We acknowledge the Traditional Custodians of the land and pay our respects to Elders past, present and emerging.

We extend that respect to Aboriginal and Torres Strait Islander people joining us here today.

Hi, we're Sitback 👋

We transform websites into growth engines

Our speakers
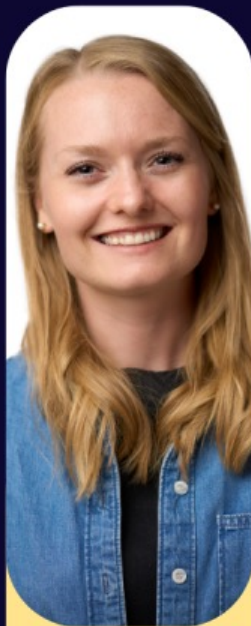
Fiona Walters

Data & Insights Manager

Rebeka Hall

Head of Experience Design

Lindsey McHugh

Client Services Director

Evidence over opinion:

How to get buy-in for your optimisation ideas

Session goal

We want to help you <mark>influence</mark> not just implement

The problem

Department silos create invisible barriers

A recent study by Forrester Consulting revealed that 79% of employees agreed that their information is siloed with 68% reporting negative consequences

Securing CRO funds is a global issue

According to a study by Econsultancy, 85% of companies across Asia, Europe and North America only allocate 15% of their marketing budgets to CRO
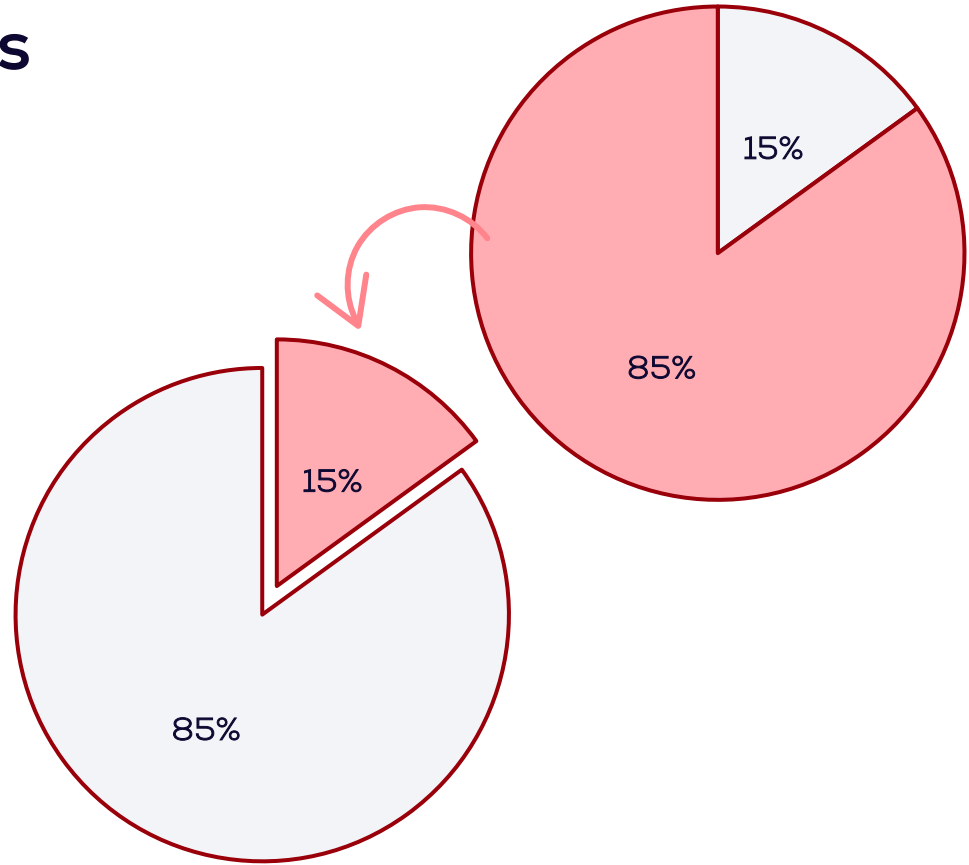
Resistance to change – the HiPPO effect

Creating a CRO culture becomes challenging when influential people want their opinions valued more than what the data and facts indicate.

Reframing experimentation

In Experience Design XD, we turn challenges into opportunities using how might we statements.

How might we communicate the value of Conversion Rate Optimisation (CRO) to stakeholders in a way that aligns with their goals, priorities, and language of success?

Drive ROI from current traffic

By improving the percentage of site visitors who take meaningful action, you ensure every marketing dollar delivers more impact, making your traffic work smarter, not harder.

Evidence + speed

In a world where it is becoming easier and quicker to build products using AI, it's more important than ever to test before you ship.

Create alignment

Tests give stakeholders shared insight
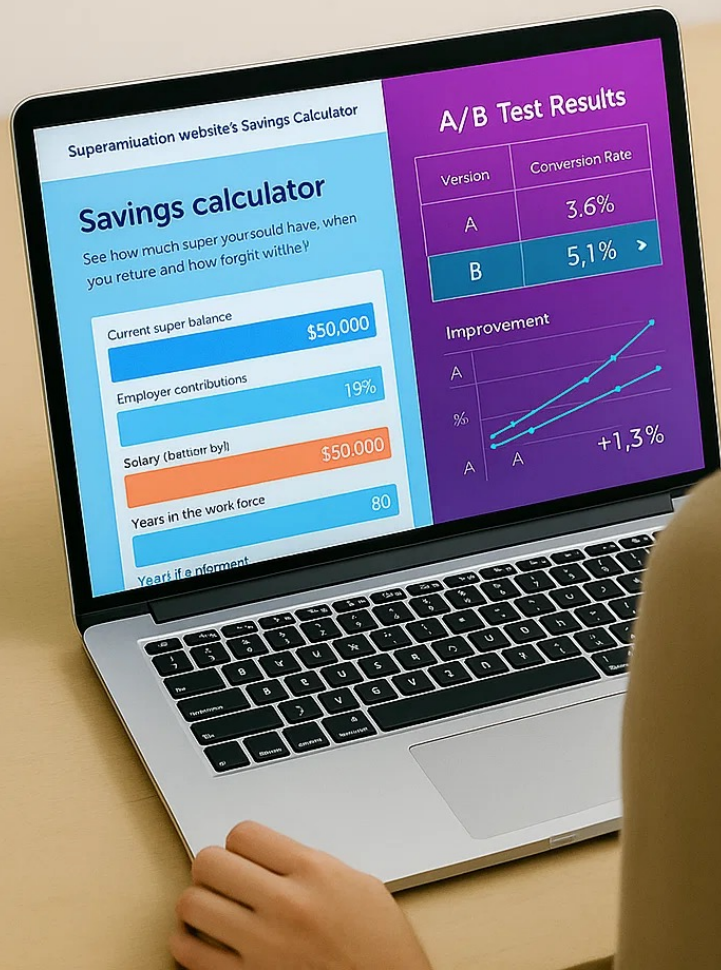– no more "my opinion vs yours."

Build trust

Small wins build trust, create space for bigger ideas, and demonstrate progress to the business.

Experimentation = de-risking decisions

This combats **loss aversion** – when you frame experiments to *avoid mistakes*, stakeholders will feel safer.

You don't have to test everything, just test the right things

Some fixes may be UX 'common' sense, others may require experimentation where value needs to be demonstrated.
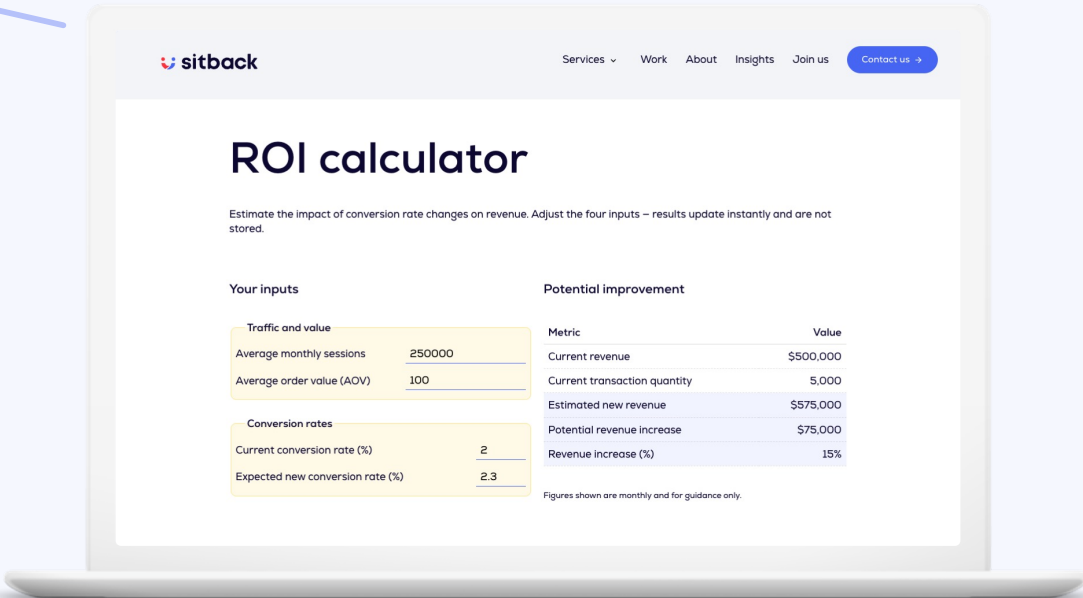
Prioritisation framework

A winning experimentation program is in full alignment with your business' broader strategy & objectives.

Estimate the impact on your bottom line

sitback

Services ⌄   Work   About   Insights   Join us   Contact us →

ROI calculator

Estimate the impact of conversion rate changes on revenue. Adjust the four inputs – results update instantly and are not stored.

Your inputs

Traffic and value

Average monthly sessions	250000
Average order value (AOV)	100

Conversion rates

Current conversion rate (%)	2
Expected new conversion rate (%)	2.3

Potential improvement

Metric	Value
Current revenue	$500,000
Current transaction quantity	5,000
Estimated new revenue	$575,000
Potential revenue increase	$75,000
Revenue increase (%)	15%

Figures shown are monthly and for guidance only.

Building a business case

Business case template

Business goals

- Outline the CRO programme and its strategic alignment to the overall business plan

Problem statement

- Define the pain points that matter most to your stakeholders

Expected impact

- Describe the value of CRO for the business and quantify the improvement potential

Effort, cost & risk

- Map out an outline of what's involved, required investment and key risks

RACI matrix

- Give confidence in execution by bringing clarity to roles and responsibilities within the team

Measuring success

- Define metrics, benchmarks, and what "good enough" looks like.

Storytelling with data

"Stories constitute the single most powerful weapon in a leader's arsenal."

Dr. Howard Gardner, American Psychologist

Relying on the numbers to do the talking

Assuming everyone can decipher numbers and charts is a big mistake. Pick out the information that they need to know and explain it simply.

Not enough emphasis on the impact

What is the wider implication that the business needs to be aware of.

Not adapting your communication for different stakeholders

Not everyone and every department needs the same level of information. Learning how to communicate to get buy in and trust will vary across your organisation.

Not framing losses correctly

A test that loses is not an inherit loss. Rather, this test has likely saved time, resources and mitigated potential risks by not rolling it out.

Mission possible, storytelling with data

C

Context
Set the scene. What are we looking at and why does it matter?

I

Insight
Don't rely on the numbers alone, what is the *insight behind the numbers* that you are presenting.

A

Action
What are we doing next based on this information?

Where partners add value

Why work with a partner?

Unbiased testing

Resource gaps

Stakeholder education

You're the expert in your business, we're the experts in CRO

Let's make s**t happen.

Emerging persona

Background

- Manages digital marketing (email, social, website)
- Unsure about current GA4 setup
- Uses GA4 only for basic metrics

Agency support

Business case definition, Data audits, Data strategy, Data tool onboarding support

Evolving persona

Background

- Experienced in digital marketing, values data
- Uses advanced tools (heatmaps, CRM, A/B tests)
- Data is siloed across systems, not fully connected

Agency support

Story telling in reporting, dashboards, A/B testing strategy, team training to upskill in A/B testing, roadmap creation

Established persona

Background

- Embeds data into core business strategy
- Optimisation tied to CLV and retention
- Runs experimentation & personalisation but lacks scale

Agency support

Adding scale, prioritisation support, ad hoc support, define complex testing programs e.g., personalisation programs

If you only remember 3 things...

Thing 1

"We think"
isn't a strategy.

Data-backed decisions are your safest bet and your strongest argument.

Thing 2

Speak their language

Influence comes from framing results in ways that matter to others.

Thing 3

When it's too political (or too hard), call for backup.

That's where partners like Sitback help – giving you support *and* credibility

Let's optimise something special

Reach out if you'd like to chat!

Lindsey McHugh	Fiona Walters	Rebeka Hall
Client Services Director	Data & Analytics Manager	Head of Experience Design
Lindsey.mchugh@sitback.com.au	Fiona.walters@sitback.com.au	Rebeka.hall@sitback.com.au