

CONVERSION RATE OPTIMIZATION

Se la conosci non potrai più farne a meno.

Chi sono?



Nicholas Marmonti

Analytics & CRO Architect

Sono specializzato in **osservazione** e **studio del comportamento** degli utenti e strategie di ottimizzazione per migliorare UX e conversione.

Attualmente lavoro in H-Farm nell'area di CRO & Business Analytics, sono docente presso Talent Garden e aiuto le aziende a crescere attraverso il digitale.

CRO

*“La Conversion Rate Optimization è quella **disciplina** che, attraverso **strumenti tecnici e psicologici**, si occupa di ottimizzare il tasso di conversione di un sito web o applicazione mobile senza agire su un incremento di traffico.”*

Promuovere la cultura della CRO.

Ciò che distingue le aziende più innovative di oggi è l'investimento costante nella promozione di una cultura basata sul concetto di sperimentazione rendendo l'ottimizzazione su larga scala una pratica di business.

Questo approccio ha aiutato aziende come **Amazon**, **Netflix** e **Google** a consentire a diversi team e funzioni di collaborare per migliorare l'esperienza del cliente.

“

“Our success at Amazon is a function of how many experiments we do per year, per month, per week, per day.”

Jeff Bezos

CEO, Amazon

Come costruire questo metodo?

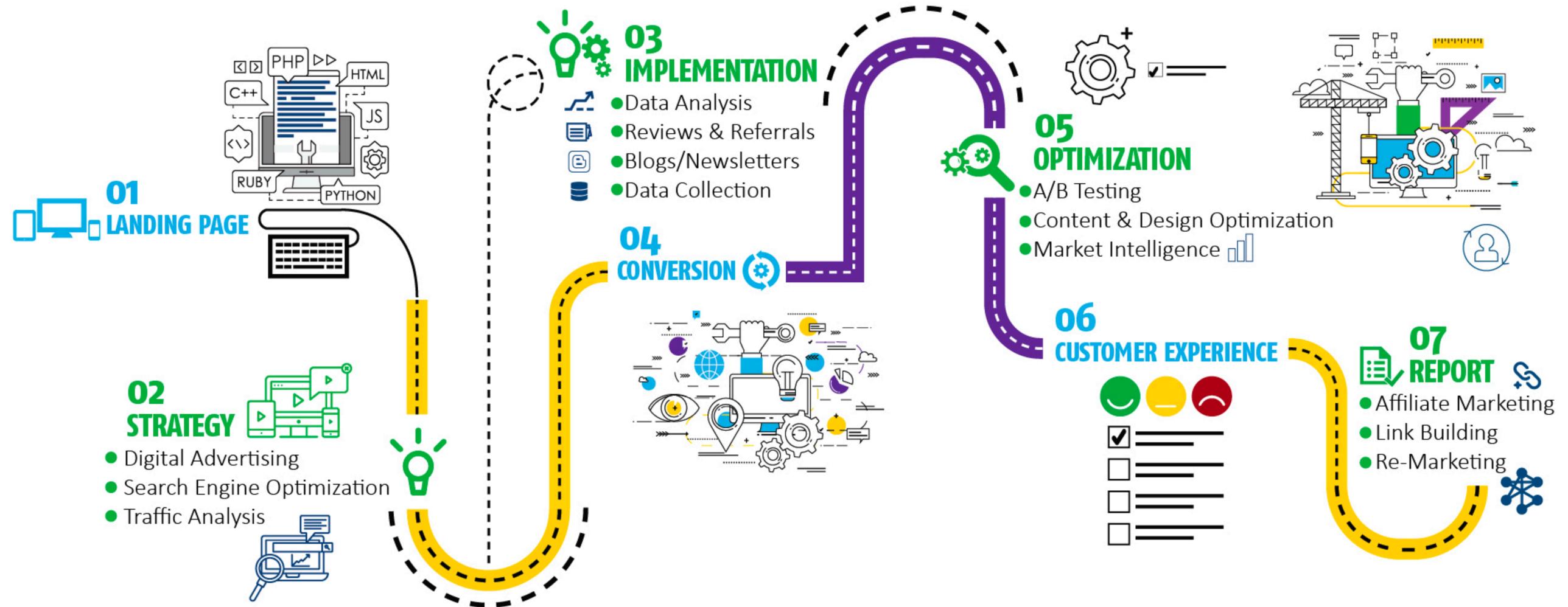
Prendi coscienza dei vantaggi (migliorare e non rifare)

Coinvolgi l'intero team per costruire una visione

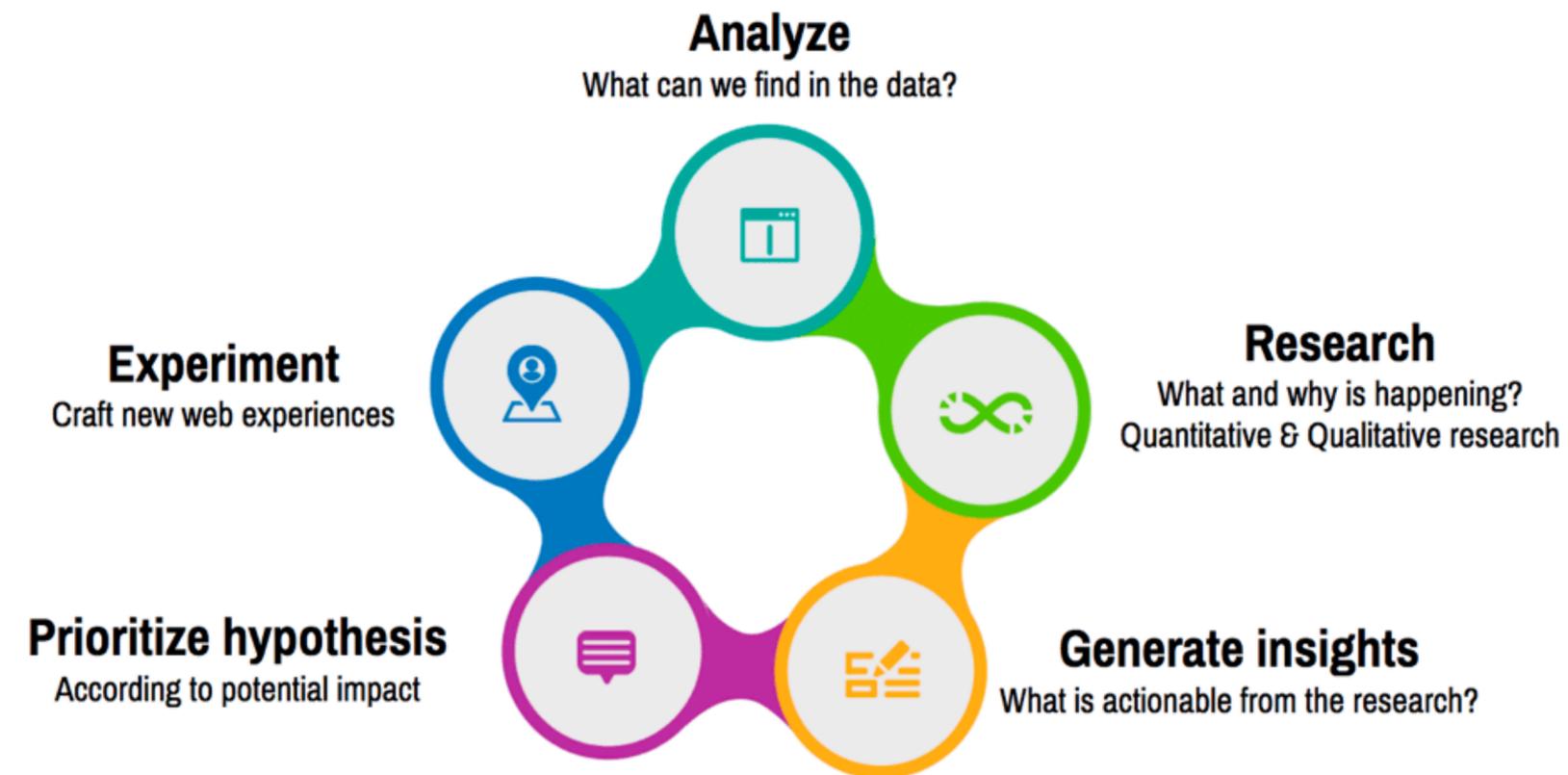
Abbandona le intuizioni e diventa data-driven

Pensa sempre di non avere raggiunto il massimo

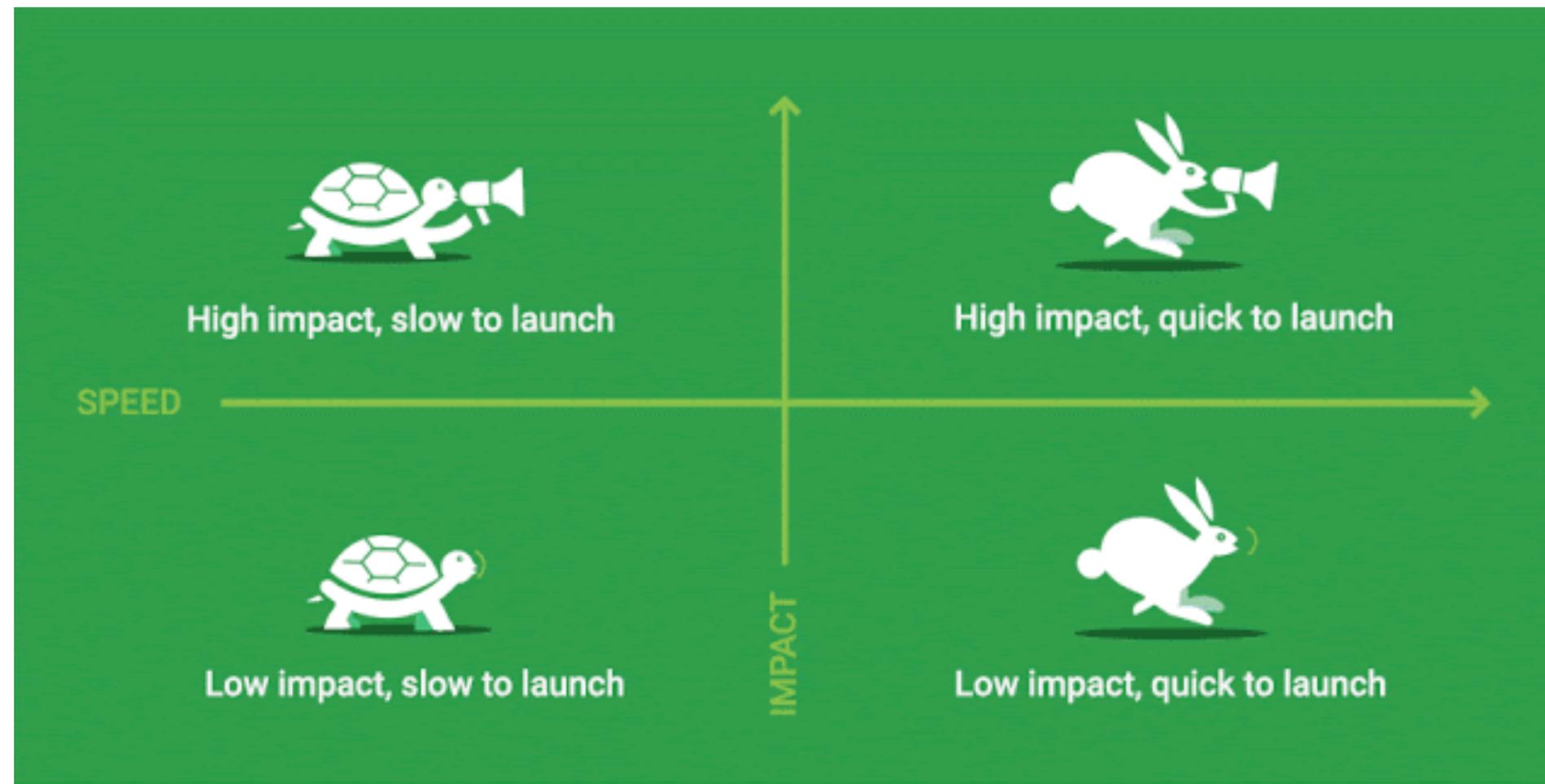
In quale fase si utilizza



CRO life cycle.



Velocità vs impatto.



Analisi comportamento

*“Affiancare dati **quantitativi** e **qualitativi**, da un vantaggio sensibile nella
risoluzione di problemi legati alla User Experience”*

Non basta Analytics?

Senza particolari settaggi personalizzati Analytics registrerà **informazioni di alto livello** sull'utente o sul suo percorso di navigazione.

Questo non perché Analytics non è in grado di spingersi oltre ma è semplicemente dovuto al fatto che sarebbe impensabile tracciare preventivamente, con ad esempio eventi o pagine virtuali, tutti i singoli elementi delle pagina.

“Le mappe di calore sono rappresentazioni grafiche visuali del comportamento dell’utente su una determinata pagina o un gruppo di pagine che utilizzano un sistema di codifica a colori per rappresentare valori diversi”

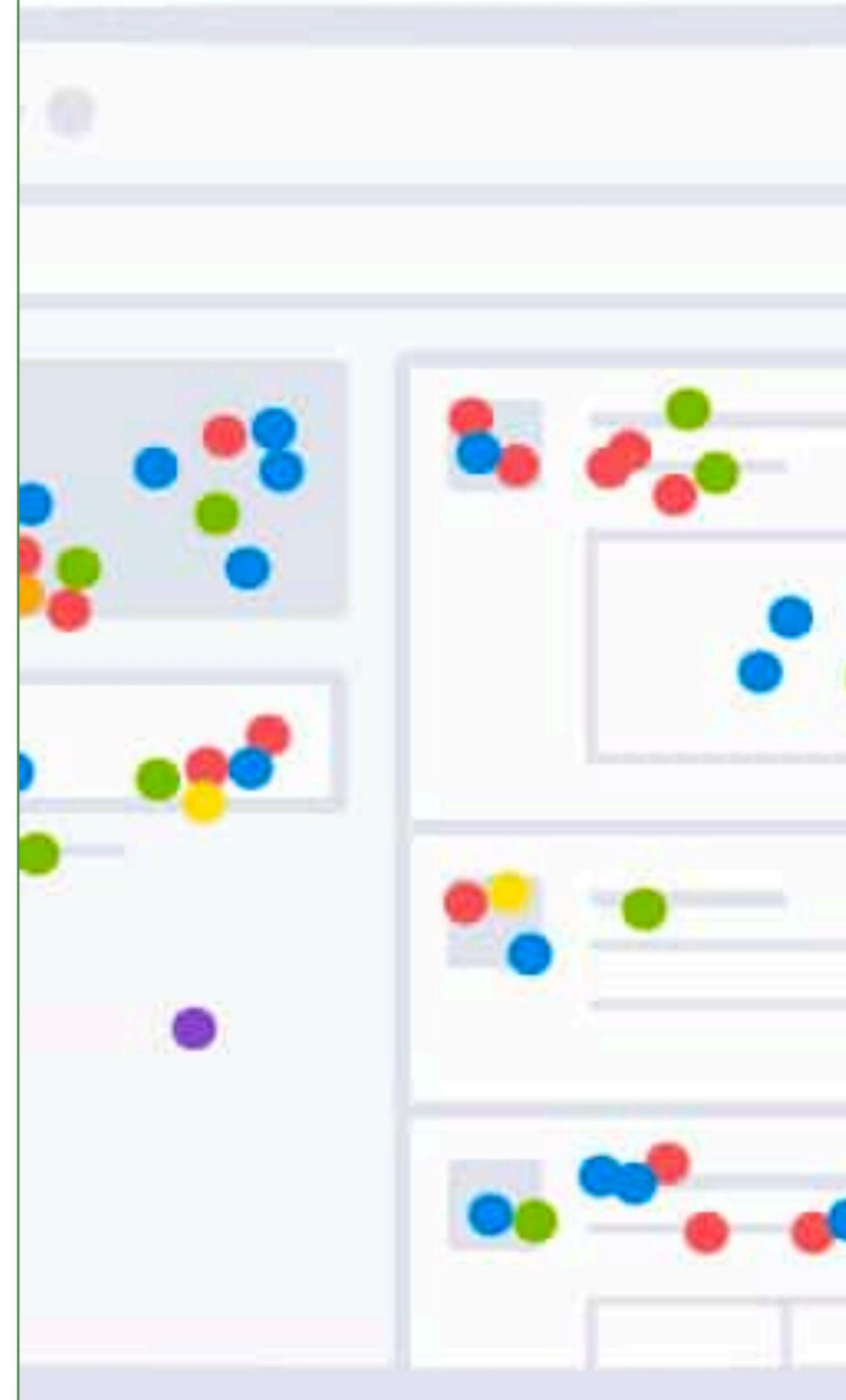
Mouse Move o Hover Map.

Campiona il movimento del mouse di tutti i visitatori e genera automaticamente una rappresentazione visiva delle aree in cui hanno spostato il cursore: più il colore dell'area è caldo maggiore sarà la concentrazione di movimento registrata.



Mouse Click o Tap Map.

Aiuta a determinare dove i visitatori stanno facendo clic o tap (nel caso di dispositivi mobile) con lo scopo di individuare rapidamente i problemi di una pagina: ad esempio verificare se un pulsante viene correttamente individuato o al contrario un'immagine senza link viene ripetutamente cliccata "a vuoto".



Scroll Map o Attention Map.

Fornisce una rappresentazione visiva del tempo trascorso dai visitatori nelle varie aree della pagina e su come scorrono con il mouse. Questo aiuta a capire se ad esempio l'altezza della safe area non è efficace o se più semplicemente la disposizione verticale o gerarchica delle informazioni non rispetta le aspettative dell'utente.



Visitor recording.

The image shows a screenshot of the Hotjar website interface, illustrating visitor recording capabilities. The main content area displays a heatmap for the 'Plans Page - Feb 3'. The heatmap shows user interaction patterns on the page, with a prominent yellow circle indicating a high-traffic area. A mouse cursor is positioned over this circle, and a tooltip displays 'CLICKS RECORDED 7,376'. The interface includes a navigation menu with links for Product Tour, Pricing, Customers, Careers, Blog, and Support. A red button labeled 'TRY IT FOR FREE' is visible. A sidebar on the right lists various analytics tools: HEATMAPS, RECORDINGS, CONVERSION FUNNELS, FORM ANALYSIS, FEEDBACK POLLS, INCOMING FEEDBACK, SURVEYS, and RECRUIT USER TESTERS. A red 'Feedback' button is located at the bottom right. The top right corner features a red circular button with a white plus sign. The overall layout is clean and professional, with a focus on data visualization and user interaction analysis.

hotjar

Product Tour Pricing Customers Careers Blog Support

TRY IT FOR FREE SIGN IN

+

hotjar

Refer Friends Help

Hotjar HOTJAR LTD BUSINESS 28 Tracking Active

Heatmaps > Plans Page - Feb 3 Share Heatmap

DEVICE 4,730 75 195 TYPE Click Move Scroll Download

This heatmap is based on a sample of your total visitors. [Learn more.](#)

Complete and affordable insights for any organization size

Every organization package includes unlimited sites and users!

Work with clients?

CLICKS RECORDED 7,376

HOT COLD

HEATMAPS

Understand what users want, care about and interact with on your site by visually representing their clicks, taps and scrolling behavior.

RECORDINGS

CONVERSION FUNNELS

FORM ANALYSIS

FEEDBACK POLLS

INCOMING FEEDBACK

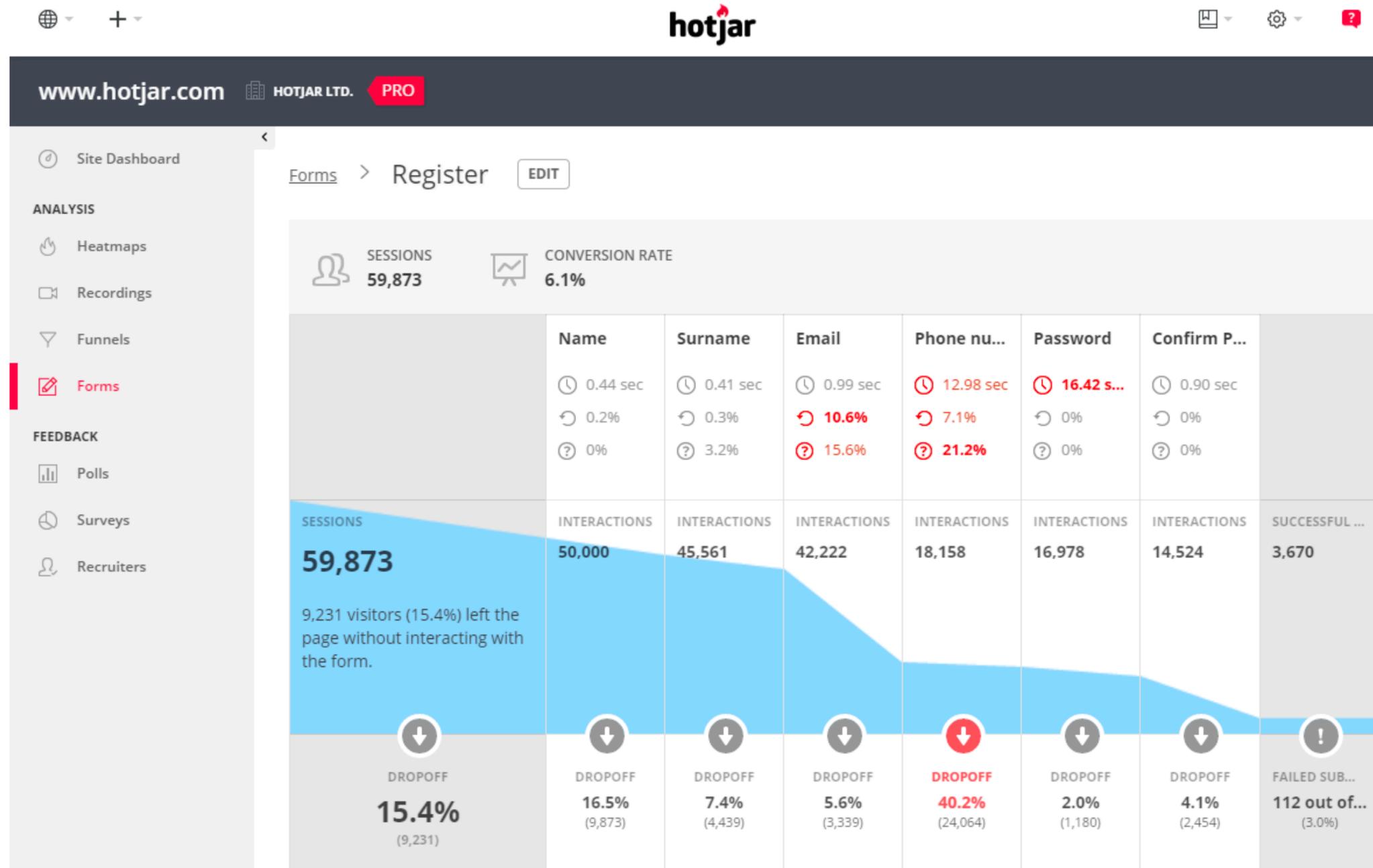
SURVEYS

RECRUIT USER TESTERS

Take a Product Tour

Feedback

Form analysis.

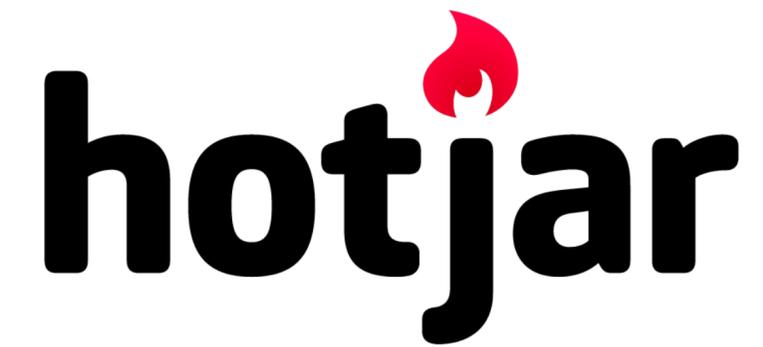


Survey

Si tratta di questionari che gli utenti visualizzano in determinate pagine o al compimento di determinate azioni con forma e modalità simili ai pop-up.

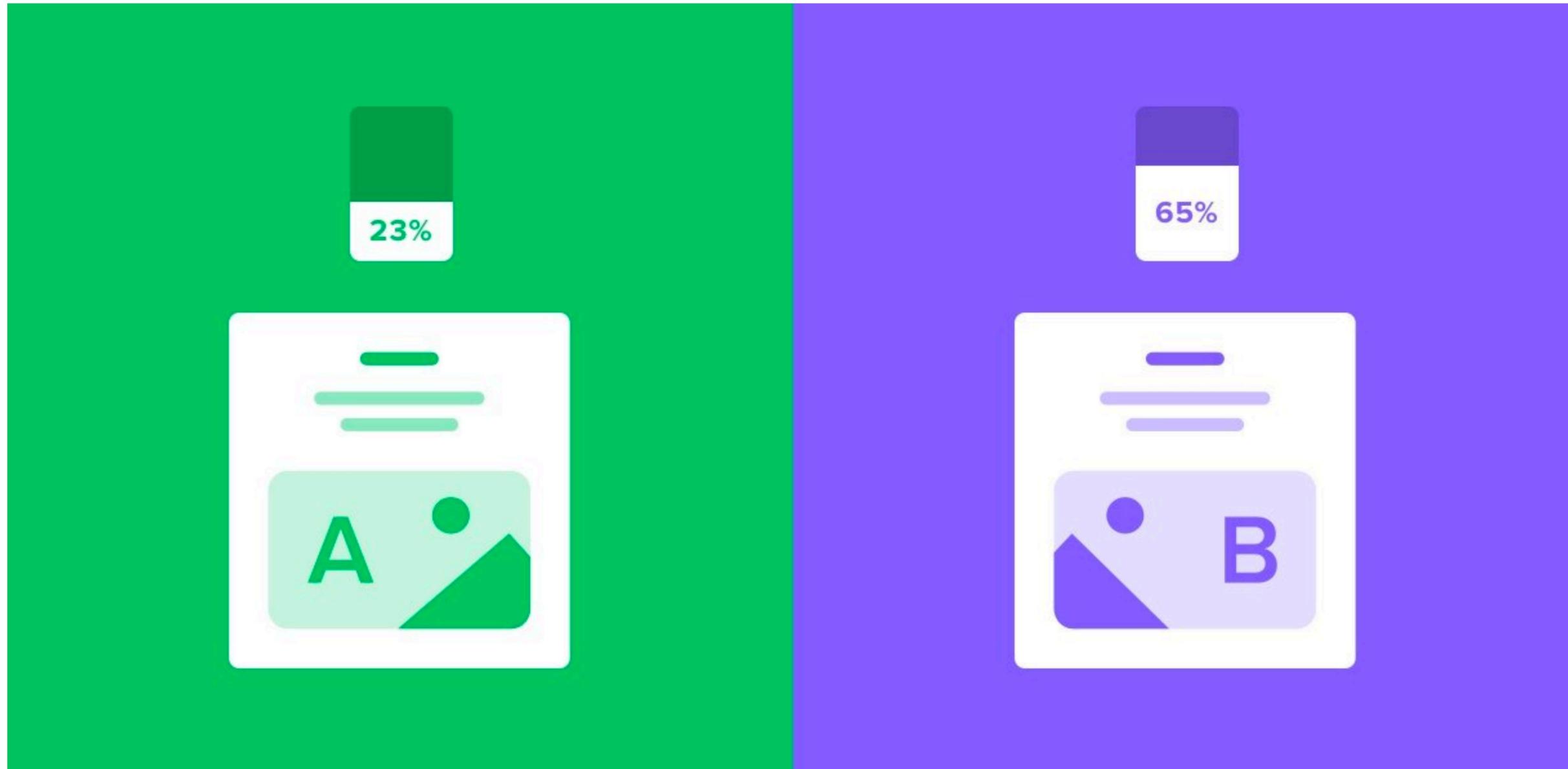


Tools

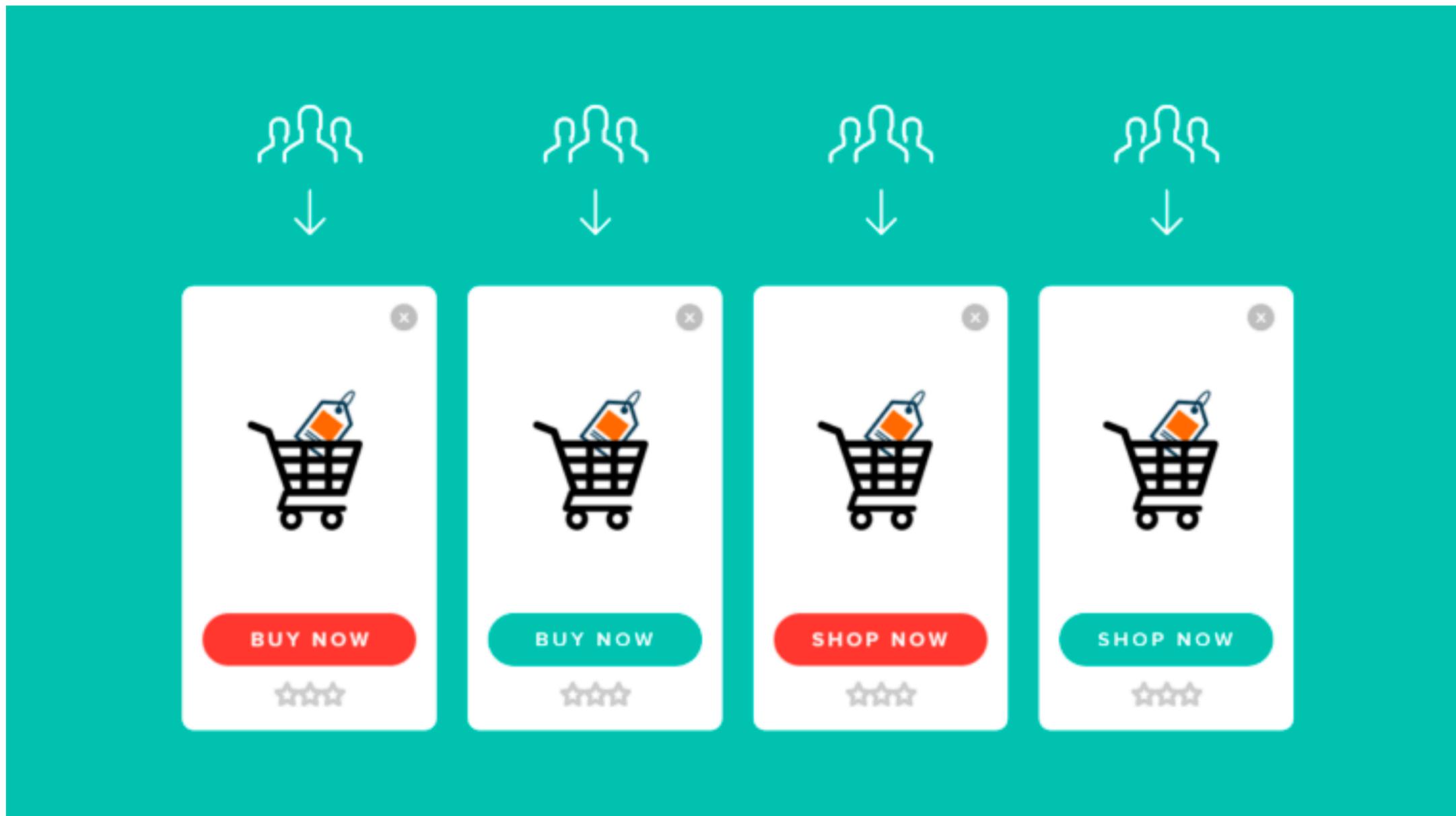


Sperimentazione

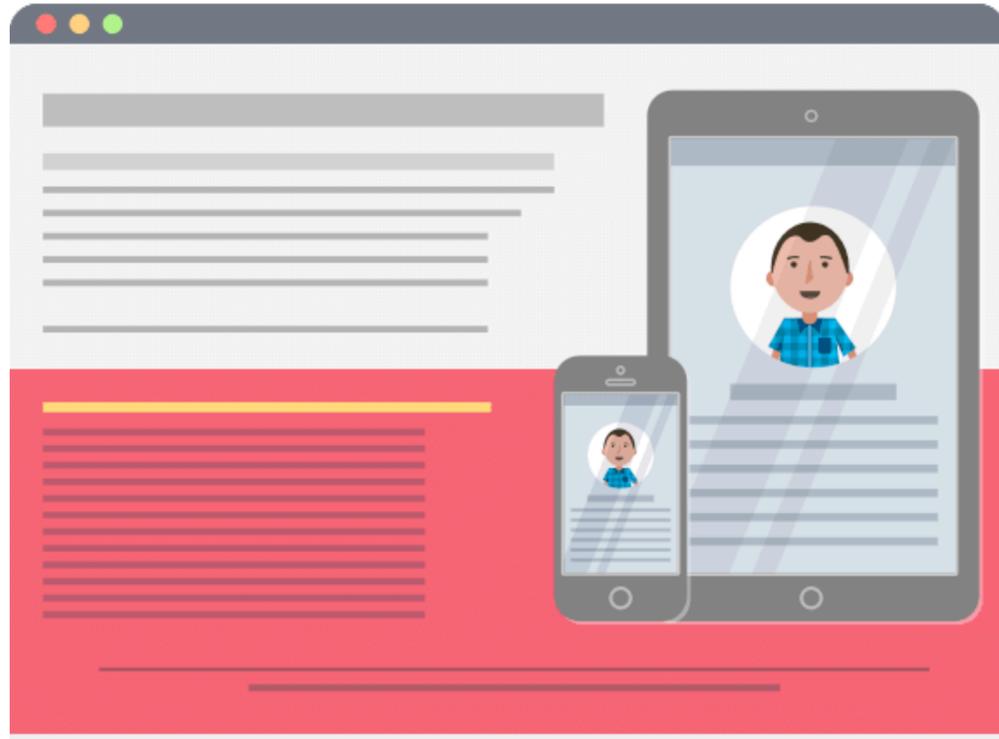
A/B test.



Multivariate test.

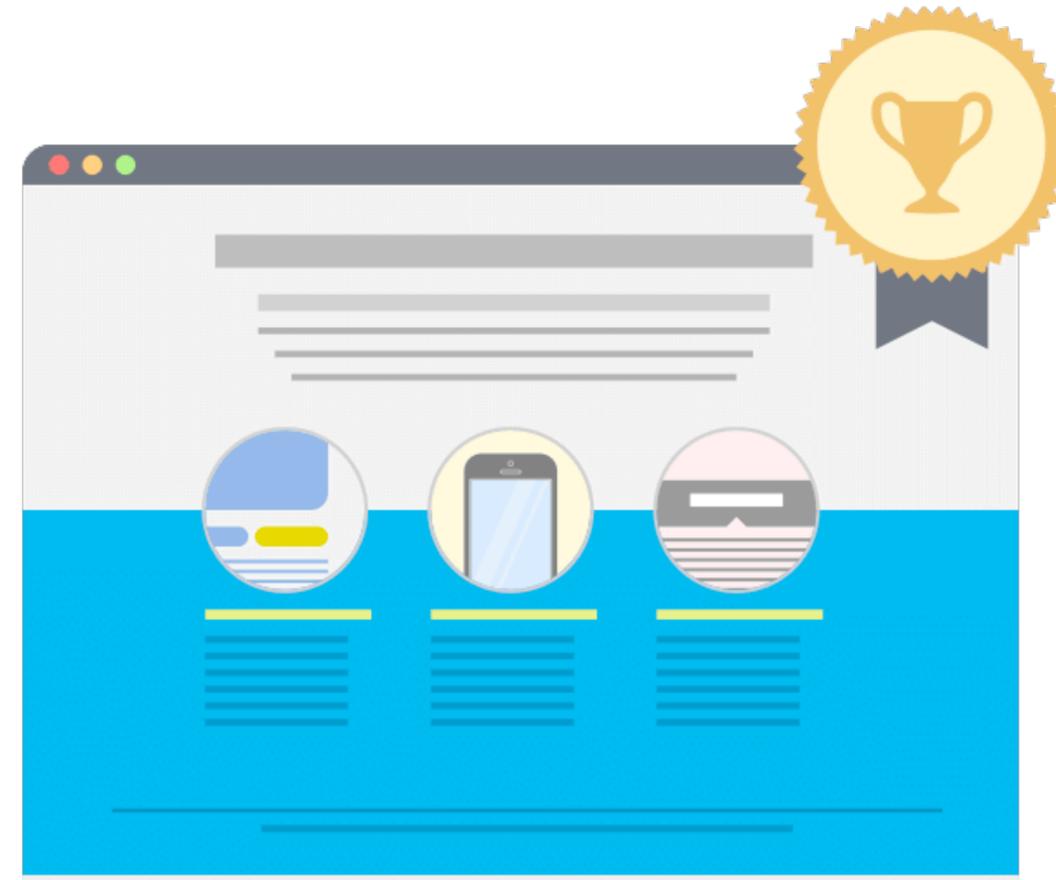


Redirect test.



example.com/a.html

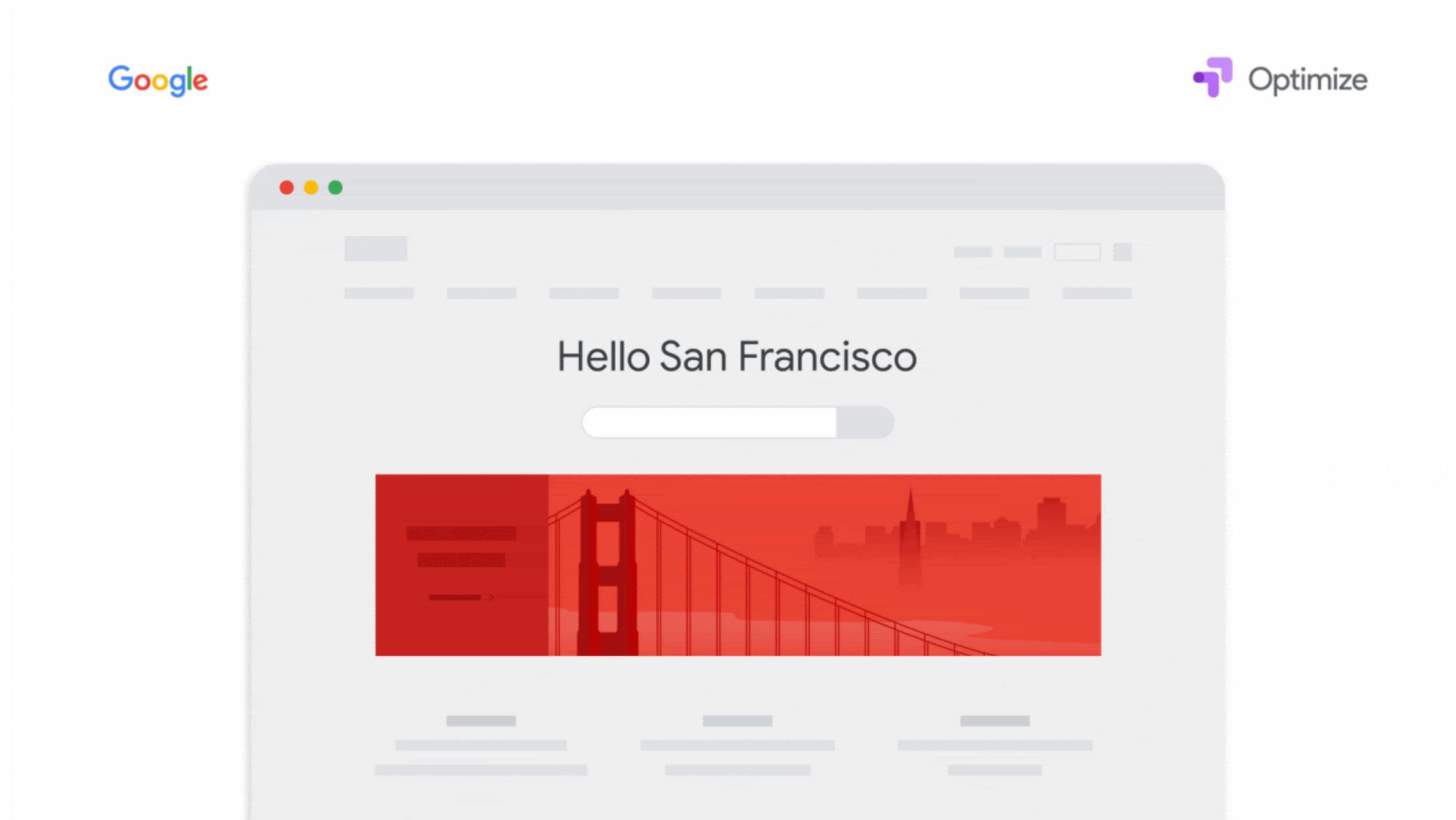
22%
CONVERSION



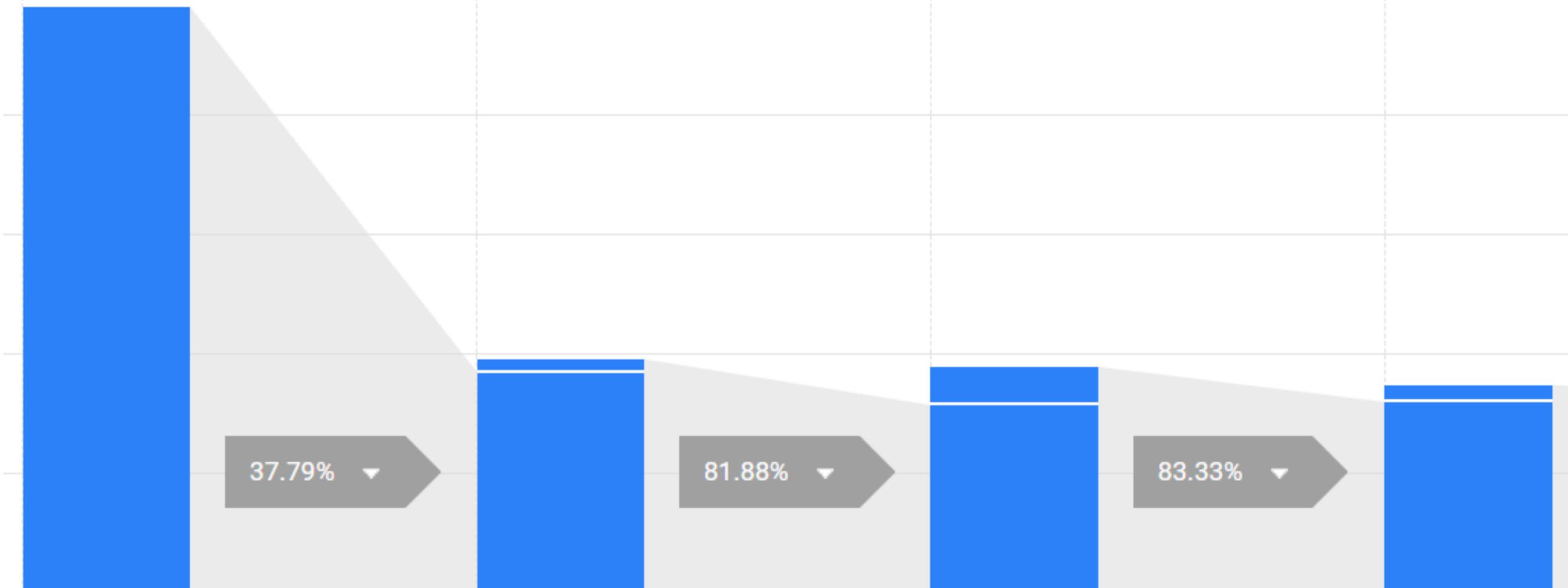
example.com/b.html

52%
CONVERSION

Personalizzazione.



Multi step.





Optimize



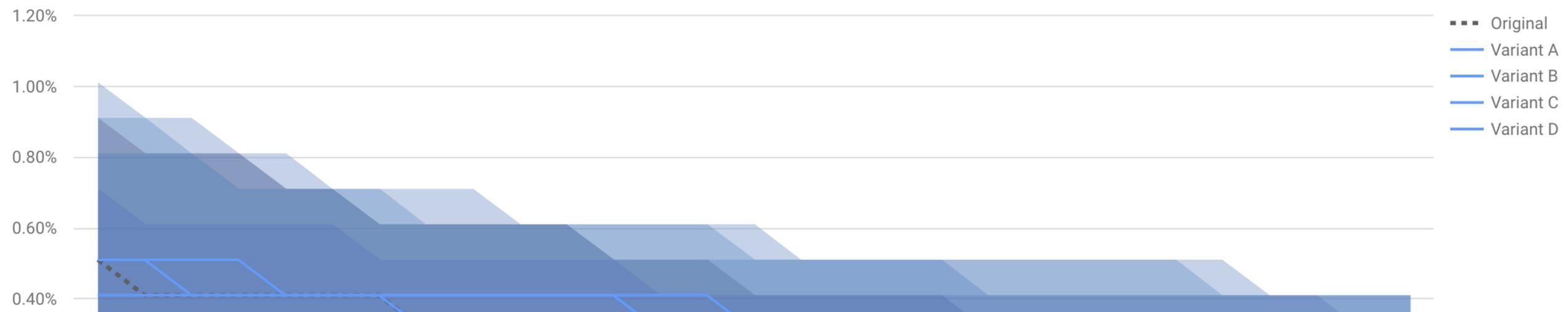
Getting Started with Optimize

I report.

		OBSERVED DATA			OPTIMIZE ANALYSIS			
<input checked="" type="checkbox"/>	Variant ↑	Experiment Sessions	Experiment Conversions	Calculated Conversion Rate	Probability to be Best	Probability to beat Original	Modeled Conversion Rate	Modeled Improvement
<input checked="" type="checkbox"/>	Original	210,954	108	0.05%	<1%	Baseline	0.1% 0.2%	Baseline
<input checked="" type="checkbox"/>	Variant A	210,768	178	0.08%	10%	91%	0.2% 0.3%	0% to 182%
<input checked="" type="checkbox"/>	Variant B	211,238	223	0.11%	16%	93%	0.2% 0.4%	0% to 273%
<input checked="" type="checkbox"/>	Variant C ★	209,610	280	0.13%	34%	97%	0.2% 0.4%	0% to 273%
<input checked="" type="checkbox"/>	Variant D ★	211,257	294	0.14%	40%	97%	0.2% 0.4%	0% to 273%

Modeled Conversion Rate

All Last 7 days Last 30 days



Integrazione con WP

Visual editor.

 Optimize

Progress bar: []

	 	\$80
	 	\$40

Subtotal	\$120
Tax	\$6.50
Shipping	FREE
Total	\$126.50
[] !	
Checkout now	

Get started for free today at g.co/optimize



Modifica testi.

The image shows a screenshot of a web design tool interface. At the top, there's a navigation bar with a back arrow, a purple icon, the text "Change call to action text on landing page 2 (Status: Draft)", "Variant 1", a "Standard" device selector, "No changes", and a "Save" button. Below this is a toolbar with a "body" selector and "MORE" options. The main workspace displays a landing page for "LUPAGE DIGITAL" with a blue background. The page content includes the logo, navigation links for "Web Analytics Consulting", "Conversion Optimization Blog", and "Hire Me!", a main heading "Understand Website Traffic A Little Better with Web Analytics Consulting", a sub-heading "Dive deeper into Google Analytics and know your customers better. Tap into data literacy and know where your business is going.", and a red button "LET'S TALK AND GET AN AUDIT!". A text editor overlay is open on the main heading, showing an "Edit element" button and fields for "DIMENSIONS" (1519.2px, 3746.5px), "LOCATION" (0px, 0px, 0px, -96px), and "TYPOGRAPHY" (font: "Source Sans Pro", size: 17px, weight: 400). At the bottom of the page, the text "What is Web or Digital Analytics?" is visible.

Revisione HTML.

Change call to action text on landing page 2 (Status: Draft)

Variant 1

Standard

No changes

Save

... div > div#primary > main#main > article#post-... > div > div > div > div > section > div

Container <div>

LUPAGE DIGITAL

Web Analytics Consulting Conversion Optimization Blog Hire Me!

Understand Website Better with Web Analytics

Dive deeper into Google Analytics and know your customer where your business is

LET'S TALK AND GET...

Web Analytics Consulting Conversion Optimization Blog Hire Me!

What is Web or Digital Analytics?

Dimensions: 1519.2px, 499.9px

Location: 0px, 0px

Typography: A "Source Sans Pro", rT 17px, B 400

Manipolazione CSS.

The image shows a screenshot of a web editor interface. At the top, there's a navigation bar with a back arrow, a purple icon, the text "Change call to action text on landing page 2 (Status: Draft)", "Variant 1", a "Standard" dropdown, "No changes", a clock icon, and a "Save" button. Below this is a breadcrumb trail: "... section > div > a > MORE".

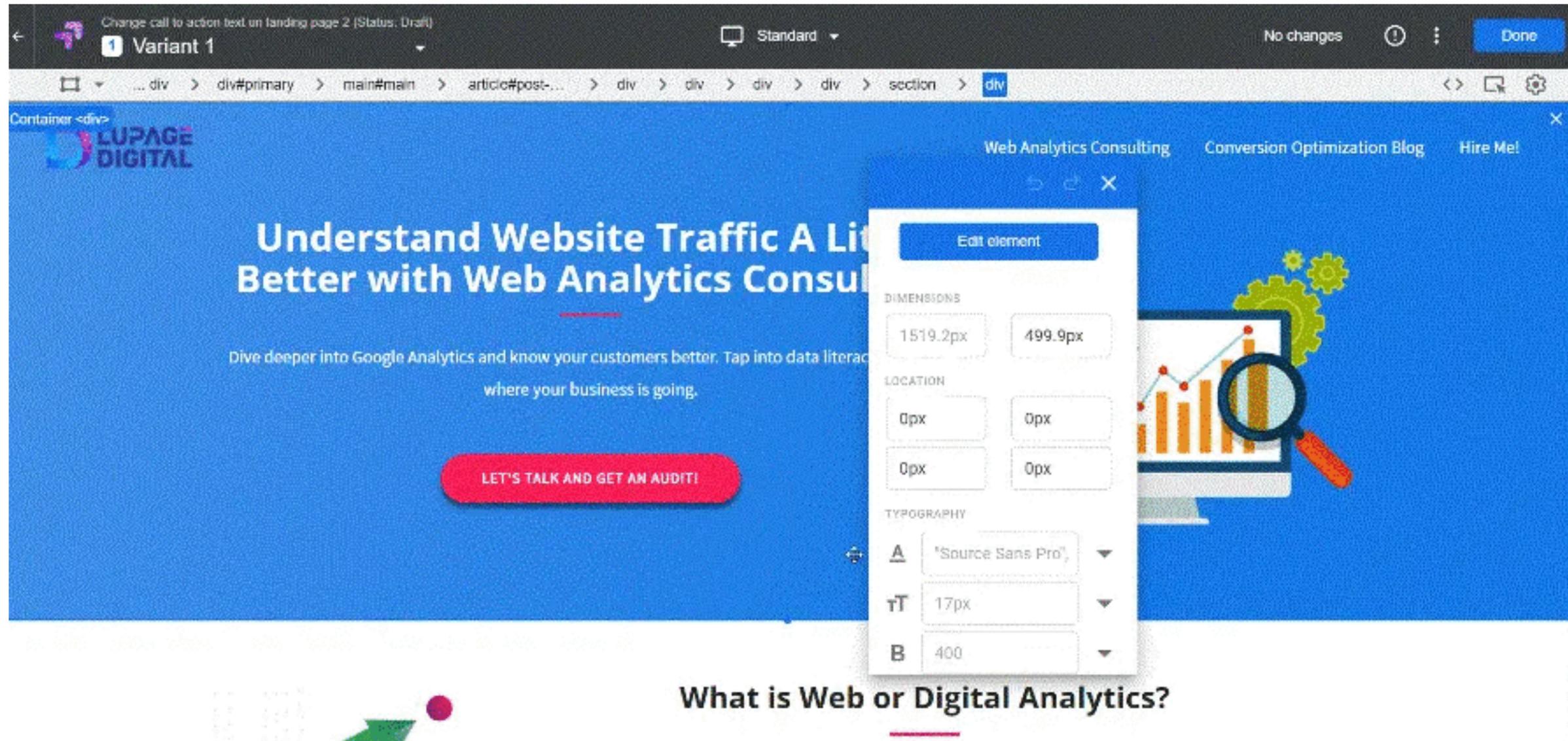
The main content area has a blue background. On the left is the "LUPAGE DIGITAL" logo. On the right are links for "Web Analytics Consulting", "Conversion Optimization Blog", and "Hire Me!". The main heading reads "Understand Website Traffic A Little Better with Web Analytics Consulting". Below it is a sub-heading: "Dive deeper into Google Analytics and know your customers better. Tap into data literacy where your business is going." There is a search input field and a red button that says "LET'S TALK AND GET AN AUDIT!".

A CSS editor panel is open over the button, with an "Edit element" button at the top. The panel contains the following settings:

- DESTINATION:** contact/
- DIMENSIONS:** 290.0px (width), 47.6px (height)
- LOCATION:** auto (left), auto (right), auto (top), auto (bottom)
- TYPOGRAPHY:** "Source Sans Pro" (font)

At the bottom of the page, there is a section titled "What is Web or Digital Analytics?" with a pink underline. To the left of this section is a graphic with a green arrow pointing to a red dot.

Inserimento JavaScript.



The image shows a web editor interface for a landing page. The page has a blue background and features the Lupage Digital logo in the top left. The main heading reads "Understand Website Traffic A Little Better with Web Analytics Consulting". Below this, there is a sub-heading "Dive deeper into Google Analytics and know your customers better. Tap into data literacy where your business is going." and a red button that says "LET'S TALK AND GET AN AUDIT!". A design tool overlay is visible on the right side of the page, showing a magnifying glass over a bar chart and a settings panel. The settings panel includes sections for "DIMENSIONS" (width: 1519.2px, height: 499.9px), "LOCATION" (x: 0px, y: 0px, width: 0px, height: 0px), and "TYPOGRAPHY" (font: "Source Sans Pro", size: 17px, weight: 400). The editor interface also shows a breadcrumb trail at the top: "... div > div#primary > main#main > article#post-... > div > div > div > div > section > div".

Change call to action text on landing page 2 (Status: Draft) Variant 1 Standard No changes Done

... div > div#primary > main#main > article#post-... > div > div > div > div > section > div

Container <div> LUPAGE DIGITAL

Web Analytics Consulting Conversion Optimization Blog Hire Me!

Understand Website Traffic A Little Better with Web Analytics Consulting

Dive deeper into Google Analytics and know your customers better. Tap into data literacy where your business is going.

LET'S TALK AND GET AN AUDIT!

What is Web or Digital Analytics?

Rimozione elementi.

The screenshot displays a web design tool interface. At the top, a dark header contains a back arrow, a purple icon, the text "Change call to action text on landing page 2 (Status: Draft)", a "Variant 1" dropdown, a "Standard" dropdown, "No changes", a warning icon, and a "Save" button. Below the header is a breadcrumb trail: "... div#content > div > div#primary > main#main > article#post-... > div > div > div > div > section > MORE". The main workspace shows a blue header bar with a "<section>" label. The content area features a colorful funnel graphic on the left with the caption "The Funnel and The One Metric". To its right, text reads "Avinash Kaushik, considered as the father of digital analytics." and "Digital Analytics Association defines digital analytics as the analysis and reporting of Internet data for the purpose of understanding, optimizing and measuring Web usage." Below this, it says "Simply put, Web or Digital Analytics is the analysis of qualitative and quantitative data to understand user behavior and optimize website performance." A settings menu is open over the text, with an "Edit element" button at the top. The menu includes sections for "DIMENSIONS" (width: 1519.2px, height: 448.2px), "LOCATION" (top: 0px, left: 0px, bottom: 0px, right: 0px), and "TYPOGRAPHY" (font: "Source Sans Pro", size: 17px, weight: 400). At the bottom of the page, a grey bar contains the text "What can you expect from my services?".

Sostituzione immagini.

The screenshot shows a web design tool interface. At the top, there's a navigation bar with a back arrow, a status indicator 'Variant 1', a device selector 'Standard', and a 'Save' button. Below this is a breadcrumb trail: '... div > div#primary > main#main > article#post-... > div > div > div > div > section > div'. The main workspace displays a landing page for 'LUPAGE DIGITAL' with a blue background. The page content includes the company logo, navigation links for 'Web Analytics Consulting', 'Conversion Optimization Blog', and 'Hire Me!', a main heading 'Understand Website Better with Web Analytics', a sub-heading 'Dive deeper into Google Analytics and know your customer where your business is', and a red call-to-action button 'LET'S TALK AND GET...'. A design panel is open over an image of a computer monitor displaying analytics charts. The panel has an 'Edit element' button and sections for 'DIMENSIONS' (1519.2px width, 499.9px height), 'LOCATION' (0px top, 0px left, 0px bottom, 0px right), and 'TYPOGRAPHY' (font: 'Source Sans Pro', size: 17px, weight: 400). Below the design panel, the text 'What is Web or Digital Analytics?' is visible with a red underline.

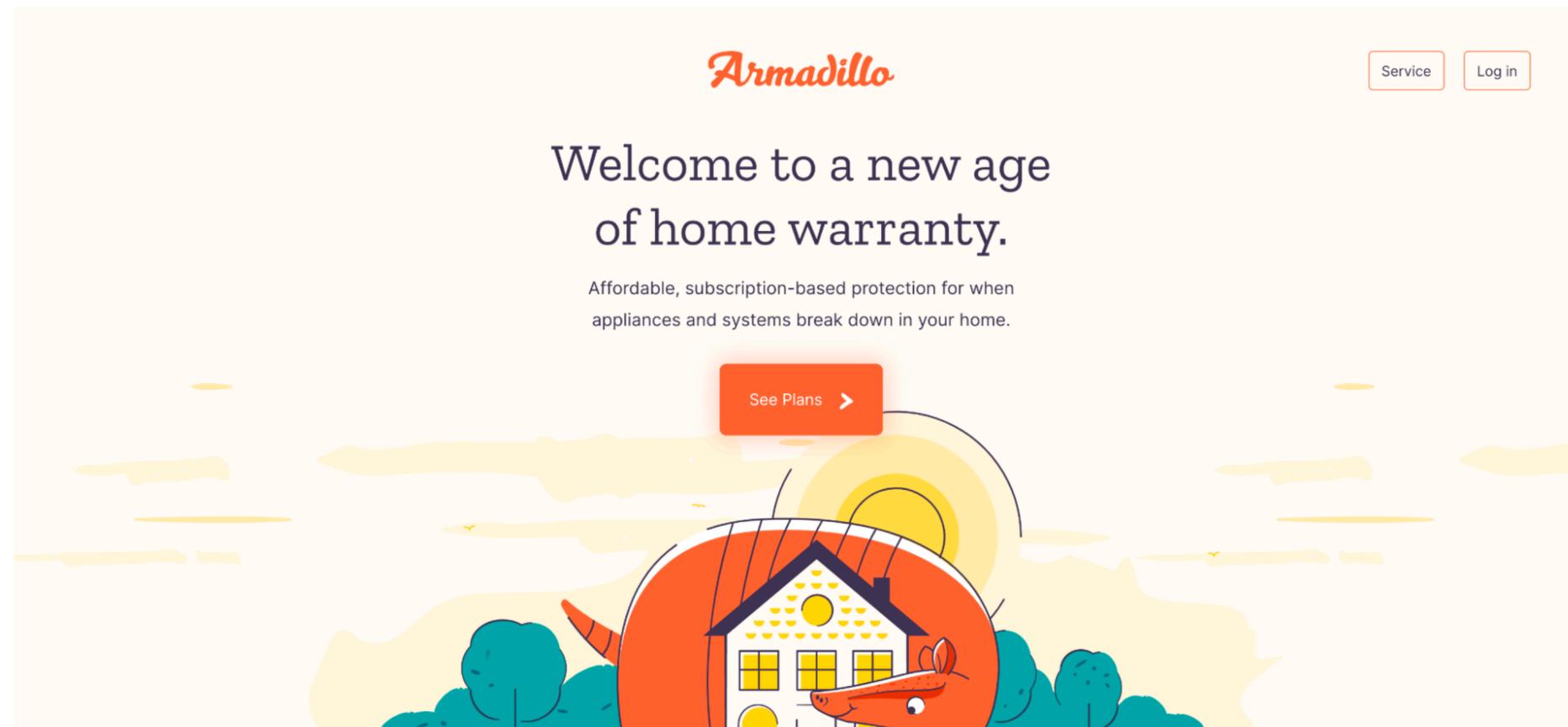
Case study

Testo di un bottone.

+18% click

+119% interazioni verso l'App download

-4% frequenza di rimbalzo



UI di una tabella.

+179% click

-12% frequenza di rimbalzo

Basic

- ✓ Sample Text Here
- ✗ Other Text Title
- ✗ Text Space Goes Here
- ✗ Description Space

Standard

- ✓ Sample Text Here
- ✓ Other Text Title
- ✓ Text Space Goes Here
- ✗ Description Space

Premium

- ✓ Sample Text Here
- ✓ Other Text Title
- ✓ Text Space Goes Here
- ✓ Description Space

Separazione informazioni.

-34% drop rate

+9% registrazioni al sito

The image shows a login form with a light blue background. At the top, there are two links: "Log in" and "Sign Up", both in blue text. Below these links are two input fields. The first field contains the email address "posimyth@gmail.com". The second field is labeled "Password". Below the password field is a large blue button with the text "Log In" in white. Underneath the button is a link that says "Don't Remember Your Password?". At the bottom of the form, there are two social login options: a Facebook icon followed by "Log In" and a Google icon followed by "Sign in".

Grazie! Domande?