

# The CMO's guide to Conversion Optimisation

Optimising the customer journey, from click to conversion.

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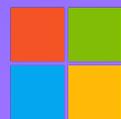


# AI powered marketing with Microsoft Clarity

Ahmed Osman



Ahmed Osman



# Microsoft Clarity

👤 Engineering Manager

🏠 Integrations

📊 Growth features

🗣️ 2x speaker



tweet us during this session



**@msftClarity**

# AI powered marketing



CONTENT  
CREATION



SEO  
OPTIMIZATIONS



CUSTOMER  
SUPPORT BOTS



ANALYTICS

Conversion Rate

**1.05%**

↓ 11.4%

Bounce Rate

↑ 23.2%

Pages per session

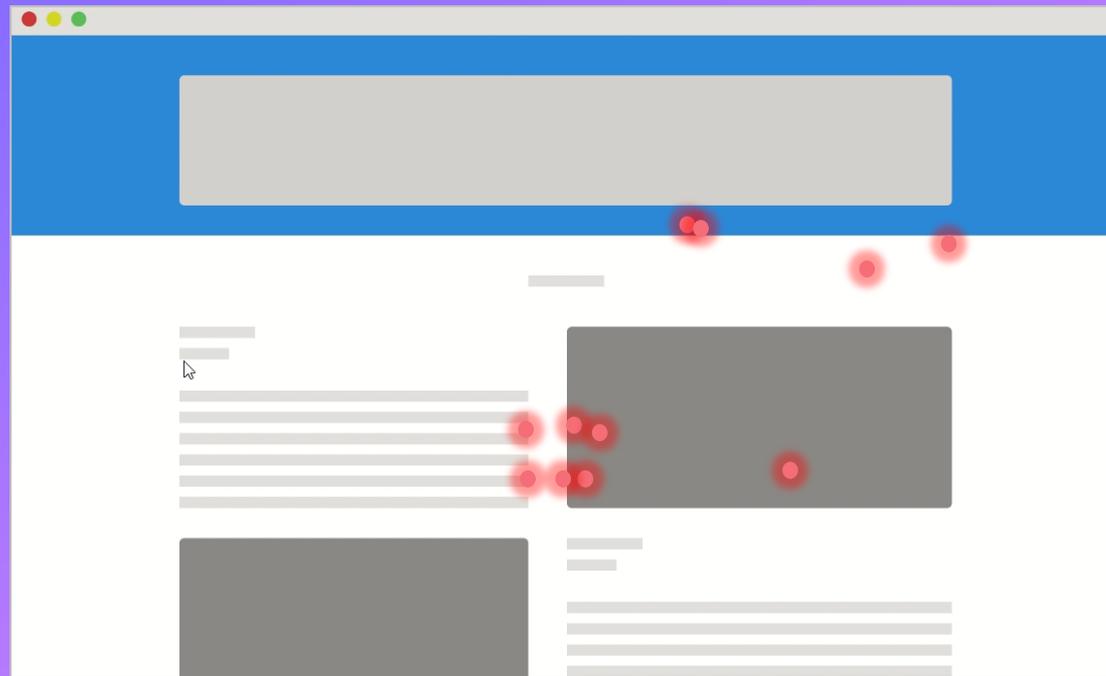
↑ 0.1%

Sessions

↑ 2.9%

Page speed

↓ 14.2%



# Marketers top of mind





# Welcome.

[FREE TRIAL](#)[see more](#)

## Landing page.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lab-





# Welcome.

[FREE TRIAL](#)[see more](#)

## Landing page.

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# Clarity's Toolbox



## SESSION RECORDINGS

Watch and learn with pixel  
perfect playbacks



## HEATMAPS

Shows you where the action is  
at scale



## INSIGHTS

find interesting sessions in an  
instant

# Session Recordings – AI insights

## Session insights

Some key takeaways from this session are

- The user came to the website from a Google search, which suggests they were looking for information on how to optimize their purchase funnel.
- The user spent about 31 seconds on the blog post about how Clarity can help streamline the purchase funnel, which indicates they were interested in the topic and the product.
- The user did not click on any links or interact with any elements on the page, which could mean they were satisfied with the content, or they wanted to learn more but did not find a clear call to action.
- The user left the page when it was hidden, which could be due to a browser tab switch, a notification, or a distraction. This could be an opportunity to re-engage the user with a pop-up or an email.

The screenshot shows a blog post on the Microsoft Clarity Blog. The title is "Purchase funnel – streamline with Clarity" by ANNE CLARITY STAFF. The main content area features a diagram illustrating a purchase funnel. It starts with a hand clicking on a button on a website, leading to a shopping cart with a gift box, and finally to a credit card with a checkmark, indicating a successful purchase. Below the diagram are social media sharing icons for Twitter, LinkedIn, Facebook, and Email. At the bottom, there is a short paragraph: "Since the launch of Clarity last year we have successfully onboarded thousands of online businesses from small stores to major retailers. During this time we have noticed that some sites are better at sales conversion than others thanks to their purchase funnel."

# Session Recordings – AI insights

Back to recordings

Summarized recordings (10)

Your insights are powered by AI, so mistakes are possible. Share feedback so we can improve!

### Successful achievements

- A user successfully followed the roti recipe and left a positive comment. 5
- A user successfully browsed various Indian vegetarian recipes and learned more about the author. 5
- A user successfully printed the roti recipe for future reference. 1

### Unsuccessful attempts

- A user unsuccessfully tried to click on a dead link on the roti recipe page. 7
- A user unsuccessfully tried to copy and paste some text from the roti recipe page. 7
- A user unsuccessfully tried to access the roti recipe page multiple times, but the page was hidden or not visible. 8 9 10

More details Click Scroll Area

## Roti Recipe- How to make Roti/Chapati



By Manali Singh ★★★★★ 4.99 from 122 votes Mar 14, 2020

Roti or Chapati is everyday Indian flatbread which is made with only 2 ingredients- whole wheat flour (atta) and water. Learn all the tips to make soft roti at home!

JUMP TO RECIPE EF NF

This post may contain affiliate links. Please read our disclosure policy.

Learn all the tips and tricks to make soft roti at home.

This everyday Indian flatbread was a staple growing up, one that I ate every single day.

Roti is made of whole wheat flour and nothing else really and is eaten in India with dal and curries.

Hi, I'm Manali!

Bringing you easy, delicious vegetarian & vegan recipes! Eating veggies can be fun, you just need to get creative in the kitchen with the right set of ingredients!

# Heatmaps – AI insights

< Back to click data <<

## User behaviors

- Users on all devices were most interested in the [JUMP TO RECIPE](#) button, which received the most first and last clicks.
- Users on desktop and tablet devices scrolled deeper into the page than users on mobile devices, who tended to drop off after the 25% mark.
- Users on desktop and tablet devices clicked on some text elements that were not clickable, such as the recipe title, ingredients

## Key takeaways

- To optimize the page for mobile users, the website could reduce the amount of text and images before the recipe card, and use a sticky navigation bar to help users access the recipe quickly.
- To showcase the recipe better, the website could use more interactive elements, such as ratings, comments, or videos, to engage users and encourage them to scroll and click.

WITH MANALI!

Home Recipes ▾ About Contact

2

4

6

1

3

Home > RECIPES BY COURSE > INDIAN BREADS > ROTI RECIPE- HOW TO MAKE ROTI/CHAPATI

## Roti Recipe- How to make Roti/Chapati

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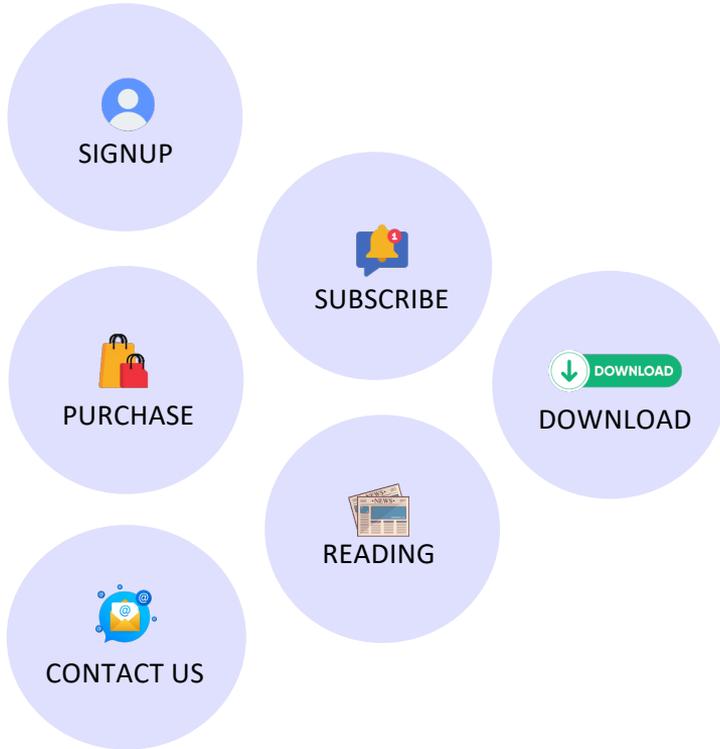
167

Hi, I'm Manali!

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# Smart events



**Smart events** ↓

Show percentage of sessions  Off

Reading	3,256 sessions		
Subscribe	3,243 sessions		
Login	451 sessions		
Download	256 sessions		
Contact us	29 sessions		
Purchase	11 sessions		
Sign up	11 sessions		

# Copilot chat

Your personal analytics assistant

Show insights on source of traffic for Palak Paneer

✓ Searching for: The source of traffic for Palak Paneer last 3 days

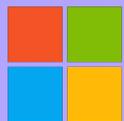
✓ Generating answers for you...

According to Microsoft Clarity, the source of traffic for Palak Paneer in the last 3 days are:

Source	Sessions
Google	1285
Direct	377
m.facebook.com	90
<a href="http://www.cookwithmanali.com">www.cookwithmanali.com</a>	50
lm.facebook.com	22
<a href="http://www.pinterest.com">www.pinterest.com</a>	18
l.facebook.com	7
Bing	7
insanelygoodrecipes.com	3
com.pinterest	3

These are the sources that referred users to your Palak Paneer recipe page. A source is the origin of your traffic, such as a search engine (for example, google) or a domain (example.com). A session is a group of interactions that take place on your website within a given time frame. For example, a single session can contain multiple page views, events, social interactions, and e-commerce transactions.

Filters: 2024/02/06 - 2024/02/08 Entry URL: <https://www.cookwithmanali.com/palak> 2 of 10



# Microsoft Clarity

Empower *everyone* to build better products by *democratizing behavioral analytics* into *actionable insights*



**Free service** — use Clarity as much as you want on as many sites as you want without charge



**GDPR & CCPA** — compliant with GDPR and California Consumer Privacy Act (CCPA)



**Masking options** — protect your user privacy and mask sensitive data directly on the client



**AI Copilot** — personal assistant for your analytics



**Lightweight** — Clarity doesn't get in the way of your site's performance



**Built for Scale** — can handle terabytes of data with millions of users, 100% of your website traffic



**Mobile app support** — level up your Android app's user experience



**Easy to install** — Available on major third-party platforms. Takes 1 line of code manually



**shopify**

**WIX**



SQUARESPACE

**AB Tasty**



**WORDPRESS**

**& MORE**

Tell us how Clarity AI helped you

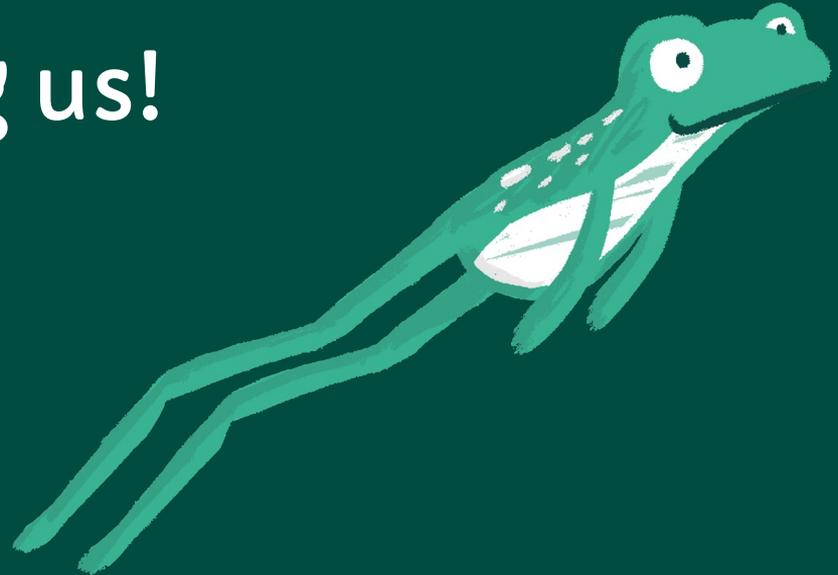


**clarityms@microsoft.com**

Predict heatmaps for your designs!



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