

A GUIDE TO

# CONVERSION RATE OPTIMIZATION



**justuno**

# IS THIS E-BOOK RIGHT FOR ME?

This e-book is for the marketer who is either just starting with conversion rate optimization or is looking for new ways to improve their business. The sections below cover the basics of CRO, why it's important, and how you can implement simple conversion tactics to increase traffic conversion and sales conversion.

DIGITAL MARKETERS

SALES MANAGERS

E-COMMERCE MANAGERS

ONLINE MARKETERS

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JUSTUNO

HOW ONLINE RETAILERS  
CONVERT VISITORS WITH  
JUSTUNO

CUSTOMER SUCCESS

WE'RE HERE TO HELP!

# FIRST:

## What is a conversion?

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A conversion is when a website visitor takes a desired action that you want them to take.



# IN ECOMMERCE, CONVERSIONS ARE, BUT NOT LIMITED TO:

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## SALES CONVERSION



The Much Desired Sales Conversion: This, of course, is the end goal for any online retailer. Your shopper turns into a customer by completing a purchase.

## EMAIL SUBSCRIBER



An Email Opt-In: Email still remains the most effective channel for directly marketing to leads and customers. Email has a **4X higher** conversion rate than that of social channels. Aside from getting a sale, acquiring an email address should be your top goal.

## SOCIAL FOLLOW



Social Like, Share, or Follow: Social channels are an effective way to market to a large number of people. Keep in mind that this is more of an indirect channel and therefore tends to convert at a lower rate.

# WHAT

## Is Conversion Rate Optimization?

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The ongoing process of improving the performance of your website in order to get the most out of your traffic.

- ✓ A systematic approach to driving your website visitors to take a desired action.
- ✓ Defining key website objectives, collecting relevant data that relates to your objectives, and gathering feedback.
- ✓ Making decisions based on your objectives, data analysis, and feedback that lead to better conversion results

# WHY

Should I optimize for conversions?

For every



spent on driving  
traffic, only



is spent on optimizing  
the experience to convert

# WHY DOES IT MATTER?

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## ACQUIRE MORE LEADS AND CUSTOMERS

Optimizing your site for conversions will lead to more new leads and customers because your website experience will be optimized to gather visitor information and close sales. This approach will also set your business up for success over the long run because you will have more contacts and previous customers in your marketing funnel.

## HIGHER ROI

Conversion rate optimization will make every aspect of your marketing and traffic strategies more efficient. Businesses spend lots of money on driving traffic to their website, yet very little is spent on converting that traffic. In fact, for every \$92 spent on driving traffic, only \$1 is spent on optimizing the shopping experience for conversions. By optimizing your site, you can convert a higher percentage of your traffic, resulting in a higher ROI.



# WHY DOES IT MATTER?

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## IMPROVED WEBSITE EXPERIENCE



The whole point of conversion rate optimization is to create a website experience that is easy for shoppers find what they're looking for and purchase. This means eliminating frustration, providing convenience, and adding extra value that will keep shoppers coming back.

## BETTER UNDERSTANDING OF YOUR CUSTOMERS



Since conversion optimization is an ongoing process of improving your site based on data and analytics, it gives you the opportunity to definitively understand what your customers respond to best. It could mean adding value with educational content or driving sales with discount promotions. The key thing to remember is that every customer base is unique and conversion optimization keeps you in touch with your customer's wants and needs.

# STRUGGLES

## Of Conversion Optimization

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“

The biggest mistake is to make an assumption without data – either basing a decision on a personal belief, or assuming that a part of the process is ok, without seeing the data to prove that.

”

– Al Mackin of Formisimo

# REASONS WHY CONVERSION OPTIMIZATION IS HARD FOR ECOMMERCE BUSINESSES

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## NOT KNOWING WHERE TO START



There's a ton of content on conversion optimization and it's difficult to determine what to believe and what to implement. In the early going, look for the most effective way to convert traffic into email subscribers and customers. This will give you that near instant boost in ROI and will feed into your email marketing campaigns.

## NOT ENOUGH TIME



You run an ecommerce business which means you perform many tasks. This leaves little time for conversion optimization which requires a large investment of time. There is no quick solution for conversion optimization but there are ways to improve your website's performance without taking a huge chunk out of your day.

# REASONS WHY CONVERSION OPTIMIZATION IS HARD FOR ECOMMERCE BUSINESSES

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## DETERMINING WHETHER DATA IS SIGNIFICANT



The data you'll primarily be working with will come from A/B tests. While A/B testing is awesome there are a few key mistakes that businesses make. Tests aren't run long enough, they don't have a purpose, and don't pay attention to external factors. Be sure to have reasons for changes and a purpose for your tests. You'll get better data to work with.

# HOW

## Online Retailers Address Conversion Optimization

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- ✓ They don't optimize at all. :(
- ✓ Make assumptions on what will make their website most effective. Not backed by data and can damage conversion rates.
- ✓ Hire an agency to handle optimization. Expensive and they lose control of their website experience.

# SUCCESS

## Factors of Conversion Optimization

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Today's online shoppers are difficult. They have short attention spans, are constantly price shopping, and are at different stages of the purchasing process. You're going to have first time visitors, repeat customers, window shoppers, and cart abandoners on your website. You need to engage each type of visitor with relevant and valuable offers at key conversion points to acquire more leads and drive more sales.

# SUCCESS FACTORS FOR CONVERSION OPTIMIZATION

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To successfully convert a visitor, you need to implement strategies with these 7 factors in mind. These factors highlight specific things to focus on when optimizing for conversions.

1. **Engagement:** This is either shoppers engaging with your website, or your website engaging with shoppers. Today's shopper needs to be engaged in an effective manner to drive conversions.
2. **Value proposition:** The sum of all the costs and benefits of taking action. Visitors will determine how much value you provide versus the costs on their end.
3. **Relevance:** Provide content that matches your ideal customer's wants and needs.
4. **Clarity:** Have a clear value proposition, marketing message, and call-to-action.
5. **Anxiety:** Eliminate any anxiety by removing or adding website elements that may dissuade visitors from completing the action.
6. **Distraction:** Simplify to eliminate anything that may distract visitors from taking the desired action.
7. **Urgency:** Convince your visitors to take action now with incentives, offers, and overall presentation.

# LET

## Justuno Convert Your Visitors

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Justuno is a suite of conversion rate optimization tools designed to increase sales, build your email list, and recover abandoned carts.

OVER 27,000 ONLINE BUSINESSES USE JUSTUNO FOR CRO AND SALES GROWTH.

Bluenotes<sup>®</sup>

 RadioShack<sup>®</sup>

  
· UNITED BY BLUE ·  
RESPONSIBLE DURABLE GOODS

stella & dot  
INDEPENDENT STYLIST

Shwood

ROBEEZ<sup>®</sup>  
by stride rite.

 RAD POWER BIKES<sup>™</sup>

 BioLite

Sky  
Mall

 JOYBIRD  
FURNITURE



# JUSTUNO

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Increase new  
customer leads by over

**300%**



Reduce abandoned  
shopping carts by

**30%**



Boost conversion  
rates by

**100%**

# TOP 5 FEATURES

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1.



Run locked or unlocked promotions, contests, exit offers and more with the same suite of tools.

2.



Choose a promotional template or completely customize your promotion using the drag and drop canvas. This allows you to engage visitors with effective offers in a branded and attractive manner.

3.



Present your promotions at the right time, on the right page, and to the right visitor in order to maximize conversions.

4.



Justuno integrates with over 30 email marketing services including MailChimp, Klaviyo, and Campaign Monitor.

5.



Easy Installation and one-click apps for Shopify, Bigcommerce, Magento, Wordpress, and SEOshop and more!

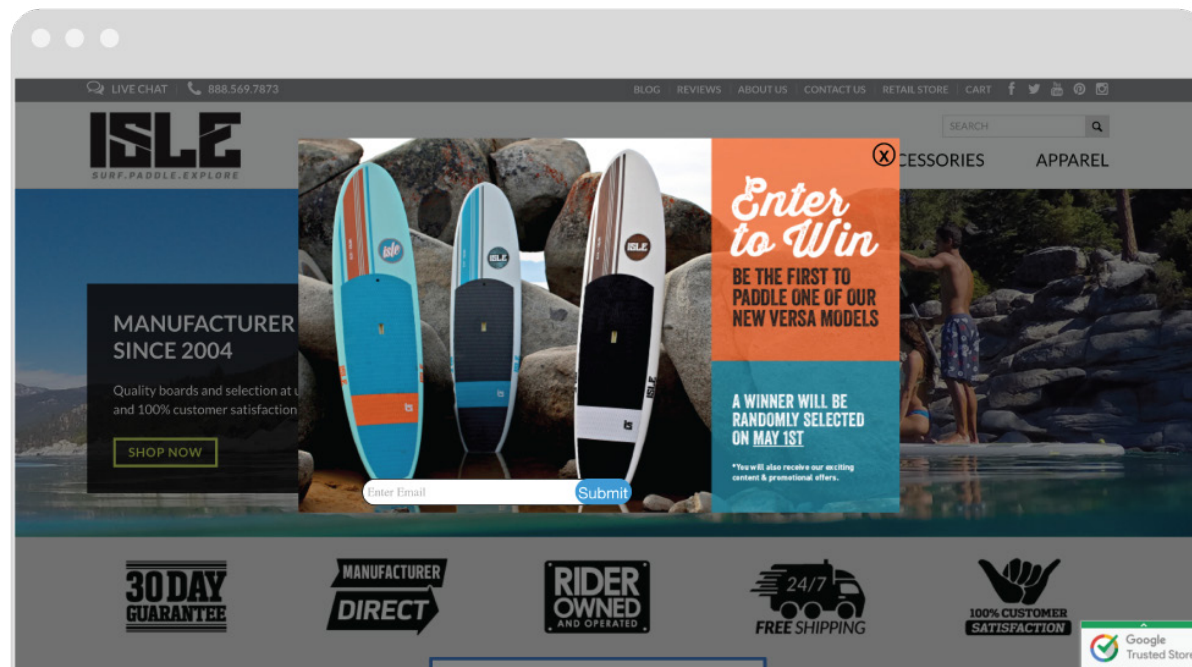
# POWER

## In Numbers

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How retailers just like you convert  
visitors every day using Justuno.

Increased email sign ups by **660%** and  
**Tripled** online orders

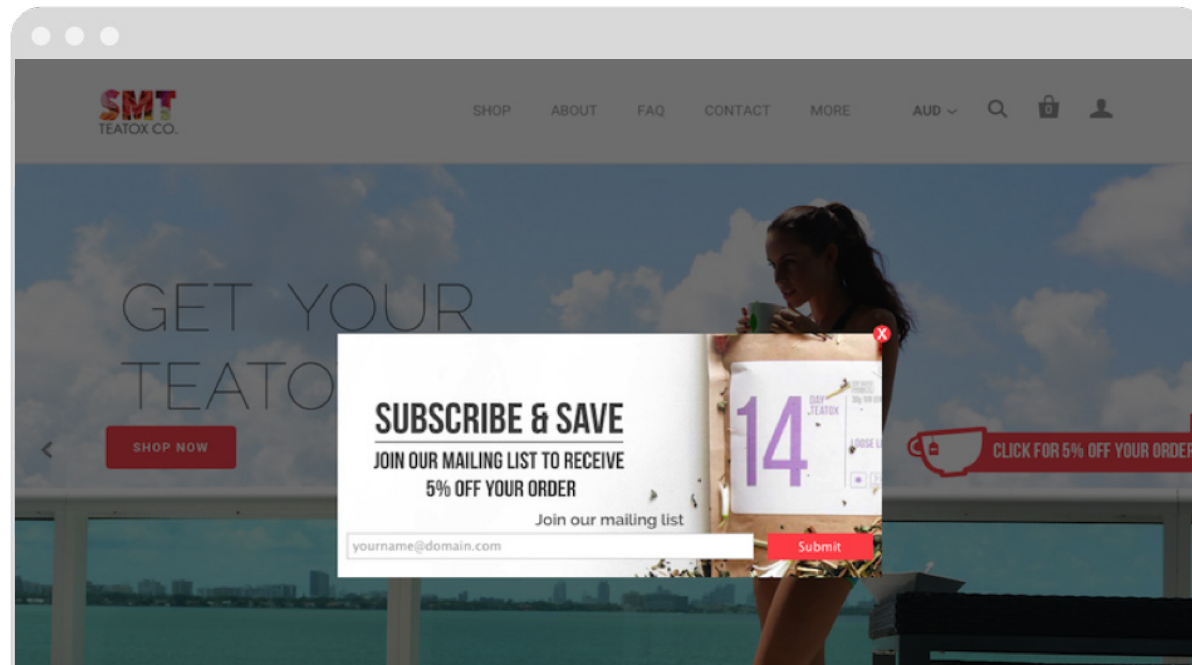


To optimize for conversions, Isle Surfboards engaged their first time visitors with a contest promotion in which they could enter their email for a chance to win a stand up paddle board. The relevant offer was presented within the first 15 second of each visit and the results were astounding.

# SKINNY ME TEA

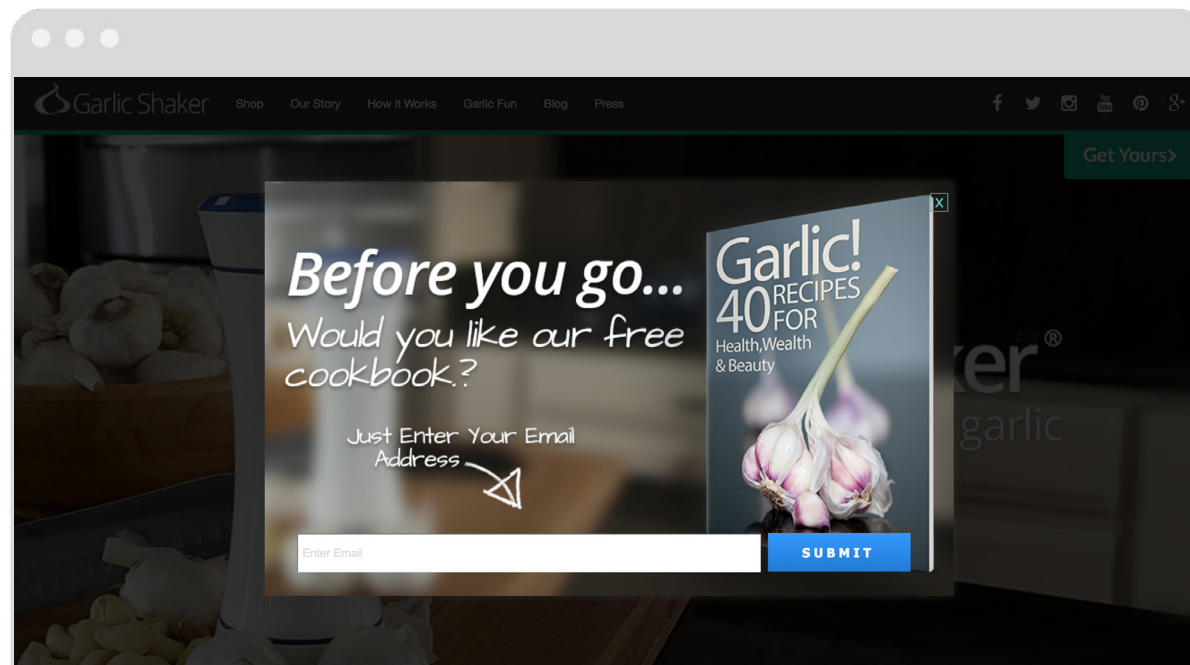


Increased email subscribers by **758%** and boosted their conversion rate by **50%**



Teatox brand, SkinnyMe Tea, was looking for an effective way to build their list while also converting sales. To accomplish this, they presented website visitors with a promotion to receive 5% off of an order by providing an email. The simple addition of an pop up promotion significantly improved their overall traffic conversion rate.

Grew their email list from 220 subscribers to over 20,000 subscribers!



Garlic Shaker is a kitchen tool that peels your garlic by simply shaking the device. They implemented an offer to receive a free garlic cook book by entering an email. Because the offer was relevant to their target market, the contacts acquired led to a **2,200% increase in email open rates**. This big email list helped them reach a **Kickstarter goal of \$50,000**.

# CONTACT US

We Are Here to Help

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Join the other 27K marketers who  us.

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