UNLOCK YOUR GROWTH

Unlock Your Company’s Growth Engine
With Conversion Rate Optimization

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September 12, 2014
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About Me

- Founder/CEO of Qualaroo & GrowthHackers.com

- Previously VP Marketing for customer zero to NASDAQ IPO filing at LogMeIn and Uproar.com

- Then interim marketing exec roles at Dropbox, Lookout and Eventbrite
Rapidly Evolving Channels

- WOM
- Email
- MySpace
- Craigslist
- Twitter
- Facebook
- Android
- iOS

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Yet Some Huge Startup Successes

Little or no traditional marketing…
ENGINEERED GROWTH MOMENTUM
LinkedIn Engineered User-Get-User

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All Used A Growth Hacking Playbook

• Experiment with all available growth levers

• Understand what’s driving growth, test to improve it

• Heavy focus on product and optimization

http://www.michiganemploymentlawadvisor.com/
Growth Without CRO is Very Difficult

once upon a time there was a poor shmuck named sisyphus whose day job was pushing a rock up a hill for eternity.

(*) everybody laugh
NOT ALL CRO = GROWTH
Which Makes it Very Frustrating

Gut-Driven Test Ideas

Test Small Changes

No Growth

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HOW DO YOU GET TRACTION WITH YOUR CRO EFFORTS?
Place Your Bets Wisely

• Don’t guess, research…

• **Quantitative research**
  What are/aren’t people doing?

• **Qualitative research**
  Why are/aren’t they doing it?

http://www.runningblindthemovie.com/
Quantitative: Visitor Behavior

• **Issues**
  Bounces/exit pages

• **Success**
  Effective onboarding
Quantitative: Discover Your Magic Number
Quantitative: Twitter’s Follow 30 People

- Twitter wanted to know what made someone become a core user.
- The number of people you follow determines activation rate.
- "Once a user follows 30 people, they're more or less active forever." – Josh Elman, Greylock
Qualitative: Understand Why

• Discover the why can lead to breakthroughs in growth

• HotelTonight found poor data connections drove conversion rates UP.

• WHY?
UNDERSTAND INTENT.
UNLOCK GROWTH.
Why do users exit without converting?

- Not enough desire
- Too much friction

Desire – Friction = Conversion Rate
Example: High Desire, High Friction

Southwest Offering 50% Off Flights on Facebook

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Test to Reduce Friction, Enhance Desire

- Address intent first
- Strong authentic promise (connects to intent)
- Social proof
- Address fears and UX issues

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Growth is a Process (Not a Bunch of Tactics)

1. Ideas
2. Prioritize
3. Test
4. Analyze
5. Optimize

Looks a lot like CRO process.
If product is hard to market, try complementary product and cross promote.
DOUBLE DOWN TO BUILD MOMENTUM
Airbnb discovered that listings with high-quality photos received 2-3x bookings

Airbnb invested in professional photography

Booking activity explodes as desire increases
GROWTH = INCREASED UNITS OF GRATIFICATION
CRO/Growth Hacking Toolkit

- **Analytics** — Identify drop-off points and under-performing pages (e.g. Google Analytics, KISSMetrics)

- **Qualitative Insights** — Uncover the why behind the numbers (e.g. Qualaroo, SurveyMonkey)

- **A/B Test** — Find better performing combinations to drive conversion rate (e.g. Optimizely, Unbounce)
Continuous Optimization of Growth

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2. Prioritize
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Key Takeaways

• Marketing challenges require rethinking growth

• Effective CRO essential for growth

• Continuous experimentation critical for finding new growth levers
Questions?

THANK YOU.

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