

5 Ways

# MACHINE LEARNING

Can Help Improve Conversion  
Rate Optimization

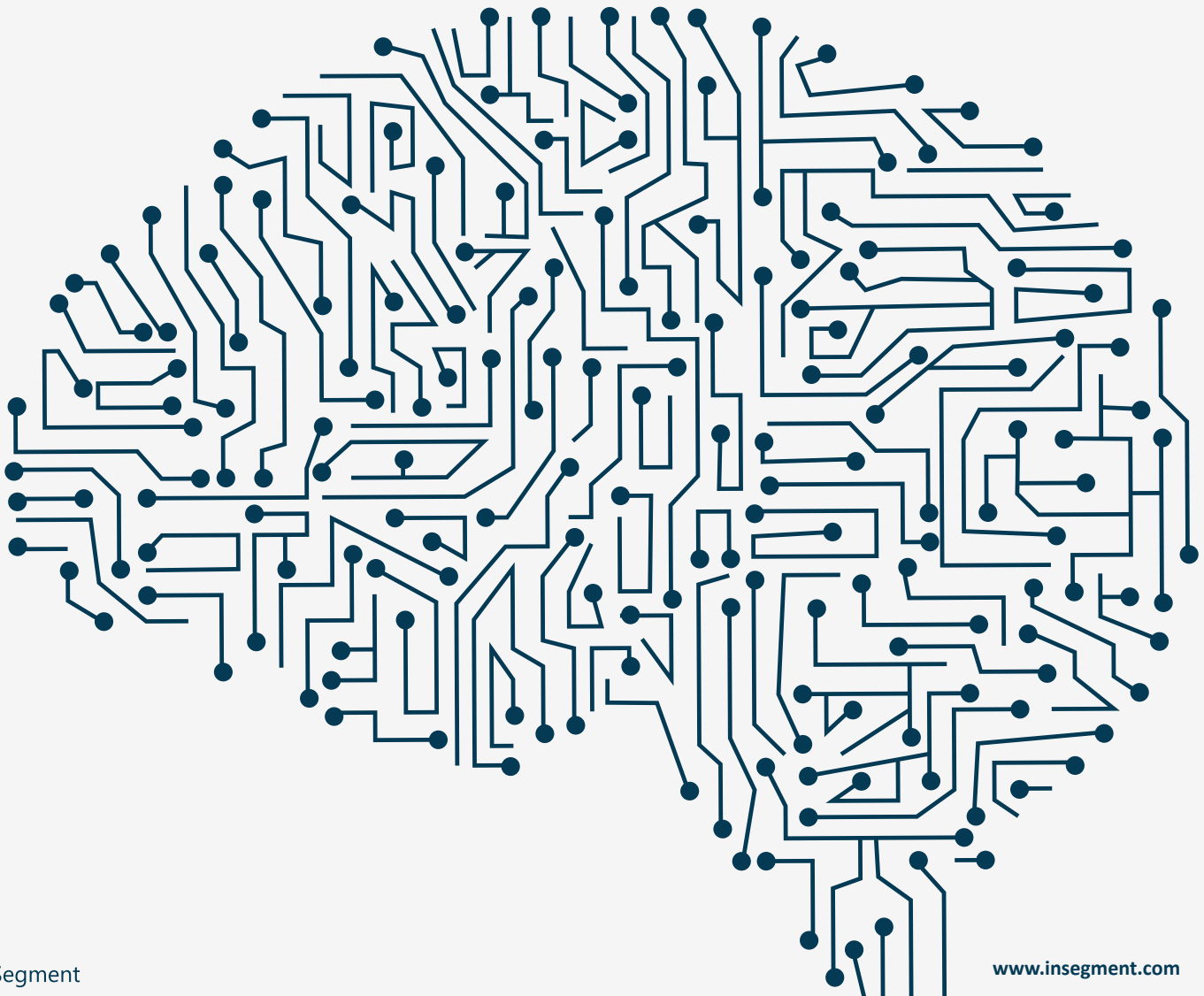


Machine learning is no longer a science fiction concept. From Google search results, to product suggestions on Amazon, these systems are becoming more prevalent in every industry, and digital marketing is no exception.

Conversion rate optimization (CRO) is the next area where artificial intelligence (AI) is emerging. Using advanced data analytics and tracking, machine learning can improve website conversions by analyzing traffic, visualizing trends, and identifying user insights.

B2B marketers have accepted that manually collecting and analyzing enough audience usage data to inform conversion efforts requires too much time and personnel. Rather than relying on unsophisticated tests or anecdotal evidence, they can now use a series of algorithms that analyze user behavior to make educated decisions about a website's performance, improve conversion rates, and ultimately generate more leads.

Enterprises with high-traffic websites are already starting to adapt this technology. However, the falling barriers to using AI will soon make it available to a wide range of businesses. So, if you haven't yet considered taking advantage of AI, it's time to add it to your list of priorities. To help you get started, we're sharing five ways that AI can be beneficial to your CRO efforts.





## Using machine learning to diagnose your website

Analyzing customer feedback and implementing the insights derived are critical steps for successful CRO. Unfortunately, performing these actions, especially for a high-volume website, is extremely resource-intensive. There are many ways to gather this information, including advanced website analytics to heatmaps, to watching recordings of how people use your website. However, for websites that get thousands of visits, it's easy to waste hours digging through data without finding any practical findings. This is where AI comes to the rescue.

Using machine learning, you can spot issues that visitors are having with your website and identify areas where their experiences can be improved. Computers can be trained to go over large datasets (recordings of user sessions, heatmaps, clickmaps, etc.) to understand what makes certain visitors abandon your website and others convert into customers. You can supplement your analysis with other data you've collected, such as personal and professional information, to provide additional insights into how your page is serving your various audience segments.

Here are a few basic examples of potential findings that this research can yield:

- Your site fails to convert decision-makers because your pricing is not transparent, which can cause visitors to think that their companies can't afford your services.
- Enterprise organizations abandon your website because your testimonials/clients page doesn't feature any clients that they can relate to.

Each finding provides you with a specific opportunity to experiment and improve your website's performance. For instance, to address the issues presented above, you can clarify your pricing and add more logos of enterprise customers you've worked with to improve your performance in these segments.

Certain brands are already taking advantage of AI to diagnose their websites. SessionCam's "[Customer Struggle Score](#)" is an example of a tool, that uses AI-enabled analyses of user behavior to uncover common obstacles and suggest improvements. The solution records website visitors in real-time and [uses machine learning to identify](#) where visitors have bad experiences. They then use the "Struggle Score" to grade the experience and provide a prioritized list of pages on your website where customers had issues.





## Engaging in AI-powered high-frequency testing

When it comes to CRO, A/B testing is probably the most popular tool employed by experts in the field. While experimenting can drastically improve every aspect of your page, it is expensive and time-consuming. Furthermore, [Only 1 in 7 tests yield any conclusive results.](#)

Luckily, testing is an area where it's relatively easy to apply machine learning. AI-powered testing allows CRO experts to quickly find opportunities to improve their websites. They can expeditiously perform numerous tests and optimize websites based on the findings with minimal manual input.

With AI, website testing and improvement can be completely automated. The owner of a website can inform the computer of page conversion goals – for example, form submissions, link clicks, or complete purchases – and elements it can experiment with, such as layout, CTA, copy, etc. The computer can then quickly run thousands of tests to determine a winning combination. Sentient Ascend is an example of a tool that allows website owners to do that kind of testing.

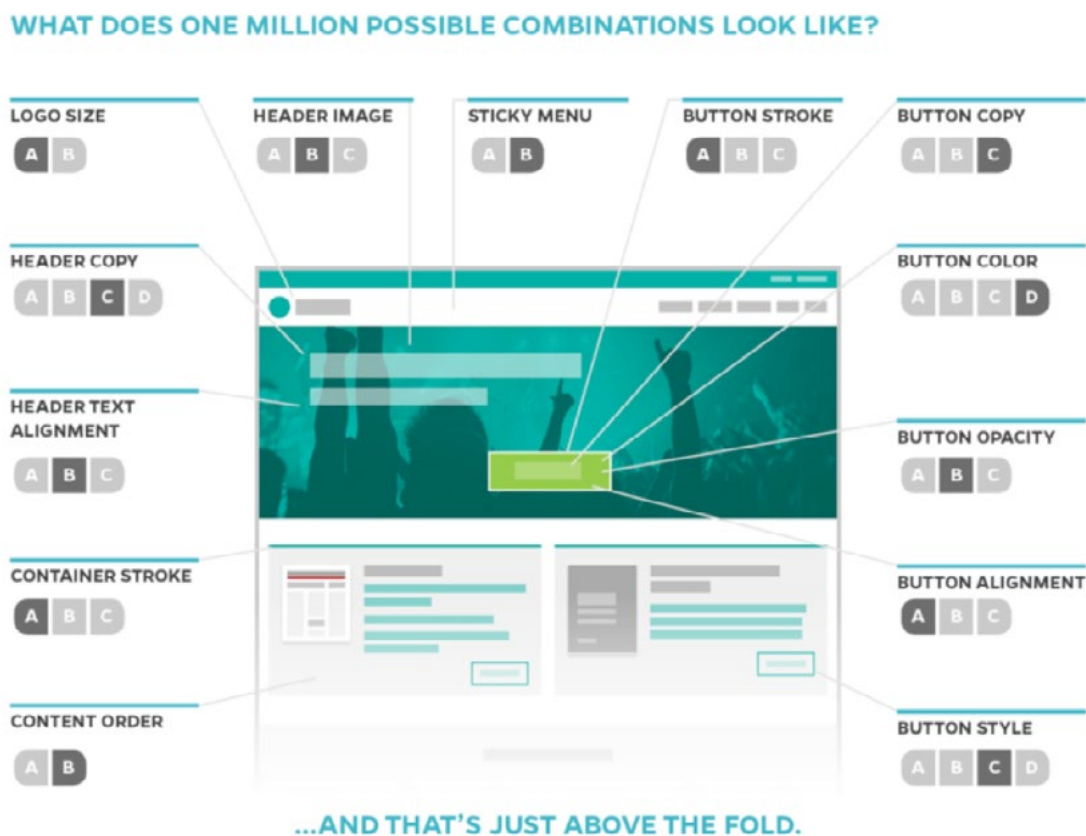


Image source: <https://www.disruptiveadvertising.com/conversion-rate-optimization/sentient-ascend/>

The benefit of this approach is that it allows you to gain insights in a fraction of the time that it would take using manual testing. For example, one of Sentient Ascend's customers used the solution to compare over 28,000-page combinations, which would take months if it was done manually, and determine the best option. Using the tool's winning combination, the customer [achieved over a 500% lift](#) in performance.



## Better exit intent analysis

While machine learning is usually associated with Big Data, there are several very specific areas where it can help website owners improve their conversion rates. One such field in CRO is “exit intent” technology, which uses customer behavior tracking and visitor abandonment predictions to serve visitors offers before they leave the site.

With traditional exit intent technologies, inactive visitors typically receive the same exit offer. Not surprisingly, [a survey](#) ran by the team at Nudgr found that the overwhelming majority of website visitors had an aversion to exit popups.

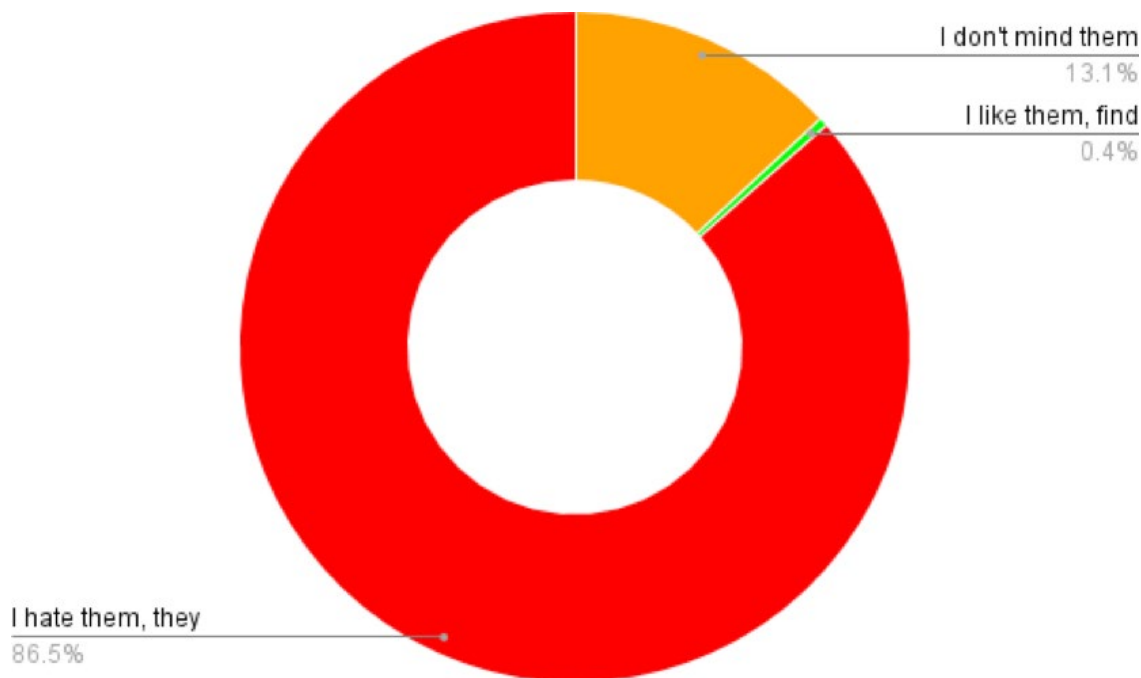


Image source: <https://nudgr.io/blog/i-asked-913-people-what-they-thought-about-exit-popups/>

50% of respondents said the reason that they dislike exit pop-ups is because they find the offers to be a distraction while they're still reading or looking for information. Essentially, this means that these campaigns don't work as intended — instead of re-engaging visitors who are about to abandon your website, they are distracting those who are consuming your content.

Machine learning can help marketers [improve their ability to identify website visitors](#) who are about to leave and enhance their targeting efforts by serving tailored and relevant offers. Thus, first time visitors might receive a content upgrade to convince them to subscribe. Whereas, repeat visitors might be offered a special discount or trial that will likely incentivize them to convert to paying customers.

Tools like Nudgr help businesses enhance their visitors' experiences by leveraging user data to create and offer highly-relevant content.



## Processing large datasets with the help of neural networks

Brands have access to unprecedented quantities of data that they can use to understand the behaviors and motivations of their customers. Through advanced analytics tools such as [Woopra](#), [Mixpanel](#), [Amplitude](#) and techniques such as [data enrichment](#), website owners have the ability to build extensive visitor profiles.

With the advancement of analytics and cloud storage tools, the challenge is no longer collecting or storing said data, but analyzing it at scale. Tools like [Google Cloud Computing](#) — which includes solutions for storing and querying [big data](#) and [machine learning](#) processing — lower both the price and the complexity of using machine learning for your business. For website owners, adding AI to their toolkit is sometimes as easy as adding a few lines of code to their website.

[Neural networks effectively](#) process and uncover insights from large sets of data. Using machine learning algorithms, [Strong Analytics built a highly accurate model](#) for a SaaS business, which allows it to predict which of its 10-day trial users are likely to convert.

The company compared several algorithms before picking [Recurrent Neural Network \(RNN\)](#) to build the highly-accurate model. This machine learning mechanism was particularly well-suited for this use-case, as it examined how user behavior changed over the course of the trial.

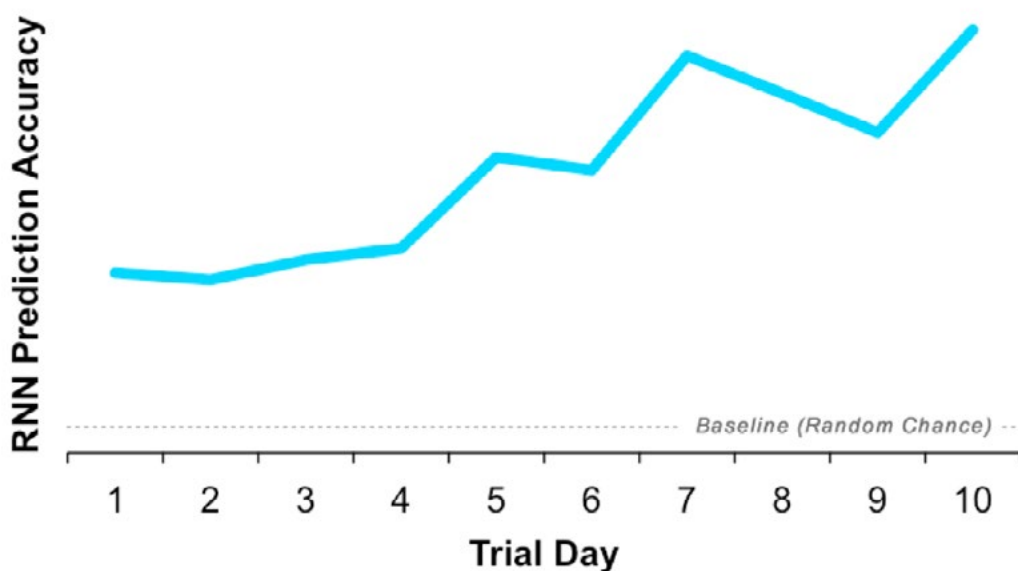


Image source: <https://www.strong.io/blog/predicting-customer-behavior-machine-learning-to-identify-paying-customers>

As the graph above suggests, the ability to analyze and compare daily behavioral differences allowed the company to make more accurate predictions about users.

Thus, by day 10, the model could predict whether a trial user was going to convert or not with 95% accuracy.



## Improved user segmentation based on chance of conversion

Website owners know that only a small fraction of visitors are interested in what they're selling. However, figuring out how to segment your audience and what groups of visitors to focus on at scale is a hard task even for the most advanced analytics experts.

Using machine learning, you can not only create profiles based on audience data, but also segment your audience by conversion probability.

This can be done with a tool like [Kilometer.io](https://kilometer.io), which uses algorithms along with hundreds of data points to create fit score predictions. Essentially, marketers can use this tool to create visitor models that predict how likely each user is to convert and assign a score to each based on that likelihood. This allows you to focus your efforts on the leads with the highest potential.

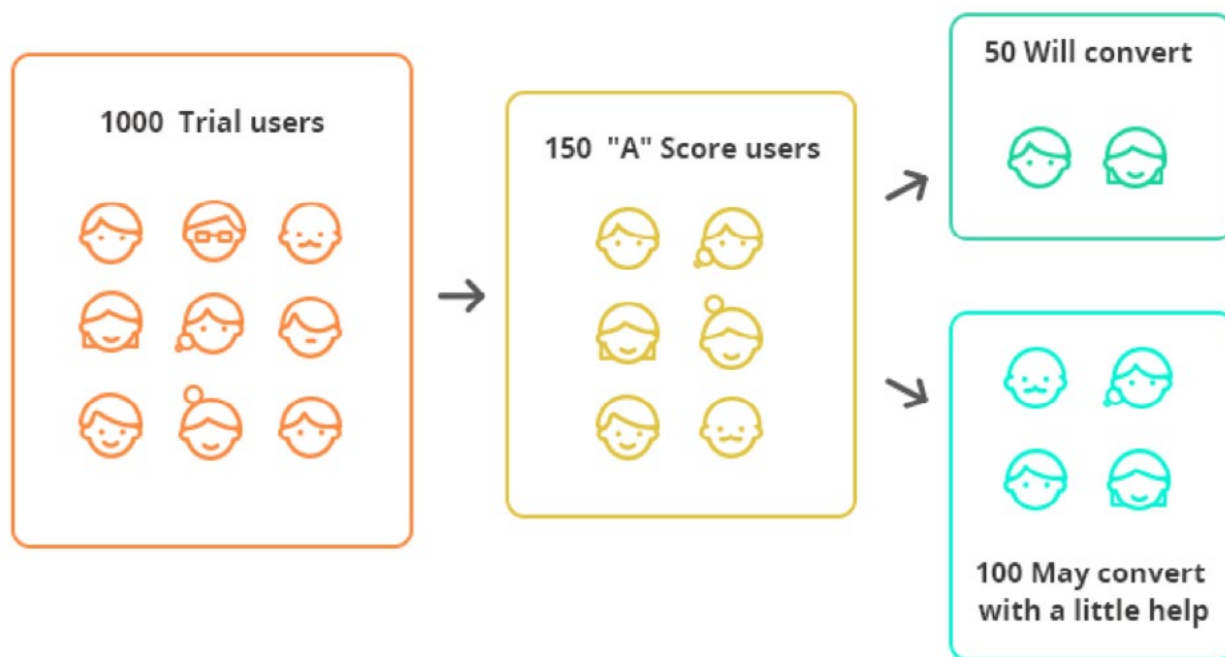


Image source: [https://medium.com/@Alex\\_Flom/can-machine-learning-actually-increase-conversions-5dbfe6ad9b8d](https://medium.com/@Alex_Flom/can-machine-learning-actually-increase-conversions-5dbfe6ad9b8d)

After experimenting on one of its beta testers, Kilometer.io found that using this approach helped [double the conversion rate from trial to paid](#).

Applying this tactic can go beyond your website – you can use scoring to guide your sales department's efforts. Rather than having your business development representatives waste their time chasing cold leads, you can empower them to close more deals by working on highly targeted and motivated prospects.



## Machine learning will change CRO fundamentally

We are just starting to explore the opportunities that AI can create for online businesses. What we have seen so far is just the beginning of a gigantic shift that will transform the way websites are created and optimized.

If companies want to remain competitive, they need consider adapting this powerful conversion tool. From understanding your audience better, to personalizing the experience of every visitor who lands on your website, machine learning has the potential to greatly improve your business. The sooner you start taking advantage of it, the sooner you'll be able to reap those benefits.



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Alexander Kesler is a visionary B2B digital marketer and has been practicing in the fields of technology, software, education and digital security, among others, for over 15 years. As the Founder and President of inSegment, Alexander leads a team of digital marketing experts and specializes in the areas of B2B Lead Generation, Content Marketing & Syndication, SEO & Paid Search, Conversion Oriented Web Development, Programmatic Media Buying and Direct Response Marketing.

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