

State of CRO 2022

Abridged Version

Webinar with Ton Wesseling
and sort of Jan Marks?





Top Level Awareness

- More top level stakeholders are aware of CRO activities
- Especially in larger companies
- But...



2 It's lonely

- CRO peeps are still doing all CRO stuff
- On average there is 1 CRO FTE / 650 other employees in a organisation
- No wonder we are burning out!



3

KPI's still suck (mostly)

- Conversion Rate, Revenue, Experiment Velocity are the top picks
- But, just because you do lots of something doesn't mean you do it well





Insights trump tests

- 33% of changes to organisation activities are backed by CRO insights
- How do we know they're working?
- 22% are backed by A/B test results
- How do we know they're actually valid and still relevant?





Favourite tools

(in order of popularity)

- A/B testing & analytics
- Heatmaps, screen recordings and surveys
- User interviews, user testing
- Personalisation – still difficult and unpopular





You guys are hard on yourselves!

- Frameworks suck, not you
- You've all got imposter syndrome
- Look at who you're comparing yourself to – is it fair?
- Poor automation, training and onboarding doesn't help





Underperformers

Biggest issues

- Problematic prioritisation
- Lack of development resources
- Insights & learnings not recorded
- Insight & learnings not accessible





Development

No resource? Think simple and wider.

- WYSIWYG editors can be used for simple stuff
- Simple stuff doesn't mean it can't have BIG impact
- Think copy, nudges
- Get out of your box and look beyond the restrictions of an a/b test





Missing Ingredients

For a good CRO future

- Getting buy-in, at all levels
- Mindset – accept and get over failures, other wise you're f*cked
- Embedding culture into organisations
- Ensuring resources



Like this?

Leave a comment

Found it helpful?

Give it a share

[linkedin.com/in/abihough](https://www.linkedin.com/in/abihough)

