

The CMO's guide to Conversion Optimisation

Optimising the customer journey, from click to conversion.

Sponsored by



Closing the conversion gap

How to stop your website being a revolving door



Joe Johnston

Head of Conversion @ Launch



Booking.com

GBP



List your property

Register

Sign in



Stays



Flights



Flight + Hotel



Car rentals



Attractions



Airport taxis

Make yourself at home in paradise

Choose from cabins, houses and more

Discover holiday rentals



Where are you going?



Check-in date — Check-out date



2 adults · 0 children · 1 room



Search

I'm looking for flights

Offers

Promotions, deals and special offers for you

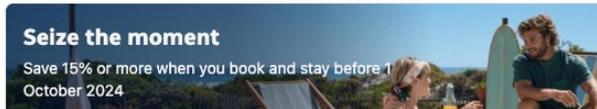
Fly away to your dream holiday

Get inspired, compare and book flights with more flexibility



Seize the moment

Save 15% or more when you book and stay before 1
October 2024



Get ready for your trip in Lisbon!

Booking number: 765487500

Here's everything you'll need for a smooth pick-up. Hope you have a great trip.



Fiat 500 or similar



Aug 20, 2023 - 09:00
Lisbon

Aug 24, 2023 - 09:00
Porto

 **Car rental company:** Enterprise

[View and manage booking](#)

What you need at pick-up



Required by Enterprise

This is vital: If you don't have everything you need, the counter staff will not be able to give you the car.

[View 'What you need at pick-up'](#)



Rental voucher

You'll need this at pick-up, so save it on your device, or print it out.

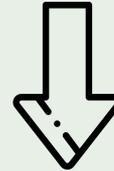
[Download rental voucher](#)

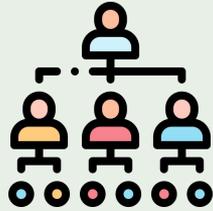




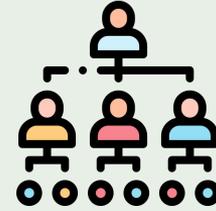


I'm the 'website guy'





Paid search
& social



Website &
CRO



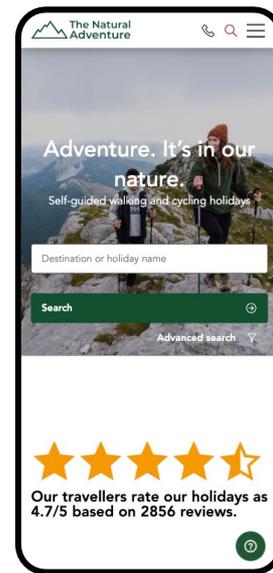
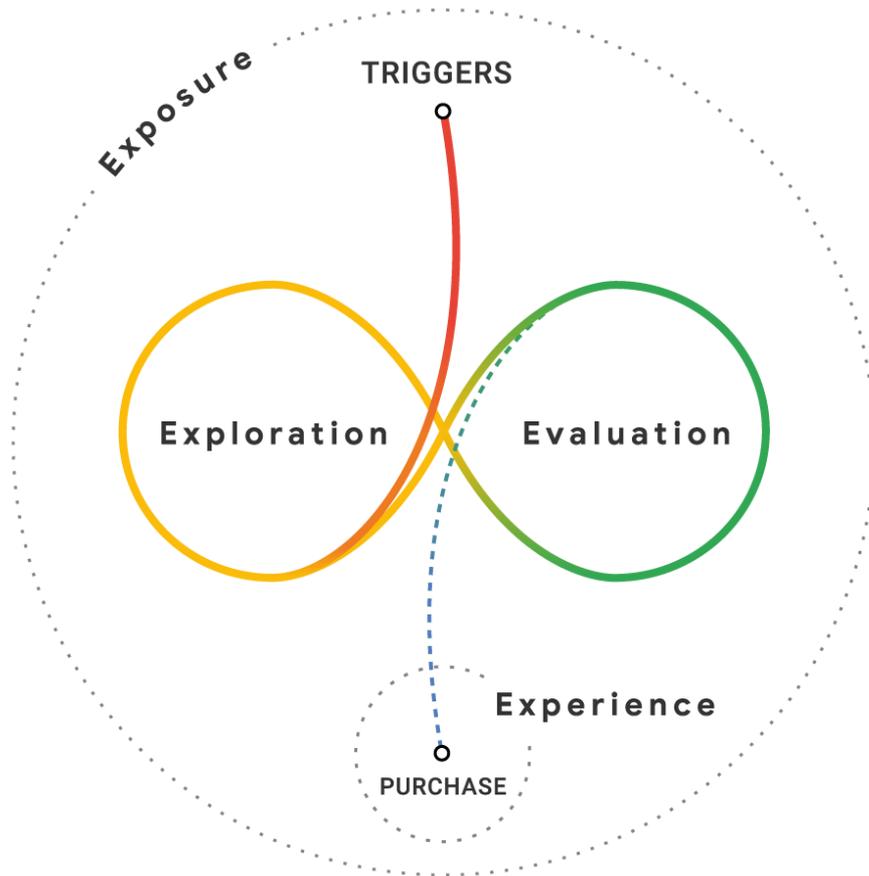
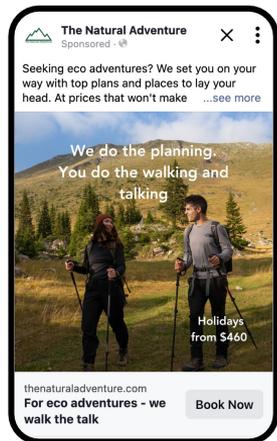


6-8 touchpoints
to make a sale

People embracing 'mindful spending'

- **80%** comparing the price of similar brands or products
- **75%** searching online for reviews and information
- **67%** visiting the brand's website or app



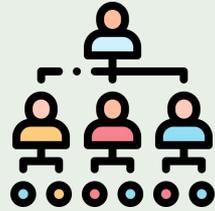


Average lag between pre-click and post-click is only 1.22 seconds

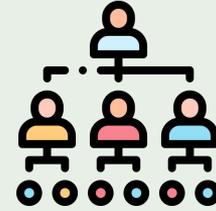


It's not possible for a website to exist separately from ads.

From the lens of the customer, it's one continuous experience.



Paid search
& social



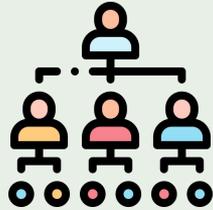
Website &
CRO



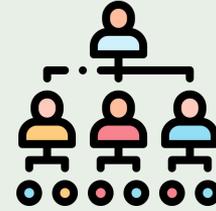
What is the biggest challenge holding back experimentation?

1. Better processes
2. More resources

3. Greater collaboration between teams and the wider company

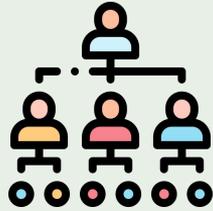


Paid search
& social

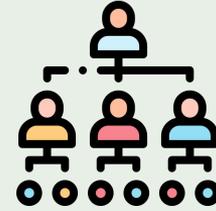


Website &
CRO





Paid search
& social



Website &
CRO



1.

Stop. Collaborate. Listen.

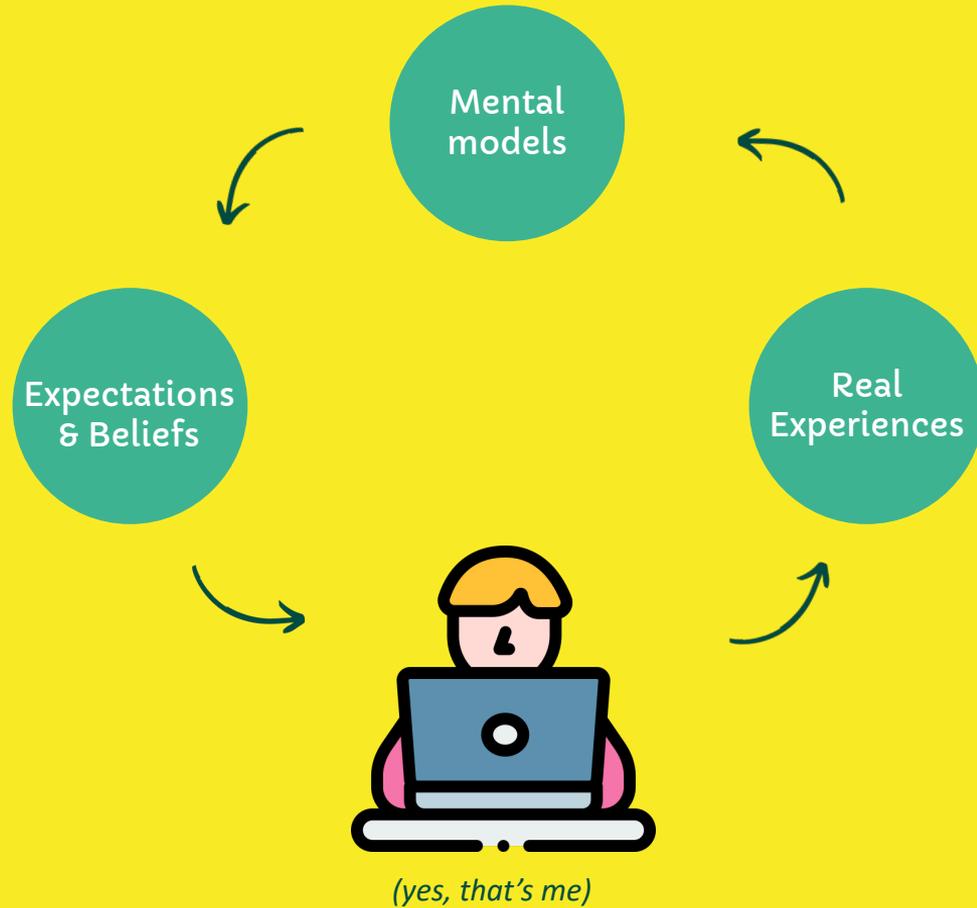
This is a customer challenge. It requires a customer-first approach.

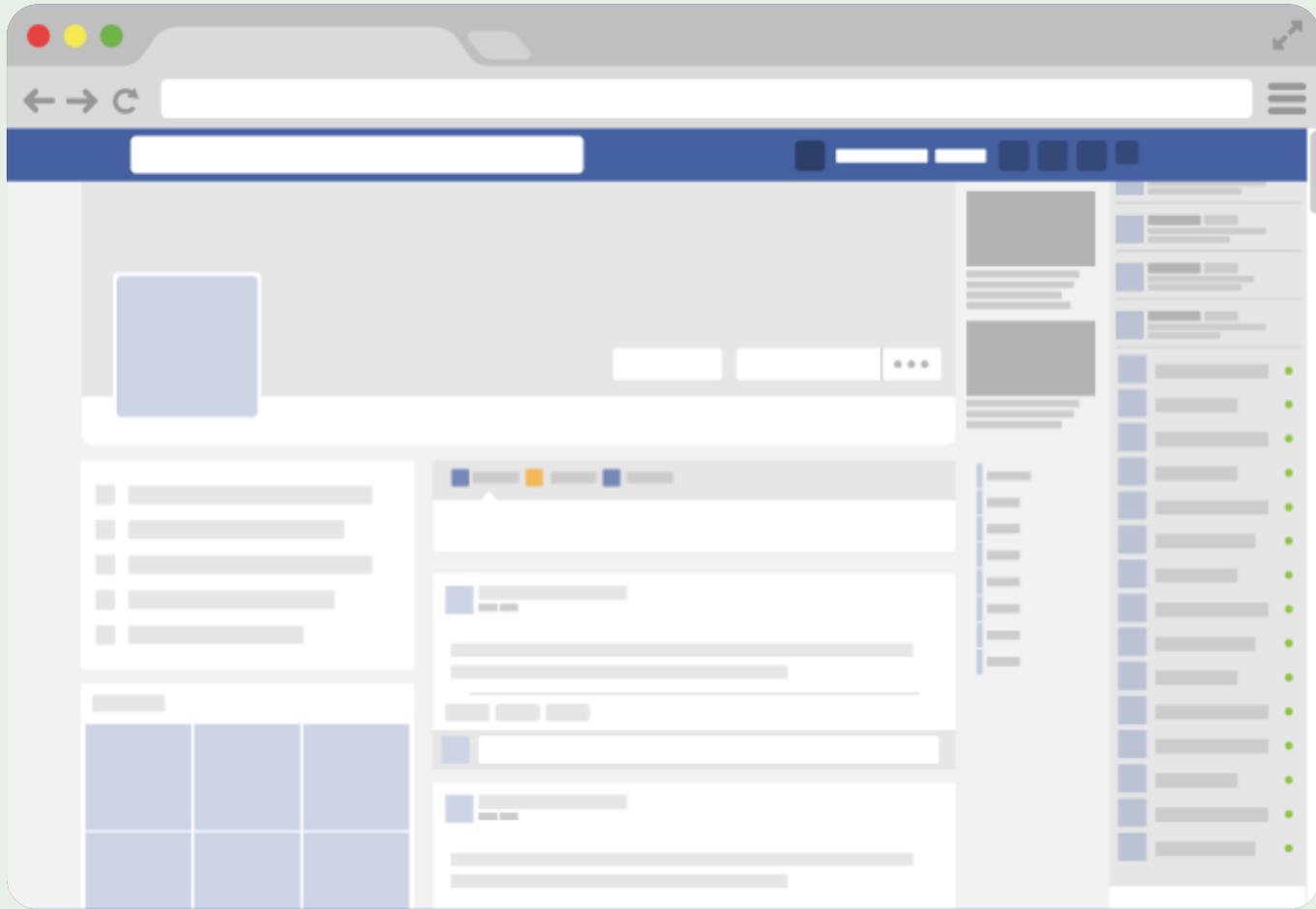


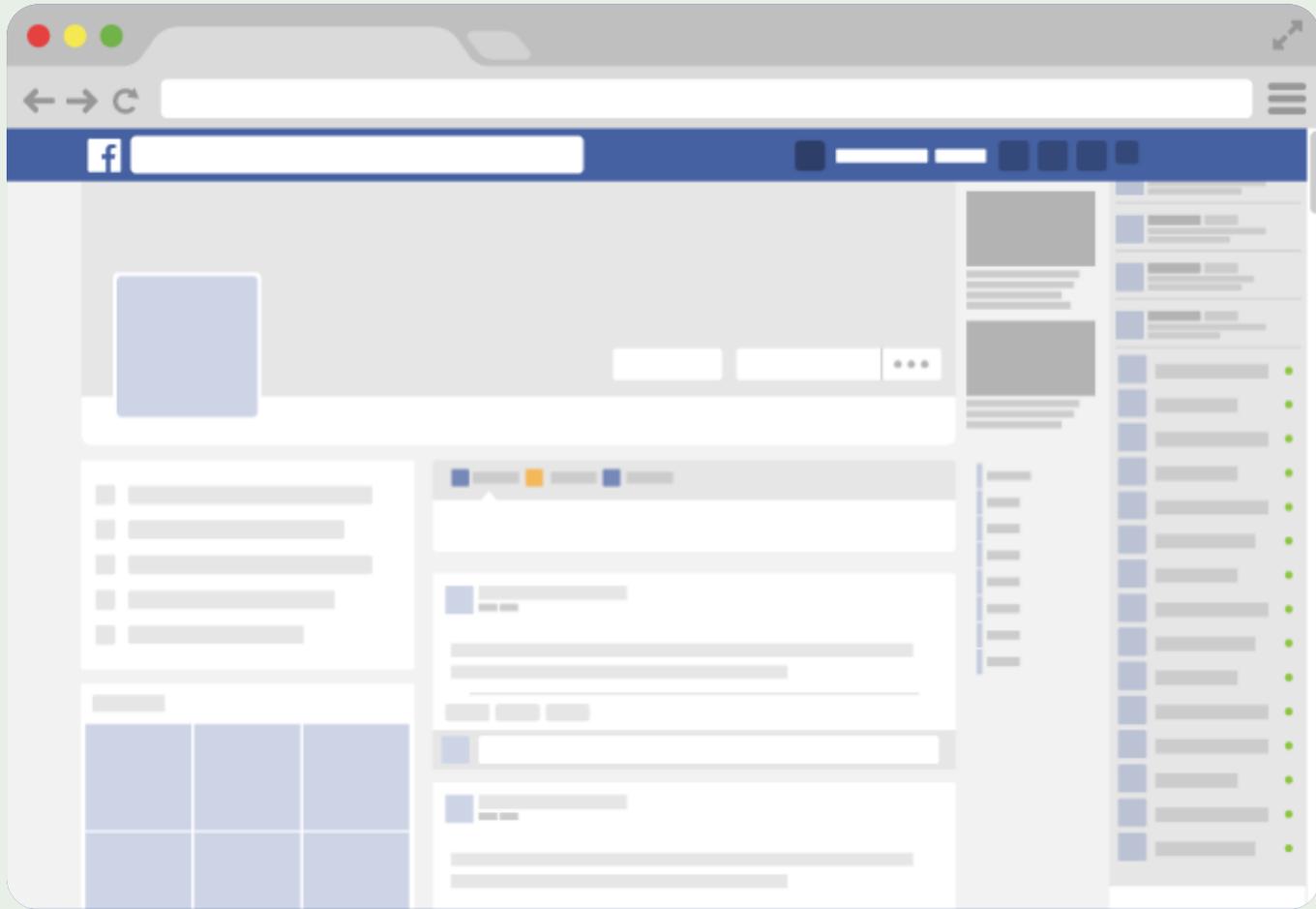
Jakob's Law:

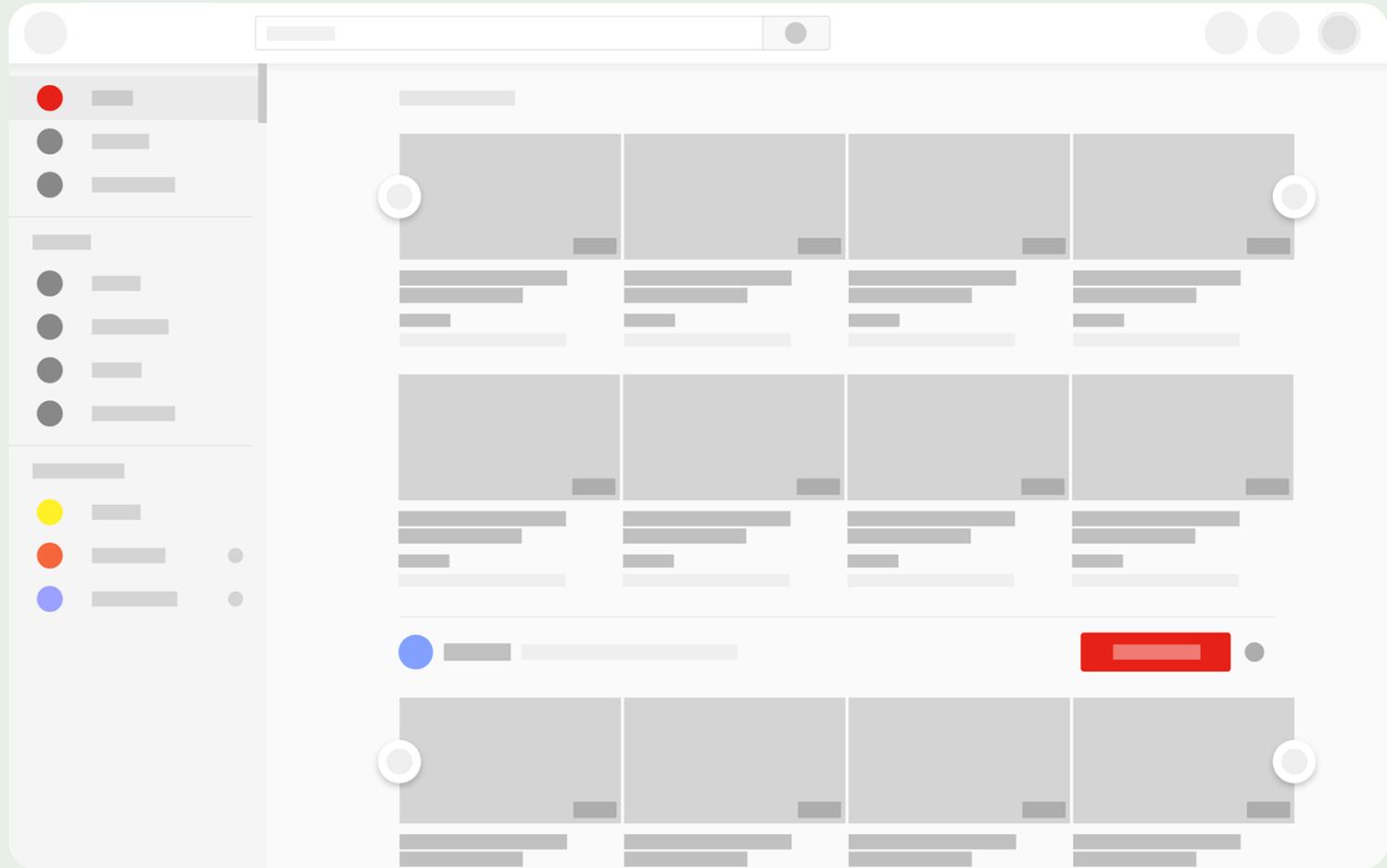
Users spend most of their time on
other sites.

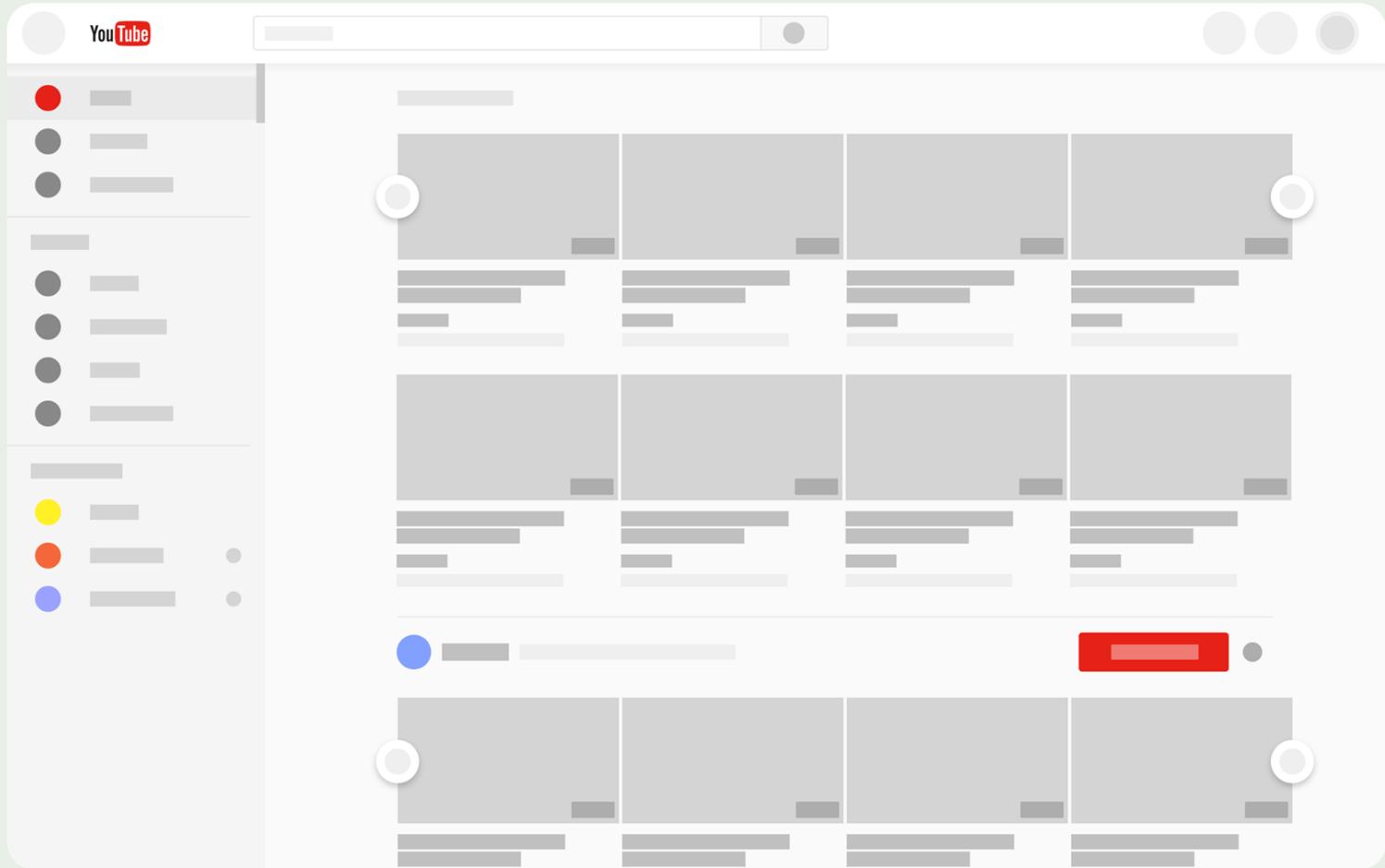
(And other ads)













The screenshot shows the Amazon product page for a Columbia Sportswear Men's Alpine Action Jacket. The page includes the Amazon logo, navigation links, a search bar with 'jacket snowboard' entered, and a breadcrumb trail: Sports & Outdoors > Snow Sports > Skiing > Clothing > Men > Jackets. The product title is 'Columbia Sportswear Men's Alpine Action Jacket' by Columbia, with a 4.5-star rating and 9 customer reviews. The price is \$102.00 (discounted from \$192.21). The size is set to 'Select' and the color is 'Black'. A large 'Product Image' placeholder is on the left, with a vertical strip of four smaller image thumbnails. A dotted arrow points from the 'Add to Cart' button area to the color selection icons. The product description lists features like 'Omni-Heat Thermal Reflective and Insulated' and 'Omni-Tech Waterproof/Breathable Critically Seam Sealed'.

amazon [Try Prime](#) [Your Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#)

Shop by Department Search Hello, Sign in Your Account [Try Prime](#) [Wish List](#)

[Sports & Outdoors](#) [Athletic & Outdoor Clothing](#) [Exercise & Fitness](#) [Outdoor Gear](#) [Hunting & Fishing](#) [Cycling](#) [Golf](#) [Fan Shop](#) [Action Sports](#) [Sports Deals](#)

[Sports & Outdoors](#) > [Snow Sports](#) > [Skiing](#) > [Clothing](#) > [Men](#) > [Jackets](#)

Product Image

Roll over image to zoom in

Columbia Sportswear Men's Alpine Action Jacket

by Columbia
★★★★★ 9 customer reviews

Price: **\$102.00** - ~~\$192.21~~
Sale: Lower price available on select options

Size: [Size Chart](#)

Color: **Black**

To buy, select Size
Choose from options to the left

Shell: 100% polyester Matte melange. Lining: Omni-Heat Reflective Microtex
Light. Insulation: 100% polyester microtemp XF II 100gsm
Imported
Omni-Heat Thermal Reflective and Insulated
Omni-Tech Waterproof/Breathable Critically Seam Sealed
Removable, Adjustable Storm Hood
Adjustable, Snap Back Powder Skirt



Be aware of the category landscape
you sit within.

Competitor ads and websites form
your users' mental models.

Google Ads
Transparency
Center



ADVERTISER
Finisterre Report this ad

The information available about this ad may vary by location Shown in the United Kingdom

Last shown: 5 Mar 2024 Format: Video

1 of 3 variations

10% Off Your First Order
Shorts Built For Adventure With Considered Design Shop now

[See more ads by this advertiser](#)

Meta Ads Library



Library ID: 1139216554086367 ...

Active Started running on 8 Mar 2024

Platforms Facebook Instagram Messenger

2 ads use this creative and text

[See summary details](#)

Finisterre
Sponsored

As the early signs of spring take hold, nature calls us to emerge. Find everything you need to embrace the season.



Spy on your competition's ad creative

Launch

1 Pricing Page Examples

The image displays six examples of pricing pages, each with specific annotations:

- Red Points:** Annotations include "Social proof" and "Red points".
- Webkinds Optimize:** Annotations include "Social proof" and "Webkinds Optimize".
- Optimizely:** Annotations include "Social proof" and "Optimizely".
- Forster:** Annotations include "Social proof" and "Forster".
- Ada:** Annotations include "Social proof" and "Ada".
- Revenue:** Annotations include "Social proof" and "Revenue".

 Tear down competitor landing pages

Invest time asking your customers!



1. How do you explore and learn? Where do you go for information?
2. What communities do you belong to? Who are you paying attention to on social media?
3. Explain the whole buying process, including decision-making and budget allocation.
4. What brands come to mind? Which brand is your first choice? Why?



2.

Anticipate user expectations.

Take the time to understand the customer journey and competitor landscape.

Your ad copy should match the headline of your paid search landing page, the CTA, and the offer.

Ads with “Above average” ratings for landing page experience and ad relevance see improvements in click-through rate of **87%** and conversion rates by **750%**

About 49,700,000 results (0.53 seconds)

Sponsored

<p>PRICE DROP</p>  <p>In store</p> <p>Women's - Road 2022 Liv Avail Advanced 3 Road Bike in Milky Way £1,644.00 Offcamber Women's · Small · Road · 10...</p> <p>By Google</p>	<p>SALE</p>  <p>Trek FX 2 Disc Hybrid Bike in Lithium Grey £525.00 £650 Activ Cycles Medium · Hybrid · 18 speed · Sati...</p> <p>By Shoparize</p>	<p>10% OFF</p>  <p>Trek Marlin 8 Gen 3 Mountain Bike 2023 Size: XS (27.5" wheel), Co £784.00 Triton Cycles XS · Mountain · 12 speed · Adult</p> <p>By Google</p>	<p>10% OFF</p>  <p>TREK Checkpoint ALR 4 Gravel Bike in Matte Deep Dark Blue £1,700.00 Team Cycles £1,530 with code 11 speed · Matte Deep Dark Blu... 5 sizes</p> <p>By Shoparize</p>	<p>SALE</p>  <p>Cube Aim Race 2024 Mountain Bike M (29" Wheel) ... £499.00 £699 Tredz ★★★★★ (19) Medium · Mountain · 8... 2 colours</p> <p>By Redbrain</p>	<p>SALE</p>  <p>Specialized Allez E5 Disc Road Bike 2023 in Smoke/White/Silv £875.00 4,000 Balfe's Bikes £10 off £100+ Road · 8 speed · Adult · Gloss... 5 sizes</p> <p>By Shoparize</p>	<p>SALE</p>  <p>Trek Domane AL 2 Gen 4 Road Bike 2024 Size: 58cm, Colours:... £1,050.00 Triton Cycles Road · 8 speed · Adult · Matte...</p> <p>By Google</p>	<p>View more from:</p> <ul style="list-style-type: none"> Shoparize Google Feedoptimise Redbrain Crowd Shopper High Street One
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 <p>Triban Mens Rc100 Road Bike £299.99 Decathlon UK 4.3 ★★★★★ (8)</p>	 <p>Boardman SLR 8.6 (2021) £630.00 £650 Halfords, 3+ Also nearby</p>	 <p>Orro Venturi EVO 105 2023 Road Bike £1,599.00 Merlin Cycles, 5+</p>	 <p>Specialized Allez Sprint Comp Disc Bike £600.00 Specialized... , 10+ 4.6 ★★★★★ (171)</p>
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Things to know

- Best
Best men's beginner road bike
- Budget
Best budget men's road bike
- Best brands
Best men's bike brands

Sponsored



David Salisbury

<https://www.davidsalisbury.com>

David Salisbury - Beautifully Designed & Crafted

Putting Quality & Enjoyment First, Our Bespoke Designs Are Built From The Finest Materials. Award-Winning Orangeries, Conservatories & Garden Rooms. Request A Free Brochure Today. Market Leaders. Order A Free Brochure. Bespoke Design & Build.

[How We Work](#) · [All Designs](#) · [Orangeries](#) · [Oak Orangeries](#) · [Conservatories](#) · [Our Process](#)

David Salisbury

[Watch our video](#) [Request a brochure](#) [01278 804030](#)

[Home](#) [Our designs](#) [Our process](#) [Inspiration](#) [About us](#) [Contact us](#)

AWARD-WINNING ORANGERIES CONSERVATORIES & GARDEN ROOMS

ESTABLISHED 1984 BRITISH MADE BESPOKE DESIGNS SUSTAINABLY SOURCED

David Salisbury is an award-winning designer and manufacturer of bespoke orangeries, conservatories, garden rooms and kitchen extensions. Built from the finest materials, our glazed timber extensions have helped to transform beautiful homes all around the country for well over 35 years, by ensuring we put quality and enjoyment first.

Sponsored

 [David Salisbury](https://www.davidsalisbury.com)
<https://www.davidsalisbury.com>

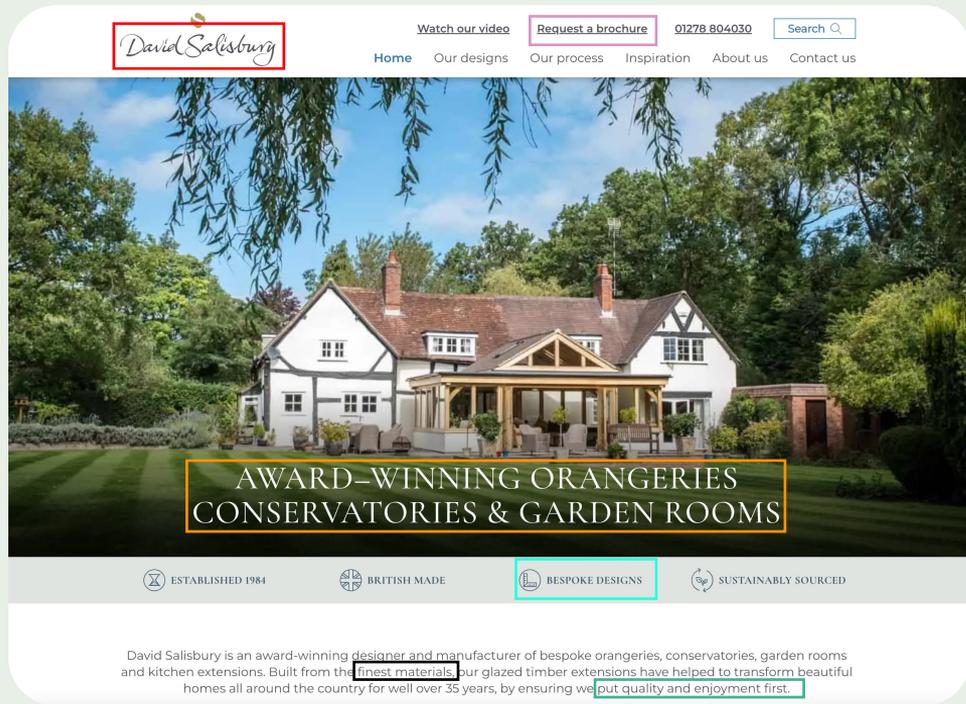
David Salisbury - Beautifully Designed & Crafted

Putting Quality & Enjoyment First. Our Bespoke Designs Are Built From The Finest Materials.

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Market Leaders. Order A Free Brochure. Bespoke Design & Build.

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Home Our designs Our process Inspiration About us Contact us

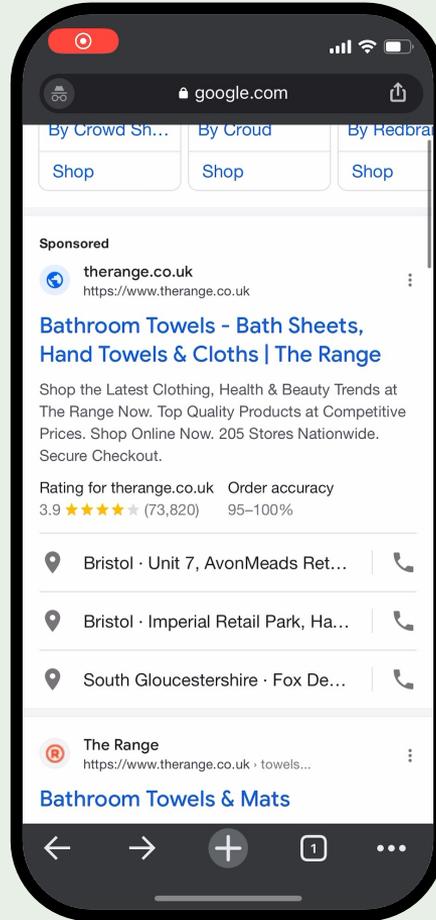
AWARD-WINNING ORANGERIES CONSERVATORIES & GARDEN ROOMS

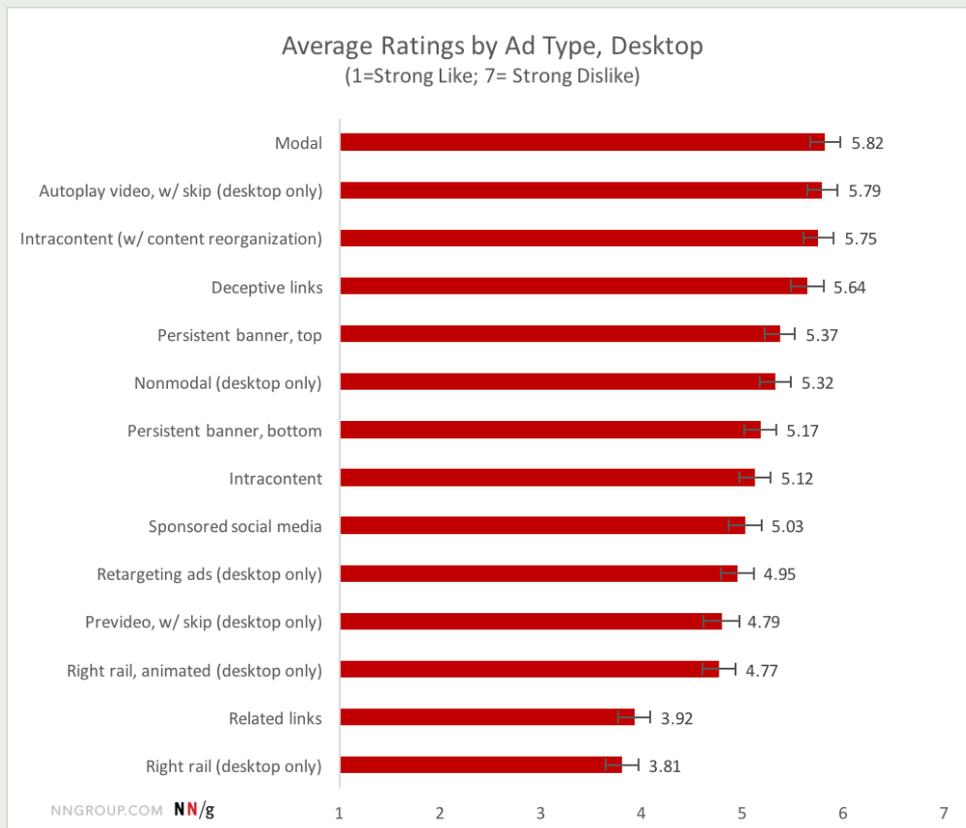
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What was voted to be the
most annoying online ad tactic?

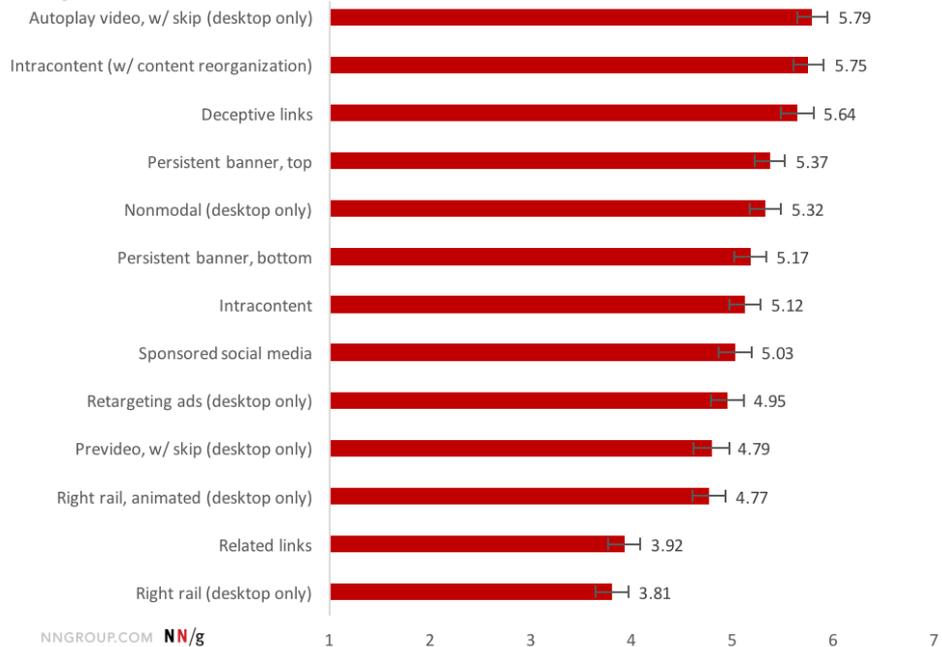






Average Ratings by Ad Type, Desktop

Modal



NNGROUP.COM NN/g



“It really annoys me when stuff like that pops up before I’ve done anything else on the website.

How do I know if I want to be an email subscriber if I just got here?”



Use [PageSpeed Insights](#) for testing



3.

Make it seamless

Let users get where they want to go.
Keep it simple and clear.



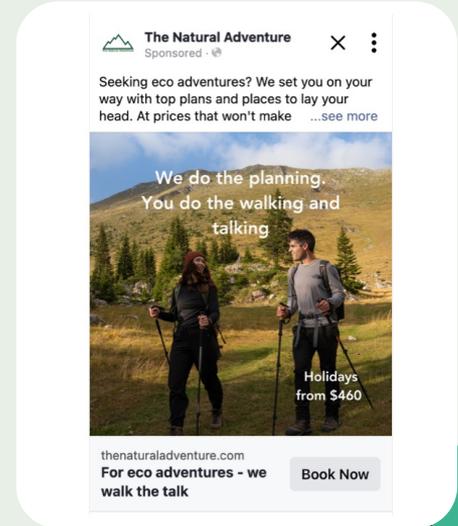
Split testing ads tells you which
version won.

But it doesn't tell you **why** it won.

Or if there was a **better** version you
didn't test.

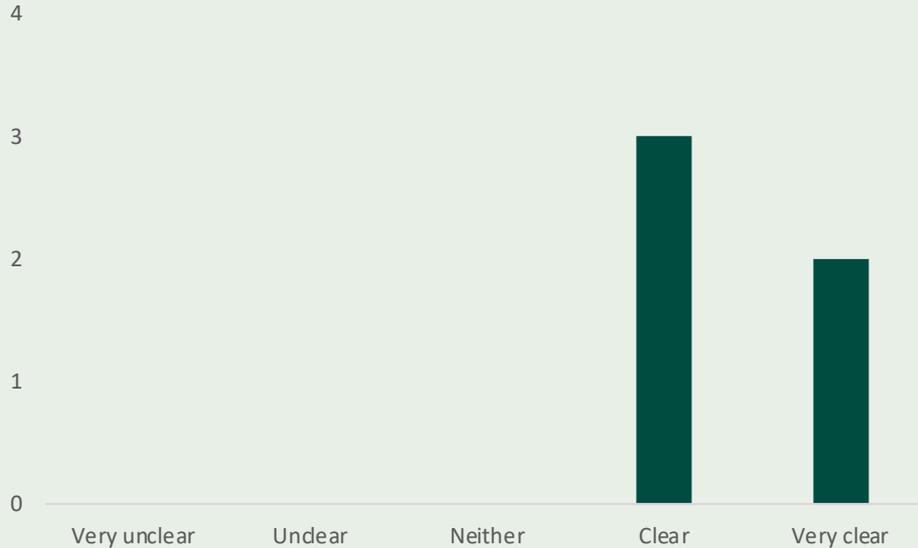
Understanding 'why' a version won

- What's your first reaction after reading these ads?
- How well are these aligned with your priorities and challenges?
- What about them is unclear or off-putting?





'Rate the clarity of the ad'



Version A

The Natural Adventure Sponsored · 🌍

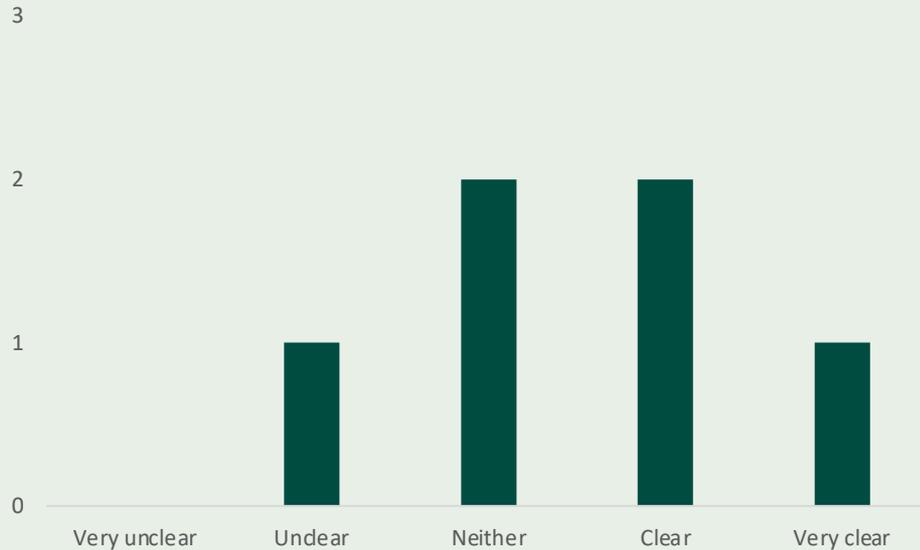
Do you have a love for all things coastal? Seek out the prettiest of peninsulas on our coastal walking holidays. From £325.

Mallorca Walking Break [Book Now](#)
6 days from £...

Coasta of Cate
8 days



'Rate the clarity of the ad'



Version B

The Natural Adventure Sponsored ·

Seeking eco adventures? We set you on your way with top plans and places to lay your head. At prices that won't make ...see more

We do the planning.
You do the walking and talking

Holidays from \$460

thenaturaladventure.com
For eco adventures - we walk the talk [Book Now](#)



Version A

The screenshot shows a sponsored post from 'The Natural Adventure'. At the top left is a mountain icon and the text 'The Natural Adventure Sponsored'. To the right are close and menu icons. The main text asks if the user loves coastal things and promotes walking holidays on peninsulas starting from £325. Below the text are two images: a coastal town on a cliffside and a beach. Under the first image is the text 'Mallorca Walking Break' and '6 days from £...' with a 'Book Now' button. Under the second image is the text 'Coasta of Cata' and '8 days'.

- ✓ Price is well suited
- ✓ Clear value proposition
- ✓ Illustrative of location

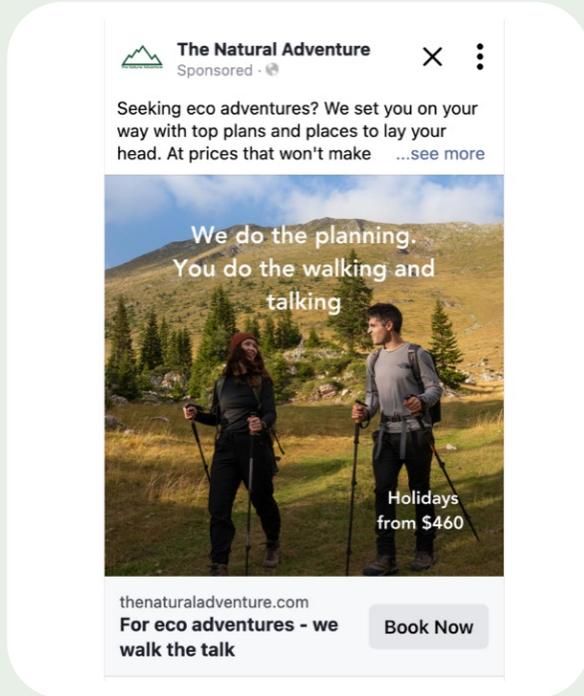
'Pretty specific and I understand it'

'Starting from £325. Sounds to be very reasonably priced'

'I get a clear idea of where in the world it is'



Version B



Lacking detail
Unclear if it's family friendly
Hard to read

'The photo doesn't include children or young families?'

'The white text is off-putting'

'You're not giving me that much information of how you're going to help me'

Understanding if there is 'better'

- What is your top desired goal related to adventure holidays?
- How do you want to feel after accomplishing your goal?
- What is your primary motivation for booking adventure holidays?



“I don’t want to get stagnant, go to work, gym, home, just letting time pass.

I want to feel like I’ve really **lived the day.**”

“To get away from our normal life.
That I did something that I had never
done before.

A proud moment that I can post on
Facebook and **tell my friends about.**”

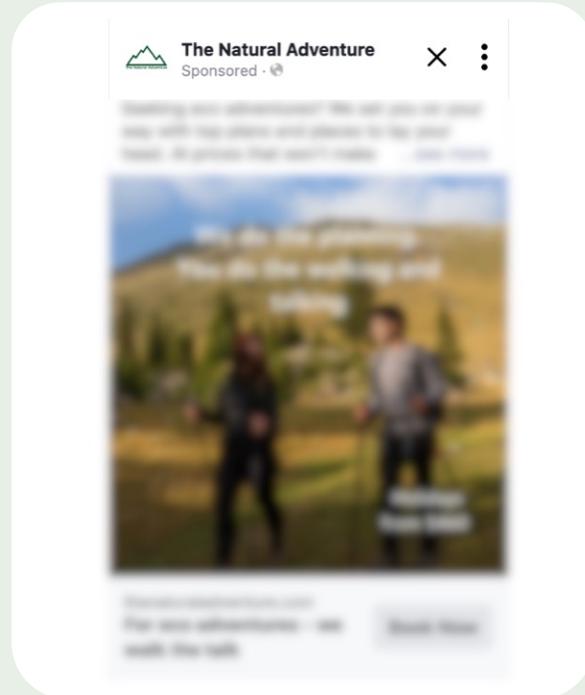
“I want to feel exhausted. Happy.
Satisfied. Accomplished.

I want to be left wanting more,
not ready to go home.”

'lived the day'

'tell my friends about'

'not ready to go home'



4.

Ask your audience

Understand the 'why' so you can deliver a more meaningful message.

Four steps to close the conversion gap

1. Collaborate



2. Anticipate



3. Make it seamless

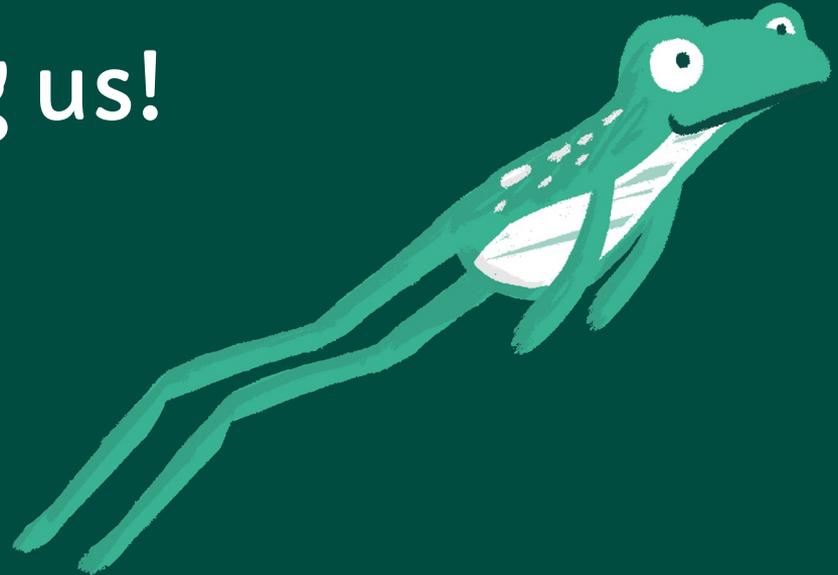


4. Ask your audience

A stylized pink flower graphic with several pointed petals, set against a dark green background. The text "Thank you" is written in white on the left side of the flower.

Thank you

Thanks for joining us!



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Instagram
& YouTube:

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launchonline.co.uk