

CONVERSION RATE OPTIMISATION WHAT YOU NEED TO KNOW

Conversion rate optimization (CRO), as described by many, is the practice of increasing the percentage of users who perform a desired action on a website. Desired actions can include purchasing a product, clicking 'add to cart', signing up for a service, filling out a form, or clicking on a link.

We've pulled together a bunch of stats we think you need to know when it comes to understanding what CRO is and why it's important to your business.

CHECK OUT THE STATS

THE AVERAGE WEBSITE CONVERSION RATE IS 2.35%

Across industries, the average landing page conversion rate is 2.35%, yet the top 25% are converting at 5.31% or higher. Ideally, you want to break into the top 10% — these are the landing pages with conversion rates of 11.45% or higher.

(Wordstream)

THE HIGHEST AVERAGE CONVERSION RATE BY TRAFFIC SOURCE IS PAID SEARCH

Across the primary traffic sources, the conversation rates are:

Paid Search | 2.9% **Organic Search** | 2.8% **Referral** | 2.6%
Email | 2.3% **Direct** | 2.0% **Social** | 1.0% **Display** | 0.7%

(Smart Insights)

COMPANIES SPEND JUST \$1 ON CRO FOR \$92 SPENT ON CUSTOMER ACQUISITION

This crazy statistic shows the disparity between the amount we spend on getting traffic and the amount we spend turning that traffic into customers. Too many businesses spend too much on traffic and nowhere near enough on driving conversions.

(Econsultancy)

TOP-CONVERTING COMPANIES SPEND AT LEAST 5% OF THEIR BUDGET ON CRO

As if the above statistic wasn't enough, this shows that underestimating the importance of optimising and driving conversion for the sake of driving traffic is a false economy. Learn from the best and drive results faster.

(Adobe)

AROUND TWO-THIRDS OF BUSINESSES STILL DON'T HAVE A STRUCTURED CRO STRATEGY IN PLACE

Leaving it to chance isn't a plan, no matter how much you try to convince yourself it is. CRO works best when it is planned out with continuous improvement and testing over an extended period of time. Working to meet the ever changing needs of the customer with enhancements to CX is what makes CRO work.

(CXL Institute)

BUSINESSES THAT SUCCESSFULLY BOOST CONVERSION RATES PERFORM 50% MORE TESTS

Like we said above CRO works best when it is planned out with continuous improvement and testing over an extended period of time. Working on it more often, with a structured plan is what drives success. Running more tests gives you more data, allowing you to make smarter decisions and boost conversion.

(EConsultancy)

If you're ready to jump in and develop a CRO strategy that'll work for your business, Eclipse is here to help.

At Eclipse we've got eCommerce experts in all areas including conversion rate optimisation, design, user experience and the day to day running of eCommerce operations. They know the industry inside and out and are here to help drive continued success for your business.

All you need to do is come **Talk To Us.**