

Wingify

Why your conversion rates suck?

And what to do about it

Reasons your conversion rates are low:

1. You don't currently optimize the heck out of your website
2. You show same content to Joe and Moe, who visit your website with different intentions
3. Even if you optimize, you don't optimize for Joe and Moe separately

Why Optimization is Important?

- Would you be surprised if following tweaks double your conversion?
 - a red “Buy Now” button
 - “Safe shopping” logo
 - Longer ad copy
- Customers behave in strange ways. Minor changes on website are shown to skyrocket conversions

Maybe...

- Rephrasing “Buy Now” to “Add to Basket” would work for you
- Displaying price in bold and placing a call-to-action works best
- Showing phone number on top-right boosts orders
- Getting rid of recommendations actually increases total sales

You cannot predict what works

Neither can we

Only your customers' clicks can

But your customers are not just clicks

- They are *individuals* with different
 - **Intentions:** browse, explore, or purchase
 - **Demographics:** you don't ship to India, tell that upfront to Ashok from Bangalore
 - **Histories:** Don't tell us that you don't treat your repeat visitors differently than first-timers
 - **Interests:** You optimized your site for Beer, but hey Tracy was looking for Wine
 - **Referral Sources:** Partner Sites v/s Google Adwords v/s Direct Hit v/s Organic

Treat them differently

- Mine your web logs
- Define customer segments based on:
 - Profitability
 - Recency and Frequency
 - Interests (which section they spend most time)
 - Geography and Demographics
- Target website content to each segment separately to maximize probability of conversion

Do NOT Optimize Globally

- Optimize for different customer segments
- For example, a repeat visitor might convert better if there is lesser information on the website, so that he can focus on the task he arrived for: purchasing a fairy tale book for his daughter
- But it might be exactly opposite for the first time visitor, who likes to read in depth company shipping and return policy, etc. before purchasing a shiny, new, expensive golf set

Moral of the Story

- Do what Japanese do: *Kaizen*
 - Define. Target. Optimize.
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- No, above repeated lines are not by mistake
- You really have to target and optimize the nuts out of your website

Want to make Targeting and
Optimization a breeze?

Presenting Wingify

Exploit 30+ Dimensions

and their combinations to target your
customers...

Day and Time

Hour of the Day
Day of the Week

Geolocation

Country, City

System Variables

OS, Browser
Hostname

Referral

Referral URL
Ad-campaign, Organic
Search keywords used

Recency

Number of days since last visit
Number of times visited

Frequency

Frequency of visit
Number of times seen the page

Clickstream

Pages visited
Ads clicked
Time spent on Page

Goals/Monetary

Goal total value
Time taken to achieve goal
Average goal value

Advanced Optimization Engine

Perform A/B (split), multivariate tests
to know what really works for a
segment and what doesn't!

Multiple Flavors!

Run tests on content, pricing,
ads, page styling, full pages

Traffic Channelizing

Channelize specific percent
of traffic on a variation

Segment Specific Tests

Run tests on a specific segment only
Targeted tests yield better results!

Experiment Calculator

Your time is precious, don't keep waiting
Know how many days your experiment should run

Instant Reports

Extensive nicely formatted reports
Get instant reports on how tests are performing

Multiple Tests on a Page

Run multiple non-overlapping
or overlapping tests on a page

Statistics-based Results

Statistical significance and confidence bounds
Know if results are significant or just random

Site-wide Tests

Perform a test across the site
The user experience remains persistent

End to End Optimization

You can concentrate on your main business and let us do what we know best: conversion optimization

To catapult your conversion, get
in touch with us today

Shoot an email to info@wingify.com

or head to www.wingify.com

Thank You!