

NightJarr

Data, analytics and sales agency



LinkedIn

Dené van Deventer

- Digital marketing - client service 10+ years
- 25AM, Mirum, Jellyfish (ClickMaven)
- B2B & B2C
- Certified Google Analytics
- Google Marketing Platform experience

Increase your website leads with
conversion rate optimisation (CRO)



Conversion rate
optimisation



AGENDA

1

Conversion rates



2

Benchmarking



3

Experimenting

AGENDA

1

Conversion rates



2

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3

Experimenting

Why is it important?

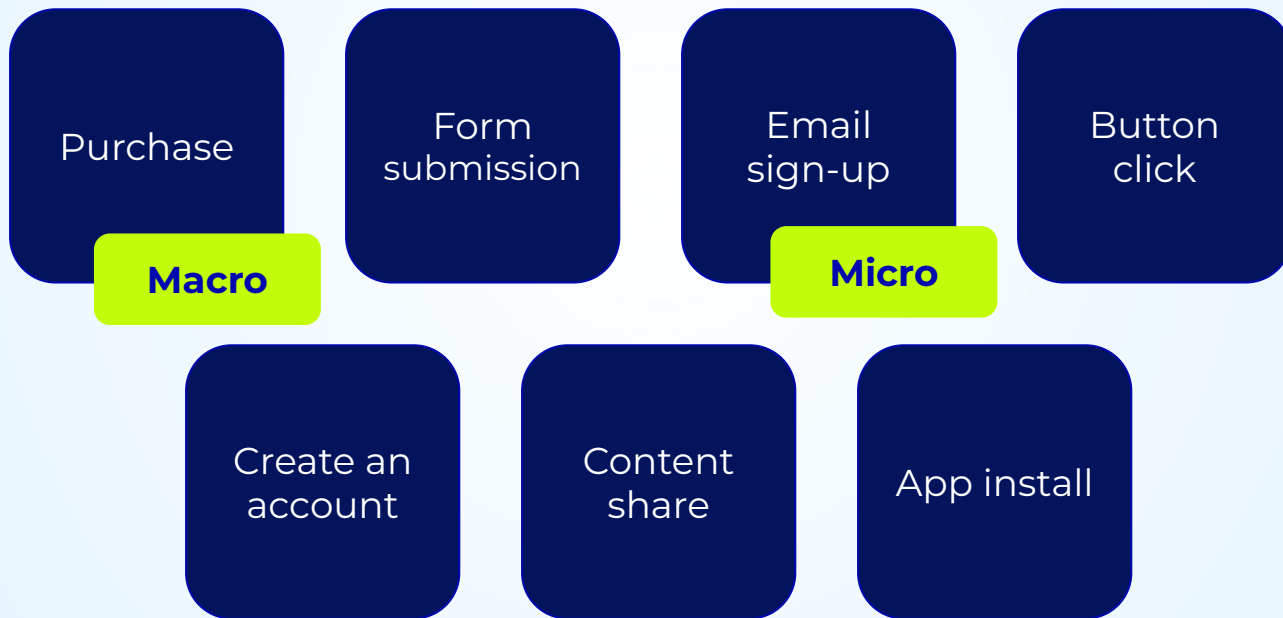
Double your
sales without
increasing
media spend

1000 Clicks × 2% Conversion rate = 20 sales

1000 Clicks × 4% Conversion rate = 40 sales

Conversions

Conversion = When a visitor to your website completes a desired goal
(i.e. filling out a form or making a purchase)

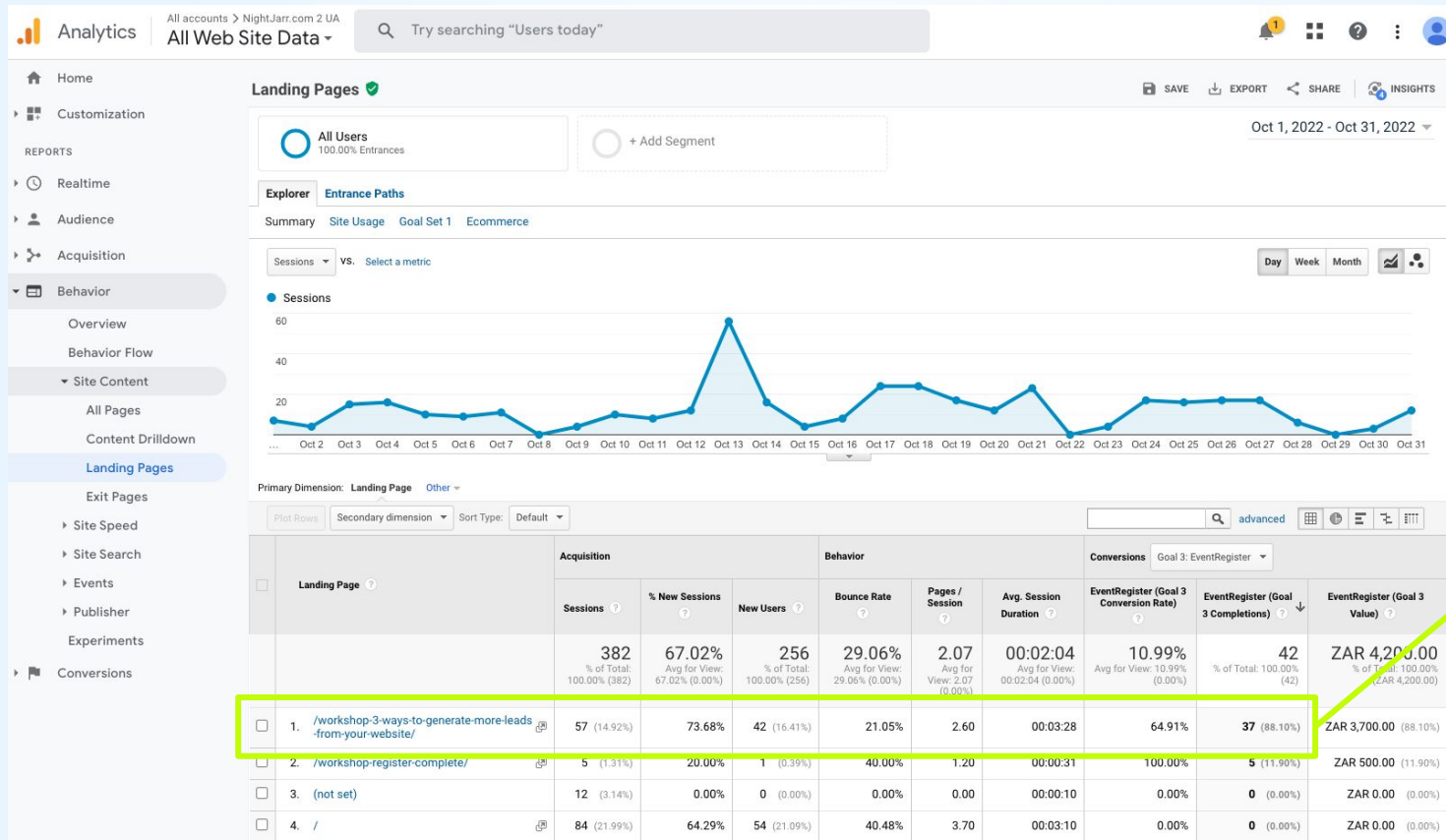


How do I calculate my conversion rate?

$$\text{Conversion rate} = \frac{\text{\# conversions}}{\text{total users}} \times 100$$

Where do I get this data?

GA3 /
UA

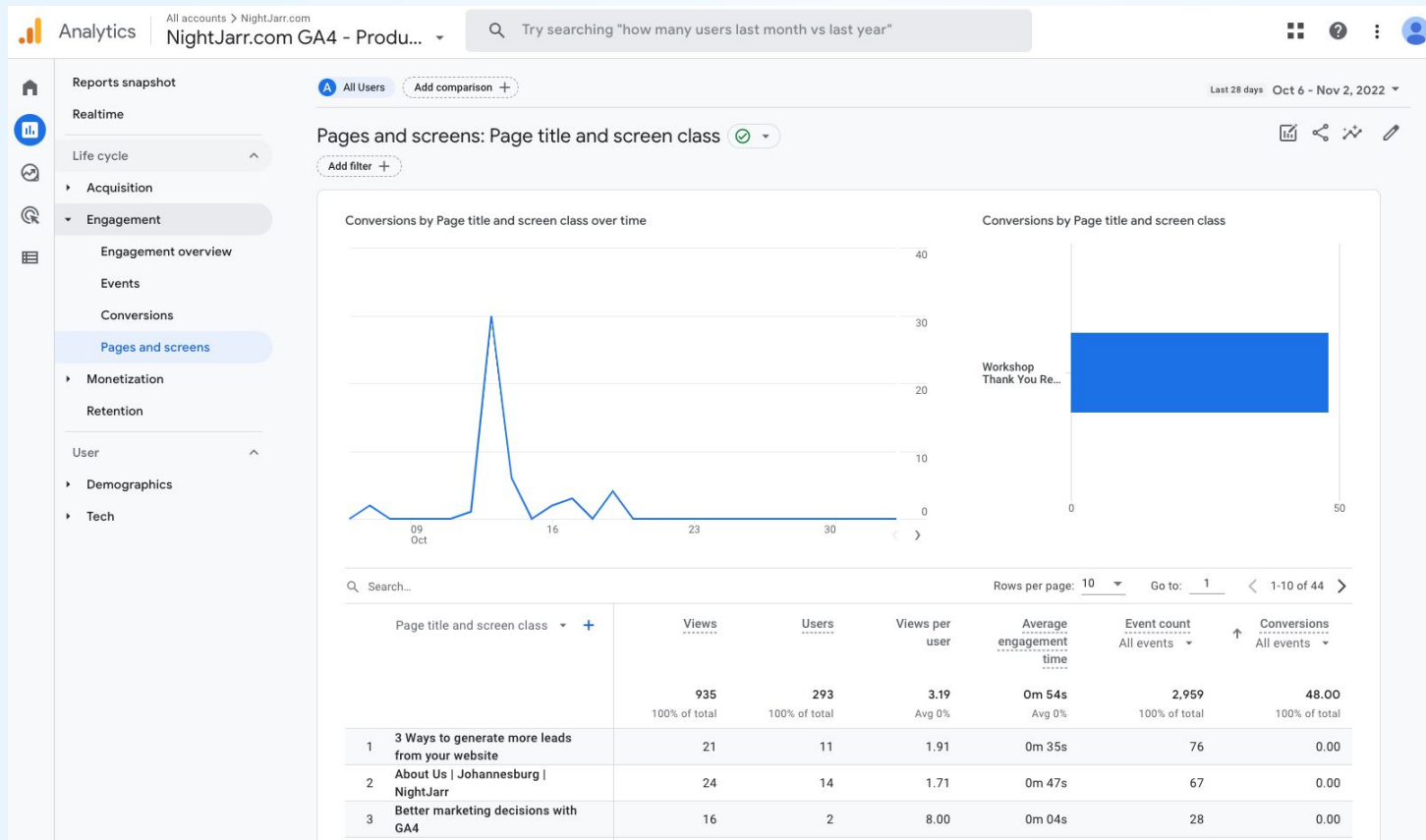


$$37/57 * 100 = 64\%$$

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Where do I get this data?

GA4



Note:
Conversion rate is not available in GA4. Manual calculation required.

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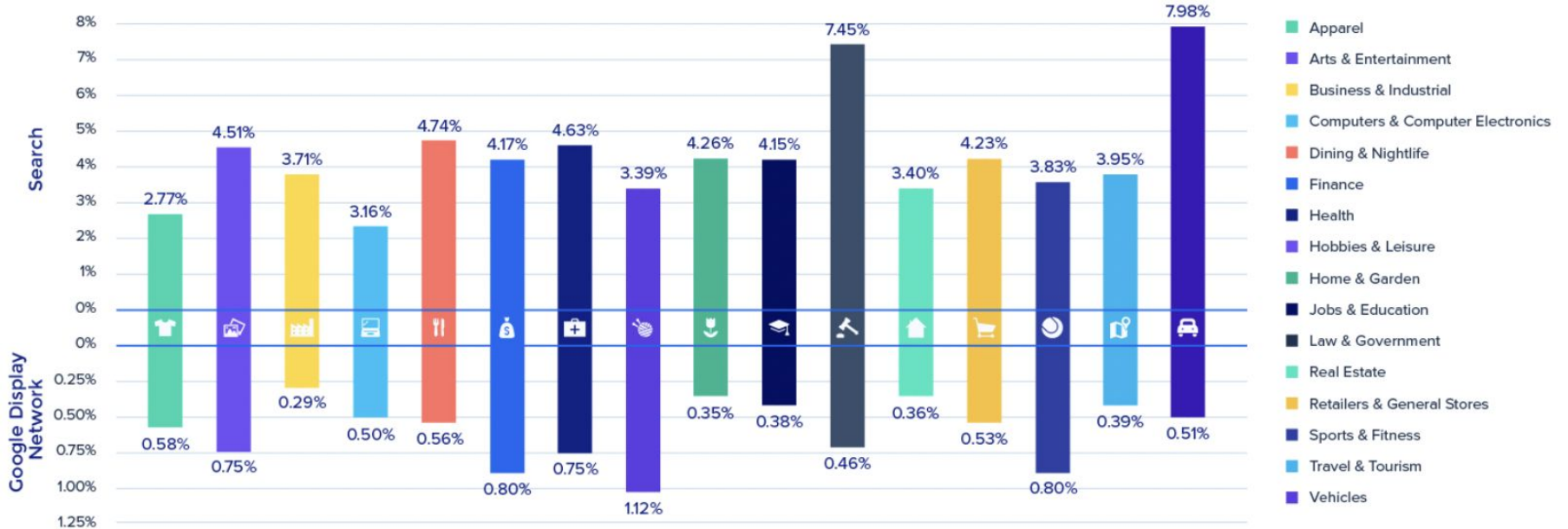
Benchmarking



Google Ads Industry Benchmarks

Average Conversion Rate

The average conversion rate (CVR) in Google Ads across all industries is 4.40% on the search network and 0.57% on the display network.



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1

Conversion rates



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Experimenting

The importance of experimenting



Listen to the data, not your gut...

CareLogger

Home Take a Tour About Blog Contact [Sign Up](#) Log In

Maintain your **Optimal Health** by keeping tabs on your diabetes.

CareLogger logs daily Glucose, Blood Pressure, Medication, and Exercise.

Get Started Now
It's free! No trials, no fees.

← Join Here

CareLogger is an easy to use, all in one, online Diabetes logbook
Designed to make the lives of the diabetic community easier and more organized.

Successfully logged out.

Records

- Glucose
- Blood Pressure
- Medication
- Food

Record 5 Different Metrics

My Logbook

Type	Value	Chart
Glucose	10 mg/dL	Min
BP	20 Sep, 20 Days 10 PM	Min
Glucose	10 mg/dL	Min
Medication	10 mg/dL	Min
BP	10 mg/dL	Min

Review Your Logbook

Diabetes Log Book & Glucose Chart

Log your blood sugar glucose levels

Monitoring and recording your vitals is a crucial part of your daily routine for someone with diabetes. We help you log:

- Glucose Levels
- Blood Pressure
- Medication

CareLogger

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The red button outperformed the green button by **21%**.

How do I conduct A/B testing?



1

Create an Optimise account



2

Place Optimise pixel on website

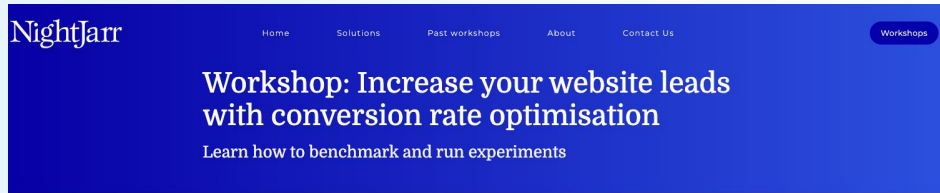


3

Create an experiment in Optimise

The experiment

A



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Home Solutions Past workshops About Contact Us Workshops

Workshop: Increase your website leads with conversion rate optimisation

Learn how to benchmark and run experiments

Sign up here

Register for free

Limited space available

What you will learn:

- The importance of conversion rates
- Conversion rate benchmarks
- Identify the most important conversion points
- Setup of basic conversion rate optimisation experiment
- Q&A

When: 08 Nov 2022 from 10:00 to 11:00

Where: Online (**register** to receive the workshop link)

Cost: Complimentary

Workshop agenda

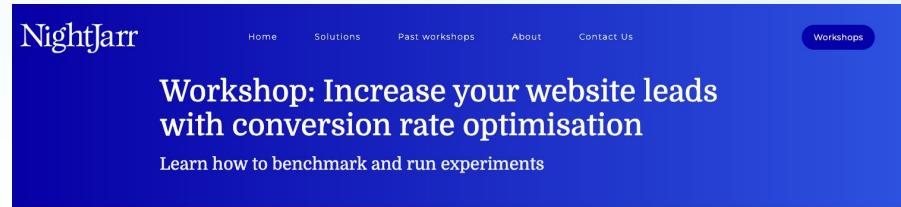
- Conversion rates and the impact on leads/sales
- Industry benchmarks
- Identify the most important conversion points using Google Analytics
- Google Optimise and your first experiment
- Q&A

Workshop host



With over 10 years experience in B2B & B2C Marketing, **Dené** works with clients to identify & implement marketing strategies, specifically focussing on the data driven & technology elements.

B



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Home Solutions Past workshops About Contact Us Workshops

Workshop: Increase your website leads with conversion rate optimisation

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Testimonial from previous workshop:
"What an awesome session, the value provided was unbelievable!"

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With over 10 years experience in B2B & B2C Marketing, **Dené** works with clients to identify & implement marketing strategies, specifically focussing on the data driven & technology elements.

Step 1

Choose a page with a conversion point

Workshop: Increase your website leads with conversion rate optimisation

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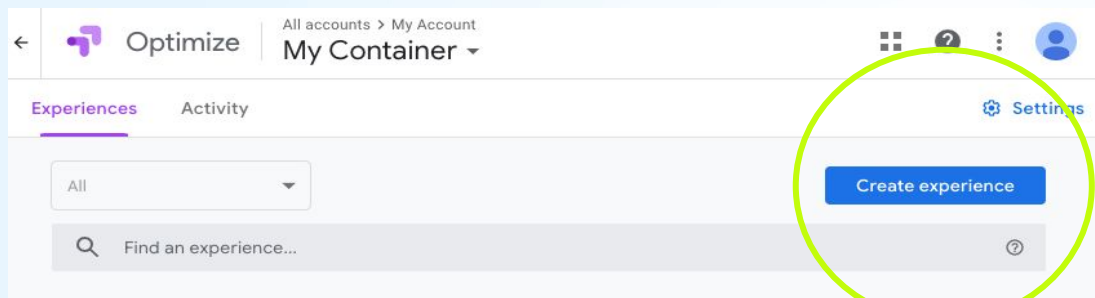
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- Conversion rates and the impact on leads/sales
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- Google Optimise and your first experiment
- Q&A

Step 2

Create the experience in Optimise



× Create experience Create

Name * 0 / 255

What is the URL of the page you'd like to use? This is called your editor page. * [?](#)

What type of experience would you like to create?

- A/B test**
Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)
- Multivariate test**
Tests variants with two or more different sections. [Learn more](#)
- Redirect test**
Tests separate web pages identified by different URLs or paths. [Learn more](#)
- Personalization**
Personalize your page for targeted visitors. [Learn more](#)
- Banner template**
Add a notification banner to the top of your website. [Learn more](#)

Step 3

Add targeting and variant rules



CREATE VARIANTS

Customize your site



ADD TARGETING RULES

Target your site visitors



LINK TO ANALYTICS

Select a property and view



SET UP OBJECTIVES

Choose objectives to optimize



START

Schedule or start

Targeting and variants



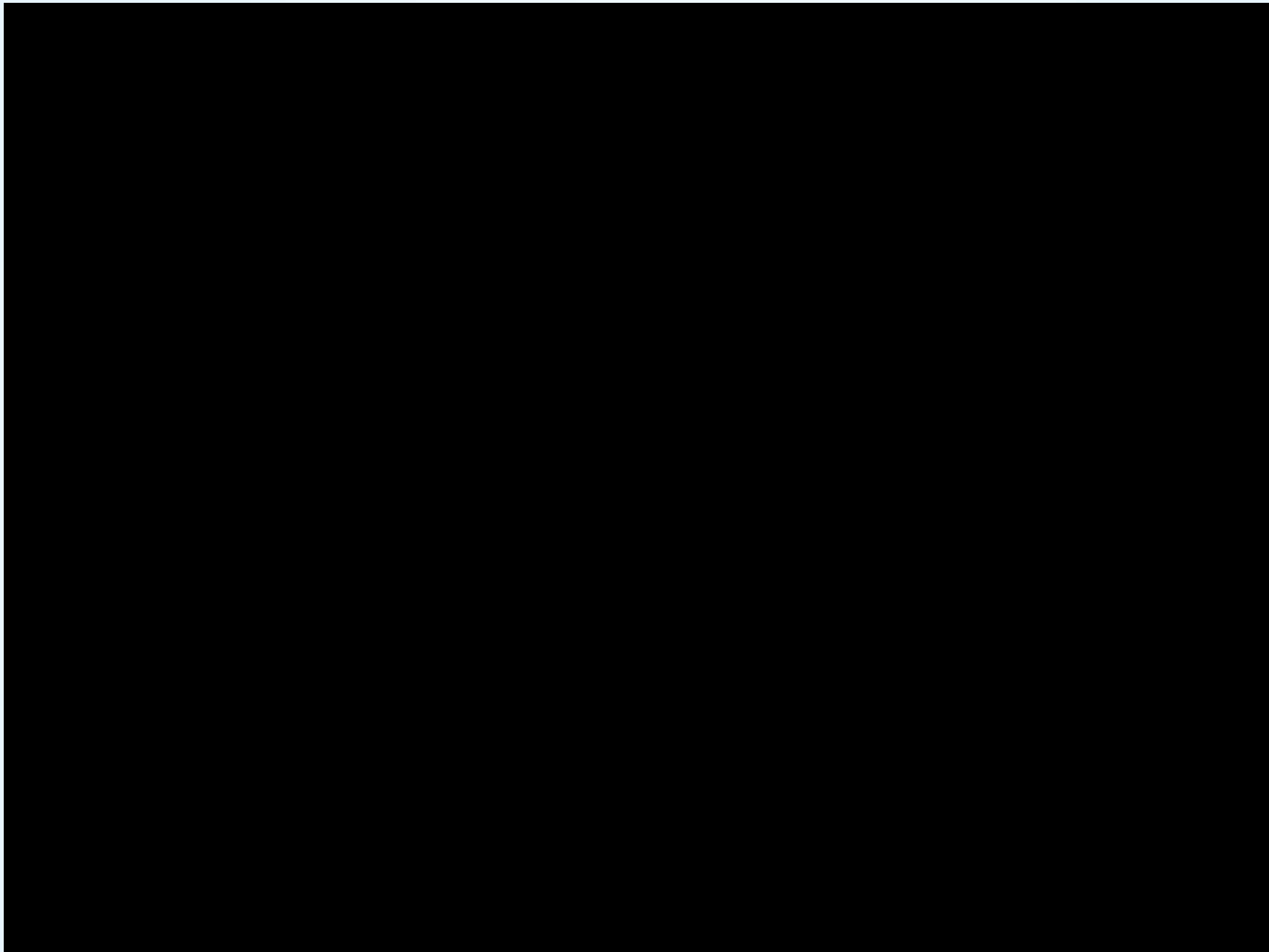
Get started by creating a variant of your site to test.

[Learn more](#)

Add variant

Or, start by adding [audience targeting rules](#) instead.

Editor page: <https://www.nightjarr.com/increase-your-website-leads-with-conversion-rate-optimisation/>



Step 4

Link to GA and set up objectives



Measurement and objectives

Google Analytics
Optimize uses Google Analytics for measurement.

Property	View	Experiment ID
NightJarr.com 2 UA	All Web Site Data <input checked="" type="checkbox"/>	pirD-RcbQ3S108orW0g1VA

Objectives ⓘ
The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

[Add experiment objective](#) ▾

Choose from list

Create custom

Choose an objective

Close

	Name	Type
	ContactPageView (Goal 4 Completions)	Google Analytics Goal
	EventRegister (Goal 3 Completions)	Google Analytics Goal
	Bounces	System
	Pageviews	System
	Session Duration	System

Step 5

Check installation & settings

Settings

Optimize installation

Not verified: Before starting your experience, verify that Optimize is correctly installed (recommended).

[View instructions](#)

[Check installation](#)

Email Notifications

Receive important notifications about this experience. [Learn more](#)




Traffic allocation

Percentage of all visitors eligible for this experience.

100.0% 

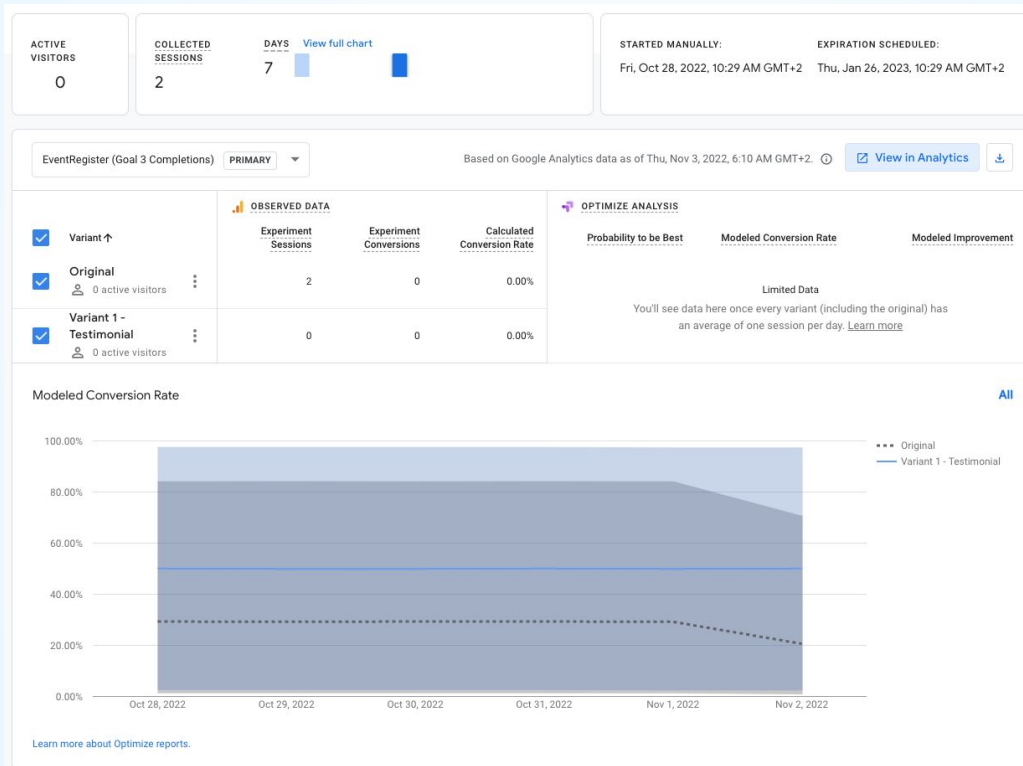
Activation event

Choose when this experience is triggered. [Learn more](#)

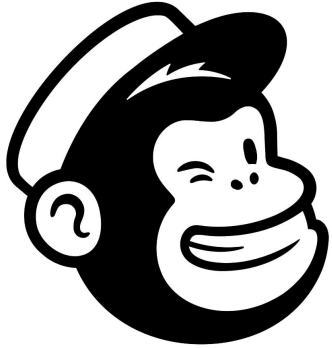
Page load 

Step 5

Go live!



This test can be executed on various platforms

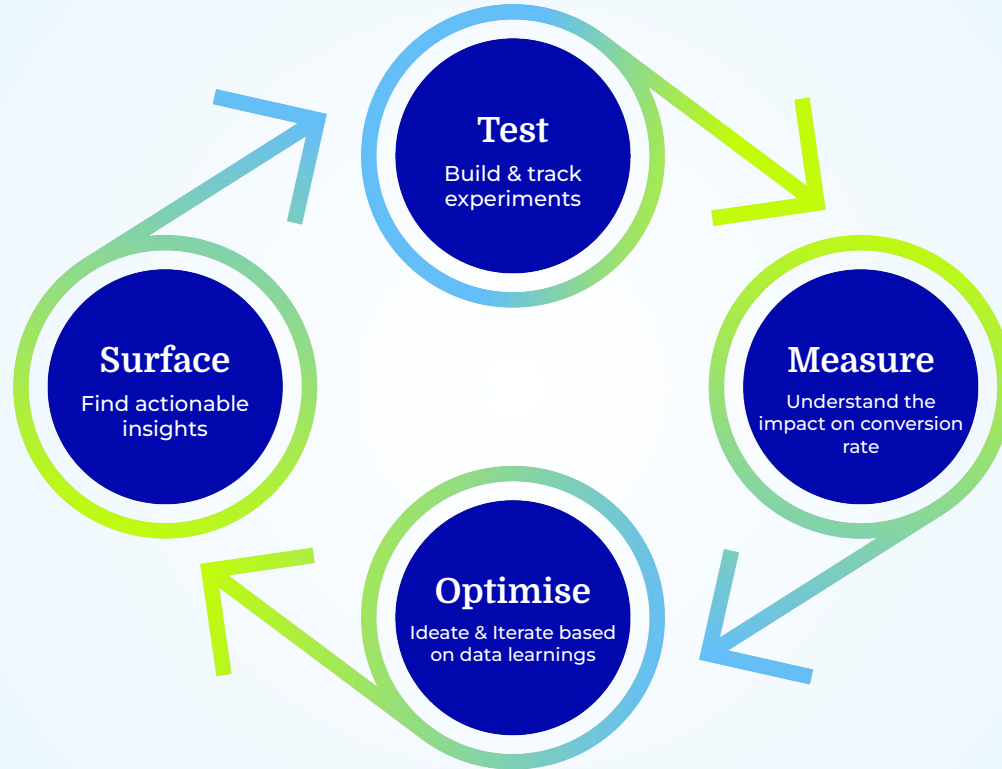


mailchimp

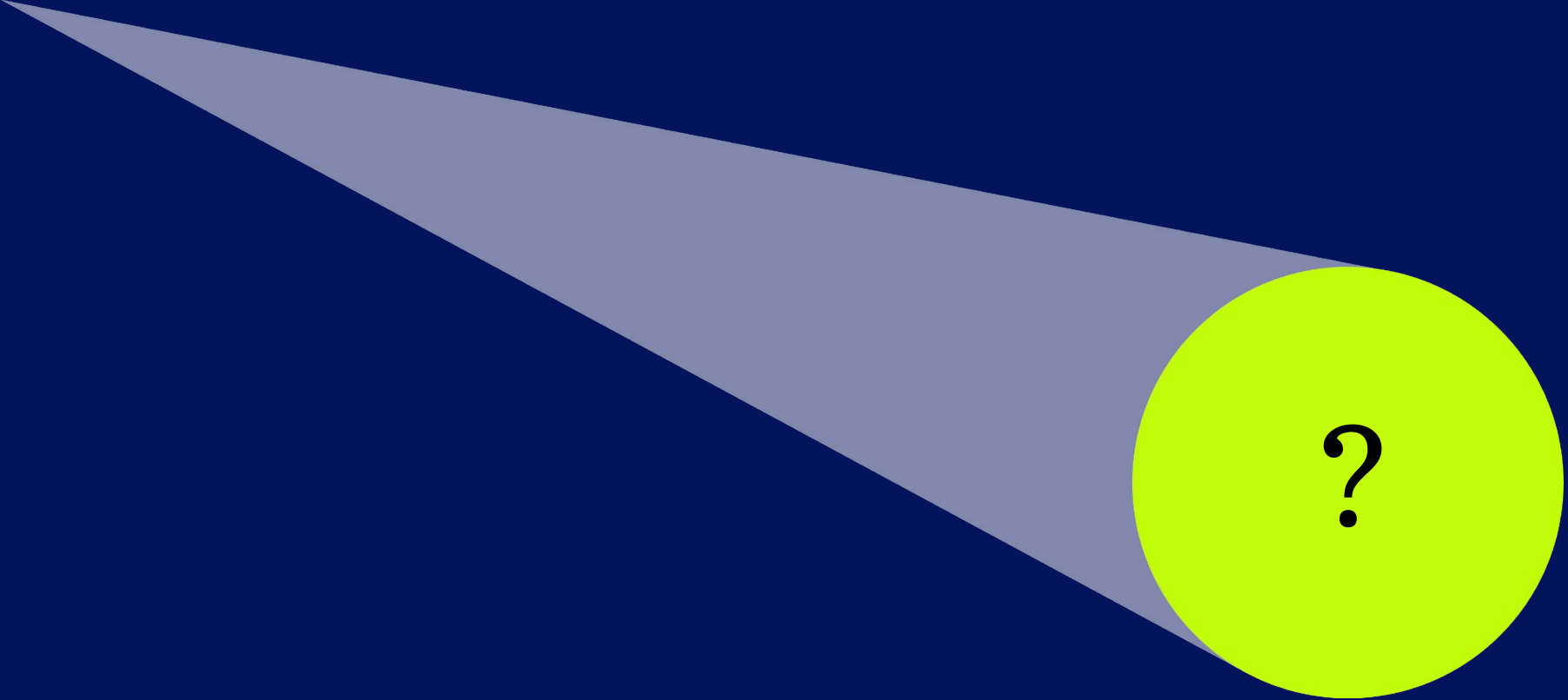


Google Ads

facebook
Ads



End



Want to chat?

ferdie.bester@nightjarr.com

Book a [timeslot](#)

- Google Tag Manager
- Google Analytics 4
- CrM integration
- Offline conversions



- KPI identification
- Google Data Studio
- Measurement frameworks
- Real time dashboards

- Google Ads
- Facebook Ads
- LinkedIn Ads

- UX (user experience)
- Conversion rate optimisation

- Insight sessions
- Strategy

**If you want to know if
your conversion rate
sucks, email me**