



The Role That Brand Plays in The Conversion
@wilreynolds



Brand & It's role in CRO

Brand:

Promise of an Experience, based on a mental representation of a product or service.

TICKET PRICE

The suggested ticket price for watching the film is \$2.50. Your support will help us develop the project and create new episodes.

- \$2.50 - Suggested ticket price
- \$5.00 - Suggested ticket price, with compliments
- \$25.00 - Silver Supported
- \$100.00 - Gold Supporter



Pay with Amazon

or

Pay with PayPal

Or, show Dicon wallet address.

Gold supporters will have the option to be listed in the final credits of the film and on the website. Silver supporters will have option to be listed on website. If you would like to contribute a larger amount as a tax deductible donation, please contact us.

ABOUT THE PROJECT

The Fallen of World War II is an interactive documentary that examines the human cost of the second World War and the decline in battle deaths in the years since the war. The 15-minute data visualization uses cinematic storytelling techniques to provide viewers with a fresh and dramatic perspective of a pivotal moment in history.

The film follows a linear narration, but it allows viewers to pause during key moments to interact with the charts and dig deeper into the numbers.

CREDITS

The film was written, directed, coded, and narrated by Neil Halloran. Original music and sound design was created by Andy Dollerson. Editorial feedback and technical consulting by AlteredQualica.

The soundtrack is now available on [Bandcamp](#).

RECOMMENDED BOOK



Inspiration and sources for the final segment of the film came largely from Steven Pinker's *The Better Angels of Our Nature*.

SHARE & FOLLOW



Share

55,120 people like this. Be the first of your friends.



4,807



41



25



25 points

Check out Neil's twitter feed for updates on this project and other data visualization artists.



@neilhallowan

Subscribe to our mailing list for big announcements, including future episodes (we won't abuse it).

Contact Neil directly at: neil@highermmedia.com.

VIEWING ISSUES & OPTIONS

Viewing the interactive version on fallen.io requires a relatively new computer and a modern web browser. Most mobile devices will not play the piece properly. If the frame rate is choppy or if you are having other technical problems, we recommend viewing the video version instead, which is hosted with Vimeo.

To view the video version on a television, you can use Vimeo to stream to your Apple TV, Chromecast, Roku, Fire TV, and any other devices that can play Vimeo videos. Just search for "fallen.io".

DATA SOURCES

The data set that drives this visualization will continue to be updated, and we are always looking for volunteers.

Much of the underlying sources are similar to those listed in the [World War 2 Casualties Wikipedia Article](#). For limited list of data entries, you can view the [Google Fusion table](#).

Post-WWII statistics were sourced from the [The Uppsala Conflict Data Program \(UCDP\)](#).

ABOUT THE SERIES

Payment initiated

Amazon Order Ref. ID: 

Hi Wilford F Reynolds,

You initiated a payment of \$2.50* to [fallen.io](#). This is not a charge. You won't be charged until [fallen.io](#) processes your payment. If you did not authorize this payment, please contact [Amazon Payments support](#).

Seller Information: [fallen.io](#)

Order Total: \$2.50

Have questions about your order?

Order Date: Tuesday, August 25, 2015

Contact [fallen.io](#) customer service

Note: Thank you for supporting [fallen.io](#)! You are purchasing a ticket for viewing The Fallen of World War II, using the **suggested** ticket price.

Payment InformationEmail address: wilr@seerinteractive.com

Payment Method:



Check it out at Fallen.io

What just happened!!????

I “converted” because of
1 – A Subtle Suggestion
2 – 10x Content
3 - Value

Who is the best CRO?









I'll out "CRO" any of YOU



74% Conversion Rate

The company's analysis of Prime versus non-Prime members' cross-shopping behaviors found that less than 1% of Prime members are likely to consider other mass-market retail sites — Walmart.com and Target.com, for example — during the same online session. An Amazon shopper without a Prime membership is 8 times more likely than a Prime member to cross-shop between Amazon and Target.com in the same session.



Black Friday

Largest

Shopping Day?

amazon

prime day

JULY 15



Google's Driverless Cars Run Into Problem: Cars With Drivers

BUILDING AS DAY



U.S. Markets Dive Amid Worries About China



Ford and Fiat Chrysler Post Surprising Sales Gains in August



Bloomberg News Said to Lay Off Up to 90 Journalists



Turkey Arrests 3 Vice News Journalists on Terrorism Charges

Fact
Pac

BUSINESS DAY

Amazon Says Prime Day Beat Black Friday in Sales Numbers

By HIRONO TABUCHI JULY 11, 2015

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Save

More

mistress
america
now playing

Despite a [much derided](#) product lineup and clunky wait-lists, [Amazon](#) said on Friday that it sold more products during its Prime Day sale this week than [Black Friday](#) last year, and that more new members tried its Prime subscription service than on any single day in the retailer's 20-year history.

"Hundreds of thousands" of new members signed up for [Amazon](#) Prime during the one-day sale on Wednesday. Greg Greeley, the company's vice president for the subscription service, said in a [release](#). That adds to an estimated 40 million members Amazon had attracted so far to Prime, which offers free shipments on many goods for an annual \$99 fee.

Eager Prime Day shoppers in the United States made its Fire TV Sticks "the fastest selling deal on an Amazon device ever," the company said.

Amazon said it also sold 47,000 televisions on its United States site, a spike of 1,300 percent compared with the same day last year, and 41,000 Rose is compared with just eight the previous Wednesday.



An Amazon fulfillment center in California. The company said "hundreds of thousands" signed up for Prime on Wednesday. Justin Sullivan/Getty Images



My Ass!



Wanna talk Kindle vs Books?



We hate this



Tide Dash Button - Limited Release

\$4.99 ✓Prime



Bounty Dash Button - Limited Release

\$4.99 ✓Prime



Cottonelle Dash Button - Limited Release

\$4.99 ✓Prime



Glad Bags Dash Button - Limited Release

\$4.99 ✓Prime



Ziploc Bags Dash Button - Limited Release

\$4.99 ✓Prime



Clorox Disinfecting Wipes Dash Button - Limited Release

\$4.99 ✓Prime



Finish Dish Washing Detergent Dash Button - Limited Release

\$4.99 ✓Prime



Gatorade Dash Button - Limited Release

\$4.99 ✓Prime



Gillette Dash Button - Limited Release

\$4.99 ✓Prime



Smartwater Dash Button - Limited Release

\$4.99 ✓Prime



Kraft Macaroni and Cheese Dash Button - Limited Release

\$4.99 ✓Prime



Mrs. Meyer's Dash Button - Limited Release

\$4.99 ✓Prime

He gave us this

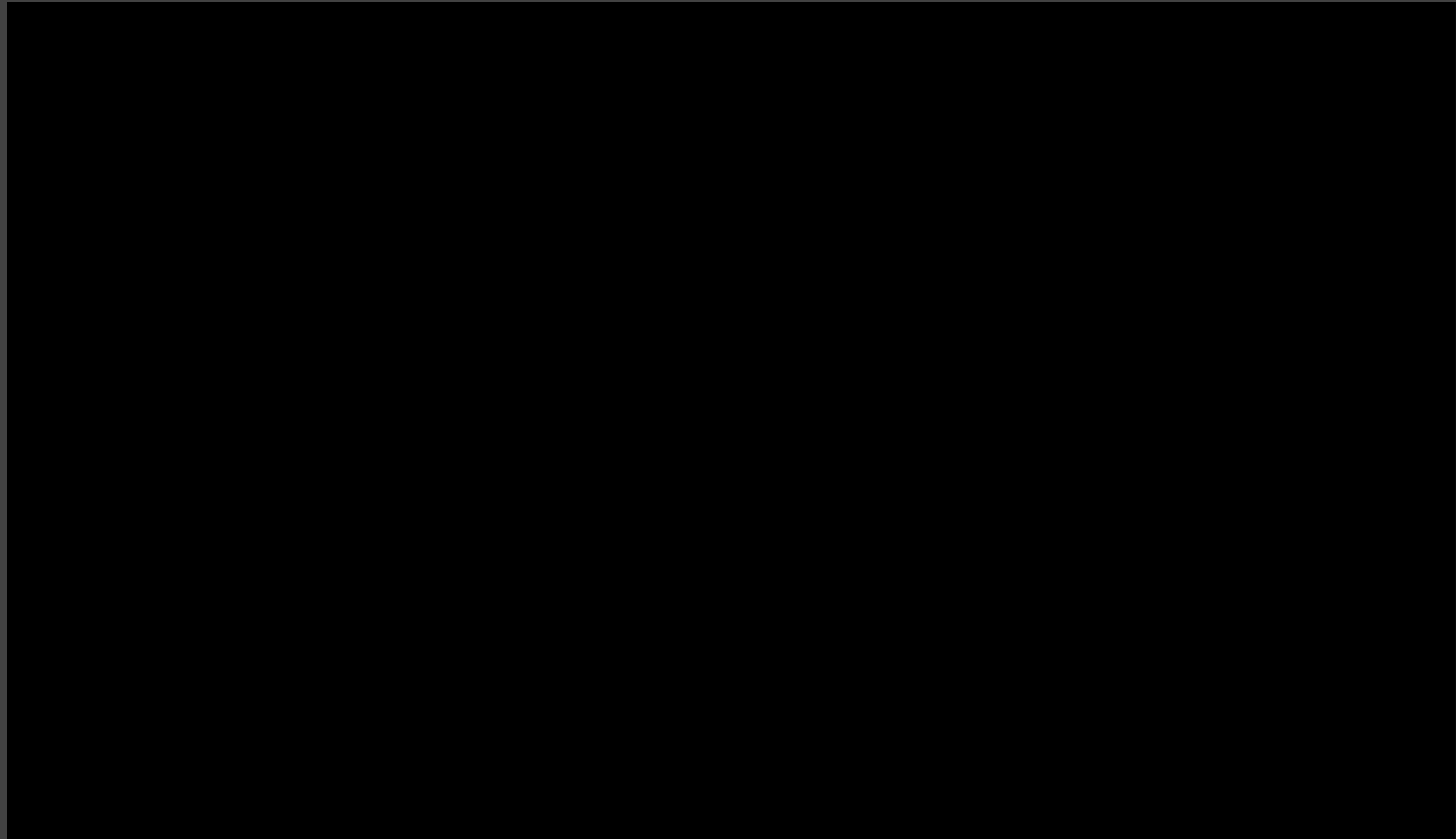




10x

CRO

CRO, understands friction, removes it.
That is a Business Function, not a web function.



The parallels



Winning With Why

A close-up photograph of a dog's face, likely a Bernese Mountain Dog, with brown and white fur. The dog is looking directly at the camera with large, dark eyes. It is holding two bright green tennis balls in its mouth. The ball on the left has a black 'W' logo. A semi-transparent orange banner is overlaid across the middle of the image, containing the text 'GIMME MORE SYNDROME' in white, bold, sans-serif capital letters.

GIMME MORE SYNDROME

You don't deserve more leads

MIKE TEMPLEMAN, CEO, FOXTAIL MARKETING AUGUST 29, 2014 7:42 AM

TAGS: EDITOR'S PICK, FOXTAIL MARKETING, MIKE TEMPLEMAN

A photograph of a fishing boat on the ocean. Several fishing rods are visible in the foreground, extending from the boat into the water. The ocean is a deep blue, and the sky is a lighter blue. In the distance, a few small boats can be seen on the water.

Get me more leads

In fact, the last thing they need is more leads. Why? Because they treated the last thousand or so like garbage

WHY



FIXING WRONG PROBLEM

A man in a military uniform and a wide-brimmed hat is shouting with his mouth wide open. He is wearing a camouflage uniform and a dark hat with a chin strap. In the background, other soldiers in similar uniforms are visible, some standing and some sitting. The scene appears to be outdoors on a paved area.

You don't
get to
ask me
why!



**Gimme
more
Leads**



Defy Convention

CONTACT

We can't wait to chat with you. Tell us what you're looking for and we'll point you in the right direction.



PHILADELPHIA

HQ

1033 N 2nd Street
2nd Floor
Philadelphia, PA, 19123

[Get Directions](#)

(215) 967-4461



SAN DIEGO

1510 Front Street
Suite 400
San Diego, CA, 92101

[Get Directions](#)

(619) 391-4290

0%

50%

100%



What'd your momma name ya? (First name)*

Last name*

Company name*

Email Address*

Phone Number

What's the best way to get in touch?*

☐ Email

Lose the battle &
Win the war

A white cat is standing on its hind legs on a wooden floor, with its front paws raised high in the air. The cat's mouth is slightly open, and it appears to be looking upwards. In the background, there is a wooden cabinet with drawers and a blue box on top. A colorful string is hanging from the top of the frame.

Why would we
purposefully
decrease our conv. rate?

Saved me 1 hire
Increased time with the right leads
Increased Conv. Rate

Ask permission to
win
the
war

Find the root problem by

Asking

the right

questions



Inserting an “SEO” at a non “SEO” table

The parallels



Client Examples



Lighting



IVR



TELEPHONE

Client example: SaaS

The parallels



External Factors Impact

I need you to improve my
Product
Customer Service
Brand



CAN WE AGREE
THEY IMPACT CONVERSIONS

Delusional





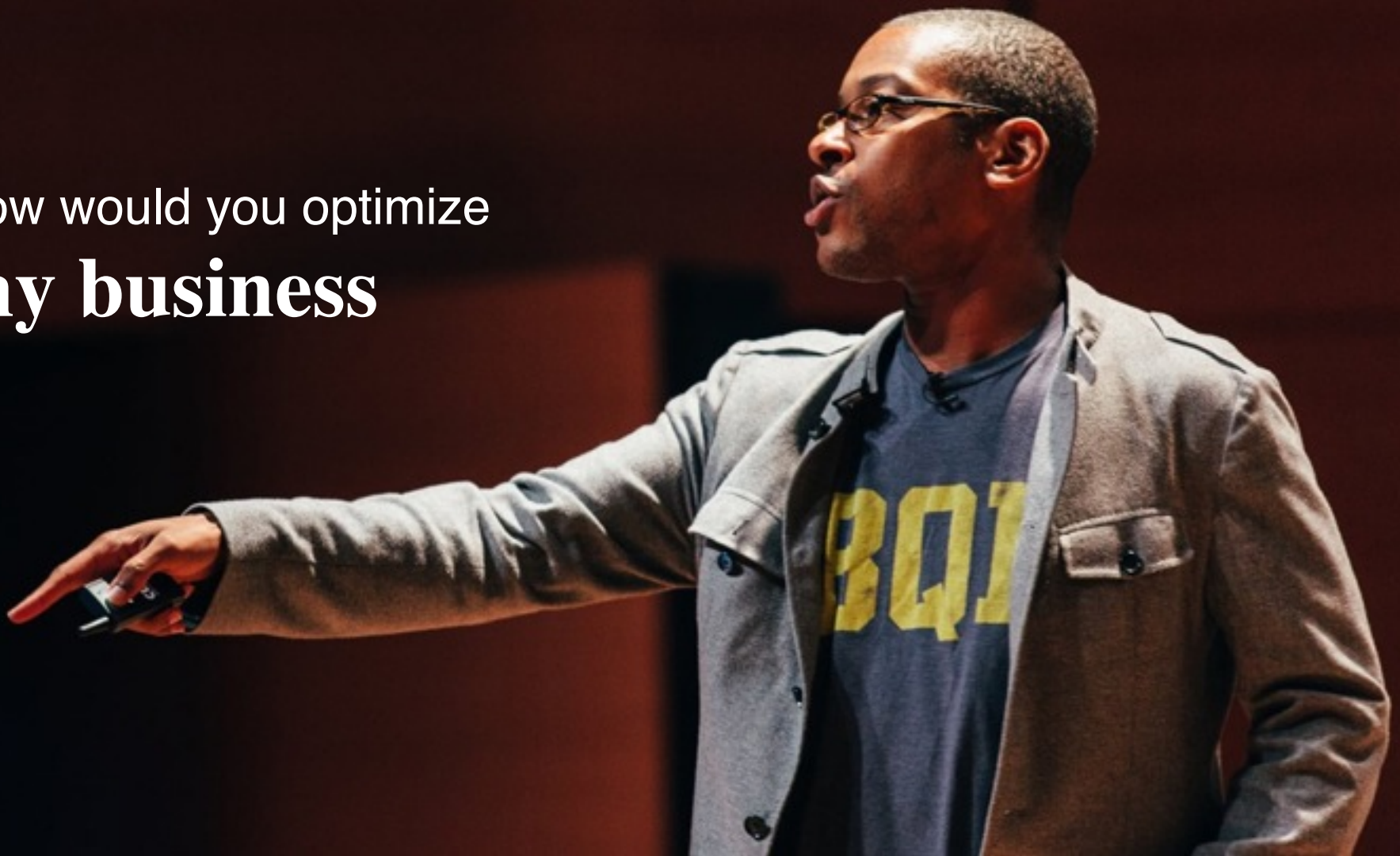
I HELP YOU **GET** CUSTOMERS



I HELP YOU **GET & KEEP**
CUSTOMERS

Seer Lost \$600,000 in revenue in lost projects in 2015.

How would you optimize
my business



How involved are you in the CRO of Client Happiness?

Retention?

Profitability?

A man with dark hair, wearing a dark suit, white shirt, and dark tie, is seated in an office. He has his hands raised in a questioning or exasperated gesture, with palms facing forward. He is looking slightly to his left with a questioning expression. The background shows a window with horizontal blinds and a view of a city skyline with brick buildings.

COULD YOU BE?



**New lens:
We de-risk marketing decisions**



Being tasked
with winning battles

Not with winning

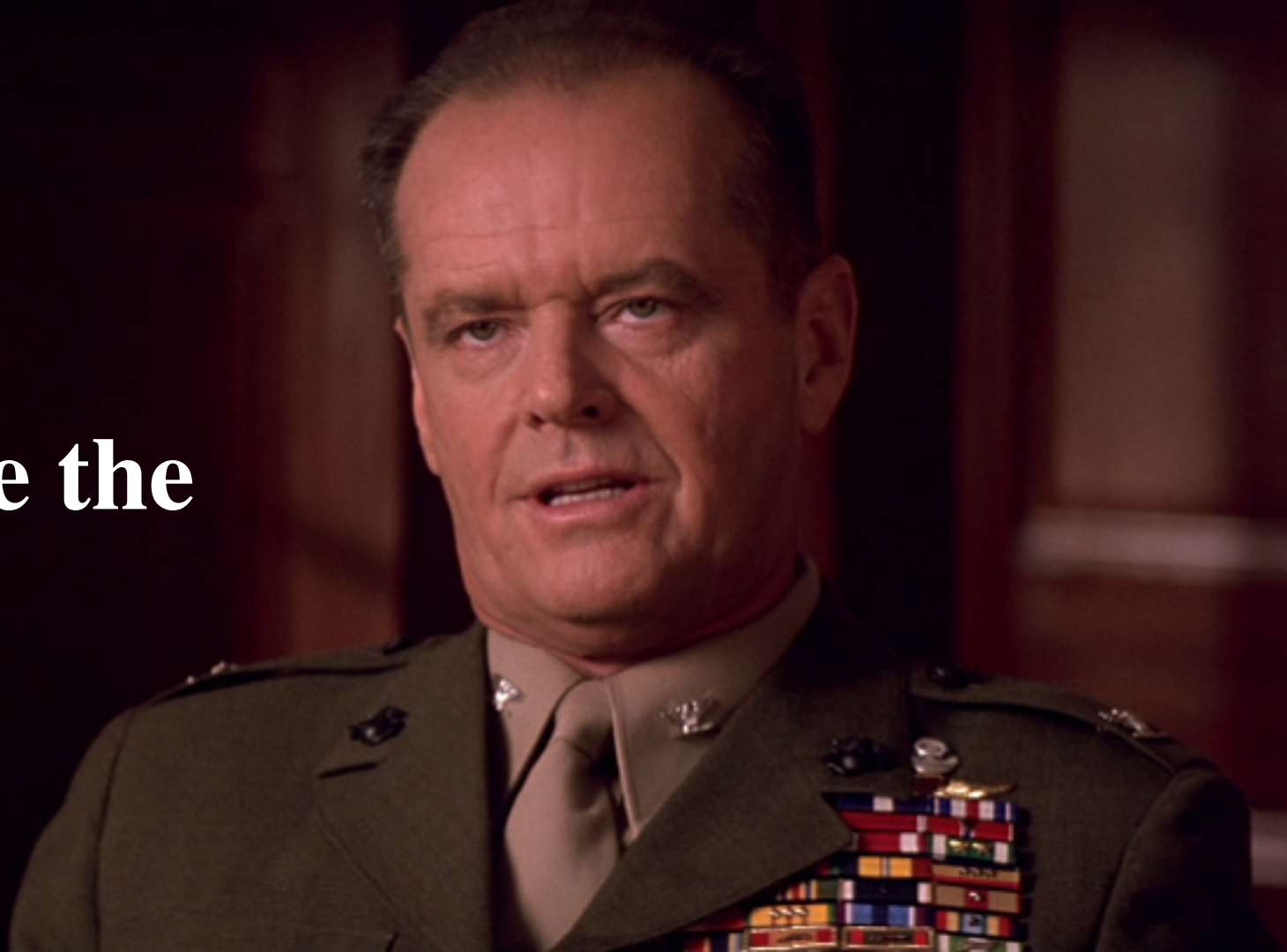
Wars





Internally we're grunts

**Could be the
leaders**





MAIDS LOST
WEIGHT
WHEN TOLD
THAT THEIR
DAY TO DAY IS

EXERCISE

A close-up photograph of a rusty red metal hook and a metal plate with embossed text. The hook is positioned diagonally across the upper half of the frame. The metal plate is located in the lower right, featuring embossed text that includes 'TON', 'LAST', '16', and 'WKT'. The background is dark and out of focus.

I DE-RISK MARKETING DECISIONS

The parallels



The Brand

UNDERESTIMATE

Brand



NON LINEAR IMPACT OF BRAND

A nighttime photograph of a city street. In the center, a tall skyscraper with the "MetLife" logo at the top is visible. Below it, the illuminated dome of City Hall is prominent. The surrounding buildings are lit up, and a red traffic light is visible in the foreground on the right.

MetLife

4 MIL/YR - BRAND

DON'T BLOCK



A R T E S I A N W A T E R F R O M N O R W A Y

BRAND = VALUE

VOSS

★ FOLLOW

Share:

Info ▾

⊕ ADD



Funding Received

UPDATE ▾

\$18M in **1 Round** from **2 Investors**

Most Recent Funding

\$18M Venture on **August 3, 2011**

Headquarters: **New York, NY**

Description: VOSS is a producer of bottled artesian water based in Norway.

Founders: **Christopher Harlem, Ole Christian Sandberg**

Categories: **Hospitality**

Website: **<http://www.vosswater.com>**



attributes.

Emotions are the primary reason why consumers prefer brand name products. After all, many of the products we buy are available as generic and store brands with the same ingredients and at cheaper prices. Why do we decide to pay more for brand name products?

A nationally advertised brand has power in the marketplace because it creates an emotional connection to the consumer. A brand is nothing more than a mental representation of a product in the consumer's mind. If the representation consists only of the product's attributes, features, and other information, there are no emotional links to influence consumer preference and action. The richer the emotional content of a brand's mental representation, the more likely the consumer will be a loyal user.

While emotion can be communicated effectively in a print ad or television commercial, there are other important components of a brand which have emotional dimensions. For example:

- Rich and powerful mental representations of a brand include its personality. Research reveals that consumers perceive the same type of personality characteristics in brands as they do in other people. And just like with people, they are attracted more to some personality types than others – attractions which are emotion based, not rational. Brand personality is communicated by marketers through packaging, visual imagery, and the types of words used to describe the brand.
- Another important foundation for a brand's emotions can be found in its "narrative" –

You Might Also Like

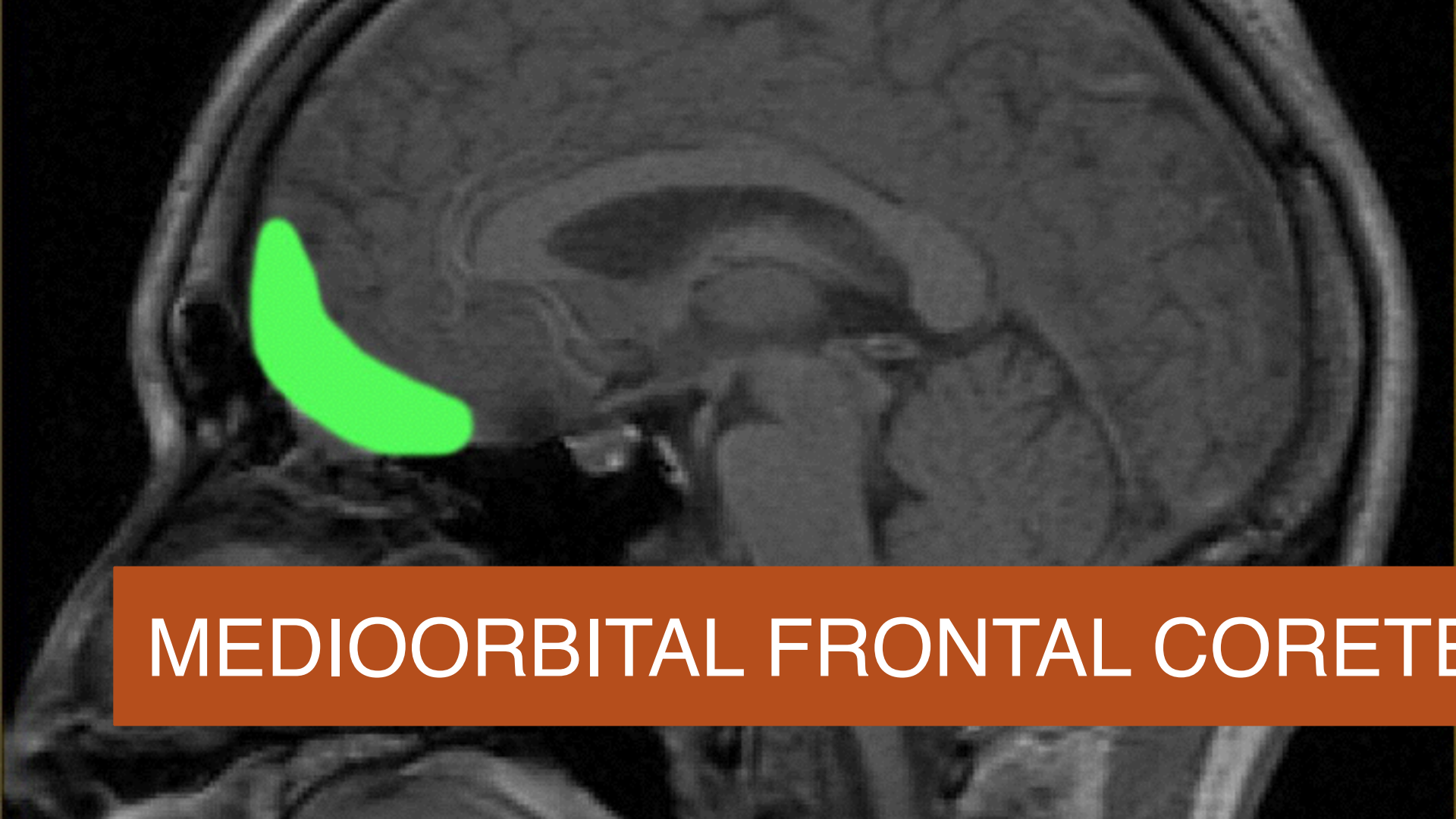
[Money Can't Buy You \(Self\) Love](#)

[How We Convince Ourselves To Buy Products We Don't Need](#)

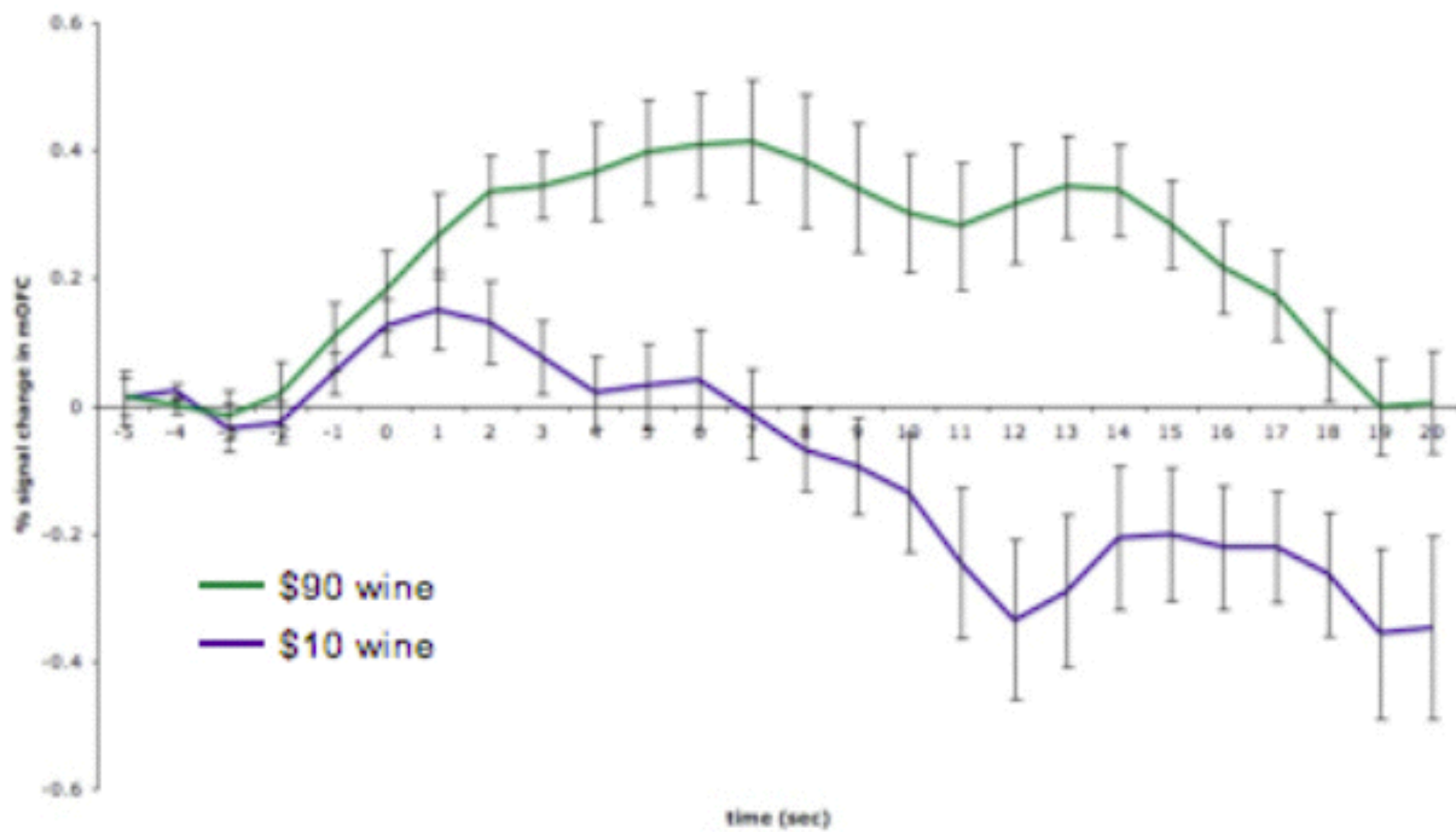
[A Pro for Procrastination](#)

[How to Go Viral: 6 Rules](#)

[Facebook Research: Violating Social Contracts](#)



MEDIOORBITAL FRONTAL CORTEX





Hurt the brand?
Help the brand?



SLATE PLUS

YOUR ALL-ACCESS PASS

JUNE 18 2015 12:47 PM

3
COMMENTS

Slate



S+

How Much Turbulence Is Too Much Turbulence?

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You've hit **your limit of 5 free articles**
as an anonymous user this month. You
have a couple of options:

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your magazine issues plus content feeds from

Content is a commodity
Unless your BRAND has told me otherwise
HBR – changed the biz model

A close-up photograph of a dog's nose, showing the detailed texture of the black, scaly skin. The nose is positioned in the center-right of the frame. In the background, the dog's face is visible but out of focus, showing its eyes and fur. An orange rectangular banner is overlaid at the bottom of the image, containing white text.

HBR GIVES ME A SCENT

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as an **anonymous user** this month. You
have a couple of options:

Makes me think about these

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SUBSCRIBE TO ALL-ACCESS



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- iPad and Android tablet apps including all of

your magazine issues plus content feeds from

A photograph of a railway track with a crossing in the distance, set against a hazy, overcast sky and green hills. The tracks are made of metal rails on wooden sleepers, laid over a bed of dark gravel. They curve gently to the left in the foreground and then cross each other in the middle distance. The surrounding landscape consists of rolling green hills under a pale, misty sky. A utility pole is visible on the horizon. The overall mood is quiet and somewhat somber.

Great SEO, Like Great CRO
can be bad long term for
the customer

The parallels



Success Amnesia

Awesome CROs create lazy marketers



Exit Popups are easy


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Call To Action Conference

SEPTEMBER 13TH-15TH, 2015
VANCOUVER

Get Actionable Marketing Insights From The World's Leading Optimization Experts

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Presented by  unbounce



Something that makes me feel like this





Client Story, Football Equipment



10
x

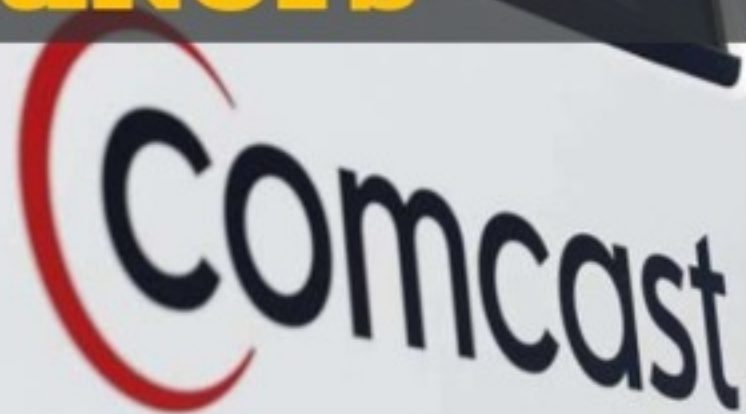
our budget

#WTF



Still not believing brand impacts CRO?


Pacemakers



Which company would you let crack you open and put in a pacemaker?

Wrap Up





Frustrated

Brand decides to end this



And start this...



Our work
Goes Further