



# Be honey badger brave

The honey badger is a small yet fearless mammal found across Africa, the Middle East and India. It knows absolutely nothing about conversion rate optimisation (CRO), but that won't stop it piling into any challenge head on.

### Honey badger

(Mellivora capensis)

|                |            |
|----------------|------------|
| Weight (male): | 6-19kg     |
| Teeth:         | 32         |
| Eats:          | everything |
| Scared of:     | nothing    |

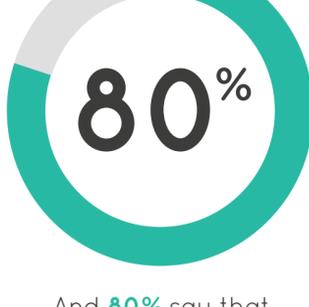
Smack a lion on the nose

## The growing importance of CRO

“Thanks for that, captain obvious. Give us a stat we couldn't have guessed.”



Around **90%** of marketers say that CRO is crucial or important



And **80%** say that CRO is getting more important each year



Just under **three-quarters** of people report improvements of some kind

Laugh at a hyena

## Satisfaction

But marketers were

9x



“Woah! That IS something we can get our teeth into!”

more likely to be very dissatisfied with the CRO results than very satisfied

With CRO gaining in importance and delivering improved results, what can we do to improve satisfaction as an industry?



“It's time to be honey badger-brave.”

Grasp the cobra by the throat

## Why make complex changes?



Why? Improved sales! Frequent complex testers are more than **twice** as likely to experience a 'significant increase' in sales as those who rarely or never run these types of tests



### What do we mean by 'complex'

**Complex:** Changes to multiple components on multiple pages

**Highly complex:** Finished design and journey changes



“Hey, if I can take on a lion, you can take on a bit of HTML.”

Show me the honey

## Case studies

Making bold changes pays off. Here are some of our success stories.

|   |  |                                 |
|---|--|---------------------------------|
| <p><b>A retailer</b></p> <p>One retailer tore up the rulebook by disrupting the customer's purchasing journey to ask them questions while they were browsing products. This would</p>                                 | <p>have been an unthinkable crime just a few years ago, but it tested well in this use case, and generated the right results for this company.</p> | <p>CASE STUDY<br/><b>01</b></p> |
| <p><b>An insurance company</b></p> <p>By adding a quote comparison table in the checkout process, one</p>   | <p>insurance company saw a 32-percent increase in revenue.</p>   | <p>CASE STUDY<br/><b>02</b></p> |
| <p><b>A perfumer</b></p> <p>This fine fragrance house used website personalisation technology. It identified whether a user was signed up to their newsletter or not as they entered the website. Signed-up users</p> | <p>then got a new navigation option called Online Secrets, displaying a range of exclusive offers, leading to a 15 percent uplift in revenue.</p>  | <p>CASE STUDY<br/><b>03</b></p> |

To find out more about why being honey badger-brave can improve your conversion rates, download our white paper [here](#).

“Why are you still here? Get on with it.”

