



Discover five website strategies to add 33% to your sales through CRO

About me

- Worked on CRO with businesses across multiple industries
- Delivered a strong track record and set of case studies.
- Former sales growth specialist for Amazon and Currys / PC World and BCS UX qualified





“We Believe in Creating and
Delivering Success”



What we'll cover

1. Why you should care about CRO
2. 5 strategies that work
3. How to get started

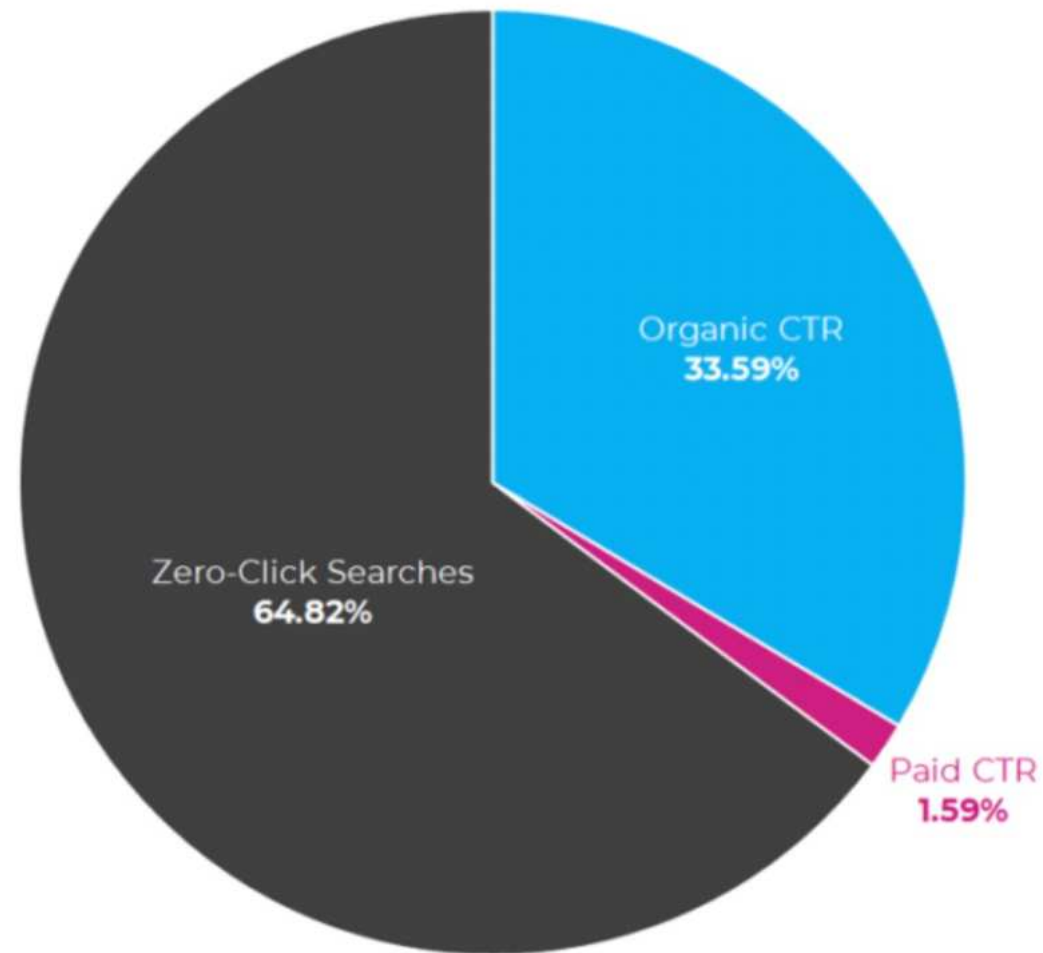
Does it make sense to add water to this bucket?



And yet many eCommerce companies do exactly this



Why it matters more now than ever before



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Global search ad spending

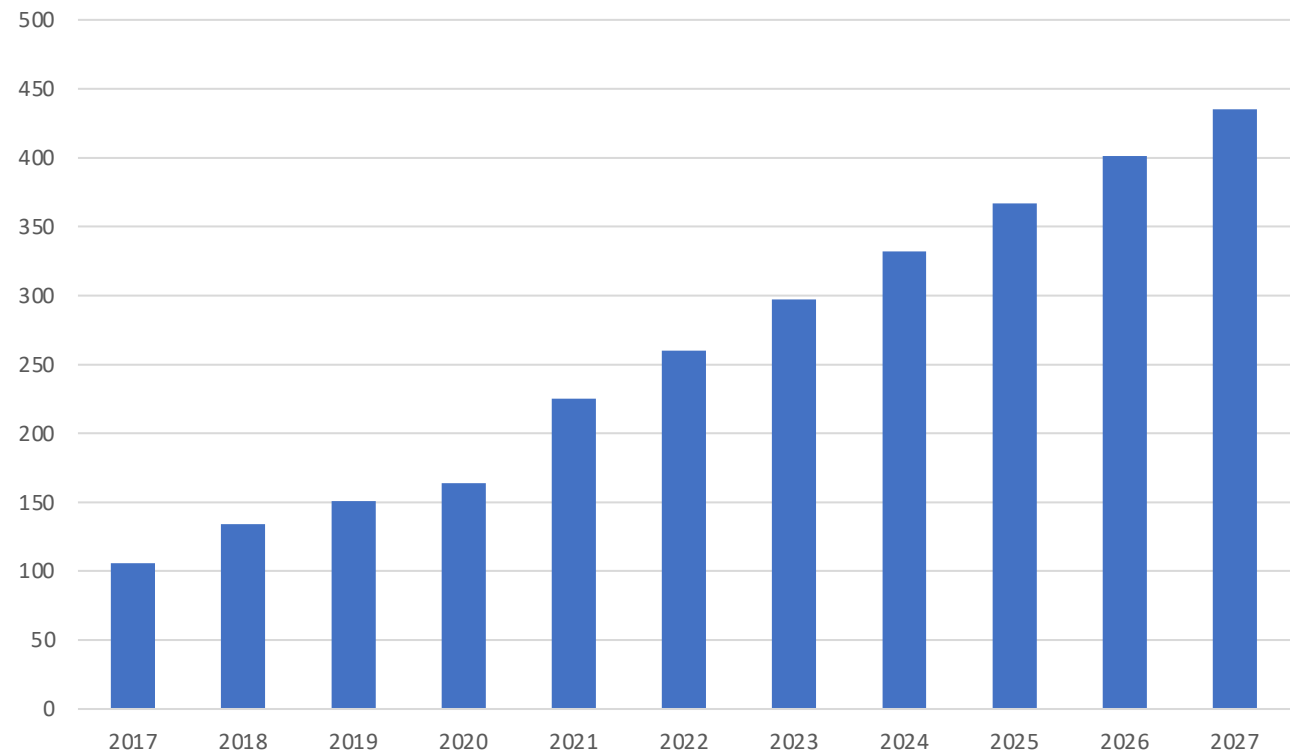
2017 - \$106 billion

2021 - \$225 billion

2027 - \$435 billion

Search ads are auction-based, making them inflationary

UK Google Ad Spend per Year (\$billion)



Why it matters more now than ever before

Tech giants moving away from cookies

Meta to Let Users Opt Out of Some Targeted Ads, but Only in Europe

Google has started phasing out third-party cookies

A new tool that defaults to restricting third-party cookies is now being rolled out to 1% of Chrome users globally.

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5 strategies to get 33% more sales

- 1 Slides ins / pop-ups (intelligent)
- 2 Fix bugs and frustrations
- 3 Build trust
- 4 Test new features / layouts
- 5 Ask

5 strategies to get 33% more sales

1 Slides ins / pop-ups (intelligent)



WAIT! DONT LEAVE! ×

Dont leave without a discount! Let us spoil you with 20% discout sitewide

dont get FOMO & start saving today!

> Use code SPOILMENOW for 20% off everything <

START SHOPPING

No thanks, I dont like saving money

* Optional footer note

CLEAR ×

Your Special Bonus Offer Has Been Unlocked

Enter your email address below for a chance to spin the wheel and save big on your next purchase!

Try Your Luck

+432%

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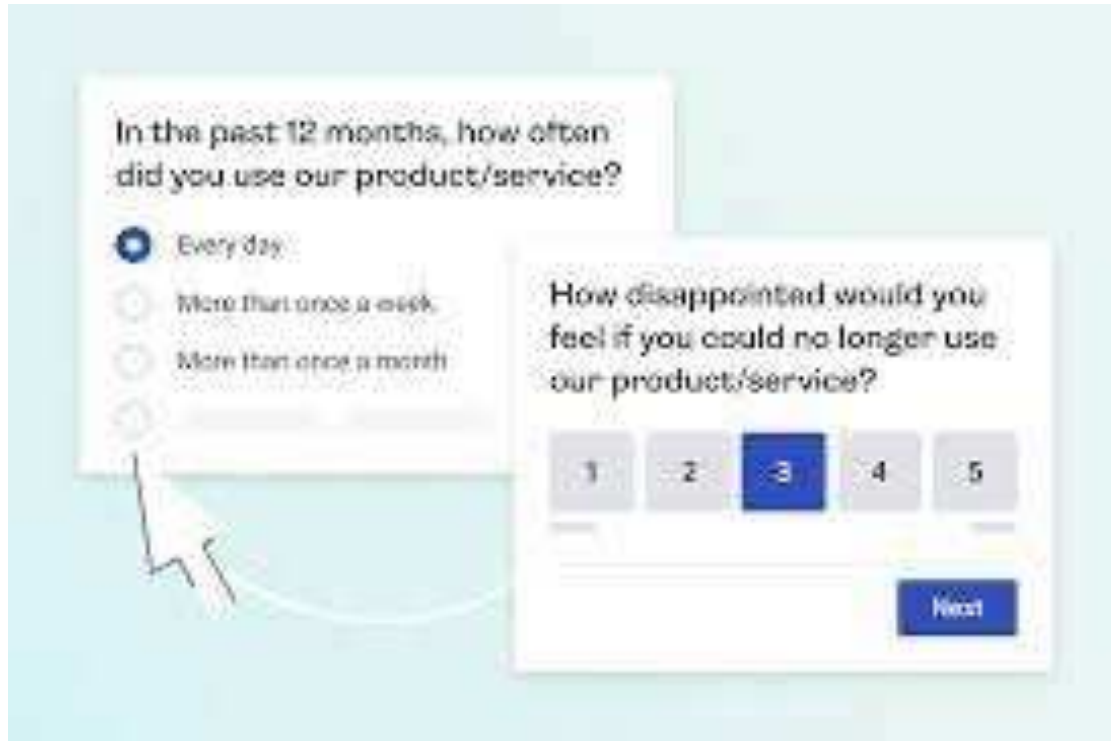


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The logo for VWO, consisting of the letters 'V', 'W', and 'O' in a stylized, rounded font. The 'V' is purple, the 'W' is pink, and the 'O' is a darker pink.The logo for Optimizely, featuring a colorful icon of three curved lines (purple, green, orange) forming a partial circle, followed by the word 'Optimizely' in a bold, black, sans-serif font.The logo for convert, with the word 'convert' in a bold, black, sans-serif font. The 'v' is stylized with a white arrow pointing upwards and to the right, and a registered trademark symbol (®) is at the end.

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Brand Connect FOB for all attendees



- Request a Google Review with one tap
- Free to anyone attending this talk
- Programmed and take away today
- Stand number: **WL1643**
- While stocks last



Specialists available to chat with

Tim - Conversion Rate & UX Specialist (ex Amazon & Curry's)

Nikolay – Google Ads / Shopping Specialist (ex Google Ads)

Wioletta – Content Strategy and SEO Specialist

Jo – Google Certified Photographer & Review Specialist

Alex – Payment Gateway Specialist (WorldPay)

Relton – Digital Strategist (ex NATO, Tesco, TMG, Sony & USMC)



Thank you



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