How to Conduct Solid, Data-Driven Conversion Research
Date of your event

Time of performance

Type of event
Choose what type of event you are holding

Number of attendees

Where will the event take place?

*Your name

*E-mail address

*Phone number

Describe your event and note special requests, etc. here.

Send Request
Control:

- Date of your event
- Time of performance
- Type of event
- Number of attendees
- Where will the event take place?
- *Your name
- *E-mail address
- *Phone number
- Comment field

Send Request

Treatment:

- Date of your event
- Where will the event take place?
- Type ZIP and city
- *Your name
- *E-mail address
- *Phone number
- Comment field

Describe your event and note special requests, etc. here.

Send Request
A: Form with 9 fields

Date of your event

Time of performance

Type of event
Choose what type of event you are holding

Number of attendees

Where will the event take place?

*Your name

*E-mail address

*Phone number

Comment field
Describe your event and note special requests, etc. here.

Send Request
A: Form with 9 fields

- Date of your event
- Where will the event take place?
- Type ZIP and city
- *Your name
- *E-mail address
- *Phone number
- Comment field
  Describe your event and note special requests, etc. here.

B: Form with 6 fields
A: Form with 9 fields

- Date of your event
- Where will the event take place?
- *Your name
- *E-mail address
- *Phone number
- Comment field

B: Form with 6 fields

- ✓ 4 full weeks of data
- ✓ 512 conversions
- ✓ 95% confidence level
A: Form with 9 fields

B: Form with 6 fields

- 4 full weeks of data
- 512 conversions
- 95% confidence level

14.23% drop in leads
Highest interaction
Lowest interaction
Highest drop-off
Type of event

Choose what type of event you are having

Date of your event

Time of performance

Number of attendees

Location (fill out if you have booked location)

*Your name

*E-mail address (the entertainer will reply via email)

*Phone (only used if the entertainer has questions)

Optional field - feel free to write a comment here

Describe your event and note special requests, etc. here.

Send Request
Control:

- Date of your event
- Time of performance
- Type of event
  - Choose what type of event you are holding
- Number of attendees
- Where will the event take place?
  - Type ZIP and city
- *Your name
- *E-mail address
- *Phone number
- Comment field
  - Describe your event and note special requests, etc. here.

Send Request

Treatment B:

- Type of event
  - Choose what type of event you are having
- Date of your event
- Time of performance
- Number of attendees
- Location (fill out if you have booked location)
  - Type ZIP and city
- *Your name
- *E-mail address (the entertainer will reply via email)
- *Phone (only used if the entertainer has questions)
- Optional field - feel free to write a comment here
  - Describe your event and note special requests, etc. here.

Send Request
A: Control (9 fields)

- Date of your event
- Time of performance
- Type of event
  - Choose what type of event you are holding
- Number of attendees
- Where will the event take place?
  - Type ZIP and city
- *Your name
- *E-mail address
- *Phone number
- Comment field
  - Describe your event and note special requests, etc. here.

Send Request
Type of event
Choose what type of event you are having

Date of your event

Time of performance

Number of attendees

Location (fill out if you have booked location)
Type ZIP and city

*Your name

*E-mail address (the entertainer will reply via email)

*Phone (only used if the entertainer has questions)

Optional field – feel free to write a comment here
Describe your event and note special requests, etc. here.

Send Request

---

A: Control (9 fields)

B: Variation (9 fields w/ tweaked labels)
A: Control (9 fields)

B: Variation (9 fields w/ tweaked labels)

- ✓ 4 full weeks of data
- ✓ 671 conversions
- ✓ 96% confidence level
A: Control (9 fields)

B: Variation (9 fields w/ tweaked labels)

✓ 4 full weeks of data
✓ 671 conversions
✓ 96% confidence level

19.21% increase in leads
14.23% drop in leads

Type ZIP and city

19.21% increase in leads

@ContentVerve
14.23% drop in leads

19.21% increase in leads
IT IS DIFFICULT TO SOLVE A PROBLEM YOU DON’T UNDERSTAND
Is there anything holding you from doing conversion research?
Is there anything holding you from doing conversion research?

1. Time
2. Client/Company Buy-In
3. Budget
4. Don’t know where to start
JUST TEST IT!!!
Dumbass...
SPLIT TESTING IS NOT AN EXCUSE TO SKIP YOUR HOMEWORK!!!
DON’T THINK OF SPLIT TESTING
AS A RESEARCH TOOL
Landing Page
Aagaard’s Custom LPO Report

Goal 1 (Completions)
Goal 1 (Conversion Rate)

http://bit.ly/1Mpg3lf
<table>
<thead>
<tr>
<th>Landing Page</th>
<th>Users</th>
<th>Bounce Rate</th>
<th>Goal 1 (Completions)</th>
<th>Goal 1 (Conversion Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,478,384</td>
<td>37.17%</td>
<td>8,671</td>
<td>0.25%</td>
</tr>
<tr>
<td>/landing-page/1</td>
<td>297,479 (13.28%)</td>
<td>12.11%</td>
<td>4,483 (51.70%)</td>
<td>0.60%</td>
</tr>
<tr>
<td>/landing-page/2</td>
<td>32,968 (1.47%)</td>
<td>52.38%</td>
<td>692 (7.98%)</td>
<td>1.74%</td>
</tr>
<tr>
<td>/landing-page/3</td>
<td>17,049 (0.76%)</td>
<td>48.96%</td>
<td>607 (7.00%)</td>
<td>2.85%</td>
</tr>
<tr>
<td>/landing-page/4</td>
<td>104,028 (4.65%)</td>
<td>32.96%</td>
<td>360 (4.15%)</td>
<td>0.18%</td>
</tr>
<tr>
<td>/landing-page/5</td>
<td>49,388 (2.21%)</td>
<td>61.29%</td>
<td>92 (1.06%)</td>
<td>0.17%</td>
</tr>
</tbody>
</table>
Look at Goal Completions & Goal Conversion Rate

Be careful with low sample sizes (<100 = unreliable, > 250 = good, > 500 = great)

Bounce Rate is good for comparing pages & performance
<table>
<thead>
<tr>
<th>Device Category</th>
<th>Users</th>
<th>Bounce Rate</th>
<th>Goal 1 (Completions)</th>
<th>Goal 1 (Conversion Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>desktop</td>
<td>29,939</td>
<td>51.27%</td>
<td>671 (96.97%)</td>
<td>1.87%</td>
</tr>
<tr>
<td>mobile</td>
<td>2,195</td>
<td>65.71%</td>
<td>14 (2.02%)</td>
<td>0.53%</td>
</tr>
<tr>
<td>tablet</td>
<td>847</td>
<td>56.68%</td>
<td>7 (1.01%)</td>
<td>0.63%</td>
</tr>
</tbody>
</table>

- What is the device mix?
- Compare Conversion Rate across devices
- Compare Bounce Rate across devices
- Get into the individual channels
- Look at flow composition, where is everything coming from?
- Compare Bounce Rate & Conversion Rate for channels
- Traffic quality (high traffic low quality vice versa)

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Users</th>
<th>Bounce Rate</th>
<th>Goal 1 (Completions)</th>
<th>Goal 1 (Conversion Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29,939</td>
<td>51.27%</td>
<td>671</td>
<td>1.87%</td>
</tr>
<tr>
<td></td>
<td>% of Total: 2.03% (1,478,384)</td>
<td>Avg for View: 37.05% (38.38%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Paid Search</td>
<td>28,894</td>
<td>50.32%</td>
<td>671 (100.00%)</td>
<td>1.93%</td>
</tr>
<tr>
<td>2. Display</td>
<td>875</td>
<td>83.28%</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
</tr>
<tr>
<td>3. Direct</td>
<td>169</td>
<td>54.44%</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
</tr>
<tr>
<td>4. Organic Search</td>
<td>35</td>
<td>33.33%</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
</tr>
<tr>
<td>5. Referral</td>
<td>14</td>
<td>66.67%</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>User Type</th>
<th>Users (%)</th>
<th>Bounce Rate (%)</th>
<th>Goal 1 (Completions)</th>
<th>Goal 1 (Conversion Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Visitor</td>
<td>21,073 (67.38%)</td>
<td>52.23%</td>
<td>367 (54.69%)</td>
<td>1.74%</td>
</tr>
<tr>
<td>Returning Visitor</td>
<td>10,201 (32.62%)</td>
<td>47.35%</td>
<td>304 (45.31%)</td>
<td>2.23%</td>
</tr>
</tbody>
</table>

- Look at proportion of New & Returning users
- Compare Conversion Rate & Bounce Rate
Landing Page

- Performance Across Devices
- Performance Across Channels
- Traffic Composition
- Sample Sizes
- Goal Completions
- Bounce Rates
- Conversion Rates
- Performance Based on User Type
# Aagaard’s Basic Users / Page Report

**Type URL structure**

- **Plot Rows**: `Secondary dimension`  
  - **Sort Type**: `Default`  
  
  **Users**

<table>
<thead>
<tr>
<th>Page</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>unbounce.com/pricing/</td>
<td>23,693 (86.64%)</td>
</tr>
</tbody>
</table>
1. Landing page (URL): 80,280 users

2. Form page (URL): 15,545 users

3. Success (URL): 4,599 users
Second Page: Where do users go after they hit your landing page?
User started at this landing page: [URL]

then viewed these pages:

<table>
<thead>
<tr>
<th>Second Page</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>[URL]</td>
<td>1,099</td>
<td>35.60%</td>
</tr>
<tr>
<td>[URL]</td>
<td>355</td>
<td>11.50%</td>
</tr>
<tr>
<td>[URL]</td>
<td>121</td>
<td>3.92%</td>
</tr>
<tr>
<td>[URL]</td>
<td>28</td>
<td>0.91%</td>
</tr>
<tr>
<td>[URL]</td>
<td>20</td>
<td>0.65%</td>
</tr>
<tr>
<td>[URL]</td>
<td>12</td>
<td>0.39%</td>
</tr>
</tbody>
</table>
Questions For Customer Success

1. What are the top 3 questions from potential
2. What do you answer when you get
3. Are there any particular aspects of X that people don’t understand?
4. What aspects of X do people like the most/least?
5. Did I miss anything important? Got something to add?
We Redesigned This Page. Do You Like It?

0 1 2 3 4 5 6 7 8 9 10

No Yes

Send
To What Extent Do You Agree With The Following Statement?: "I Found What I Was Looking For Today"
Have you looked at other landing page tools?

- No, here’s why:
- Yes, I looked at:
- Not yet, but I’m gonna look at:
Have you looked at other landing page tools?

- No, here’s why:
- Yes, I looked at:
  Please type here...
- Not yet, but I’m gonna look at:
Other Research Tools / Methods
SEE THROUGH THE EYES OF YOUR USERS
DATA-DRIVEN EMPATHY

- Andy Crestodina
Build, Publish and A/B Test Landing Pages without I.T.

Increase the ROI of your marketing campaigns

Build landing pages in hours, not weeks.

Start with a high converting mobile responsive template.

Increase Conversion Rates with A/B Testing

The easiest way to build landing pages for your marketing campaigns

<table>
<thead>
<tr>
<th>PRO</th>
<th>STD</th>
<th>FREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$99</td>
<td>$19</td>
<td>$0</td>
</tr>
</tbody>
</table>

Hostsita is an incredible tool to easily create landing pages and test new hypothesis and ideas. We've implemented many new features and in several cases experienced conversion lifts of over 25%.
Desktop

PPC Brand Campaign → Ad → Landing Page → Sign-Up → Conf. Page
Desktop

PPC Brand Campaign → Ad → Landing Page → Sign-Up Process → Conf. Page
Create High-Converting Landing Pages With Unbounce

The Mobile Responsive landing page builder for professional marketers

- Create high-converting landing pages in no time
- Tweak a template or build pages from scratch
- Integrate with your favorite marketing tools
- A/B test & optimize your landing pages
- Manage it all without help from I.T.
Create High-Converting Landing Pages With Unbounce

The Mobile Responsive landing page builder for professional marketers

- Create high-converting landing pages in no time
- Tweak a template or build pages from scratch
- Integrate with your favorite marketing tools
- A/B test & optimize your landing pages
- Manage it all without help from I.T.
A: Control

B: Variation

- ✓ 4 full weeks of data
- ✓ 577 conversions
- ✓ 99% confidence level
A: Control

B: Variation

- 4 full weeks of data
- 577 conversions
- 99% confidence level

157.67% increase in CTR
A: Control

B: Variation

✓ 4 full weeks of data
✓ 577 conversions
✓ 99% confidence level

157.67% increase in CTR
52.23% increase in sign-ups
Is there anything holding you from doing conversion research?

1. Time

2. Client/Company Buy-In

3. Budget

4. Don’t know where to start
Experts Marketer’s Magic Crystal Ball
DO YOUR HOMEWORK
LIKE A BOSS
Thanks for listening - YOU ROCK!!!