THE CONFERENCE
FORMERLY KNOWN AS
CONVERSION HOTEL

18, 19, 20 November 2022

THE CHAMPIONS TOURNAMENT

INDEX OF KNOWLEDGE

PROBABLY THE ONLY CONFERENCE IN THE WORLD WHERE THIS IS NORMAL

If there is one thing to be said about Conversion Hotel, it is absolutely like no conference you've ever been too. Forget about stuffy rooms where you sit and glaze over for hours at a time wondering about your life choices. This conference is not that. This conference is about making the most of every minute of it as soon as you arrive.

So whether that is taking an early morning dip in the North Sea to get ready for a day of awesomeness, listening to others sharing their ideas, basking in the heat of a sauna whilst mulling over solutions to barriers, or simply sharing thoughts and brainstorming with like-minded folks with different perspectives, then this my friends is the conference for you.

If you attended the event but got so wrapped up networking, playing a whole tournament of team games or simply ended up passing out on a sofa (you know who you are!) and you missed something then this is for you. It's also for those who simply didn't come along this year, don't worry, we've got you covered!

Don't forget, you also get access to all the speaker pages, their slide decks, the live notes and 1 minute video previews here. Full recordings of the keynotes can be found in the members area on conversionhotel.com.

#CH2022

#CH2022 KEYNOTE PRESENTATIONS

STEEN RASMUSSEN

THE ARTIFICIAL USER - A FUTURE SCENARIO FOR CRO?

SARAH GAGESTEIN

ALL YOU NEED TO KNOW ABOUT FRAMING

JONO ALDERSON ARNOUT HELLEMANS

PERFORMANCE RULES

RONNY KOHAVI

DEFAULTS FOR A/B TESTING

KENDA MACDONALD

HOW TO GET THE MOST OUT OF YOUR MARKETING AUTOMATION

MICHELLE ERNST

HOW TO MANAGE CHAOS IN CRO PROGRAMS

EDEN BIDANI

STRUCTURAL FUNCTIONALISM AS A VALUABLE LENS FOR LOOKING AT HOW WE STRUCTURE EXPERIMENTS

IBRAHIM ELAWADI

ANALYTICS IN THE AGE OF THE MODERN DATA STACK

MARIANNE STJERVALL

FROM NOTHING TO A FULLY SCALLED CRO TEAM

Conversion Hotel 2022

01. KEYNOTE: THE ARTIFICIAL USER – A FUTURE SCENARIO FOR CRO?

Steen started the conference with a bit of a reality check with a singular question asking whether or not "we were all f*cked". Bold and eye-opening! But why such a doomsayer start to a weekend of fun? Well, it's probably a reason that all us optimisers are perilously aware of in our day-to-day activities but maybe, just maybe, we've put it to the back of our minds because that's a problem for future you, right?

You see our daily bread and butter is data. It is the lifeblood of any optimisation effort - whether it be qualitative or quantitative, we live and breathe data for almost any aspect of work we touch upon. But, like many resources, data is fast becoming a scarcity. As an example, 10% of your data gets lost to ad blockers, another 30% to cookie rejection and a further 70% of whatever might be left gets nuked due to Apple browsers and ITP. Oh dear.

And it gets worse… of the data that we do get we're running perilously close to it being unrepresentative and therefore unhelpful. Why? Because it's more than likely that we're getting the same data from the same people over and over again - the ones that do give consent - who are forming a diminishing pool of diversity from which we make our decisions. Call it data incest if you will.

So, what might be the solution to counteract this emerging problem? Steen's proposition is using artificial intelligence and machine learning to generate user segments. Whilst your initial reaction may see it as a preposterous idea, think about it. We are surrounded by AI already so could it actually be plausible or even probable? Perhaps it's even preferable, because we may not have any choice.

STEEN RASMUSSEN

CO-FOUNDER, DIRECTOR OF ANALYSIS, DATA AND LEARNING

#CH2022 session page

in Steen

01. KEYNOTE: THE ARTIFICIAL USER – A FUTURE SCENARIO FOR CRO?

It's fair to say this approach is probably in its infancy, we're not quite at Will Smith / iRobot levels of AI just yet. But Sofia might give us a glimpse of the future.

AI user segments could learn from real user behaviour, and human quirks can be added, but the biggest hurdle for them to be accurate representations of what makes human behaviour is noise and context. 1000's of variables can change our behaviour from one instant to the next. Capturing *that* in a piece of code is going to be tricky.

So for the future, perhaps we will see AI segments replacing us fallible meat sacks who value our data privacy. As optimisers our budgets may go towards purchasing such segments as on off the shelf solution… I can see it now… "yes please, I'll have the 45-year-old with anxiety, 1 child, 1 dog and a bump up the sarcasm XP to 100"

Wait, that's just me ;-)

TIME

NOW POTENTIAL

Preposterous
Not a f*cking chance

Possible
Might happen

Plausible
Could happen

Projected Future
Most probable

Probable
Most likely

Preferable
Should or ought to

POTENTIAL
Everything beyond the present moment
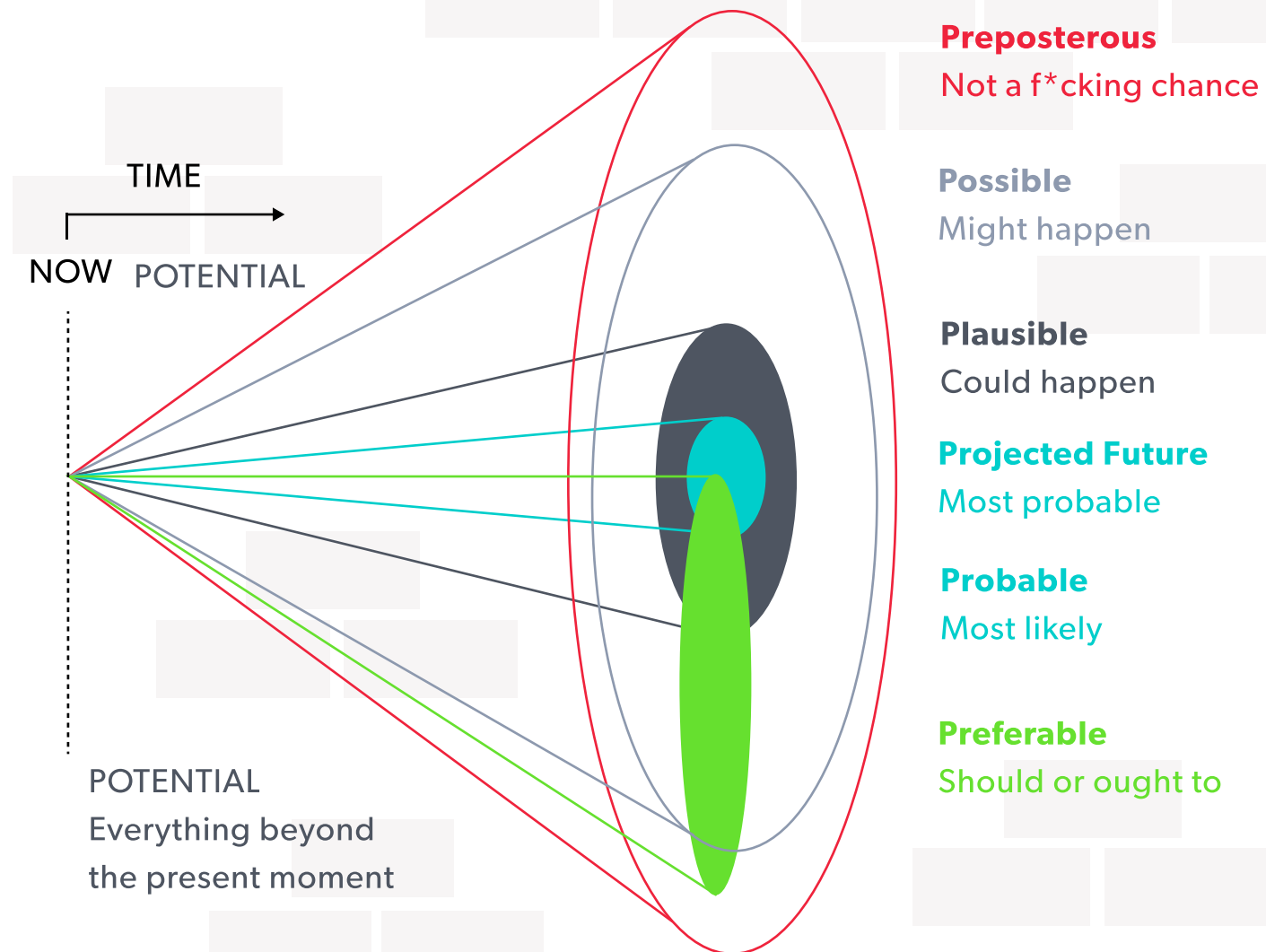
THE FUTURES CONE, *Voros 2003*

KEY TAKE AWAYS

⚔ Data is dying which means we need to get creative

⚔ AI is one possible solution to simulate user segments

⚔ But AI isn't much use unless it is given context and noise to deal with

⚔ It's possible we'll be buying AI user segments to understand our real-world users

LINKS

🔗 Sofia The Robot
bit.ly/3VoIwiw

🔗 The Futures Cone
bit.ly/3VJeyEo

02. KEYNOTE: ALL YOU NEED TO KNOW ABOUT FRAMING BUT DON'T THINK ABOUT PURPLE CROCODILES EATING DUCKS

Are you thinking about purple crocodiles now? Yes? Awesome, nailed it! You have successfully been framed! The heading of this slide told you not to think about something, but your brain disregarded that entirely and went ahead and did it anyway. And that's ok, we are human and not rational most of the time.

Framing, if you didn't know, is a cognitive bias that can influence a decision when the fact or question is said in different ways. To this end, it can affect how people interpret new information and because of this it is a remarkably powerful tool. But as with all things powerful, it's use for the lesser good has given it somewhat of a bad reputation. The difficulty is that it's almost impossible not to frame anything (we've all got our own agendas, after all) and frames are everywhere if you look closely enough. So, if it's unavoidable for the most part, we need to be able to control it, because if you don't decide your frame what you're saying, whomever you're talking to will (and that might not be a good thing).

How then can we best wield the power of framing without falling off the tightrope of ethical behaviour? Sarah had these top tips:

SARAH GAGESTEIN
FRAMING SPECIALIST
#CH2022 session page

in Sarah

Craft Your Story With Care
Your story needs to be consistent and coherent.

Use the brain to fill the gaps

"I really want to steal this sign…"

"But, maybe I won't…"

This sign has GPS tracking

HORNEYTOWN Rd

02. KEYNOTE: ALL YOU NEED TO KNOW ABOUT FRAMING
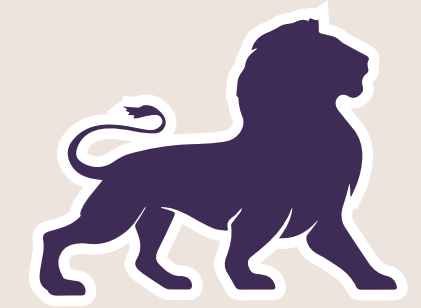
They Are Not The Bad Guy
The user isn't the problem, they are the solution

And the answer

✗ By not reusing your towels you are killing the planet. Murderer!

✓ Show your love to the planet by reusing your towels

Respect Social Norms
Keep them on your side otherwise, uh oh!

Majority rules

✗ 25% of CH2022 attendees have not bothered to get the app, including you.

✓ 75% of CH2022 attendees have already installed and logged into the app. If you've not done so you can get it here…

Don't Say What It's Not
The more you say something is not, the higher the chance of the frame failing

Unless you use a Praeteritio

✓ I won't bore you with tedious descriptions of the DELICIOUS bittenballen AND frites at 2AM washed down with copious amounts of free beer. You didn't miss a thing.

KEY TAKE AWAYS

⚔ Framing is everywhere, take a look

⚔ It's very powerful but keep your ethical scruples about you

⚔ Your users are never the bad guys, but they are the answer

⚔ Stick to the 4 rules of fair play when framing

LINKS

🔗 Framing Effect Definition
bit.ly/3EWzcdH

🔗 Sarah's Website
bit.ly/3UpboEX

03. KEYNOTE: PERFORMANCE RULES

If there ever were a master class in how to timetable a speaker line up, it's fair to say Ton (the host of this marvellous event) hit the mark with this one. The first slot in the morning after the night before is never easy, but if there were ever a cure for a hefty previous evening, Jono and Arnout are probably it! They also get bonus points for bringing a topic to the stage that is super important for anyone involved with websites, apps or anything else of a similar nature. So, what is it?

Performance of course. If you're an optimiser and you've not paid attention to this particular undersold hero of conversion rate improvements then take note, this one's for you. Or as Jono put it "It is criminal negligence and profound self-sabotage if you're not paying attention." Blunt, but accurate.

If you needed evidence to back up the benefits of focusing on performance as a conversion lever, then there is plenty of it. But why then are websites generally rotten eggs when it comes to performance? Let's take a look at the line of shame (and yes, the finger is pointing at you):

Developers
and their decisions

Servers
and system choices

Scripts
and styles

Ads
and analytics

Measurement
and monitoring

Tools
and testing

MEH   LEVEL OF FINGER POINTING   THE SHAME!

JONO ALDERSON & ARNOUT HELLEMANS

#CH2022 session page

in Jono   in Arnout
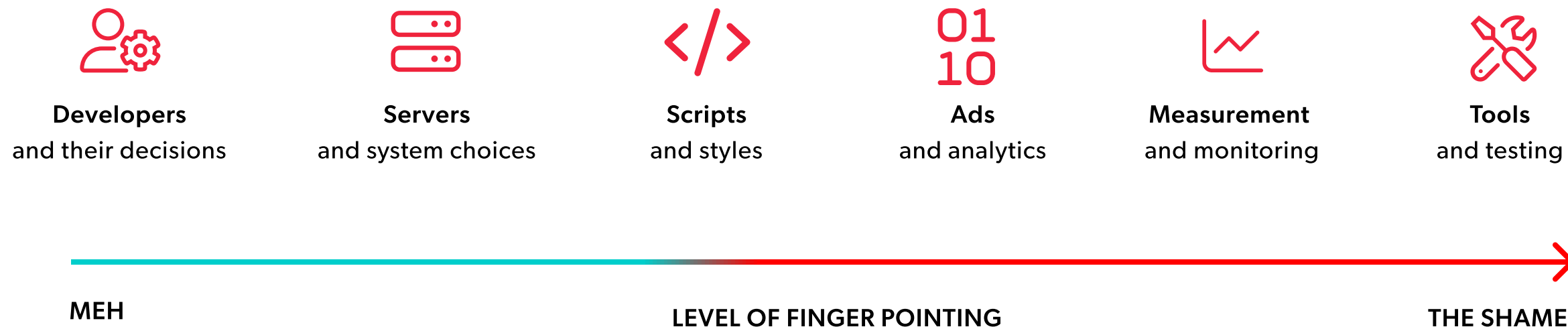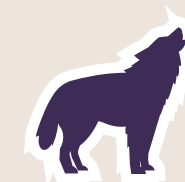
03. KEYNOTE: PERFORMANCE RULES

So it appears that whilst we believe we are optimising, the impact of discovering and realising those efforts and reporting back on them can be negative when it comes to site performance. We are running the risk of negating everything we were trying to achieve in the first place. How can we possibly repay our debts to the bank of performance? Well, getting the basics right can help, hugely!

Cache
Cache assets when you can
Manage asset expiration dates
Cache is complicated,
understand it.

Images
Image type matters - use squoosh
Loading style in important - go lazy
Define W x H
Use srcsets

Fonts
Only use the characters you need…
… in the languages you need
3rd party hosted fonts will slow you down
Use WOFF2 fonts

JS & CSS
Synchronous loading is bad
Asynchronous is better, however
Deferring might be the answer
Find out the differences

There are host of tools that can help you find performance issues (get started here), but there are some important caveats before you hurdle headfirst into performance optimisation:

It's not a "job done" job
Performance optimisation is continual, and to that end you have to get buy in from those holding the purse strings. Do this by building business case to support continuing efforts. Pick a theme and frame the case around it - ideas could be environmental impact, cost saving, inclusivity - whatever values or goals your company has.

It's not down to one person
Performance improvements can only be had and maintained if it's embedded in all of your processes. We talk lots about optimisation culture being in all facets of our companies, performance optimisation is the same. Everyone needs to "get it" to do it.

KEY TAKE AWAYS

- Performance improvements are optimisation gains
- Measure what you're measuring - are you part of the problem?
- Get the basics right before you do anything else
- Cache, images, fonts and code are the first 4 places to look
- Framing performance in the right way can get you buy in when you need it

LINKS

- PageSpeed Insights
- Website carbon calculator
- Cloudflare
- Squoosh
- Partytown Builder
- SiteBulb
- Chrome Dev Tools - Lighthouse
- WebPageTest

04. KEYNOTE: PRACTICAL DEFAULTS FOR A/B TESTING

Ronny seems like a get to the point sorta fella and his presentation didn't fail to deliver some succinct points relating to statistical significance, replication, power and all other things statistical and math-like. Hold onto your coffee cups... this is your rollercoaster ride into the reality of making accurate decisions based data and how you can use a number of defaults to set you on the right track.

#1

Stat-sig is a p-value < 0.05 for 2 tailed tests

If you want to be wrong less than 5% of the time, this is a great default. If it's good enough for the FDA, it should be good enough for us. If you aim for less than 0.05 it can get tricky unless you have lots of data to play with. However, if the decision you're making is critical - aim lower.

Remember though, whilst a smaller p-value indicates something, it's might not be the full story. You need to account for the false positive risk, too.

#2

When in doubt, replicate

Is your p-value borderline? A guardrail metric looking dodgy or something in the data looks a bit surprising?

Don't eat up resources with a 3 course meal of analysis, discussions and other such time-sinks. Just replicate the experiment and run it again with a larger set of users and the combine the 2 p-values using Fisher's Method - the most useful statistical test that nobody knows.

RONNY KOHAVI
CONSULTANT

#CH2022 session page

in Ronny

#3 Power in numbers

Statistical power is the probability of detecting a difference between test variants when there really is one. It's also super important because even if you have a stat-sig result but it has a lower power then you're going to be hexed with Winners Curse - basically you have every chance of over-egging the actual numbers and heading to a wrong conclusion. So, if you're not aiming for 200K users in a test, you may have a problem. Need to visualise why? Check this out.

H0 is true   H1 is true

True −

True +

False −

False +

P-value

Power

#5 Don't ship pancakes

If a test has a flat result and doesn't improve the OEC (overall evaluation criteria) don't send it out of the kitchen to the table. The potential is you'll take a hit on your code base and the effort to maintain it. Exceptions would be legal compliance and if your infrastructure needs to change.

#4 ~ 2 weeks duration

Anything less will reduce the reliability of your test even if you've hit tha magical stat-sig and power. Why? Novelty effect, misinterpreting behaviours and your bias towards finding patterns it tiny amounts of data. One exception might be safe deployments when you want to check for issues against guardrail metrics and big degradations in performance. Think of it as a canary in the coal mine. There are exceptions to this default too, for example; if your power is too low or if you need time for users to adopt your change - run for longer. The same can be said if your OEC uses metrics that lag, such as monthly renewals.

#6 Twyman was a smart dude

His law states that "Any figure that looks interesting or different is usually wrong". Therefore your default position should be to treat results with scepticism until you can repeat it and then triple check it - sounds like good advice!
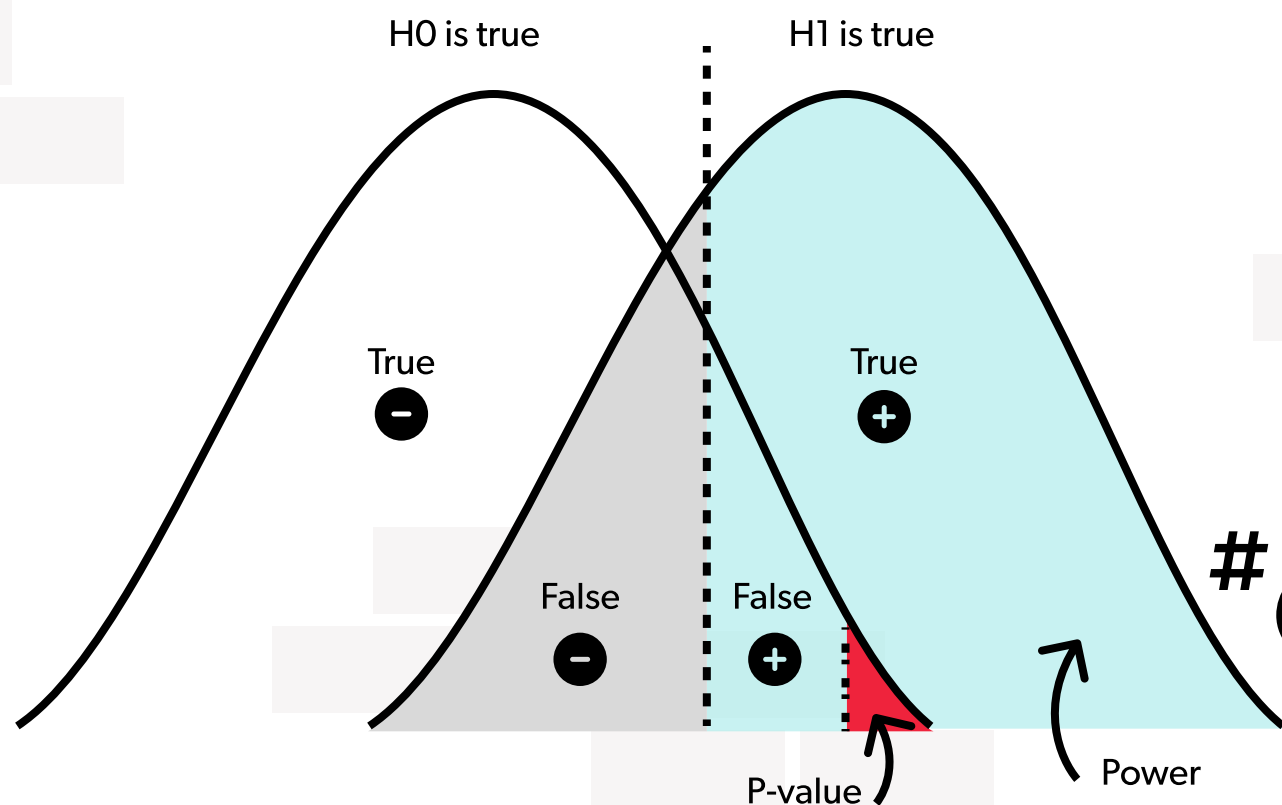
KEY TAKE AWAYS

- ⚔ P-value is important, aim for 0.05
- ⚔ If something looks off, replicate the test. It's quicker than re-analysis
- ⚔ Your tests need sufficient power or you'll jump to the wrong conclusions
- ⚔ If a test is flat, don't bother implementing it (mostly)
- ⚔ Tests should run for 2 weeks minimum (with a few exceptions)
- ⚔ Be more like Twyman

LINKS

- 🔗 Statistical Rules of Thumb
- 🔗 Fishers Meta Analysis Sheet
- 🔗 This is what power looks like
- 🔗 Help! I am not a statistician :(

05. KEYNOTE: HOW TO GET THE BEST OUT OF YOUR MARKETING AUTOMATION

Kapow! There is no doubt that Kenda delivered a presentation that got straight to the point - that point being something along the lines of a bad workman always blames his tools. Her argument is, that in a world full of tools to do our jobs, it's not the tools that are at fault for failed outcomes, but us. Why? Because we're transfixed with using tools to create funnels, and whilst they depict a perfect world of how a consumer's purchase journey looks, the reality is much more complex. Think of it a bit like comparing Bob Ross with Salvador Dali - both look kinda cool, but you've really got to analyse the latter to understand the meaning behind the art work.

To add to the fire of fantastical funnelling, we also treat our content as if it were fuel being pumped into the fun bus of content creation - we keep filling the tank in with the hope that it'll take us somewhere but with no real destination in mind, let alone if we need to top up with diesel, petrol or electricity.

So what can we do to make a U-turn on this highway to hell? A three step plan should do it.

Re-focus the problem and offer a reward

If you didn't know, the brain has 2 systems. System 1 is super fast and automated, whereas System 2 is much slower and rational. You could say System 1 is a bunch of minions running around on autopilot doing almost everything 85% of the time, where as System 2 is a bit more like Gru - sitting back and admiring the view and thinking it's in charge when in reality it's not.

Gru isn't the boss, because the minions are the gatekeepers to information that is passed to Gru, along with any biases the minions might have. Gru doesn't get the full picture unless something is attention grabbing enough for him to take a real good look at what the minions are jabbering on about. We have to work on grabbing Gru's attention in a room full of minions - and that can only be done when we know when, where and what will make him sit up and listen (spoiler: focus on rewards, not pain).

KENDA MACDONALD

CEO, AUTOMATION NINJAS LIMITED

#CH2022 session page

in Kenda

05. KEYNOTE: HOW TO GET THE BEST OUT OF YOUR MARKETING AUTOMATION

2 **Plan for awareness & data anchors**

By using certain data anchors, you can tailor the content you show users so it adds the most value at the right time. But, to do this well you need to understand what the zero moment of truth is for your users, the moment in the buying process when the consumer researches a product prior to purchase (clue: its starts at problem aware).

UNAWARE	PROBLEM AWARE	SOLUTION AWARE	PRODUCT AWARE	MOST AWARE
No knowledge of problem. Might feel symptoms.	Knows there is a problem Doesn't know the solution.	Understands problem. Interested in how to solve it.	Wants to know specific things that might work.	Shortlists options to suit. Has questions & objections.
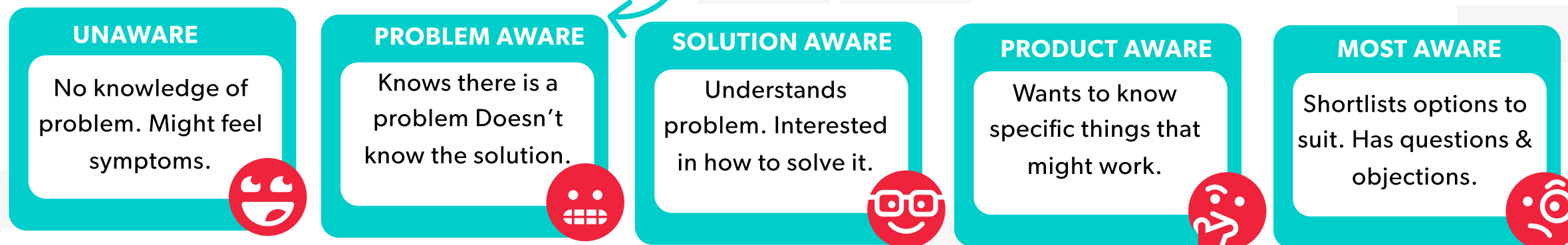
3 **Pre-empt and plan for behaviour**

Ask your self these questions when creating your content based on data anchors and awareness:

Once you have the answers you can then categorise your content. You should also be tracking how your users interact with it so you can understand what adds value and what doesn't. You'll also be able to figure out what types of content are your biggest lead magnets for each awareness stage.

Mindset:
What do they want to learn at this stage?
Outcome:
What must they have done or learnt at this stage to get to the next one?
Content:
What content would be valuable here?

KEY TAKE AWAYS

- Minions love jumping to syllogistic reasoning - this is bad for Gru
- Our attention is controlled by minions and our decisions are controlled by our emotions
- To get attention you need to time it right
- To keep attention the content needs to be relevant at the time it is shown
- Create data anchors and plan content tailored towards behaviour FTW!

LINKS

- Decisions & Desire
- Zero Moment Of Truth

06. KEYNOTE PITCH WINNER: HOW TO MANAGE CHAOS IN CRO PROGRAMS

Firstly, hat's off to Michelle, not only for winning the pitch competition but for also standing up on stage with a little less than 24 hours notice to talk about her chosen topic of how to create order in what can at times be a chaotic situation. She must be onto something, because 78% of the attendees voted to hear more from Michelle. But, what did she have to say?

It seems that in the times of Covid, CRO was one industry that grew. And, with that growth inevitably it means clients want more - more of just about everything. No longer is CRO an island in the organisational ocean, where 1 person is left often left to do everything; we need team work and bigger involvement from a wider audience. This means inevitably more and more ideas are spawned. Oh, hello backlog crisis so nice to meet you! What *you* need is an Operational Program Manager (OPM)…

A OPM is the conductor of your chaos, and much like in a orchestra, the OPM can turn what seems like a cacophony of noise into a concerto. They do this by being good at planning, coordination and prioritisation as well as keeping their eye on the ball when it comes to targets and communicating with stakeholders.

They have the birds eye view of your whole program and are firmly sat in the middle of it. They also possess chameleon like characteristics in that they are good at adapting to situations as needed, such as dealing with the various personality types that may be involved with your optimisation efforts. They're also good at multi-tasking.

OCTO**P**US OF **M**ANAGING (OPM)

ACTIVE

DOMINANT — D
INFLUENTIAL — I
TASK FOCUS
PEOPLE FOCUS
COMPLIANT — C
STEADY — S
REFLECTIVE
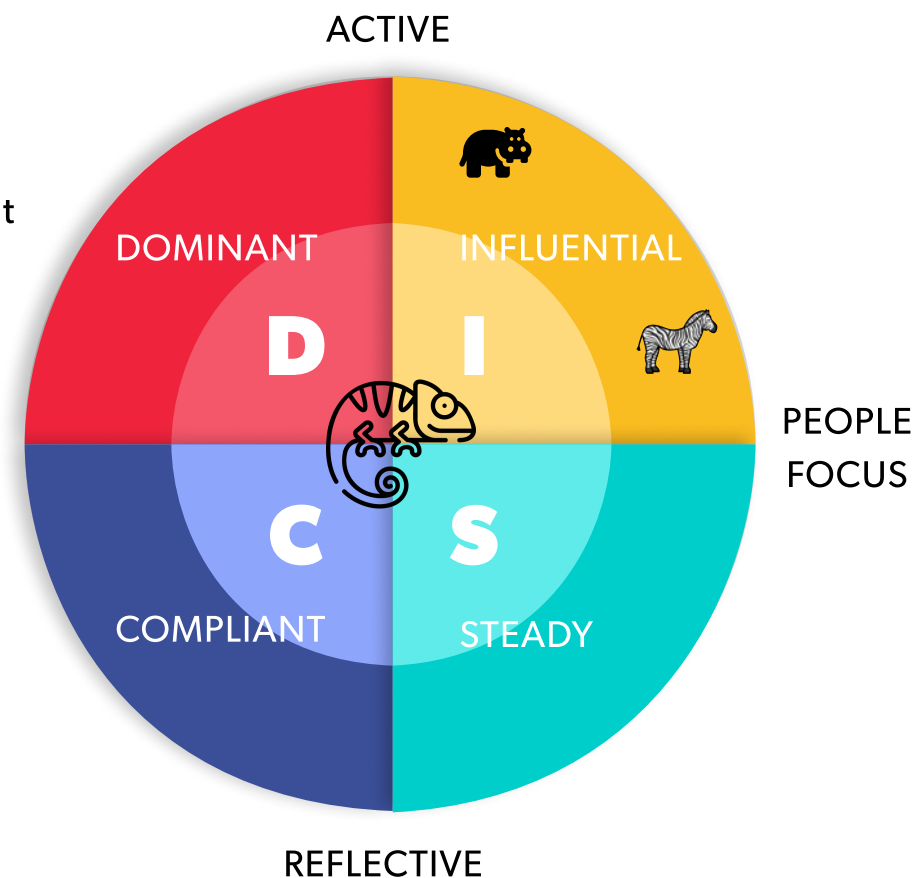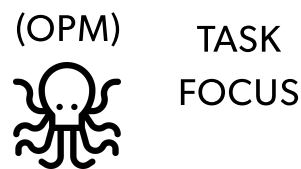
MICHELLE ERNST
SENIOR CRO CONSULTANT

#CH2022 session page

Michelle

06. KEYNOTE PITCH WINNER: HOW TO MANAGE CHAOS IN CRO PROGRAMS

So what does your OPM need to do in order to build and manage your optimisation program structure. Well, there are 4 main areas to focus on, each as important as each other and each creating a strong foundation that will help you improve your own optimisation within your team of optimisers.

PRIORITISATION

Backlog tool | Framework | OKRs / goals
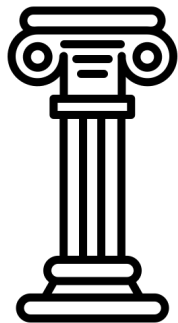
The key here is to manage expectations, and the best way to do this is to make sure all your ideas AND tickets are given a priority and logged in a suitable tool in once place. Using a prioritisation framework like ICE to order things appropriately can help in addition to giving everyone involved an opportunity to discuss the order of things. An opportunity solution tree might help visualise the thinking process.

ALIGNMENT

Share results | Emails | QBRs
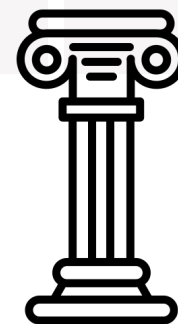
Sharing your success within your organisation should be pivotal to your activities. Email updates and experiment reports can go a long way to help other people understand the purpose of your team and how you can help them. Quarterly reviews help show the impact you're having. Be sure to give credit where is due and showcase collaborative work.

PLANNING

Planning tool | Sprints | Commitment

Sometimes your team is not self contained and you have a client to contend with for various aspects of work. Client involvement or not, working in 2 week sprints can help. Each sprint should start with a defined set of deliverables assigned to each team member and at the end of a sprint a discussion should be had about what went well or what could be done better. Ask for commitment!

EDUCATION

Clear processes & standards | Identify knowledge gaps | Ask specialists
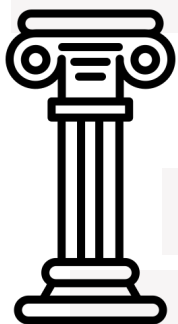
Get clear processes and standards in place and make them accessible so everyone knows what's what. Understand your knowledge gaps and provide training in every aspect of optimisation - whether that's user research, coding, quality assurance, monitoring and analysing experiments or how to report findings well. A common way of working document will set out how you do what you do.

KEY TAKE AWAYS

- We are no longer islands and that means teamwork - you need an OPM
- Use ICE and opportunity solution trees to prioritise your backlog and ideas
- Get commitment from your team members with 2 weekly sprints
- Share the love - show what you're doing to the whole organisation
- Teach what you preach - make it easy and accessible to understand what you do and how to do it.

LINKS

- Opportunity Solution Tree
- ICE prioritisation framework

07. KEYNOTE: USING STRUCTURAL FUNCTIONALISM AS A LENS FOR CREATING MORE THOUGHTFUL & IMPACTFUL EXPERIMENTS

What makes a good optimiser and amazing optimiser? Well, having a good grasp on what makes us human, having empathy and then putting personal biases on the back burner would be a great starting point. Secondly, is seeing the world and society as a complex system made up of organised interrelated parts that each contribute that maintain the needs of a structured social system. But how can we figure those 2 things out?

1 Step — What makes us human?

Anthropology is the study of what makes us, well, us. It can allow us to see the world from someone else's point of view by observing interactions between a group of people and how their society and culture is structured. Think social classes, family ties, education, religion and many more of a similar ilk. By doing this it helps us put our preconceived notions and biases aside. There are many types of anthropology, but social-cultural anthropology it probably most relevant to what optimisers do.

If you want a taste of anthropology out in the wild, check out Fiona Graham, an Australian anthropologist turned Geisha. She really took her job seriously.
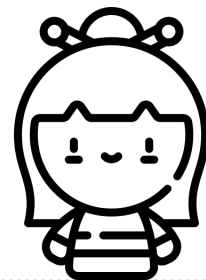
2 Step — Society as a system

Structural functionalism is a school of thought that suggests the things that make up society (institutions, relationships, roles and norms) serve a purpose and each of these are indispensable for the continued existence of others and that society as a whole. Deep.
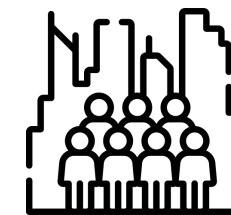
Are your cogs whirring yet? They should be, because by grasping these 2 principles it can help us create better experiments as we can get the context. Pretty neat, don't you think? Suddenly we stop focusing on fire-fighting problems and move to solving issues for impact within the users context.

EDEN BIDANI
CONVERSION COPYWRITER & SECRET ANTHROPOLOGIST

#CH2022 session page
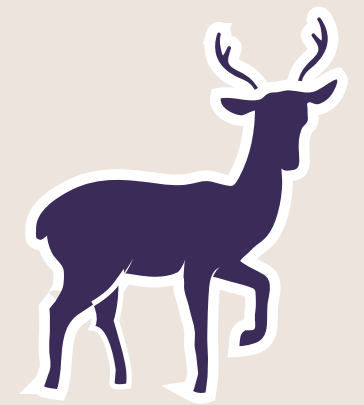
in Eden

07. KEYNOTE: USING STRUCTURAL FUNCTIONALISM AS A LENS FOR CREATING MORE THOUGHTFUL & IMPACTFUL EXPERIMENTS

How? Because we're forced to think about the bigger picture and start to ask better questions such as "What's happening in this society right now and what caused it?" "What should we help with or avoid?" or "How will this test fit our users journey over a day, week, month or year?".

But you know what they say, the proof is always in the pudding, right? Eden demonstrated how getting a much deeper understanding of a particular audience paid dividends. Eden was working with a client who sold hearing aid products, an already saturated market with lots of competitors all saying the same thing. "How can we stand out?", she wondered. Reddit was the answer. The beauty of Reddit is that it offers a vail of anonymity, and that means people are more likely to be honest and share more freely about what they think or are feeling. By observing the commentary and interactions taking place within the Hearing Loss group, much like a fly on the wall, she noticed 2 themes emerging; users were frustrated that the hearing loss crept up over time, and they felt they were treated differently by their peers as they looked like they had a disability. The solution, a new tag line "The hard thing about getting old is feeling like you're getting old". The result? An increase of $3m in sales.

So maybe, just maybe, be more like Eden (and a bit more like your users).

Factors Affecting Choice of Research Method					
Theoretical	Positivism	Reliablity	Representativeness	Validity	Interpretivism
Ethical	Consent	Confidentiality	Avoiding Harm	Legality	Doing Good
Practical	Time	Money	Funding	Opportunity / Access	Skills
Topic	Comparison Over Time	Cross National Comparisions	Sensitive	Deviant	
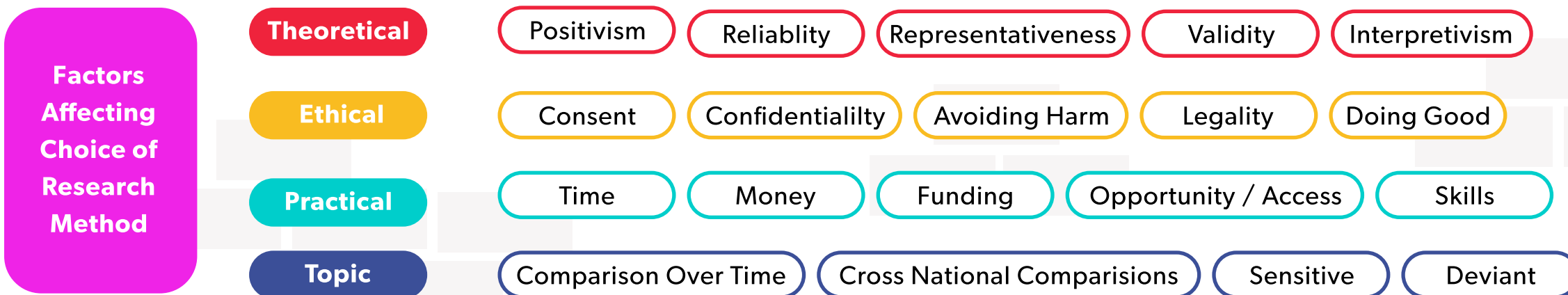
KEY TAKE AWAYS

⚔ You need to understand humans and empathise with their given situation without your own bias

⚔ You also need to understand what makes up and influences the society they live in

⚔ Use research methods linked to anthropology and structural functionalism to figure out who your users are

⚔ If you need a reason to spend longer on Reddit, this is probably it!

LINKS

🔗 Social and cultural anthropology

🔗 Fiona Graham - anthropologist

🔗 Alfred Radclilffe-Brown - social anthropologist

🔗 Research Methods

🔗 Factors affecting choice of research methods

08. KEYNOTE: ANALYTICS IN THE AGE OF THE MODERN DATA STACK

Data, data everywhere! A common problem with any optimisation program, dont'cha think? Ibrahim does that's for sure! But how did we get here? It seems that we only have ourselves to blame, well that and the fact that since the early 1990's the technological revolution has catapulted us to a place whereby the data world is now very massive and very smart. All of this data has to go somewhere and we now have vast lakes and clouds of it.

Typically a modern data stack which is drifting in a lake or floating in a cloud looks a bit like this pile of pancakes:

Orchestration

Data Ingestion (eg. GA)	
Storage (eg. Azure)	
Transform (eg. dbt)	
Quality/Governance/Visibility	
Analysis/BI/Visualisation	
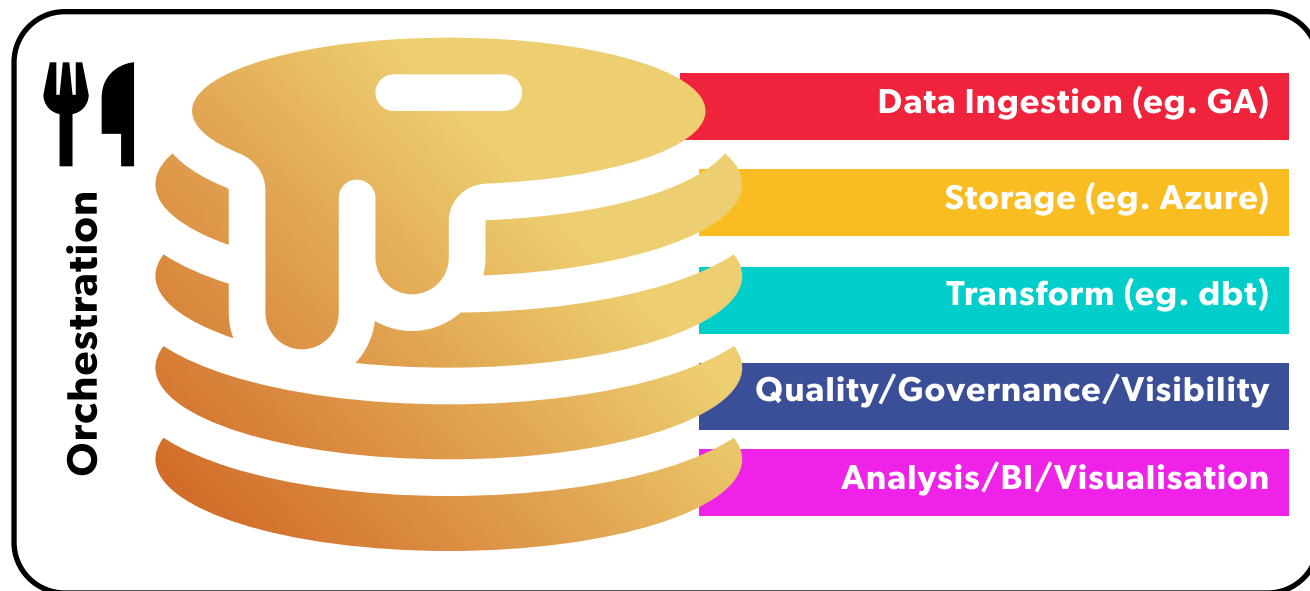
Looks yummy right, so what's the problem?

Each of these layers has hundreds of tools to harvest and accommodate the data in them, much like the myriad of different toppings and syrups you can laden your pancakes with. You have to have a way to bring it all together to make it taste good without overdoing it.

Top Tip: take a really good look at all the tools you have and figure out what are really adding value in terms of what you actually want to achieve. Only use what you need (because no one needs indigestion), and then figure out the best way to bring it all together.

Warning: Your pancake stack is only as good as the ingredients you put in and the person flipping them.

IBRAHIM ELAWADI
GLOBAL DIRECTOR, DIGITAL ANALYTICS

#CH2022 session page

Ibrahim

08. KEYNOTE: ANALYTICS IN THE AGE OF THE MODERN DATA STACK
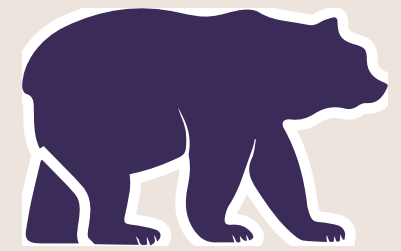
How to get the best stack

If you were making traditional stacks you'd expect it to go a bit like this. You extract the data source, transform it and then load it somewhere. Sounds familiar right? But who usually does this, a developer perhaps? More often than not, they don't have the business context as to WHY they're pulling numbers from one place and putting them somewhere else. This can make for bad stacks. You need a rethink.

🚫 Extract (Developer) → Transform (Developer) → Load (Developer)

✅ Extract (Data Engineer) → Load (Data Engineer) → Transform (Analytics Engineer)
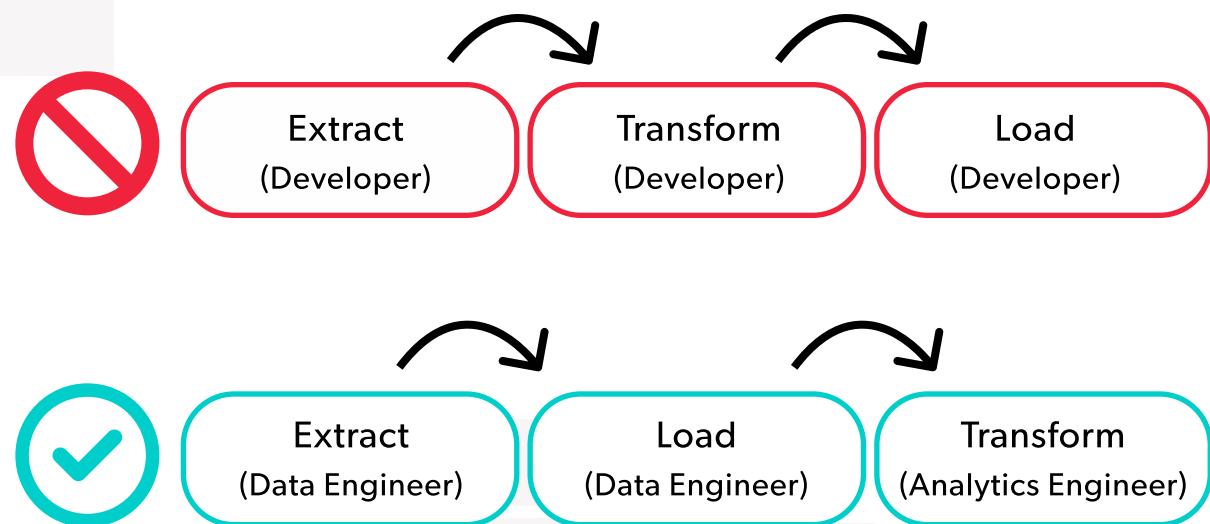
Become the ultimate stack master

Take a look at the things you can do to help with analytics in the modern data stack

#1 Get an analytics engineer
To provide squeaky clean data sets to those that need to use them in a way that helps them answer their questions

#2 Reduce barriers to extract, load & transform data
Solutions for extracting and loading data will grow, so choose the best one (clue: look at open source)

#3 Invest in codeless data & BI platforms
Empower data democratisation by using tools that are understood and accessible to a wider range of people

#4 Data meshes are your friend
Keep data close to the people who understand it the most

#5 Get your governance & secuirty in check
Lower barriers to data means more data - who's got access?

#6 ELT is the way forward
Putting data where and when it creates value

#7 Build a data culture
Teach why data is important, how to get it and prioritise data-driven decision making

#8 Look at open source solutions
Pick the product you need and avoid vendor lock-ins.

KEY TAKE AWAYS

⚔ We have more data than we know what to do with

⚔ Ensure your data stack deserves optimisation - cull the crap.

⚔ Think how your data is extracted and transformed - are the right people doing it?

⚔ Data needs to be accessible to everyone in an organisation - not everyone is an analyst

⚔ Build a data culture by showing how valuable it is - but only collect what you need

LINKS

🔗 Data Management at Scale - Piethein Strengholt

🔗 The rise of the analytics engineer

🔗 The 2021 Machine Learning, AI and Data (MAD) Landscape

09. KEYNOTE: FROM NOTHING TO A FULL-SCALED CRO TEAM DOING 20 TESTS PER MONTH

What happens when you walk into an organisation with less than 5% attributed to their online sales and just one person running around like a lunatic trying to fulfil an optimisation programme? Well, the answer is you have to roll your sleeves up and get stuck in to fixing 5 key things - that way you can move from just a single rabbit doing all the leg work to a whole warren of them beavering away for the best outcomes. Here's the list of what was wrong and how they got fixed:

Data Quality - where's it at?

If your data quality is low, ask yourself why. Are you asking for the right things and have you communicated those questions with the person responsible for collecting it so y'all singing from the same song sheet? Make sure you have a data quality dashboard to track and monitor progress.

Team - who does what

Work with the HR department and provide clear role descriptions for your team. Figure out where to get the best bang for your buck if you're using consultants - are they being utilised well? Got spaces to fill? Then start on recruitment into your team, but don't expect it to happen fast. It takes time to grow your very own unicorn posse so you've got all the basics covered.

| CRO & Analytics Lead | CRO Specialist | Personalisation Specialist | CRO Developer | Web Analyst | Technical Web Analyst |

Process - and frameworks

If you're building a team up then it's super important that everyone knows what the basic process is. Once that's covered off implement an experimentation framework to help manage the workflow.

MARIANNE STJERNVALL

HEAD OF CUSTOMER GROWTH & PERSONALIZATION AT COOP

#CH2022 session page

Marianne

09. KEYNOTE: FROM NOTHING TO A FULL-SCALED CRO TEAM DOING 20 TESTS PER MONTH

Vision
(what do we want to know)
Data
Insights
Action

What
(insights to implementation)
Tools
Meetings

How
(internal & external)
Defined steps
Implementation time

Strategy - you need a plan, (wo)man.

Use these 4 steps to boost your strategy and help learn more about your users, data and tools as well as creating examples to showcase and make your processes more efficient. Focus on quality & win rate!

#1 Stress Test (learning) — Broad spectrum smaller tests to create value

#2 Analysis (metadata) — Analyse and categorise results from stress test / Understand what has impact

#3 Focus (dig deeper) — Test focus areas to create bigger value & growth

#4 Growth (increase value) — Quality & win rate

Check your KPIs - get buy in

Conversion Rate is not always the best KPI to measure success depending on the landscape you're traversing. Sometimes you need a better WOW than that, so work on how to measure your experiment value beyond a single metric. Asking the finance team to help out will add kudos to your reasoning. Remember to communicate your experiment values in a way your top level bods are going to grasp and have easy access to. Here are some alternative KPIs to think about:

1. Value of experiments created this month
2. Value of experiments so far this year
3. Value of experiments for the entire year

If you want to get even smarter, show how these values have impacted sales (fingers crossed it's an increase!)

Does all of this work? Marianne thinks so, and the approach has enabled her team go from "just doing CRO tests" to development tests, segmented testing, recommendations and AI/ML and CRO tests. So it's probably worth giving it ago, right?

KEY TAKE AWAYS

⚔ Data quality is important - rubbish in, rubbish out. Make it better.

⚔ Invest in your team, define roles and fill them

⚔ Get the process basics nailed, then work on a framework for strategy

⚔ Have a plan to work towards growth - you need to do the ground work first

⚔ Make sure you report on the KPIs that mean something to the business you're working in. CR might not be it.

LINKS

🔗 Marianne's Website (she's open to consulting now!)

KEYNOTE PITCH PRESENTATIONS

Not all hero's take to the main stage (yet)

For a couple of years now, TCFKACH has run a competition that allows those willing to give it a go the opportunity to stand on stage with little more than 2 minutes to convince everyone in the room that they've got something worth talking about on the main stage.

True to say, anyone who puts themselves up for it deserves a dollop of kudos. Why? Because these brave souls often have little experience of speaking at conferences and that's why this competition is so brilliant, because they get a rare chance to stand up and give it a go.

An added bonus is of course, that before they get to say their piece, they are given wonderful advice and tips from a crazy Viking who has talked on more stages than is worth thinking about - Michael Aagaard.

But of course, there can be only one winner and this year it was Michelle. And whilst she shone her light on the centre stage, everyone who entered the competition got the opportunity to put their skills to the test and do their talks during various breakout sessions.

Here's what they had to say, with thanks to Daphne Tideman for taking some rather excellent notes along the way.

STEFANO APRILE

GROW YOUR CRO MUSCLE IN 3 STEPS

NILS KOPPELMANN

CONVERSION MANAGEMENT FOR MULTIPLE SMALL TO MEDIUM-SCALE ORGANIZATIONS

RAGNHILD MJØNNER

DAVID & GOLIATH - HOW TO STAY IN THE FIGHT

01. PITCH PRESENTATION: GROW YOUR CRO MUSCLE IN 3 STEPS

What on earth is a talk about how Dwayne "the rock" Johnson trains his muscles doing at an optimisation conference you may wonder? Well, turns out the principles of how to get strong are very much in line with how to build a robust optimisation programme within your organisation. Stefano used this great analogy and laid out a a 3 step plan for epic gains.

#1 Focus

Don't get distracted, don't run before you can walk.
Identify where you want to build strength by:-

Knowing your customers
Mapping out your funnel
Knowing the flow for all customers
Knowing the flow for new ones

GENERATE TRAFFIC	Sessions
ACQUIRE A LEAD	Lead actions & cost per lead
THAT CAN BE CONVERTED	Lead conversion & cost per customer
INTO A BUYING CUSTOMER	CVR% and orders
THAT GENERATES REVENUE	Sales & revenue € and cross-selling
AND IS A LOYAL CUSTOMER	NPS & churn%

#2 Effort

Make sure you stick to the 5 basic compound exercises
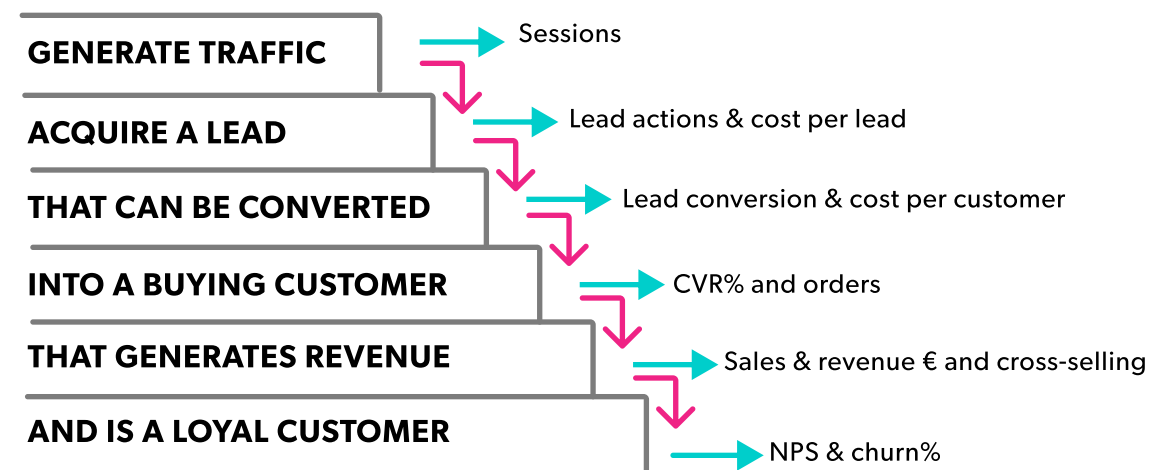
Squat	**Deadlift**	**Pull Ups**	**Bench Press**	**Shoulder Press**
Gather ideas from research	Roadmaps and ranking ideas	Outline & design hypothesis	Work hard on set up, that includes QA & documentation	Study & (over) share results regularly. Automate where you can

STEFANO APRILE
GLOBAL CRO SPECIALIST

in Stefano

01. PITCH PRESENTATION: GROW YOUR CRO MUSCLE IN 3 STEPS

Then get a into a routine

Study & Share
results, learning

Gather Ideas
from qual & quant

Work
on test setup
(build & QA

Rank Ideas
by priority:
impact,
confidence,
ease, urgency

Outline Hypothesis
Research - design - MDE - KPI

CUSTOMER FUNNEL GOAL

S G R O W
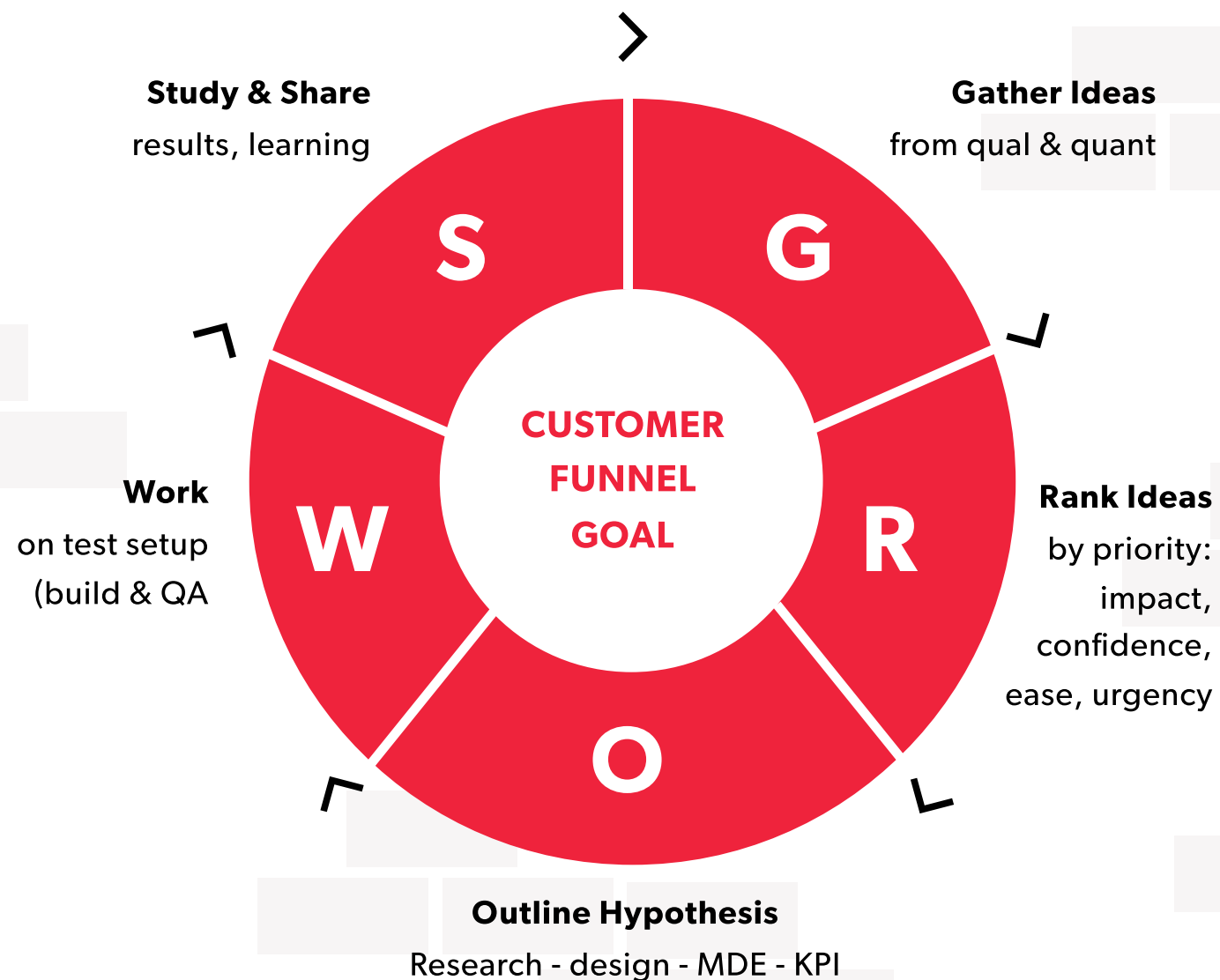
#3 Challenge
Avoid a plateaux and push yourself

Add volume to grow faster
Quantity builds quality
Be unshamed to fail - share, celebrate
and learn from it

Var 1
CR: -3.5%
AOV: -2.3%
RPU: -0.3%
- ☑ Credibility
- ☒ Cognitive Load
- ☒ Social Proof

Var 2
CR: +3.5%
AOV: +2.3%
RPU: +0.3%
- ☑ Credibility
- ☒ Cognitive Load
- ☑ Social Proof
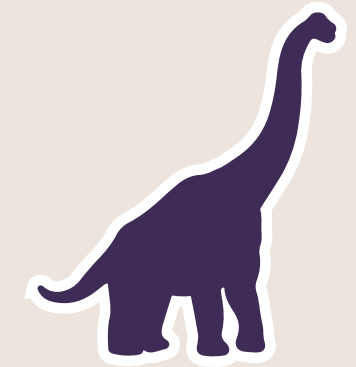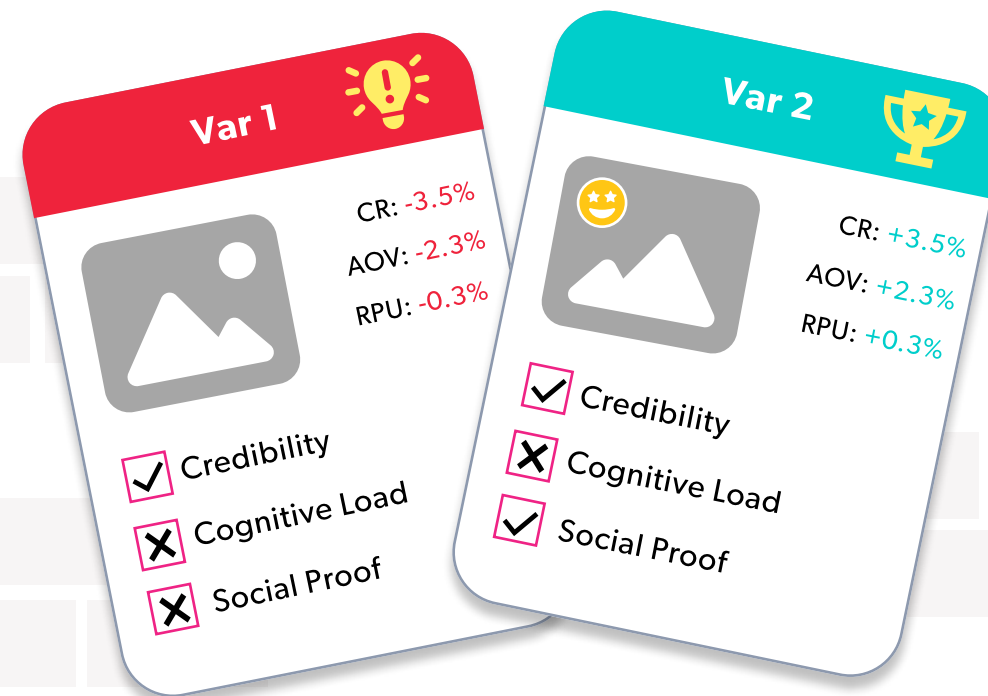
KEY TAKE AWAYS

- To improve at anything you need focus and to understand the task
- Stick to the basics and get good at them - build muscle memory
- Consistency is key - get into a routine of practicing to improve
- Don't get too comfortable - to grow you have to challenge yourself
- Failing shows you what you need to improve - don't shy away from it

LINKS

- Trustworthy Online Controlled Experiments: A Practical Guide
- Online Invloed
- Code Academy
- CXL

02. PITCH PRESENTATION: CONVERSION MANAGEMENT FOR MULTIPLE SMALL TO MEDIUM SCALE ORGANISATIONS

Agency work huh? We've all been there, probably. And with agencies come clients. You know the drill, you onboard them and start asking the usual questions. Then hey presto, suddenly you're dealing with a whole new set of things to deal with. New tools, processes, technology, people, attitudes, knowledge… the list is quite a long one. Is it realistic to think you can accommodate all these different ways of working for each and every client? Nope. We need to work smarter, not harder. Thinking about 3 main things can help create a forgiving universal process that might save your sanity (and keep your clients happy).

#1 Culture - who dis?

Understanding a clients culture is crucial to knowing what (organisation) and who (people) you're dealing with. Some crucial questions to ask are:

- **?** What does experimentation mean to them?
- **?** What do they want to achieve?
- **?** Resources - are there enough?
- **?** Who's calling all the shots?

#2 Process - who's doing what & how?

From the get-go, it's important to establish the interfaces and routines needed to get one central process for everyone. We're not talking full on Borg level integration here, but enough of a hook so that it's easy for the client to do the following:

- ✓ Responsive communication (eg. slack)
- ✓ View the roadmap & strategy
- ✓ See experiment information & status & respond
- ✓ Opportunity to get involved & learn (eg. regular meetings)

3 tech

NILS KOPPELMAN
MANAGING DIRECTOR

in Nils

02. PITCH PRESENTATION: CONVERSION MANAGEMENT FOR MULTIPLE SMALL TO MEDIUM SCALE ORGANISATIONS

#3 Technology

It seems obvious that working within IT we might as well take advantage of it. With all the tools that we have and all those the client has, it seems sensible that the two should connect. This can be achieved using API's so the tools can talk to each other giving real time feedback.

API

CUSTOM ANALYTICS CONNECTOR

ZAPIER

Agency

Client
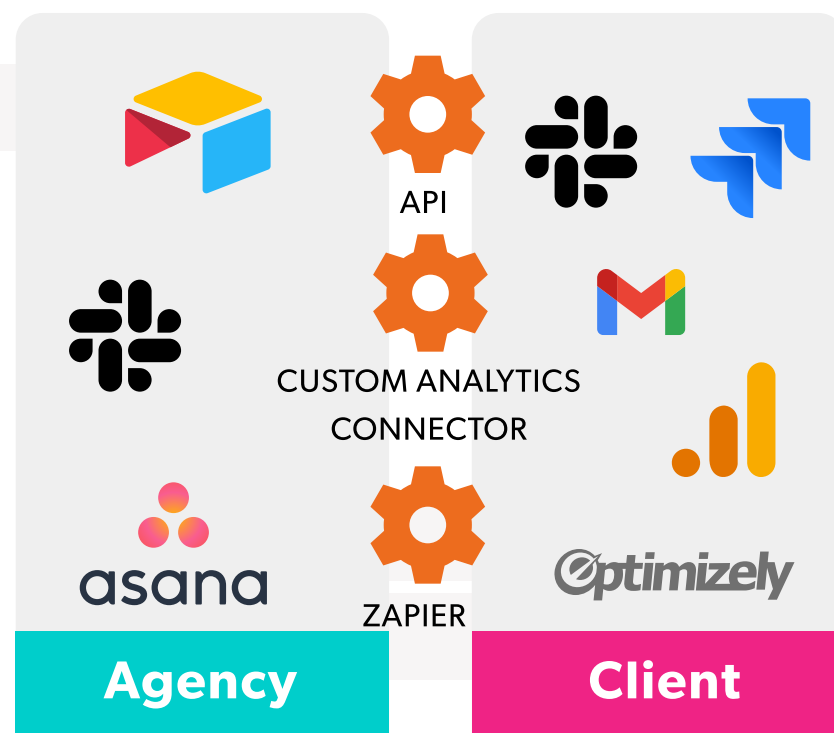
#? But then what?

Once you understand who you're dealing with, figured out the processes to use and what technology you need, it should be plain sailing (said no optimiser, ever!). But at some point any agency will have to take the stabilisers off the bike and let the client ride down the street by themselves. So it's important then that part of our work is to build the culture of experimentation with the clients organisation and move to a hybrid way of working. Much like a parent watching their child cycle off down the street, they're never more than a few steps behind. Just. In. Case. Here's your 6 point plan to stop helicopter-parenting your clients:

1. Run more A/B tests to support more decisions
2. Measure value to decision making
3. Increase interest in A/B testing
4. Invest in A/B testing infrastructure and data quality
5. Lower human cost of A/B testing
6. Go back to 1 and repeat

KEY TAKE AWAYS

- Understand who you're dealing with
- Figure out their how you're going to work together, set expectations.
- Align your technology and tools with theirs so they can communicate
- Prepare to let them fly by themselves, you can still help them co-pilot

LINKS

🔗 Experiment Tuesday Newsletter

03. PITCH PRESENTATION: DAVID & GOLIATH - HOW TO STAY IN THE FIGHT

What happens when you're a big swinger in the online classified ads business with 14 billion visits per year and your users spending around 40 hours on your site. Sounds like you're in a pretty sweet position, and you probably want to stay there. But what are the secrets to staying in the top spot and keeping the competitors at bay?

#1 Disrupt yourself

Back in the day printed classified ads ruled the world, until some smart cookies decided to scan the newspapers and put them online. A genius move, but the the hardcopy powers that be didn't want to relinquish control over the new digital format and this stifled growth and innovation. Time to break the chains, and a new company was born and some 22 years later is still going strong focusing on 4 key marketplaces; general merchandise, real estate, motors & jobs.

But, sometimes success comes hand in hand with complacency, and that can be a problem when you're a big generalist (Goliath) in a population where specialists (lets call them David's) are coming fast to take a piece of the pie. So what do you do? Disrupt yourself again, this time allowing your market places to break free to become more competitive where they know opportunities await. Goliath has in effect spawned many David's to fight the good fight.

#2 It's about your users

You can throw ads and people thick and fast but the story doesn't end there. Your users have more to think about than your click through rate. They need more information to complete their journey, questions to be answered, interfaces to navigate, deliveries to receive and much more. By moving away from a purely ad-centric approach towards a user focused one the opportunities to work in other areas of the business and even create new brands to serve a particular audience have increased.

RAGNHILD MJØNNER

TEAM LEAD

in Ragnhild

#3 Change behaviour and habits

Buying and selling second hand stuff back in the 2000's through classified ads wasn't much of a behavioural driver. Over time this has changed to a degree, but how do you supercharge it? Firstly you need to make the transaction as easy as possible. No turning up with cash what ever cash you might have stuffed down the back of the sofa or trekking to the cash point to draw some out. Paying for something needed to be as easy as buying online. Secondly, you need to overcome people restricting their buying options by limiting their acceptable radius to travel. If you can get them to look further by providing easy and reliable shipping options they're more likely to buy more. To initiate changes in behaviour you need is a metaphorical bridge, built on a strong foundation and a good prevailing wind to push people from old habits to new ones.
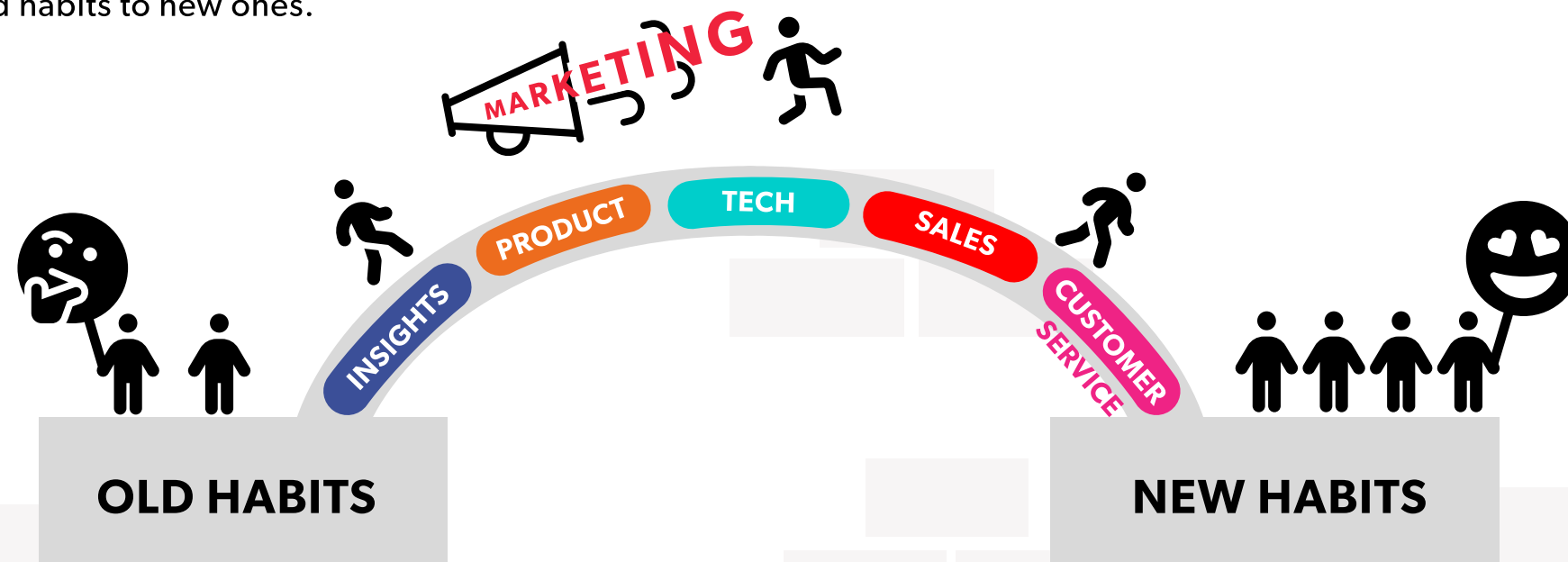
This all sounds wonderfully idyllic doesn't it, and remarkably simple enough to fit it all onto 2 slides. The truth is Ragnhild and her team had to bulldoze their way through a lot of the leg work which feels like a thankless task at the best of times. So, to lighten the mood they gamified the QA of the product they'd built and let the internal team go wild trying to discover issues and friction. Points mean prizes people! The final secret of them all? You have to speculate to accumulate and collaborate to cull the competitors.
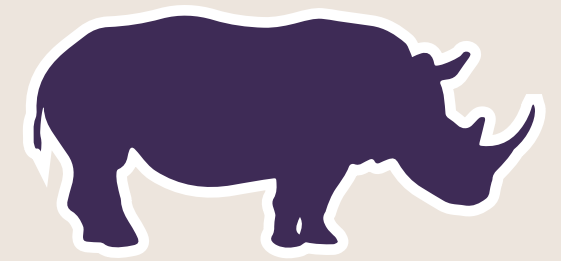
KEY TAKE AWAYS

- Sometimes you have to upset the apple cart to get the best cider
- To create change sometimes you have to let go
- Focus on what your users need before and after a sale
- Changing habits take time and an army of supporters
- Before you let anything out in the wild, test it well on a willing population

LINKS

- finn.no
- A lot of research papers about consumer behaviour

PARTNER PRESENTATIONS

Meet our amazing event partners

Every year The Conference formerly known as Conversion Hotel has 6 partner slots available. Without them, the event tickets would be more expensive 😱. So, having them here not only keeps the costs down (hurray!) but along with experts from in-house teams and agencies, it means attendees get a great 360 view of our industry landscape.

Remember, there is no i in team! We need the whole group to grow our profession and take it to a higher level of quality. CH2022 was a fab conference, having impressive vendors was the icing on the cake.

They are all well-known premium CRO software vendors. The representatives from these organizations entertained everyone with their games and raffles, free jelly beans and stroopwafels as well as giving away ski trips and notebooks. They got a minute on the main stage to introduce themselves and pitch their presentations which were scheduled in the break-out timeslots.

These presentations range from in-depth thoughts and discussions on experimentation to client case studies. This is your chance to get up to speed on what these premium vendors brought to the stage.

VWO

JAN MARKS

CRO FOR CRISIS

Kameleoon

CHRISTOPH ROTTLER / JUSTIN FRÜH

CLIENTSIDE TESTING WILL NOT DIE

Contentsquare

SALLY BAKKER / TJEERD VAN DER PUTTEN

HOW JBL & CONTENTSQUARE COLLABORATE TO CREATE PERFECT HUMAN EXPERIENCES

Optimizely

MÅRTEN BOKEDALL / JUSTIN VOS

UNLIMITING YOUR EXPERIMENTATION SCALE

fullstory

GRESA REXHEPI

DIGITAL EXPERIENCE INTELLIGENCE AND WHY IT'S HERE TO STAY

SiteSpect

ERWIN KERK

SERVERSIDE A/B TESTING & PERSONALISATION

01. VWO: CRO FOR CRISIS

Jan it would appear is a bit of a risk taker, and despite protestations from the CTO of VWO to make sure Jan talked about, well, VWO, Jan decided that this year of all years perhaps something a bit more important might be worth presenting about, especially at 8.30 in the evening when people are in a post-dinner coma and probably not feeling the love for a partner sales talk.

So what was the topic of such importance that Jan wanted to spread the word on? Speaking to his customer managers, who in turn had been speaking to their clients, 2 main concerns were emanating from their lips:

#1 We're in a crisis!

Not just any crisis either, it's multidimensional - war, recession, jobs, cost of living, strike action, food poverty and an energy crisis - it's all starting to read like a dystopian novel. All of these things are impacting businesses in different ways and as in any crisis, people are starting to panic and looking for solutions.

#2 What can we do about it?

It's fair to say that us humans do act differently when in crisis mode. Not least, decision making - deciding yes or no can take longer and the number of touchpoints therefore increases. Your user journey needs to reflect this at every step. Spoiler: Burning cash to get traffic is fruitless if your landers expectations are not met, so work on these 8 crucial experiences:

JAN MARKS
DIRECTOR EUROPE & LATIN AMERICA

in Jan
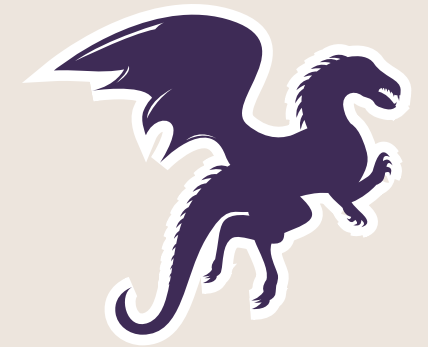
01. VWO: CRO FOR CRISIS

Remember your users journey might not start where you think it does

Arrival
Setting expectations

Payment
Mitigating the pain of paying

Search
Finding things easily and quickly
Efficient filtering

Users
Much like tennis balls, they bounce in and out

Checkout
Form handling, ux, errors, recovery
Reducing distractions

Support
For the entire journey

Navigation
Intuitive and easy to figure out

Decision making
Make it an easy choice
Price sensitivity
Appropriate upsells
Discounts

Information
Descriptive but concise
Delivery options & cost

KEY TAKE AWAYS

- As optimisers in a crisis we have the power to help users

- If you thought your users were scatty before, prepare for scatty and unwilling to commit

- Remember those users may arrive at any point of your user journey

- Focus on the 8 areas of improvement

- Support isn't an afterthought - needs to be omnipresent for the entire journey

LINKS

🔗 VWO

If you email Jan before 200 other people do, he'll send you a rather nice free notebook: jan.marks@vwo.com

02. KAMELEOON: CLIENT-SIDE TESTING WILL NOT DIE!

Rather than a hardsell, the team from Kameleoon were interested in the audiences opinion of client-side testing. Not surprisingly the usual issues were reported - developer resources, limitations in complexity, performance hits on the site, privacy, data collection yada yada… it's a story that's been told a 1000 times. In fact over 90% of the tests run in the kameleoon platform are client-side so despite the obvious downsides we're still sticking with it, for the most part.

But, the newer kid on the block is server-side testing. It has many advantages over it's client-side counterpart but the barriers to entry still seem pretty steep and complicated for many; integration, reliance on even more developer resources and reams of red tape.

Client-side

Quicker turn around (velocity)
Easy integration & deployment
Flicker
Easier debugging
More "accessible" to whole team
Great for visual / copy changes
Reduced SEO impact

Cookie reliant
Performance hit
Flicker
Slow turn around to implement winning tests
Can reduce innovation
Browser compatibility

Server-side

If a test wins, it's already built!
Mitigate browser privacy changes
Better performance
Greater depth of experimentation (complexity/functionality)
Security improvements
Multi-channel (simultaneous)

Potentially high effort implementation (it depends)
Cost of implementation
Developers…
Longer dev time

CHRISTOPH ROTTLER
MANAGING DIRECTOR
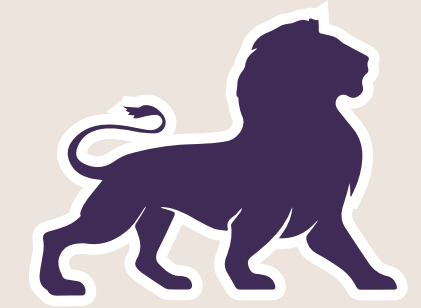in Christoph

JUSTIN FRÜH
HEAD OF COMPETITIVE INTELLIGENCE
in Justin

02. KAMELEOON: CLIENT-SIDE TESTING WILL NOT DIE!

Does it have to be one or the other?

Like most things in life, not everything is black or white. Same goes for A/B testing - perhaps there is an opportunity to take the best parts of client and server-side testing and bundle them into a product that keeps everyone happy… turns out there is and it's called Kameleoon Hybrid - a solution that allows you to power server-side experiments with client-side benefits, nice! But what is it exactly?

Kameleoon Hybrid tries to limit reliability on development resources when it comes to server-side testing, by serving up a unified platform to work in that is accessible to any team, whether they're dealing with client-side testing or server-side testing. It's aim is to remove friction between the two groups. Here are the top 3 capabilities of it according to Kameleoon:

#1 Use external segments for server-side experiment targeting

→ Use existing segmentation strategy from your data solutions
→ Access your audiences created in third-party tools, without developer support.

#2 Send server-side experiment data to any solution in your tech stack for activation and analysis

→ Plug-and-play / no code integrations
→ Analyze or activate against your data gained from server-side tests with any other tool in your tech stack.
→ Engage customers on channels after exposing them to experiments without a developer

#3 Analyze server-side experiment data in real time with built-in client-side reporting

→ Natively collect performance metrics client-side, even on your server-side experiments.
→ Gain rich insights about your audiences with data traditionally available for client-side tests only
→ Use templated in-app reports offering 25+ filtering and breakdown criteria that you normally would find client-side only.

So, you probably can have your cake and eat it… check it out here:

KEY TAKE AWAYS

✗ Client-side and server-side have their pro's and con's

✗ Using the advantages of both might be a better solution

✗ A hybrid approach can bridge the gaps and you still get access to all your favourite toys

✗ And can be remarkably easy to implement via a SDK

LINKS

🔗 Kameleoon

🔗 Kameleoon Hybrid

03. CONTENTSQUARE: HOW JBL & CONTENTSQUARE COLLABORATE TO FORM PERFECT HUMAN EXPERIENCES

If you're not familiar with Contentsquare it is a platform that provides digital experience intelligence as well as associated analytics. It's pretty powerful to say the least and bursting at the seams with information. So much so, it can be quite intimidating at times knowing where to start when looking for something. Here are some great ways to get you on track:

#1 Get a plan...

Why
What are the goals of page
Ask specific questions

How
What modules in CS do you need?
Set up goals & segments

Observe
What can you see in the data
Is it surprising, expected or something else?

Interpret
Why are users doing what they do?
Hypothesis into insights

Act
What can you do to fix it?

#2 Go from macro to micro

Journey Analysis

Page Comparator

Zoning Analysis

Session Replay

Macro → Journey Level → Page Level → Content Level → Individual Level → Micro

SALLY BAKKER
USER EXPERIENCE LEAD

in Sally

TJEERD VAN DER PUTTEN
SALES DIRECTOR, NL

in Tjeerd

03. CONTENTSQUARE: HOW JBL & CONTENTSQUARE COLLABORATE TO FORM PERFECT HUMAN EXPERIENCES

It was this process that Sally followed when she wanted to understand which pages in their checkout had the highest exit rate and moreover, what were the differences in behaviour between those that purchased, and those that didn't. This is what she discovered:

Page Comparator

Time spent on order overview is higher for non-transactors on mobile

Journey Analysis

Non-transactors more likely to go back to the cart

Non-transactors tend to go back to the PDP or edit the cart
Transactors go back to the order overview page

Repeated page views

Express checkout options

Zoning Analysis

Non-transactors more likely to expand cart summary

And click on unclickable elements

And go back to the homepage

Product info

Looking for product info?

By using contentsquare to really drill down into the different behaviours of the audiences that she wanted to investigate she was able to identify hot spots of trouble and visualise what users were doing on the site. From those observations solutions were put into place to help non-transactors cross the finish line. The results? Well, that's on a need to know basis, but I doubt they'd be here if it wasn't a good outcome, eh? ;-)

KEY TAKE AWAYS

- Have a plan to make finding the information you need easy
- Use the right tools at the right time depending on if you want to look at the macro or micro
- Use Impact Quantification to understand what's costing you big time

LINKS

- Contentsquare
- Harman
- JBL
- A plethora of Contentsquare case studies

04. OPTIMIZELY: UNLIMITING YOUR EXPERIMENTATION SCALE

A short walk through the history of Optimizely highlighted that they as a company have moved on from what most of us assume is they core offering and now consider themselves a fully fledged digital experience platform. Their behaviour towards their business has changed, much like a lot of other things have changed since the pandemic, including the online ecom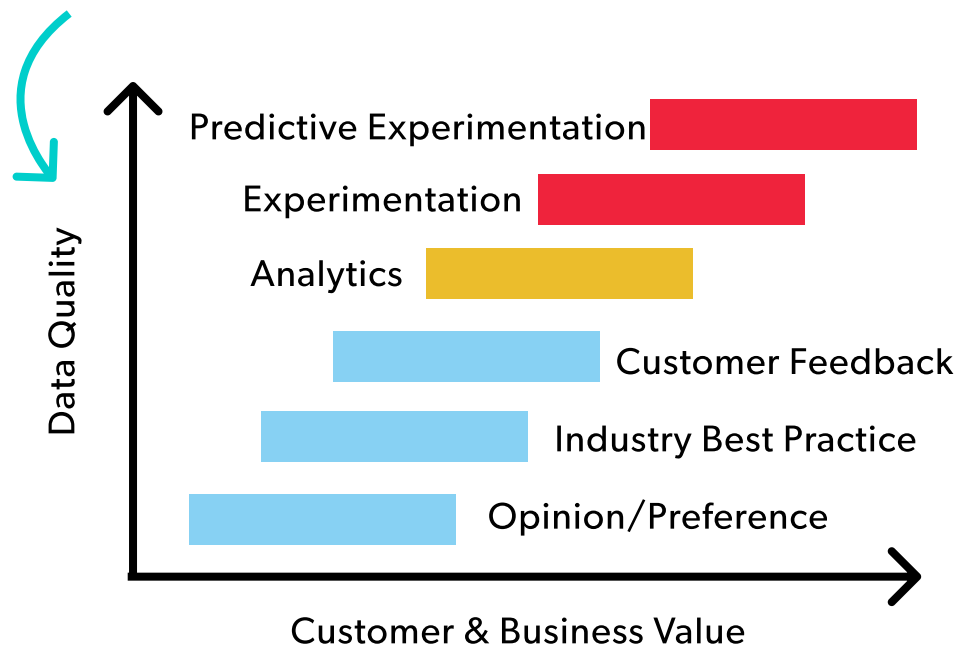merce landscape and how users behave. It's not just about behaviour though. Customers expect more from their experiences with brands and when that expectation is met they reset the expectation to a higher level than before (tough crowd!).

How can we keep up?! Well, we need to improve data quality for a start.

Data Quality

- Predictive Experimentation
- Experimentation
- Analytics
- Customer Feedback
- Industry Best Practice
- Opinion/Preference

Customer & Business Value

And move away from just "testing" to full throttle experimenting with minimal viable products.

MVE → Validate → Win → Design & build → Iterate → Win → Deploy

Lose → Don't bother
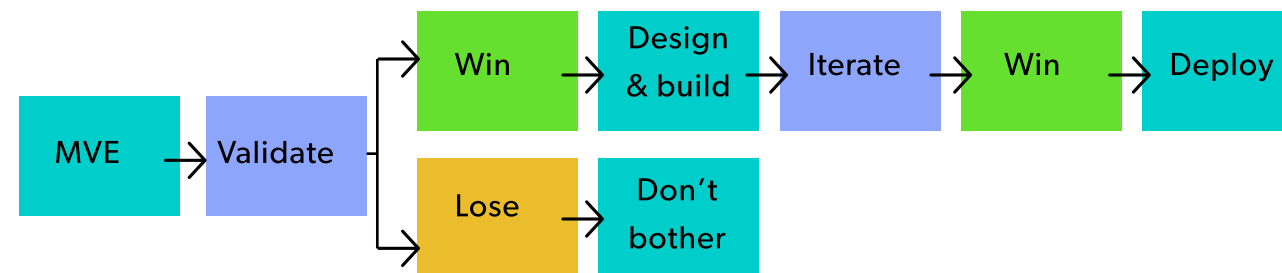
More experimenting means more success, but scaling an experimentation program is not easy and there seems to be a gap emerging; most of us manage between 1-20 experiments per month whilst the outliers are rocketing ahead with 100+. Why you might ask yourself, the common responses are problems with visibility, documentation, orchestrating data and streamlining ideation, collaboration, bottlenecks and more…

MÅRTEN BOKEDAL
DIRECTOR PRODUCT STRATEGY

in Marten

JUSTIN VOS
CUSTOMER SUCCESS MANAGER

in Justin

04. OPTIMIZELY: UNLIMITING YOUR EXPERIMENTATION SCALE

So, what's the solution? You guessed it! Optimizely's Digital Experience Platform.

GOVERN

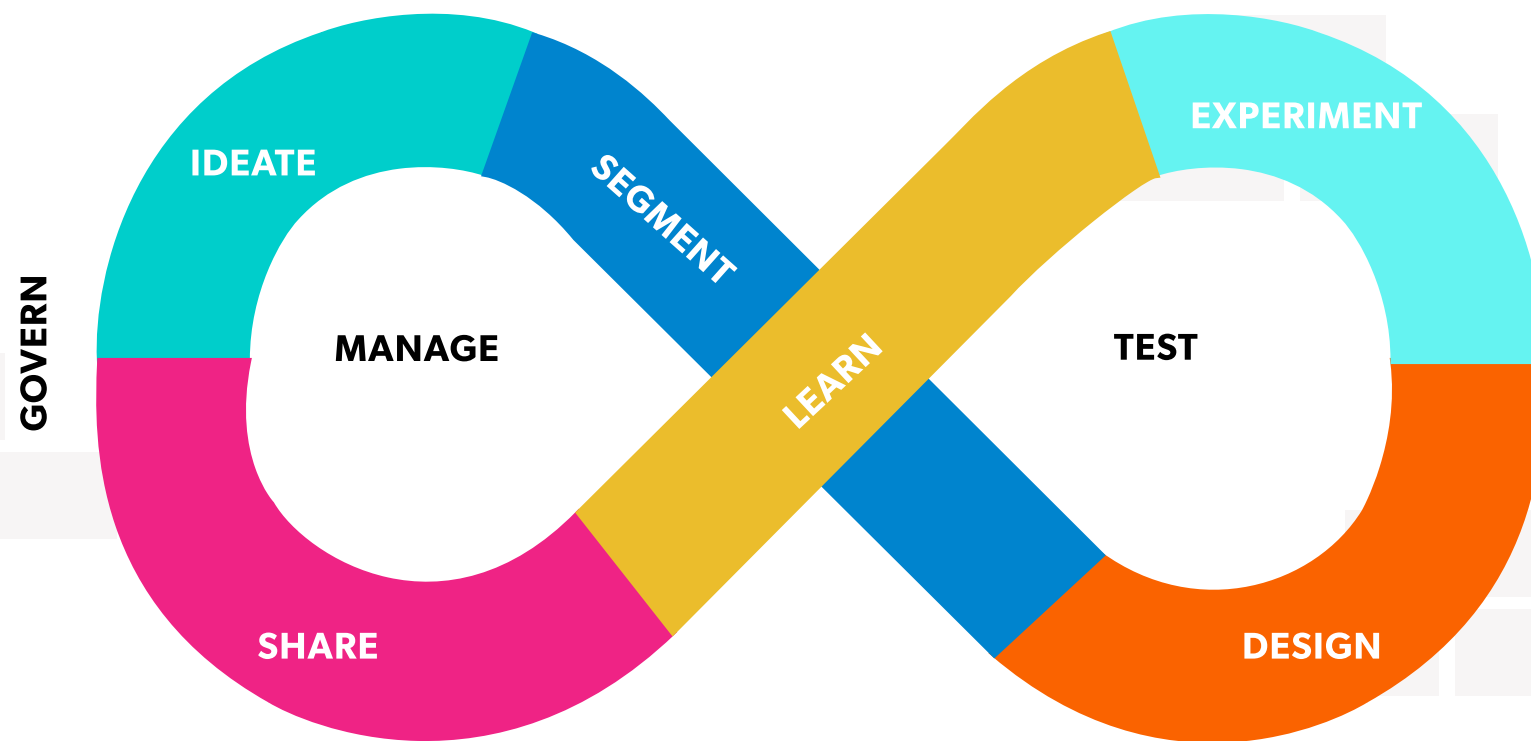Infinity loop diagram with segments: IDEATE, SEGMENT, EXPERIMENT, MANAGE, LEARN, TEST, SHARE, DESIGN

IDEATE & SHARE - Orchestrate

Workflows & requests, calendar views
Task assignment & priority
Share results & plan next steps

SEGMENT & LEARN - Data Platform

Deep customer segment insights & predictive recommendations
Bespoke analytic recommendations
Unifies data into one customer profile

It's not just any old platform though, the team really have listened to what their customers wanted and turned those needs into solutions that can help them work with more reliable data and at a higher velocity than ever before. Clients are branching out from just "testing" to creating personalised experiences with impact.

Side note: I don't often get impressed by much at all (those who know me, know this to be true) but to give kudos to Optimizely, from what they demonstrated of the system in the 25 minutes they had, I would give it a solid "worth checking out if you've not used it for a while".
Additional side note: No, they didn't pay me to write that.

KEY TAKE AWAYS

- Our clients and your users expect more, just enough isn't enough
- Figuring out what they need requires better data quality and that means more experiments at a higher velocity
- Managing all of that is a headache so you need the right tool for the job

LINKS

- Becoming an adaptive, outcomes-focused business
- Optimizely Experimentation Forum 2023 - Amsterdam (27/01/23)

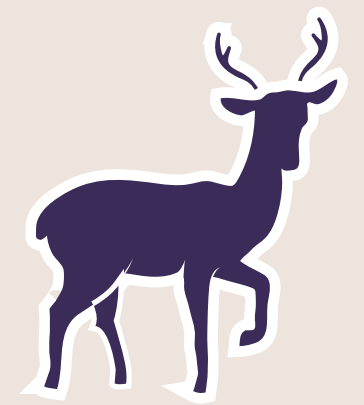# 05. FULLSTORY: DIGITAL EXPERIENCE INTELLIGENCE AND WHY IT'S HERE TO STAY

It's probably fair to say that Covid has been one of the biggest events to transform the digital world in many respects, not just ecommerce sales. But with more people doing "stuff" online the amount of data we need to sift through also increases and the headache of visualising what all of it means.

Data is both a curse and a blessing and in equal measure can be difficult to work with at the best of times. Of course there are tools to help out, but we're already awash with them and knowing which one will show you the data that provides the most value is crucial. This is particularly true right now, in the midst of a global economic recession when customers are tightening their purse strings. Understanding your customers has never been so important, especially if you want a hope of hitting your targets.

So how can Fullstory help? Well, if your analytics is the opening act then Fullstory is the headline show. Ridding the need for endless tagging of elements or even for someone to decide what actually needs to be tagged in the first place. It also fills a massive void of collecting useful data that shows you what your users are actually doing on your site (beyond surveys) and perhaps highlighting why they leave. Furthermore, it opens up the black box of data in an accessible way to your team members that may not be data aficionados as well as bridge the gap between different departments speaking different data languages.

Sounds good right? Case in point, working with GAP a $4million bug was identified within a branded clothing line meaning users couldn't add a size medium. Discovered in Fullstory and quickly squashed, it was a nice catch showing the capabilities of the platform.

GRESA REXHEPI
SENIOR ACCOUNT EXECUTIVE

in Gresa

05. FULLSTORY: DIGITAL EXPERIENCE INTELLIGENCE AND WHY IT'S HERE TO STAY

Fullstory allows you to put some emotion behind your data and visualise what your users are thinking and feeling either individually or as a collective. So here are the top reasons to consider it:

#1 Quick and easy to implement

Just one snippet of code logs everything you could wish for without hitting your site performance.

#2 Complete data capture

Capture every interaction retroactively so you can figure out what's happening and why

#3 Product Analytics

Give your team the data and tools they need to quantify your users experience

#4 Session Insights

Get the context you need to understand what the data might be flagging

What can it do?

Private by default

Tech Stack & Integrations

Tagless autocapture

Frustration signals

Funnels & Conversions

Journey Mapping

Dashboards

User Segments

Session Replay

Heatmaps
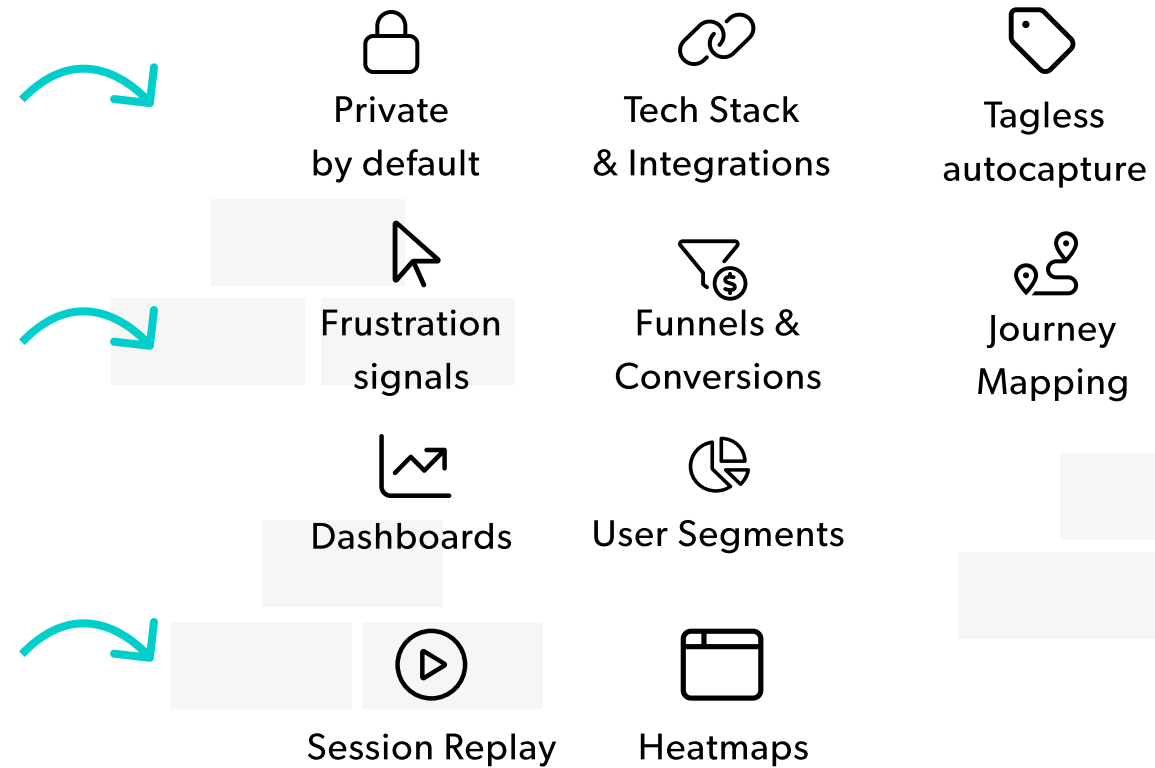
KEY TAKE AWAYS

- Users are not just numbers, they have emotions just like you do
- Having access to a tool that helps you visualize what the numbers are saying helps
- Capturing everything means you can see the where, when and why…
- …in the right context
- And allows your team to open up the black box of data in a way they can easily interpret

LINKS

🔗 Fullstory

06. SITESPECT: SERVER-SIDE A/B TESTING & PERSONALISATION

To paraphrase, Erwin a geek that speaks in normal words and he was going to tell us about the most underappreciated tool you've probably never used, Sitespect!

Everyone loves a bit of audience participation, and this presentation was full of it. Starting with asking who is responsible for building tests (DIY, developer, entire team) and then how they are built (WYSIWYG, JS&CSS, feature in CMS, backend code). Responses were varied, but everyone was happy to take part in the poll to figure out what the main problems were with the current process:

| I have no time | Tool limitations | Depend on developers | Developers have no time | Single Page Apps | So much code | Flicker effect | Legal hates me | I don't trust my data |
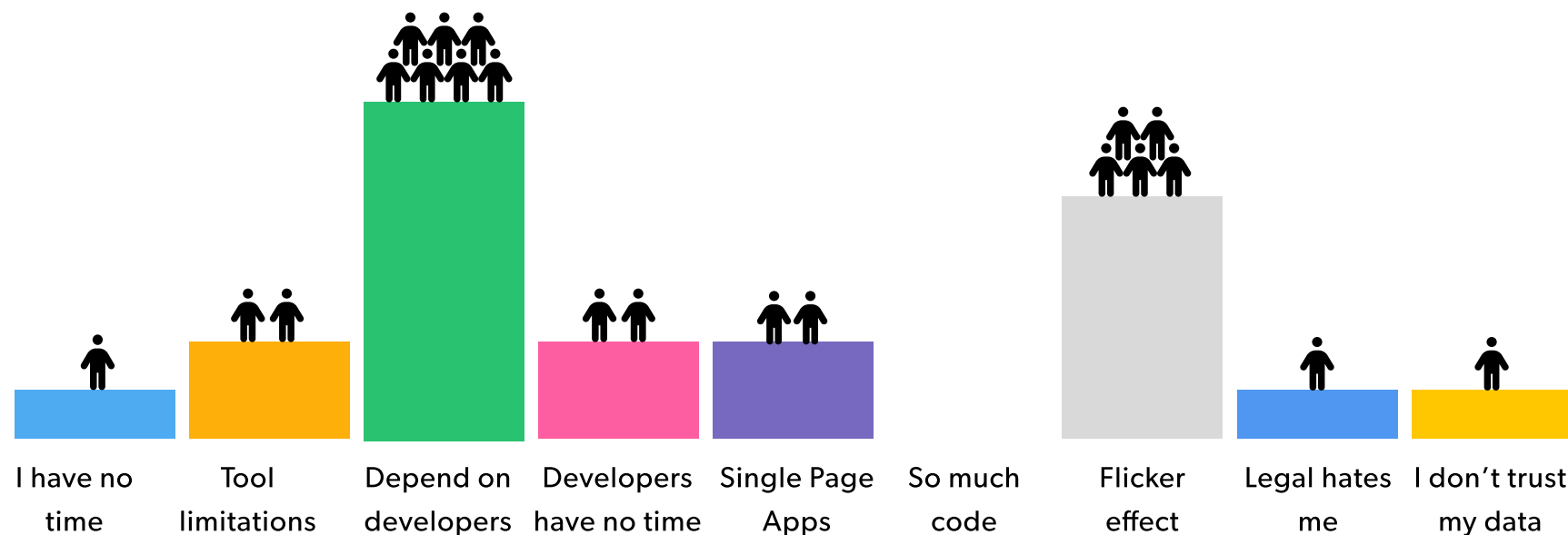
We then discussed the limitations of certain tools that you may be using and how single page apps just make things even worse. But, in this picture of woe we took a moment to ponder what a perfect world might look like and talked through a list of things that could transport us to our very own utopia…

ERWIN KERK
SENIOR CONSULTANT

in Erwin

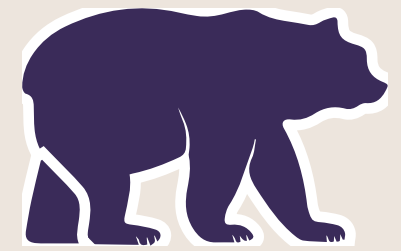# 06. SITESPECT: SERVER-SIDE A/B TESTING & PERSONALISATION

The almost perfect world

SOME tools have more features you can shake a stick at

Backend is as easy as frontend **if you know how**

Flickering is only for candles **unless it's a bit windy**

Data can be trusted **most of the time**

CRO team is **work in progress**

Sorta here, maybe...

The perfect world

Tools have more features you can shake a stick at

Backend is as easy as frontend

Flickering is only for candles

Data can be trusted

CRO team is PERFECT

DATA SCIENTIST

</> UX/UI

DEV

PM

PSYCHOLOGIST

PREACHER
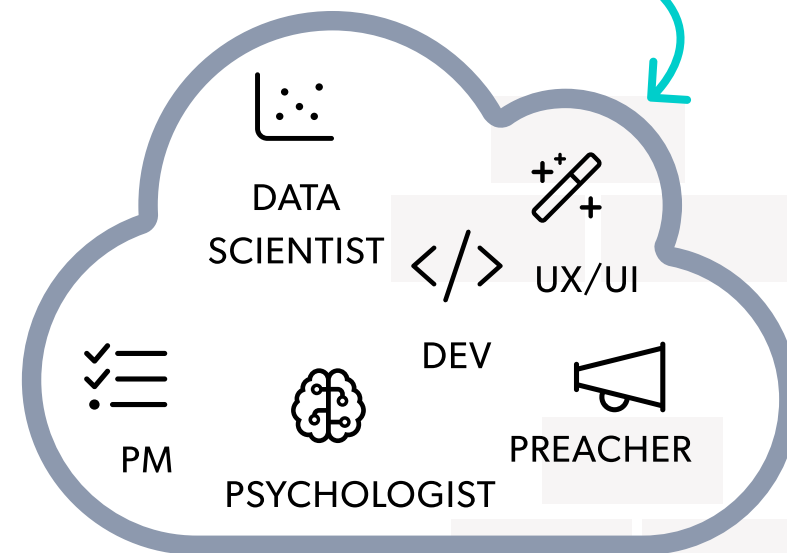
Optimists, optimists everywhere...

The Sitespect world

Search/replace on ALL content

Redirects & blind redirects

Feature flags / backend signals

Seamless testing in single page apps

NO flicker (unless you sell candles)

First party data & integrations

PLUS an shed load more that can't possibly be fit into 25 minutes...

A happy compromise?

Got questions? Need evidence? Of course you do, you're an optimiser! Just drop Erwin an email.

KEY TAKE AWAYS

- Optimisers have common complaints with their processes
- Client-side has pro's and con's
- Sometimes the solution to the problem could be a tool you've never heard of...
- Maybe you should take the time to get acquainted, eh?

LINKS

🔗 Sitespect

🔗 ekerk@sitespect.com

UNCONFERENCES
WHEN ATTENDEES GET TO RUN THE SHOW

1 conference, 56 presenters

That's what happens when attendees become speakers and speakers become attendees!

Got something you want to get off your chest? Need some help figuring something out? Had a crazy idea you want sanity checked? The then unconference sessions are for you!

All you have to do is think of a topic, choose where you want to host your session (could be drinking at the bar, having a dip in the pool, enjoying a sauna - or you know, one of the dedicated rooms if you're a bit more conventional) and pin your idea on the board of inspiration. Then get ready to jump in and get into some proper conversation with like-minded folk. Simples!

Check out some of the discussions this year:

Optimize your dancing

Segmentation on A/B test results

A/B testing in marketing

F*cking forms!

Let's talk about KPIs

Site performance

How to get the most out of your learnings

Find a buddy

Voice of the customer feedback

Semi-automated self-learning prioritisation

Structured data for CRO

F*ck up Friday

Experimentation disciplines

Usability UX vs security

Experimentation & stakeholders

Let's talk about sustainability & CRO

Experimentation in apps

Let's discuss CRO programs

Craft beer tasting & discussion

Empathy & active listening in communication

The 7 secrets of building a stellar CRO agency

How do you centralise learnings & document them for future use?

PANELS
SPEAK YOUR MIND, AGREE OR DON'T - ANYTHING GOES!

Sometimes you need an Indiana Jones inspired dude wielding a microphone take a good panel discussion to a fabulous one - it's fair to say Charles Meaden hit the mark bang on. Here's the round up of what was discussed:

Marketing automation
→ Is it the same as personalisation?
→ Custom or 3rd party tools?
→ Reporting effectiveness across multiple sources
→ Is Excel document good enough?

Panellists: Omar Lovert, Ruben Zantingh-Božić, Tiffany Poppinghaus

Socialising experimentation
→ Experimentation is a social process
→ Commenting & challenging experiment hypothesis, set-ups and decisions
→ People need to feel free to be critical
→ To be critical you need to be educated

Panellists: Daphne Tideman, Jorden Lentze, Positive John Ostrowski

Improved prioritisation models
→ There is no one perfect model
→ Adopted models and improved them
→ Different people have different priorities
→ User research **should** be part of the consideration - Els Aert

Panellists: Lucas Vos, Nicolò Pantaleoni, Tom van den Berg

Inhouse CRO scaling
→ More tools, more tests or more people?
→ Demonstrate value to get budget
→ Value is money **and** shared knowledge
→ Scaling incrementally rather than huge leaps

Panellists: Amanda van der Linden, Jaap van den Broek, Michiel Jansen

Everything data (GA 4 focus)
→ Event model is an improvement - maybe
→ Rushed out and not production ready
→ We're implementing but not relying on it (yet)
→ Alternatives such as Matomo / Piwik

Panellists: Charles Meaden, Ashit Kumar, Victor Vanpeteghem

Experimentation culture
→ Everyone needs to understand what you are doing
→ Celebrate success, failure and learnings
→ Regular communication is key
→ Encourage questions from beyond your team for better test ideas

Panellists: Florent Beck, Lars Harmsen, Michaël Hamelinck

THE CHAMPIONS TOURNAMENT
BRING OUT YOUR COMPETITIVE SIDE

Rocking up to a conference can sometimes feel a bit like walking into a room and everyone stares, or worst still no one talks. Well not this one, that's for sure! It's always been the most welcoming conferences to attend, and this year the ability to make new connections and network was no exception. Attendees were put into 12 teams and they had everything to play for. The game is still afoot with winners to be announced soon!

Team photo
All members donning their team tattoo. Bonus for creativity

Sharing is caring!
List your fav CRO hero, tools & must reads

Crossword
Scheme & bribe to getting all the answers

LegCRO
Build a giant lego tower. Enough said.

Hi, where are you from?
Like stamp collecting, but with flags & autographs
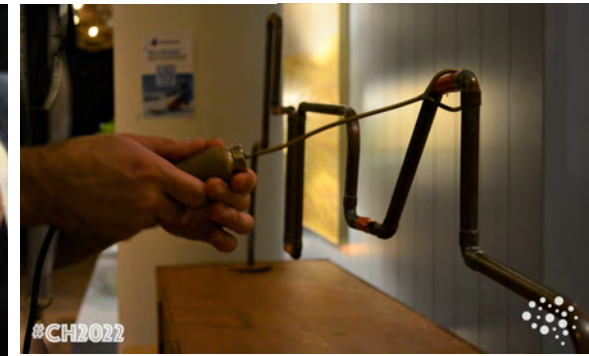
CRO F*ck Up
The first step to recovery is admitting you have a problem

Eggy, Eggy, Eggy, Oi, Oi, Oi!
A bit like an egg and spoon race, but actually not.

Pub quiz
Plot and subterfuge with drinks!

The Sinners

Bull's Eye

Terrible Thunder Lizards

Rock Steady

Scar

The Flying Ponies

Free Bears

The Unicorny's

House Of The Dragon

The Wolves Pack

Eagle Has Landed

TTFKAT8

ORGANIZATION PARTNER

A very special thanks

The Conference formerly known as Conversion Hotel is founded and hosted by Ton Wesseling, who runs this event as part of his Optimizers Community activities.

Ton is, however, not by himself. The whole weekend is supported by Online Dialogue as an event partner. They make sure everything runs smoothly, and they do a fantastic job!

Online Dialogue is not an event company. They are a thought-leading experimentation agency applying data and behavioural science to optimize business growth. Their team of experts uses cutting-edge technology and proven methodologies to conduct experiments and gather data on your target audience. They use this information to identify areas for improvement and make data-driven recommendations to help you achieve your business goals.

Online Dialogue is not just an agency making you money. They are also known for their academy and consultancy services which they use to build and optimize experimentation capabilities and processes in your organization.

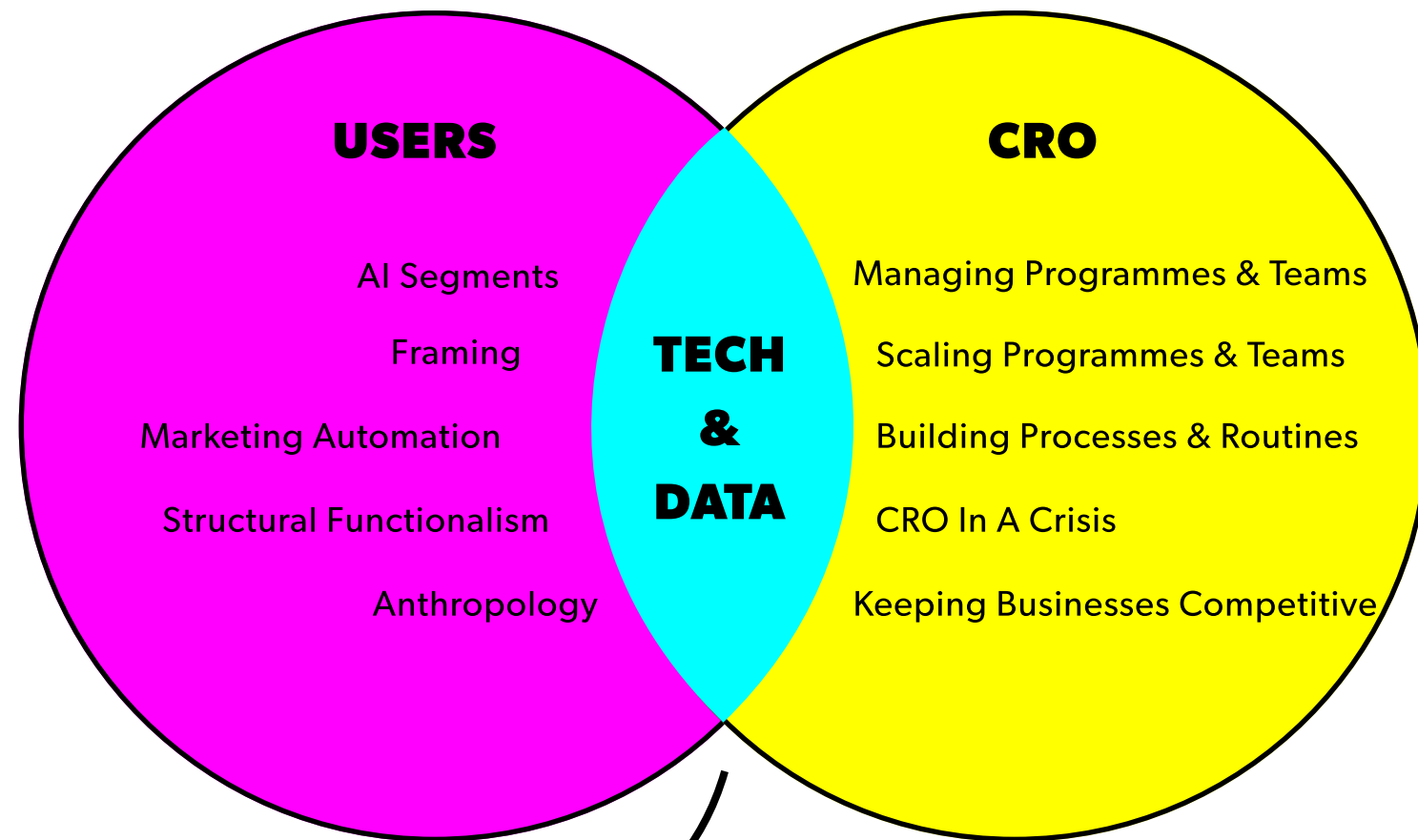Plus, just sayin' - **THE** Best CRO Agency of the Year!

This is a company that is constantly raising the bar in their industry. It's not because of the individuals that are doing their job very well, it's how they do it all together. It's also not in the hours they contracted, it's in the quality they deliver within their creativity and ideas. It's not because the data & customer analysis. It's how they master the data & psychology combination. Certainly not in the great models and methods they developed, but it's how they come to live with intensity and enjoyment. *The Jury, Conversion Elite Awards 2020*

FINAL THOUGHTS:

This year there was so much to learn at CH2022 it's hard to put into a few words of wisdom, so here's a fetching Venn diagram of the main themes

USERS

AI Segments

Framing

Marketing Automation

Structural Functionalism

Anthropology

TECH & DATA

CRO

Managing Programmes & Teams

Scaling Programmes & Teams

Building Processes & Routines

CRO In A Crisis

Keeping Businesses Competitive

Site Performance

Data Stacks & Tools

Client-side -v- Server-side (or both!)

Digital Experience Data (not just analytics)

Experiment Validity

Vanishing Data & Privacy

#CH2022

It goes without saying that CH2022 was a rip-roaring success. It's not just a conference, it's an experience. Brilliant keynotes to get inspired, diverse unconferences to learn from others, panel discussions to listen to opinions and challenge them - and of course let's not forget Champions Tournament where all attendees got to fire up their competitive streaks and work as teams throughout. I mean come on! Who doesn't like building with giant lego bricks or transporting an egg on a desk without cracking it?!

Do yourself a favour now and make sure you don't miss out on next years event - sign up to get notified about when the tickets go on sale. You're not gonna want to miss CH2023 because it's a very special one indeed… and I for one can't wait to see what they're cooking up!

IT'S GOING TO BE EPIC.

10th Year Celebration Edition

SAVE THE DATE!

17-19 November 2023
#CH2023

Get notified about ticket sales at
conversionhotel.com

ABOUT ME

I am a freelance consultant that has worked in all thing's optimisation for an ETERNITY – from user research, ux/ui design, coding, through to a/b testing and personalisation. I specialise in functionality testing, quality assurance and evidence based heuristic analysis of websites and digital products, and have a keen interest is consumer psychology and buying behaviour.

I like to find the problems that no one else sees, and help resolve them to make better online experiences.

I have worked with an exhaustive list of clients including FTSE 100 members, major biotechnology companies and e-commerce giants.

When the mood suits, I take to the stage to spread the word about how boring but ultimately massively important the work I do is, and why.

If I'm not presenting I write up conferences - cool huh?

What to get in touch? Why that'd be lovely :-)
email: abi@uu3.co.uk
in: linkedin.com/in/abihough

I over estimate my artistic ability regularly, so I use flaticon.com when I run out of talent.