



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is Shahina.

With a background in consumer psychology, she has an extensive CRO background and experience in both technical and strategic consultancy.

Typical Training Content

This session will introduce the importance of nurturing a culture of data-driven experimentation to increase conversion rates and mitigate the risks of deploying your 'gut-feel'. We will go over the concepts of on-site experimentation and how data-driven methodologies can produce successful uplifts on key KPIs.

- ▲ Introduction to Conversion Rate Optimisation
 - ▲ Learn the basic premise of CRO and the reasons for which every company should be adopting a data-driven experimentation culture.
- ▲ Overview of CRO Methodologies
 - ▲ Understanding the overall methodology of conversion rate optimisation, from setting up the right foundations with a KPI framework, identifying insights from multiple data sources, ideation and hypothesis creation, to understanding and communicating results across the business.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

