

MAKE OPINION

Market Research made easy





From Clicks to Conversions

Figma Prototype
Insights, Heatmaps,
and A/B Testing
Strategies

Conversion Optimization



A well-optimized landing page

- captures visitors attention
- guides them towards a desired action
- maximize conversion rates

Average conversion for a typical website, across all industries: **9.7%**

Top 10% companies: **3x-5x** higher conversion



Conversion Optimization is a continuous process

22%

of companies are happy with their conversion rates

52%

of companies with Landing Pages run tests to improve conversion

75%

business have problems finding suitable expertise for optimizing landing page copies

Conversion Optimization

- Ol Have a clear target audience in mind
- Find the right core message for your audience
- Optimize element placement and design
- 04 Streamline content and enhance relevance
- 05 Iterative A/B testing



Market Research for Conversion Optimization

Market Research can provide information about user behavior and preferences.

WHY users prefer a specific copy, layout, illustration, experience.

			p .
Find the right core message for your audience	Optimize element placement and design	Streamline content and enhance relevance	Iterative A/B testing
Message and claims testing	HeatMapsFigma PrototypeLive website	Message and claims testing	 Illustration A/B test Message and claims testing Figma Prototype Live website



Click Heatmaps



48%

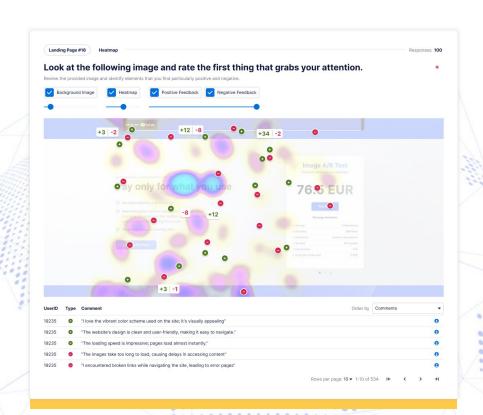
marketers build a new landing page for each marketing campaign

10%

increase in conversion by minimizing distractions

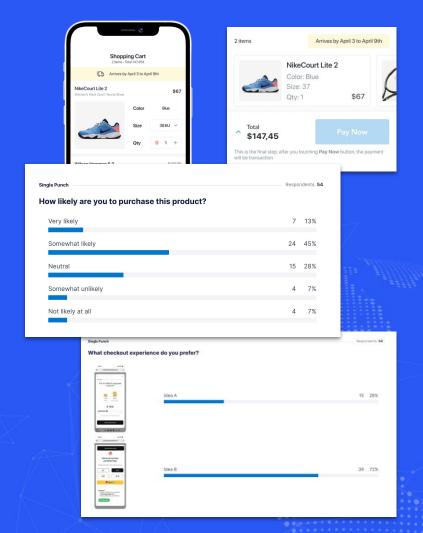
Heatmaps for User Behavior Analysis

- Show which **areas** of the landing page receive the **most and least attention** from users.
- Help you understand if the attention areas are perceived as positive or negative
- Understand the reasons why specific elements, areas are perceived as positive or negative





Interactive Figma Prototype Testing Website Testing





customers leave their carts due to the length of the checkout process

24%

because they are unable to see the total cost upfront

Design amazing user experiences with Interactive Figma prototype testing

- Ideal for more complex pages and checkout experience optimization
- Users experience Figma inside the survey with a specific journey
- Understand the experience through follow up Questions
- Understand the why behind user preferences



Content Testing

90% of visitors who reported reading headlines also mentioned they read CTA copy.

80% of users are more likely to read content that is combined with bold, attention-getting imagery.

Get the right copy in place

- Landing page headlines
- Product names, benefits for landing pages
- · Product descriptions for ecommerce
- Deals description



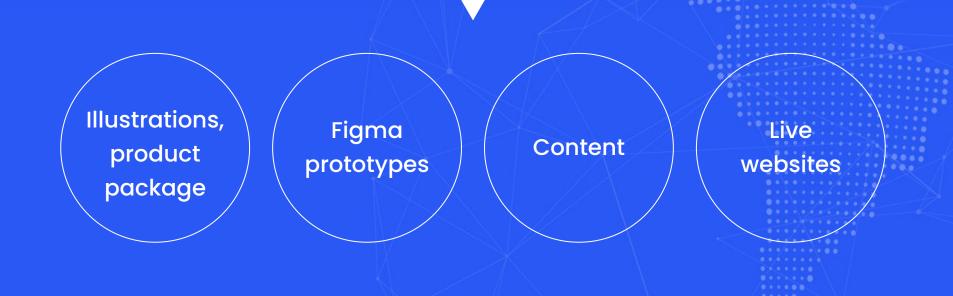
Ri	anking												Respon	ses: 50
	Please rank the following discount description from favorite to least * favorite.													
	gitems from the left-hand list into the	right-h	nand list	to order ther	n.									
ID	Answer	Rank	Score	Completes	1	2	3	4	5	6	7	8	9	10
A1	0.5% per month	1	65	50										
АЗ	10% annual	2	62	50										
A2	20\$ cashback	3	53	50										
A5	25\$ discount next purchase	4	48	50										
A4	20\$ voucher	5	21	50	_				_	_				

ngle Punch			
lease select the slogan that you like the most.			
Maximize conversions with our landing page optimizer!	15 28%		
Boost engagement with our optimized landing page solution.	27 50%		
Optimize and succeed with our landing page tool	12 22%		

toen End	Responses: 12
Why do you prefer "Optimize and succeed with our landing page tool" description	
Adding more interactive activities or team building exercises would be great! 19 Mar 2023 13:43 - View respondents answers	
Providing clearer instructions or guidelines beforehand, so attendees know what to expect and can plan accordingly, would be helpful. 15 Mar 2023 13:43 - View respondents answers	
More comfortable seating options would greatly improve the experience. 15 Mar 2023 13-43 - View respondent's answers	
Adding more variety to the program, such as guest speakers or panel discussions, would make the event more engaging. 15 Mar 2023 13:43 - View respondents answers	
Improving the sound system and acoustics would make it easier for attendees to hear and enjoy the event. 15 Mar 2023 13:43 - View respondents answers	
Increasing the amount of networking opportunities would be beneficial for attendees looking to make connections.	



Iterative A/B Test surveys to understand WHY people prefer one option over another







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Referenced sources

https://klientboost.com/landing-pages/landing-page-statistics https://baymard.com/lists/cart-abandonment-rate