

8 THINGS

Talia Wolf Said At
Experimentation Elite
That Absolutely Murdered
My CRO Bingo Card



TL;DR

Stop chasing conversions. Start treating users like sentient beings.

AKA: why your button test won't save you.



1 CRO has become an anxiety management system.

We are not “optimising”.

We are:

- flailing
- shipping
- adding AI
- calling it strategy

If your
roadmap is
“test faster”,
that’s **not**
ambition.

It’s **fear** in a
Jira ticket.



2 We collect data.

But we avoid understanding.

- Age
- Job title
- Device
- Location

Amazing. Still no clue why Sharon didn't click.

82% of
marketers don't
trust their data
because it keeps
politely **ignoring**
the actual
problem.



3 No one is listening.

Customers say:

- “Am I about to make a terrible decision?”

Brands respond:

- “ ALL-IN-ONE PLATFORM ”

This is **not**
persuasion.

This is a
negotiation
nobody agreed
to.



4 Read the room.

**Nobody wakes up thinking:
'Gosh, I hope this has great
features.'**

They want:

- less stress
- less blame
- fewer things to regret

If your page can't say:

**“You’re not an
idiot. We’ve
got you.”**

**Your CTA is
decoration.**



5 The Posture example

People didn't fail to fix their posture because they were lazy.

They failed because:

- they forgot
- they felt guilty
- they assumed it was a personal failing

5 The Posture example

So the message became:

- “This isn’t your fault.”

And suddenly...

people...

bought.

Who knew
removing
shame would
work better
than shouting
louder?

Wild how that
works.



6 Tactical CRO vs Strategic CRO

No mercy edition

Tactical CRO:

- “What button should we murder?”

Strategic CRO:

- “Why does this feel wrong to a human?”

One **ships tests**.

The **other ships trust**.

Guess which
one **survives**
budget cuts.



7 Optimise with intent

Not desperation.

A meaningful experiment:

- starts with research
- targets a real problem
- answers a business question

If it “fails”?

- Good. You learned something.

If all you
measure is
short term
gains, you're
optimising
blindfolded.



8 AI & SEO plot twist

LLMs cite pages buried on page 21+

Why? Because they:

- solve real problems
- answer uncomfortable questions
- sound human

8 The AI / SEO slap

Not

- “Best X Software 2025”

But

- “Why you still feel anxious even when you’re doing everything ‘right.’”

Turns out...

...**honesty**
indexes.



Final mic drop

**Stop chasing conversions.
Start earning trust.**

Understand the why.

Remove guilt.

Design for feelings, not funnels

Reality sucks.

But your CRO doesn't have to.

If this upsets you, your
Optimisation Programme
probably needs this more than
you think.



Question Your Motives.
Not Just **Your Metrics.**
