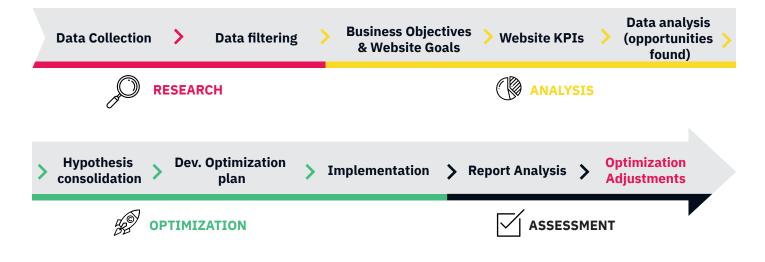


Site Analytics & Optimization CRO

Data + Tools + Team

We help our clients increase their conversion ratio by optimizing the customer journeys in the firms' own environments, all based on robust CRO methodology.

Our CRO methodology



We carry out an in-depth analysis of each process in the users' journeys: from the moment they land via any device, show interest in any products or services to the time they carry out specific searches, register or start the purchase process:

RESEARCH		OPTIMIZATION	
Ensure highly reliable data.	Know the business and online activity.	Take advantage of the opportunities found and implement them.	Analyze data and conclu- sions and prepare reports.
Collect data.	Business and website objectives and define KPIs.	Define hypotheses.	Analyze results.
\checkmark	~	\checkmark	\checkmark
Filter and standardize.	Analyze data and find opportunities.	Develop and implement the optimization plan.	Optimization adjustments.

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