

# Conversion Rate Optimization (CRO)

with Machine Learning & Data Science



## Turn Your Website into a Lead Generation Machine

Your website is more than a place for your brand to showcase information. It should function as a well-oiled, lead-and-sales-generating machine. If you're sending traffic to your site but not seeing those leads or sales, you could have a conversion rate issue. Improving your on-site conversion rate can lead to more leads and big returns in the long run.

The average  
ROI on CRO tools is

# 223%

Source: Venture Beat

Automation increases the  
average conversion rate by

# 20%

Source: Adobe

For every

# \$92

spent acquiring customers, only  
**\$1** is spent converting them

Source: Econsultancy

## CRO on the Rise

Lead generation is the key driver for sales and revenue. CRO offers a huge opportunity to turn your website into an **evergreen lead generation machine**. But how do you get started? inSegment approaches CRO by first looking at key elements of your site, such as:

- Usability
- Site Content
- Calls to Action
- Images
- Trust
- Site Structure
- Conversion Funnels
- Search Engine Friendliness
- Site Speed
- Linking (on and off site)

## CRO is More Popular than ever

Interest over time

Google Trends

● conversion rate optimization

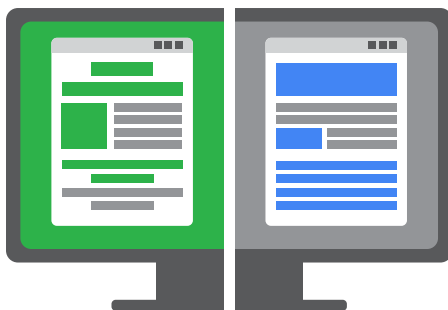


Worldwide. 6/1/08 - 4/14/17.

## Evaluate Elements with A/B Testing

Header version A

Header version B



Conv. Rate = **12.1%** | Winner!    Conv. Rate = **9.4%** | Loser.

## CRO with Machine Learning

CRO is nothing new, but our approach is. inSegment is bringing CRO to the next level with sophisticated **machine learning**. Using advanced data analytics and tracking, inSegment's machine learning can analyze site traffic, visualize trends, and identify key CRO opportunities that will make serious impacts on site engagement, conversions, and eventually your business revenue. We won't just deliver heatmaps, conversion reports, and A/B test results; we will give **actionable recommendations** on your website, guide you through the implementation process, and track the success in your leads and sales to prove your ROI.

Our program is designed to make big data an asset with intelligent testing and actionable recommendations.

## Always Be Testing

CRO is on the rise. If you aren't already doing CRO, let's talk. We can help set up proper tracking, design an optimization plan, execute tests and analyze results. No digital strategy is complete without continuous testing and optimizing your efforts, to improve results.



One Gateway Center, Suite 850  
Newton, MA 02458

Phone: (617) 965-0800 | E-mail: [info@insegment.com](mailto:info@insegment.com)