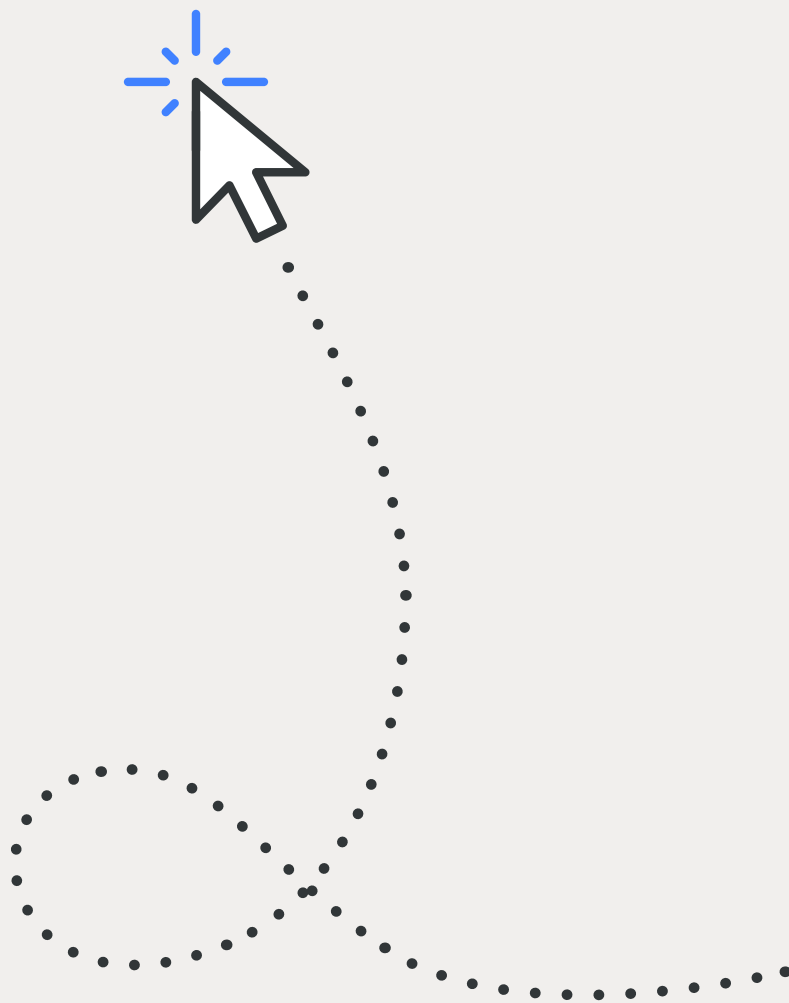


The Digital Marketer's Guide to AI-Powered CRO

Adopting a Strategy
for Accelerated Testing



EVOLVAI

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INTRODUCTION

We know that there's a lot of content out there that talks about improving business processes to help you grow sales and improve how you work. As marketers ourselves, we definitely get it.

What we're presenting you with today is different. This guide is about a tool built using artificial intelligence to transform how you work and deliver unparalleled results. Regardless of your conversion optimization experience, we hope this guide helps you understand how to effectively run experiments on your website and discover the difference between traditional testing and AI-powered testing.

What we'll tell you may sound familiar at first: develop a strategy, determine what you want to test, etc. What will be different is that you will have a partner, an AI that will do the work with you, implementing all your ideas at once and scaling your testing efforts to unprecedented levels. Most importantly, you and the Evolv AI platform will deliver the results that your company has been looking for.

AI-powered conversion optimization is not a silver bullet. You can't just expect it to run and deliver double digit return. You still need to understand your customers and come up with good ideas to test and work with your team to develop a plan. That said, you will no longer need to prioritize those ideas, wait months to get results, or spend hours analyzing the data.

Whether you're a seasoned pro or just starting to learn about conversion optimization, this brief guide will help you understand how AI can get you back to the critical parts of marketing: focusing on customers, creating ideas, and improving outcomes for both your users and your business.



WHAT IS CONVERSION RATE OPTIMIZATION?

Conversion rate optimization is the process by which you increase the number of visitors that convert into a customer, lead, or take a desired action on a web page.

Commonly referred to as CRO, the process includes developing a hypothesis as to what to test, brainstorming ideas to test, prioritizing what to test, executing the test and analyzing the results. Traditionally, methods like A/B and multivariate testing are used to discover opportunities for conversion improvement by segmenting traffic and presenting them with variants of an experience to see which converts better.

OUR MISSION:

To give digital marketers the power to continuously improve the customer experiences on their websites through the power of autonomous optimization.



Cosabella's first Evolv AI test took just seven weeks to produce substantial results:

4 different items tested simultaneously

160 possible designs evaluated

15 different changes across those items

38% more conversions

UNDERSTAND YOUR CUSTOMERS

Before you start brainstorming ideas to test or running an actual experiment, think about your customers and how you can improve the experience on your site. And while you may be trying to improve a business metric—e.g. leads generated, increased order value, time on site, etc.—put yourself in the customer's shoes first. Why are they not taking the actions you *think* they should be taking? Are there too many elements on your pages? Are your calls-to-action or navigation menus confusing or unclear?

In order to figure out what your visitors and customers might be struggling with, here are some suggestions for how you can get insights:

Talk to sales: Ask colleagues what they know about your company's customers and visitors. If you're a B2B business, maybe clients are telling sales that it was hard for them to find resources on your website or that your messaging was unclear.

Look at the data: If you are an online retailer and you think your add-to-cart rates are underperforming, look at your site analytics to see where there may be areas for improvement. Analyze how shoppers are progressing through your funnel: if there's a page where your customers are dropping off, maybe there's something you can test to make sure your visitors are making it to the next step.

Talk to your customers: Constructive feedback from customers can be hard to get directly but there are a variety of tools that can help. Here are just a few popular options for getting customer feedback:

- **Usertesting.com:** This tool recruits users to evaluate your site or product and give you feedback. You come up with the questions and the experience you want feedback on and UserTesting.com runs the tests and records the results for your analysis.

Cost:




Time commitment:



Tip: If you are unfamiliar with conversion rate optimization or need help coming up with a plan, there are lots of great agencies who can help you within your budget. Check out evolv.ai/partners to see a list of certified AI conversion experts that we work with.


- **SurveyMonkey:** SurveyMonkey or other survey tools like Zoho are great if you have a list of users and customers you can send the questionnaire to.

Cost: 
MEDIUM

Time commitment: 
LOW


- **Focus groups:** There are plenty of agencies out there that can conduct focus groups for you, but they tend to be a little pricey. If you can bootstrap it, you can often recruit focus group participants to participate in usability research to reduce costs. There are also software platforms out there like optimalworkshop.com that can help manage the process and do the recruitment, but you are not involved in the direct feedback.

Cost: 
LOW TO MEDIUM

Time commitment: 
HIGH


- **Customer insights research agencies:** There are a lot of great agencies out there that can help you put together a research plan, recruit participants, conduct research, compile results and make recommendations. Usability Sciences, Lextant, IDEO, and Frog Design are just a few that specialize in this type of research.

Cost: 
HIGH

Time commitment: 
MEDIUM

- **Use your instincts:** Sometimes customer insights research may not be in reach for a variety of reasons and you may just need to trust your instincts. If you are unsure if you can trust your gut, look at your peers and see what they are doing on their sites to get ideas for what you can improve or test to help you improve your experience.

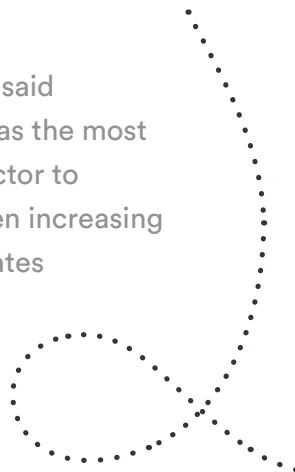
Cost: 
FREE

Time commitment: 
LOW

94%

of marketers said navigation was the most important factor to consider when increasing conversion rates

(eMarketer)



DEVELOP A HYPOTHESIS AND DETERMINE WHAT TO TEST

Once you have some ideas about what might be preventing your business from performing better, develop a hypothesis that you can test. Creating a hypothesis guides you on what you should test and gives you a benchmark through which you can measure success.

For example:

Problem: You think your free-trial sign up conversions are low. Through your customer interviews, visitors said signing up was too difficult.

Potential hypothesis: Site visitors are abandoning the free trial sign up process because the forms fields require too much information to be collected. If we simplify the form, we will increase our free-trial sign-up rate.

Now that you have a hypothesis, you can start writing down a few ideas you think might move the needle. Traditionally, if you were using an A/B testing tool, you would create that list and then prioritize the items you think are most meaningful to test, e.g. try a new button color first, then some new messaging, then remove a form field.

But with AI-powered conversion rate optimization, you can give Evolv AI *all* your ideas and the AI will not only test each of them, but it will combine test candidates with each other that are performing well. That said, the important part here is less *how* Evolv AI works though. It's about being able to use all your creative ideas at once without guessing at which to try first.

According to our channel partners, only **1 in 5 A/B tests succeeds** or results in a positive outcome.



To test your hypothesis, think about your sign-up form, especially what you can do to simplify it:

1. Reduce the number of form fields
2. Change the call-to-action
3. Change the color of the submit button
4. Break the form up into two steps
5. Increase the font size of the text on the form
6. Change the background color of the form
7. Put the form on a different side of the page

Just because visitors said they didn't complete the sign-up because it was "too difficult" doesn't necessarily mean that the form was too long or required too much information. Maybe it was hard to read. Maybe it was in a location that didn't make sense. Maybe the button copy didn't match what they thought they were signing up for.

The image shows three wireframe diagrams of sign-up forms, each with a status icon above it. The first form, marked with a red 'X', is a single-column form with five input fields and a small submit button. The second form, also marked with a red 'X', is a single-column form with five input fields and a large green submit button. The third form, marked with a green checkmark, is a two-column form with five input fields and a large red submit button.



39%

of marketers don't do site optimization because they lack the staff to manage and/or utilize testing applications.

(Forrester)

Partner Spotlight

How one small change can boost revenue by 31% percent

Marketers generally aren't at a loss for ideas. They have thoughts about messaging, new graphic treatments, pithy ad copy, site redesigns, brand refreshes, you name it. But sometimes, they get stuck worrying about how to fix something instead of wondering whether it's worth having there in the first place.

To inspire us all, we are highlighting interesting experiments our partners have tried that delivered interesting results. First up? Our friends at Disruptive Advertising.

Hi Chris! Can you start by telling us a little about yourself and Disruptive Advertising?

Sure! I'm a big, big believer in a world where every business tests their ideas. I started my conversion optimization agency Dayley Conversion in 2014, which later merged with Disruptive Advertising. That's where I currently work as VP of site testing and optimization.

As for Disruptive, our leadership team spent years at Omniture and Adobe. They took those enterprise best practices and built an agency that effectively applies analytics to get the most out of PPC budgets and site conversions. We've developed industry leading tools, systems and processes but welcome the unique challenge each of our clients bring for us to solve.

So how long have you been doing testing personally?

About 5 years now.

We'd like to get specific. Let's talk about the some of the tests you've ran recently. You mentioned Musicarts.com when we spoke a while back. How did you settle on what you were going to try there?

It was a part of our existing testing strategy that we execute for enterprise level clients. In essence, one thing we're trying to learn is what works on a page and what's keeping a user from finding what they really want? So we systematically test removing most elements on a site to gauge the impact of the element, which we then use to prioritize future test opportunities.

Can you give us an example?

Sure. We thought removing the "Recommended for You" section might help users feel less overwhelmed, and focus attention on more relevant offers. We felt strongly about this

idea since the recommendations were not very personalized anyways. [see image]

And how did that work out?

We saw about a 31% increase in revenue per user.

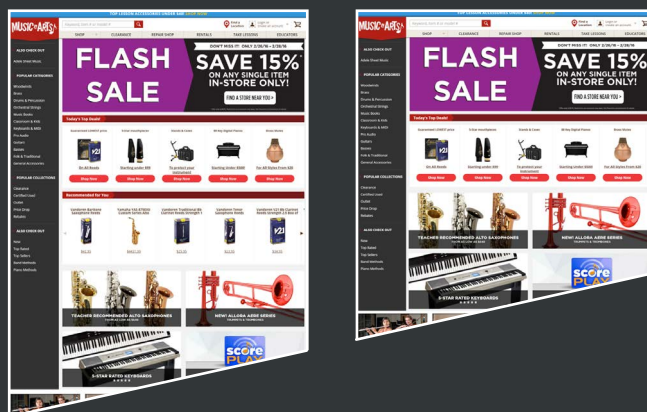
The fact that removing something from the homepage increased conversion rates told us that there was clearly too many design elements for the users to pay attention to. Further, the actual recommendations themselves were not personalized at all, and were not for the most popular or the most profitable products. The client was surprised because they figured more was better when it comes to ecommerce, and of course thought that the recommendations were for products people would want to buy, especially if they were being told they were "recommended."

Just goes to show that you can't assume something on a site is helping your conversion rates until you have tested the impact of having it there!

So there you have it: if your site is using "personal recommendations" that aren't actually all that personal, consider removing them. Users might just find what they're looking for a little faster.

In the example above, Disruptive got massive lift making just one simple change. With Evolv AI, you have the ability to test dozens of ideas in thousands of potential combinations all at the same time. It's a whole new approach to CRO and it can get you to better results faster than ever before.

Control on the left, successful variation on the right:



SET UP A TEST

Before, when you wanted to test something on your website, you or your agency would usually use an A/B testing tool where you would test a change against a control (the current experience) and see which variation performed better. Once that test was complete, you would perform the next and so on.

Leveraging Evolv AI's machine learning technology, you no longer have to test a single idea at a time, increasing your chances of success. Using the Evolv AI editor, you can tell the AI all the ideas you want to try and it will do the rest.

GETTING YOUR EXPERIMENT SET-UP

1. Tell Evolv AI which site you would like to test by adding your website URL.
2. Define the conversion goal you would like your test to optimize.
3. Add the pages you would like to test, for example:
Home page › product page › cart page › payment page › check out confirmation
4. Once you have the all the pages in your funnel you want to include in your experiment, you can start adding variations into the editor.
5. Once you are done setting up your test, click Deploy.

Once the Evolv AI platform has set a baseline for your site, it will launch the first generation of tests to see what changes are improving conversion.

BEST PRACTICES

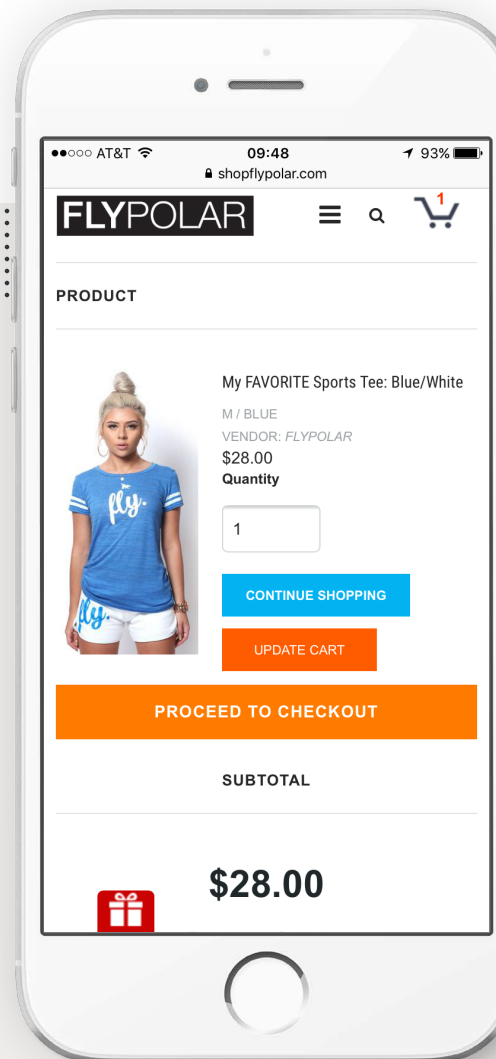
Evolv AI has the ability to let you test millions of possible combinations, but that doesn't necessarily mean that you want to or should. Here are some best practices for getting up and running:

1. Do your best to understand what is really bothering your customers and visitors to create your hypothesis.
2. Focus on what will make your experience better based on feedback, not just on elements that lead to a conversion.

FlyPolar saw a

16%

increase in conversion rate in less than 7 weeks using Evolv AI



3. Crawl before you walk: for your first conversion experiment, see if you can test a few ideas on a few different elements, not 100,000 combinations.
4. Don't limit yourself to changing just button colors and font-size. See if your messaging or content can help drive lift.
5. Get your whole team's input to get ideas. In the old world, the HiPPO determined what to test. With Evolv AI, you can test all your ideas, no matter where (or whom!) they come from.
6. Work with an agency if you don't have the bandwidth or feel uncomfortable doing conversion optimization on your own. To see a list of partners we work with, visit evolv.ai/partners.

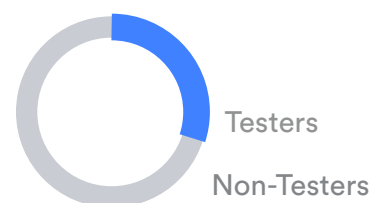
CONCLUSION

Conversion rate optimization is a data-driven methodology to help your business improve key metrics and grow. Simply put, Evolv AI accelerates your testing 10 – 100X or more, finding winning designs faster and letting you get back to marketing.

To learn more about Evolv AI optimization solution, [schedule a demo](https://evolv.ai).

Only **30%**
of the top 10,000
websites are using A/B
or multivariate testing
tools.

(Builtwith)



Learn more at **evolv.ai**

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