Data Driven
Optimisation

Improve your business performance
with data–driven insights.

KIN+CARTA

Is your digital platform performing?

1 in 3

users walk away from a business they love after one bad experience. [1]

86%

of buyers are willing to pay more for a great customer experience. [1]

[1] PwC: 'Future of CX, Experience is Everything'

5 minutes after your website launched, it started to fail

The digital world is a tough place. Who still uses Yahoo Groups or Google+? Who remembers asking Jeeves or reuniting with friends?

The fact is things move fast in digital. Something better comes along every day. Your customers want something new every week. That fresh piece of content you served up last month is starting to curl up around the edges.

You invested a lot of money. You sang from the rooftops when you launched your site.

You've done very little since. And guess what happens? Decline. Irrelevance. Smaller revenues.

It doesn't have to be this way

At Kin + Carta we believe that launch day is just the start.

If you want your new tech to deliver, both now and well into the future, then the key is continuous optimisation. There's no need to spend your entire budget on a new platform every few years, instead it's often simpler and more cost effective to optimise the experience you currently have.

We can enable you to make informed business decisions based on your customers' behaviour and the journeys they take online. Start today and you will begin to see the results. Fast.

The bigger picture

We believe optimisation is relevant throughout the entire customer journey.

There's no point focusing on the conversion phase of a customer journey without considering the role that the previous steps play.

There is also little value in unconverted website traffic and it's essential that your owned channels are primed for increased competition and noise in the market.

We can help you uncover the biggest opportunities for improvement on your platforms using a variety of research methods so you can formulate strategic roadmaps that are grounded in ROI.

Understanding motivations at every stage allows us to focus and prioritise what's proven to drive your revenue. Additionally, finding out what doesn't work is just as valuable to inform decision making and positioning.
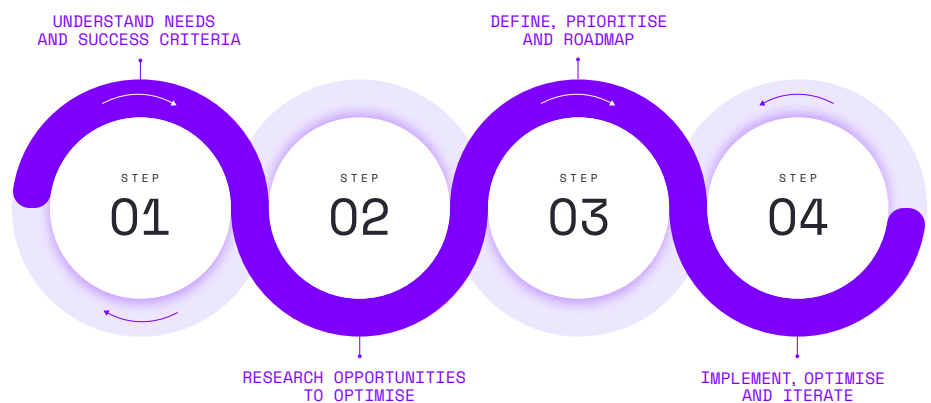
Kin + Carta's Data Driven Optimisation methodology can evaluate new features, products or services to ensure maximum value from your tech investment.

Our approach to Optimisation

Our philosophy goes way beyond traditional AB testing. The biggest improvements for our clients come when we combine activity across advanced CRO, SEO and Platform effectiveness. All underpinned with a best in class Analytics strategy and toolkit.

Through combining skills across data, psychology, development, UX and design we make sure to provide not only a clear understanding of what's happening on your digital estate but importantly a strategic plan and recommendations for improvement. This approach is proven to provide both improved customer satisfaction and business performance while ensuring you are constantly learning about what is best for your customer experience.

Our process focuses on:

UNDERSTAND NEEDS AND SUCCESS CRITERIA

DEFINE, PRIORITISE AND ROADMAP

STEP
01

STEP
02

STEP
03

STEP
04

RESEARCH OPPORTUNITIES TO OPTIMISE

IMPLEMENT, OPTIMISE AND ITERATE

5 areas you can focus on now

It doesn't cost a lot in terms of time and money to get started with optimisation.

Beginning to understand your website performance, at any level, will be invaluable to your business, which is why we're happy to share the basics.

The following are five common starting points which will help you understand the potential in your digital estate and start finding areas for improvement.

1   Understand what your visitors are doing

2   Understand what your visitors are saying

3   Understand what your visitors are thinking

4   Understand the opportunities to improve site speed

5   Improve positioning amongst your competitors

1 Understand what your visitors are doing

When starting to optimise the experience for our users, we naturally need to understand what they are currently doing, what issues they are encountering and what behaviours we may need to address.

Start by reviewing the performance of your site across every browser and device to find bugs and breakpoint issues that can be easily resolved. You can also look at how visitors are using certain pages of your experience. Session replay and heat-map technologies will be able to answer questions such as:

- How far are visitors scrolling down the homepage?

- Which fields are causing frustration and drop off in the booking/enquiry process?

- Which parts of my product details page are visitors interacting with?

How we can help:

We have specialist customer experience analysts with many years' experience, who can dive deep into your data, only giving back the insights that really matter. Unearthing opportunities for specific journey paths, devices, user groups, we provide fuel for further ideas for optimisation across experiences that matter most.

2

Understand what your visitors are saying

Your site analytics can help point you into the direction of the problem, but there are other layers of analysis required before we can fully understand the user's point of view. By asking users what they think of certain features we can start to break down the specifics of their needs and wants and build solutions to reflect them.

Start by selecting a technology to be able to ask your visitors questions via polls and surveys. Our recommendation in this space is Usabilla.

Do you have a high traffic landing page that has a high bounce rate? Or a step on your conversion funnel that has an abnormally high drop off rate? Exit surveys target these users specifically and ask them why they're leaving just as they move their cursor towards the 'back' button. You can gain great optimisation opportunities by asking open ended questions like: "What's the one thing that nearly stopped you from purchasing today?".

How we can help:

We have executed best in class Voice Of Customer strategies for some of our biggest clients. Our team can offer expertise in creating the strategy, building the reporting lines and integrating this type of research into your current workflows as part of the Data Driven Optimisation methodology.

3 Understand what your visitors are thinking

You've come up with a new section for your website or created a new email template and are about to launch. This is where you should stop and consider asking yourself: "I wonder what our visitors will actually think of this new design?".

The good news is that you have time to find out the answer. You also have the ability to get answers to questions like this any time you want. User testing is something we recommend throughout projects where you are changing the route of a customer experience.

Firstly, define the audience that you want to engage with this content - for example, their age group, interests, location or demographic. Once you have this audience defined, you can consider doing 'guerrilla research', where you free-find participants in public or Zoom/Lookback and observe how they interact with your designs, gaining insight into what they think about them.

How we can help:

Our specialist UX team members are experts at planning, facilitating, running and reporting on a wide range of user testing to help support optimisation efforts across your digital experience. There is no better way to gain feedback on your new content than to observe, listen and question interactions in a real-time user testing session.

4 Understand the opportunities to improve site speed

Fast-loading sites perform better on all fronts: better user experience, higher conversions, more engagement, even higher search rankings. This is even more important for mobile traffic.

We recommend Google Lighthouse, an automated tool for improving the quality of web pages. You can run it against any web page to audit for performance, accessibility, SEO and more. Each audit will produce a report explaining why it's important and how to fix any problems.

You can also use your Google Analytics account for an initial investigation into problem pages on your site. This will help to speed up the analysis process and quickly uncover issues on key pages.

How we can help:

Our teams of front-end and back-end developers, content administrators and SEO consultants can help you uncover inefficiencies in your workflow and define the optimum processes to rectify them. Easily overlooked actions - such as reducing unnecessary and unused code or compressing text and images - can have a measurable impact on the end-user's experience.

5 Improve positioning amongst your competitors

One of the most effective and rewarding ways to sell your products or services online is to get in front of potential customers when they are already looking for them.

Search engine use is still growing year on year, with huge competition by businesses to be visible for the search queries that are relevant to them. It requires investment to improve your content and experience to ensure you get ahead and stay there.

Make sure that Google Search Console is verified for your website. This is a free suite of reports that Google provides. Then you can see the search queries that are bringing people to your website, plus how highly you rank for each one. This can identify some quick win opportunities – there might be search queries you have never considered that are worth their own dedicated page.

How we can help:

We can do a comprehensive analysis of how your customers search around your products or services, plus gain in-depth intelligence as to which competitors are ranking highly and why. This allows us to create a strategic plan, focusing on the high priority activities that are going to make the most difference to your search visibility and your business objectives.

Go beyond the basics

Kin + Carta's Data Driven Optimisation methodology is a tried and tested approach to making the most of the insight gleaned in the areas just described.

However, uncovering that insight is only the beginning.

A key part of our approach is in defining the strategic success of the website, which in turn, defines the success of the programme. Through the generation of bespoke goal frameworks and rigorous prioritisation logic we can support you in your ambitions of delivering a stronger customer experience for your audience, and ultimately, improve the business KPIs you care about.

We have embedded this way of working for clients across multiple industries.

Data Driven Optimisation in action

After the successful launch of a new website, Lexus needed to ensure it continued to offer users an optimum experience, and drive car sales, well into the future.

We implemented an innovative, European–wide Data Driven Optimisation programme. By setting out clear goals for the programme from the outset, and embedding the use of quantitative and qualitative research to drive hypotheses, we have seen the programme grow year on year with more and more European markets coming onboard. Lexus now has a true optimisation culture which was born out of the Data Driven Optimisation methodology.

The results have been outstanding:

49%
Increase in test drive leads

150%
Increase in dealer form completion

4.7/5
Customer satisfaction score

KIN+CARTA

Let's make your brand work better

At Kin + Carta we believe success is a result of the choices we make and with a Data Driven Optimisation methodology in place, this will ensure your business is on the right track.

Contact us today to discuss more about our methodology and find out how you can achieve results in as little as 3 months.

About Kin + Carta

A global consulting firm built for the 2020s, Kin + Carta helps make the journey to becoming a digital business as profitable, tangible and sustainable as possible. By building digital twins to replace existing analogue processes, designing and launching new digital products and services, and unlocking future innovation through modernisation initiatives, Kin + Carta seamlessly integrates the strategic consulting, software engineering and marketing technology needed to help businesses Make It Happen.

Headquartered out of London and Chicago, clients have access to a global ecosystem of 1,600 strategists, engineers and creatives across four continents.

Kin + Carta

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