



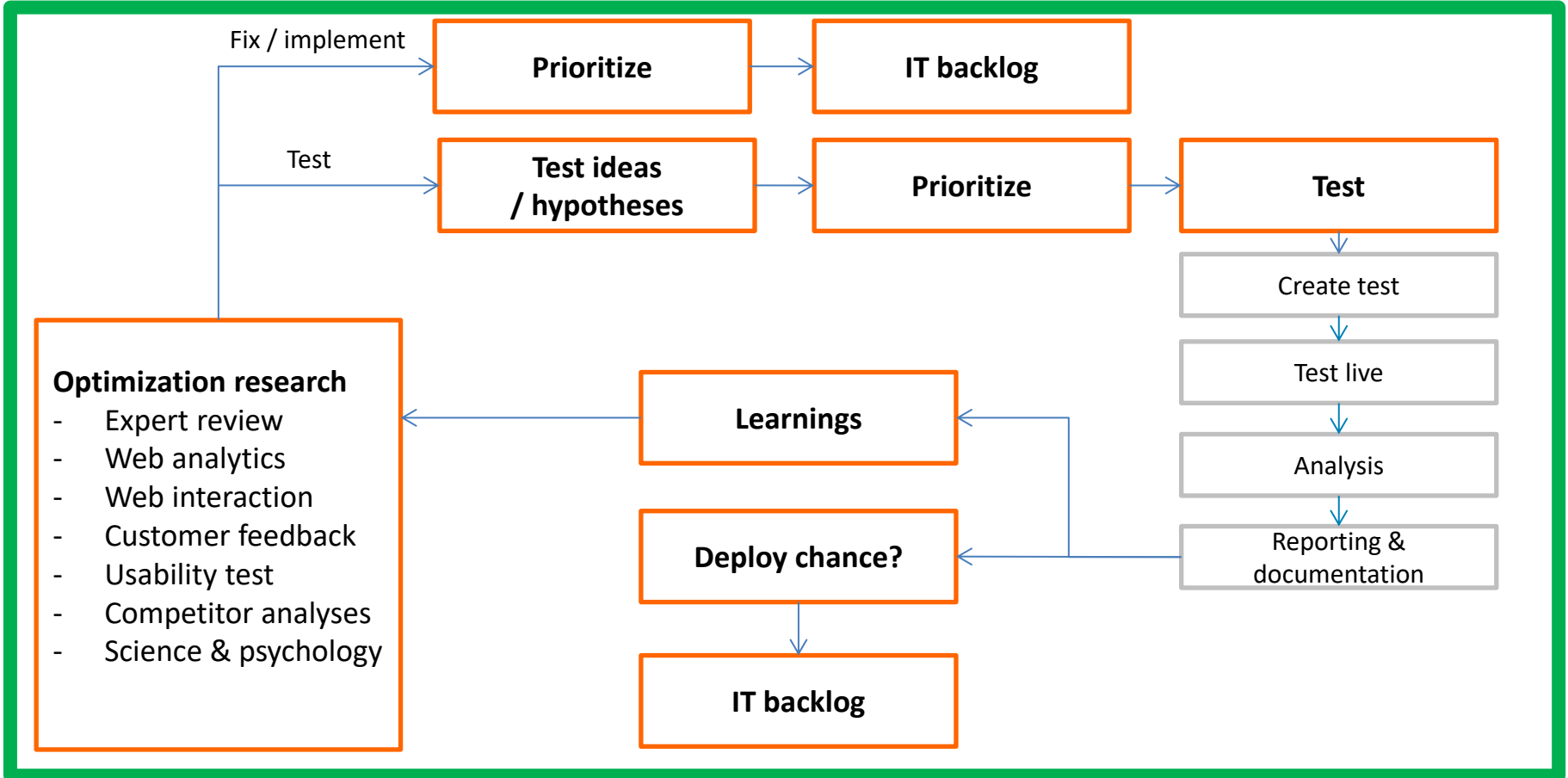
SECTION 10: HOW TO BE SUCCESSFUL

The Complete Conversion Optimization course
Ruben de Boer - conversionideas.com



THE SUCCESS FORMULA

SECTION 10: How to be more successful



Success formula

$$\text{SUCCESS} = \text{CHANCE} \times \text{FREQUENCY}$$

Success formula

$$\text{SUCCESS} = \text{CHANCE} \times \text{FREQUENCY}$$

Time you spend on:

- Research
- Analysis of tests
- Coding
- Design
- Meetings
- All other activities to increase the chance of a successful test

Success formula

$$\text{SUCCESS} = \text{CHANCE} \times \text{FREQUENCY}$$



Number of tests

Success formula

CHANCE × FREQUENCY = SUCCESS



100% × 1 = 1 winner per month



12 winners per year

Success formula

CHANCE × FREQUENCY = SUCCESS



25% × 8 = 2 winners per month



24 winners per year

Success formula

CRO team with 4 persons		
Hours per week	160	160
Hours per experiment	40	25
# experiments per week	4	6.4
# experiments per year	188	301
% winners	25%	20%
# winners per year	47	60
Value per winner	€ 100k	€ 100k
Uplift in total revenue	€ 4.7M	€ 6.0M
Difference		+ € 1.3M

Frequency factors (rows 2-5): Hours per week, Hours per experiment, # experiments per week, # experiments per year

Chance factors (rows 6-7): % winners, # winners per year



GET PEOPLE ON BOARD

Involve people

- Send out great looking reports
- Give presentations
- Which variation will win quiz with leaderboard
- Q&A and lunch sessions
- Competition who comes up with best test idea



Conversion Ideas

Become a Conversion Optimization expert

THE CONVERMATION BIAS

Confirmation bias

- The tendency to favor information which confirms our beliefs

Confirmation bias

- In CRO
 - Have a biased look on research findings
 - Ask suggestive questions in your research
 - Segment your A/B test data long enough to find a test winner in a certain specific segment (which is most likely a false positive)

Confirmation bias

- Overcoming the confirmation bias:
 - Accept the fact you can be wrong, challenge your own beliefs
 - Discuss research findings and test results with other specialists
 - Create an environment where failures are being celebrated and seen as learnings



BUILD A KNOWLEDGE DATABASE

Build a knowledge database

- Keep increasing your knowledge
- More a/b test winners
- Higher conversions
- Competitive advantage

Build a knowledge database

- Share and combine learnings with other colleagues:
 - Paid marketing team
 - E-mail marketing team
 - Social team

Build a knowledge database

The screenshot displays the 'Effective Experiments' interface. On the left is a dark sidebar with navigation options: Dashboard, Project stats, WORKFLOW (Research), Ideas & Hypothesis, Experiments, Reports, COLLABORATION (Discussion, To do lists, Files), Crowdsourced ideas, and INSIGHTS (Roadmap, Query engine, Support). The main content area is titled 'Bookabus' and features buttons for 'Add task', 'Add observation', and 'Create new idea'. A list of tasks is shown, with a green box highlighting the tags 'desktop', 'quote page', and 'motivation' for the first three items. The tasks are: '...gher up the page', 'Make social proof more real and display overall score', and 'Show much more benefits'. Other tasks include 'Line of text in form is too small. Make it bigger or remove it' (tags: desktop, quote page, friction) and 'Only see the top of the USP box, need to scroll all the way down' (tags: desktop, quote page, friction). The bottom task is 'How does it work looks like one bl sentence' (tags: desktop, quote page, clarity). On the right, a sidebar shows 'PROJECT ROLE: Master', a notification bell, a user profile, and 'End Date: Aug 24, 2018'. A blue chat icon is in the bottom right corner.