



**Stand alone CRO agencies**

Oddit offers one-off CRO reports with 3 different plan tiers.

Their approach is 100% heuristic analysis of websites.

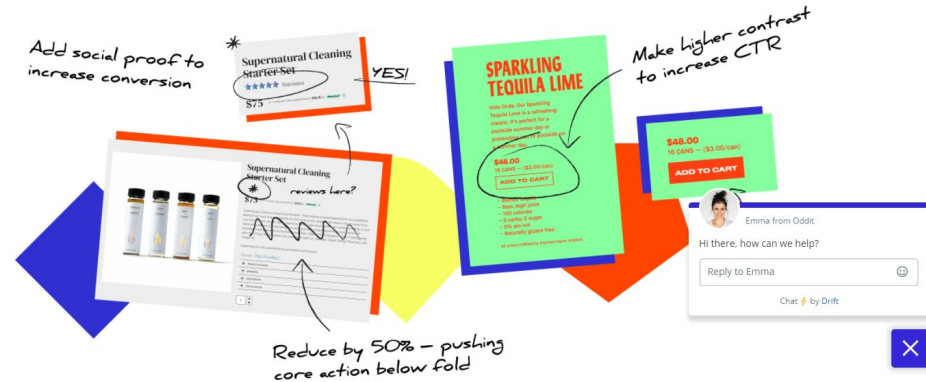
Main tool they use is Figma.com to put mockups together (example in the next page)

## A fresh perspective on your DTC brand.

Oddit offers simple products for direct-to-consumer brands looking to boost conversion & strengthen brand loyalty.

Shop Oddit Reports

[View a Sample Report](#)



## Oddit offers one-off CRO reports

**\$1450 USD**

### **Solo Report**

**30+ Page Report**

Comprehensive audit of selected page or landing page. Includes review of navigation and brand performance including detailed messaging and CTA suggestions.

**Shop Solo Report**

**100% MONEY BACK GUARANTEE**

**\$2450 USD**

### **Essential Report**

**50+ Page Report**

Comprehensive audit of your homepage, product pages, navigation, and brand performance including detailed messaging and CTA suggestions.

**Shop Essential Report**

**100% MONEY BACK GUARANTEE**

**\$3450 USD**

### **Premium Report**

**60+ Page Report**

Comprehensive audit of your homepage, product pages, collections, cart, navigation, and brand performance including detailed messaging and CTA suggestions.


**Shop Premium Report**

**100% MONEY BACK GUARANTEE**

## Oddit example of heuristic focused audit

**A PAGE FROM A REAL ODDIT**


**CURRENT**



**RECOMMENDATION**

**HERE IS THE 'WHAT' AND 'WHY' OF OUR RECOMMENDATION FOR EACH CROSS-SECTION. THESE BLOCKS ARE ALSO COLOR-CODED TO MATCH THEIR EASE-OF-IMPLEMENTATION COLOR**

**ODDIT UPDATE**



**Suggestion 1:** Pair your product title with the description so they feel connected (move product title down).

**Suggestion 2:** Bump the arrows up to be centered on your image.

**Suggestion 3:** Add any tags (Most Popular) to the top, not the button).

**Suggestion 4:** Make your variants feel more like selectors by fully enclosing them.

**Suggestion 5:** Make your add to cart button pop! (and make sure it says 'add to cart'...).

**Suggestion 6:** Add the price/bottle below each option to give more context on the savings associated with each.

**Suggestion 7:** Be consistent with your language. List them all as grape varieties, or all as a color for instance (Orange, white, rose). The wine type/color is easier to scan/understand, so that would be our suggestion.

**Wine Pack Product Cards**

Give users a clear hierarchy that's easy to follow, and even easier to click!

Boost your DTC brand, guaranteed. If you don't find value in your Oddit, get a full refund.



CRO Reports

Speed Optimization

Try Oddit Free

SITE SPEED

\$ 1,950 USD

# Site Speed Optimization

Oddit Speed is a fully tested and implemented DTC website speed optimization to give you a quicker UX, better Google Rankings, decreased bounce rate, and increased conversion.

Test My Site Speed

## Your Speed Optimization Includes:

- ✓ Fully tested and implemented site speed optimization
- ✓ Image Lazy Loading

## Site Speed Optimization

Did you know: Website conversion rates drop by upwards of 7% with each additional second of load time.

**\$ 1,950 USD**

Purchase Now

100% MONEY BACK GUARANTEE

# oddit

## Pros:

- Easy to manage as a business (process-wise)
- Easier to sell
- Aims for higher value perception (Heuristics = visuals)
- Isn't attached to a promised revenue outcome
- Is for any kind of client size

## Cons:

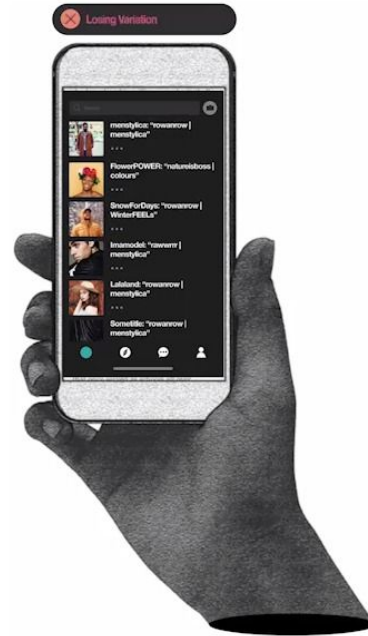
- Isn't a recurrent service(cost to bring clients is high)
- Doesn't really solve client's issues
- Doesn't provide ways to upsell / cross-sell

# CONVERT MORE.

We increase your revenue and leads without you having to buy more traffic.

Looking for a way to increase your sales and leads but not your costs? We are the experts at Conversion Rate Optimisation (CRO) which converts website users into customers that would have otherwise left and purchased from your competitor.

Most Popular CRO Package



Conversion Kings offer a variety of CRO packages & services. There's no indication of pricing: you'd need to enquire to get to know how much each package cost.

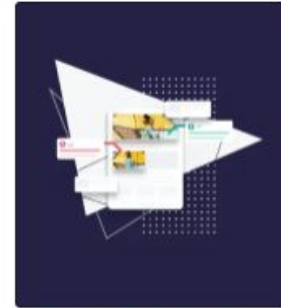
We estimate their starting price should be at around \$5,000



Conversion Program  
PLUS+



Conversion Program  
LITE



Design Optimisation



### Pros:

- Variety of CRO services (including UX research)
- Ongoing CRO packages (test-based)
- Extensive research is done
- Technology: they use web dev to prepare testing platforms

### Cons:

- Target bigger companies
- Doesn't work with funnels
- Doesn't provide needed services such as copywriting

## **Other CRO Agencies worth checking**

# Elevating experimentation teams

We're an experimentation agency helping teams run and improve experimentation programs with better systems, processes, data, and skills.

We work alongside you, to fix your [data problems](#), understand your [users better](#) and run high performing [experimentation programs](#).



Work with **Annika** to elevate your experimentation team.

Trusted by: **P&G**

**miro**

**codecademy**

**GRUBHUB**

**MONSTER**

**mongoDB.**

**dermalogica**

**ebay**



# The conversion rate optimization agency that skyrockets your business

We have the solutions to make **high conversion rates** achievable for **everyone**.

Schedule Free Strategy Call ↗



"ConversionWise pages **beat out every other designer** I have ever worked with the past decade"

Tim Burd, AdLeaks ★★★★★

See our **162** reviews on Trustpilot

## Working with us is fun, easy & profitable

Join the ranks of **3,000+** businesses across **100's** of verticals worldwide that we have helped increase website conversion rates.

VitaCup

Lotus Biscoff

ADLEAKS

KANDYPENS

World Health Organization

BODYBUILDING.COM

WELLINGMEDIA

zacjohnson.com

Debt.org



SlimFast

IMI INTERNET MARKETING INC.

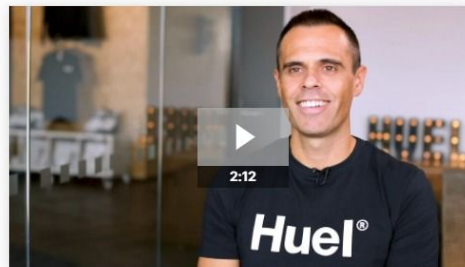
Would you like to be next?



## The most successful enterprises use us. (And the fastest-growing startups too.)

We've written a [best-selling book](#), won [two awards from the Queen](#), [coined the term conversion rate optimization \(CRO\)](#)...

...and helped to grow many of the web's most sophisticated companies (including Amazon, Apple, Google, Facebook, and Dropbox). Plus, we've grown many smaller companies in 39 countries in 11 languages. How can we help you?

[Schedule your FREE session](#)[See our clients and results](#)

### Get your FREE website strategy session

If your business generates over \$1m online, one of our experts will discuss your conversion goals and suggest strategies to double your sales. (Others charge up to \$500 for this.)

[Schedule your FREE session](#)

## The CRE Methodology™: a proven process for growing online businesses using conversion rate optimization

If your conversion rate is high but you don't know how to increase it any further, you'll find this useful.

It's an overview of the Conversion Rate Experts Methodology (CRE Methodology™) — a systematic process which we use on all of our clients

## We enhance Online experiences through Data-Driven Optimisation.

Our specialist team identifies Optimisation issues through rigorous Data Analytics and resolves these through advanced optimisation strategies.

Simply said: we get you the results you need from your digital channels.

**Interested to learn how we can partner up?**

[Find Out More](#)

