Conversion Rate Optimization

We provide a full scale service for optimizing the customer's digital property experience based on website visitor behavior to help improve the probability of the visitor taking desired actions (conversions).

Who needs this?

Organisations looking to use user experience to improve conversions on their digital properties

What's included?

• Gathering, review and analysis of business requirements

• Provide test strategy and implementation plan on a designated CRO platform

• Development of the experimentation plan by defining the experiment hypothesis, primary metrics, target audience & duration

• Configure and setup the experiment according to the implementation plan approved by the client or work with the client's web team in implementation

• Analyse test results and provide regular reports

FiveStones

Why work with FiveStones?

- Experienced GMP, media and customer journey analysis team members to develop a best in class conversion rate optimisation solution

- We use comprehensive conversion rate optimisation frameworks to enable actionable insights and answer business critical questions

- We use proprietary toolkits to accurately and efficiently achieve business goals

How can I get started?

To get started with conversion rate optimization with FiveStones, please email us at info@fivestones.net

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