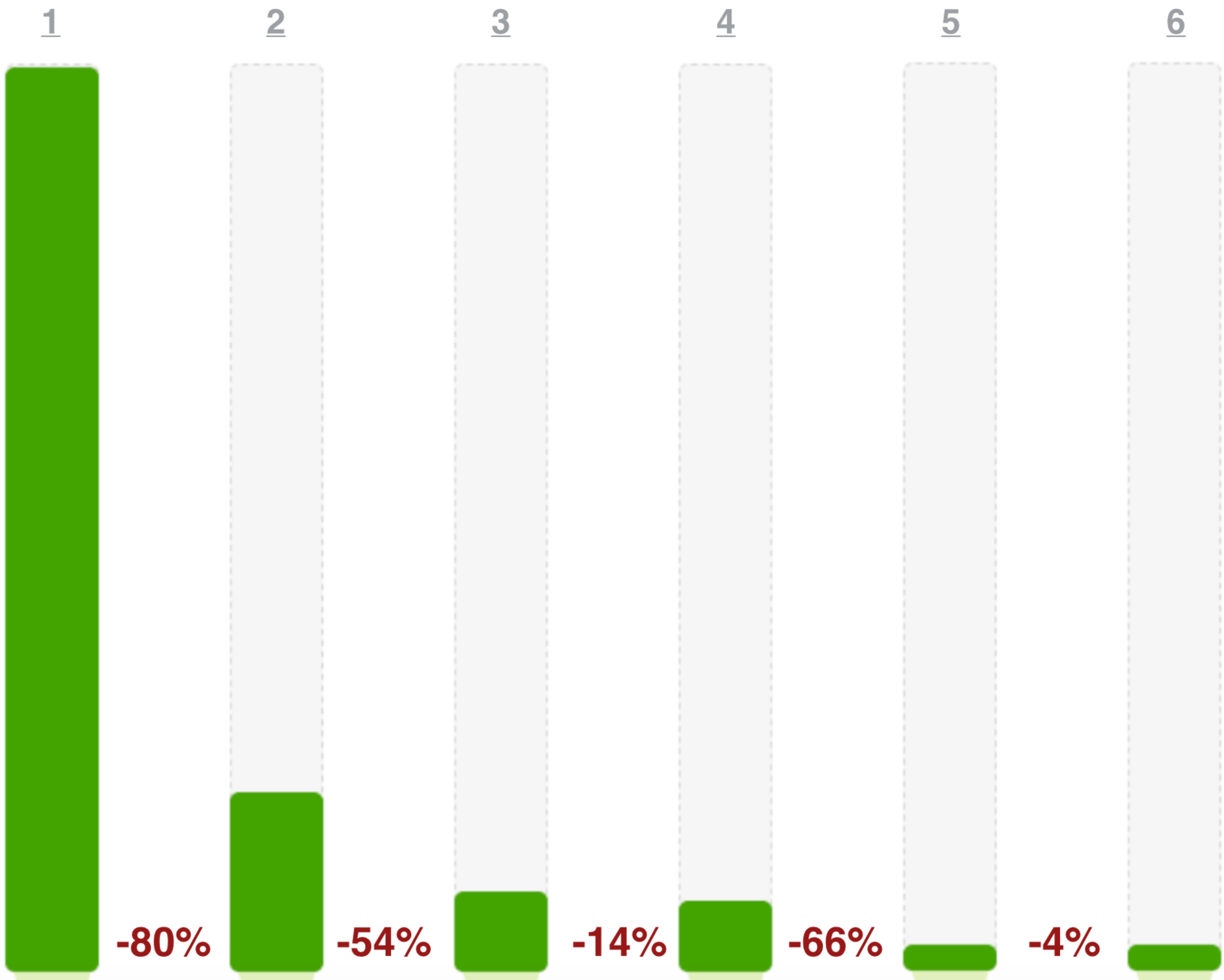
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Flex Boxer Flex8 Tv-pakker Kun TV 2 Boxer Sæson Tank-selv Tilvalg og Extra Kort Installation Boxer Bio

BOXER MAX - STOR TV-PAKKE MED UNDERHOLDNING FOR HELE FAMILIEN

Med Boxer Max får du et stort udvalg af de mest sete kanaler i Danmark, så du er sikret underholdning for hele familien døgnet rundt. Tilføj Boxer C More og få masser af premierefilm og prisbelønnede tv-serier helt uden afbrydelser.

BOXER MAX

Disse kanaler kan du også se med andre pakker:
DR1 | DR2 | DR3 | DR RAMMESPANG | DRK | DR ULTRA

399 KR./MD. + oprettelse 399 kr. og adm. betalingsgebyr 2 x 6,75 kr. Samlet mindstepris i 6 mdr.: 2.812,50 kr.

BEDEKKE: 1/7-2014 stiger prisen for abonnementet til 439,- kr./md., og Travel Channel, CNN og Cartoon Network udfaskes med National Geographic, BBC World News og TV3+ HD. National Geographic Channel og TV3+ HD kræver HD-modtagerudstyr (DVB-T2).

- ✓ Kanaler med underholdning, film, sport, serier, verdenshistorie og børne-tv. Desuden kan du altid se DRs kanaler: DR1, DR2, DR3, DR Ramspang, DRK og DR ULTRA.
- ✓ Du får også TV3+* og sportskanaler som TV3 Sport 1, CANAL5 og CANAL8.
- ✓ Tilføj Boxer C More og se premierefilm og prisbelønnede tv-serier helt uden afbrydelser. Du får samtidig adgang til C Mores arkiv fyldt med tv-oplysninger for hele familien.

HURTIGT OVERBLIK OVER BOXER MAX

399,- Abonnement pr.mdr.	399,- Oprettelse	6 mdr. Binding	Fri Fragt	FÅ KANALERNE Du har 14 dages fortrydelsesret
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PRISEKSEMPLER (BOXER MAX 6 MDR.)

Den samlede pris vil variere alt efter, hvor meget modtagerudstyr og hvor mange Boxer Extra kort du vil have.

Mindstepris (uden ekstraudstyr)	Mindstepris med C+ Modul (til ét tv)	Mindstepris med Boxer Bio Boks (spot, pause & optag)																
<table border="1"><thead><tr><th>Om tv-udstyret</th></tr></thead><tbody><tr><td>Boxer Max 399 kr./md., x 6 mdr.: 2.394,00 kr.</td></tr><tr><td>Oprettelsesgebyr (engangsudgift): 399,00 kr.</td></tr><tr><td>Adm. betalingsgebyr x 2: 13,50 kr.</td></tr></tbody></table> I alt første 6 mdr.: 2.812,50 kr.	Om tv-udstyret	Boxer Max 399 kr./md., x 6 mdr.: 2.394,00 kr.	Oprettelsesgebyr (engangsudgift): 399,00 kr.	Adm. betalingsgebyr x 2: 13,50 kr.	<table border="1"><thead><tr><th>Om tv-udstyret</th></tr></thead><tbody><tr><td>Boxer Max 399 kr./md., x 6 mdr.: 2.394,00 kr.</td></tr><tr><td>Oprettelsesgebyr (engangsudgift): 399,00 kr.</td></tr><tr><td>Adm. betalingsgebyr x 2: 13,50 kr.</td></tr><tr><td>Modtagerudstyr: 396,00 kr.</td></tr><tr><td>C+ Modul: 396,00 kr.</td></tr></tbody></table> I alt første 6 mdr.: 3.208,50 kr.	Om tv-udstyret	Boxer Max 399 kr./md., x 6 mdr.: 2.394,00 kr.	Oprettelsesgebyr (engangsudgift): 399,00 kr.	Adm. betalingsgebyr x 2: 13,50 kr.	Modtagerudstyr: 396,00 kr.	C+ Modul: 396,00 kr.	<table border="1"><thead><tr><th>Om tv-udstyret</th></tr></thead><tbody><tr><td>Boxer Max 399 kr./md., x 6 mdr.: 2.394,00 kr.</td></tr><tr><td>Oprettelsesgebyr (engangsudgift): 399,00 kr.</td></tr><tr><td>Adm. betalingsgebyr x 2: 13,50 kr.</td></tr><tr><td>Modtagerudstyr: 2.136,00 kr.</td></tr><tr><td>Boxer Bio Boks: 2.136,00 kr.</td></tr></tbody></table> I alt første 6 mdr.: 4.948,50 kr.	Om tv-udstyret	Boxer Max 399 kr./md., x 6 mdr.: 2.394,00 kr.	Oprettelsesgebyr (engangsudgift): 399,00 kr.	Adm. betalingsgebyr x 2: 13,50 kr.	Modtagerudstyr: 2.136,00 kr.	Boxer Bio Boks: 2.136,00 kr.
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SÅDAN FUNGERER BOXER

Der skal lidt udstyr til, til gengæld skal du ikke have gravet kabler ned eller investere i en parabol. Du kan i øvrigt tage Boxer med i sommerhuset eller med på camping, da Boxer følger dig - ikke din adresse.

Dækning Boxer dækker mellem 99,2 og 99,5 procent af landet. Desuden har Boxer styrket signalet i Københavnsområdet.	Antenne Du skal bruge en antenne til tagloft, men i områder med stærkt signal er en moderne indendørsantenne nok.	Modtagerudstyr Du skal også bruge enten en modtagerboks eller et Boxer TV-modul. Det afhænger af, hvilken tv du har og dine behov for at optage, spole, m.m.	Boxer-kort Til slut skal du bruge et programkort (Boxer-kort), som du automatisk får med dit Boxer-abonnement. Det skal sættes ind i modtagerudstyret. Har du flere tv skal du bruge et Extra-kort til hvert ekstra tv, for at du kan se Boxer på disse.
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SÅDAN VÆLGER DU DET RIGTIGE MODTAGERUDSTYR TIL DIT TV

Er dit tv lavet fra 2011 eller senere, skal du bruge et C+ Modul <ul style="list-style-type: none">✓ Sættes direkte i dit tv.✓ Enkelt løsning.✓ Virker til alle nye tv.	Er dit tv lavet før 2011, skal du bruge en HD-modtagerboks <ul style="list-style-type: none">✓ Virker til alle tv.✓ Nem tilslutning.✓ HD på alle tv.	Vil du have flere muligheder, skal du vælge Boxer Bio <ul style="list-style-type: none">✓ Virker til alle tv.✓ Nem tilslutning.✓ Optage og sæt på pause.
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FÅ MERE INFO HER

HØR MERE OM BOXER MAX:

Få svar på dine spørgsmål. Skriv navn og nummer, så ringer vi til dig inden for 48 timer (på hverdage). Du kan også ringe til os på 7033 4033.

Navn*

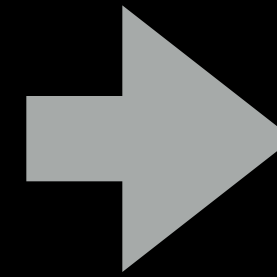
Telefonnummer*

HØR MERE OM BOXER MAX

Produkter Tv-pakker TV 3+ kort Boxer Tank-selv Extra Kort Boxer Bio Boxer Kanalvælger	Kundeservice og teknik Sådan fungerer det Dækning Boxer-guldsnit-udstyr Hvorfor vælge Boxer? Sådan bliver du kunde Ny kunde - velkommen TV Guide	Vilkår Generelle vilkår Føtterbetænkning Privacy Cookies	Om Boxer Om Boxer Kontakt Priser Ladige stillinger Nyhedsbrev	Digital tv Digital tv-boks Antenne-tv Pakkeoversigt Tv-kanaler Sportskanaler HD-kanaler Alle Boxers kanaler	Andre muligheder Voksnehoder Find Boxer-forhandler Følg os på Facebook
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Control

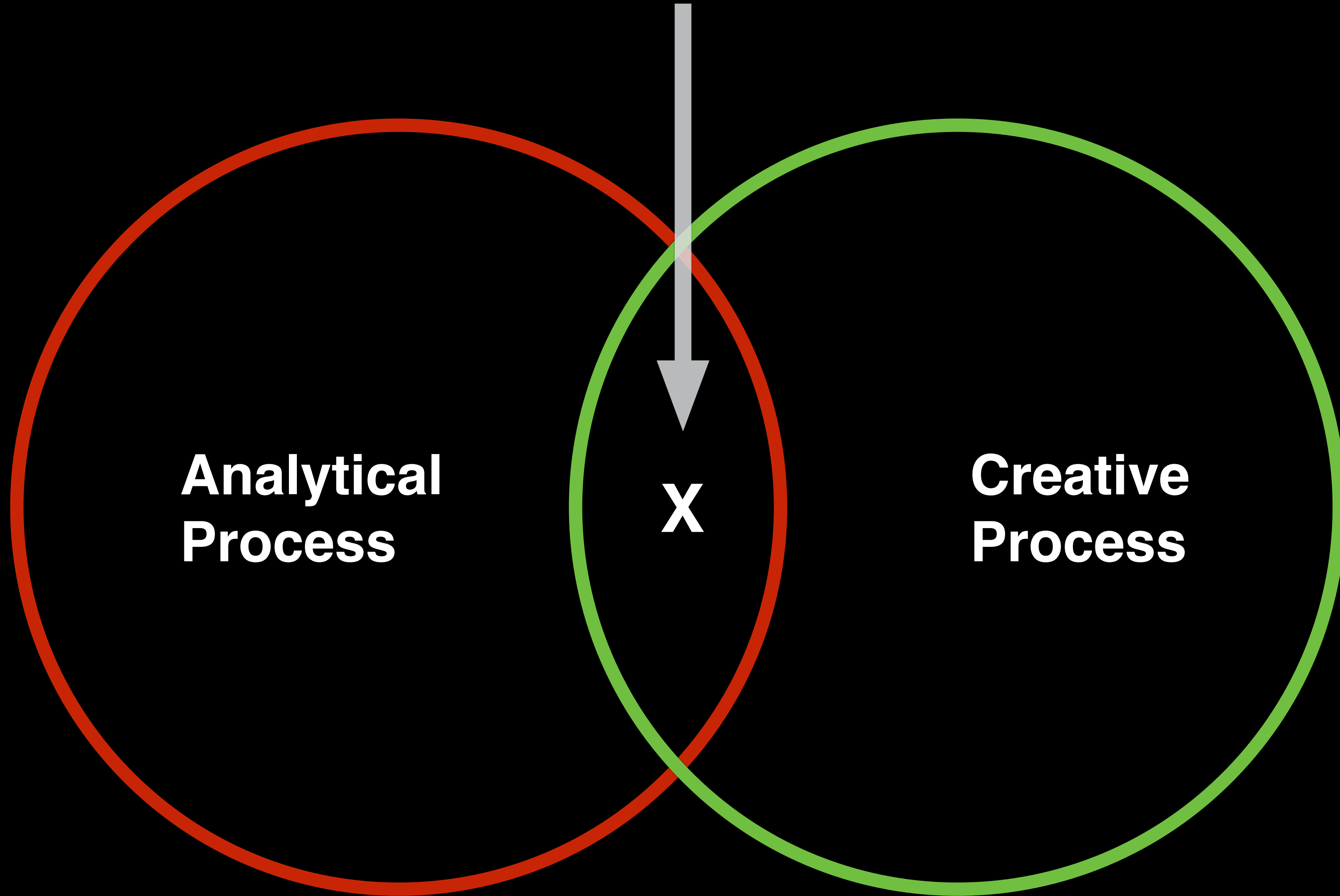


Treatment

5 figure increase in revenue

1. Data-driven analysis GA
2. Funnel analysis
3. Interviews w/ sales & support
4. Session playback
5. Feedback polls
6. Form analytics
7. User testing
8. Surveys

Sweet Spot

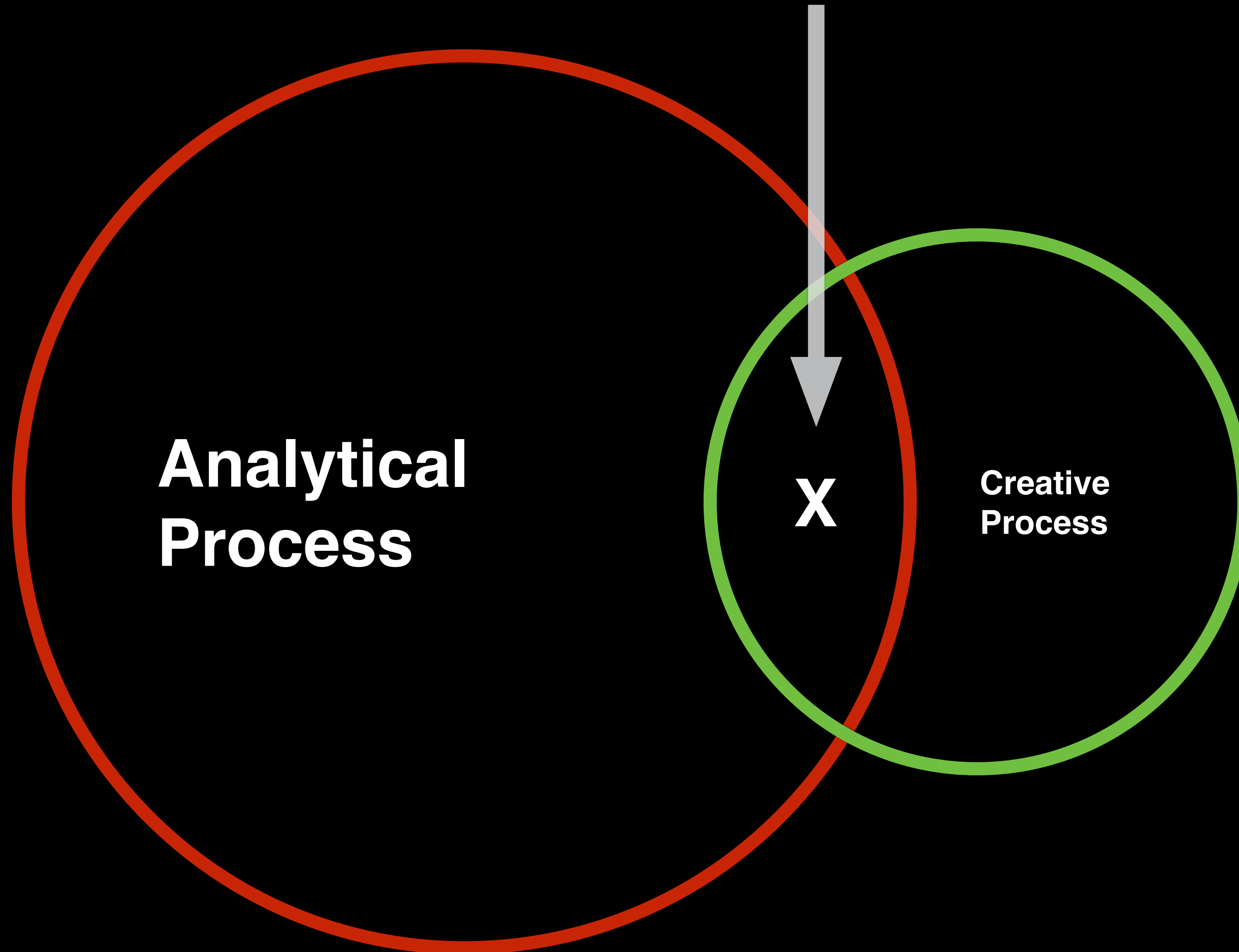


**Analytical
Process**

X

**Creative
Process**

Sweeter Spot

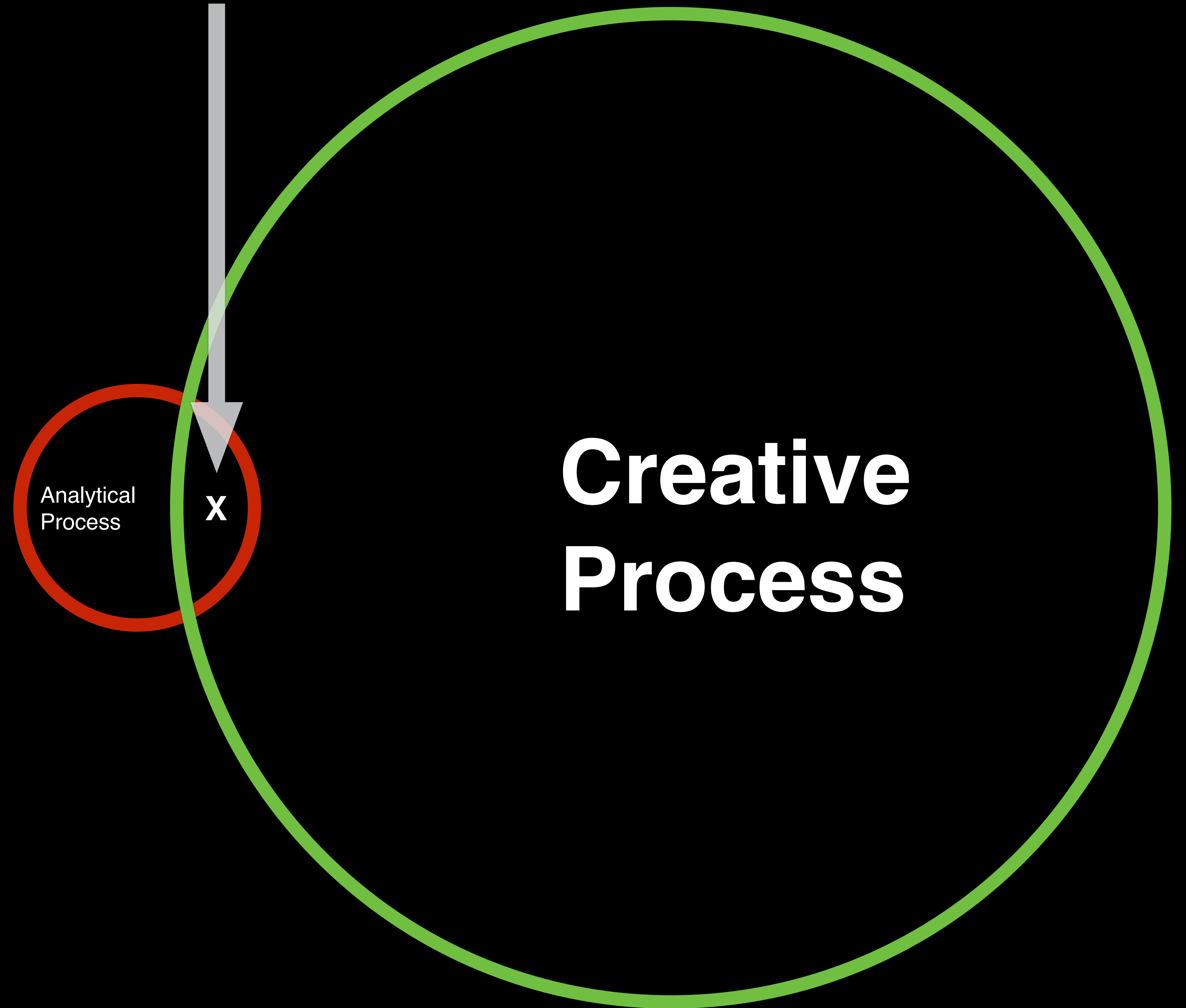


**Analytical
Process**

X

**Creative
Process**

Not So Sweet Spot



Analytical
Process

X

**Creative
Process**

1. Be aware of WYSIATI & System 1 & 2

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2. Realize “what you see is NOT all there is”

- 1. Be aware of WYSIATI & System 1 & 2**
- 2. Realize “what you see is NOT all there is”**
- 3. Do your homework (Conversion Research)**

- 1. Be aware of WYSIATI & System 1 & 2**
- 2. Realize “what you see is NOT all there is”**
- 3. Do your homework (Conversion Research)**
- 4. Create a conversion experience that facilitates cognitive ease**

Thanks for listening!

———— THE CONVERSION ROAD TRIP ————
NEW YORK



@ContentVerve