

CONVERSION RATE OPTIMIZATION

Survey Summary Report



Monthly Research Series Conducted in Partnership with Leading Marketing Solution Providers

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Survey Summary Report

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CONVERSION RATE OPTIMIZATION

Conversion Rate Optimization (CRO) is a systematic approach to maximizing the completed calls-to-action on a website.

But how are companies converting more website visitors to leads and revenue?

To find out, Ascend2 and our Research Partners fielded the Conversion Rate Optimization Survey. We thank the participants of this survey for sharing their valuable insights about the art and science of this important marketing topic with us, and you.

The charts in this edition of the study titled the *Conversion Rate Optimization Survey Summary Report* represent the average of all market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was fielded to our research subscribers from May 1 to 7, 2016. 177 marketing influencers representing the following segments completed the survey:

Number of Employees	
More than 500	19%
50 to 500	30%
Fewer than 50	51%

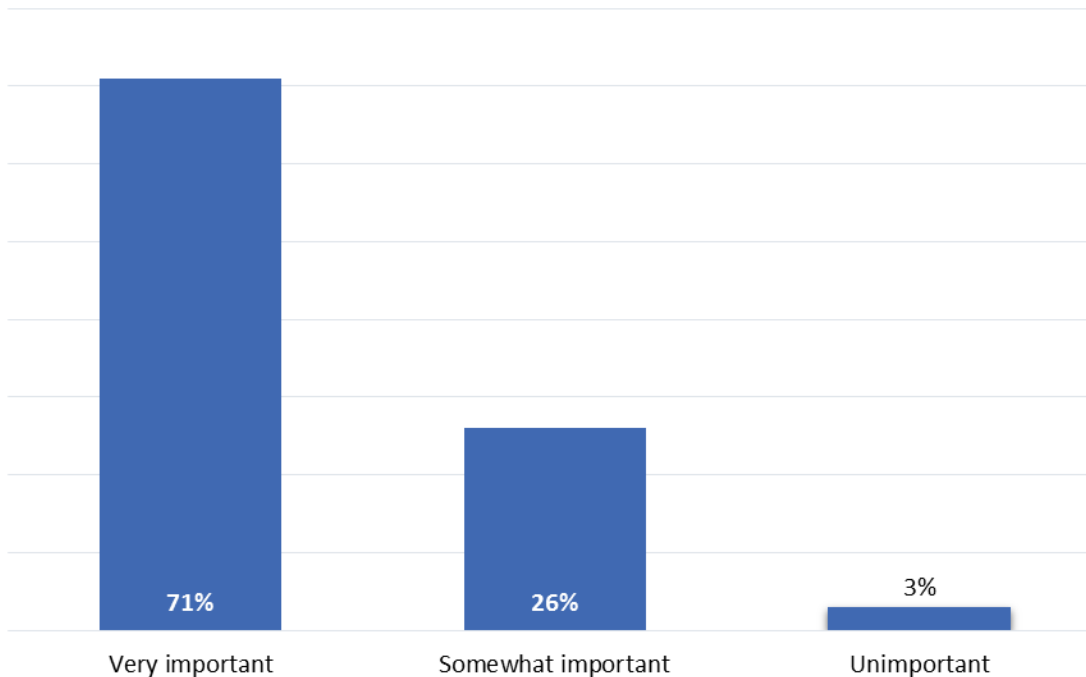
Role in the Company	
Owner / Partner / CXO	45%
VP / Director / Manager	41%
Non-Management	14%

Primary Marketing Channel	
B2B	57%
B2C	24%
B2B and B2C Equally	20%

CRO'S ROLE IN MARKETING

71% of marketing influencers surveyed describe conversion rate optimization's role in the overall success of marketing programs as "Very important".

Which best describes the IMPORTANCE OF CONVERSION RATE OPTIMIZATION to your (or your clients') overall marketing success?



MOST IMPORTANT GOALS

Increasing website leads (or sales on ecommerce sites) is a most important goal for 89% of companies. 69% are also focused on accountability for increasing marketing ROI.

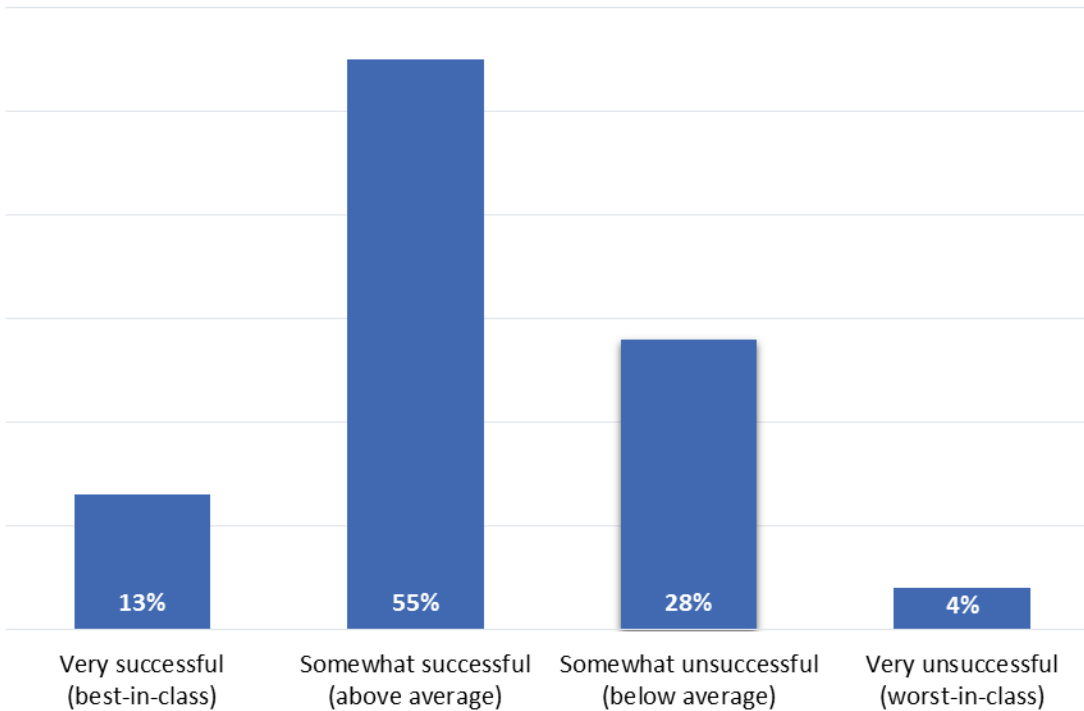
What are the MOST IMPORTANT GOALS of a website conversion rate optimization strategy?



STRATEGIC SUCCESS

While more than two-thirds of companies (68%) consider their CRO strategy successful to some extent, the remaining 32% have yet to succeed with conversion rate optimization.

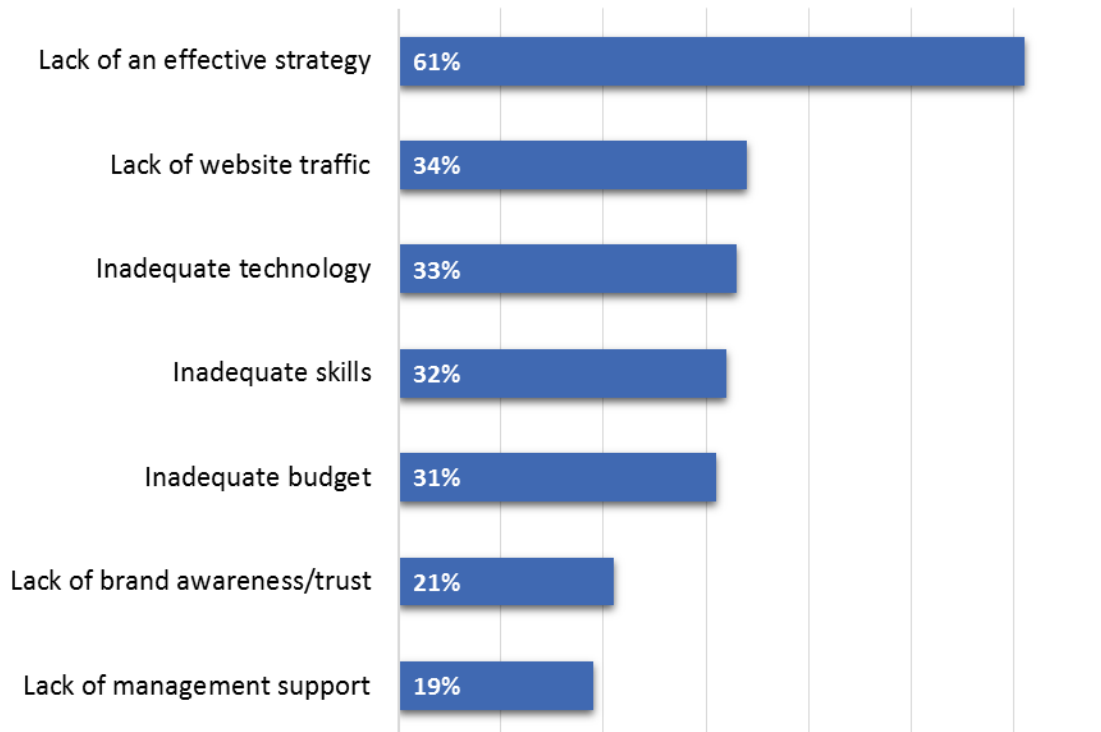
Which best describes the SUCCESS of your (or your clients') website CRO strategy compared to competitors?



BARRIERS TO SUCCESS

For a majority of companies (61%), the lack of an effective strategy is a significant barrier to success. Without an effective strategic roadmap to get you there, it is difficult to find success.

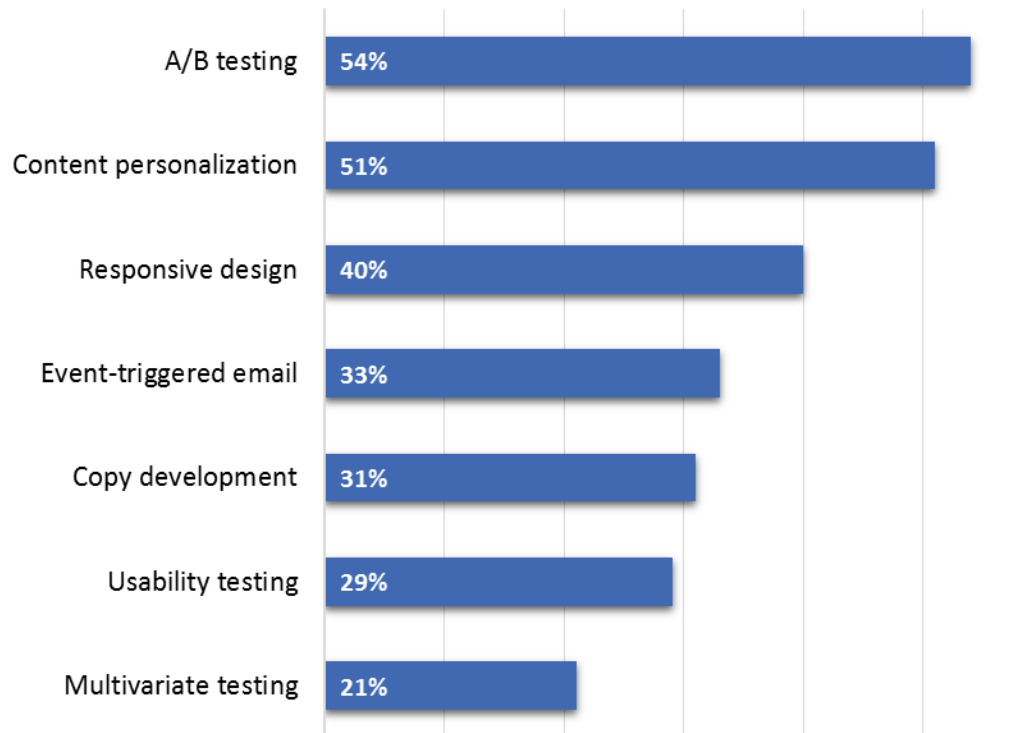
What are the MOST SIGNIFICANT BARRIERS to conversion rate optimization success?



MOST EFFECTIVE TACTICS

Converting website visitors is an art and a science. While A/B testing, a top tactic for 54% of companies, is a science, content personalization (51%) and responsive design (40%) is an art.

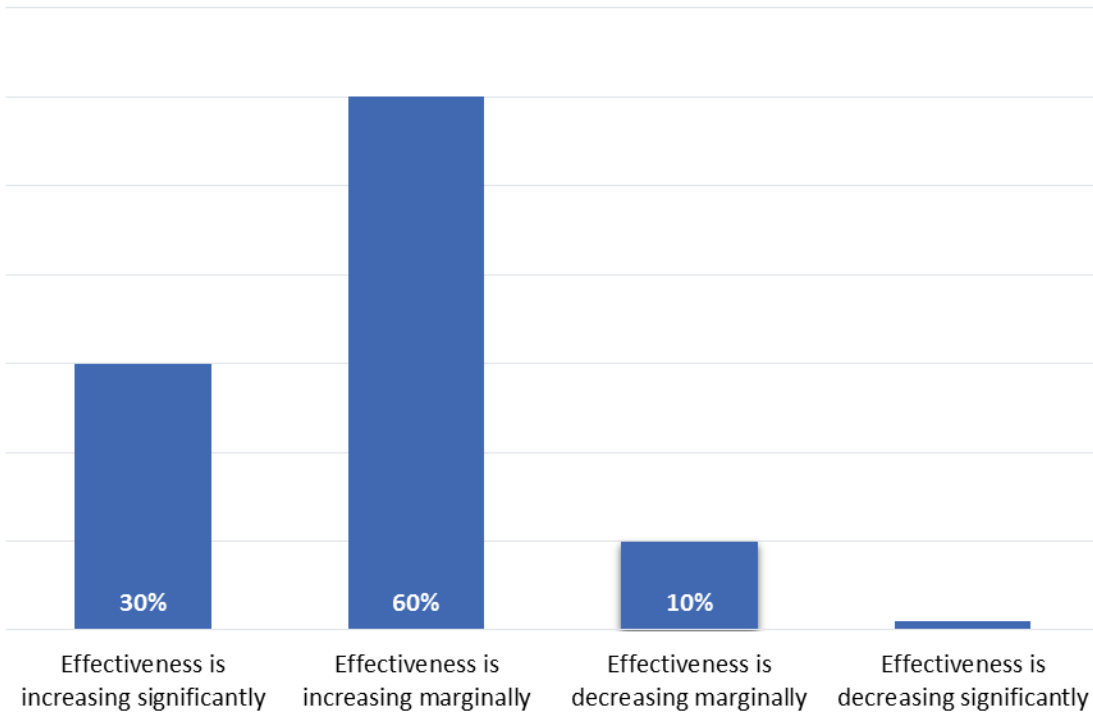
What are the MOST EFFECTIVE TACTICS used for CRO?



HOW EFFECTIVENESS IS CHANGING

In the case of conversion rate optimization effectiveness, change is good. In fact, CRO effectiveness is increasing significantly for 30% of companies and increasing marginally for another 60%.

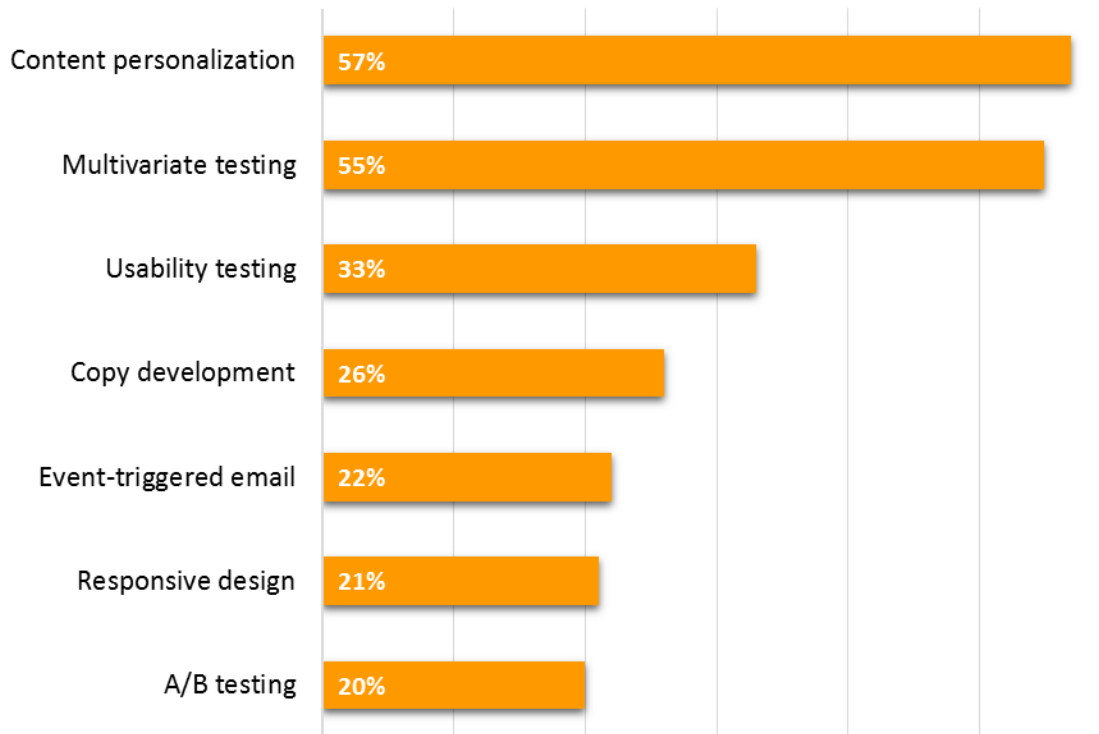
To what extent is conversion rate optimization EFFECTIVENESS CHANGING?



MOST DIFFICULT TACTICS

Content personalization and multivariate testing are the most difficult CRO tactics to execute for 57% and 55% of companies respectively.

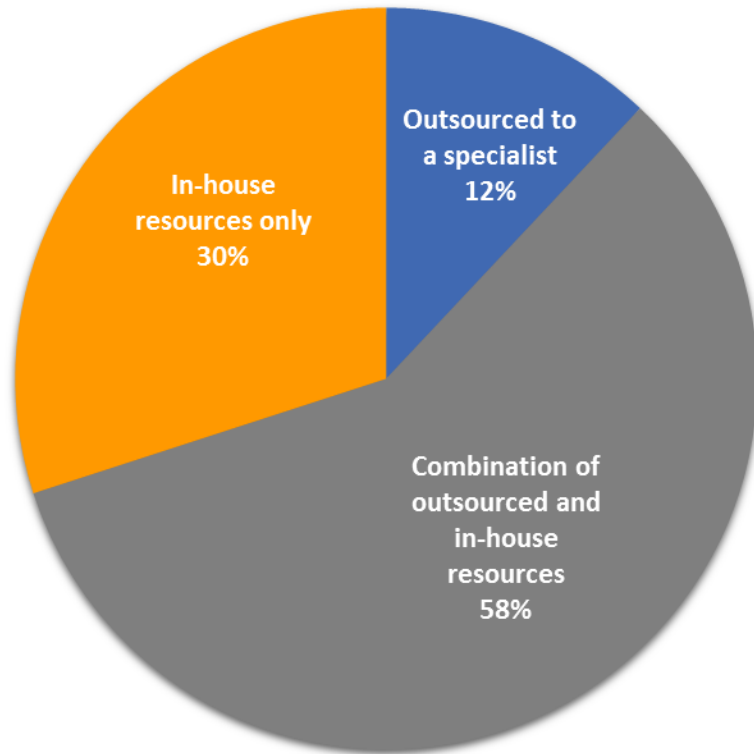
What are the MOST DIFFICULT TACTICS to execute for CRO?



EXECUTIONAL RESOURCES USED

Tactically, conversion rate optimization can be very challenging to execute. It requires a unique set of skills and experience. That's why 70% of companies outsource all or part of their CRO tactics.

Which best describes the RESOURCES USED to execute CRO tactics?



EFFECTIVENESS VERSUS DIFFICULTY

A/B testing is the most effective tactic used and the least difficult to execute. Conversely, multivariate testing is the least effective tactic used and second most difficult to execute.

How CRO tactical effectiveness and difficulty compare?



RESEARCH-BASED DEMAND GENERATION

Research Partner Programs rapidly deliver research-based content and a guaranteed number of leads in two simple steps:

1. Choose marketing topics of interest to your target market.
2. Choose an exclusive data segment for each marketing topic.
 - Successful Strategy Benchmarks
 - Leadership Benchmarks
 - B2B Benchmarks
 - B2C Benchmarks
 - Enterprise Benchmarks
 - SMB Benchmarks
 - Agency Benchmarks
 - Other Survey-Specific Benchmarks (when available)

A Few of the Leading Marketing Solution Providers that Partner with Ascend2.



According to a CMO Council study, research is the most influential type of content marketers use. Research-Based Demand Generation is a process we developed to generate leads with research content of interest to your target customers, and nurture those leads to sales-ready status in the name of your brand.

As a marketing software or data company, or digital marketing agency, your prospective customers are marketing decision-makers with an interest in the facts about improving marketing performance; and facts are what our research provides.

Our unique process enables us to provide the quick-win turnkey programs and longer term demand generation needed to achieve your goals.

ABOUT ASCEND2

Marketing software and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing entirely on your brand and the interests of your market.

Learn more at Ascend2.com

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