

# CONVERSION RATE OPTIMIZATION

Se la conosci non potrai più farne a meno.

Chi sono?

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**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?

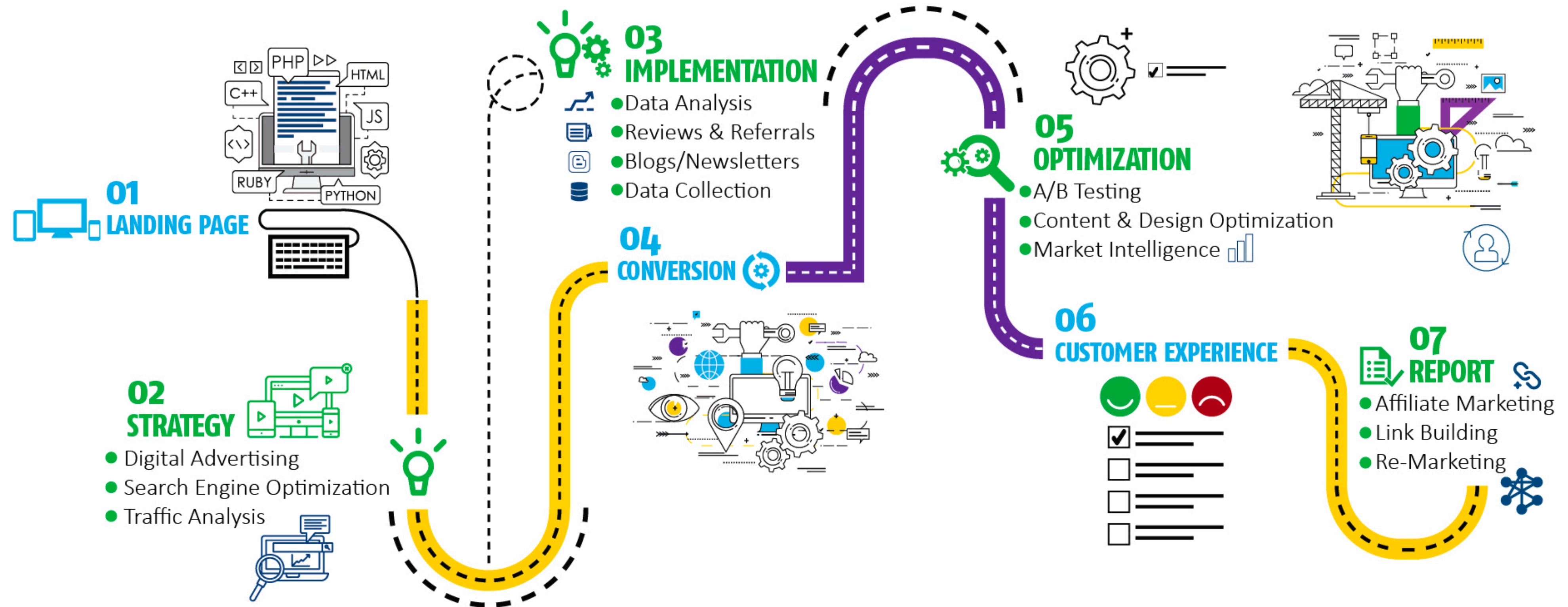
*Prendi coscienza dei vantaggi (migliorare e non rifare)*

*Coinvolgi l'intero team per costruire una visione*

*Abbandona le intuizioni e diventa data-driven*

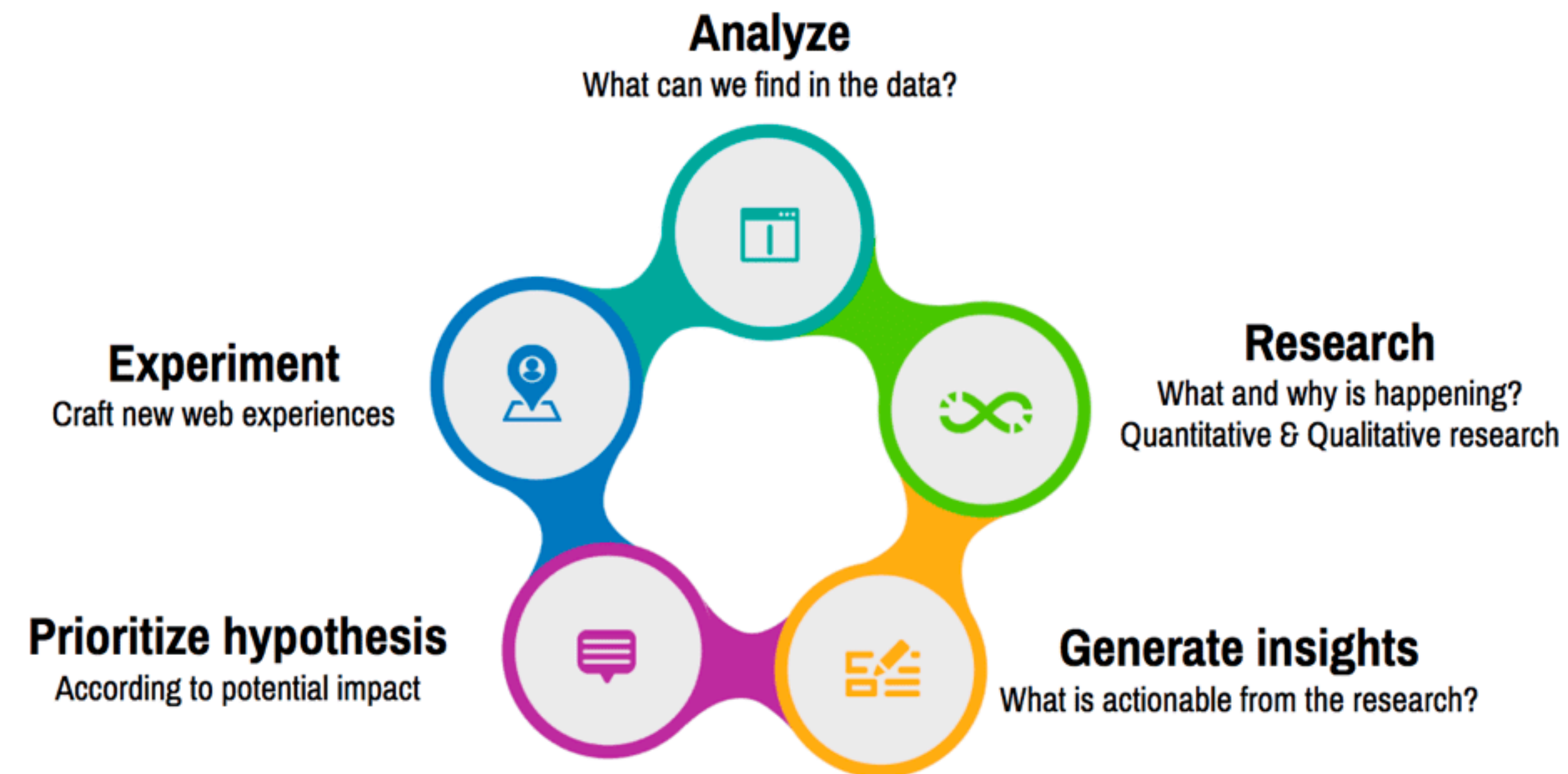
*Pensa sempre di non avere raggiunto il massimo*

# In quale fase si utilizza

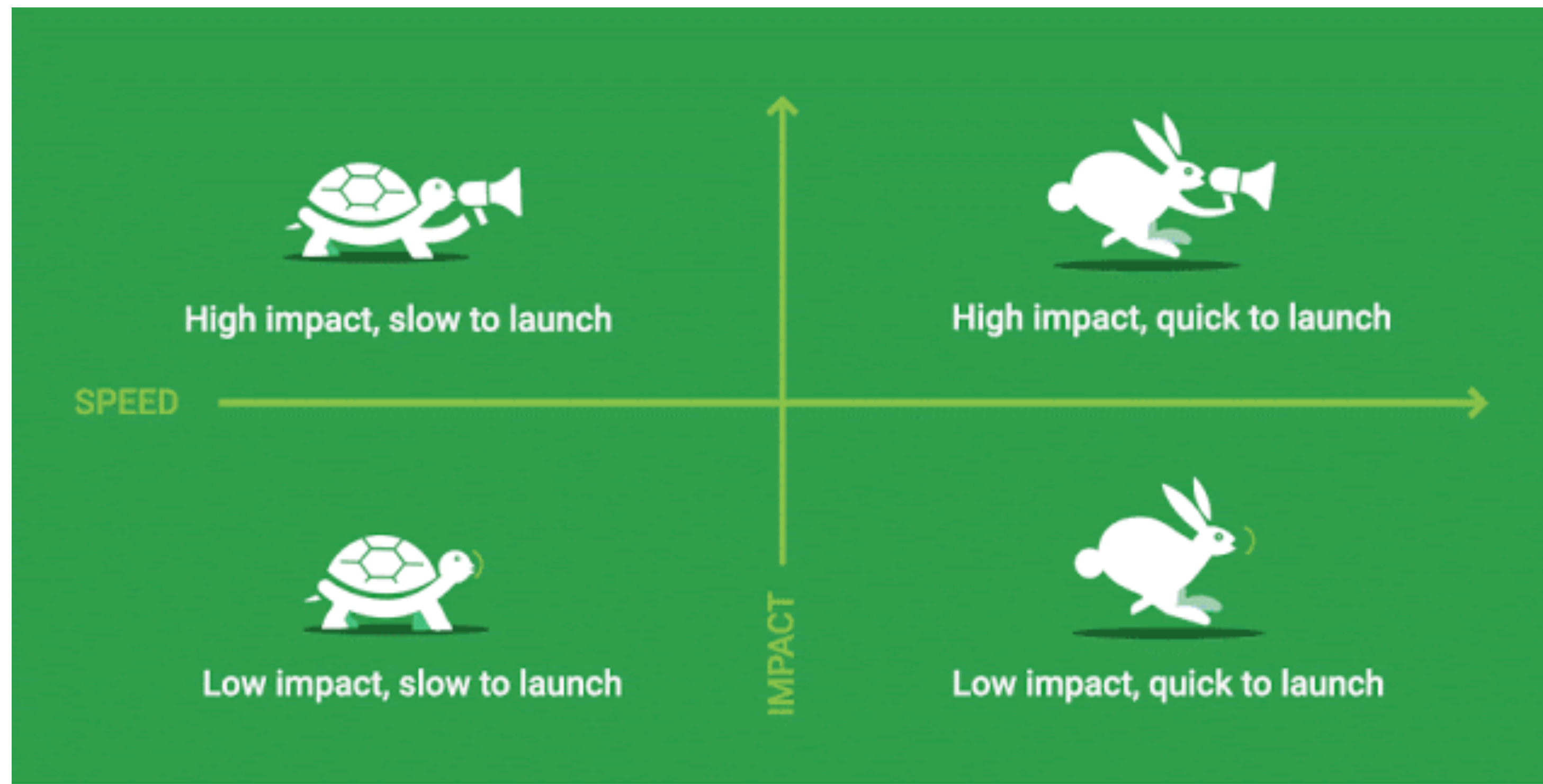




# CRO life cycle.



# 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?

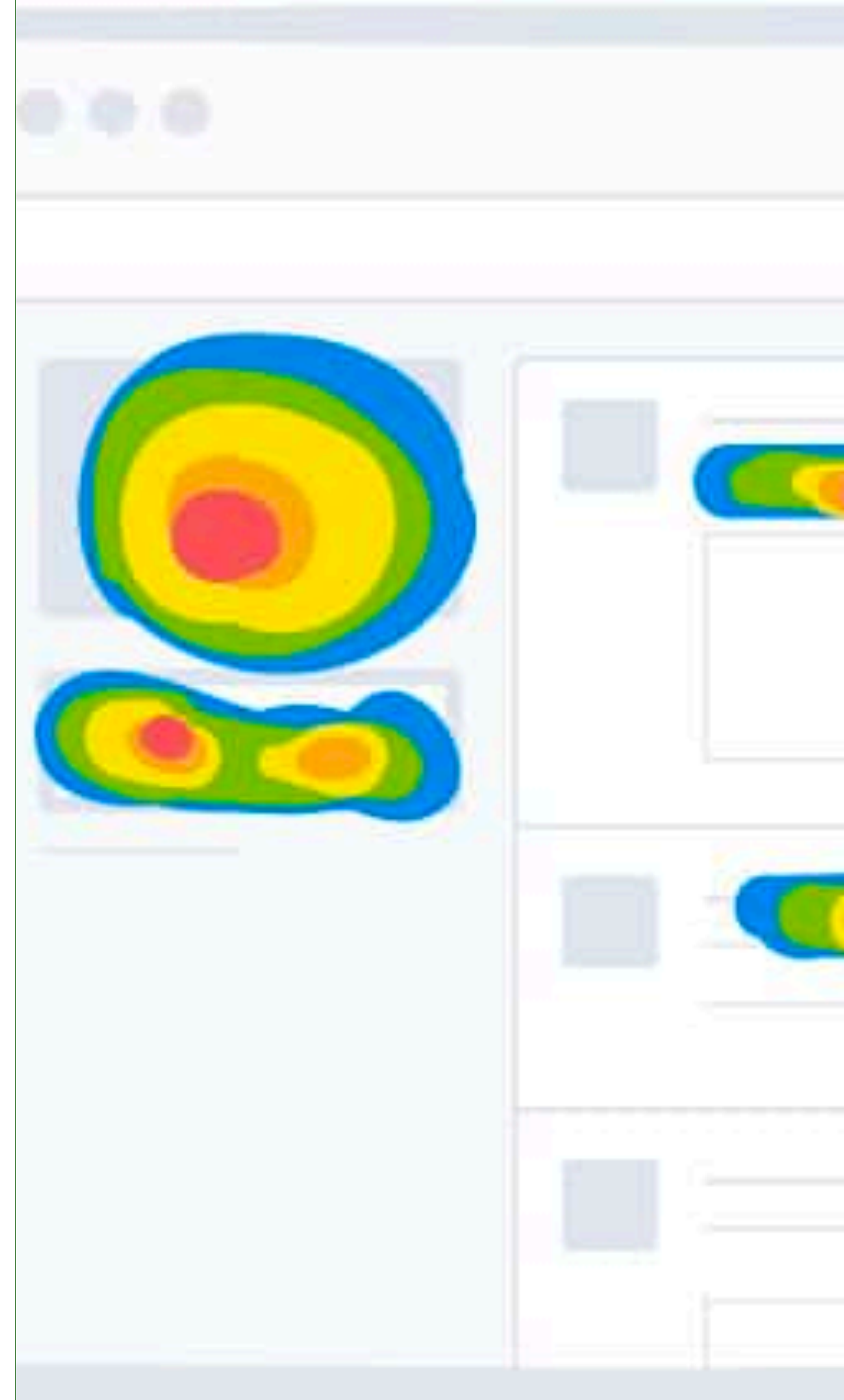
Senza particolari settaggi personalizzati Analytics registrerà **informazioni di alto livello** sull'utente o sul suo percorso di navigazione.

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”*

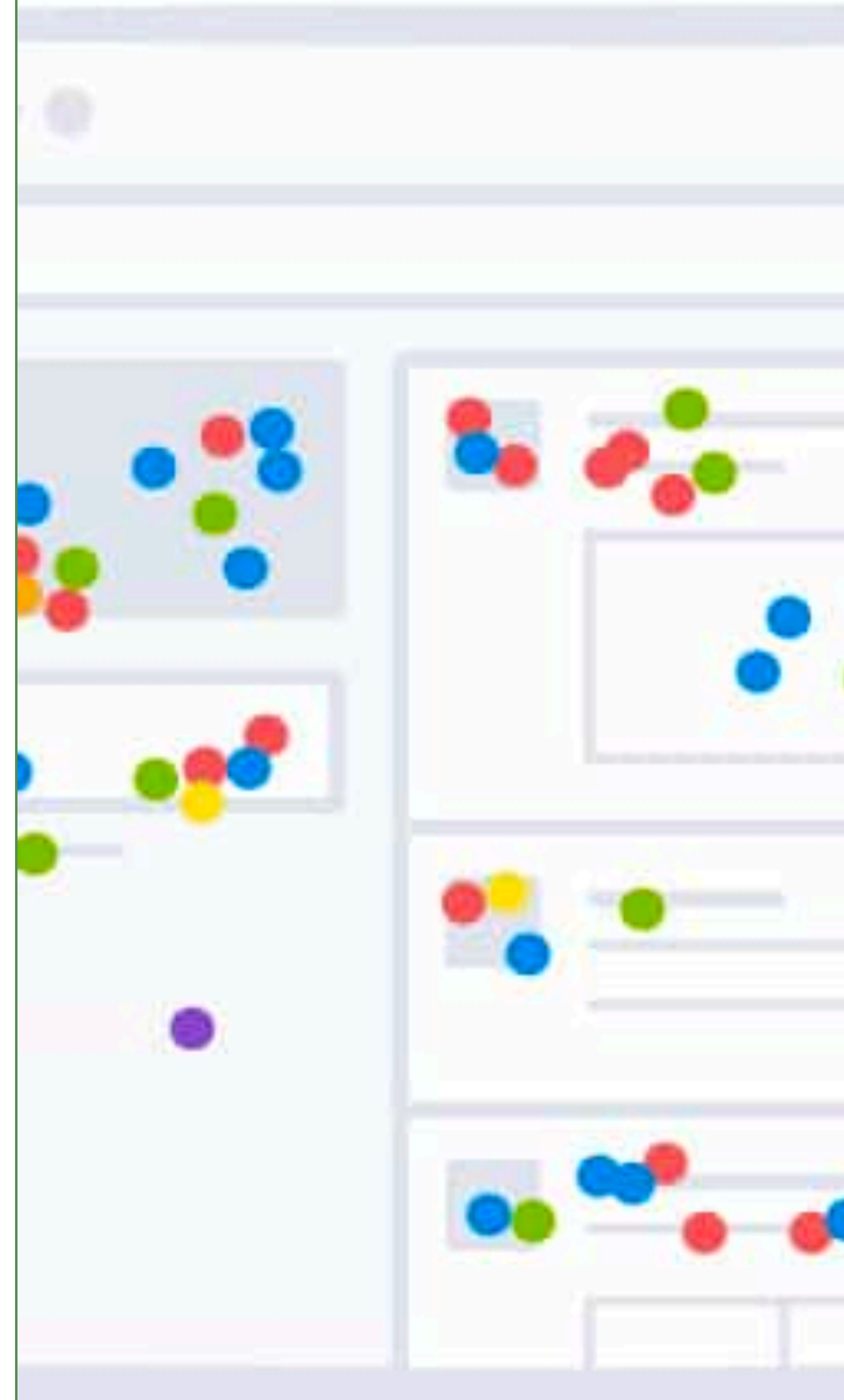
# Mouse Move o Hover Map.

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.

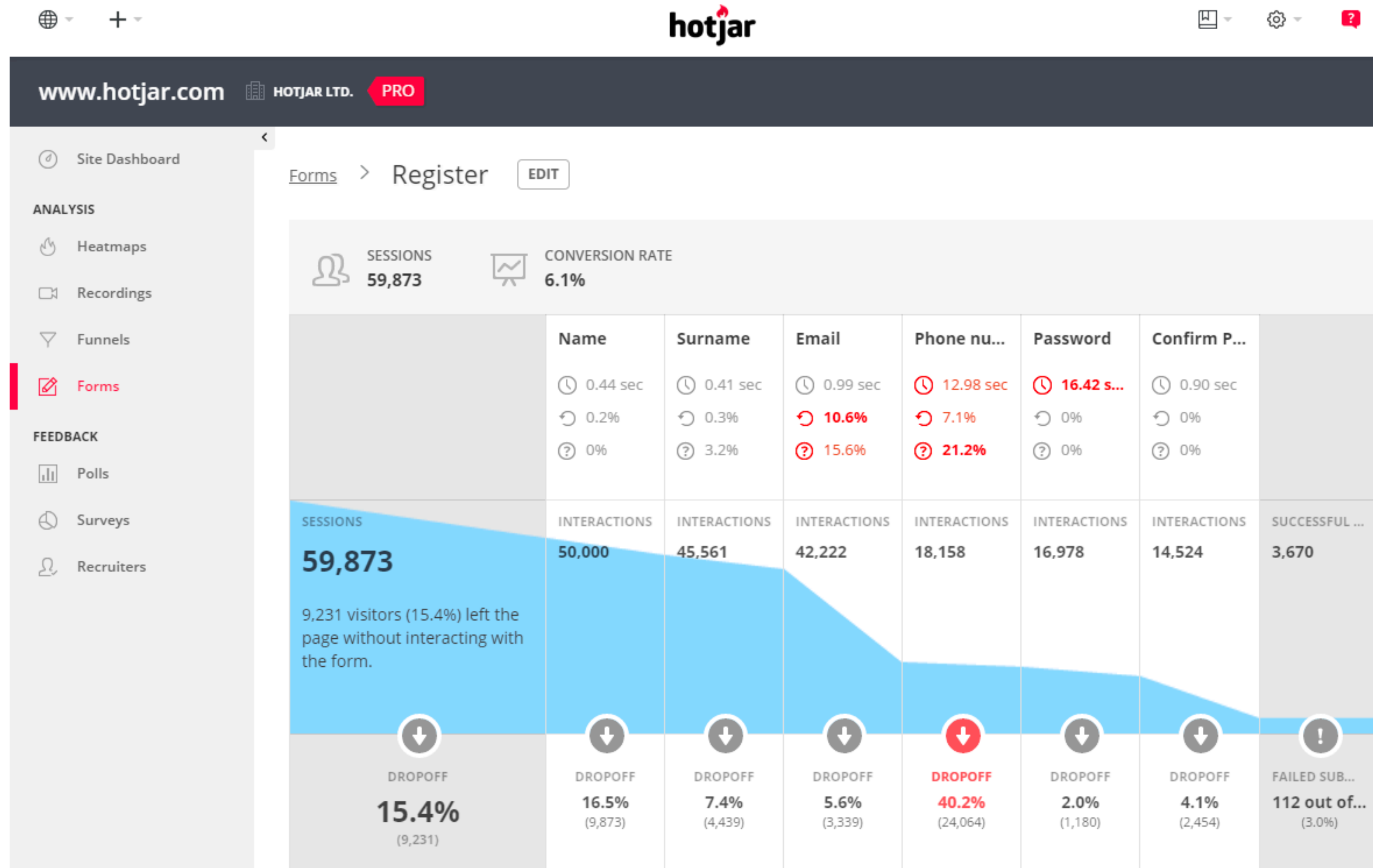


# Visitor recording.

The image shows a screenshot of the Hotjar website interface, illustrating visitor recording capabilities. The interface is divided into several sections:

- Navigation Bar:** Includes the Hotjar logo, links for Product Tour, Pricing, Customers, Careers, Blog, and Support, a "TRY IT FOR FREE" button, a "SIGN IN" button, and a red circular button with a white plus sign.
- Heatmap Interface:** A central panel displays a heatmap for the "Plans Page - Feb 3". It shows a color-coded map of the page with a mouse cursor hovering over a yellow "HOT" area. A "CLICKS RECORDED 7,376" counter is visible. The interface also includes filters for DEVICE (4,730 desktop, 75 tablet, 195 mobile) and TYPE (Click, Move, Scroll), along with a "Download" button.
- HEATMAPS Description:** A text box explains: "Understand what users want, care about and interact with on your site by visually representing their clicks, taps and scrolling behavior."
- Analytics Menu:** A sidebar on the right lists various analytics tools: RECORDINGS, CONVERSION FUNNELS, FORM ANALYSIS, FEEDBACK POLLS, INCOMING FEEDBACK, SURVEYS, and RECRUIT USER TESTERS. A "Take a Product Tour" link is also present.
- Feedback Button:** A red "Feedback" button is located in the bottom right corner.

# Form analysis.

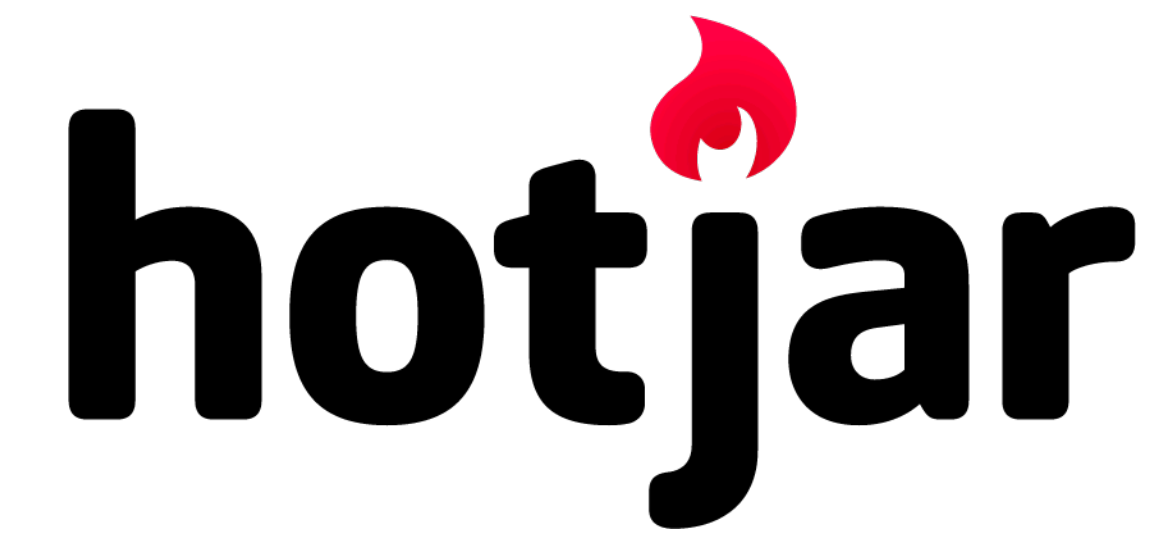


# Survey

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.

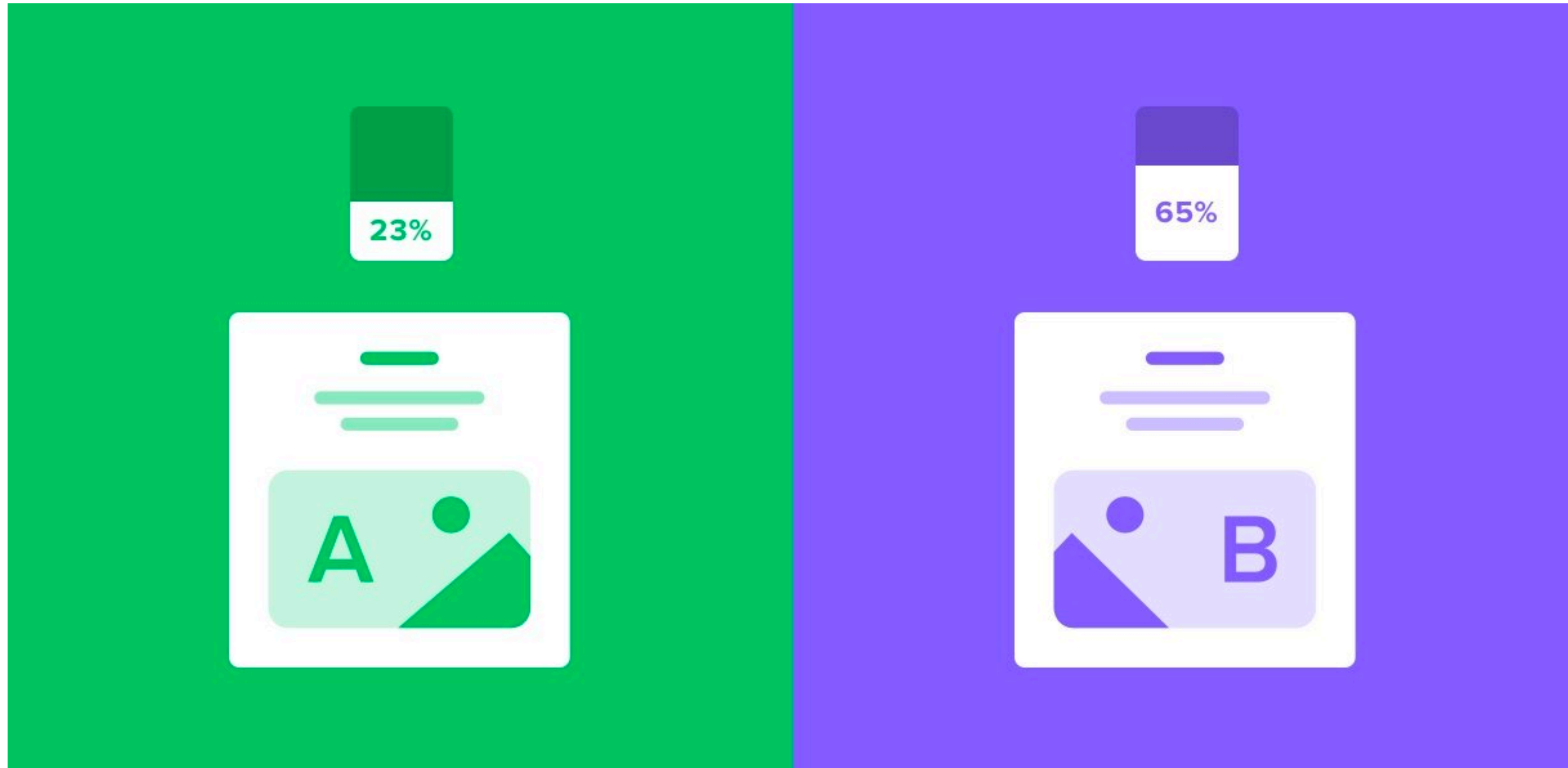


# Tools

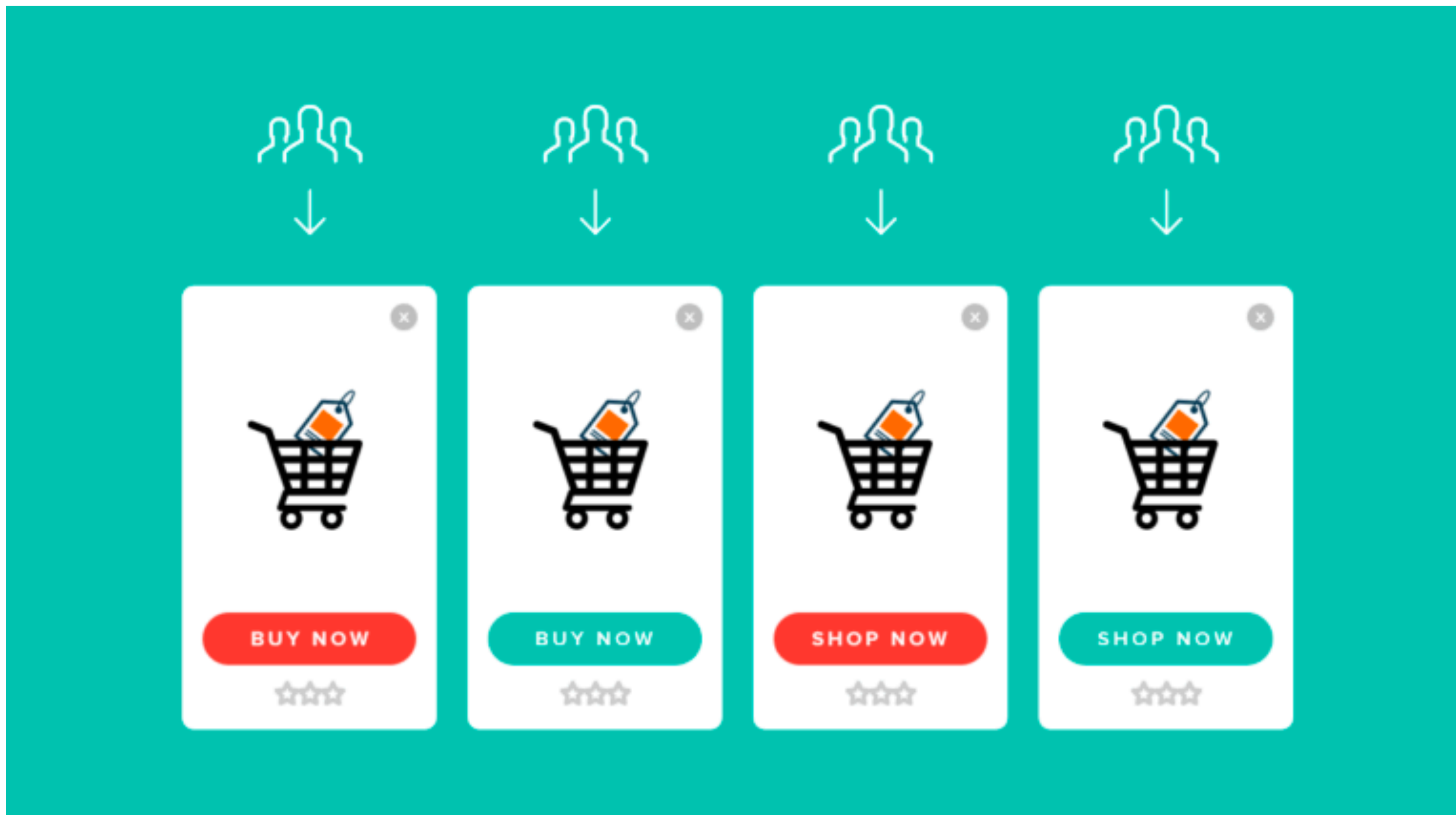


# Sperimentazione

# A/B test.

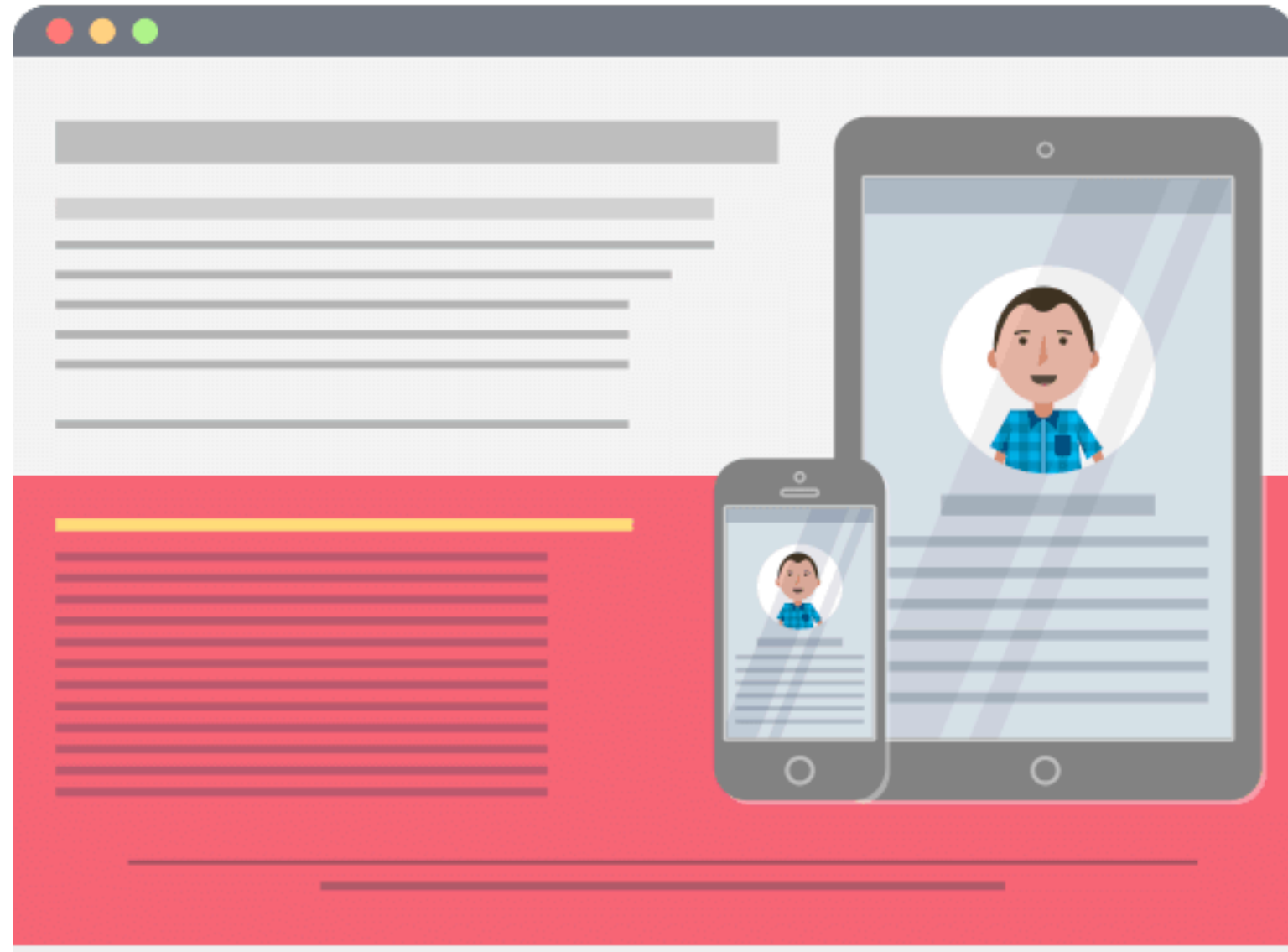


# Multivariate test.



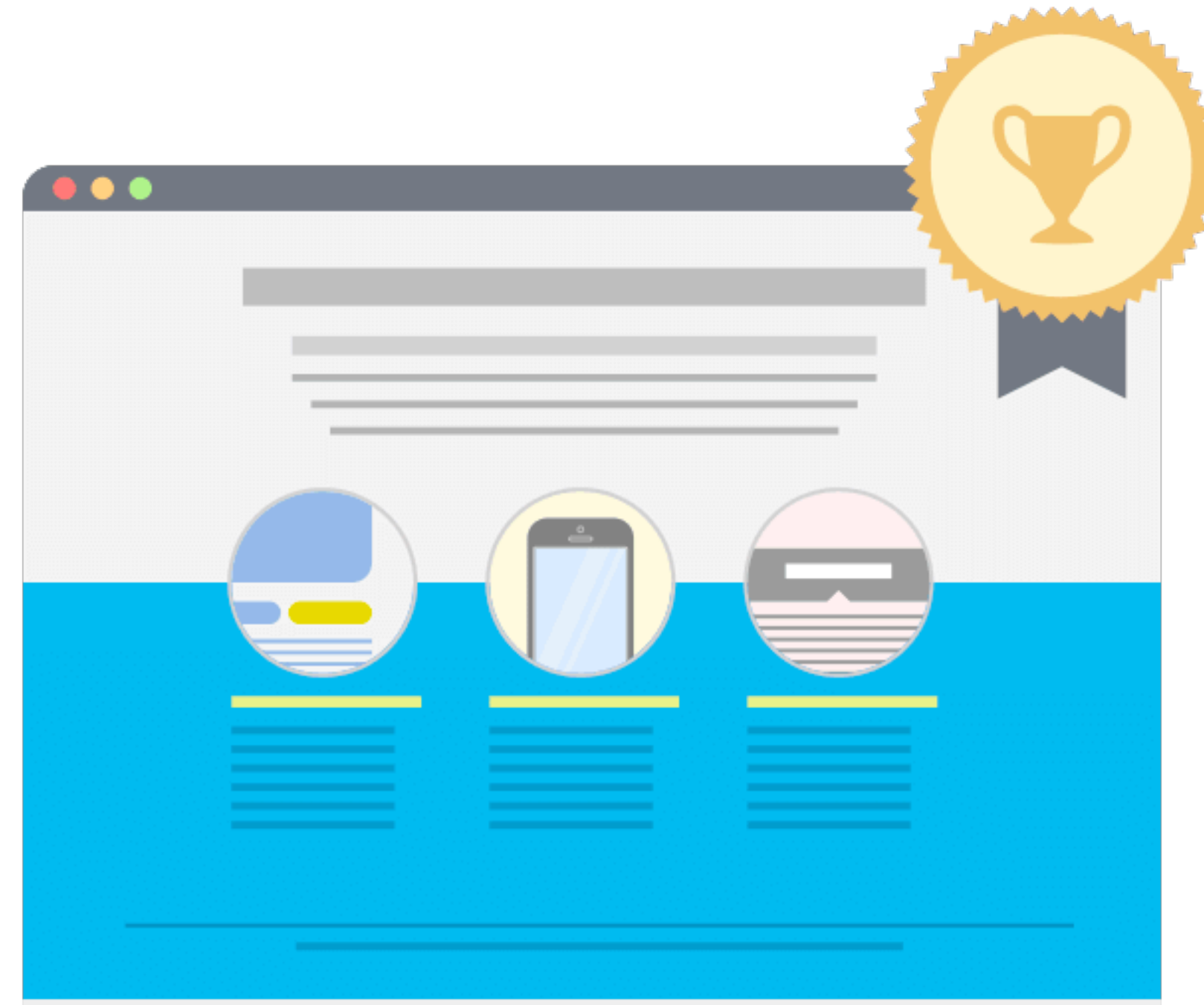


# Redirect test.



example.com/a.html

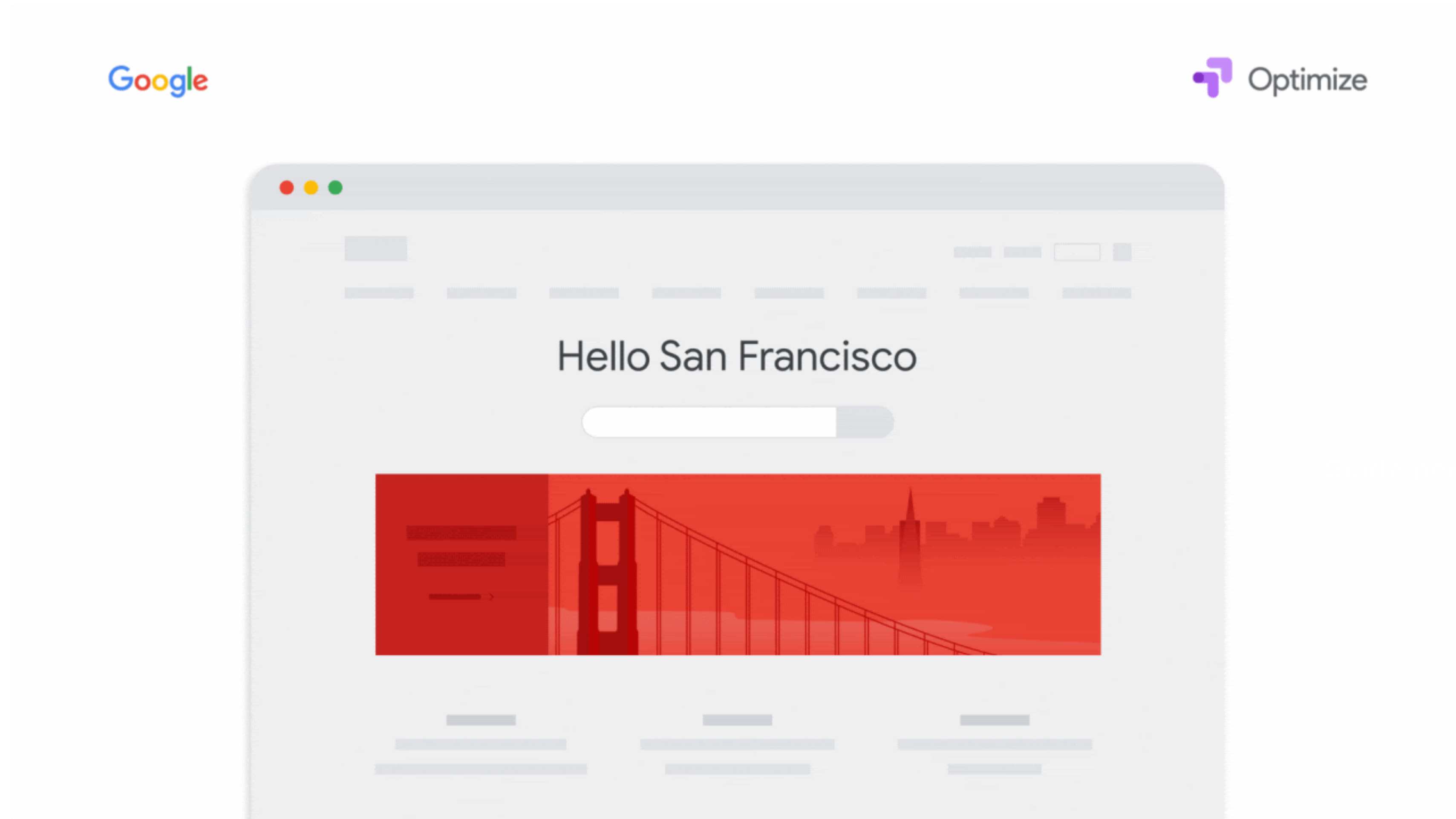
22%  
CONVERSION



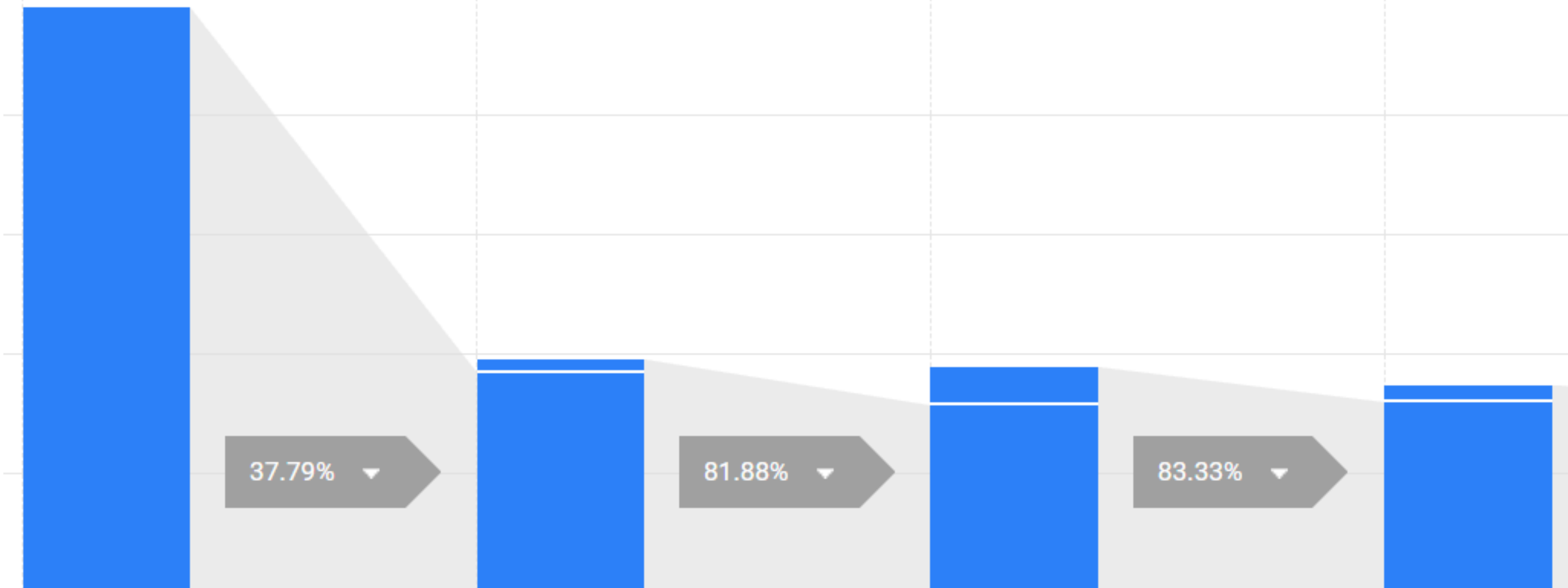
example.com/b.html

52%  
CONVERSION

# Personalizzazione.



# Multi step.





Optimize



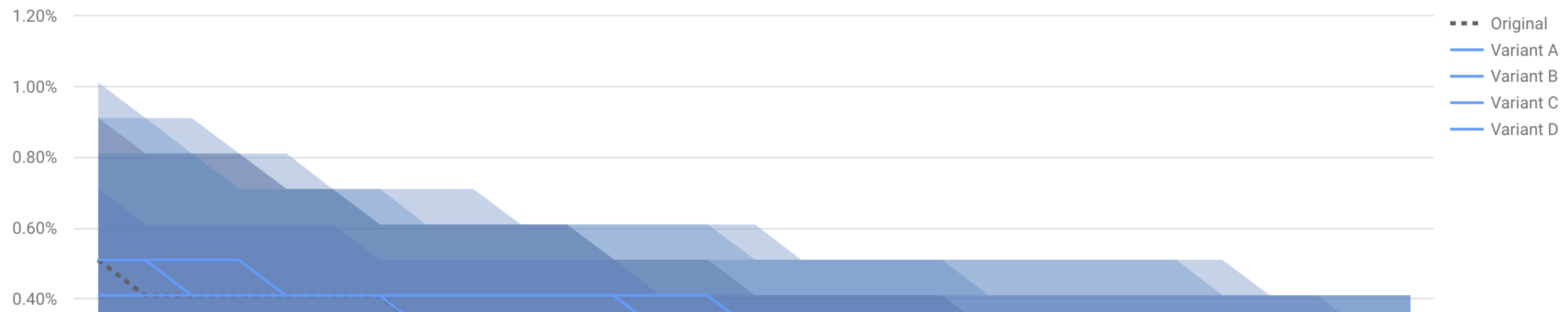
Getting Started with Optimize

# 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


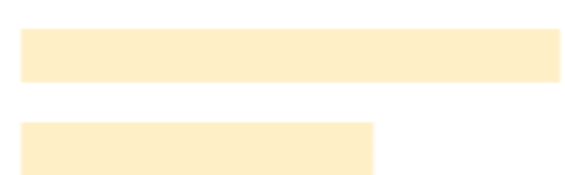




# Integrazione con WP

# Visual editor.

 Optimize

Progress bar: [ ]

		\$80
		\$40

Subtotal	\$120
Tax	\$6.50
Shipping	FREE
<b>Total</b>	<b>\$126.50</b>

[ ] !

[Checkout now](#)

Get started for free today at [g.co/optimize](https://g.co/optimize)



# Modifica testi.

The screenshot shows a web design tool interface. At the top, there's a header 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 the header, the main content area is a blue landing page for "LUPAGE DIGITAL". The page features a navigation menu with "Web Analytics Consulting", "Conversion Optimization Blog", and "Hire Me!". The main heading is "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 and know where your business is going." A red button contains the text "LET'S TALK AND GET AN AUDIT!". At the bottom, there's a section titled "What is Web or Digital Analytics?". 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).



# Revisione HTML.

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 refresh icon, 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 content area has a blue background. On the left is the "LUPAGE DIGITAL" logo. On the right, there are links for "Web Analytics Consulting", "Conversion Optimization Blog", and "Hire Me!". The central text reads "Understand Website Analytics Better with Web Analytics Consulting". Below this is a sub-headline "Dive deeper into Google Analytics and know your customer better and know where your business is going" and a red button that says "LET'S TALK AND GET YOUR FREE ANALYSIS". To the right of the text is an illustration of a computer monitor displaying a bar chart and a magnifying glass over it, with gears in the background. A design tool overlay is positioned in the center, titled "Edit element". It contains 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). At the bottom of the page, the text "What is Web or Digital Analytics?" is visible with a red underline under "Digital".

# 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 > div > div > div > div > div > div > div > a > MORE".

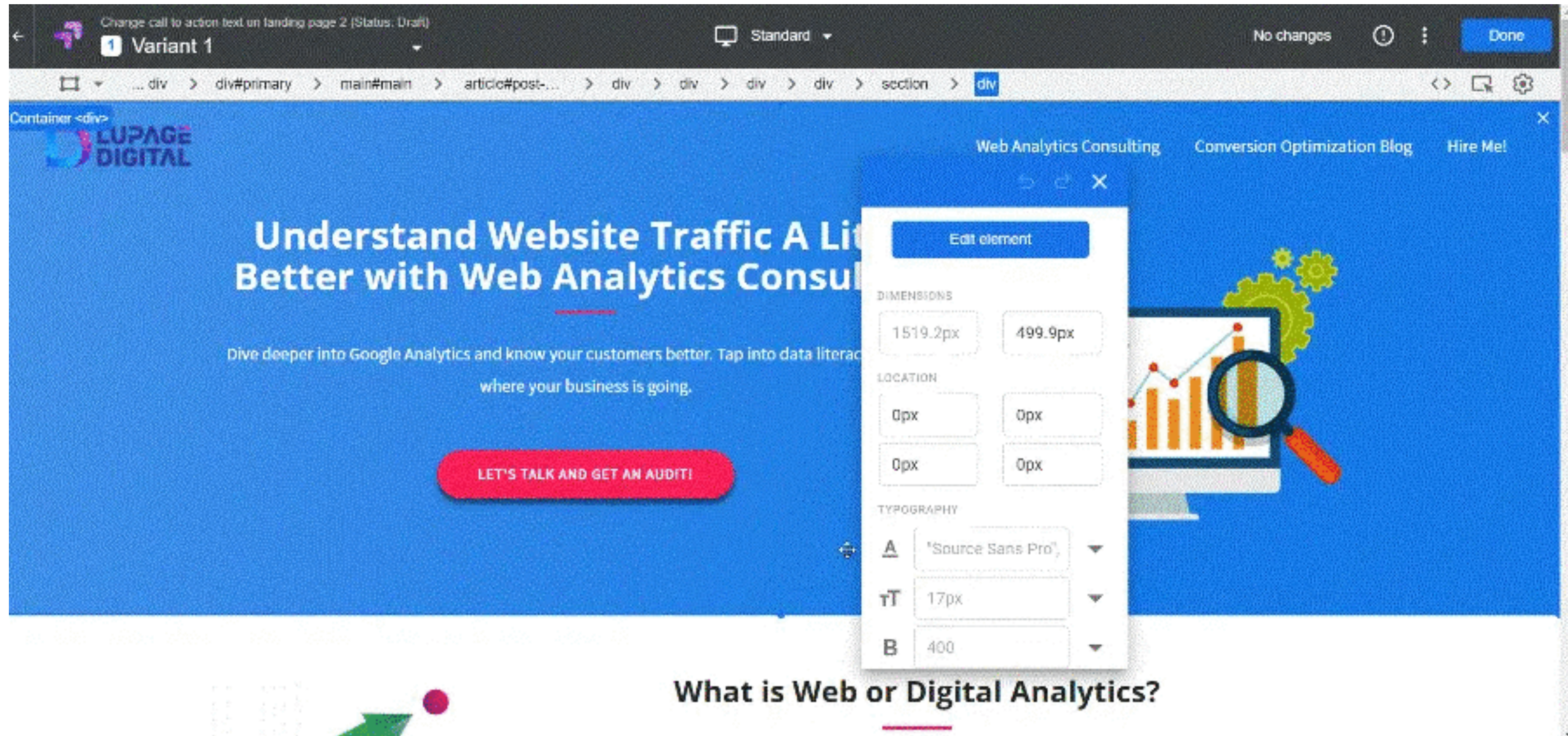
The main content area has a blue background. On the left is the "LUPAGE DIGITAL" logo. On the right are links for "Web Analytics Consulting", "Conversion Optimization Blog", and "Hire Me!". The main heading reads "Understand Website Traffic A Little Better with Web Analytics Consulting". Below it is 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 red button. It has an "Edit element" button at the top. The settings are as follows:

- 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 link with the text "What is Web or Digital Analytics?" and a green arrow pointing to the right.

# 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 the following settings for an element:

- Edit element**
- DIMENSIONS**
  - Width: 1519.2px
  - Height: 499.9px
- LOCATION**
  - Top: 0px
  - Left: 0px
  - Bottom: 0px
  - Right: 0px
- TYPOGRAPHY**
  - Font: "Source Sans Pro"
  - Size: 17px
  - Weight: 400

At the bottom of the page, there is a section titled "What is Web or Digital Analytics?" with a red underline.

# 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" device view selector, "No changes" status, 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". Further right, a heading "What Analytics?" is visible. A settings menu is open over the text, with an "Edit element" button at the top. The menu is divided into three sections: "DIMENSIONS" with width (1519.2px) and height (448.2px) inputs; "LOCATION" with top, right, bottom, and left offset inputs (all 0px); and "TYPOGRAPHY" with font family ("Source Sans Pro"), font size (17px), and weight (400) inputs.

# 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 under 'or'.

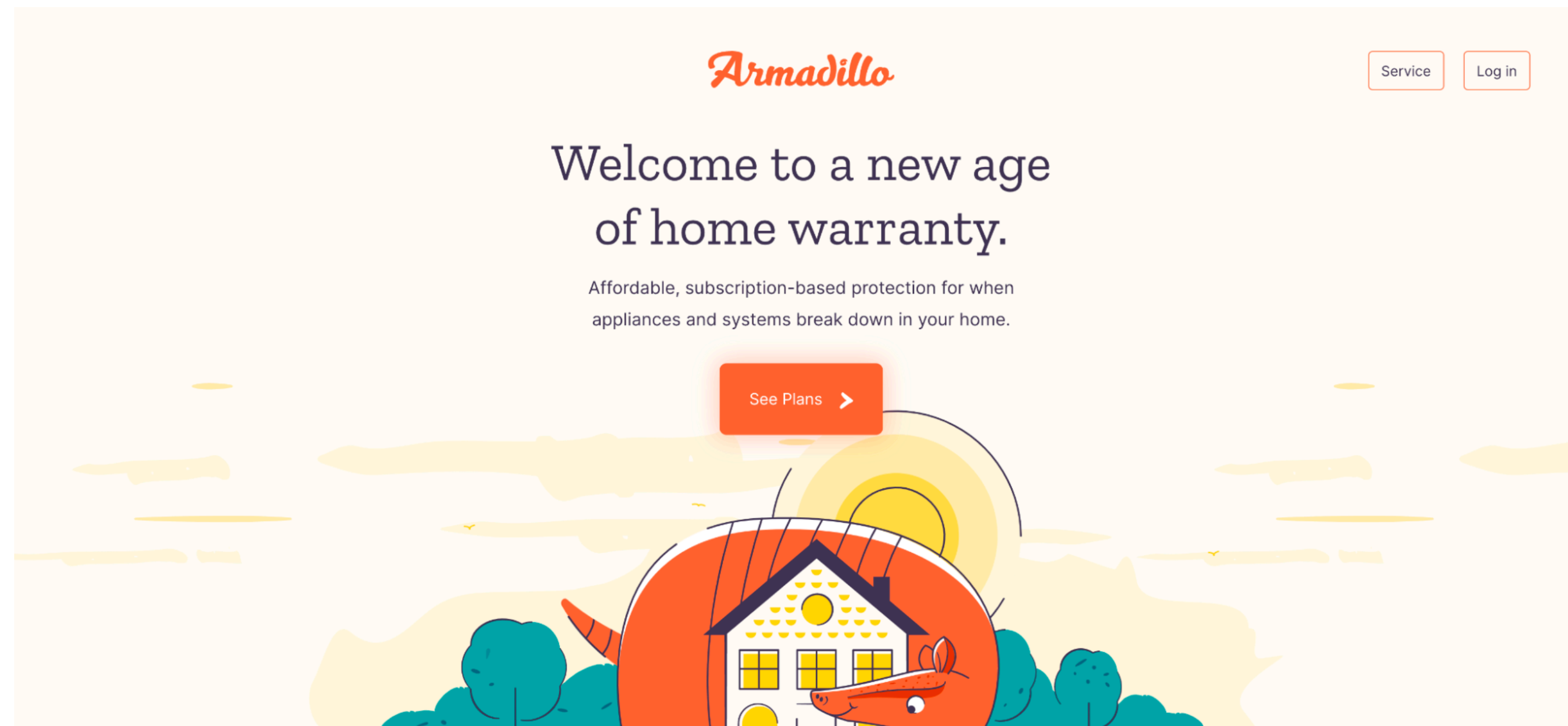
# Case study

# 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?