



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 Megane.

She brings a wealth of knowledge from her client engagements across all verticals, in insight generation, CRO methodologies and optimisation consultancy.

Typical Training Content

Applying the principles of conversion rate optimisation, learn how to turn your existing visitors into customers. This session will take you through the benefits of CRO and the proven data-driven methodologies for successful and impactful testing.

Whether you are new and looking to start up an optimisation programme, or are looking to understand best practices, this session will give you the tools you need to deliver a high-quality, high-velocity, statistically-rigorous program.

- ▲ Introduction to Conversion Rate Optimisation
- ▲ How to build out a strategic KPI framework
- ▲ Identifying insights
- ▲ Ideating testing strategies
- ▲ Hypothesis creation
- ▲ Experiment types: A/B, MVT, Multipage, Redirect
- ▲ Results analysis & sharing
- ▲ Advanced statistical reporting
- ▲ Optimisation vs Personalisation
- ▲ Program reporting metrics & Maturity

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.

