

DRIVE RESULTS:

Unleash the Power of
Conversion Optimisation



Google Partner

PREMIER 2024

Did you know?

The average website conversion rate is only around

2%*

That means for every 100 visitors, only about 2 convert into paying customers.

Conversion Rate Optimisation (CRO) can help you bridge this gap.

CRO is a

→ **continuous process**

of diagnosing and discovering what resonates with users and what hinders their journey. By identifying bottlenecks and friction points, we can streamline the user experience and amplify the impact of successful marketing tactics.

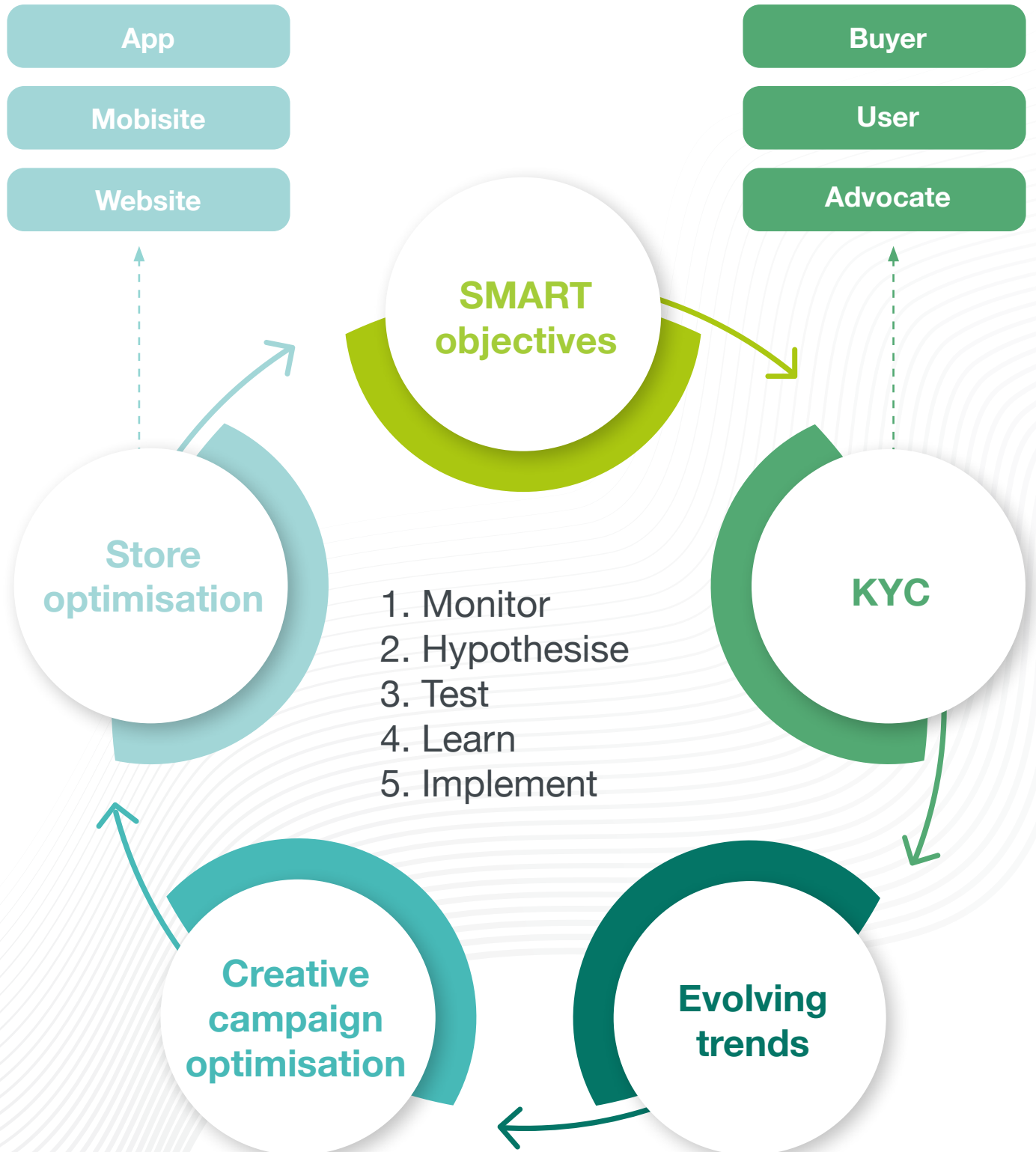


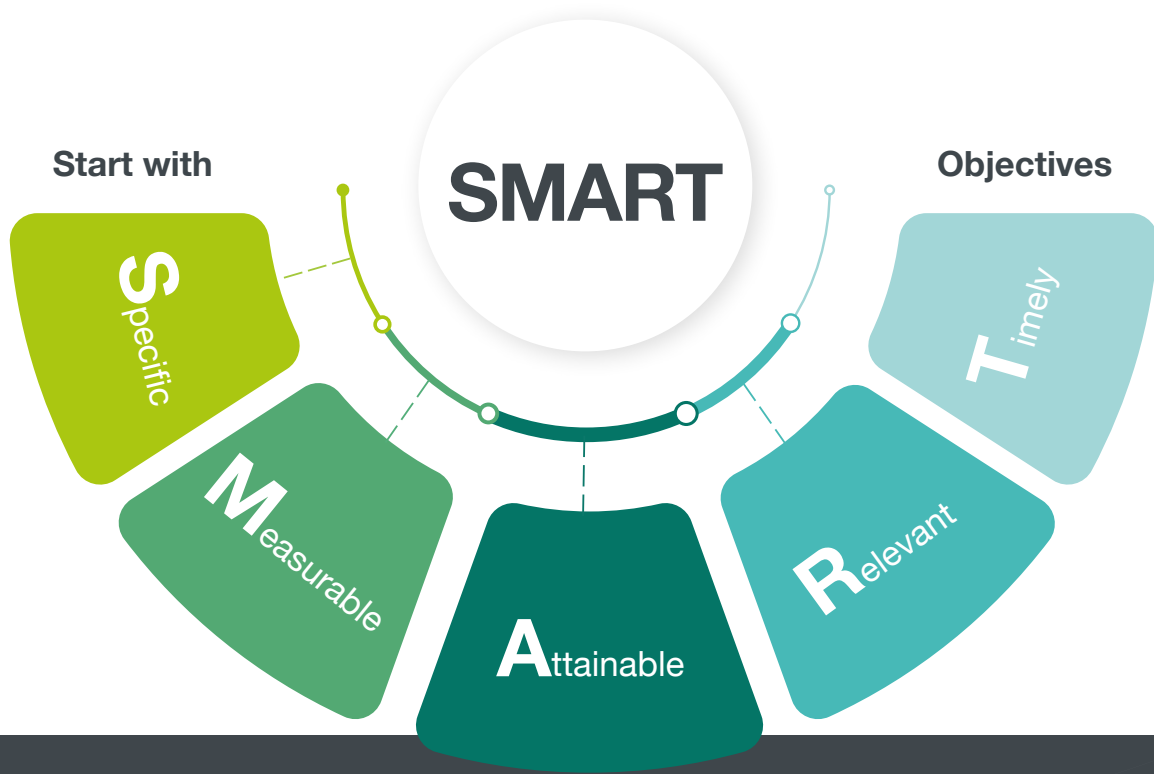
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Continual Process to Conversion Rate Optimisation





SMART Objective?

OPTION A

My objective is to **increase conversions**.

OPTION B

By 25 November 2024, increase website visits by

↑ **55%**

(compared to **Black Friday 2023**) by expanding customer segments and increasing our Black Friday marketing **BUDGET** by 15%

OPTION C

In 6 months, inspire action to increase recurring monthly donations by showcasing the transformative impact of each contribution through a personalised video storytelling campaign that leverages user data for targeted engagement.

KPI 1

boost YouTube campaign View-Through-Rate (VTR) by 35%.

KPI 2

Increase the value of individual donation by 25%.



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Unlocking peak conversion rates starts with a holistic approach to CRO:



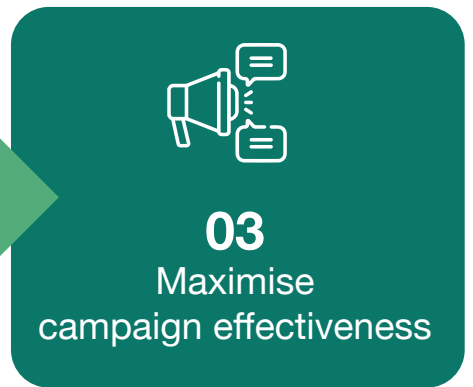
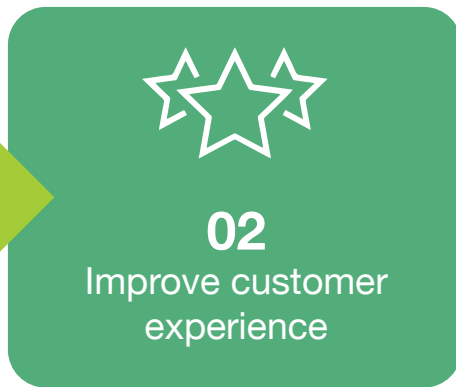
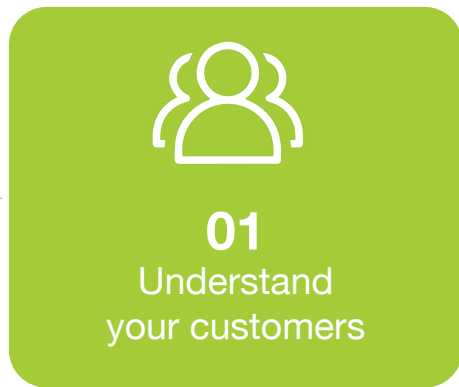
By examining the entire marketing spectrum, we can pinpoint the exact roadblocks hindering success. Only by correctly identifying and understanding the root causes of the problem, we go beyond optimisation tweaks to optimisation strategies that **drive a truly transformative impact.**



Regardless of what your **growth lever** is



both of them lead to better **RESULTS**



Lead to increased **CUSTOMER SATISFACTION**
BRAND LOYALTY
INCREASED REVENUE



b)
Reducing
wastages
(inefficiencies)

Technical

Targeting

Messaging

Budget

LEADS TO:

▶ Better business
performance

▶ Increased customer
satisfaction

▶ Reduced
negative impact
on **the planet**

**Triple
win**



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DATA-DRIVEN APPROACH

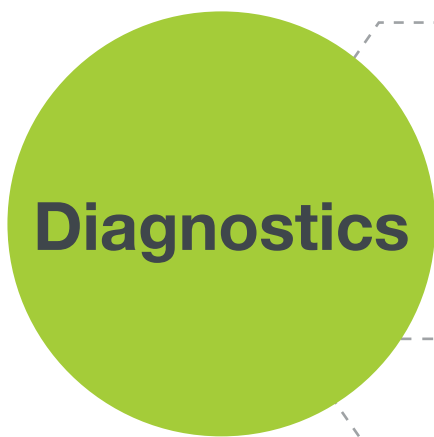


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Checklist of **key optimisation metrics**:



01

Click-through rate (CTR) & Ad engagement rates – do your ads resonate with your audiences?

02

Bounce rate. Anything above 56% is a sign you need to improve the content and experience.

03

Exit pages. On which pages are you losing your customers, and why?

04

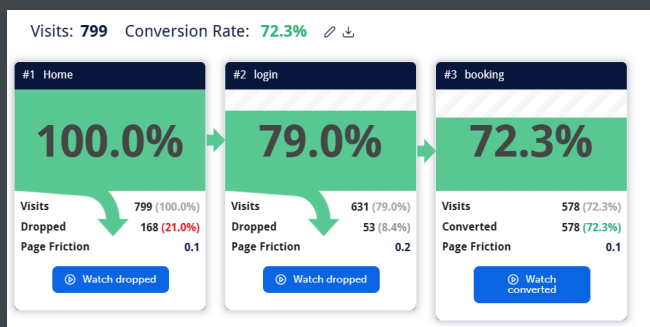
Cost per conversion. Are you getting value for money from your marketing spend?

Unleash the power of **data-driven optimisation** with these key tools:

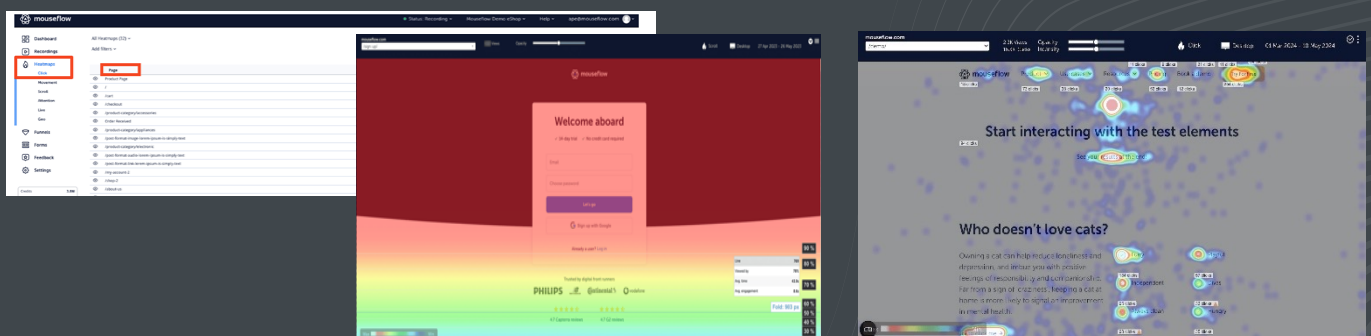


Technology empowers us to diagnose problems, pinpoint drop-off points, and identify frictions in the user journey. This data-led approach provides us with data-driven insights into user behaviours, enabling us to solve issues efficiently.

From funnels, analytics and heat maps to user feedback



By gathering data, you can **gain insights** into key customer issues and areas for improvement across campaigns, websites, and product and service levels.



How likely is it that you would recommend this company to a friend or colleague?*

Not likely Very

Next

Powered by Mouseflow

Did you find what you were looking for?*

Yes

No

Next

Powered by Mouseflow

By responding to this survey, you agree to [Mouseflow](#) processing and monitoring your responses.

Listening to your customers is a key driver of customer satisfaction and loyalty.



**What we put
into the system
is what we get
out**



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SUMMARY OF ACTIONS



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Know your buyer, gain their attention, inspire action – your keys to unlocking peak performance across channels:

Is your campaign compelling?

↑ **70%**

of **SALES LIFT** comes from **CREATIVES**

Is your website optimised?

↓ **88%**

of **PEOPLE** abandon a website due to **BAD UX**



01

Are you **tracking key metrics** to measure campaign performance and identify areas for improvement?

02

Do you have **tools in place to gather data** and understand your audience's needs, pain points, and buying journeys?

03

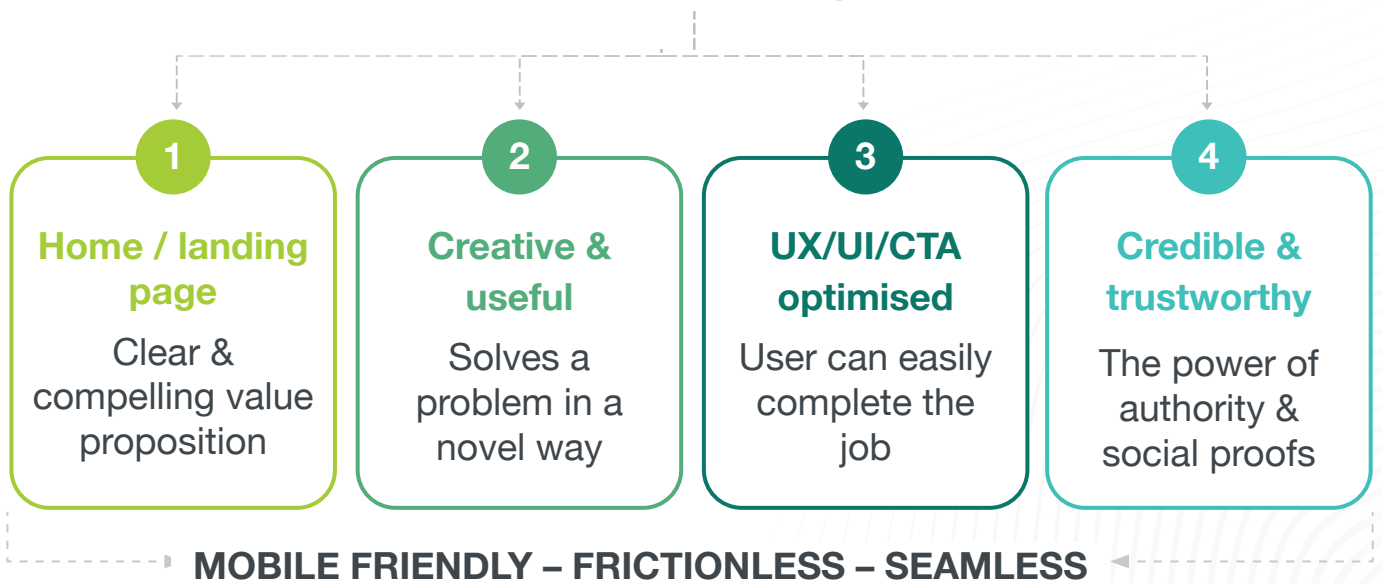
Are your **channels optimised** for a seamless customer journey, with processes to continuously adapt to evolving customer needs?



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Front-end Diagnostics



Back-end Diagnostics



What is your website's CARBON FOOTPRINT?
Check on <https://www.websitecarbon.com/>



CRO is a continual process of improving your results.

Need help
with any of
these?


- 01 Vision**
Establish a clear vision and SMART objective as a baseline
- 02 Mindset**
Foster a culture of experimentation
- 03 Collaborate**
Break down the silos and collaborate to improve creative effectiveness and channel efficiencies
- 04 Inspire**
Motivate users to take desired actions



Get in touch today!

 www.ileadetal.co.za

 hello@ileadetal.co.za

 012 771 7640

 LinkedIn



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