How to Write Copy That Converts
Actionable Insight From 6 Years of Testing

THE CONVERSION ROAD TRIP
NEW YORK
I'm a split test junkie!
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
A: I guarantee 100% privacy

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

B: 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
A: I guarantee 100% privacy

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

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

23% drop in downloads
We hate SPAM and promise to keep your email address safe.
We hate spam and promise to keep your email address **SAFE**.
No need to **PAY** for the product.
It is totally free.
No need to pay for the product.
It is TOTALLY FREE.
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
I'm a split test junkie!
I'm a split test junkie!

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

Must contain at least:

1. Eight characters
2. One letter
3. One number or special character
Your password must contain at least one upper case and one lower case letter and one number or symbol.

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

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.
Change this setting any time.
Create a Conversion Experience that Facilitates Cognitive Ease...
What you see is NOT all there is!!!
Error!
Your account has not been verified. Please check your email and click the link in the sign-up email we sent you to verify your account.

Returning User

Email Address:

Password:

Forgotten password?
Click here to reset

Login

New Users

Register for your FREE account today

- 30 Day Free Trial
- 7 great local SEO tools
- No payment details taken until after trial
- 100% risk free

Sign up for FREE
Hi Michael,

Thank you very much for registering for your Account.
To get started, simply click the link and verify your account.

Verify Your Account

Thanks - see you in a bit!

The Team

801 International House
223 Regent Street
London, Eng W1B 2QD
United Kingdom

Add us to your address book
You are receiving this email because you opted in at our website
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

Creative Process

X
Sweeter Spot

Analytical Process

Creative Process
Creative Process

Analytical Process

Not So Sweet Spot

X

Creative Process
1. Be aware of WYSIATI & System 1 & 2
1. Be aware of WYSIATI & System 1 & 2

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!

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