Conversion Optimization

We're committed to identifying measurable return-on-investment.

Our user experience, design, and development teams are all skilled in identifying both quick wins and strategic focus areas for your purchase path, whether you're a unique ecommerce experience, such as ticketing, or a traditional retailer with thousands of SKUs.

Central to all our conversion optimization efforts is creating statistically significant results and giving you the tools you need to measure them. We ensure that all of our clients have access to Google Analytics and configure dashboards to help you make sense of your data.
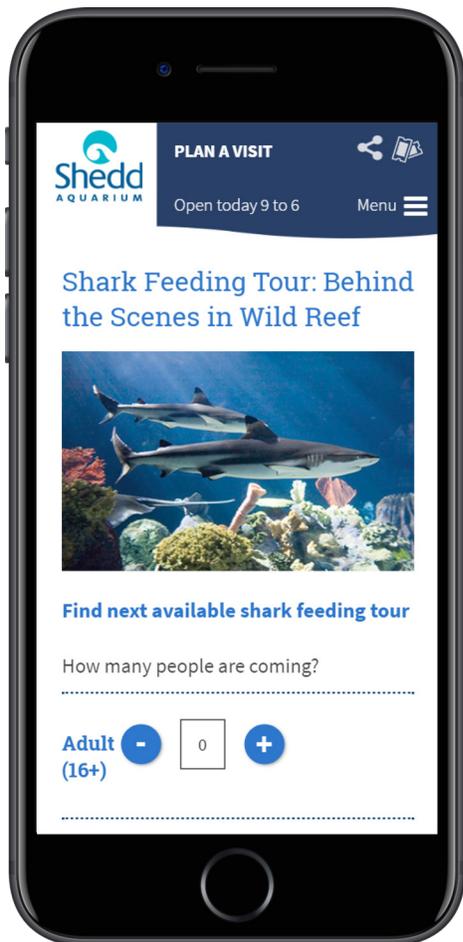
ROI at a Glance

12% increase in tickets sold for the Adrienne Arsht Center

20% decrease in bounce rate for the Shedd Aquarium

50% increase in ecommerce sales for Architectural Systems Inc.

Our Strategies

Marketing Automation Integration
Increase your ecommerce marketing capabilities by integrating your marketing automation or CRM system seamlessly with your content management system.

Personalization
Personalization goes beyond simply identifying your users by their account information or cookies. Combining analytics, browsing history, demographics and contextual information (e.g. weather) creates a highly tailored user experience.

Mobile Optimization
Having a mobile-friendly site isn't nice: it's essential for ecommerce today. All of our websites are built using responsive design and we're skilled at overhauling mobile-unfriendly sites without the need for a full redesign or redevelopment.

A/B Testing
Compare variations of design elements, including copy, colors, and imagery, by exposing different percentages of your visitors to each version during a specific time frame. The winning variation then becomes the reference point for further optimization tests.

Search Engine Optimization
Increase your exposure in organic search by adhering to SEO best practices. We provide insight into keyword targeting, page structure, and content strategy to help you increase your search traffic and bring more prospects into your funnel.