Conversion Rate Optimization

A Practical CRO Playbook for Growth Agencies

Build, package, and scale optimization services. Explore 22 client-ready CRO offerings with pitches, pricing, and proof to help you close the execution gap.

475,658
Experiments analyzed on VWO

15+
Industries represented

22
Ready-to-sell CRO services

1
Playbook to build and scale optimization

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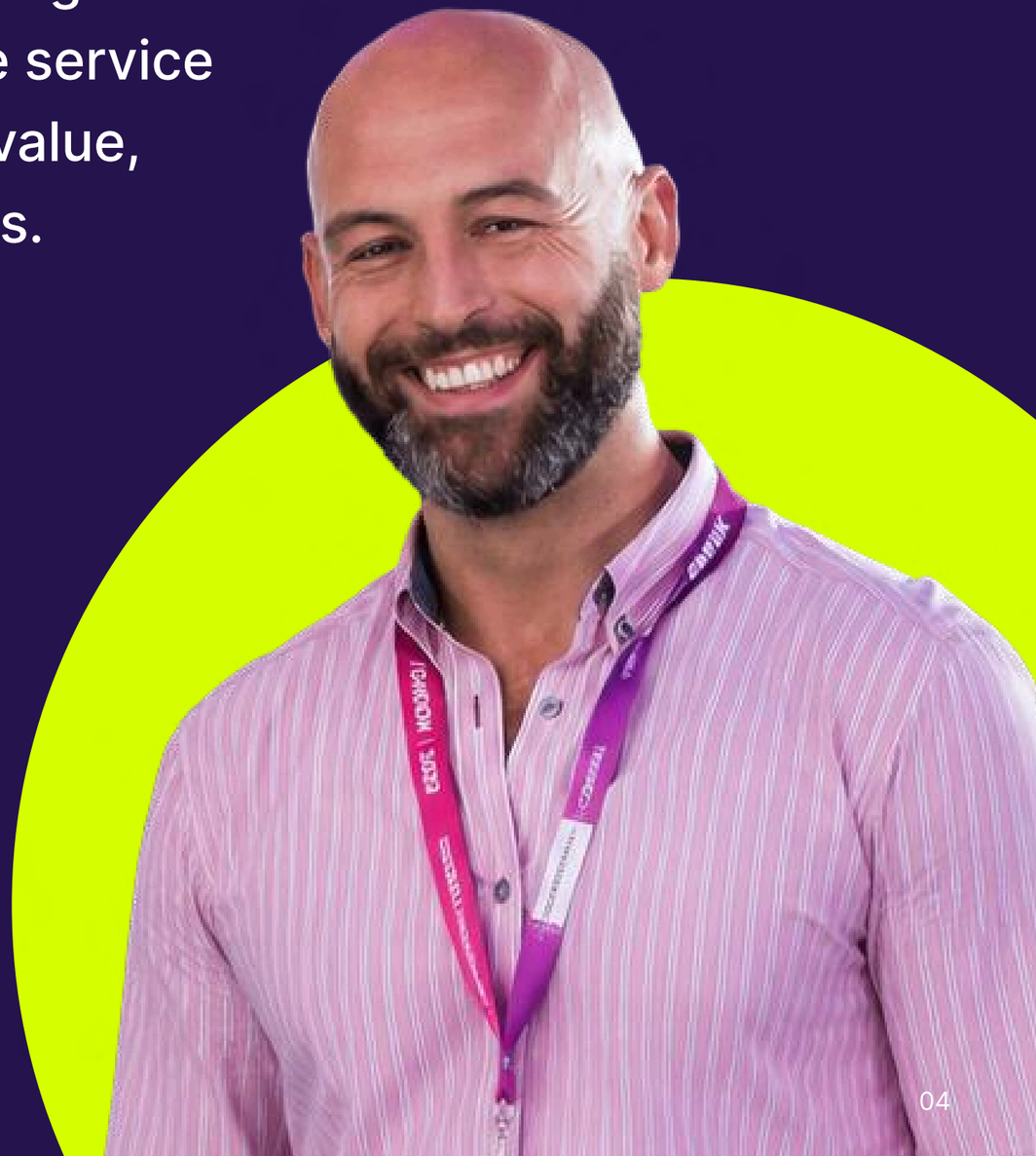
A 90-Day Plan 76

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The agencies seeing the most success with CRO aren’t selling experiments; they’re packaging repeatable solutions to business problems. The best teams use insights, behavioural data and testing to identify high-value opportunities, then turn those into scalable service lines that consistently deliver measurable client value, stronger retention and new revenue opportunities.

Devon Boyd

Director of Partnerships, EMEA, VWO AB Tasty



The economics of digital growth have shifted permanently.

Paid acquisition costs are rising. Organic reach is shrinking.

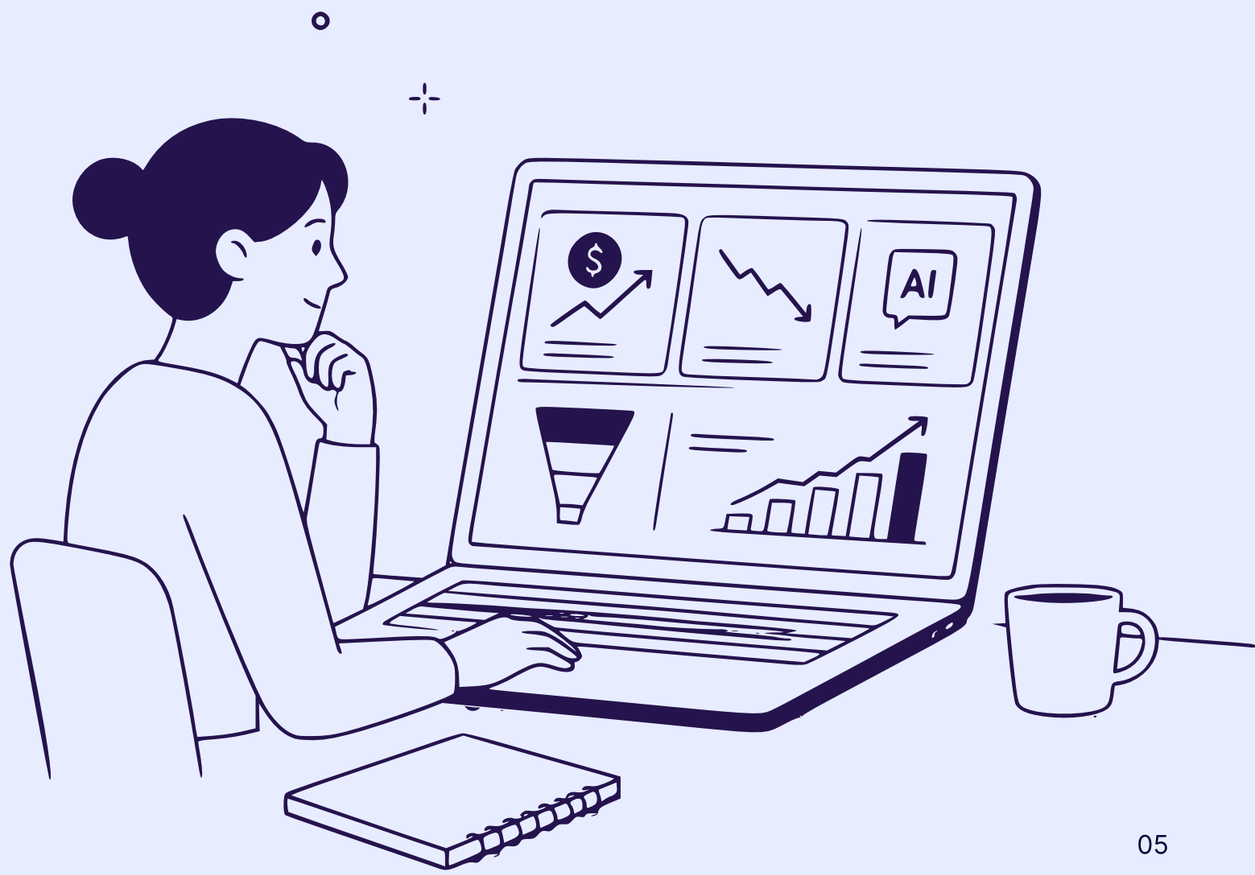
Zero-click, AI-generated summaries are intercepting traffic before it ever reaches a website.

For brands that built their growth models around volume (more ads, more clicks, more visitors), the math no longer works.

The ones winning today are **extracting more value from the traffic they already have.**

This shift has moved Conversion Rate Optimization (CRO) from a tactical add-on to a boardroom priority.

And it represents one of the most significant revenue opportunities available to agencies right now.



What this playbook is about

A practical resource for agencies that want to scale optimization services. Inside, you'll find:

1. **Industry-specific data** on what brands across 18 verticals are actually optimizing.
2. **22 CRO services** with client-ready pitches, pricing benchmarks, and ideas for implementation.
3. **Service bundling guides** to help you package offerings that command premium rates.
4. **A client readiness framework** to help you qualify opportunities before you pitch.

To capture this opportunity, agencies need to **show up with the clearest point of view, the most relevant expertise, and the evidence to back it up.**

What the data actually shows

This playbook is built on real data, spanning **475,658 experiments run on VWO AB Tasty across 18 industries between 2023 and 2026,** representing millions of visitor interactions.

720,055

experiments created across all industries

87.83%

of all experiments accounted for by the top 10 industries

~64%

of all experiments by the top 5 industries alone — Software, Retail, Agency, Health, Services

34 days

average experiment duration across all industries

244,397

experiments were never started.

34%

of all created experiments never started. The demand for CRO is not the problem.

Brands are allocating budget, setting goals, and initiating programs. However, they lack the expertise, infrastructure, and strategic guidance to see those programs through.

Industry benchmark overview

A comprehensive look at experimentation performance across industries.

Highest execution rate

73.05%

Media & Entertainment

Longest avg. experiment duration

43 days

Consulting

Most experiments created

149K

Software

Shortest avg. experiment duration

26 days

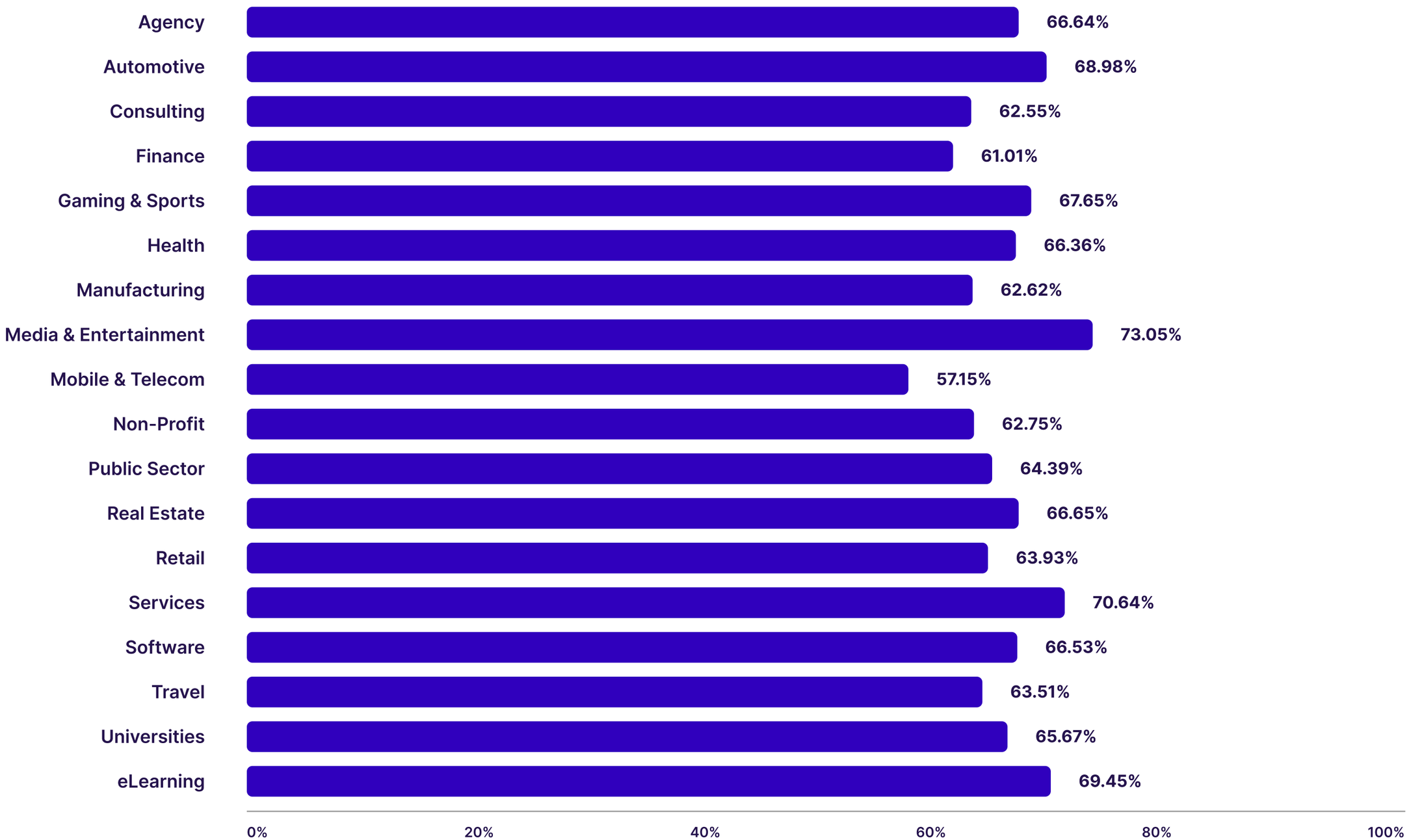
Media & Entertainment

Insights

Media & Entertainment leads in execution rate, while Software drives the highest experiment volume. Form Submission, CTA Click and Purchase Completed are the most common optimization goals across industries.

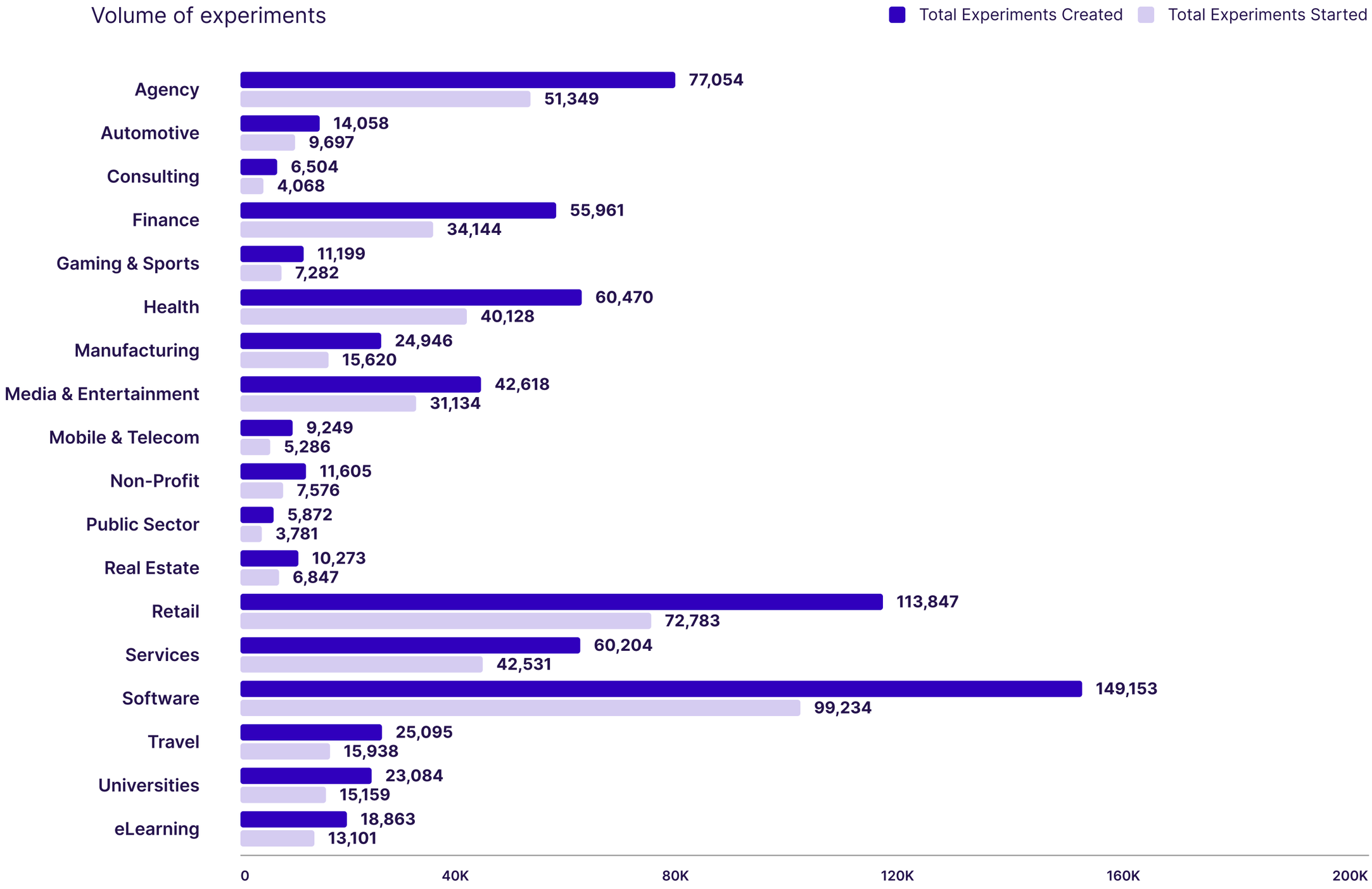
1 Execution rate by industry

% of experiments started that reached execution



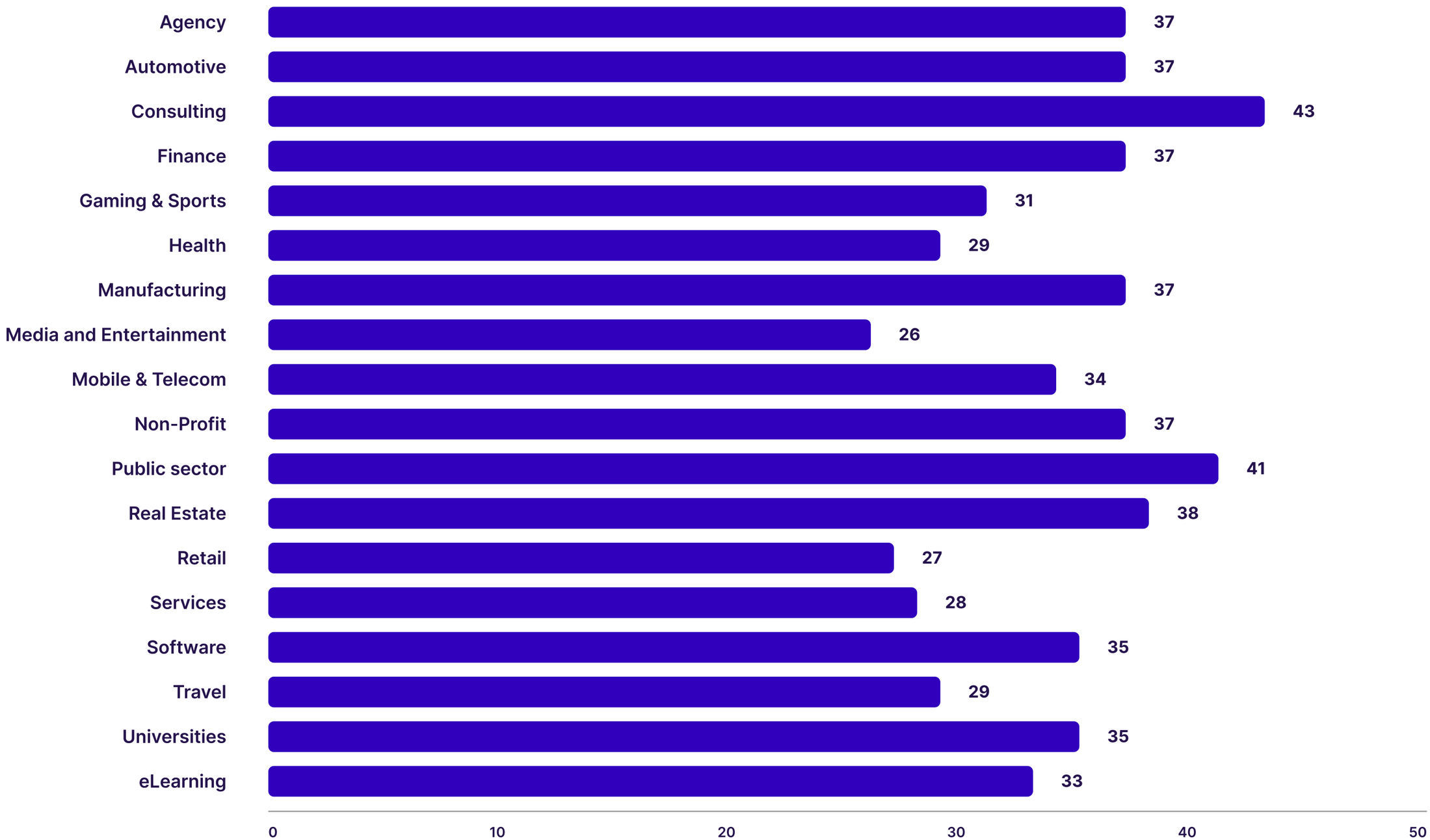
2 Experiments created vs started

Volume of experiments



3 Average experiment duration

Average number of days



4 Top optimization goals by industry

Most frequently prioritized goals (Top 3)

Industry	CTA Click	Purchase Complete	Form Submission	Page View	Add to Cart	Revenue Tracking	Conversion
Agency	●	●	●				
Automotive	●	●					
Consulting	●		●	●			
Finance	●	●	●	●			
Gaming & Sports	●	●			●		
Health	●	●	●				
Manufacturing	●	●	●		●		
Media and Entertainment	●	●					●
Mobile & Telecom	●	●		●			
Non-Profit		●				●	
Public sector		●	●				
Real Estate	●		●	●			
Retail		●			●		
Services	●	●	●	●			
Software	●	●	●	●			
Travel		●	●			●	
Universities	●		●	●			
eLearning	●	●	●				

The biggest gap in CRO? Execution.

Across industries, the **gap between experiments created and experiments actually started** is one of the most glaring and consistent patterns.

Top experiment execution rates:



High volume, low execution

Software, the top industry by experiments created, **left 49,919 experiments unstarted.**

Retail, which created the second-highest number of experiments (**113,847**), has one of the lowest execution rates on the platform at just **63.93%**.

Low volume, high execution

Gaming and Real Estate account for just **3%** of all experiments created, yet registered some of the strongest execution rates of **67.65%** and **66.65%**, respectively.

Media & Entertainment accounts for just **8.9%** of all experiments created on the platform, yet leads every industry on execution rate at **73.05%**.

The takeaway for agencies

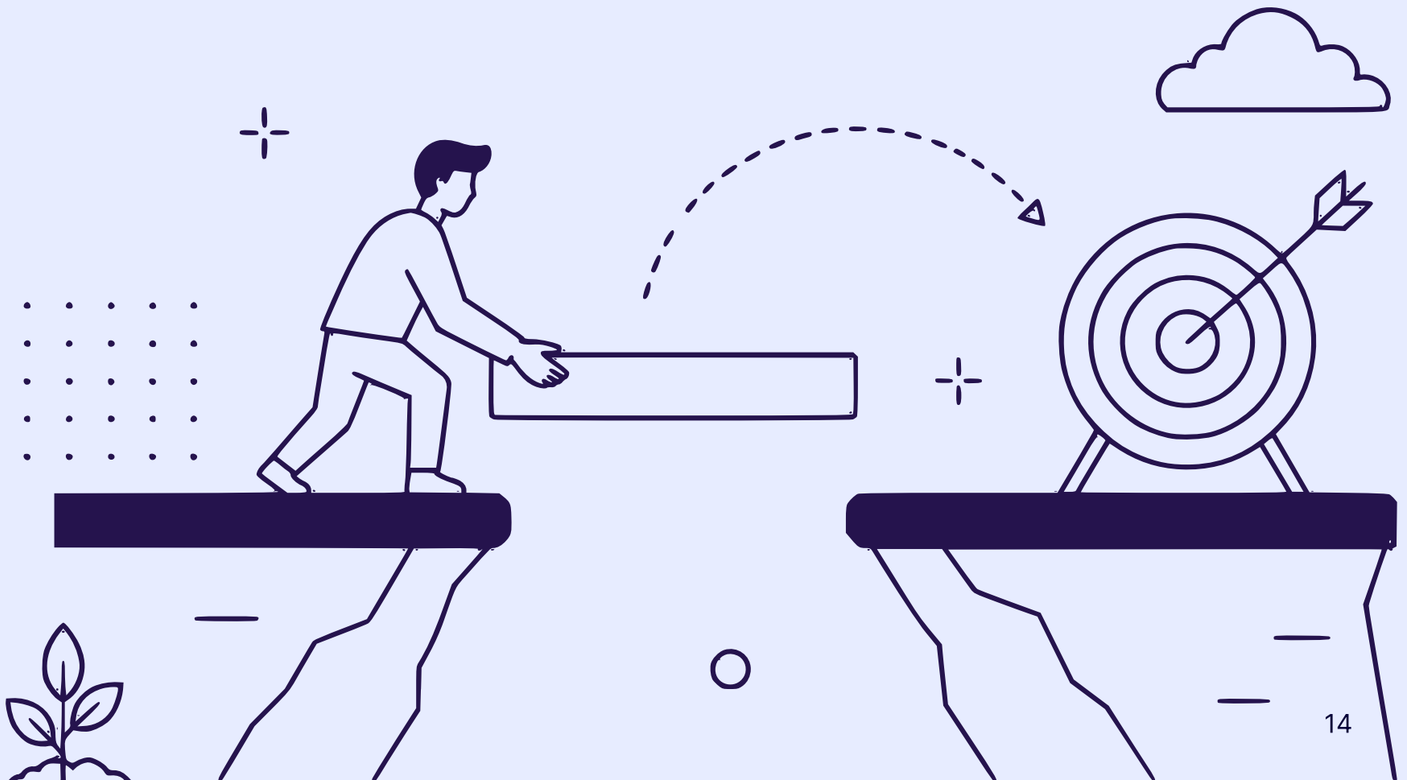
A low execution rate indicates that a client has more ambition than infrastructure. The reasons are familiar: competing priorities, dev resource bottlenecks, and stakeholder misalignment that stall programs before they launch.

This is precisely the gap that agencies are positioned to fill.

From gap to opportunity

22 CRO services to close the execution gap

Each service that follows is mapped to bridge the execution gap, addressing a specific challenge that in-house teams consistently struggle with. Start with the one that solves your client's most immediate bottleneck.



Most teams start experimenting with something really big, large projects that get leadership buy-in, development capacity, and priority. But small tests can have a big impact too. A strong experimentation program balances both — the big bets and the quick wins — and focuses on learning as much as possible in the smartest way.

Lucia van den Brink

Founder, The Initial



Capability - Wandz

Wandz

Spend less time chasing insights and more time driving measurable outcomes.
Let AI run optimization end-to-end so you can automate analysis, ideation, and execution.



1 AI-Driven Experimentation & Optimization

Reviewing recordings, compiling reports, forming hypotheses, and configuring campaigns: all these manual tasks leave little room for strategy.

Wandz (Formerly VWO AI), our agentic optimization system, lets you set up automated workflows to:

- Analyze user behavior
- Generate hypotheses
- Create variations
- Summarize reports

It handles all the heavy lifting and grunt work so you can focus on strategy and decisions that actually move the needle.

Quick Pitch

Close the gap between data and action with Wandz, the AI layer that automates optimization end-to-end: from campaign setup and audience targeting to results analysis and hypothesis generation.

Ideas for Agencies

- → Use AI-generated campaign summaries to produce client-ready reports in minutes, freeing up more time for strategy and planning.
- → Build ready-to-launch campaigns with simple prompts describing where, what, and for whom to optimize.
- → Set up always-on workflows that continuously monitor user behavior and flag friction without any manual effort.
- → Use VWO AB Tasty MCP to easily create campaigns or fetch reports directly from any AI agent your team already uses.

With **Wandz**, we gain a clear, centralized view of all experiments, making it easy to pull quick insights for leadership discussions. Additionally, other departments can get up to speed in seconds thanks to objective, "tweet-style" summaries, which accelerate decision-making and strengthen alignment across teams.

Igor Alves

Tech Manager, Digital and CRO, Grupo Casas Bahia



Capability - Insights

Insights

Analyze user behavior and identify friction areas across the entire visitor journey using session recordings, heatmaps, surveys, form analytics, and funnel analysis. Run a 360-degree analysis and turn observations into winning hypotheses.



2 Session Recording Analysis with AI

Manually reviewing thousands of recordings to find meaningful patterns is exhausting. **Wandz** solves this by doing all the heavy lifting of analysis for you.

It scans millions of behavioral signals across your session recordings to surface hidden friction points and generate prioritized recommendations before issues compound.

Which client personas would need this service?

UX Researchers | Product Managers | Growth Marketers | CRO Strategists

Ideas for Agencies

- Prompt **Wandz** to surface recordings where visitors rage-clicked, encountered errors, or showed exit intent on high-value pages.
- Compare behavioral cohorts to surface segment-specific insights: "*Compare checkout behavior of users who converted during Black Friday versus those who abandoned. What friction points were unique to the high-traffic period?*".
- Generate client-ready insight summaries directly from AI output, reducing reporting time significantly.

Quick Pitch

Wandz analyzes session data at scale, spotting rage clicks, drop-offs, and hidden friction patterns instantly, so your team spends time fixing problems, not finding them.

Estimated Price (GBP)

£1,000 - £1,500 /month

Bundling & Upsell Ideas

Pair with Form Analytics to see exactly where visitors hesitate on a form, which fields they abandon, and why they drop off before submitting.

A Real Win

133.38%

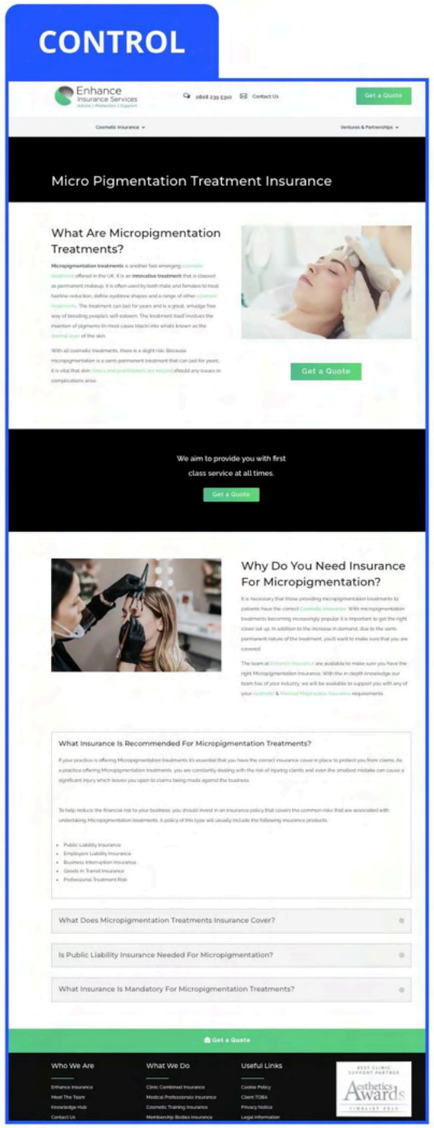
CTA clicks

Digital NRG worked with Enhance Insurance to increase contact form engagement by 133.38%

- Digital NRG, a Bristol-based agency, noticed its client, Enhance Insurance, was experiencing unusually high dead clicks on key landing pages.
- Session recordings revealed that 83% of visitors were scrolling down the page, searching for a CTA that wasn't visible above the fold.
- The team hypothesized that prominently placing a CTA above the fold would eliminate dead clicks and capture high-intent visitors earlier.

Result

The variation achieved an **18.69%** conversion rate, which was a **133.38%** improvement over the control.





Start with a website audit. Map everything from the first touchpoint to purchase and flag every issue you find. Then layer in session recordings to validate what you observed. If 50 users hit the same problem, it stops being one person's opinion and becomes a pattern worth acting on.

Abi Hough

Director, UU3 Limited



3 Form Analytics Audit

There’s more to a website form than just the number of submissions.

- How much time are users spending in a field?
- Which part of the form are they ignoring?
- Which fields are being refilled repeatedly?

Form Analytics answers all of these questions, revealing hidden friction that standard tools completely miss.

Which client personas would need this service?

Product Managers | **UX Researchers** | **Customer Experience Leads**

Ideas for Agencies

- Identify fields with high abandonment rates and cross-reference with session recordings to understand the specific moment of drop-off.
- Flag fields with high refill rates. These often signal confusion or user frustration.
- Use field-level data to prioritize which form changes to test first, reducing guesswork in the optimization process.

Quick Pitch

Not sure why form submissions are low? Form Analytics identifies friction at each form field so you can get more users to complete this key step.

Estimated Price (GBP)

£800 - £1,200 /month

A Real Win

16.93%

Sign-ups

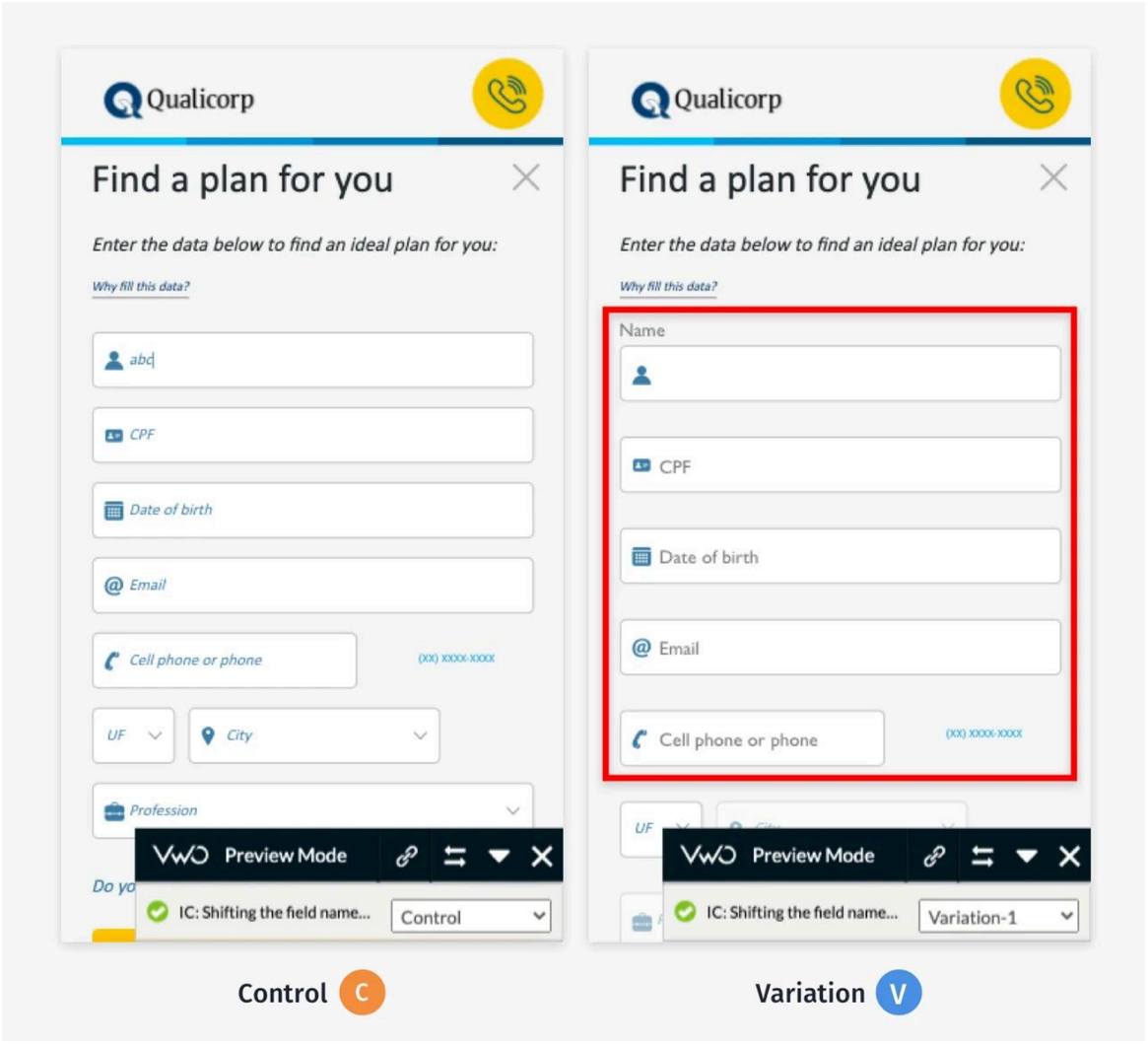
Qualicorp
Sempre do seu lado.

Qualicorp streamlined its lead generation form & increased sign-ups by 16.93%

- Qualicorp, a healthcare brand in Brazil, used VWO AB Tasty Form Analytics to observe visitor behavior on its 'Insurance Quotation' form.
- They found visitors were struggling with field names due to unclear font and sizing.
- The team changed the font, increased the size of each field, and reduced clutter on the form.

Result

16.93% uplift in the number of visitors who reached the next stage.



4 Heatmap Analysis

Teams consistently track metrics like CTA clicks, page visits, and bounce rate.

But they often fail to uncover the behavioral context behind these numbers.

Heatmaps bridge that gap by showing:

- Where visitors click
- How far they scroll
- Which areas get ignored entirely

This behavioral layer is what separates agencies that make recommendations backed by data from those that rely on instinct.

Which client personas would need this service?

UX Researchers | Product Managers | Growth Marketers | Developers

Ideas for Agencies

- Identify high-engagement areas and strategically position key elements like CTAs to maximize visibility and click-through rates.
- Segment heatmaps by device, traffic source, or visitor type to surface audience-specific behavior patterns.
- Use scroll depth data to determine whether key content is being seen or whether it needs to move higher on the page.

Quick Pitch

Spot hidden engagement patterns, see where users click, how far they scroll, and which areas they ignore. Then use those insights to prioritize what to test next.

Estimated Price (GBP)

£800 - £1,200 /engagement

A Real Win

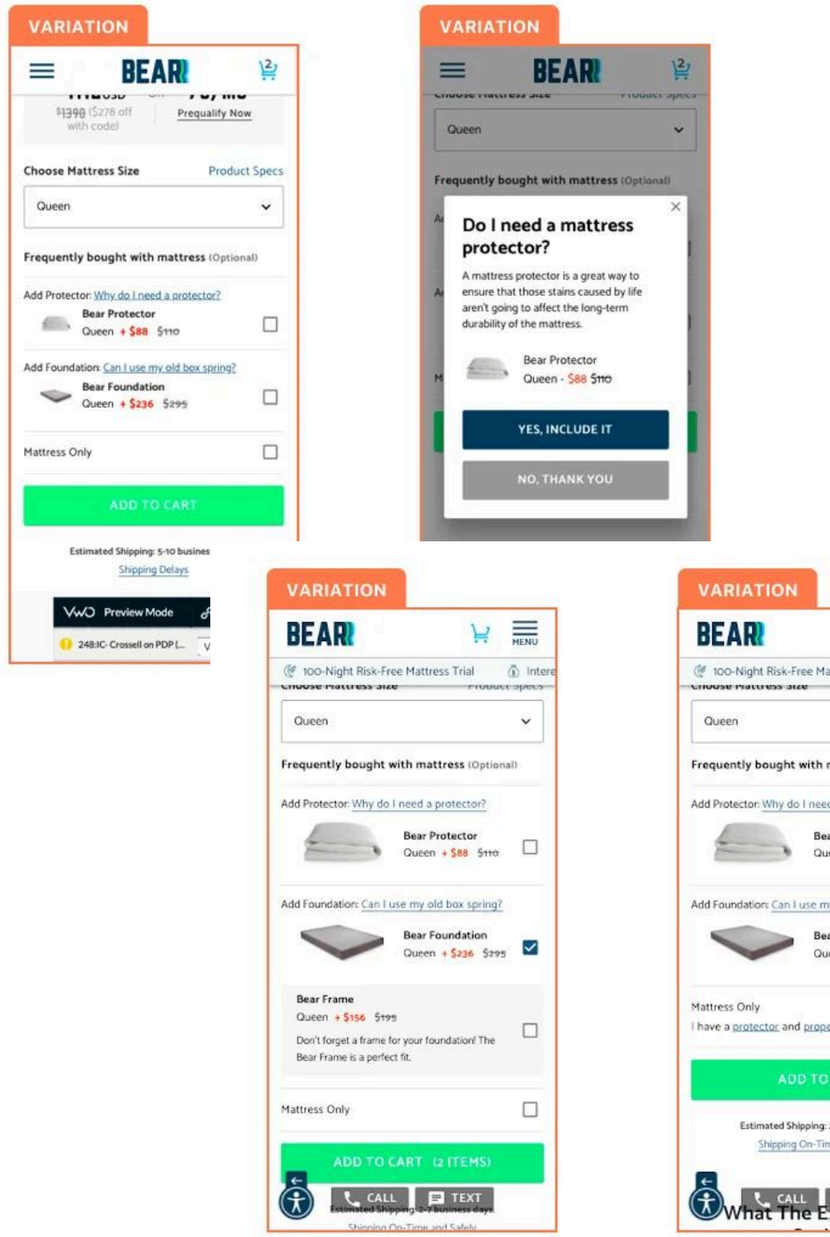
24.18%

Revenue

BEAR

Bear Mattress used heatmaps to spot optimization opportunities and increased purchases by 24.18%

- Bear Mattress, a retail brand from New Jersey, wanted to improve the cross-sell flow on its product detail pages.
- Heatmap analysis revealed that clicks on the "Frequently Bought Together" section were significantly lower than on other page elements.
- They redesigned the page to improve the visibility and placement of this section.



Result

24.18% uplift in successful purchases and a **16.21%** increase in revenue.

5 Conversion Funnel Audit

A conversion funnel audit shows not just where users leave, but the specific paths they took to get there and the patterns that emerge across different segments.

This service should ideally sit at the foundation of any CRO program.

The findings directly inform what to test, where to personalize, and which pages deserve the most focus.

Quick Pitch

Identify drop-off points across the full user journey with a funnel audit that maps paths, reveals friction, and surfaces the optimization opportunities with the highest impact.

Which client personas would need this service?

CRO Specialists | Product Managers | UX Designers | Growth Marketers

Estimated Price (GBP)

£2,500 – £4,000 /audit

Ideas for Agencies

- Compare funnel performance across segments, such as mobile vs. desktop, paid vs. organic, new vs. returning, to spot audience-specific friction areas.
- Identify exit points where users leave despite high engagement on previous pages, signaling unmet expectations or a breakdown in flow.
- Watch session recordings from drop-off points to spot rage clicks, form abandonment patterns, and navigation struggles.

Industry	Key Funnel Stage	Common Friction Points
eCommerce	Cart to checkout completion	Unexpected fees, mandatory account creation, and payment friction
SaaS	Trial signup to activation	Onboarding complexity and feature discovery
Finance	Product page to application	Form length, trust signals, and clarity on data privacy
Travel	Search to booking confirmation	Pricing transparency, date selection UX, and extra tax charges
B2B/Lead Gen	Landing page to form submission	Form complexity, value proposition clarity, and CTA placement

A Real Win

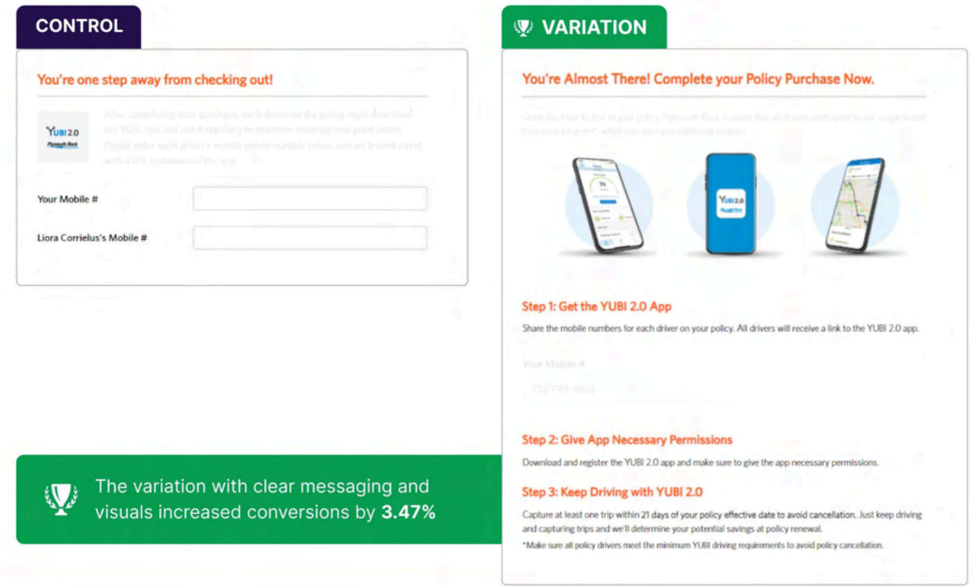
10%

Page over page conversion rate

More Than Just Insurance. Plymouth Rock assurance

Plymouth Rock increased mobile app adoption by 10% through funnel optimization

- Plymouth Rock, an insurance group, wanted more users to download their YUBI app.
- Funnel analysis revealed that the final checkout step failed to communicate the app's value.
- They redesigned the step with clearer visuals, benefit messaging, and a simplified 3-step process.



Result

10% higher conversions within just two weeks.

It does not matter how many steps you have in your checkout funnel. What you ask your users to do at each of those steps and how you ask them is more important. A 3-step checkout can be as good as a 2-step or a 1-step checkout. So, don't obsess over reducing the number of steps. Focus instead on simplifying what users need to do at each step.

Vlad Bisceanu

Founder, Growth Path



Capability - Testing

Testing

Test and optimize every aspect of your digital presence, from content and UI to search results and algorithms, all within a single platform.

Testing also enables you to slice and dice test reports for granular insights and create full-fledged testing campaigns with a single prompt.



Capability - Testing

A/B Testing

The services below cover the most impactful single-element changes agencies can run for clients across industries.



6 Headline Testing

Headlines create the first impression and often determine whether a visitor stays or leaves.

Since clients often feel hesitant to make large-scale tweaks, A/B testing headlines is a low-risk, high-impact entry point.

Which client personas would need this service?

CRO Strategists | Marketing Managers | Content Leads | eCommerce Marketers

Ideas for Agencies

- Run A/B tests on headlines during or before seasonal campaigns.
- Repurpose winning headlines in ads and subject lines for multi-channel lift.

Quick Pitch

Your headline is the first (and sometimes only) thing people read. A/B test different versions to find the one that makes visitors stay and take action.

Estimated Price (GBP)

£500 – £1,200 /test

(depending on traffic volume, test duration, and other factors)

A Real Win

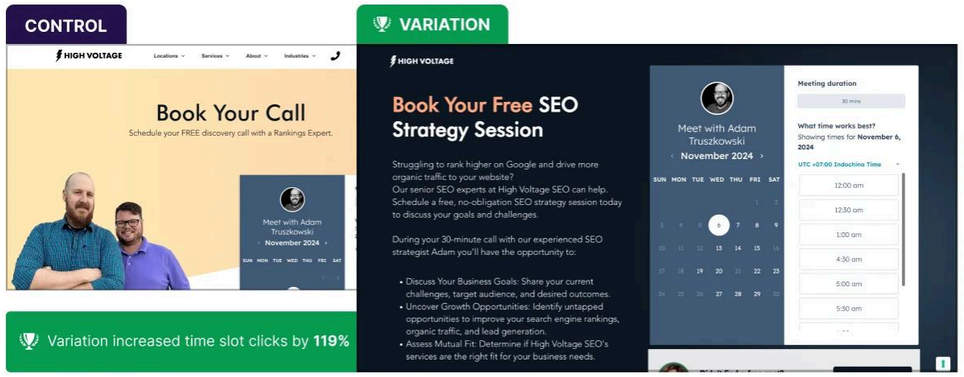
119%

Appointment bookings

convert better
From To

Convert Better tweaked the headline of High Voltage SEO's booking page, registered an uplift of 119% in appointment bookings.

- Despite seeing strong organic and paid traffic, High Voltage SEO (the client) had low appointment bookings.
- Convert Better audited the booking page and identified key drop-off points.
- They ran an A/B test with a more compelling headline.



Result

119% increase in appointment bookings for High Voltage SEO.

7 CTA Button Testing

A poorly placed or weakly worded call-to-action (CTA) button can cause hesitation or confusion among visitors.

Brands often stick to default button designs without testing how changes to labels, placement, or color affect behavior and engagement.

Which client personas would need this service?

UX Designers | CRO Strategists | eCommerce Managers

Ideas for Agencies

- Test action-oriented CTA copy against generic ones (“Start My Free Trial” vs. “Get Started”).
- Compare sticky or floating CTAs against static placements.
- Experiment with color contrast to ensure accessibility and visibility.
- Run multi-device testing to validate CTA visibility on mobile vs. desktop.

Quick Pitch

Your CTA is the most critical bridge between intent and action. Test labels, colors, and placements to identify the version that captures clicks and drives more conversions.

Estimated Price (GBP)

£800 - £1,500 /test

(depending on traffic, test duration, and other factors)

A Real Win

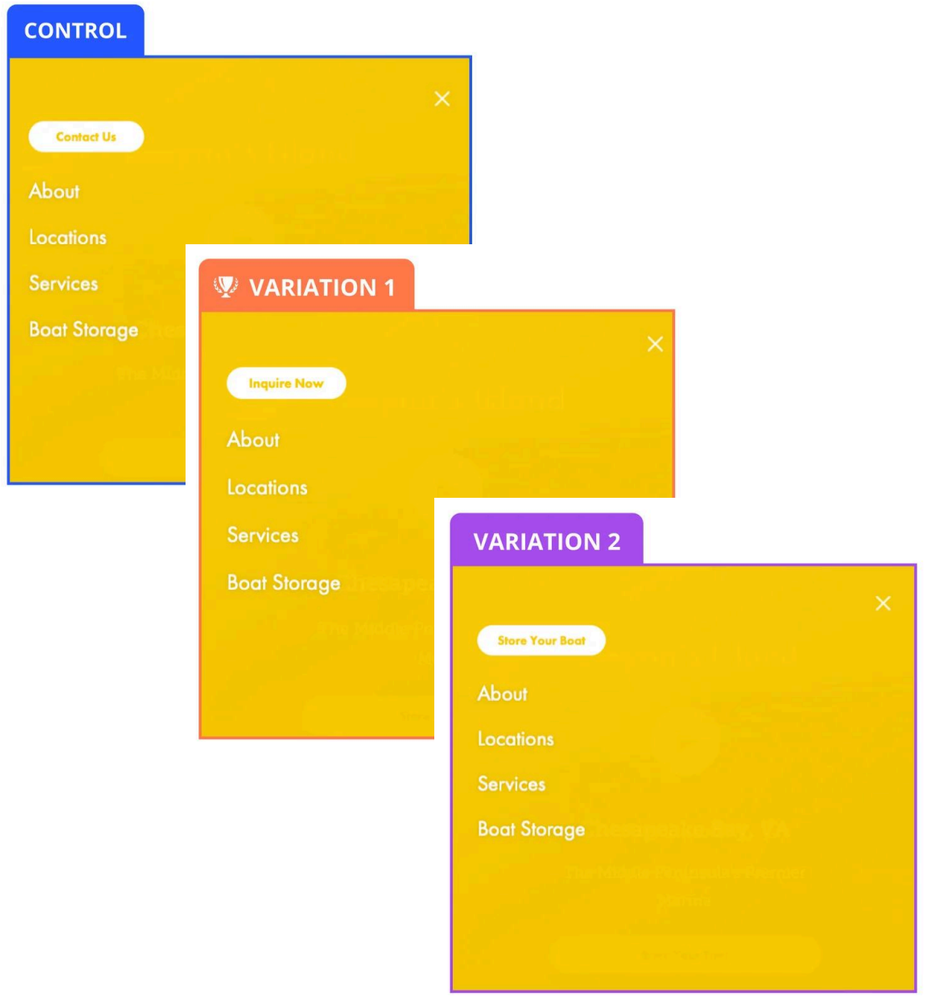
44.11%

CTA clicks

morningstar STORAGE

Morningstar Properties increased mobile CTA clicks by 44.11% with a single copy change

- Morningstar Properties, a real estate developer offering self-storage and marina facilities, noticed its mobile website was underperforming despite strong traffic.
- The existing "Contact Us" CTA felt too generic and did not clearly communicate the next steps for users on the page.
- They changed the CTA copy to "Inquire Now," which aligned better with user intent during the research phase.



Result

The new CTA copy drove a **44.11%** increase in clicks and a **15.43%** uplift in completed inquiry form submissions.

8 Social Proof Testing

Around 80% of buyers say social proof influences their decisions.

While most brands know social proof matters, they often struggle with two questions: **where** to display it and **what** type resonates best.

A/B testing is a reliable way to know which approach drives the strongest results.

Which client personas would need this service?

Product Marketers | Developers | UI/UX Designers

Ideas for Agencies

- → Test above-the-fold vs. mid-page placement of testimonials.
- → Compare short, subtle reviews against detailed ones.
- → Experiment with formats: text reviews, video testimonials, or client logos.

Quick Pitch

Social proof builds trust, but only if it's shown in the right way. Test placements and formats to find what genuinely impacts user confidence and drives conversions.

Estimated Price (GBP)

£800 - £1,500 /test

(depending on traffic, test duration, and other factors)

A Real Win

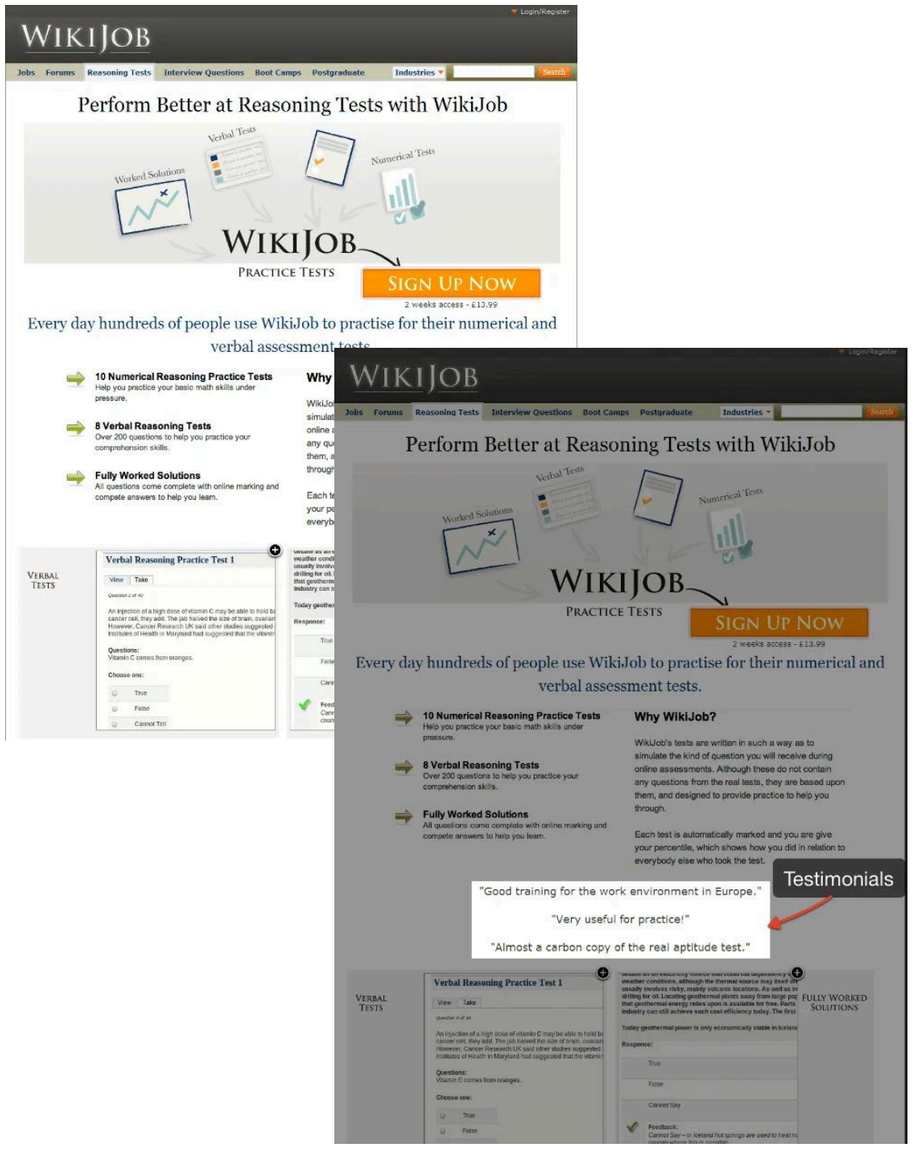
34%

Purchases

WikiJob

WikiJob moved testimonials higher on the page and saw a 34% uplift in purchases

- WikiJob, the UK's largest graduate jobs website, originally displayed customer testimonials further down the page with little impact.
- They ran an A/B test using VWO AB Tasty, moving testimonials higher on the page and adopting a subtler, more credible tone.



Result

The variation registered a **34%** uplift in purchases.

A good way to leverage social proof is to look at review sites like G2 or TrustRadius. See the actual language that your customers are using to describe your product, and use those words in your website messaging. When you do that, you avoid making your messaging too marketing-ish and also get rid of jargon that can sometimes creep in.

Allison Rona

Director of Product Marketing, Petvisor



9 Live Chat Prompt Testing

Most live chat widgets are ignored. Not because visitors don't want help, but because the prompt appears at the wrong moment or says the wrong thing.

Timing, trigger, and copy are all variables that can be tested to turn a background widget into a genuine engagement channel.

Which client personas would need this service?

Product Marketers | Developers | UI/UX Designers

Industry Applications

- **Retail:** Assist with sizing and shipping questions during points of hesitation.
- **Travel:** Provide instant support during booking flows where drop-offs are high.
- **SaaS:** Trigger chat prompts on pricing and demo pages for high-intent visitors.

Quick Pitch

Test chat prompts for timing, triggers, and messaging to turn live chat into a reliable, context-aware support tool that nudges visitors toward the right next step.

Estimated Price (GBP)

£800 - £1,500 /test

(depending on traffic, test duration, and other factors)

Capability - Testing

Split URL Testing

Split URL testing is a great option when changes are too significant for a standard A/B test.

These include full-page redesigns or testing alternative layouts that would be difficult to implement as a variation within the same URL.



10 Optimize High-Impact User Journey Pages

Every brand has pages where visitors make their most critical decisions, and where friction has the highest commercial cost.

Although the specific page varies by industry, the principle remains the same:

Test fundamentally different versions to identify the layout, structure, and content combination that drives the most action.

Quick Pitch

Test different versions of your most critical pages to find the layout and content that drives the most action.

Which client personas would need this service?

CRO Strategists | eCommerce Marketers | Product Managers | Growth Marketers

Estimated Price (GBP)

£1,000 - £2,500 /page

(depending on traffic volume, test duration, and other factors)

Ideas for Agencies

Industry	High-Impact Page	What to Test
eCommerce	Product detail page	Image placement, CTA visibility, review positioning
SaaS	Pricing page	Plan structure, feature clarity, CTA copy
Finance	Product/application page	Trust signals, form complexity, benefit framing
Travel	Booking page	Date selector UX, pricing display, urgency elements
B2B/Lead Gen	Demo or contact page	Form length, headline clarity, social proof placement

A Real Win

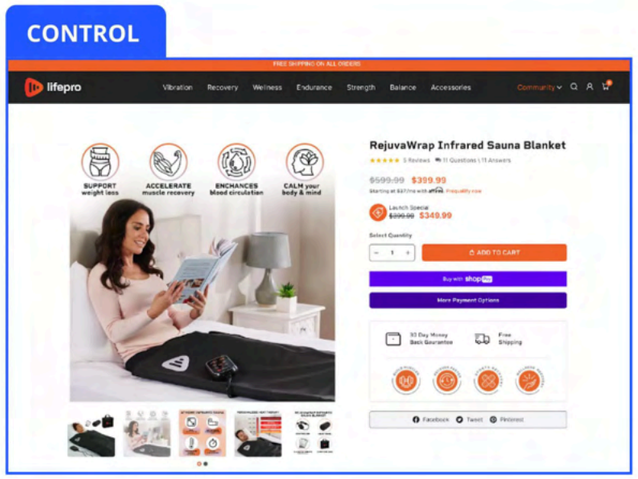
15.63%

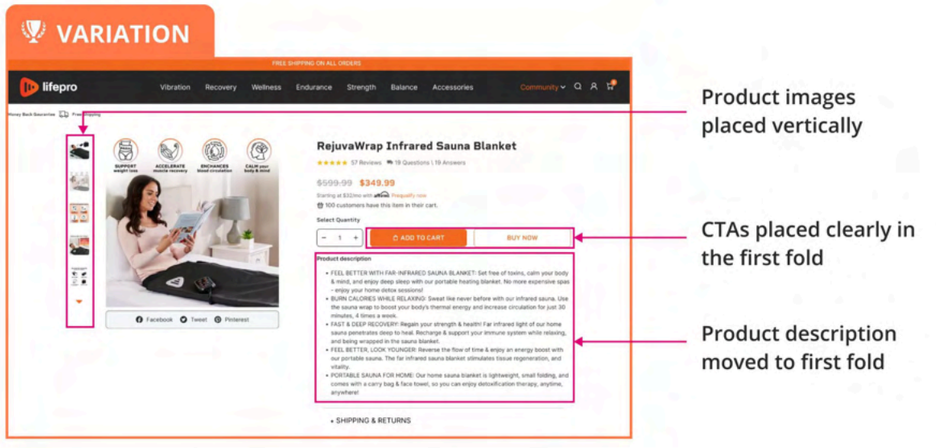
Conversion

MEDIA CONTOUR
DIGITAL MARKETING / CRO

Media Contour streamlined product pages for Life Pro Fitness and achieved a 15.63% lift in conversions

- Media Contour, a Dallas-based agency, used VWO AB Tasty's heatmaps, clickmaps, and session recordings to identify friction on Life Pro Fitness' product pages.
- Based on the findings, they made key product information and CTAs more visible.
- They moved product imagery above the fold to eliminate scrolling and made the "Add to Cart" and "Buy Now" buttons more prominent.





Result

15.63% increase in conversions for Life Pro Fitness, boosting expected revenue from **$76,841** to **$88,698**.

11 404 Page Conversion Testing

404 pages are missed recovery opportunities. And the default response of a generic error message with a link back to the homepage does little to recapture intent.

Test different messaging and helpful navigation options to identify which recovery path works best for your client's audience and **reduce drop-offs from 404 error pages.**

Quick Pitch

404 pages don’t have to be a dead end. Test content and alternative page layouts to guide lost visitors towards relevant pages and resources.

Estimated Price (GBP)

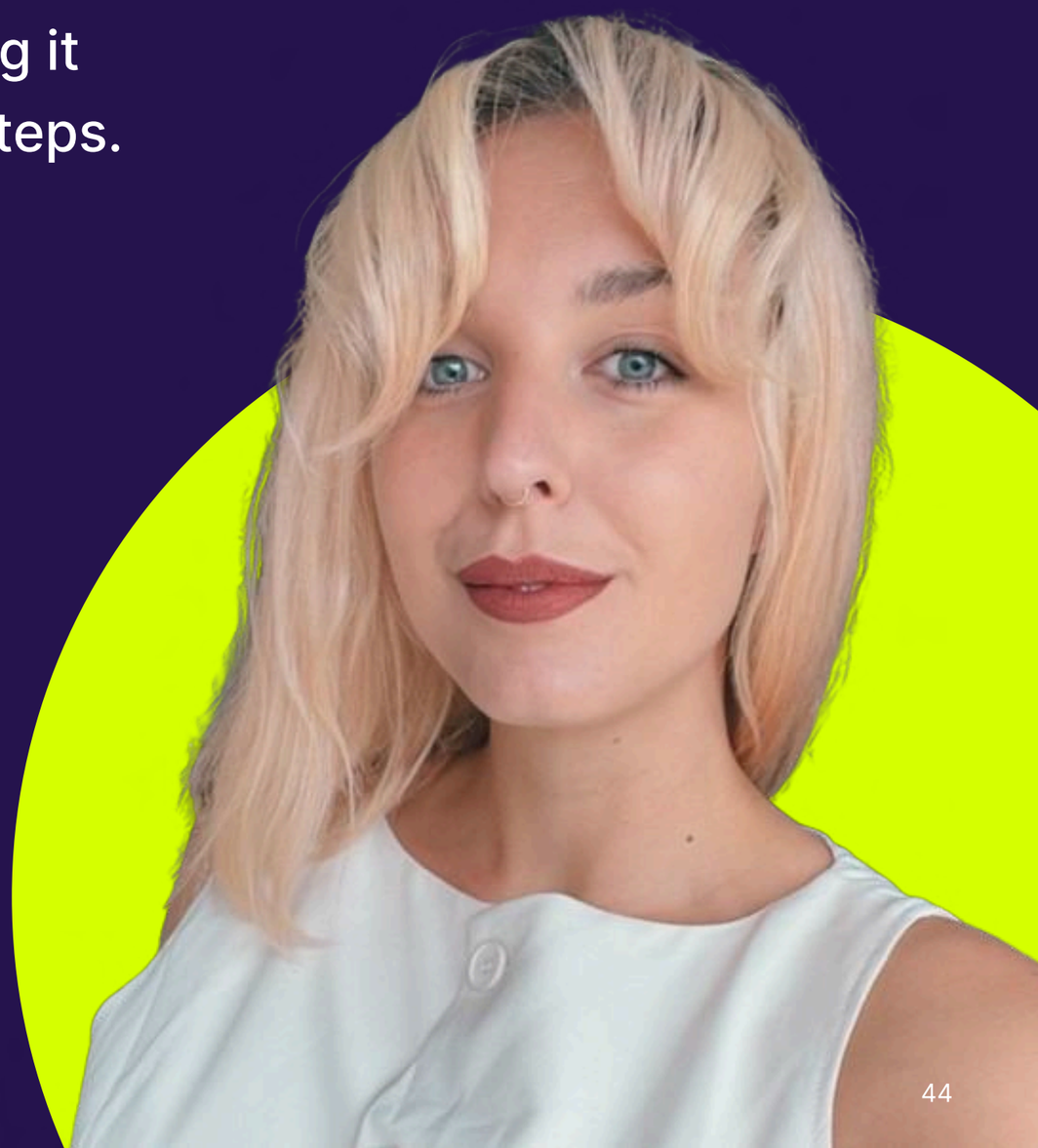
£400 - £800 /test

(depending on traffic, test duration, and other factors)

It's not always about increasing the number of clicks. Sometimes, it’s better to relocate where those clicks go. Try to find where the most common clicks on the website are and see what you can learn from them. If visitors are clicking on an unclickable image, consider making it clickable and leading them to the relevant next steps.

Evelina Jörhov

Head of TRKKN Sweden



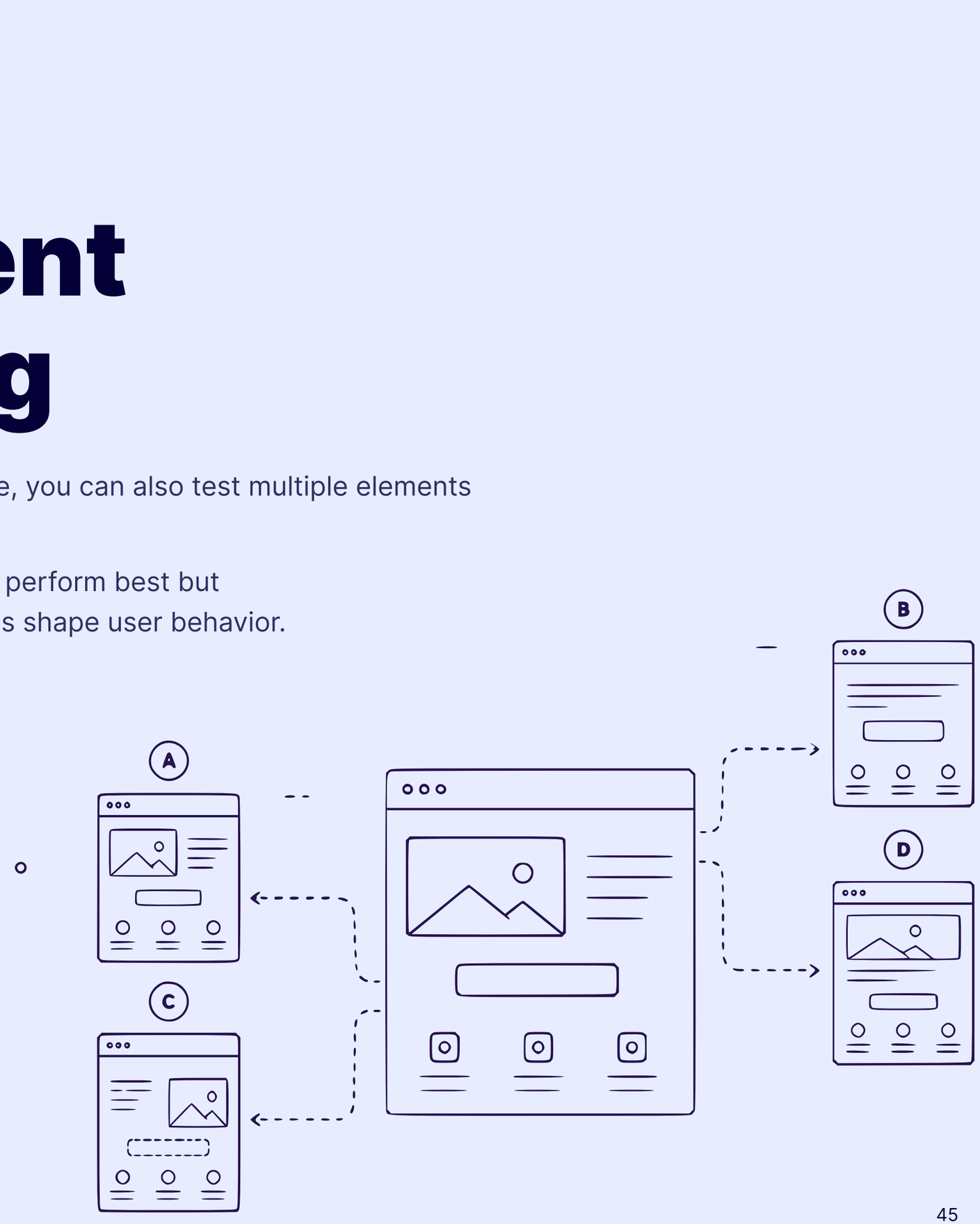
Capability - Testing

Multi-Element Page Testing

Unlike A/B testing, which isolates a single variable, you can also test multiple elements simultaneously.

This not only reveals the individual elements that perform best but also helps you understand how their combinations shape user behavior.

This service is best suited for high-traffic pages where enough data exists to validate multiple combinations quickly.



12 Multivariate Testing (MVT)

Brands often change multiple page elements such as headlines, images, and CTAs.

In such cases, it is difficult to say which element (or combination) drove a particular result.

Multivariate testing (MVT) addresses this challenge by enabling teams to test multiple elements in a single experiment.

Which client personas would need this service?

Developers | CRO Strategists | UX Designers | eCommerce Managers

Ideas for Agencies

- Test headline, CTA label, and hero image combinations in one experiment.
- Offer detailed reporting that breaks down individual element impact vs. the combined effect.
- Position MVT as a "**learning accelerator**" for mature testing programs.

Quick Pitch

Stop guessing which combination of page elements works best. Test multiple versions simultaneously with Multivariate Testing to identify the best combination for your page.

Estimated Price (GBP)

£2,000 – £4,000 /test

(depending on traffic, test duration, and other factors)

Cross-sell / Upsell Options

- Once you know which elements work for which segments, **upsell into personalization** to scale those insights into tailored experiences.
- Bundle with heatmaps and session recordings to understand why certain combinations outperform others.

A Real Win

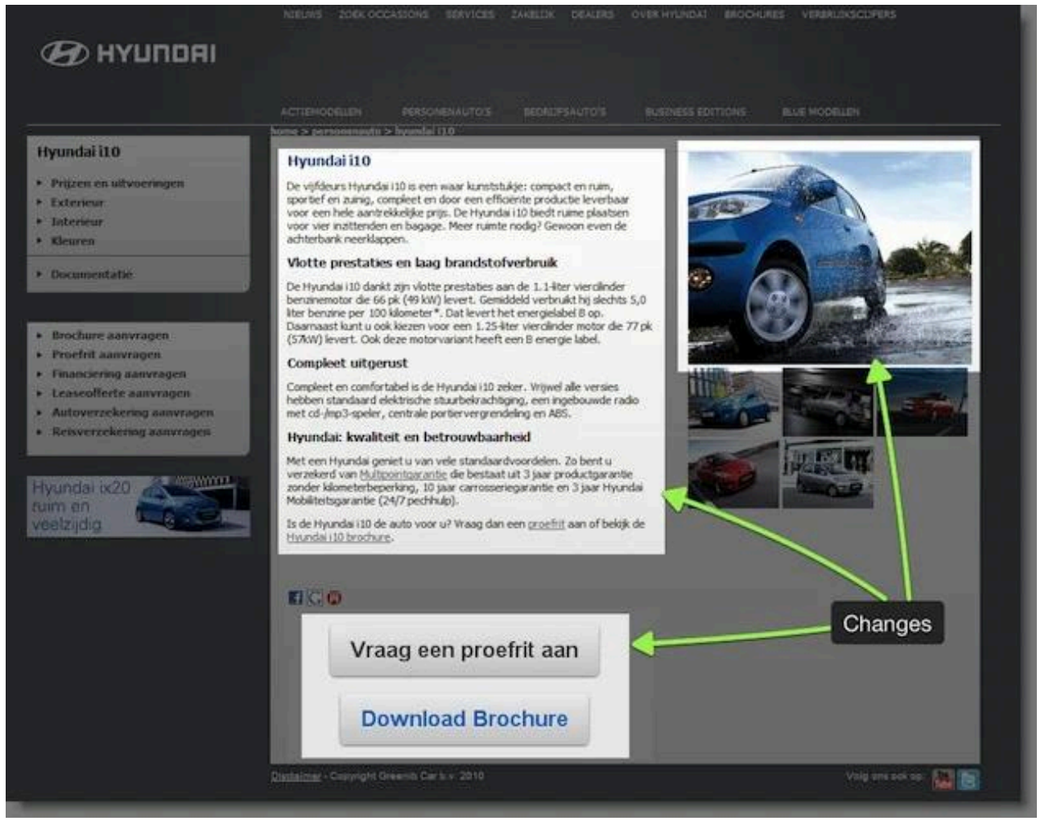
62%

Click-through rate

HYUNDAI

Traffic4U worked with Hyundai to increase test drive requests by 62% through multivariate testing

- In the Netherlands, Hyundai was investing heavily in model-specific landing pages, but test drive requests were not meeting expectations.
- Working with Traffic4U, a VWO AB Tasty-certified partner agency, they conducted a multivariate test to see which page elements most influenced visitor decisions.
- The team tested SEO-optimized copy, additional CTA buttons, and larger hero images to strengthen visual engagement and increase action visibility.



Result

The winning variation delivered a **62%** increase in conversions, while click-throughs to the next step jumped to **208%**.

Capability - Testing

Conversion-Focused UI Testing

Some of the highest-impact optimization opportunities involve refining the specific moments where visitors decide to act or leave. The services that follow focus on the elements that most directly influence conversion.



13 A/B Test Design, Layout & Execution

Without a clear framework, A/B tests often deliver inconclusive results or, worse, false positives that get rolled out site-wide.

This wastes dev cycles, confuses stakeholders, and erodes trust in CRO programs.

This service covers end-to-end test management: planning, launching, and managing experiments strategically aligned to client KPIs and tied directly to revenue outcomes.

Which client personas would need this service?

CRO Strategists | Marketing Managers | Product Managers

Ideas for Agencies

- Frame testing as a risk-reduction service to validate major changes before rollout.
- Offer a quarterly testing roadmap tied to client revenue goals.
- Package results into stakeholder-friendly reports that highlight business impact.

Quick Pitch

Website changes are often based on guesswork. Design and run structured tests that validate ideas against your KPIs, so you only implement changes that drive conversions.

Estimated Price (GBP)

£1,000 - £3,000 /test

(depending on traffic volume, test duration, and other factors)

Bundling & Upsell Ideas

Pair with Form Analytics to identify hidden roadblocks on website forms and get field-level insights to improve completion rates.

A Real Win

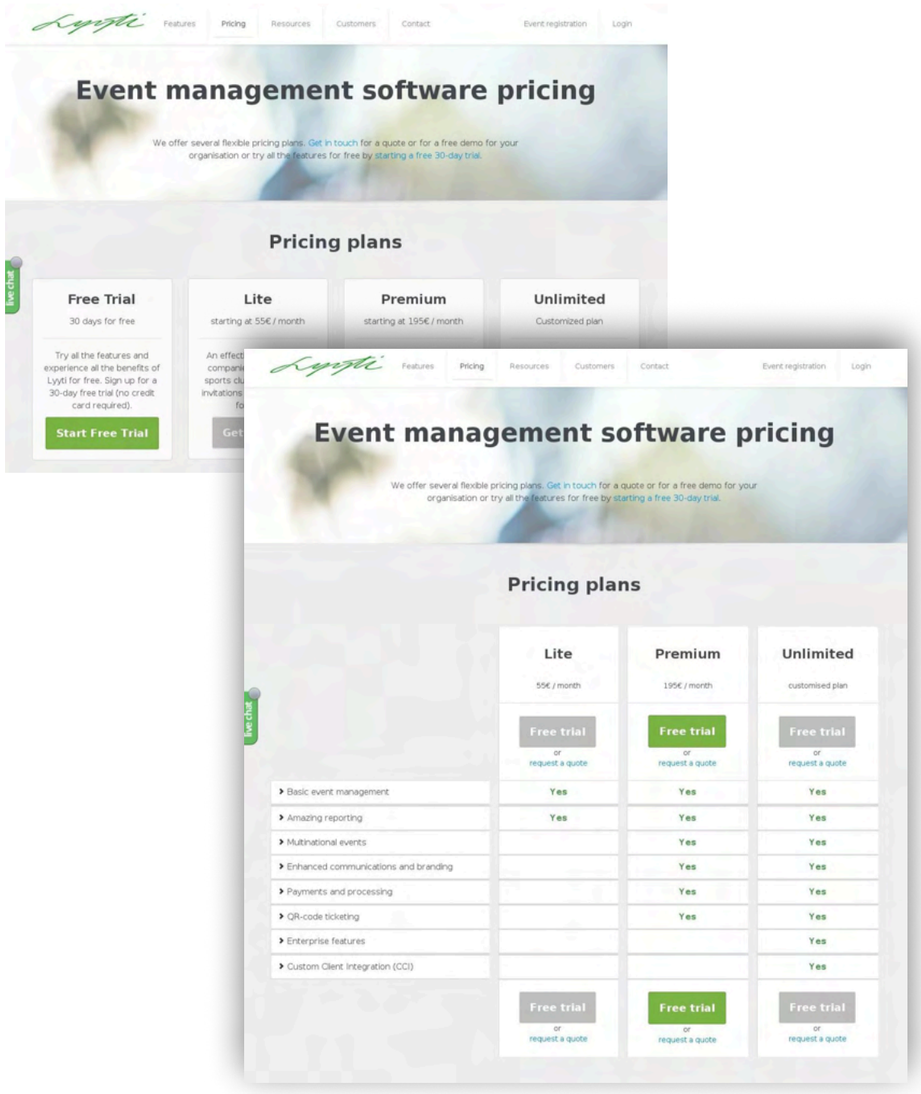
93.70%

Conversion

LYYTI

Lyyti tested its revamped pricing page and increased visits to the lead generation page by 93.70%

- Lyyti, a software firm based in Finland, used VWO AB Tasty heatmaps and clickmaps to research audience behavior on its website.
- VWO AB Tasty heatmaps revealed visitors repeatedly moving between the pricing page and features pages, a sign of confusion.
- Based on these insights, the team redesigned their pricing page and ran an A/B test against the original page.



Result

93.70% increase in visits to the lead generation page.

14 Urgency Messaging Experimentation

Countdown timers, price drop alerts, and limited-time banners are used frequently across industries.

Without testing, these urgency elements can feel like a gamble that impacts trust or distracts visitors from primary CTAs.

Run controlled tests to analyze and measure the impact of these elements on key business metrics.

Which client personas would need this service?

CRO Specialists | eCommerce Managers | Growth Marketers | Revenue Teams

Ideas for Agencies

- Test countdown timers against stock scarcity indicators to see which format drives stronger purchase intent.
- Compare assertive copy ("Only 2 left") against informational copy ("This item sells out fast") across visitor segments.
- Run segment-specific experiments: new visitors may respond to social proof, returning visitors to stock or price urgency.

Quick Pitch

Urgency tactics only work when they match your audience. Run controlled experiments to find what genuinely accelerates decisions, without eroding trust.

Estimated Price (GBP)

£600 - £1,000 /test

Bundling & Upsell Ideas

Pair with heatmaps to identify whether urgency elements are drawing attention toward the CTA or pulling focus away from it.

A page feels cluttered when visitors can't easily tell what's important, what's most important, and what's less important. Your layout probably isn't helping them find their way to the primary points. If you throw everything on the page and ask visitors to read it all, comprehend it, and make a decision, well, it's not going to happen.

Brian Massey

Founder, Conversion Sciences LLC



Capability - Pulse

Pulse

Capture feedback at the exact moment it matters, inside a web app, a mobile app, or via shareable links, triggered by the specific behavior or event you want to target. Always-on insight that feeds the experimentation cycle.



15 Voice of Customer Insights

Most feedback methods, like post-session emails and quarterly NPS surveys, capture what users felt days after the experience.

Pulse captures feedback at the exact moment it matters: inside a web app, mobile app, or via shareable links, triggered by the specific behavior or event you want to target.

For agencies, this opens up a new category of always-on insight services that feed directly into the experimentation cycle.

Which client personas would need this service?

- Product Managers
- UX Researchers
- Customer Experience Leads
- Mobile App Teams

Ideas for Agencies

- Trigger NPS tracking after key milestones like onboarding completion, first purchase, or feature activation.
- Deploy post-test surveys after an A/B test concludes to validate whether winning variations resonated qualitatively, not just statistically.
- Trigger micro-surveys at high drop-off points identified through funnel analysis to capture real-time explanations for abandonment.

Quick Pitch

Your users know exactly what's frustrating them, but by the time a survey reaches them, the moment is gone. Pulse enables you to capture user feedback in the moment and turn it into actionable insights that drive your optimization efforts.

Estimated Price (GBP)

£1,000 – £2,000 /month

(depending on survey volume, channels, and program complexity)

Bundling & Upsell Ideas

Pair with heatmaps and session recordings to combine what users do alongside what they say. Use Pulse findings to directly inform A/B test hypotheses, creating a continuous loop where every insight generates data-backed hypotheses.

16 On-site Survey Deployment

The best way to know what users want from a brand? Ask them directly.

On-page surveys are a crucial part of a brand's feedback-gathering mechanism, making it easier for users to share their suggestions or discuss the challenges they face.

Teams control when a survey is released, where it is shown, and which visitor segment sees it, allowing them to ask targeted questions to the right users at the right moment.

Which client personas would need this service?

CRO Specialists | Product Managers | UX Designers | CX Managers

Quick Pitch

Ask users about their hesitation and challenges at the right moment with targeted on-page surveys to get an honest, objective view of their intent and preferences.

Estimated Price (GBP)

£500 - £1,000 /engagement

Ideas for Agencies

- Trigger surveys when users complete specific actions, like clicks and scrolls, or exhibit certain behaviors like exit intent or the number of pages visited.
- Prompt targeted questions to specific visitor segments and gather feedback about their unique goals and challenges.
- Share a survey after a user has spent a specific amount of time on the website to better understand their intent and guide them to the right areas.

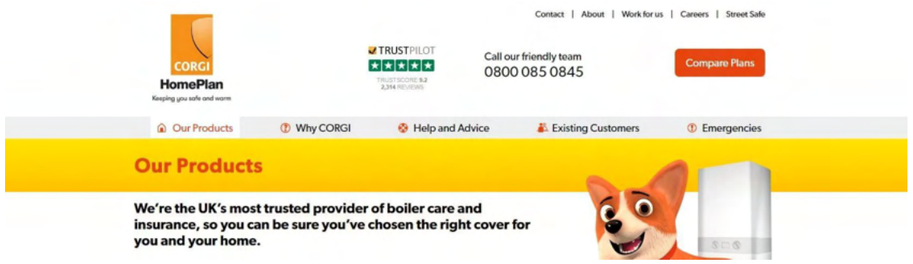
A Real Win

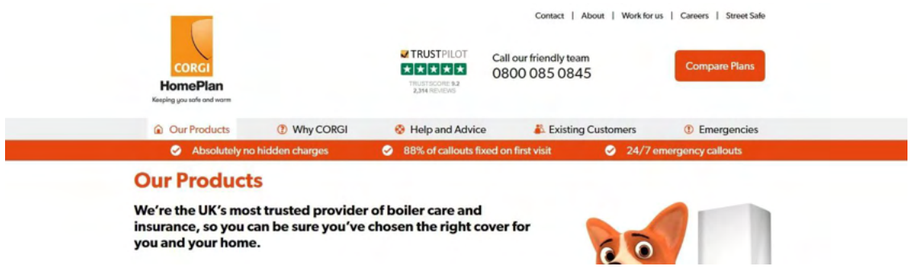
30.9%

Conversion

CORGI HomePlan gathered user feedback from on-page surveys and improved conversions by 30.9%

- Based in Great Britain, CORGI HomePlan offers insurance policies along with an annual boiler service to its customers.
- The team ran targeted on-page surveys and asked customers what they cared about the most. 18% of users mentioned “fast service‘ and 12% said “reliability.”
- The team realized that these core USPs were not being communicated clearly on their home page.
- Based on these observations, they added a small USP bar just below the header so every visitor would see it and feel confident about dealing with the brand.





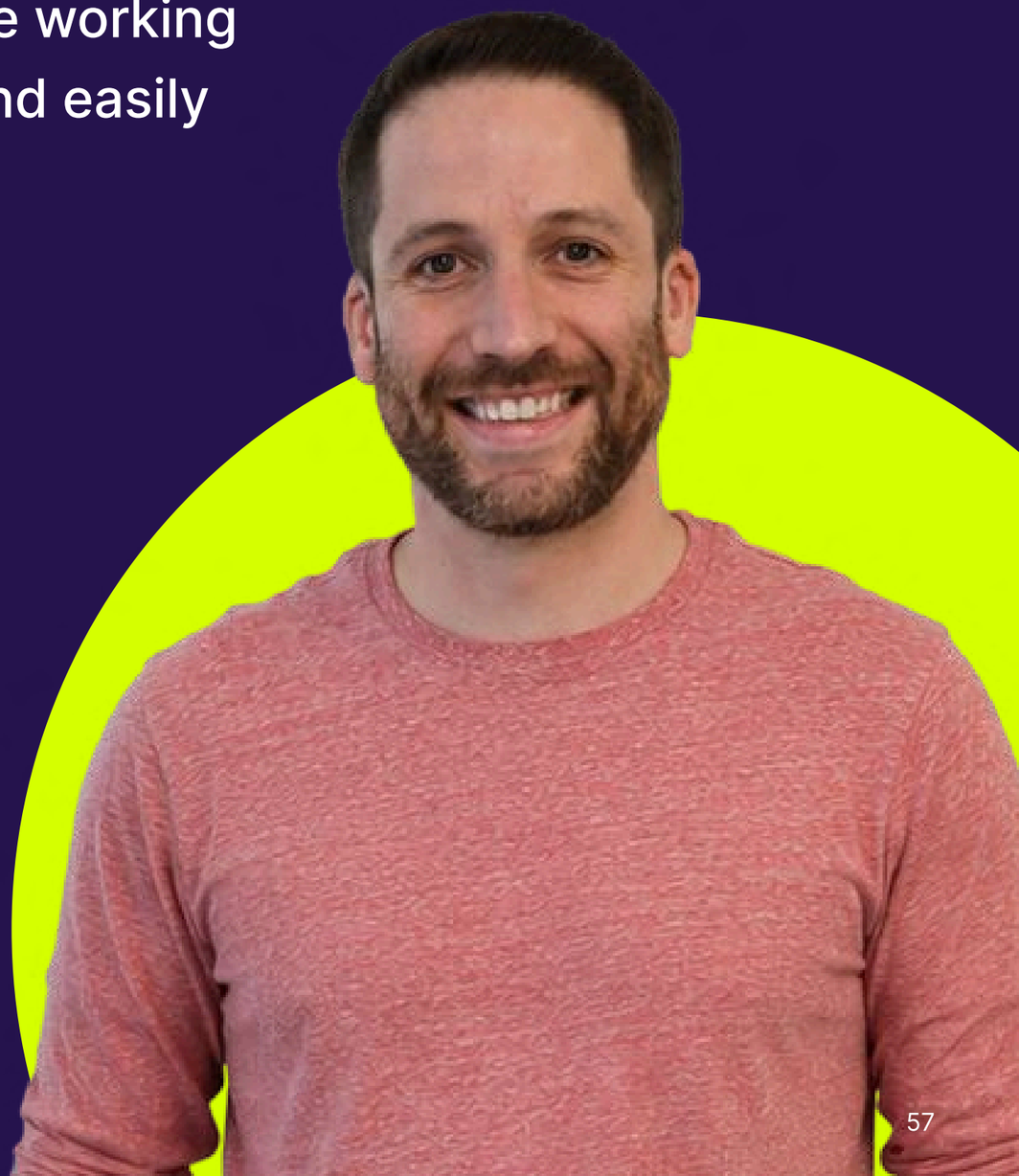
Result

The updated version led to a **30.9%** uplift in home page conversions.

Post-purchase surveys are a fantastic place to start, but there is a level of bias as the customer has purchased and knows your brand. To balance this, you must also focus on surveying non-customers, especially when you're working on designs and prototypes, as you can quickly and easily get feedback within hours.

Ilan Hurwitz

Founder, Clever Conversions



17 Exit Intent Popups

Exit intent popups let you intervene at precisely the moment when a user is about to leave and trigger a targeted message before they do.

Whether that's a survey asking why they're leaving, a personalized offer to stay, or a nudge toward the information they need to stop them from clicking away.

Which client personas would need this service?

- eCommerce Managers
- Growth Marketers
- CRO Specialists
- Retention Marketing Manager

Ideas for Agencies

- Deploy exit surveys asking "What stopped you from [action]?" to better understand why they chose to leave.
- Trigger various exit intent pop-ups based on visitor segments: first-time visitors see welcome offers, while returning visitors get loyalty incentives.
- Test urgency-driven offers against educational content (FAQs, comparison guides) to see which one works best for your client's specific audience.

Quick Pitch

Catch users before they leave with targeted surveys or tailored offers, turning abandonment into actionable insight or a recovered opportunity.

Estimated Price (GBP)

£500 - £1,500 /engagement

Bundling & Upsell Ideas

Pair with session recordings to observe how users behaved leading up to the exit intent trigger. You can also use these findings to test changes on pages with high exit rates.

Capability - Personalize

Personalize

Build and deliver 1000s of unique experiences to the right audience, at the right place, and at the right time.

Leverage behavioral, demographic, and contextual data to craft tailored experiences for each visitor.



18 Behavioral Retargeting Personalization

Returning visitors aren't the same as first-time visitors, yet most websites treat them the same.

Behavioral retargeting personalization lets you act on what you already know about a visitor:

- Pages they browsed
- Products they considered
- Content they engaged with

Every return visit becomes an opportunity to serve an experience that feels intentional, relevant, and designed specifically for that individual's journey.

Which client personas would need this service?

Customer Experience Leads

Product Marketing Managers

Engineers/Developers

Ideas for Agencies

- → Segment returning visitors by previous behavior, and serve experiences tailored to where they left off.
- → Show returning visitors personalized hero banners that reference their last browsing session ("Continue exploring [category]").
- → Replace introductory content for returning visitors with social proof, limited-time offers, or content that speaks to their familiarity with the brand.

Quick Pitch

Target returning visitors with personalized content and messaging based on their past interactions, so every return visit feels like a continuation, not a reset.

Estimated Price (GBP)

£1,500 - £3,000 /month

Bundling & Upsell Ideas

Pair with session recording analysis to track return visitor journeys and use those insights to build more precise audience segments for personalization.

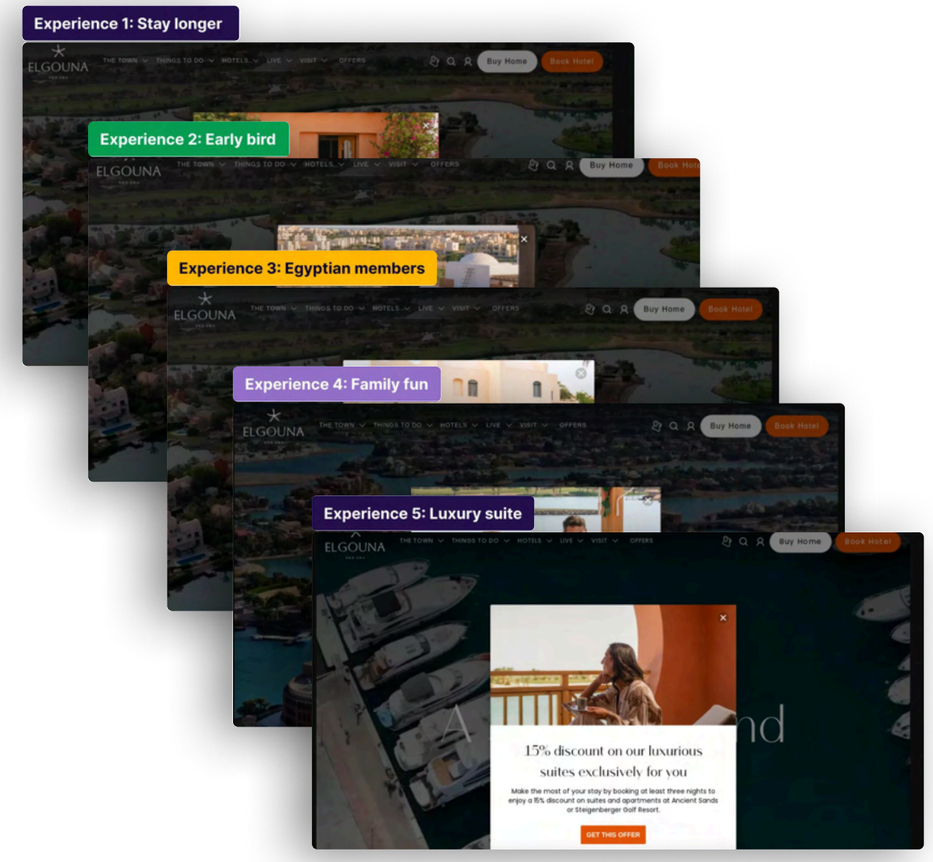
A Real Win

25%

Booking conversion rate

Orascom Hotels Management (OHM) increased bookings by 25% with targeted personalization for return visitors

- OHM, operating premium hospitality properties across the Middle East and Europe, noticed that nearly 50% of its bookings came from returning visitors.
- Yet these users were seeing the same generic messaging as first-time visitors.
- Using Personalize, the team created five distinct experiences for returning visitor segments.
- They tailored messaging, offers, and content based on specific visitor characteristics and previous interactions with the site.



Result

153 bookings worth **$74,674** in revenue, with **61%** of total revenue now directly attributed to personalization efforts and a **25%** conversion rate uplift in bookings.

19 Geo-Targeted Messaging

Visitors respond to content that feels relevant to them.

For global or multi-region brands, serving identical messaging (the same currency, promotions, or shipping information) often creates friction.

Geo-targeted personalization goes beyond simply swapping currencies or translating copy.

It's about building and delivering location-specific experiences at scale, so every visitor, regardless of where they are, sees content that feels local and relevant to their context.

Which client personas would need this service?

- eCommerce Managers
- Regional Marketing Leads
- CRO Strategists
- International Growth Teams

Quick Pitch

Build and deliver geo-targeted experiences, such as localized offers, region-specific CTAs, and market-relevant messaging, that resonate with each of your key markets.

Estimated Price (GBP)

£1,200 - £2,500 /month

(depending on traffic, test duration, and other factors)

The first communication you send to a user through any channel will get you the most traction. For example, an email read rate is normally around 17-20%, but the first email garners around 60% read rate. So it’s very critical what you want to convey to the user. Based on it, you can nudge the user on how to complete a journey, and later on re-nudge them for other relevant products.

Vipul Sharma

Head of Growth, SBI Securities



Capability - Commerce

Commerce

Stop guessing which products shoppers want to see.

Commerce gives merchandising teams full control over product discovery, search, and recommendations, so every shopper sees a store that feels like it was built for them.



20 Smart Product Recommendations

While generic recommendation widgets treat every visitor the same, Commerce builds a picture of each shopper based on what they search, browse, and buy.

The platform uses these insights to surface the products most likely to convert at every stage of their journey.

Ideas for Agencies

- Surface recently viewed products at the start of a return visit to help shoppers pick up where they left off.
- Exclude products already in the cart or recently purchased from recommendation widgets, keeping suggestions genuinely useful.
- Use brand affinity and frequently bought together logic to increase average order value at the product and cart stages.

Quick Pitch

Shoppers tell you exactly what they want through every click, search, and purchase. Use these insights to serve highly personalized recommendations at every touchpoint.

21 Intelligent Search

Search is where purchase intent is highest.

Yet most on-site search experiences fail shoppers the moment they describe a product in their own words, misspell a name, or use terminology the catalog doesn't recognize.

Commerce's Semantic AI search engine closes the gap between what shoppers ask for and what the catalog contains, so high-intent moments convert more often.

Ideas for Agencies

- Move high-priority products to the top of results and push low-relevance items down during new launches or clearance sales.
- Identify search terms that drive the highest traffic to ensure these terms return relevant results rather than dead ends.
- Apply the same merchandising rules that govern category pages to search results, so shoppers get a consistent experience across the store.

Quick Pitch

Optimize the search experience so it understands natural language, handles misspellings, and returns relevant results, prioritizing intent over exact match.

22 Merchandising Control & Campaign Management

Most merchandising tools require a developer to change a ranking rule, launch a campaign, or adjust what gets promoted in a category.

Commerce puts that control directly in the hands of business teams.

One set of rules, configured in one place, carries through to category pages, search results, and recommendation widgets automatically.

Ideas for Agencies

- Boost relevant products automatically during key events or campaigns without disrupting the broader category experience.
- Apply 1:1 personalized rankings to dynamically reorder category pages based on individual shopper behavior.
- Increase visibility for high-margin products and hide out-of-stock or low-priority items without engineering dependency.

Quick Pitch

No more relying on developers to promote a product or respond to a trend. Get full control over rankings, promotions, and campaign logic, all from a single platform.

Qualify before you pitch

Client Readiness Scorecard

Use this scorecard before pitching a service to a new client or expanding services with an existing one.

How to use it?

Go through each dimension and check every statement that applies to your client. Tally your checks at the end to find their readiness profile and recommended starting point.

1. Traffic & analytics maturity
2. Stakeholder buy-in & internal support
3. Developer & implementation bandwidth
4. Budget & timeline expectations
5. Existing CRO tools or processes



1

Traffic & analytics maturity

- [ ] The client receives at least 10k monthly visitors on key pages.
- [ ] They have GA4 or an equivalent analytics platform configured.
- [ ] They can identify their top traffic sources and segment visitors by channel.
- [ ] They have at least 3 months of historical data available for baseline comparison.

Checks: ___ / 4

2

Stakeholder buy-in & internal support

- [ ] At least one senior stakeholder (CMO, VP, or Head of Digital) actively supports the CRO program.
- [ ] The client has a designated PoC (point of contact) who can coordinate internally on your behalf.
- [ ] There is a shared understanding that testing takes time, and not every experiment will produce a winner.
- [ ] The client has previously presented data or testing results to their leadership team.

Checks: ___ / 4

3

Developer & implementation bandwidth

- [ ] The client has a developer or dev team available to support implementation when needed.
- [ ] There is an agreed process for requesting and prioritizing development work.
- [ ] The client can typically turn around minor front-end changes within 2 weeks.
- [ ] They have a staging or test environment available for pre-launch QA.

Checks: ___ / 4

4

Budget & timeline expectations

- [ ] The client has an allocated budget for CRO.
- [ ] They understand CRO is a continuous program, not a one-time project.
- [ ] They are not expecting significant results within the first 30 days.
- [ ] There is flexibility to extend or expand the engagement based on early results.

Checks: ___ / 4

5

Existing CRO tools or processes

- [ ] The client uses or has previously used a testing or experimentation tool.
- [ ] They have heatmaps, session recordings, or other behavioral analytics data available.
- [ ] They have a documented process for forming hypotheses or prioritizing what to test.
- [ ] They conduct regular reviews of website performance with their team.

Checks: ___ / 4

Readiness profile

Tally your checks across all five dimensions.

16-20

Optimization-Ready

This client is ready for a structured CRO program. Lead with a high-impact bundle and tie experiments directly to revenue goals.

10-15

Foundation Stage

Strong potential, with gaps to close. Start with research and quick wins, then build the case for a fuller program.

5-9

Pre-CRO

Not ready for full-fledged testing yet, but ready to start. Focus on user behavior research to demonstrate value early.

0-4

Not Yet Ready

Significant gaps across dimensions. Needs help setting up the prerequisites before fully committing to optimization.

Note: Use dimension-level scores alongside the total to spot critical blockers early.

A low score in a single dimension can be a dealbreaker even with a high total. A client scoring 3/4 across four dimensions but 0/4 on Dev & Implementation Bandwidth will struggle to ship anything, regardless of how strong their analytics or stakeholder support is.

Package for premium rates

Service bundling guide

Five packages built around the most common client types that agencies often serve.
Each package combines research, testing, and personalization to solve a client’s defining bottleneck.

Five bundles, mapped to the clients you serve

1. The eCommerce growth stack
2. The SaaS conversion bundle
3. The lead generation bundle
4. The content & media bundle
5. The CRO foundation bundle

Bundle 1

The eCommerce growth stack

eCommerce clients have clear conversion goals and high traffic volumes, along with cart abandonment problems.

They need fast wins at the bottom of the funnel and behavioral insight into why visitors drop off.

Best for Online retailers, D2C brands, marketplace sellers

Services included:

Insights

- Heatmap Analysis
- Session Recording Analysis with AI
- Conversion Funnel Audit

Testing

- CTA Button Testing
- Social Proof Testing
- Urgency Messaging Experimentation

Pulse

- Behavioral Retargeting Personalization
- Exit Intent Popups

Commerce

- Smart Product Recommendations
- Intelligent Search
- Merchandising Control

Bundle 2

The SaaS conversion bundle

SaaS clients are all about trial-to-paid conversion and feature adoption.

Their biggest challenges are onboarding friction, pricing page clarity, and the gap between signups and activated users.

Best for B2B-SaaS companies, subscription platforms, and free trial products.

Services included:

Insights

- Session Recording Analysis with AI
- Form Analytics Audit

Testing

- A/B Test Design, Layout & Execution
- High-Impact Journey Page Optimization
- Multi-Element Page Testing

Personalize

- Behavioral Retargeting Personalization

Pulse

- Voice of Customer Insights

Bundle 3

The lead generation bundle

Lead gen clients optimize for form submissions, demo requests, and contact enquiries.

Their conversion events are fewer but of higher value, which means every drop-off point carries a high commercial cost.

Best for B2B companies, professional services, finance and insurance brands, and consultancies.

Services included:

Insights

- Form Analytics Audit
- Conversion Funnel Audit

Testing

- Headline Testing
- A/B Test Design, Layout & Execution
- Social Proof Testing

Personalize

- Geo-Targeted Personalization

Pulse

- On-site Survey Deployment

Bundle 4

The content & media bundle

Media clients optimize for engagement depth, subscription conversions, and reduced bounce from content pages.

Their challenge is converting casual readers into loyal, paying subscribers without disrupting the content experience.

Best for Media companies, publishers, membership platforms, and news and entertainment brands.

Services included:

Insights

- Heatmap Analysis
- Session Recording Analysis with AI

Testing

- Headline Testing
- CTA Button Testing

Personalize

- Behavioral Retargeting Personalization

Pulse

- Voice of Customer Insights
- Exit Intent Popups

Bundle 5

The CRO foundation bundle

Some clients aren't ready for a full testing program. But they're ready to start building the foundation.

This bundle focuses on research, behavioral insight, and quick wins that demonstrate value early and build the internal case for a more structured program.

Best for Clients new to CRO, lower-traffic sites, or those in the Pre-CRO tier from the readiness scorecard.

Services included:

Insights

- Heatmap Analysis
- Session Recording Analysis with AI
- Form Analytics Audit

Testing

- CTA Button Testing
- Headline Testing

Pulse

- On-site Survey Deployment

Kickstarting your CRO program

A 90-Day plan

Don't try to launch all services at once. Instead, take a focused approach:

Month 1

Pick your entry point

Choose one client from your current portfolio who scores high on the Client Readiness Scorecard.
Select the service bundle that matches their industry and maturity level.

Month 2

Run and document

Execute the first services in your chosen bundle, typically the research and insight layer.
Document everything: what you observed, what hypotheses emerged, and what you tested.

Month 3

Amplify and expand

Present results internally to your client's leadership team, not just your day-to-day contact.
Turn it into a case study and open conversations with two or three other clients where a similar approach would apply.

Ready to Move Forward?

Turn the execution gap into your next revenue line.

If you're already a VWO AB Tasty partner:

Your next step is to identify which services align best with your current client portfolio and team strengths. Our partner team can support you with:

- → Campaign setup assistance
- → Pitch deck templates
- → Case study development

Reach out to your partner manager to discuss which services you want to prioritize and how VWO AB Tasty can accelerate your rollout.

Talk to your partner manager

If you're not yet a VWO AB Tasty partner:

Now is the ideal time to join. Our Partner Program gives you access to:

- → The full platform capabilities in this playbook
- → Technical training and certification for your team
- → Dedicated partner support to help you scale

Register now to explore the VWO AB Tasty Partner Program and see how it fits your agency.

Explore The Partner Program



Better Together.

vwo.com abtasty.com