

UNLOCK YOUR GROWTH

Unlock Your Company's Growth Engine
With Conversion Rate Optimization

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About Me



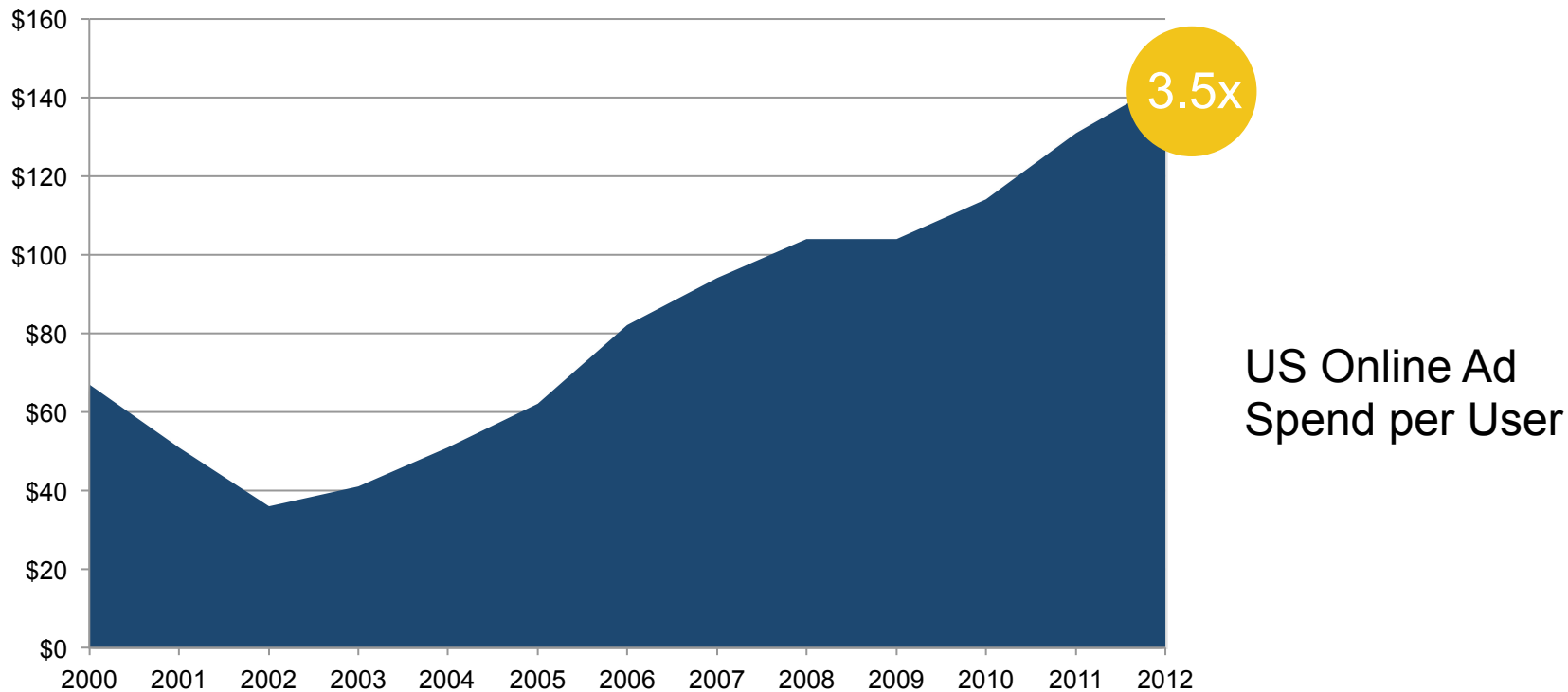
- Founder/CEO of Qualaroo & GrowthHackers.com
- Previously VP Marketing for customer zero to NASDAQ IPO filing at LogMeIn and Uproar.com
- Then interim marketing exec roles at Dropbox, Lookout and Eventbrite



Lookout

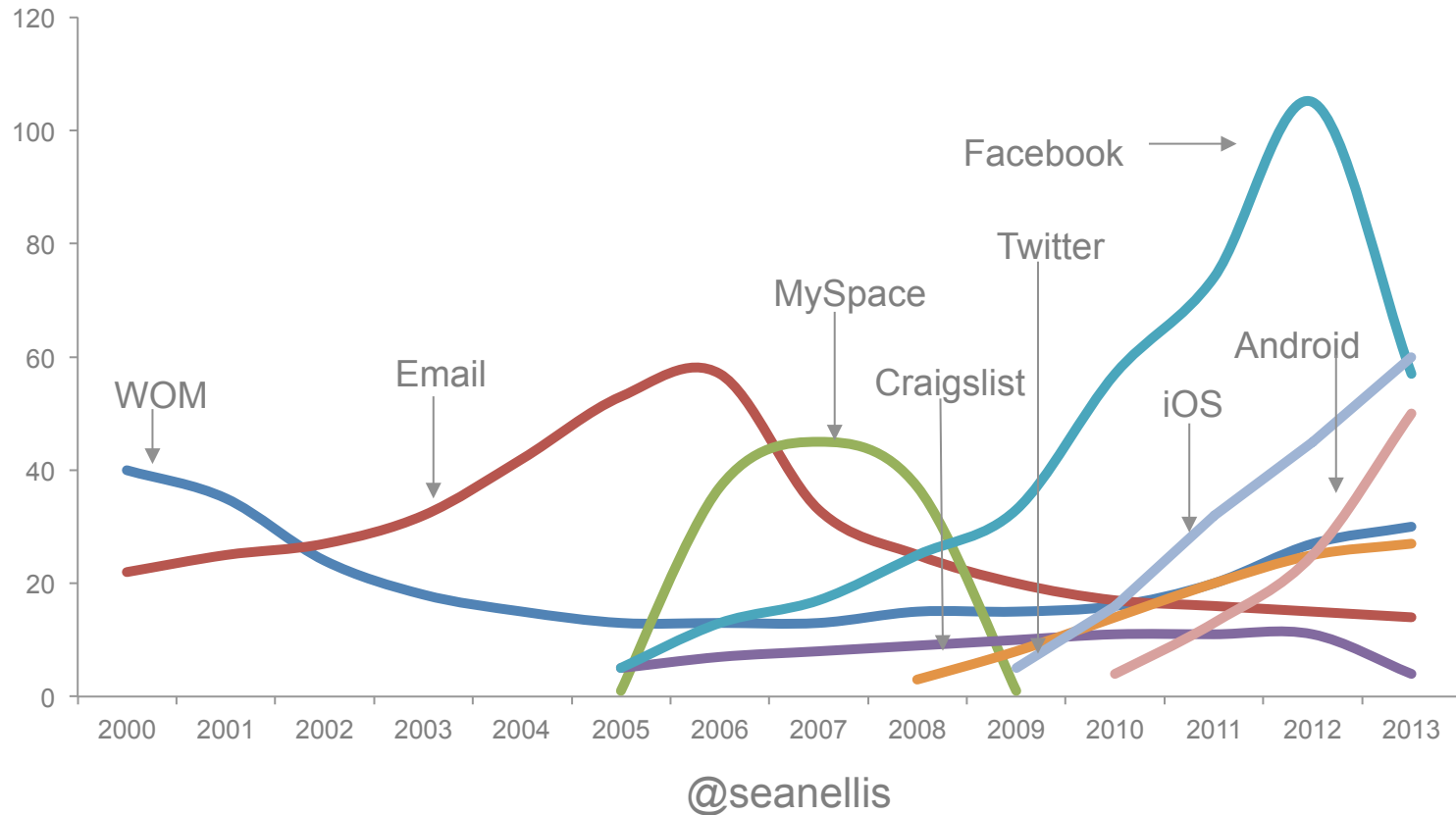


Extreme Competition for Attention



US Online Ad
Spend per User

Rapidly Evolving Channels



Yet Some Huge Startup Successes



Dropbox



airbnb

LinkedIn



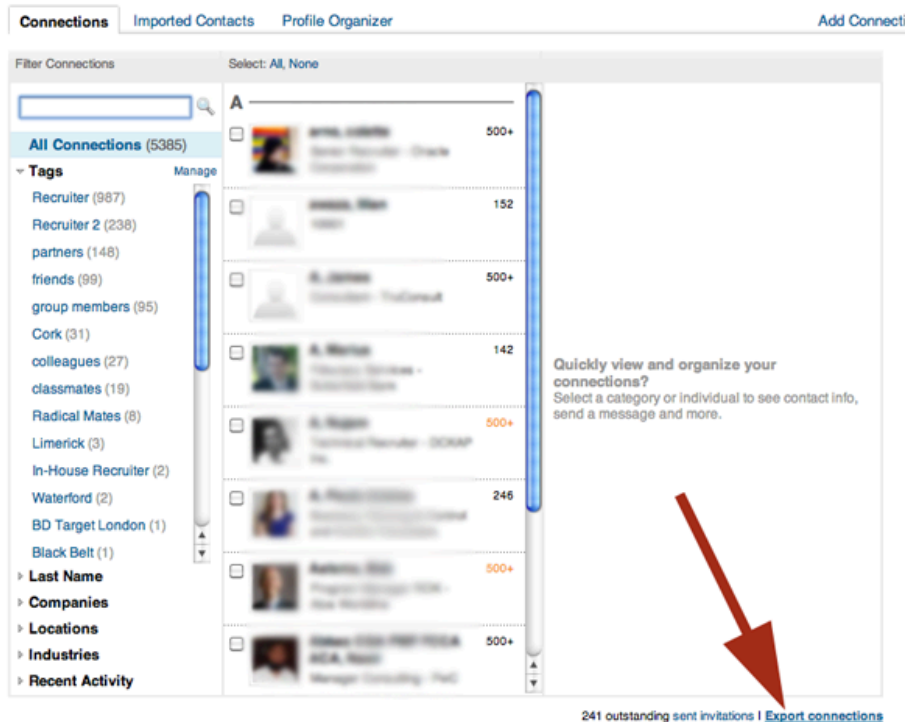
U B E R

Little or no traditional
marketing...

A high-speed train, possibly a Shinkansen, is shown in motion, blurred background suggesting speed. The train is white with a red nose and black accents. The text "ENGINEERED GROWTH MOMENTUM" is overlaid in white, bold, sans-serif font at the bottom.

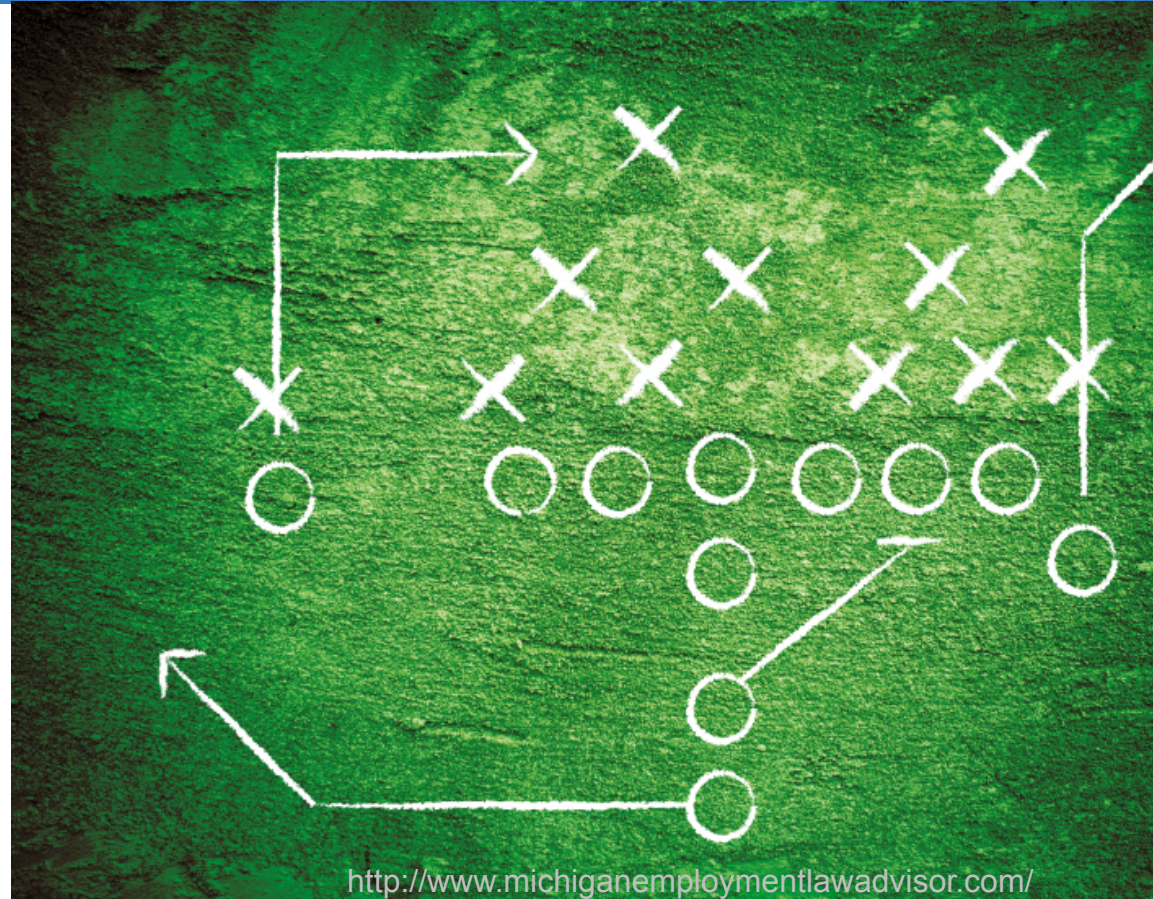
ENGINEERED GROWTH
MOMENTUM

LinkedIn Engineered User-Get-User



All Used A Growth Hacking Playbook

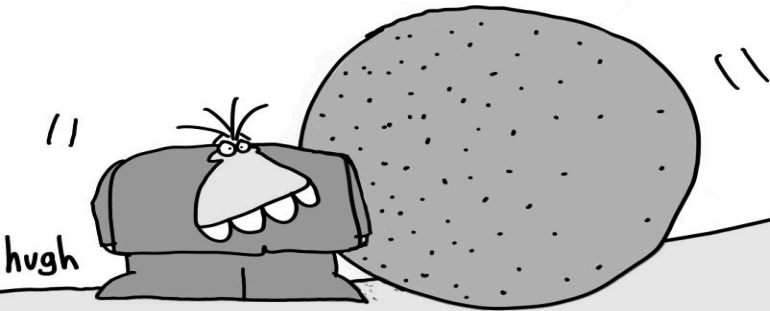
- Experiment with all available growth levers
- Understand what's driving growth, test to improve it
- Heavy focus on product and optimization



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

A close-up photograph of a vehicle's tire, which is covered in a thick layer of snow. A metal snow chain is wrapped around the tire, providing traction on the icy surface. The background is a bright, snowy landscape.

HOW DO YOU GET
TRACTION WITH
YOUR CRO
EFFORTS?

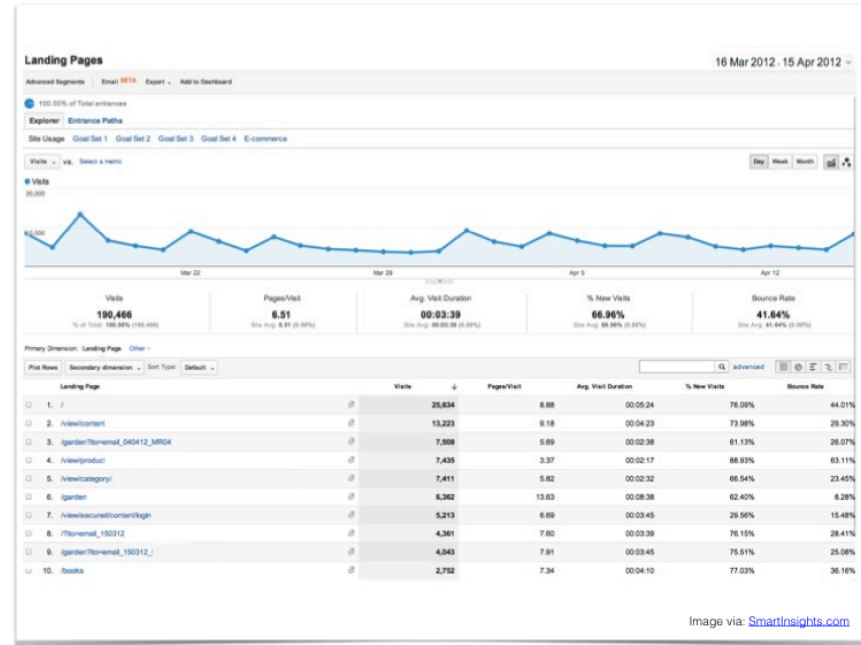
Place Your Bets Wisely

- Don't guess, research...
- **Quantitative research**
What are/aren't people doing?
- **Qualitative research**
Why are/aren't they doing it?

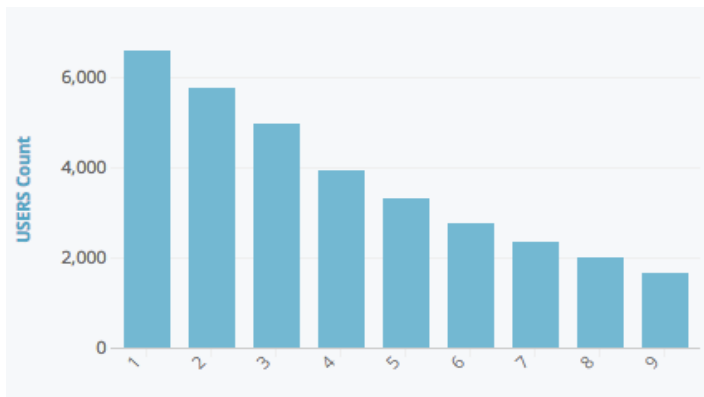
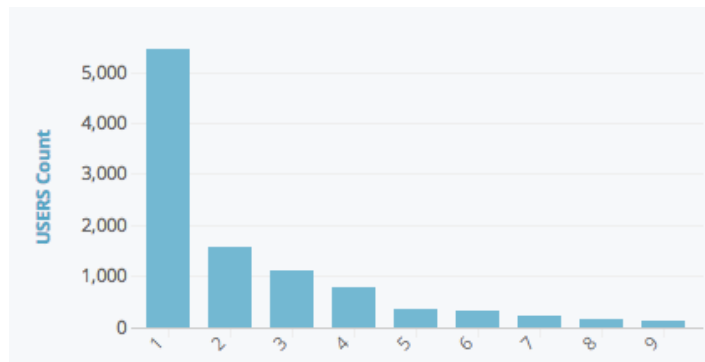


Quantitative: Visitor Behavior

- **Issues**
Bounces/exit pages
- **Success**
Effective onboarding

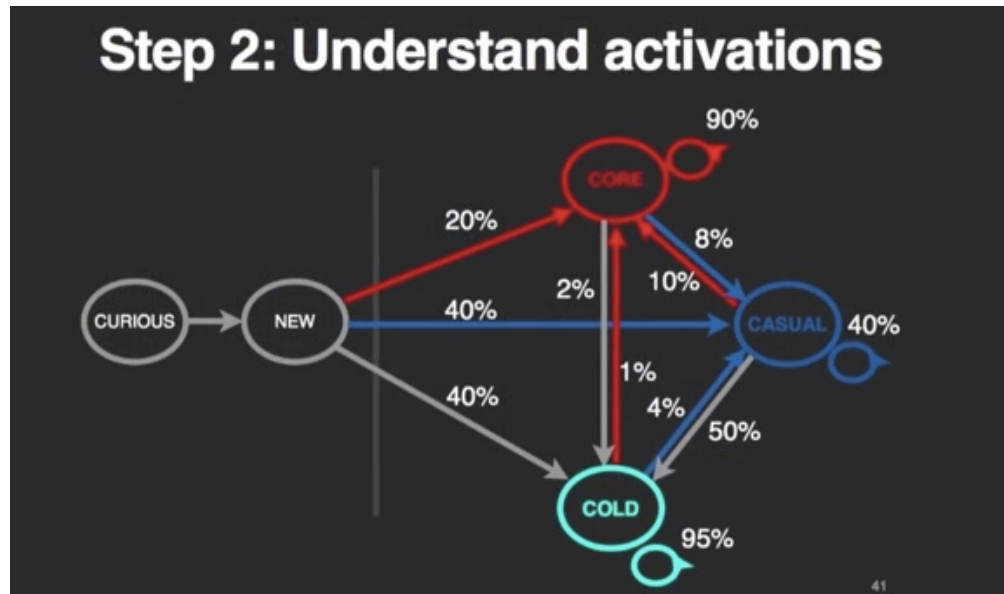


Quantitative: Discover Your Magic Number



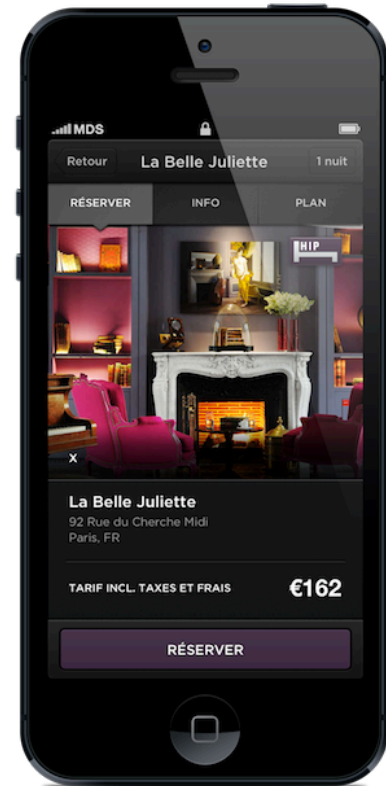
Quantitative: Twitter's Follow 30 People

- 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.

Key Conversion Levers

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

7.9k
SHARES

Share on Facebook

Share on Twitter



Southwest Airlines

3,080,393 likes · 80,008 talking about this · 264,002 were here

Like

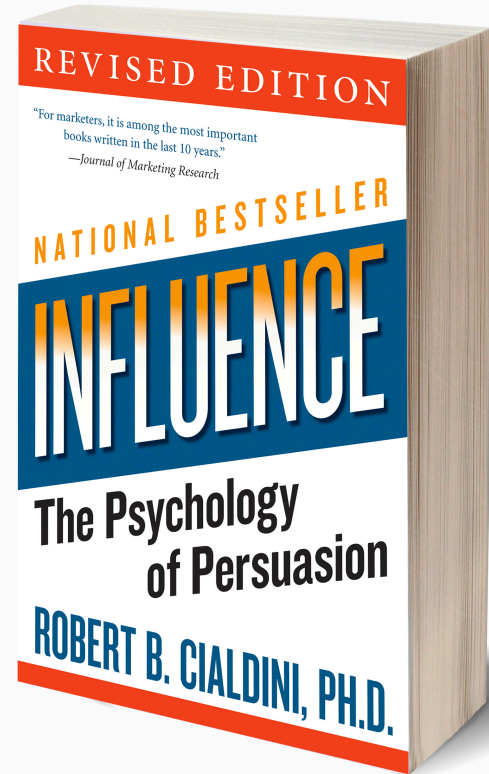
Message



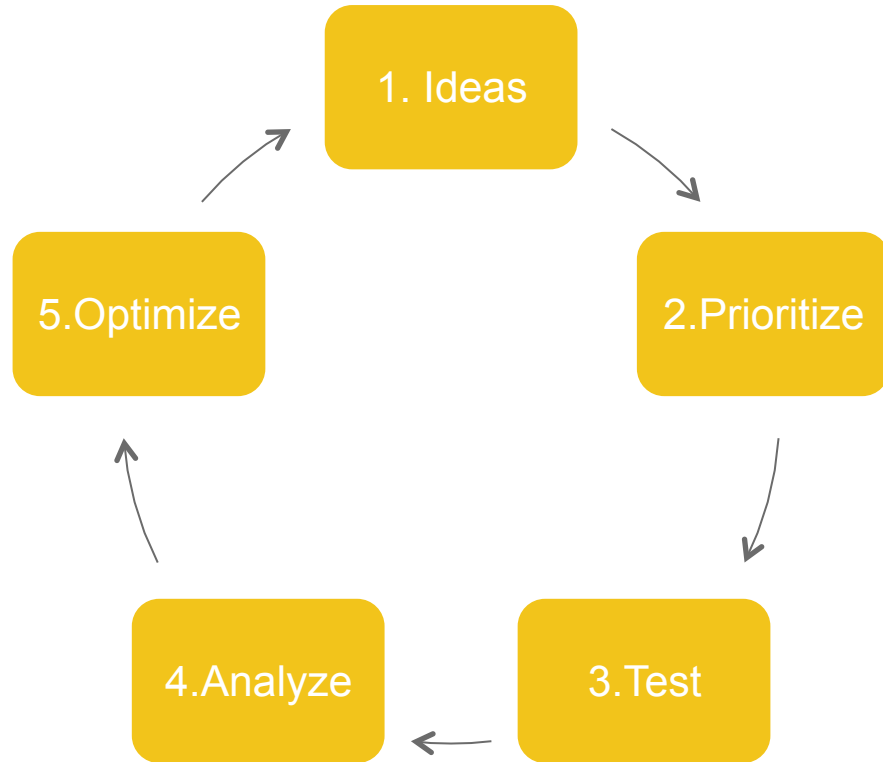
@seanellis

Test to Reduce Friction, Enhance Desire

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

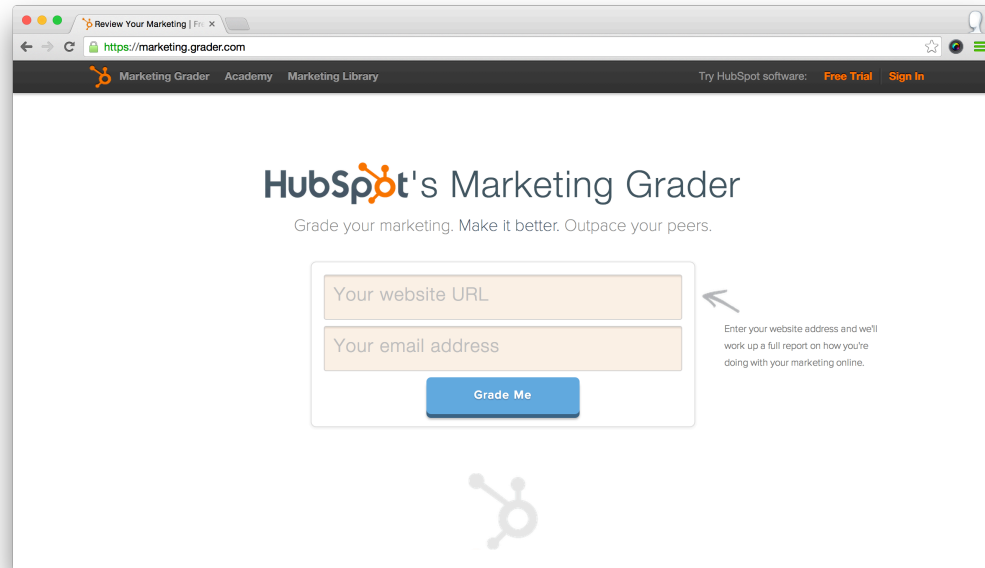


Growth is a Process (Not a Bunch of Tactics)



Looks a lot like
CRO process.

Complementary Product Easier?



The screenshot shows a web browser window with the URL <https://marketing.grader.com>. The page features the HubSpot logo and the title "HubSpot's Marketing Grader". Below the title is the tagline "Grade your marketing. Make it better. Outpace your peers." The main form contains two input fields: "Your website URL" and "Your email address", followed by a blue "Grade Me" button. A grey arrow points from the text "Enter your website address and we'll work up a full report on how you're doing with your marketing online." to the "Your website URL" field. The browser's address bar shows "Review Your Marketing | Fit X" and the page has a dark navigation bar with links for "Marketing Grader", "Academy", and "Marketing Library".

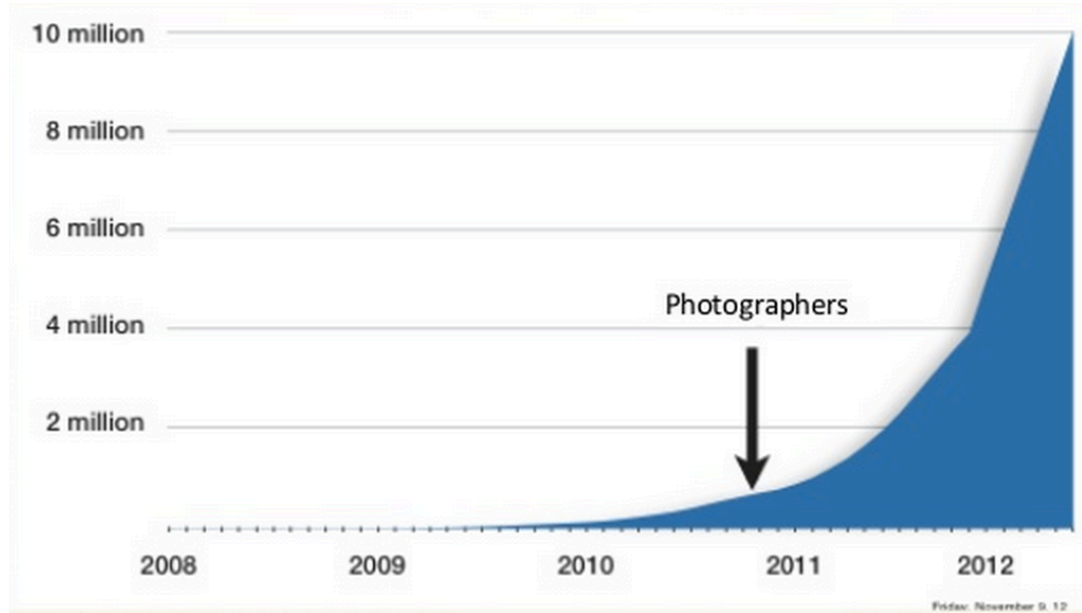
If product is hard to market, try complementary product and cross promote



DOUBLE DOWN TO
BUILD MOMENTUM

Build Desire: Airbnb's Pro Photos

- Airbnb discovered that listings with high-quality photos received 2-3x bookings
- Airbnb invested in professional photography
- Booking activity explodes as desire increases



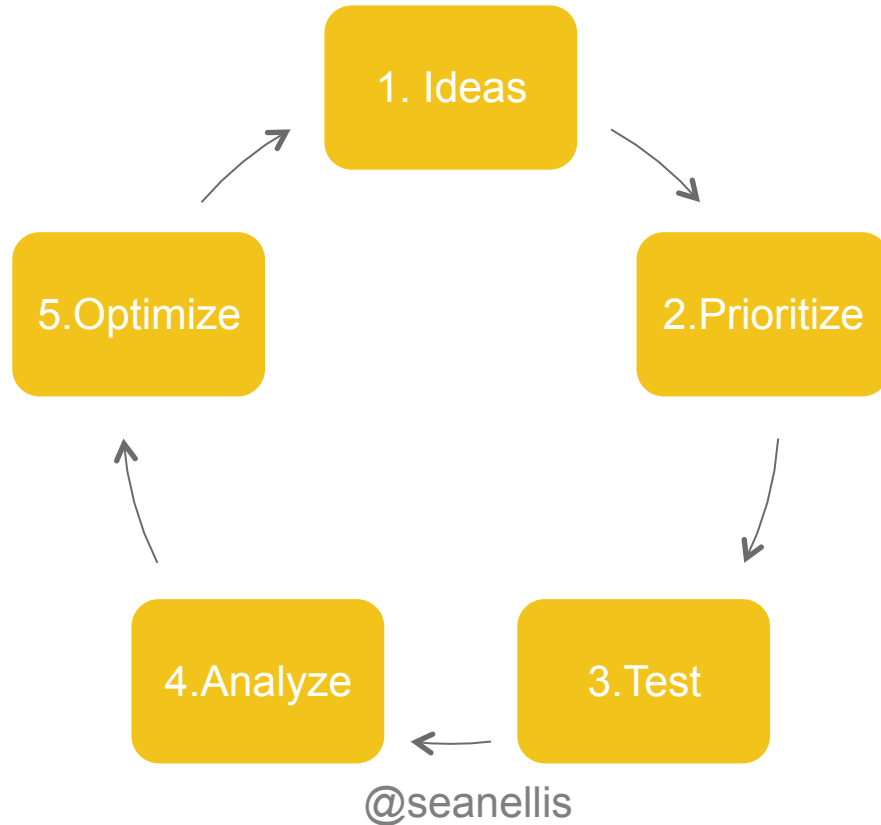
**GROWTH =
INCREASED UNITS
OF GRATIFICATION**



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



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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