Foolproof
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Conversion Rate Optimization

Infinity CRO

Brochure

CONVERSION RATE OPTIMIZATION (CRO)

MORE IMPORTANT TODAY, THAN EVER BEFORE

Covid-19 has forced more people online than ever before, and more people will continue to purchase online even as behaviours go back to normal. B2B and D2B providers are moving into the B2C and D2C consumer space, forming new retailers who are serving customers direct for the first time.

The move online has accelerated digital change. All new experiences have been built and pushed to market. These are poorly optimized as speed to market has been the priority and not great customer experience.

To help you solve these problems we craft insight-driven design and technology solutions that help your customers to convert.

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MORE PEOPLE ARE GOING ONLINE DUE TO COVID-19 RESTRICTIONS

First-time purchases on ecommerce sites of traditional chain stores grew **119%** year on year in April

80% of businesses are dissatisfied with their conversion rates, according to Econsultancy

1 in 5 people still expect to do more online after lockdown ends, says Foolproof research

Global sales on Amazon increased **26%** in Q1 2020 to **$75.5bn**

Using correct targeting and testing methods can boost conversion rates by **300%**, based on a study by Marketing Experiments

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WHAT IS CRO?

Conversion rate optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action and complete a goal.

WHY IS CRO SO VALUABLE TO YOU?

CRO IS THE KEY TO UNLOCKING CUSTOMER AND BUSINESS VALUE

It delivers increased revenue, reduces cost to serve, and heightens scores for customer experience.

As a marketeer you can do more for less. Meaning you can re-invest savings into digital transformation and new product development.

It helps you drive digital change within your organization, promoting an agile experimentation culture underpinned by evidence at speed.

It helps you better understand your customers' objectives, helping you design better customer experiences and achieve higher performing sales journeys which move the needle for your customers.

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THE CHALLENGES WITH THE CURRENT CRO MODEL

Having worked with businesses across many industry verticals, we find that organizations often lack the ability to view conversion rate holistically, and attempts to optimize are uncoordinated and sub-optimal with little long-term success.

FIVE COMMON PROBLEMS AFFECTING CRO'S PERFORMANCE TODAY ARE:

- Too much focus on data science, not enough on human behavior
- Chasing short term wins over long term sustainable changes to UX
- CRO strategy is fragmented, with accountability and ownership unclear
- Failure to align CRO with overall business objectives
- Lack of people with the right level of experience and skill

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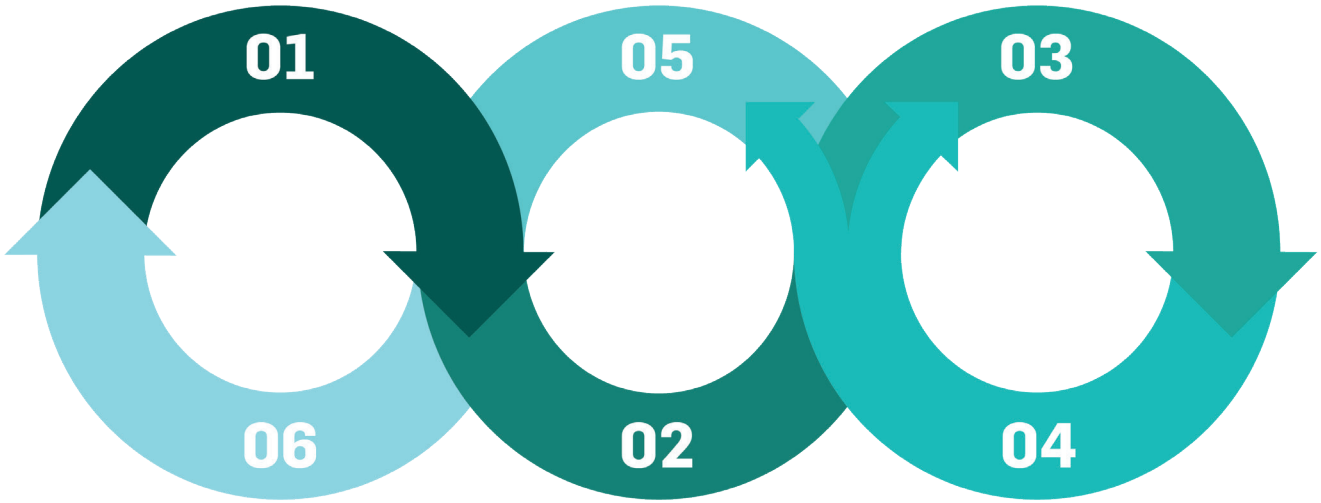
ZENSAR AND FOOLPROOF BRING TO YOU THE INFINITY CRO MODEL

Our Infinity CRO product is the culmination of nearly twenty years' experience of designing highly converting, fully optimized digital properties for our clients.



DEFINE THE OPPORTUNITY

- On-board
- Kick-off
- Agree CRO KPIs

IMPLEMENTATION ROLL OUT

- Backlog Creation
- Proven Tests Go Live
- Changes Propagate

HYPOTHESIS & PROTOTYPING

- Opportunity Backlog
- Hypothesis Creation
- PIE - Prioritization

MONITOR AND MEASURE

- Regular Analysis
- Identify Opportunities
- Evolve KPIs

DATA INSIGHT

- Site Audit
- Quant. Research
- Qual. Research

TEST & ITERATE

- Test Design
- Test Deployment
- Report and Action

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WHY TRUST YOUR CRO TO US?

We work as **optimization partners** to the **world's leading brands**. We go beyond data analysis, bringing together **researchers, behavioral scientists, designers and developers** to manage your optimization process end-to-end.

We combine **behavioral insight, customer data** and **creative thinking** to deliver the ideas that **increase your return** on digital spend. Our optimization work has made our clients millions in additional revenue.

We are **platform agnostic** but have all the tools required under one roof. We pick the **best tools** for your **individual** circumstances. We're **focused on outcomes**, helping budget holders unlock **investment** for longer term **customer experience initiatives.**

LEADING CYCLE RETAILER INCREASED CONVERSION TO

1.5%

GLOBAL SOFTWARE COMPANY INCREASED REVENUE BY

2M

LEADING ONLINE FOOD VENDOR INCREASED ONLINE ORDERS BY

40%

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TO DISCUSS YOUR OPTIMIZATION EFFORTS TODAY CONTACT:

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An RPG Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: **velocity@zensar.com | www.zensar.com**