

# The CMO's guide to Conversion Optimisation

Optimising the customer journey, from click to conversion.

Sponsored by



Traffic Acquired.  
Job Done?

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**How To Stop Playing Half the Game in  
Performance Marketing**



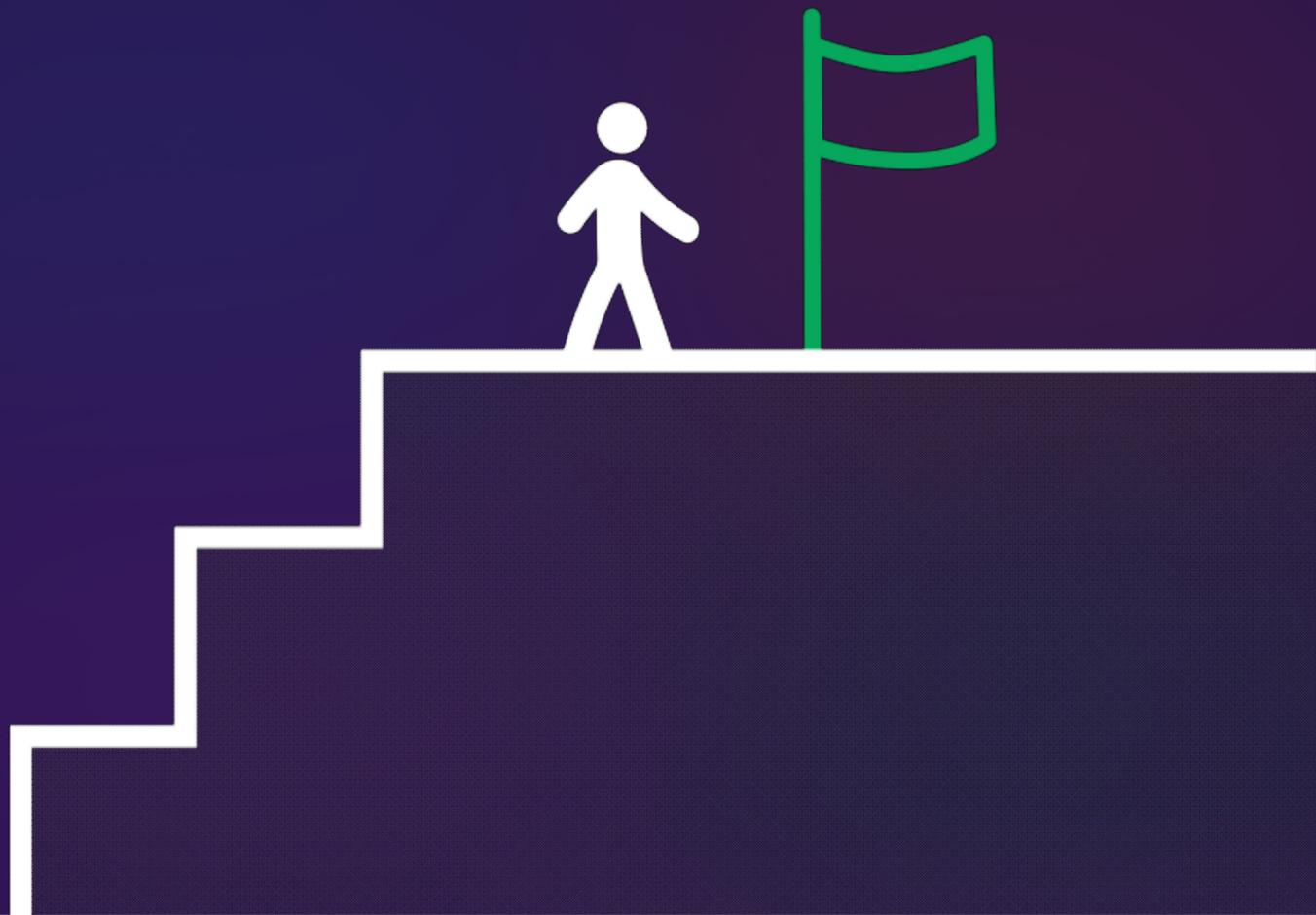
# Ingredients Acquired.

## Job Done?





Nope, right?





Let's understand **how**.



Starting with...



# Landing Pages

**Where the magic starts (...or not)**

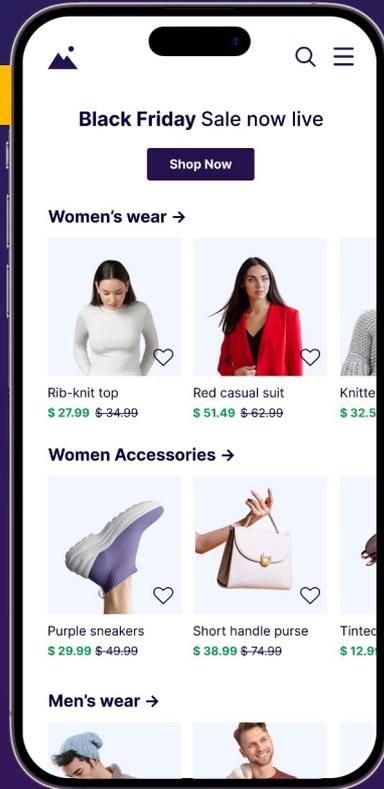


## Let's look at two common types of landing pages:

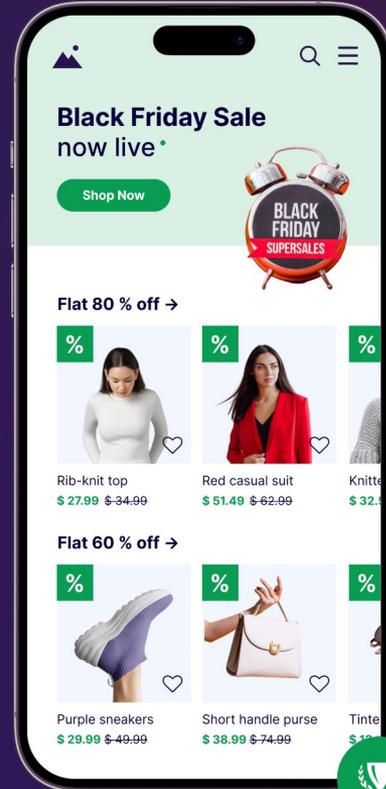
- Campaign-specific Pages
- Category Pages or PDPs

# #1 - Campaign-specific Landing Pages **SHOULD** be well optimized

Control



Variation



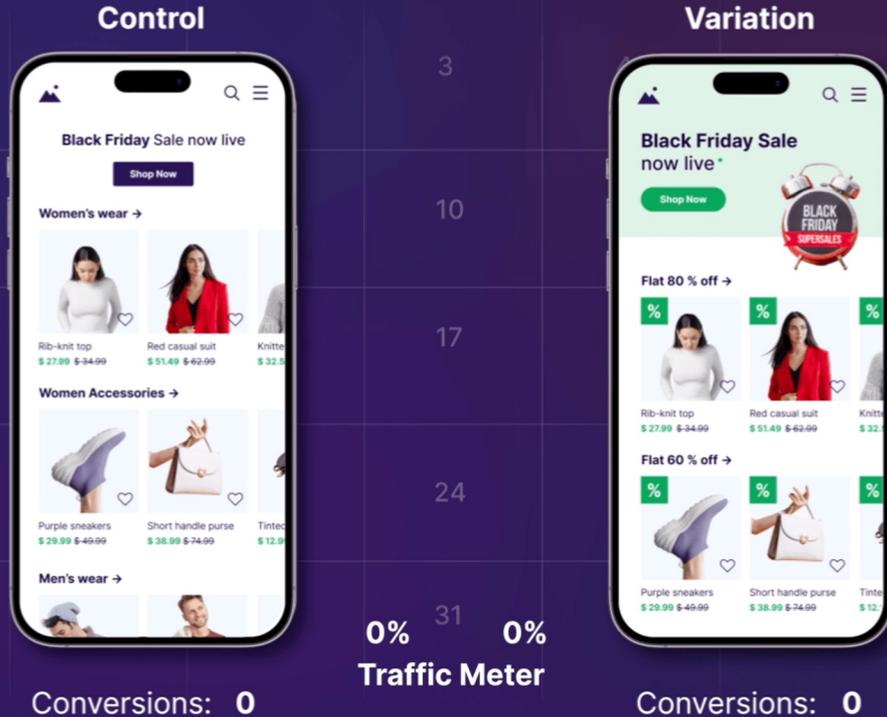


**But can we perform meaningful  
experiments on a landing page  
that is only active for a few weeks?**



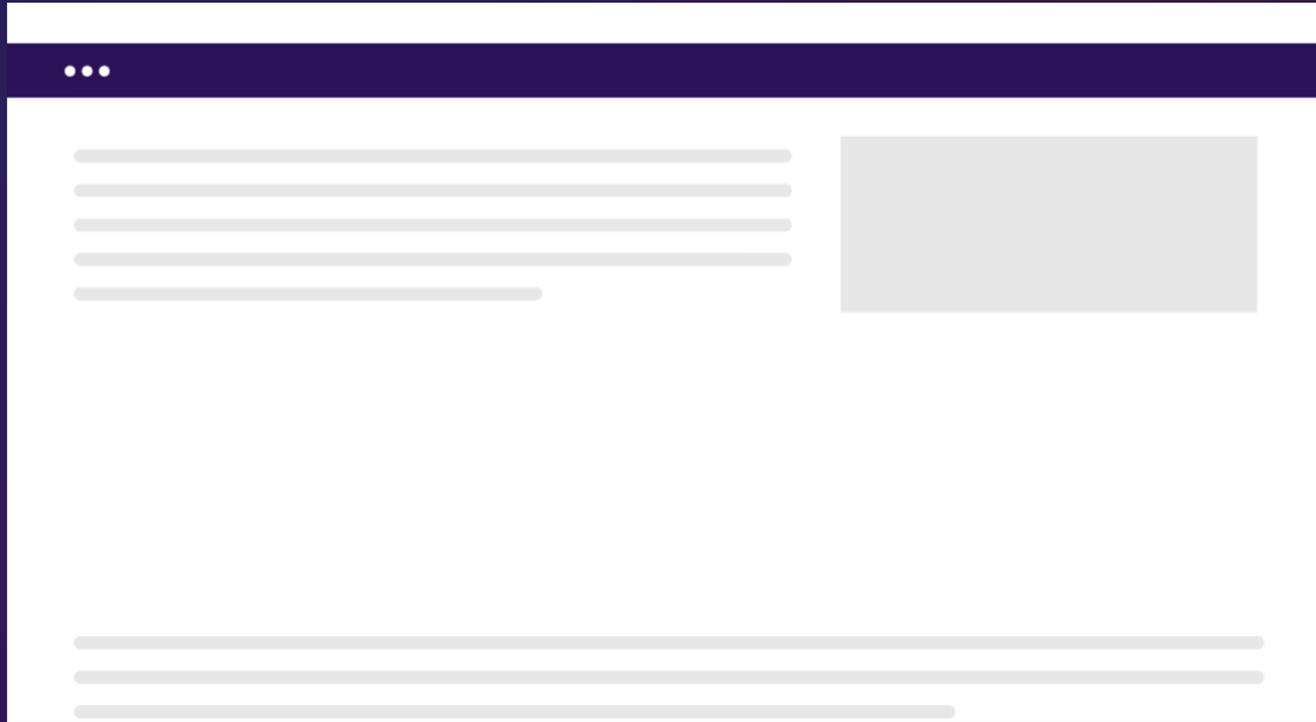
Yes, we can!  
With the help of smart  
Dynamic Traffic Allocation

Imagine your traffic auto-allocates towards the winning variation in an ongoing experiment, significantly cutting down your manual efforts



## #2 - Product & Category Pages should **NEVER** be generic

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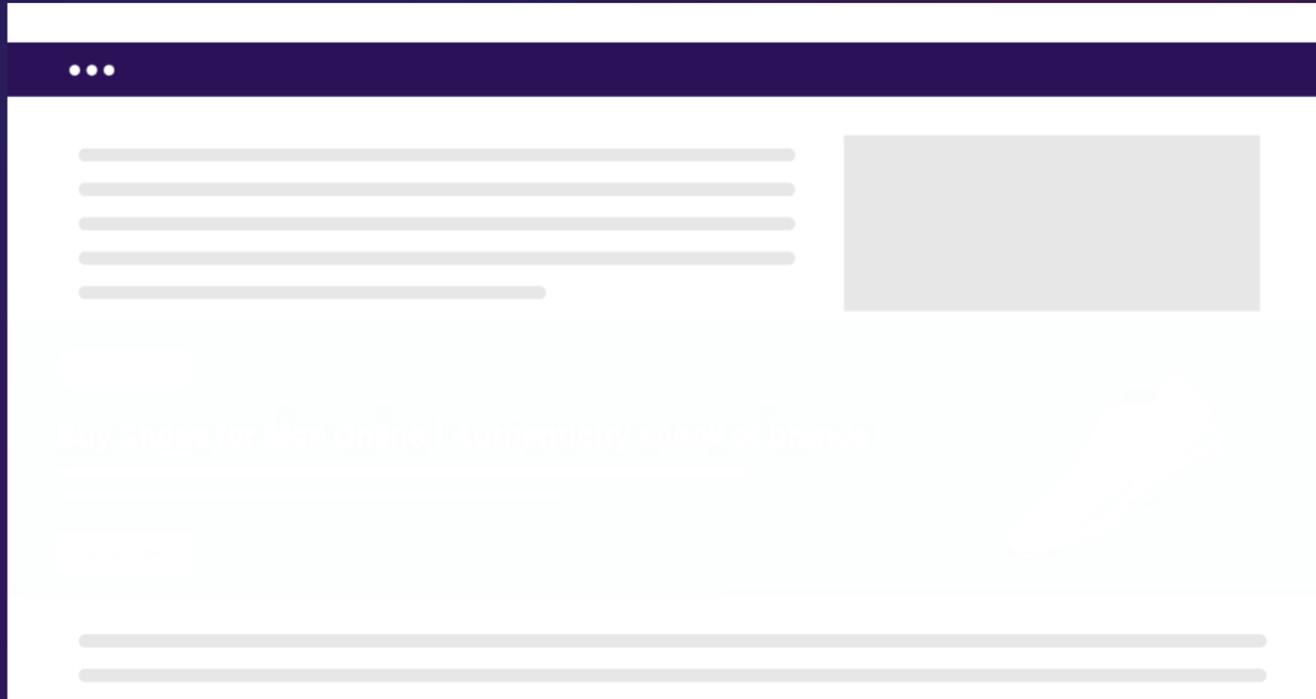


**Let's look at it using an example:**

What made the user arrive  
on a particular landing page?

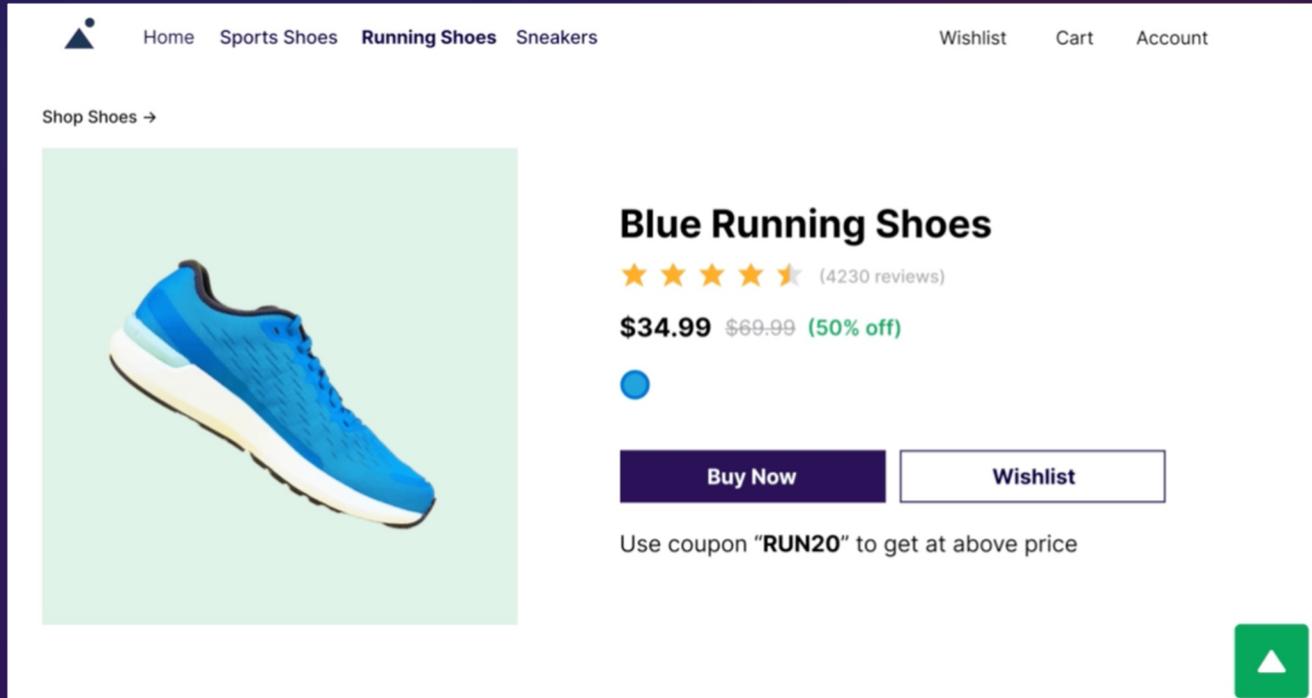
Say you are running a **Google Ad** campaign highlighting “Authenticity” of products

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Your copy **should talk about Quality Assurance and Authenticity** too.

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The screenshot shows a product page for 'Blue Running Shoes'. The navigation bar includes 'Home', 'Sports Shoes', 'Running Shoes', and 'Sneakers'. On the right, there are links for 'Wishlist', 'Cart', and 'Account'. Below the navigation, there is a 'Shop Shoes →' link. The main product image shows a blue and white running shoe. To the right of the image, the product title is 'Blue Running Shoes', followed by a 4.5-star rating (4230 reviews) and a price of \$34.99, marked down from \$69.99 (50% off). Below the price, there is a blue circle icon. At the bottom of the product information, there are two buttons: 'Buy Now' and 'Wishlist'. A coupon code 'RUN20' is mentioned below the buttons. A green 'back to top' button is located in the bottom right corner of the product area.

Home Sports Shoes **Running Shoes** Sneakers Wishlist Cart Account

Shop Shoes →



### Blue Running Shoes

★★★★★ (4230 reviews)

**\$34.99** ~~\$69.99~~ (50% off)

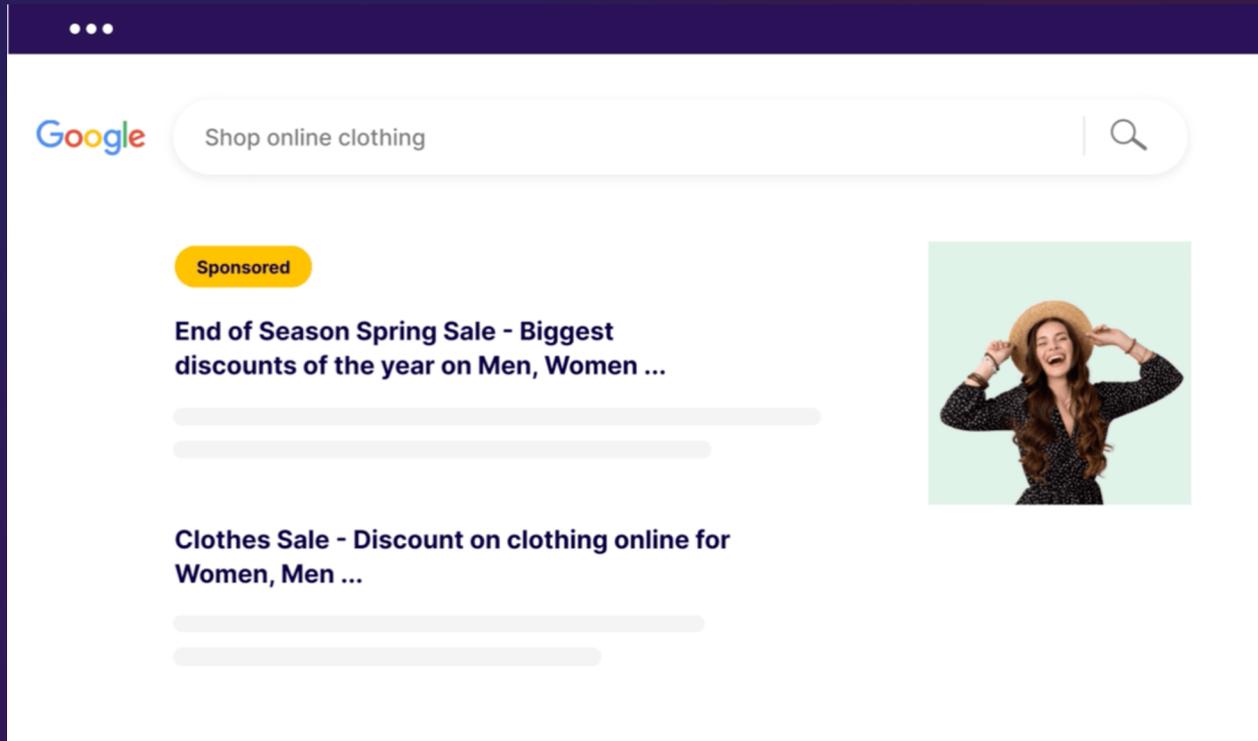
●

**Buy Now** Wishlist

Use coupon "RUN20" to get at above price

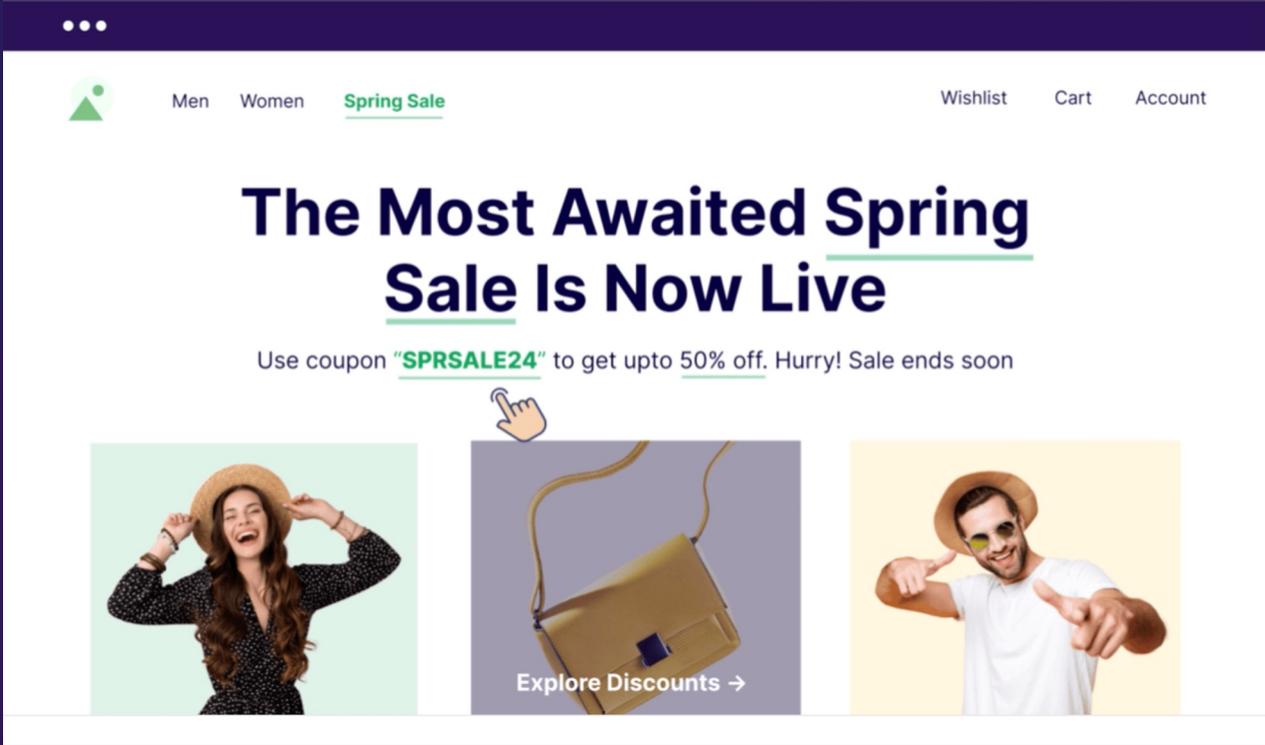


# Say you are running a **search ad for a seasonal sale** - The Spring Sale 🎉



Hence, your copy **should talk about discounts** available in it.

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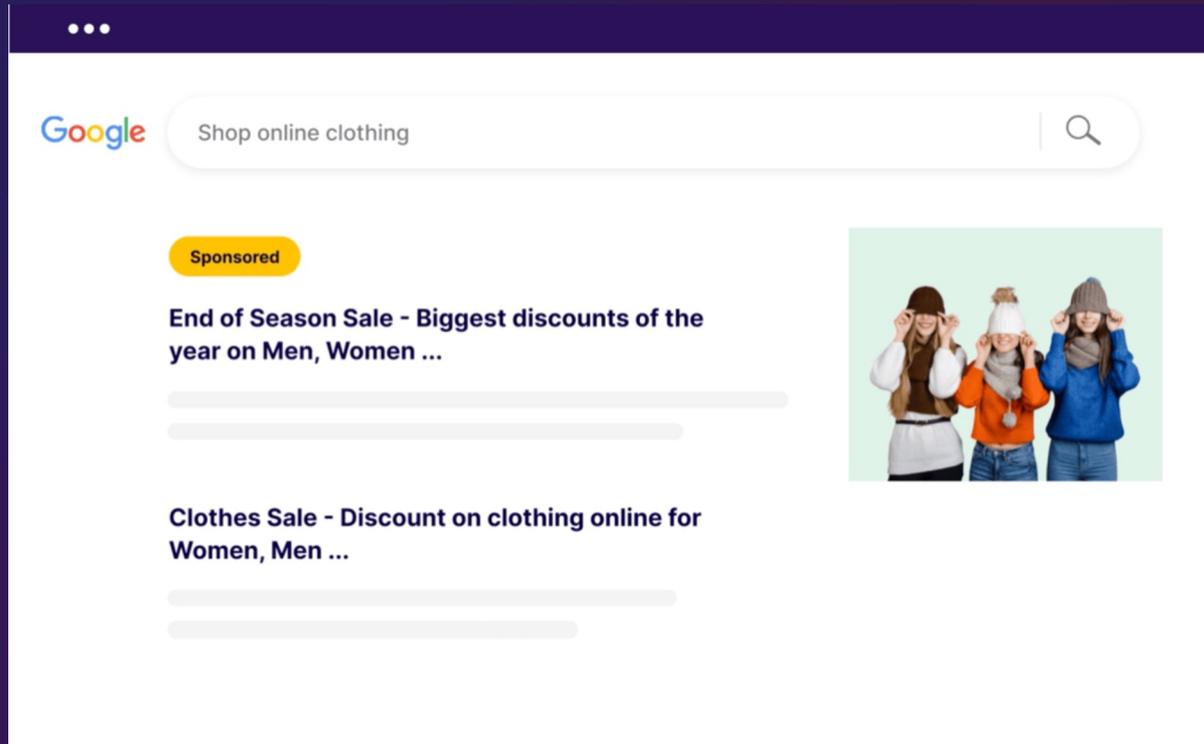
The screenshot shows a mobile-optimized e-commerce website. At the top, there is a navigation bar with a menu icon (three dots), links for 'Men', 'Women', and 'Spring Sale' (which is underlined and highlighted in green), and links for 'Wishlist', 'Cart', and 'Account'. The main content area features a large, bold headline: 'The Most Awaited Spring Sale Is Now Live'. Below the headline, a promotional message reads: 'Use coupon "SPRSALE24" to get upto 50% off. Hurry! Sale ends soon'. A hand cursor icon is positioned over the coupon code. Below this text are three image-based promotional tiles. The first tile on the left shows a woman with long brown hair wearing a wide-brimmed straw hat and a black patterned top, smiling and adjusting the hat. The middle tile shows a tan leather crossbody bag with a blue square detail on the front, with the text 'Explore Discounts →' at the bottom. The third tile on the right shows a man wearing a straw hat and sunglasses, pointing directly at the camera with both hands.

Consistency is important because

Inconsistent Messages  
= High Bounce Rate

Keep your campaign's value proposition  
alive and let it sink in throughout the  
**entire user journey.**

Say you are running an ad campaign highlighting the “high discount sale”

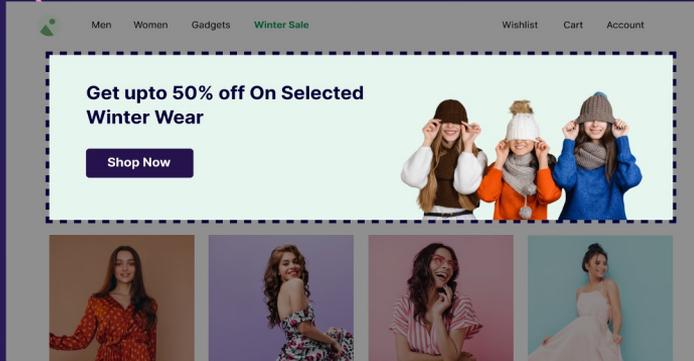


...but your copy is about quality assurance of your products.

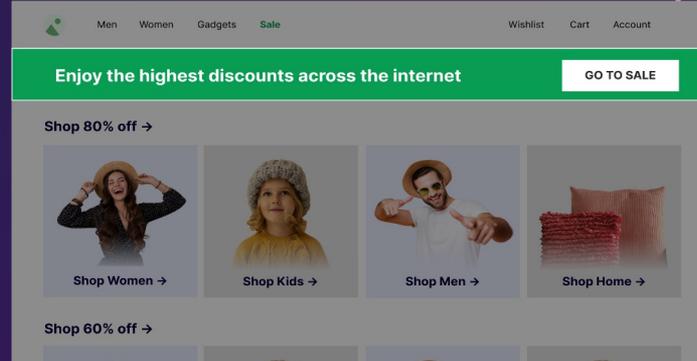
Result: Visitor **bounces off!**

# Remarket your message on every page that the user sees

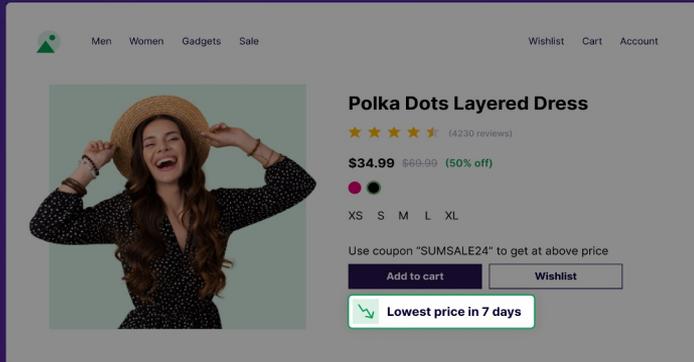
Homepage



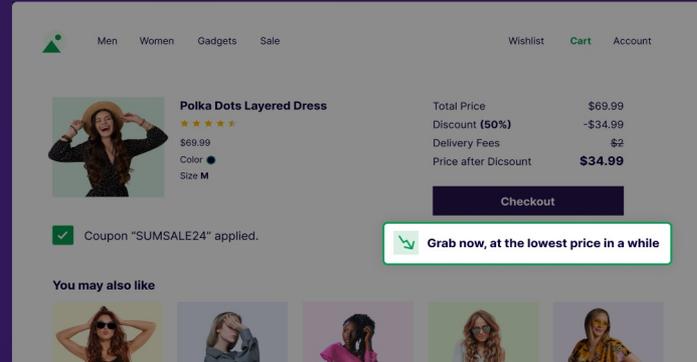
Category page



Product page



Checkout page



And keep sending the right message to **the**  
**right audience**

Segment your audience and keep the message relevant  
when they come back a second time or a third or a fourth time.



Hola 🎁  
Here's a welcome  
gift for you!

Enjoy **10%  
Discount** On  
Your First Order!

Claim Now

First time shoppers



Join our Insider  
Program and get  
exclusive benefits!

...first 2 months  
free for you.  
(\$10/mo later)

Become an Insider

Frequent Shoppers



Your wishlist is heavy,  
add some weight to  
your cart too!

...because your  
**Nike AF 1s** are on  
heavy discount"

Grab Now

The dreamers!  
(Visitors with Wishlisted items)

So what did we understand today? Playing  
the full game is possible.

And it's not rocket science...

...with the right **team** by your side.



**Jan Marks**

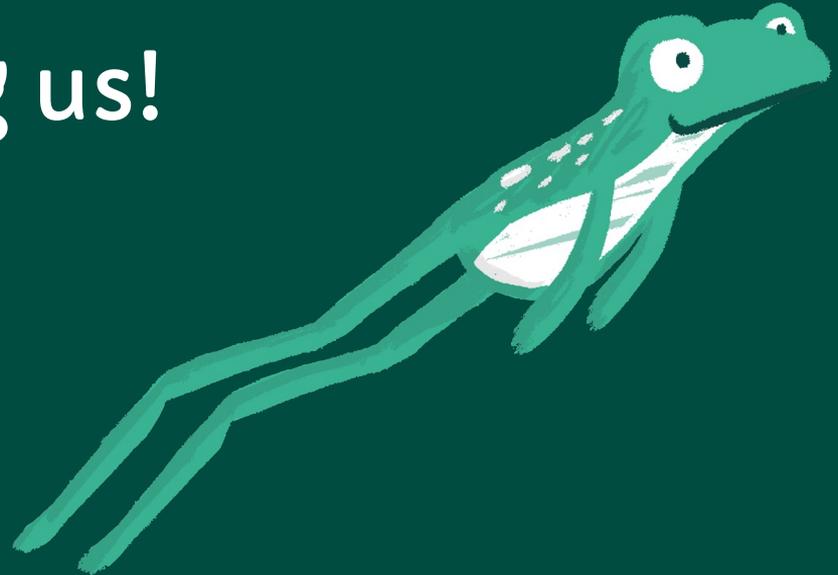
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