



The Conference formerly known as Conversion Hotel 2019

A deep dive



Didn't make it to Conversion Hotel 2019?

Don't worry, I've got you covered! You'll find the important take-aways, thoughts and themes from all the keynote presentations which I hope you'll find as thought inspiring as I did. Covering everything from AI all the way through to Data Governance, the range of topics was diverse and importantly the content was fresh and new - just what you need to get the brain cells firing.

So, get comfy, get ready, and let's take a deep dive into everything Conversion Hotel 2019!

**SAVE
THE
DATE!**

20-22 November 2020
#CH2020

Get notified about ticket sales at
conversionhotel.com

Early Birds!

Don't miss out on
your chance to
attend #CH2020!



Keynote Presentations

This year's conference was made up from an eclectic mix of 8 announced keynote speakers and more unconference sessions than you could shake a stick at. For an added twist there was a competition where by the attendees of the conference could take to the stage for 2 minutes to pitch their ideas to present their own keynote to everyone else – which was a brilliant way not only to encourage participation throughout the event, but also give those who were willing to give it a go, the opportunity to take to the stage and shine. Lets take a look and see who presented what, and some of the key takeaways to ponder on.



Using experimentation to drive product

Stephen Pavlovic / conversion.com



One neat trick to run better experiments

Lukas Vermeer / booking.com



AI and Personalisation demystified

Guy Yalif / intellimize.com



Authentic Intelligence

Elke Geraerts / elkegeraerts.com



A look at the future of Data Governance

Aur lie Pols / Data Governance & Privacy Engineer



Friction - The untapped force that can be your most powerful advantage

Roger Dooley / rogerdooley.com



Data Science demystified

Emily Robinson / datacamp.com



Expedition Gold

Elis Ligtleee / elisligtleee.com



The subtle CRO art of not giving a f*ck

Lucia van den Brink / CRO-specialist @ NU.nl

Pitch Presentation Winner at CH2019



01. **Keynote:** Using experimentation to drive product

Stephen Pavlovich (UK)

Founder @ conversion.com

Stephen delivered an insightful presentation about how we should think bigger and riskier when it comes to experimentation.

By doing so we can inform larger commercial decisions for businesses around physical product development and other factors that have the most important impact on a company.

We should utilise experimentation to solve the BIG problems, not fiddling with the smaller ones.

“ Favourite Quote

Decisions by committee will always be shitty ”



01. Keynote: Using experimentation to drive product

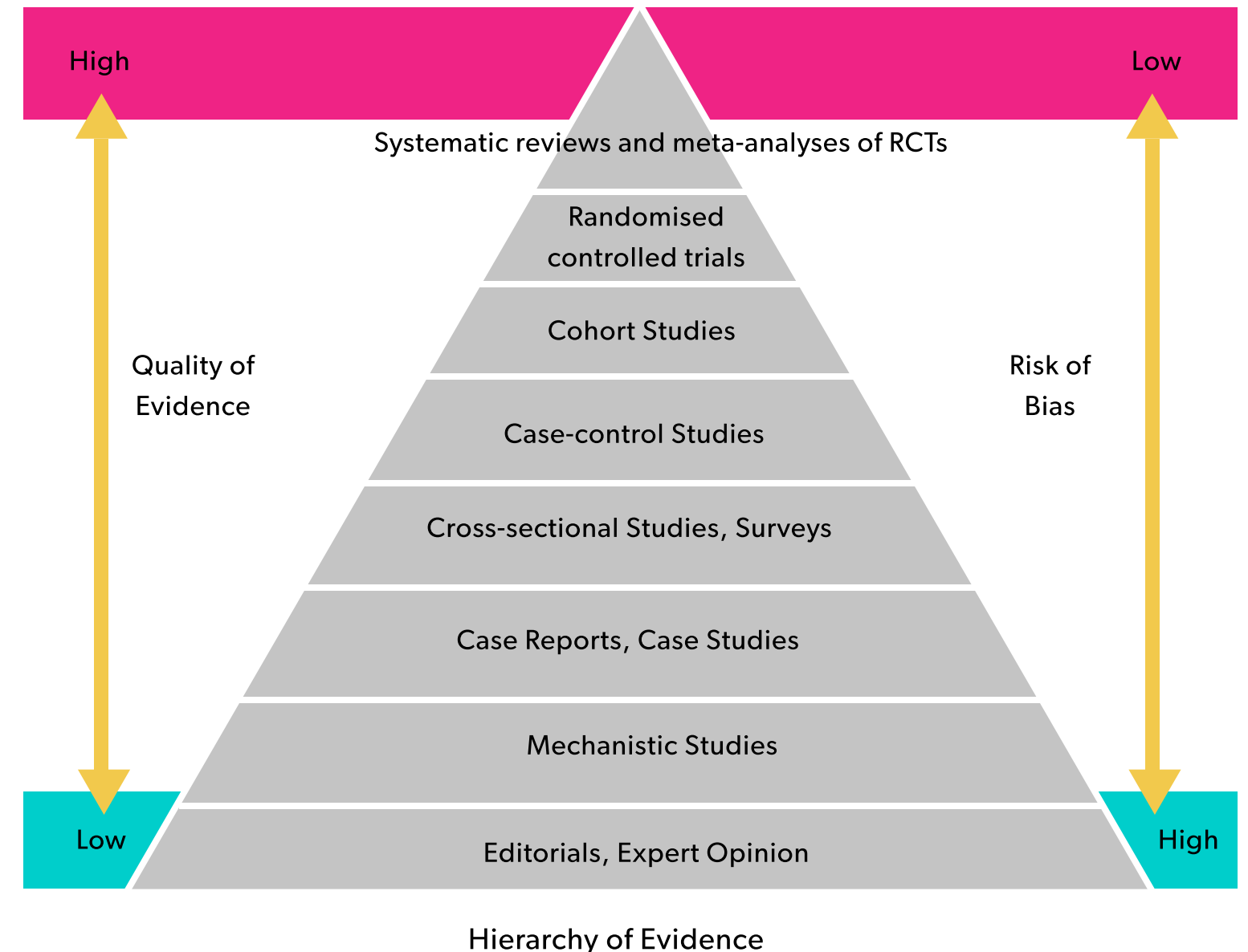
Stephen Pavlovich (UK) Founder @ conversion.com

In order to achieve true innovation, we have to take bigger risks, which sounds ominous - but we can mitigate the risk by evaluating what we are trying to understand and the evidence we want our decisions to be based on. For example, something that is easily reversible carries less risk than a decision or idea that is irreversible. For the latter we need to ensure the quality of evidence and risk of bias is lower.



Key Take Aways:

- ✓ Innovation and risk are the primary drivers to making a meaningful impact on a company
- ✓ We can mitigate risk depending on the decision we want to make (reversible or irreversible) and the type of evidence we use to inform our decisions
- ✓ Test the smaller elements and ideas that make a larger idea earlier and often - that way the investment is lower and the inclination to stick with something because it's "done" (but potentially bad) is reduced



02. Keynote: AI & Personalisation demystified

Guy Yalif (USA)

Cofounder, CEO, and Board Director @ intellimize.com

Despite A.I being a bit of a buzz word in the industry right now, there is still a great deal of scepticism towards its usage, usefulness and what it actually is. Guy was here to tell us how AI is a tool to take advantage of, not fear or dismiss as a gimmick.

AI can be used throughout all funnel stages and comes in 2 flavours:

1. Rules based (if this then that - think chat bots as an example)
2. Machine learning (ML) - based on data that the system learns from and adapts to

ML can happen in a number of ways:

Supervised learning

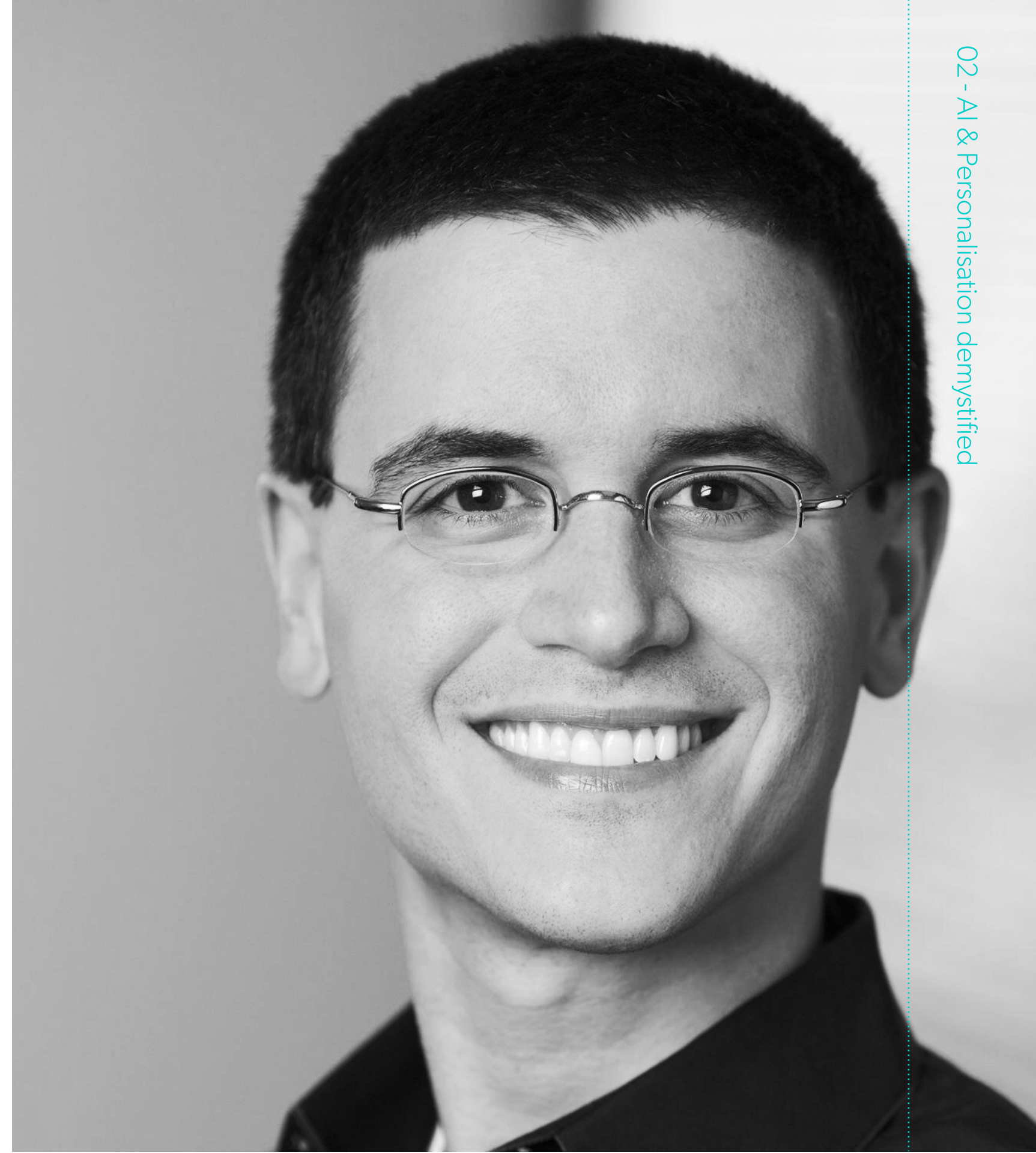
Relies on a set of known variables

Unsupervised learning

Looks at unstructured data and acts on it without guidance

Reinforcement learning

A balance between exploration of unknowns and exploitation of current knowledge



02. Keynote: AI & Personalisation demystified

Guy Yalif (USA) Cofounder, CEO, and Board Director @ intellimize.com

ML learns through a cyclic process of DATA > MODEL TRAINING > PREDICTION > REPEAT.

This means that it can continually learn in an environment where parameters can change quickly, it can adapt much faster than we can based on what it did know, what it knows now and what its future outcomes it may predict.

Key Take Aways:

- ✓ Machine learning is good at doing a lot at once, accelerating and continuous learning, listening and reacting and driving results
- ✓ The best outcome for AI is when you combine it with humans
- ✓ There are several types of AI, but practical application is more than just making sure you use the right algorithm for what you want to do
- ✓ ML needs 3 key ingredients to work efficiently - Experience, Data Management and attentive adjustment of parameters to find the best prediction.

SUPERVISED LEARNING	Lead scoring Ideal price Ideal promotion amount	Regression (predicting a continuous value or number)
	Will X do Y? High / Medium / Low lead score Spam or not Spam?	Classification (predicting among discrete options)
	Which product to show Which content to show	Recommendation
	Understand speech Recognise image content Write an email subject line	Speech / Image recognition
UNSUPERVISED LEARNING	Customer segmentation Business insights from data	Clustering
	Fraud detection Outlier detection	Anomaly detection
RL	Email sequences CRO	Reinforcement learning

What is Machine Learning good at?



03. **Keynote:** A look into the future of Data Governance

Aurélie Pols (EU)

Data Governance & Privacy Engineer

If ever there was a more appropriate use of the term “50 shades of Grey”, Aurelie probably summed it up whilst she shared her thoughts around current and future GDPR and legislative requirements.

Is it really ok to ask for forgiveness first than it is to get permission? Well that depends on the level of risk and potential fines you might face - is it worth it? Additionally, how much risk are you willing to expose yourself to on behalf clients and vendors. We have a saying for this in the UK, it's covering your own a*rse and should be your top priority no matter what the external pressures are.

Let's not forget also, it's not JUST about the fines - other powers such as Block, Stop & Freeze means your data pipeline could be shut down if your activities are seen to have contravened GDPR guidelines. Certainly food for thought when the hand that feeds our industry suddenly gets severed.

“ Favourite Quote

Privacy is the new green, trust is the new currency ”



03. **Keynote:** A look into the future of Data Governance

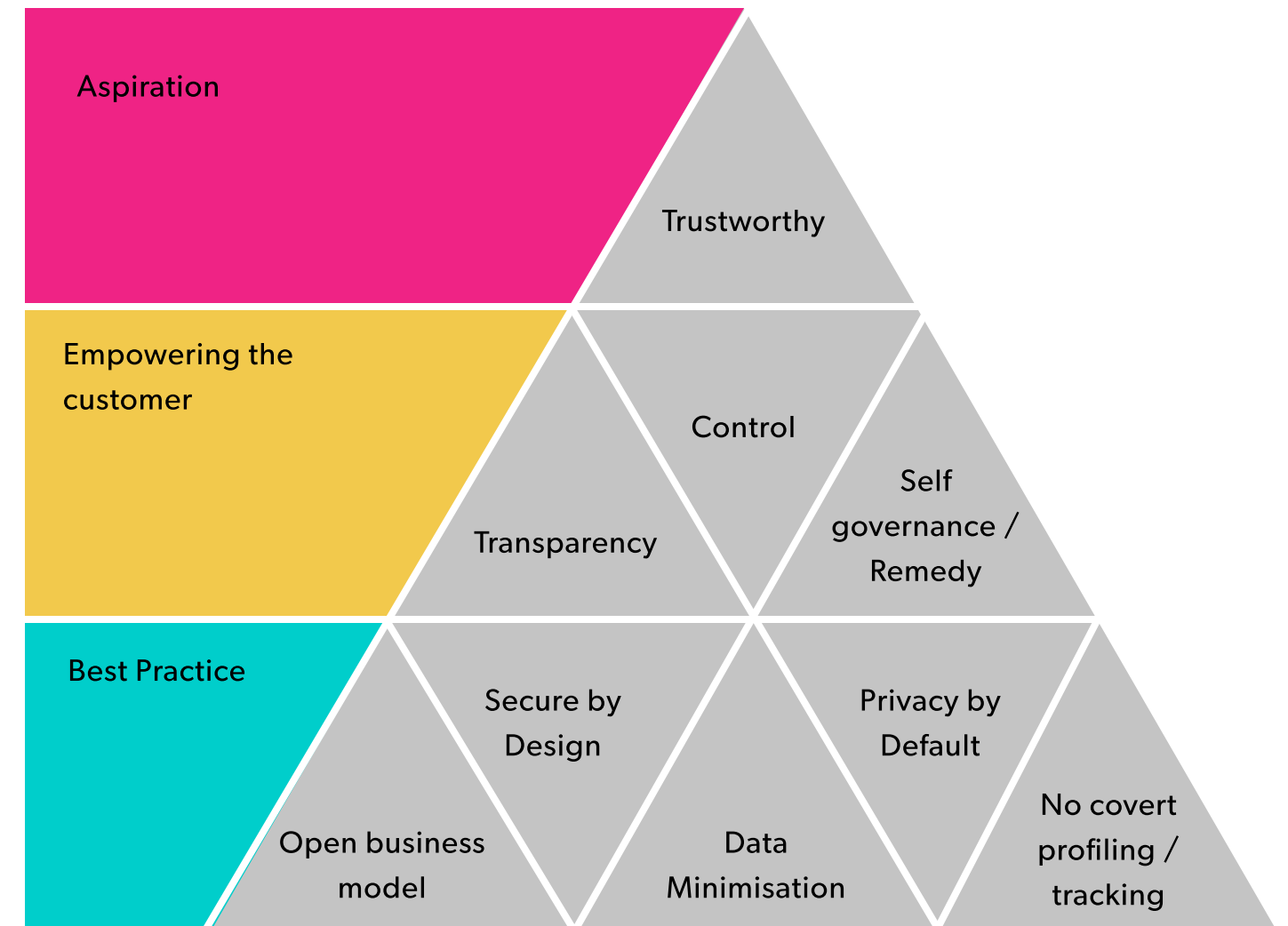
Aur lie Pols (EU) Data Governance & Privacy Engineer

But with such a gnarly topic to deal with - what is the way forward? Well there isn't a clear path and it will require legislators and practitioners to work towards becoming comfortable bed fellows. But in the meantime, we need to consider our own moral and ethical position and do right by the customer (not necessarily the client).



Key Take Aways:

- ✓ Think about the data you actually NEED to collect. 2 peanut butter sandwiches are better than 33. Minimise your risk!
- ✓ GDPR legislation will evolve because it has to in order to keep up with the changing landscape. Consultation will be continual.
- ✓ Understand and take accountability for the information you are collecting and how you are using it. Evaluate the risk.
- ✓ Privacy and trust are becoming king



Pyramid of Trust



04. **Keynote:** Data Science demystified

Emily Robinson (USA)

Data Scientist @ datacamp.com

I have to admit, whilst “numbers” are not my favourite thing to deal with (would much rather get to the bottom of a bug or shoddy UX), Emily did indeed live up to the title of her presentation and provide a great insight into what Data Science is and is rapidly becoming and why it’s so important to get to grips with it.

She talked us through the primary skills you need as a data scientist (maths & stats, programming & databases and importantly the ability to be able to translate business questions into data science problems and communicate the answers back so that those not conversant in the lingo can understand the solution.

Emily also outlined a crash course in how to get good at Data Science, with a number of practical tips from applying its principles to a personal project, getting data to start playing with (TidyTuesday) and stating the question you want to answer.

“ Favourite Quote

Data science is the discipline of making data useful ”



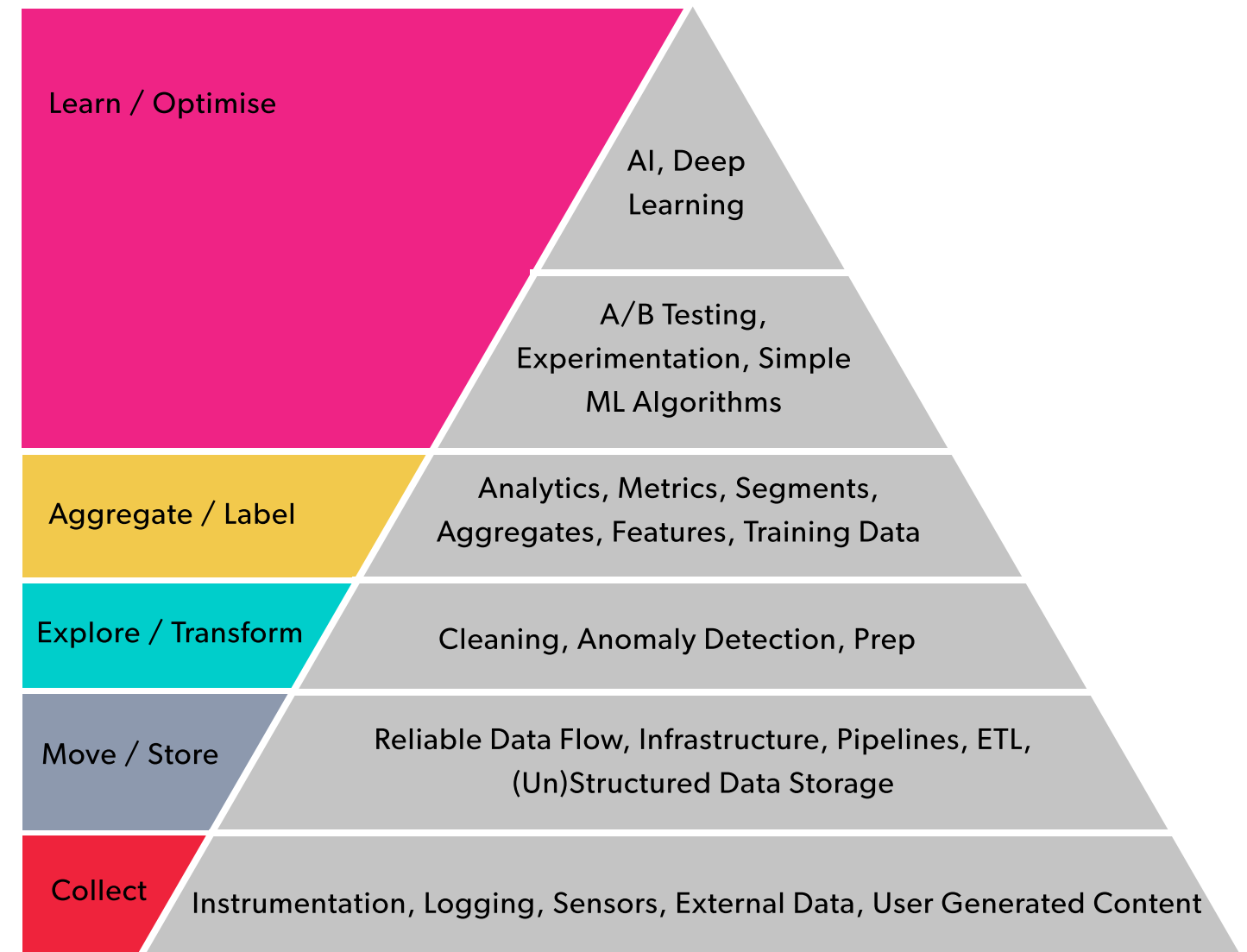
04. Keynote: Data Science demystified

Emily Robinson (USA) Data Scientist @ datacamp.com

But how do you know if you're doing it right or falling too far down the rabbit hole in a quest of a perfect data set? Publishing your work online is a great way to get feedback on your project.

Key Take Aways:

- ✓ New to Data Science? No problem! Practice by developing personal projects and learn how to program in R or Python and SQL (it's not that scary!).
- ✓ There is no singular Unicorn Data Scientist. They are specialists in various fields of data science (analytics, algorithms, inference).
- ✓ Data Scientists are translators. They are able to interpret a business question into a data science question & answer provide a business answer.
- ✓ We know data is vital. But it has to be good data that can be accessed, extrapolated, and interpreted correctly.



Data Science Hierarchy of Needs

05. **Keynote:** One neat trick to run better experiments

Lukas Vermeer (NL)

Director of Experimentation @ booking.com

Lukas delivered a very on point 30 minute deep dive into one of the key factors as optimisers we need to take into consideration - Sample Ratio Mismatch (SRM). From the Straw Poll around the room to establish who had heard of SRM (let alone checked for it in their experiments) his topic was a good one to highlight.

SRM is a data quality check that shows if there is a significant difference between the expected sample ratio, and the observed sample ratio. I.E the split of people between your variants don't match what you planned for. More importantly it is REAL! Companies who actively check for SRM report that 6-10% of experiments are affected by it.

It's important to check for because SRM can really screw your results over and conclusions you draw from them (not surprisingly!) so if we suspect SRM, what do we do?

“ Favourite Quote

SRM is real (and will make you cry!) ”

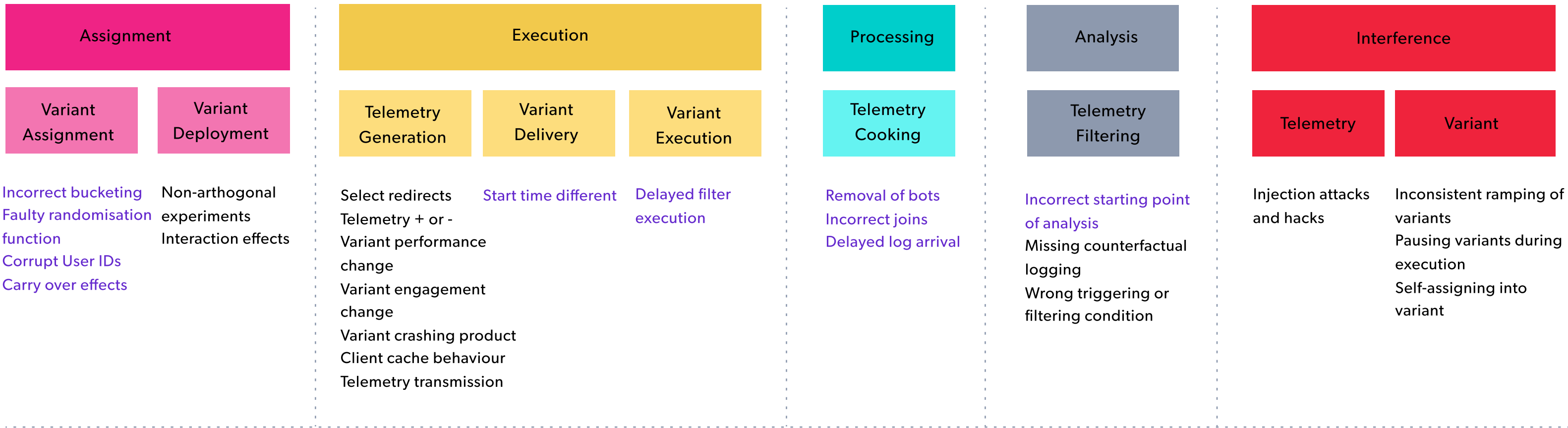


05. Keynote: One neat trick to run better experiments

Lukas Vermeer (NL) Director of Experimentation @ booking.com

The answer is simple - you have to look in the right places to establish the possible causes:

Systemic Impact



Key Take Aways:

- ✓ Realise SRM is a thing, and you need to be checking and tracking it through your experiment lifecycle.
- ✓ SRM alarm bells should start ringing when you have a mismatch between the expected sample ratio and the observed sample ratio. If you see a difference you need to check what's going on.
- ✓ There are a number of reasons why SRM happens, and there may ways to establish the possible cause if you know where to look.



06. Keynote: Authentic Intelligence

Elke Geraerts (BE)

Keynote speaker & Author @ elkegeraerts.com

The world is rapidly evolving around us, so it's only natural that we might question our place and our purpose. But we are irreplaceable and the secret to our own success, self-understanding and personal growth is down to 4 aspects of humanity - Reprogramming, Willpower, Imagination and Relationships.

Reprogramming can be broken down into 4 areas. The **basics** such as learning to discover the world again and taking ownership, changing our **mindset** from fixed to growth, altering our own **journey** so that we learn new things rather than sticking to the path we know and finally how to provide and absorb **feedback** that nurtures a growth mindset.

Willpower is primarily controlled by the chimpanzee that resides in all of us. He is constantly on the lookout for threat, food and sex and likes to say Yes to everything. The chimp and our human side are constantly battling with each other but it is only when we say No to a demand, we are able to formulate a conscious Yes.

“ Favourite Quote

When you are hunting elephants, don't get distracted by rabbits

”



06. **Keynote:** Authentic Intelligence

Elke Geraerts (BE) Keynote speaker & Author @ elkegeraerts.com

Once we do that, we can use techniques to help us prioritise - the Nadal Effect and Single Tasking.

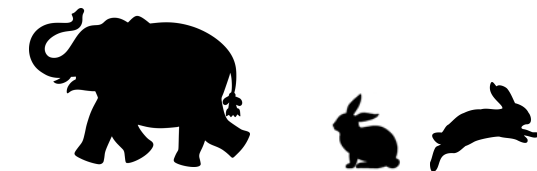
Imagination and creative capital are the most important assets of a modern company. Creativity happens in a unique set of circumstances - when you daydream, focus and detect stimuli from the environment at the same time and is also related to abstract thinking - all these elements distinguish us from robots.

Relationships should be structured on a tribal basis. Tribes are flexible, built on trust and communication - they have an identity and shared values. Once we establish trust, we have a sense of togetherness and it through that we can achieve more than if we go it alone.

As humans we possess all of the components that make us authentically intelligent. Having a growth mindset, resetting and challenging ourselves, learning how to retrain our willpower and building strong relationships with others are the keys to unlocking our potential.

Key Take Aways:

- ✓ We need to accept that we have to re-programme ourselves to grow and learn
- ✓ Your inner chimp is an attention seeker. It will do its best to distract you. But your willpower is under your control.
- ✓ Our imagination and creativity set us apart from Robots & AI. But to be imaginative and creative requires us to be able to daydream and move ourselves closer or further away from an idea to boost abstract thinking (Construal Level Theory)
- ✓ To build trust we must work as a Tribe, and through our tribal relationships we achieve togetherness.



07. **Keynote:** Friction - The untapped force that can be your most powerful advantage

Roger Dooley (USA)

Author & Keynote Speaker @ rogerdooley.com

Roger's keynote really resonated with me, because for the past 20 or so years finding friction on websites is what makes me tick - it's my job after all. From minor niggles all the way through to issues that cause catastrophic failures in the user experience, it's my job to find them. But it still perplexes me that I'm still finding the same problems time and time again and "discovering" problems that others have failed to spot. We don't seem to have moved on much, so it was great to have a reminder about how Friction can do more damage than you realise.

Roger provided us with an explanation around the Fogg Behavioural Model and then a plethora of examples of Friction - funny how when someone starts to point things out to you that you then start to notice Friction everywhere - The Baader-Meinhof Phenomenon rings true here!

“ Favourite Quote

When you reduce friction, make something easy, people do more of it.

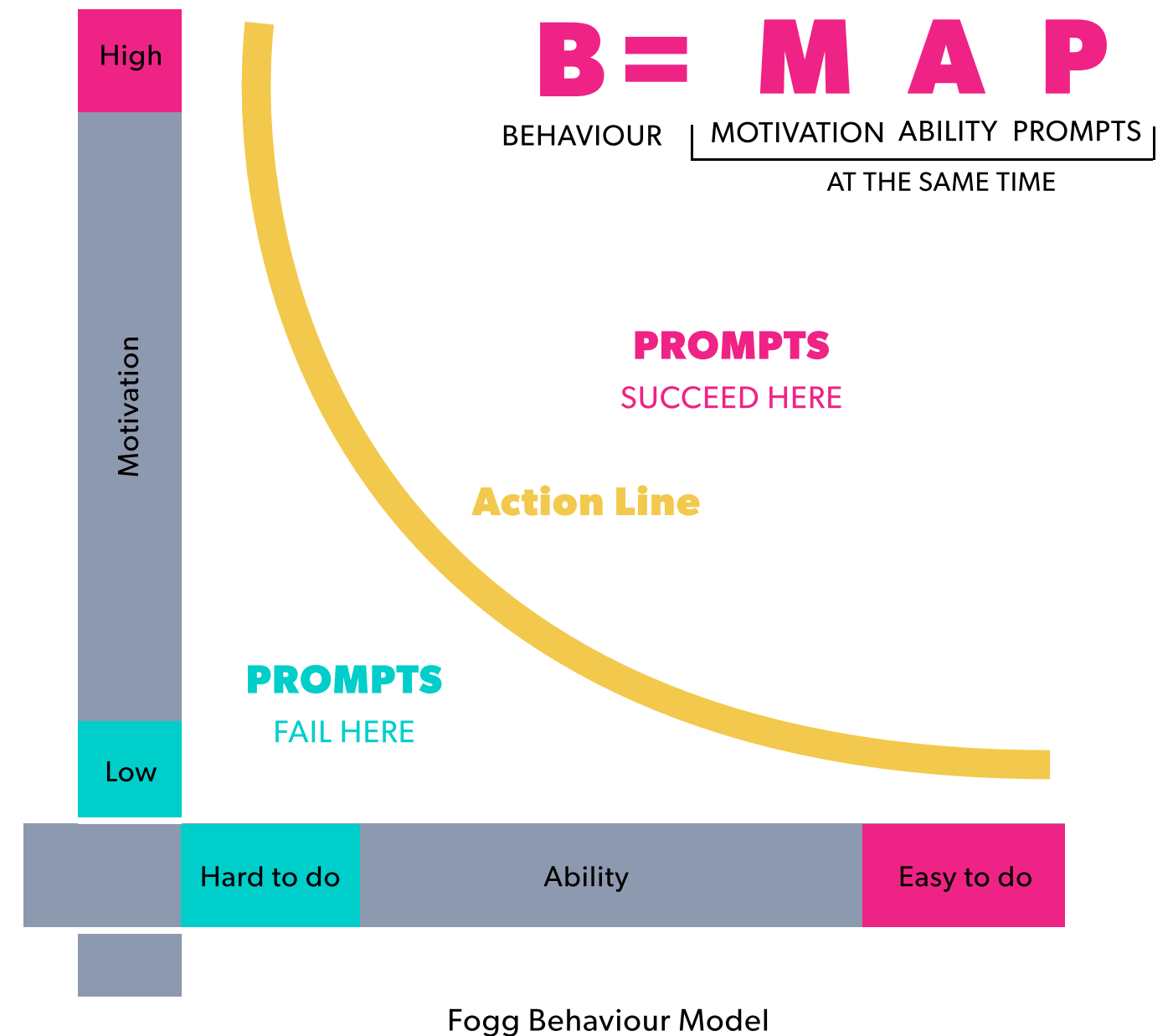


07. Keynote: Friction - The untapped force that can be your most powerful advantage

Roger Dooley (USA) Author & Keynote Speaker @ rogerdooley.com

Key Take Aways:

- ✓ Reducing friction can build loyalty. Humans are lazy - we take the path of least resistance (Law of Least Effort). Think Amazon.
- ✓ Not all friction is bad - introducing it can drive customers to a preferred goal.
- ✓ Friction is most common in Forms, Steps in a process, Instructions, High Effort interactions, Packaging, Returns, Search effort and results and Security policies (password creation / entry / retrieval).
- ✓ Use Customer Effort Scores to measure the perception of effort and capture effort metrics using observation (web based or face to face).
- ✓ Behaviour metrics such as feature engagement, rage clicks, excessive page reloads, profanity detection can also help measure friction and effort. Don't be afraid of messy data (such as free text survey replies) either.
- ✓ Friction is not only physical it is also cognitive - use simple fonts, short text, no large forms and keep it simple!





Pitch Presentation Winner!

08. **Keynote:** The subtle CRO art of not giving a f*ck

Lucia van den Brink (NL)

CRO-specialist @ NU.nl

Another unique spin at CH2019 was the Pitch Competition, and after a 2 minute spotlight on the stage, Lucia convinced the attendees that she should be the one to present a full keynote on how we should give less of a f*ck. Lucia highlighted 7 areas we should focus on:

Care less

We are on this planet for a finite time. And our energy is also finite. Like any resource we should use it wisely and not sweat the small stuff. Just get on and make progress

The value of suffering

Every action we perform results in something. Sometimes it's good. Sometimes it bad and we suffer. However, it is inaction due to possible negativity that is our biggest failing. Take a chance. Deal with the consequences.

“ Favourite Quote

Choose what you're going to spend your CRO f*cks on



08. **Keynote:** The subtle CRO art of not giving a f*ck

Lucia van den Brink (NL) CRO-specialist @ NU.nl

You are not special

Avoid putting yourself on a pedestal. Be humble but confident enough to level a playing field full of Hippos.

You are wrong about everything (but so am I)

Every action we perform results in something. Sometimes it's good.

Failure is the way forward

Sometimes even tried and tested ideas will fail when used in a context that isn't relevant or addressing the needs of users. But you won't know that unless you try and fail. As long as you investigate why something failed you will unearth valuable information that could lead to success or improvement.

Happiness is a problem

Being happy can lull you into a false sense of security. It can put blinkers on eyes which mean you don't address problems that others can see.

The importance of saying no

Not all ideas are good ones. Say no to them. And if you do have good ones, prioritise them accordingly.



Key Take Aways:

- ✓ Be rebellious and counterintuitive to improve your testing
- ✓ Live > fail > learn > improve. Expect a punch in the face now and again but move on and dodge the fist next time.
- ✓ Accept you may be wrong and you're not special. Apply to everyone.
- ✓ Don't let happiness blind you to opportunity.
- ✓ Say No so you can do more.



09. **Keynote:** Expedition Gold

Elis Ligtlee (NL) & Jan Roelfs

Olympic Track Cyclist @ elisligtlee.com

Elis, along with her co-presenter Jan Roelfs talked through Elis' journey to becoming a gold medallist in the Olympic Games for Track Cycling.

It was an a very heartfelt and sincere discussion around the trials, tribulations and resulting success of dedicating yourself to a particular goal and achieving it.

But instead of reminiscing in the good of her dedication to training, Elis freely talked about the point at which she decided to retire and the reasons why - ranging from injuries, indifferent and uninspiring coaching support and the realisation that her life did not solely revolve around what was previously the only thing she had concentrated on.

Understanding her life balance was wrong she took the time to reflect and has ultimately found as one door closes another opens - and opportunity and happiness can be found even if have to change your original game plan.

“ Favourite Quote

If you want to do something, you have to do it by yourself. You know what you can do.

”



09. **Keynote:** Expedition Gold

Elis Ligtle (NL) & Jan Roelfs Olympic Track Cyclist @ elisligtle.com








Key Take Aways:

- ✓ You can reach a goal if you work hard towards it, but to do that you need understanding, love and support from those around you.
- ✓ Success is sometimes a fleeting bedfellow - once it leaves it often can leave you feeling alone
- ✓ It's okay to stop doing something that doesn't make you happy. Find something else that will, and set a new goal. Reprogram yourself!
- ✓ Opportunities to be happy are waiting to be discovered if you give yourself the chance to find them. Success should be measured by your own personal goals.



Sidetrack Presentations

One of the most exciting (and daunting!) events at CH2019 was the Pitch Presentation Competition - whereby attendees could throw their hats into the ring to earn a spot centre stage and present their own Keynote at the conference. Each participant had 2 minutes to outline their topic, and attendees then voted on who they'd like to hear more from. Lucia and her talk about giving less f*cks was the winner - but kudos has to go to everyone else who took part. No one's efforts were in vain - everyone who took part also had the chance to present as a sidetrack at the conference. I only managed to get in to see two of them (Daphne and Rosanne) but you'll find a brief synopsis for each in the following pages.

 Growth Mindset 2.0 Daphne Tideman / rockboost.com	 Site search Mieke Knuiman / Site search & SEO Specialist @ Bidfood
 How to double your mailing list with LinkedIn experiments Rosanne van Staalduinen / burostaal.nl	 Lessons from setting up CRO role Robert Rubeko / CRO Specialist @ Paulas Choice
 Top 3 common blind spots in most CRO programmes Kevin Heiner / Digital Data Analyst	 Driving the personalisation supercar in 2020 Desiree van der Horst / CRO Lead @ Fingerspitz
 Less is not always more Reinout Wolfert / Optimisation Specialist @ ABN Amro	



01. Sidetrack: Growth Mindset 2.0

Daphne Tideman (NL)

Head of Growth Consultancy @rockboost.com

Daphne put forward a pretty convincing pitch around how we can all achieve a new and improved growth mindset, and presented her sidetrack talking us through how to accomplish just that. She explained how we should adopt and evolve towards this ethos, and most importantly how to implement it's benefits in and around the work we do and our personal lives.

Daphne highlighted that the Growth Mindset was originally aimed at individuals, but that limits it to one person. Growth Mindset 2.0 looks at how you integrate the similar thinking and reap similar benefits by adopting the same approach to teams and organisations and in fact, to yourself!

“ Favourite Quote

Have the courage, confidence, self-belief and self determination to go out there and work it out until you find the opportunities you want.



01. Sidetrack: Growth Mindset 2.0

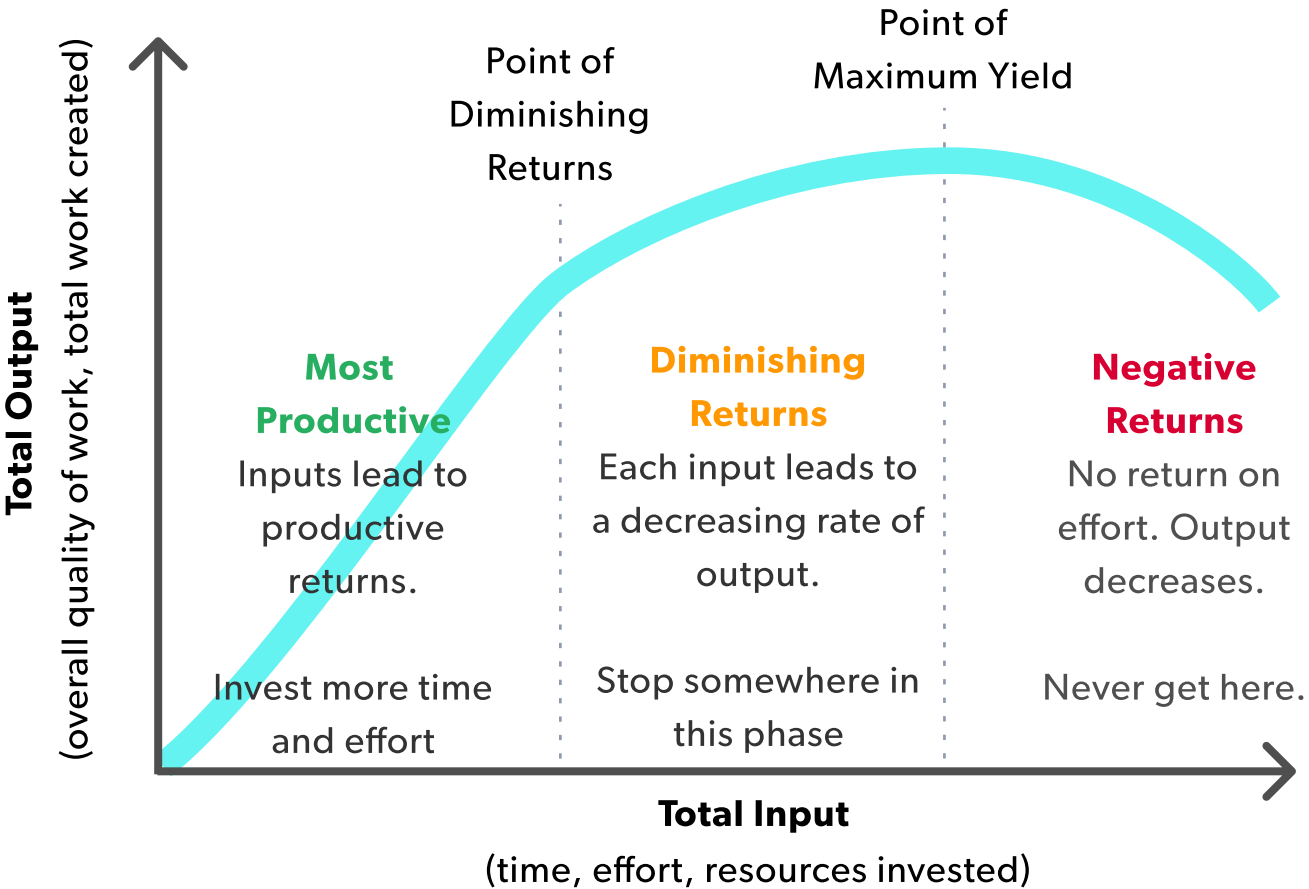
Daphne Tideman (NL) Head of Growth Consultancy @rockboost.com

Key Take Aways:

- ✓ There are 3 primary mindsets that facilitate Growth 2.0 in organisations. Understand and adopt them, and use them to your advantage.

Profiteer	Hustler	Systemiser
Talk in profit, not CTR, conversions etc	Focus on the 20% that drives 80% of the value	Use processes to reduce time
Start high level and break it down	Action is better than perfection	Automate what must be done
Calculate long term impact of experimentation	Get creative to solve challenges	Repeat high potential activities
Profit should always be visible	Implement solutions step by step	Build on previous learnings

- ✓ Understand the Law of Diminishing Returns and how it relates to your activities - which zone are you in?



02. Sidetrack: How we doubled our mailing list with LinkedIn experiments

Rosanne van Staalduinen (NL)

Creatief strateeg @burostaal.nl

Rosanne was also one of the keynote pitch winners after piquing the interest of the audience with a topic a lot of people thought would be good to hear about.

Rosanne wanted to know what the net effect of using growth hacking on LinkedIn would result in and set out her methodical approach to optimising the algorithms that decide what content is promoted on the platform and how best to encourage engagement.

Through a series of tests and hypotheses Rosanne was able to demonstrate how iteration enabled her to reach a very impressive goal of achieving 100K views of a post resulting in a 200K revenue increase (and counting) as well as an substantial gains in connections, downloads and page visits.

“ Favourite Quote
Silence your imposter syndrome - try new things and
never stop learning! ”



02. **Sidetrack:** How we doubled our mailing list with LinkedIn experiments

Rosanne van Staalduinen (NL) Creatief strateeg @burostaal.nl

Key Take Aways:

- ✓ Use story telling in your LinkedIn posts to encourage engagement
- ✓ Write long posts so that users have to “see more” - using story telling helps with this
- ✓ Offer some kind of content to “give away” - request readers message you for the link to the content
- ✓ Start engagement on the post by asking friends / colleagues and customers to comment on it
- ✓ Comments are gold for working the LinkedIn algorithm that decides if your post is worthy of promoting to others
- ✓ Always respond to comments and tag people in your replies
- ✓ Use your own personal LinkedIn profile to publish and allocate time to manage your posts



Other Sidetrack Presenters

Daphne and Rosanne were not the only ones to pitch to present... in fact an additional 6 conference attendees took up the gauntlet to speak about a variety of topics. I have to admit, there would not have been a cat's chance in hell I'd have put myself up for this, but all who did? Hats off to you! Your efforts really did provide inspiration and start conversations that may never have been had if you'd not put yourself in the spotlight.



03. Driving the personalisation supercar in 2020

Desiree van der Horst / CRO Lead @ Fingerspitz

Personalisation is now expected by customers, but buying a tool to do this doesn't mean it comes with the skills to implement it.

Setting Goals

Set **O**bjectives that are qualitative & time limited and **K**ey **R**esults that are measurable, quantifiable and ambitious (OKRs)

Complete Data

Measure everything you want to know reliably. More is not necessarily better.

Segmentation

Create segments based on data & behaviour. Remember your target audience.

Collecting Insights

Don't ignore failures - learn from them.

Customer Journey

Understand how to motivate users in the right way and the right time

Customer Data Platforms (CDPs)

No CDP? Then you'll be personalising separate channels. A CDP allows you to personalise cross channel.

Data -v- customer driven personalisation

Data driven personalisation is succinct, but may not account for preference anomalies. Customer driven personalisation can result in bias. The trick is to understand which type of personalisation or combination works best



Other Sidetrack Presenters



04. Site search

Mieke Knuiman / Site search & SEO Specialist @ Bidfood

How do we help users perform a search that doesn't lead to disappointment (as it frequently does)?

Step 1 - configuration

Use Autosuggest, Autocorrect, Did You Mean, Synonym recognition and deal with 0 results

Step 2 - ranking

Use different ranking strategies for each target group with a different purchasing behaviour. Don't rank by margins - let users find what they want to buy. Only boost something if it benefits the customer, and only do it temporarily.



05. Lessons from setting up CRO role

Robert Rubeko / CRO Specialist @ Paulas Choice

What is the best way to introduce CRO to a company for the first time?

Insights

Get insights from outside the CRO clique - in particular those who deal with customers on a daily basis

Ambassadors

Create insight ambassadors to help, manage and grow user testing

Clarity

Ensure your test results are easily available and easily understood in terms of results, impact and learnings

Speak the same language

Communicate in a way that your stakeholders understand and make a point of meeting with them

Fail to learn

Don't be shy about failed experiments, explain why they didn't work and what you now know



Other Sidetrack Presenters



06. 3 blind spots in CRO programmes

Kevin Heiner / Digital Data Analyst

What are the 3 things we keep missing when optimising:

Brand building

Understanding that brand building is NOT just a marketing campaign, it runs much deeper than that

Business Optimisation

It's not just about the website, it's about working out what's broken within business as well.

Seasonality

Here, time is everything. Because emotions, audience and market are all affected by this and you need to understand why (including curve balls like unplanned events)



07. Less is not always more

Reinout Wolfert / Optimisation Specialist ABN Amro

We may often leap to a conclusion that removing "stuff" will result in better conversions. After all, the less effort for the users the better right? Well that's not always the case - sometimes adding additional information or steps to a funnel that raises awareness of choice can be missing ingredient to better conversions.

More can mean more

Adding an additional step to a funnel that highlights choices and allows the user to decide which one suits them best can lead to higher quality conversions

Don't prematurely evaluate your results

If a test isn't performing well now, it doesn't mean it won't in the future. Sometimes, we have to be patient and brave enough to weather the storm and wait for the sunshine.

Sometimes it's all or nothing

If some sort of technicality means you can't rely on results from A/B testing (eg. cross channel tracking) then consider 0/1 testing instead - sounds scary, but with the right risk evaluation and fallback plans in place, it could be the solution for you.




Final Thoughts:

Conversion Hotel is a unique conference. Held on a small island an hour or so North of Amsterdam usually around late November, it really does offer the opportunity to concentrate and soak in new information in an environment that is as beautiful as it is peaceful - and at a time of year when most of us are fatigued with work it, offers a spark of inspiration to get your optimisation fires burning. It wins hands down for me on that front.

Add in the quality of the speaker content, the breadth of topics curated by the Online Dialogue team and the opportunity to meet a select crowd of likeminded individuals who enjoy a good debate and to challenge conventional thinking - it makes this the one conference I try to attend every year.

And I wasn't disappointed in 2019. From engaging and interesting Keynotes, through to unconference sessions conceived by the attendees covering an array of topics from dishwashers through to ethics and oysters, there wasn't one minute of the day that I wasn't occupied doing something fun and learning from it. The evenings also provided ample opportunity for networking, socialising or enjoying a whole host of activities to take part in should you wish - or not. There are no pressures here.

My advice? **Go.**



**Checkout conversionhotel.com
and get on the email list for 2020
tickets!**

You won't regret it!

Thank **You!**

If you made it this far through the deck, I salute you! I hope that you found it useful and have found at least a few action points to take away and consider, apply and try to your own optimisation journey - whether it be personal or business!

Conversion Hotel is big on knowledge sharing, so please feel free to share this deck as you see fit. The only thing I'd ask is that you give the author (me!) and the event a mention if you do so. I dare say the speakers wouldn't mind a tip of the hat either.

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About **Me**

I am a freelance consultant that has worked in all thing's optimisation for over 16 years – 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.

Over the past 3 years I have generated £30m of revenue through winning optimisation experiences and discovered £175m of lost revenue through my somewhat infamous approach to cross device and browser functionality testing and heuristic analysis. I 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.

What to get in touch? Why that'd be lovely :-)

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