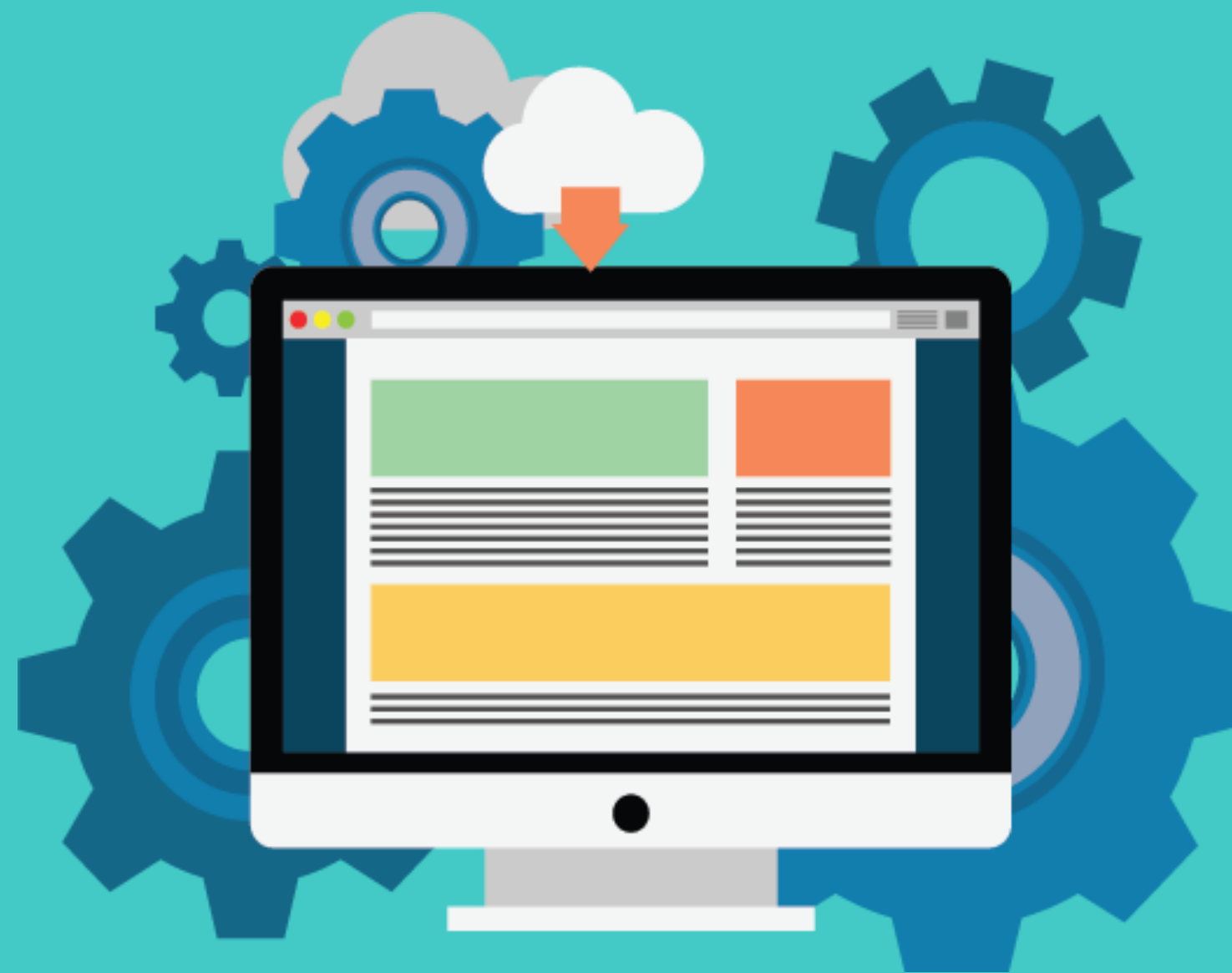


PERZONALIZATION 



CONVERSION RATE OPTIMIZATION

W W W . P E R Z O N A L I Z A T I O N . C O M

WHEN SHOULD YOU CONSIDER CRO?

**Once your eCommerce website
starts attracting regular
visitors, you should focus on
Conversion Rate Optimization**

WHAT CAN YOU DO TO ENSURE OPTIMIZED CONVERSION?

Some of the ways in which you
could ensure CRO are –

1

Personalized Advertising

2

Email Marketing Campaigns

3

A/B testing

PERSONALIZED ADVERTISING IS IMPORTANT BECAUSE

YOU ARE CATERING TO A POOL
OF DIVERSE CUSTOMERS WITH
DIVERSE NEEDS AND
PREFERENCES.

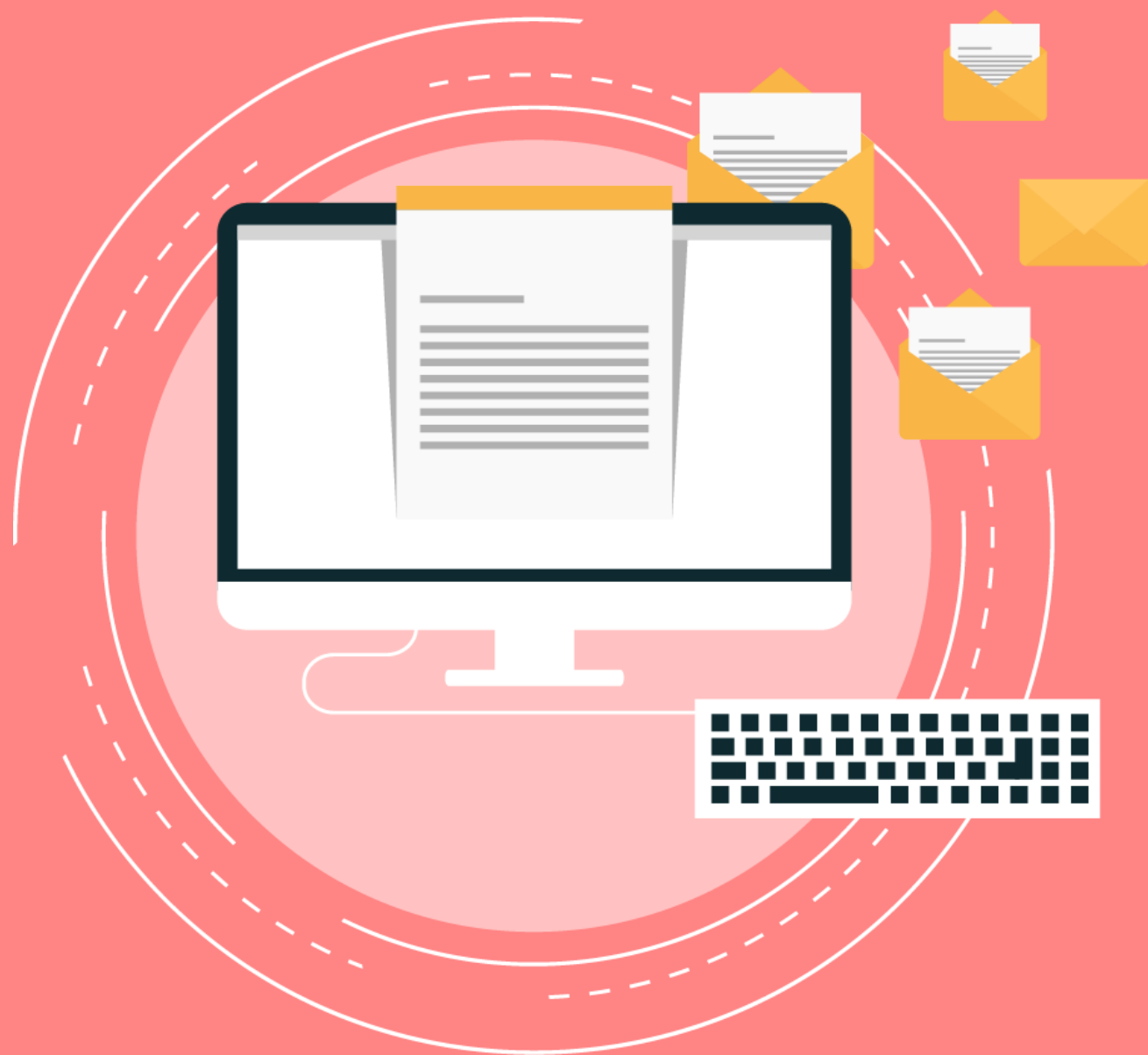


WHAT DOES PERSONALIZED ADVERTISING DO?

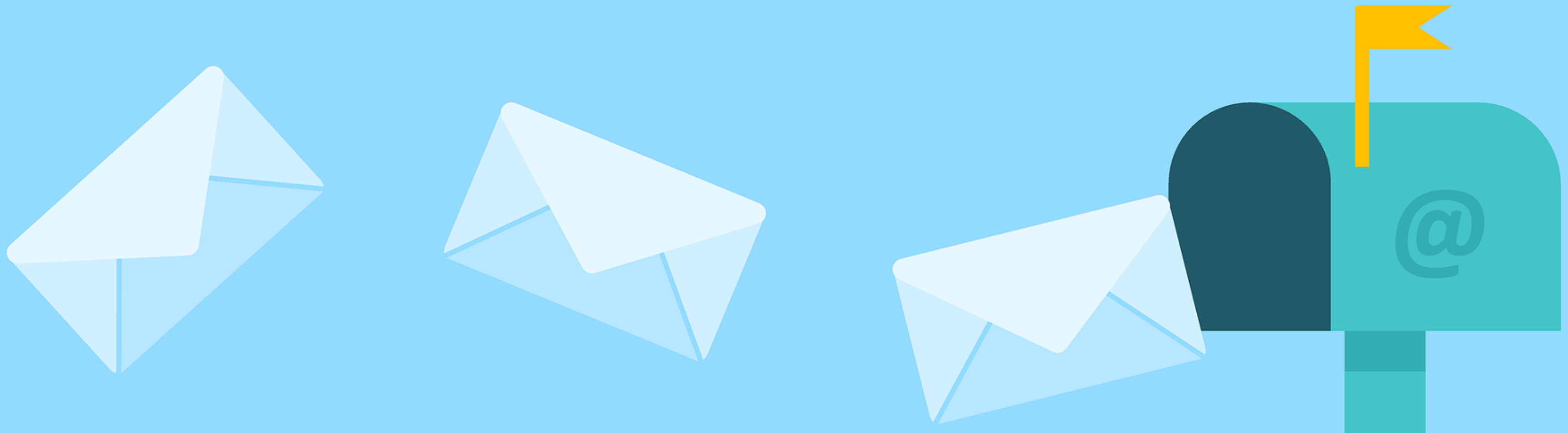
Personalized ads increase the likelihood that your prospective customers will click on them, and few of them will eventually convert into a paying customer.



WHY ARE EMAILS CONSIDERED AS A POWERFUL MEDIUM?



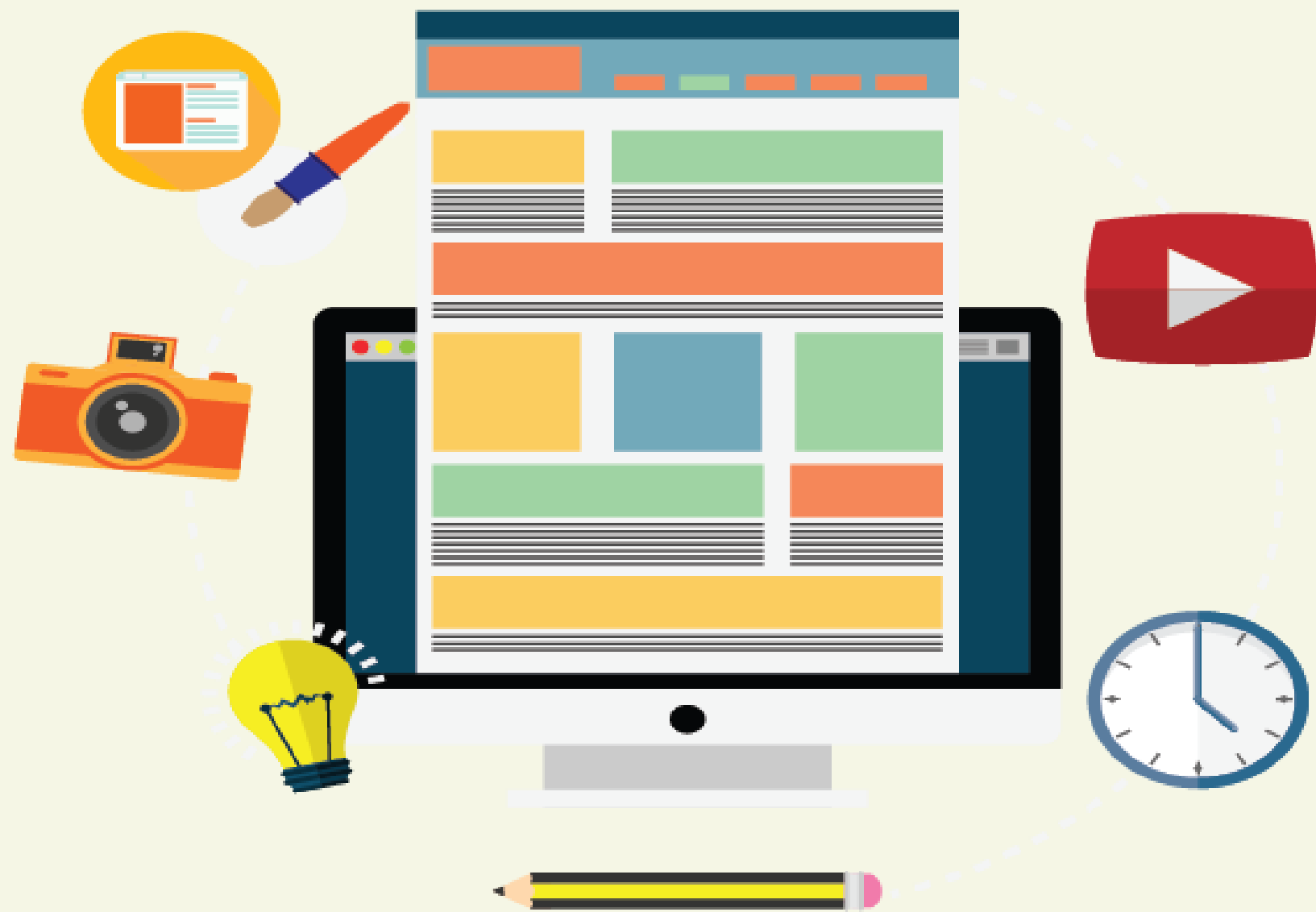
- It follows a one-on-one interaction model, making it personal
- It is the most powerful medium to nurture leads
- It can be highly personalized



WHAT WAYS CAN YOU USE EMAILS TO INCREASE CONVERSION?

- **By introducing prospects to your eCommerce site**
- **By utilizing social proof to build trust and credibility**
- **By constantly engaging with your existing customers through offers and discounts**
- **By thanking them for their association with your eCommerce store.**

WHY ARE LANDING PAGES IMPORTANT?



This is the place where a website visitor becomes a prospect, a prospect becomes a lead, and eventually, a lead becomes your customer.

HOW CAN YOU ENSURE THAT YOUR LANDING PAGES ARE EFFECTIVE FOR CONVERSION?

A/B testing is one way to evaluate how your website is performing in terms of conversion.

WHAT IS A/B TESTING?

A/B testing is basically comparing two versions of the same web page to evaluate which one performs better.



HOW IS A/B TESTING DONE?

Through A/B Testing, you show two different variants of the website to the same visitors at the same time, and the one which gives a better conversion, wins.



SALE



CRO IS IMPORTANT!

A well implemented CRO strategy means better ROI, cost effectiveness and getting the right customers for your eCommerce website.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

DISCOVER