CONVERSION.
STUDIO

WE ARE CONVERSION OPTIMISATION CONSULTANTS

WHAT IS CRO?

Conversion rate optimisation (CRO) offers one of the fastest, most effective methodologies for turning your existing web or app traffic into paying customers, enhancing the user experience and increasing customer loyalty.

CRO is a data-driven process that identifies opportunities and generates ideas for improving a website or app, and then scientifically validating those hypotheses through A/B testing and multivariate testing. At a process level, conversion optimisation is achieved by the following scientific process:

1. **Research**

   Tracking metrics and identifying opportunities and what parts of conversion funnel needs improvement.

2. **Hypothesis**

   Constructing educated hypothesis based on your research.

3. **Prioritisation**

   Planning and prioritising your hypothesis.

4. **Testing**

   Testing the hypotheses (usually A/B or multivariate tests) against the existing version of the website.

5. **Learning**

   Applying the winning hypothesis and gathering learning for subsequent tests.

OUR ETHOS

At Conversion Studio, we are dedicated conversion rate optimisation (CRO) consultants. We work with your team to implement a successful CRO program; that will improve your conversion rates, user experience and customer satisfaction.

Conversion rate optimisation is the process of applying customer insights to make data-driven decisions, increasing the percentage of visitors to a website or app that convert into customers, or take a desired action on a webpage.

Digital leaders understand that establishing a culture of experimentation and installing a growth mindset is crucial for their success. A meaningful conversion optimisation process can supercharge your business and generate a complete digital transformation.

We believe these skills should be built in-house and embedded within your organisation. Businesses should be learning from the pros, and acquiring these skills for their own team.

OUR SERVICES

Strategy

We work with your team to understand your unique needs and objectives to deliver a conversion rate optimisation strategy that works for your company.

Embedded Consultants

Create or expand your CRO team with our experienced Conversion Optimisation consultants. They'll become part of your organisation while receiving external support and training.

Managed Service

We manage your conversion rate optimisation program for you. Whether you require end-to-end program management or additional external support, we will manage and deliver and your CRO program.

Training & Workshops

We have extensive experience facilitating training sessions and workshops for both large and small groups. We collaborate with you to establish content specific to your business.

Tracey Reed

DIRECTOR AND CONVERSION OPTIMISATION CONSULTANT

Tracey is a specialist in Conversion Rate Optimisation (CRO), driving over $100M incremental revenue. She has over ten years professional experience in CRO, Web Analytics, Digital Strategy and Online Marketing for New Zealand's most iconic brands. She's fluent in a diverse range of digital media products, technologies and best practices.

More about Tracey

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