

Conversion Optimization Maturity Model
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	Level 1 <i>Starter level</i>	Level 2 <i>Standardizing team</i>	Level 3 <i>Organisational Awareness</i>	Level 4 <i>Continuous Improvement</i>	Level 5 <i>Website Innovation</i>
Organisation	Local Heroes Chaotic	Repeatabe and stand- ardised processes	Standardised tasks & responsibilities in team	Share CRO successes with organisation	Website innovation in DNA
Process	Ad Hoc	A/B testing MVT Free and Paid tools	A/B testing MVT Free and Paid tools Extra functionality like product recommenda- tion engines	More local improvement projects	Website innovation as a organisation Super optimized proces
Technology	A/B testing Free Tools	A/B testing MVT Free and Paid tools	A/B testing MVT Free and Paid tools Extra functionality like product recommenda- tion engines	A/B testing MVT Mostly Paid tools Extra functionality In house developed technology	A/B testing MVT Mostly Paid tools Extra functionality In house developed technology
Strategy and Analysis	Mostly landingpages 'Gut feeling' Focus on conversion	Landingpages, checkout Heuristics, competitive analysis Segmentation of data Focus on conversion and soft metrics	Starting Site-wide testing & targeting Heuristics, competitive analysis, Segmentation of data, conversion, revenue & soft metrics	Site-wide testing & targeting Focus on qualitative research, consumer psychology Advanced Web Analytics Profiling & Personalisa- tion Incremental website improvement	Site-wide testing & targeting Testing new heuristics, pioneering, testing- boundaries of research Advanced Web Analytics Profiling & Personalisa- tion Incremental website improvement
Fundament	Stable traffic & Strong knowledge base				
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Maturity →