

EVENT GUIDE

The CMO's guide to CRO

Brought to you by Launch



INSIDE:
Summaries of each panel and presentation, plus key takeaways and further reading



Welcome to our event guide

Jaye Cowle

Managing Director at Launch

The CMO's guide to CRO event was an incredible experience for Launch, and, judging by the feedback we've received, for our attendees too!

With speakers from VWO, Microsoft Clarity and Pinterest there was a range of high quality platforms represented, with Source Nine Insights bringing a research-driven, academic edge to understanding customer motivations.

There's a lot to digest, but we've distilled down the key points for you in this guide so you can focus on the key takeaways. [If you do want to watch the talks back in full you can access them, along with the slides on the Launch website too.](#)

In this guide, you'll gain an understanding of how the emotional motivations of your customers can help shape your marketing and drive deeper connections thanks to Rob at Source Nine Insights.

Joe Johnston, our Head of Conversion gives top level tips for closing the conversion gap between ads and landing pages to make a smooth customer journey.

Ahmed from Microsoft Clarity introduces how AI can offer quick, accessible solutions for improving user journey. And Jan Marks talks us through some quick wins in terms of optimising the customer journey.

On top of all this innovation, Marija from Pinterest shares how understanding upcoming trends can help you be relevant to your users and maximise engagement opportunities.

Please do follow and engage with our speakers, If you'd like to have a chat about how we could help you make your marketing more data-driven, feel free to [slide in my LinkedIn DMs](#), or [get in touch with us via our website](#).

All the best,

Jaye

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PRESENTATION

How Emotion Drives CRO (And What To Do About It).

Rob Harrison-Plastow, CEO Source Nine



Emotional Transformation Driving Conversions

Rob introduced the theory that all behaviour is an attempt to meet unmet emotional needs. By understanding the emotional transformation sought by customers, businesses can better serve them, create value, and enhance the overall customer journey. This involves identifying emotional jobs to be done at each step and delivering empathetic solutions.

Integrate teamwork across silos

Collaboration among different teams, from PPC to CRO, and others, is crucial for ensuring alignment and consistency throughout the customer journey. Breaking down silos enables a holistic approach which enhances the overall customer experience.

Serendipity and crisis as opportunities

Look for opportunities in crisis situations - they can spark innovation and growth.

The Empathy Framework

Applying this concept involves mapping beliefs and concepts about the subject, the stories they tell to make sense of the subject and themselves, digging into values, attitudes, preferences and emotional needs. This can help reveal who your most engaged audience actually is and adapt marketing approach to connect with them emotionally.

“At the end of the day, what we’re trying to do is create value.”

Handy resources

- Download our free [Conversion Optimisation handbook](#)
- Watch: [Rob deliver his talk on YouTube](#)
- Watch: [Rob talks more about the Empathy Framework on Youtube](#)

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Don't try to do things
better. Do better
things instead.

”

Rob Harrison-Plastow, CEO, Source Nine Insights

PRESENTATION

Closing the conversion gap: How to stop your website being a revolving door.

Joe Johnston, Head of Conversion, Launch



It takes between 6 to 8 touchpoints to make a sale on average and that number just keeps going up

2023 Research from Google shows 80% of people are comparing the price of similar brands or products before making a purchase, 75% searching online for reviews and information, 67% are visiting the brand's website or app before making a purchase. Marketers need to help them through this process of exploration and evaluation so that they can come to a decision and make a purchase.

The average time it takes between someone clicking on an ad and the landing page opening is 1.2 seconds

So it's not possible for a website to exist separately from ads from the lens of the customer. It's one continuous experience. Therefore the teams responsible for each of these things should work in collaboration to optimise the user journey.

Jakob's law: competitor ads and websites will form your users' mental models of how their user experience should be

Be aware of the category landscape you sit with. If you're an online retailer, does your website need to look exactly like Amazon's? No, but if you look a million miles away from everything that Amazon looks like, you're essentially asking people to unlearn what they know and read a new mental model.

Put the customer first and don't get in their way

Let them get where they want to go. Stop getting in their way, and keep it simple and clear. Make it as seamless as possible.

[Follow Joe on LinkedIn.](#)

[Watch Joe deliver his talk on YouTube](#)

Only **13%**
of A/B tests
result in a
positive
uplift

Understanding your users and optimising their journey: top tips

Run a page tear down to understand your users' mental models

At Launch we will take half a dozen examples of competitor landing pages and deconstruct them. We will draw out everything that we like about them, things we don't like, try and find common design patterns between them so we can understand and learn from them, apply and potentially test, some of those ideas ourselves.

Talk to your users - conduct user interviews

Ask them think out loud questions such as: how do you explore and learn? What communities do you belong to? Explain the whole buying process for me, including decision making and budget allocation, what brands come to mind? Which brand is your first choice and why?

Avoid marketing tactics that get in the way of good user experience

We're talking popups, which have twice been voted the most annoying ad tactic. But we're also talking remarketing to the point of repetitiveness. Skippable ads. We all know what annoys us online. You should also keep an eye on your page loading speed. And try to avoid designing pages which move as the user interacts with them.

A/B testing

A useful tool, but are you maximising the insight you can get out of it? Rather than simply running the test and going with the most popular option, ask users additional questions about why they made their choice. This can uncover crucial insights.

Note the golden rule

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

Four steps to close the conversion gap

1. Collaborate

2. Anticipate



3. Make it seamless

4. Ask your audience

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



Full journey optimisation – is it possible or just wishful thinking?

Panel with Launch and Weird Fish

Q1: What is full customer journey optimisation and what does it mean for retailers?

Benoit Mercier, Weird Fish: It's a very complex part of the business because we've got about 30 stores in the UK, we've got about 40 odd concessions, we've got our website, we've got customers around the world. There's not one single customer. We've got multi multi-channel customer journeys. **So for us it's about optimising understanding our customers to start with.** There's different types of customers, different behaviours, different days of the week. If I took my wife as a prime example the way she'd be in the week when she's had a few hours with the kids versus a glass of wine on a Saturday evening, very different the way she browses. **As a retailer we've got to make that emotional connection with her** to make sure we sell it at the right time.

Q2 : How can PPC and, and CRO work better together?

Josh Marinaro, Launch : There's a lot of overlap there where both Paid Media and CRO teams can learn and inform each other. For example, if you know a user is searching, they see a certain ad **that user's then got expectations of what they're going to see on that website.** The better that CRO can understand that and learn from that, the better experience they can provide. I think in the same way the stuff that we learn about how users engage with websites, **we can better inform the ads and the ad copy to meet those expectations before they even reach the website.**

Q3: What are the most important aspects of optimising the full customer journey?

Ben: I worked for a much larger clothing business and at the time Amazon introduced one click purchase. We managed to replicate it and then we saw our conversion really going up. **But then what we found very quickly is our returns rate went through the roof.** We did improve the conversion, but we destroyed profit. Ultimately you can't look at one KPI in isolation. You've got to look globally, you need to understand what's happening in the market. There's so many other factors and for me, at the end of the day, it's about not destroying value. Last week with Steve, we put a test in place and actually it was a loser. If I just told him to go and do it I would have destroyed the value. That's the power of testing and the customer data piece: **test your hypothesis, have as much fun as you want, but don't go and implement things without testing it** because most likely you'll get it wrong.

Becky Dickinson, Launch: **Don't assume you know what customers are feeling.** Why are they reacting to an ad? You can do AB tests and they'll be winners. Why are they winners, and what are they doing? You've got different groups of people. There's not a one size fits all approach. And it's a slow journey. It's a continuous journey. You have those test sales because you don't want to be constantly changing things all the time. So we have more in-depth research rather than just the stats on Meta or on Pinterest. **You can create an ad and get great click through rate and loads of sessions, but are they buying?** That's the point. You can create this really funky ad and people click on it, but if your goal is sales and they're not converting, then what's the point in the advert in the first place?

Q4: How do you monitor where it is that users are going?

Joe Johnston, Launch: If you're looking to our data team in terms of tracking and making sure measurement is set up so we can monitor that journey within GA4 for and having a look at the common paths through the site. A common assumption is that the first thing you might look to optimise on a website is the home page. **But when we looked into it I think it was above 60% of total sessions were on product pages.** So, really most of our experiments and our focus should be on the product page. So it is definitely worth doing the work and finding out where most people are.

Q5: How do you make sure that you're not in an insular way, just looking at your own data?

Ben: Always look at the benchmark. I get quarterly stats from a business called IMRG where I can see a different stage of the of the journey, how we compare against the market. So for example, for us getting people from product to bag, we're about ten points higher than the industry average. Once they are in the funnel we get about six points higher than the average. Great. Tick. But actually where we fail at the moment is actually from the moment somebody has added a product to the bag to start in to check out, this is where we are actually about 3 to 4 points below the market. **So again, it's about understanding why?**

Let's be frank, most websites nowadays are pretty similar. It doesn't matter what platform you're on, it will have been maximised based on all those best practices etc. So I go back to the customer and **understanding those different customers that you pull in**. Different profiles will behave differently. Look at yourself, you've got to know what's happening in the industry. Definitely keep a close look at your competitors. **Look at videos, look at how your customers behave onsite and tailor to those guys** because the same customer on two different brand websites will behave differently.

Q6: What holds CRO back from working?

Joe: Lack of collaboration between teams, processes, resources, those are really common. And that's not just paid media and web teams. It's also about agencies and clients now making sure that's a really good relationship. Another factor is not having buy in from the top. **So there might be the right resource or the right budget, but it's not being allocated to the right places**. CRO can be a multiplier on all of your other channels and understanding that at a senior level will mean that you can understand it's a strategic option to do it.

Ben: You need an absolutely amazing platform that you can trust. Number two, you need a team with you. **If you think you're going to be able to put this together overnight and do a few tests, think again**. I will invest a lot on PPC, a lot on paid social and I know social for a fact, it doesn't bring me a return on investment. It grows my database, it'll give me a return on investment six months down the line. Very important. But it won't give me on the first day. Conversion rate optimisation is no different. **It's an investment because you believe that in the future you will make that return**.

I've been here in the business for a long time. Some of my websites used to convert 18% because they used to have the catalogue and they used to transact with the website just by putting the product code. Those days are gone. It's about having the right expectations. One of the main reasons for failure of CRO programs, in my experience, is expecting a winner immediately. A good win rate can be anything between 10 to 30 percent. So if the first three experiments, you don't get winners the winds can come out of sails, and they can feel like what's the point. It's the long investment, it's the patience. And it is the scientific gambling endeavour really. You're placing bets really, you play some big bets, some small bets and eventually some of them will come through.

And you've got to persist with it because you might be on to something. I always tell you guys, I'd rather we missed or we failed big time and trying to do a little test that will give maybe 0.01% out of an improvement. So what's yeah, you know, you've got to go big and you've got to try something that is drastic enough to see whether it's a big failure or is that going to be a big winner?

[Watch the panel on Youtube](#)

PRESENTATION

AI meets behavioural analytics.

Ahmed Osman, Senior Software Engineer, Microsoft



Money on ads can be wasted if the landing page doesn't deliver

With Google Chrome phasing out third party cookies ads are going to be less targeted, so you'll get users who have less context about your products and services. Landing pages that have worked out in the past might need some tuning because you need to welcome users who have no context. Understanding what users love and hate about your product means you can capitalise on your strengths and try to improve your weaknesses. Microsoft Clarity's free platform can help with this.

A suite of behavioural analytics tools

Clarity provides a behaviour analytics toolbox. Session recordings let you dive deep into individual sessions and understand what the users are doing. Heatmaps let you view aggregated user interactions with the page, eg where are the users clicking, how far are they scrolling? Insights is a dashboard of your top level metrics and also lets you jump into different categories quickly.

Copilot chat functionality

Microsoft Clarity now offers a personal analytics assistant, which has access to your data (it can be given access to GA4 data too). It will deliver insights and suggestions to improve user experience

Getting started

[Microsoft Clarity](#) is free to use and will not impact on site performance. You can find out more about integrating it into your platform by emailing clarityms@Microsoft.com

[Follow Ahmed on LinkedIn.](#)

Scan to test a Clarity heatmap on your designs:



[Watch Ahmed's talk on Youtube](#)

Stop Playing Half the Game in Performance Marketing.

Jan Marks, Director of Europe & Latin America, VWO



Always optimise campaign and product specific pages

Even if it's just running for a couple of weeks there are A/B tests which will automate optimisation. For example running a multi banded or dynamic traffic allocation test with VWO platform. You ramp up your A and B and eventually C and leave it to the algorithm to deliver more and more traffic to the better performing page.

Inconsistency kills conversion

Messaging should be consistent across ads and landing pages. Eg if you're running a search ad for a seasonal sale like Black Friday or end of season spring sale it is important to repeat this message of the main motive again on the product detail page. Lack of consistency is the main killer of conversion because inconsistent messages lead to high bounce rates.

Send the right message to the right audience

If you have a message from the user because they clicked on a particular ad, you can adapt the rest of the journey and keep approaching them in this particular way. For example, in retail get an understanding of whether you're talking to a first time shopper, frequent shoppers or dreamers, and then repeatedly deliver these messages.

Cross team collaboration

Consistent user journeys can only be achieved if teams responsible for ads and landing pages are collaborating. Tackle this issue and you'll already be a step ahead and much closer to optimising customer journey.

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

Handy resources

- [Follow Jan on LinkedIn](#)
- Learning: [find out more about VWO](#)

PRESENTATION

Drive your audience from discovery to decision to do on Pinterest

Marija Cepulyte, Senior Client Partner, Agency and Activation, Pinterest



Pinterest is personal

And personalisation is increasing all the time. For example the new 'Explore Your Style' feature will make suggestions based on what matches with the user's other pins. There are also now features for users to filter by body type, skin tone, hair type.

The reward is 244% increase in ROAS if the ads are relevant for the user

The question is then how do you get your customer to feel that you're relevant? Pinterest Moments can help with this - could be calendar moments, personal milestones, points of the day (eg mealtimes). Weaving the moments into ads, even with a simple text overlay, can drive conversions.

Pinterest Predicts

Pinterest Predicts gives marketers inspiration for upcoming trends and ways to connect with their audiences. Brands have got good engagement simply by being aware of the trend and packaging up existing creative that matches, others organise shoots around the trends (eg Ocado zeroed in on a charcuterie trend).

Dynamic creative optimisation on the horizon

For those with shopping feeds this means you can generate backgrounds which look better and perform better.

“Building with inclusion in mind drives deeper engagement.”

Handy resources

- [Follow Marija on LinkedIn](#)
- Watch: [Maria's full talk on Youtube](#)
- Blog: [Pinterest vs Facebook ads - which is better for your business?](#)

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One of the key insights I'm going to take away from today is **understanding the whole picture**. Thinking through the eyes of the customer and the whole process, **why** they're doing what they're doing, **where** else they've been, and **what** it looks like through their eyes.

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Key takeaways

Here are the top recurring themes that came up throughout the morning – if you only read one page, make it this one!

Deconstruct silos to unlock optimisation

Collaboration is the only way to ensure every stage of the customer journey, from the first click on an ad to a purchase confirmation email, is aligned, consistent and optimised.

Place the customer at the heart of all you do

It sounds obvious, but we all face different demands and priorities. Understanding the motivations of your audience and structuring all you do online around that understanding will create true connection.

You can start small with testing

User interviews can reveal key insights. There are simple tests you can run using free platforms such as Microsoft Clarity which can help you optimise your landing pages. VWO can also help you get started with optimising the user journey.

Make sure your tracking is up to date

With the phase out of third party cookies coming, you need to make sure you have the right tracking in place to stay on top of the customer journey and identify pain points.

Be patient and know your goals

Many companies abandon testing programmes because they don't yield results quickly, or don't uncover quick wins. Testing with clear, limited parameters and having simple goals will ensure your experimentation is worthwhile. Manage expectations with whoever holds budget that this is a long game.

Need a hand?

Our dedicated performance marketing team can help you drive tangible change.

Covering PPC, paid social, analytics, tracking, and user experience and optimisation, we can you start getting better results with the full picture.

Get the conversation started today with our fabulous Sales Director Steph.

steph@launchonline.co.uk



Performance
Marketing winner
Drum Awards 2023



Best European
PPC Agency
European Search Awards 2023



PPC Agency of the Year
UK Agency Awards 2022
UK Digital Growth Awards 2022



Most Innovative
PPC Campaign
UK Search Awards 2022



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