

10 THINGS We All Know... But Apparently Still Need To Be Told



Conversion Hotel 2025

Nine lovingly-delivered slaps reminding us of things we already know but somehow keep forgetting.

Clear, obvious, unavoidable truths... served with style, precision, and just enough shame to make them stick.

Ready? Take notes. (Obviously.)



1 Typography Is a Weapon. Use It Responsibly.

Oliver reminded us, with the grace of a man who's seen too much, that readability isn't optional. Contrast, hierarchy, spacing, and language support are not "nice-to-haves"; they're foundational. And yes, even the Vatican can butcher kerning on a Pope's tomb.

Take Notes: If people can't read it, they can't trust it, and they definitely won't convert.

Oliver Schöndorfer

2 Your A/B Test isn't a Clinical Trial.

Marcella delivered the elegant slap the industry needed: CRO isn't medical research. You're not sequencing DNA, you're changing website elements in a chaotic, political, human environment. Over-indexing on purity kills momentum; ignoring QA kills users.

Take Notes: Good experimentation is pragmatic, process-led, and people-first. It's not statistics cosplay.

Marcella Sullivan

3 Your “Funnel” Is a Jungle. Start Acting Like It.

André dismantled the myth of linear journeys with surgical precision. Users jump tabs, switch devices, backtrack emotionally, and spiral off-course... yet we still design like they're obedient ducks in a row. Flow, continuity, recovery, aftercare... basics we routinely forget.

Take Notes: Journey optimisation beats page optimisation every day of the week.

André Vieira

4 Specs Don't Sell. Emotion Does.

Camila delivered a masterclass in human reality: people don't buy based on technical features — they buy based on how something might make them feel. Especially in taboo categories where shame, curiosity, and desire collide. The data proved it: sensations convert; specs don't.

Take Notes: Strip emotion out of your UX and you strip out its power.

Camila Dutzig

5 Think Small. For the Love of the Planet.

Iqbal exposed an uncomfortable reality: giant LLMs aren't just overkill, they're environmental sinkholes. Why burn the energy of small nations when tiny models perform beautifully in structured workflows? The magic isn't size, it's architecture. And restraint.

Take Notes: You don't need a cathedral of compute to classify three bullet points. Save the planet; think small.

Iqbal Ali

6

Your Site Isn't Ready for AI Agents. Fix It.

Sani showed, with delightful brutality, that agents fail not because they're dumb, but because our websites are chaos sculptures. Mislabeled buttons, bloated DOMs, broken semantics... no wonder the machines hallucinate. Clarity isn't aesthetic; it's survival.

Take Notes: Machine-readable = future-proof. Clean your structure before the agents reject you entirely.

Slobodan "Sani" Manic

7

Silos Ruin Journeys. Everyone Knows This.

Natasha bravely aired Sky's dirty laundry: teams optimising "their bit" create user purgatory, beautifully demonstrated by Maureen's 20-minute death spiral. Vertical KPIs sabotage horizontal journeys. Intent, not ownership, is what unifies experience.

Take Notes: Collaboration isn't optional; it's the only route to coherence.

Natasha Senior

8

AI Experiments Aren't A/B Tests. They Never Were.

Jelena exposed the fundamental flaw: you can't "freeze" a learning system. Variants drift, feedback loops distort reality, and bad data retrains the model into oblivion. Testing AI is less about competition and more about controlled discovery.

Take Notes: Treat AI experiments as learning environments, not leader board battles.

Jelena Nadj

9

Velocity Is Useless Without Quality.

Melanie pulled back the curtain on Booking.com's experimentation engine: huge volume means nothing if your design, power, and validation are broken. Quality isn't glamorous, but it's the backbone of good decisions, and tooling should enforce it, not hope for it.

Take Notes: Scale without rigor is just expensive noise.

Melanie Mueller

10 Your Metrics Need Therapy.

Kees delivered the gentle-but-lethal reminder that not all metrics are created equal, and many are emotionally unstable. Local metrics shout for attention, middle metrics mislead, and global metrics rarely hit significance because the data is feral.

Take Notes: Choose the most global metric you can actually detect an effect for and validate it with history, not hope.

Kees Mulder

Take Notes!

If there's one thing Conversion Hotel proved, it's that the "basics" aren't basic at all.

They're the foundations we keep tripping over, the truths we already know (but maybe conveniently forget), and the lessons we apparently need told to us every. single. year.

Thank you speakers for saying them out loud. We clearly needed the reminder.

Now, go apply the obvious.

Learned something?



**Give it a like, comment
or share! 👍**

**Pls don't judge my font choices
Oliver Schöndorfer :D**