

# 4: CONVERT

Increase sales through CRO

## 1: INCREASING CONVERSION

*This is the conversion from lead to sale. It involves getting your audience to take that vital next step which turns them into paying customers whether the payment is taken through online Ecommerce transactions, or offline channels.*

## 2: OPPORTUNITY

Review focus to increase conversion to sale

- Create and review site conversion funnels and paths to purchase (online and offline) and quantify targets for incremental revenue
- Review multichannel (omni-channel) interactions to increase revenue per visit
- Review analytics and customer feedback

## RECOMMENDATION

**Set up a CRO (Conversion Rate Optimisation) programme.**

Many businesses still don't invest in structured tests to optimise their websites to maximize online sales or referrals to other channels.

Don't leak customers.

## 3: STRATEGY

Create an approach for conversion rate optimisation

- Define online conversion rate optimisation (CRO) approach
- Define how key online communications (search, email, social, mobile) drive sales
- Define offline integration paths to purchase

## 4: ACTION

Manage continuous improvement of conversion

- Implement CRO through test plan for AB and multivariate site tests and experiments
- Implement lead retargeting programme using site personalization, display retargeting and behavioural email programme
- Optimise ROPO behaviour (Research Online-Purchase Offline)