AN INTRODUCTION TO

Continuous Conversion™

How conversion-obsessed marketers can optimize their websites for every visitor

An Introduction to Continuous Conversion™
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Intellimize

Greetings, fellow marketer.

Let's talk about Continuous Conversion™ – the new technology that optimizes websites and landing pages for each and every visitor, on repeat.

In this guide, we'll explain what it is, how it works, and why it's awesome.

We'll explain why it's the perfect time for marketers to embrace a conversion-oriented mindset.

We'll also look at the state of various marketing conversion rate optimization (CRO) approaches and why they're no longer worthy of today's best marketing teams.

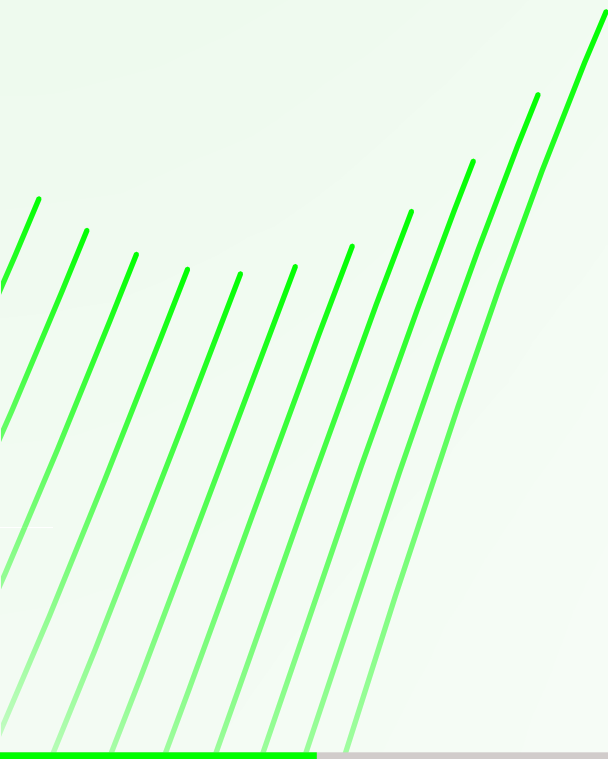And we'll survey the big picture opportunities that are revealing themselves for marketers, everywhere.

Let's dive in.

Here's the thing...

You're here because you know something's missing from your marketing arsenal.

Yes, jaw-dropping metrics on views, shares, and clicks are hallmarks of a successful marketing strategy. But the true marker for success in this job has never changed. It's your job to convince people to buy or use your product or service. It's your job to turn ideas into cold hard cash.

And that's tough.

You need to captivate, energize, and compel folks at every stage of the funnel (while your competitors, worthy or otherwise, are all trying to do the same). Over time, marketers have developed a ton of techniques to give ourselves a better shot at doing that.

But despite all of these moves, you all too often end up falling at the final hurdle. You're wafting folks along a velvety smooth, honey-scented cloud of curated marketing. Right into a freezing cold wall of website-shaped indifference.

Despite optimizing experiences for prospects on other channels, your website treats everyone the same.

As a result, the whole experience falls flat. The journey loses momentum. And they don't convert.

And that's why you're here.

You're here because, like us, you believe your website can (and should) be the catalyst that turns engaged visitors into *converted* visitors.

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Conversions that your company can turn into, well, money.

That's what separates good marketers from great marketers. It's what fuels your sales pipelines and revenue with website-driven leads and customers. It's what transforms the marketing function from a cost center into a growth-driver.

This eBook will talk through the new potential of conversion-obsessed marketing, how it works, and how you can get started.

First, let's take a look at website testing, and the role it can play in helping marketers drive more conversions – and why there may be a new, better way of testing and optimizing your website.

Ready?

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The trouble with traditional testing

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Website testing is a well-worn and vital marketing weapon.

Without it, you're scrambling around in the dark for answers to questions you don't even know to ask. Marketing teams that consistently test can hold themselves accountable to the goals they set for themselves, as well as strategic targets set by the wider business.

But traditional testing methods are fundamentally flawed, and increasingly fall short of conversion-focused marketers' needs.

On the next page, we explore a few reasons why.

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1. They're speed killers

Speed is a major headache for marketers who use A/B testing. They're slow. They cost you time. They hold you back when you need to move quickly. You need to test and learn today so you can drive results faster. Marketers are under extreme pressure to deliver results yesterday. A/B tests are not created for the revenue-driven, I-need-results-now business environment.

You've done the research on your audience to understand them – now you have a backlog of ideas you want to test. You need to quickly figure out what works and what doesn't, all at once – before those ideas become outdated or irrelevant. All of this means you need a new approach that works as fast as you do. You need to unlock fast testing, fast learning, **and fast results for your website.**

2. They're manual

More and more, 'manual' is becoming a byword for 'painful'.

You're having to set up the parameters of the A/B tests yourself. You're having to manually monitor the A/B test for any statistical significance before you can declare a 'winner'.

Plus, you're having to sheepishly prod engineering to implement your latest idea into your website – over and over again.

And then you have to repeat the same process again for every new A/B test.

All of these grinding, tedious processes compound on top of each other to create a snail-like procession of inefficient, frustrating, and just plain slow testing.

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3. They turn individual visitors into a monolith

We saved the worst for last.

You can't optimize your website for everyone. And traditional testing methods only result in a better website for the average site visitor. The problem is, the average visitor doesn't exist. The unique, personalized experience you've curated through your marketing channels is killed stone dead the moment a visitor arrives on your site.

And once you've implemented "the winner" of your A/B test into your site, it's there forever – for each and every unique visitor to see the same experience.

All of this means you're not personalizing to the visitor now, nor personalizing based on their future behavior (which inevitably changes over time). Instead, your website's left with tests that rapidly become outdated and irrelevant.

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These are just a handful of the issues blocking experiences that are likely to turn visitors into new or repeat business (and your marketing team into heroes).

The truth is this: there's no such thing as a web experience that's optimized for all visitors. The answer is to optimize for each and every one, every time.

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Why you're in a bind right now

Marketers have been paying the price for these laborious testing processes and anti-individual approaches for a while.

The result?

- A/B and other manual tests soak up a ton of your time – so your team struggles to produce results quickly, and when you need them most.

- You breed static websites that churn out identical experiences for every visitor.

- A/B testing doesn't let you give prospective customers the individualized experiences needed to keep them on site and compel them to convert.

This makes it *way* harder than it should be to create an effective website.

Time constrained. Overly manual execution. Skeptical stakeholders. It all means that, when it comes to conversions, many marketing teams today are trapped in a world of slow-moving statistical mulch.

It paints a pretty bleak picture for marketers who care deeply about conversion rate optimization and know its true value. **Until now...**

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Marketers have a new groove

There's a new approach to CRO for marketers at growth-oriented companies and enterprises.

One that massively reduces (if not straight up removes) the conversion aches and pains afflicting marketing teams across the land. That replaces manual, rigid, and developer-reliant experimentation with ease-of-use adaptability and in-flight flexibility.

It's an approach that marries the best of marketing smarts with machine learning (ML), letting you optimize for every single unique visitor now *and* as your visitors change over time. You can run all your best ideas in parallel instead of one by one, and gleefully share results with your stakeholders (if your CFO doesn't first).

It changes the game for modern marketers because it enables on-the-fly, data-driven decisions at scale.

This is the new imperative for marketers who want to turn website visits into money. It's the approach to CRO that changes what's possible for ambitious revenue-driven marketing teams.

And if this sounds too good to be true, it isn't. **It's here now. And it looks like this.**

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Meet Continuous Conversion™

In a nutshell…

Continuous Conversion™ is a SaaS technology that turns static, one-size-fits-all websites into adaptive Learning Websites™ that optimize for every single visitor in the moment. Your website's pages dynamically and fluidly adapt to every individual visitor, creating individual experiences that move them down the funnel.

Now, you're probably thinking that sounds like even more work for your team. Nope. Continuous Conversion™ is as simple as it is powerful.

Here's how it works.

1. It's built on machine learning

Machine learning makes it easy to deliver a new kind of experience – each visitor gets a bespoke, optimized page for them in the moment, driven by your creative ideas.

Rather than manually implementing and testing your optimization ideas one by one, ML lets you test and activate a virtually unlimited number of ideas at once, and reach stronger conclusions and results, faster.

It's the ultimate enabler for marketers' most brilliant ideas. No more idea backlogs. **You can test everything, right now**.

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2. It makes your website and landing pages endlessly adaptive

Continuous Conversion™ frees marketers from the tyranny of the static website and unleashes their creativity.

You have the power to dynamically change your website, guiding visitors all the way down a tailored conversion funnel. It allows you to input and test as many creative ideas as you wish, while the most relevant ones are shown to delight each visitor.

3. It becomes your creative flywheel

Optimized websites are made up of thousands of versions of web pages, assembled on the fly and continuously tuned for high conversion as visitor behavior evolves.

You can unleash your team's creativity by spending more time ideating and executing, and less time implementing, managing stakeholders, pleading with engineering, and other headaches you get from your current testing approach.

Rather than compromising or even abandoning potentially awesome marketing plays due to strained resources or capacity, the best ideas win out, fast.

And that's because Continuous Conversion™ combines your ideas with ML to automatically allocate more traffic to the ideas that resonate most, while protecting you by starving traffic from the ones that don't.

(And even those 'losing' ideas are right for *someone*. And the ML knows exactly who to serve those ideas to. It's literally a win-win.) Put simply, creativity meets automation. **And the results are spectacular.**

4. Results, results, results

This is a relentless process of honing the best website experience for your individual visitors. And as your visitors' needs change, so does your website to match them.

It's an end to drawn-out testing and laborious execution. You're churning out continuous results over time as your website constantly adapts and evolves for each visitor based on your ideas. Which means a bunch of metrics that trend upwards over time – from conversions, to leads, to revenue.
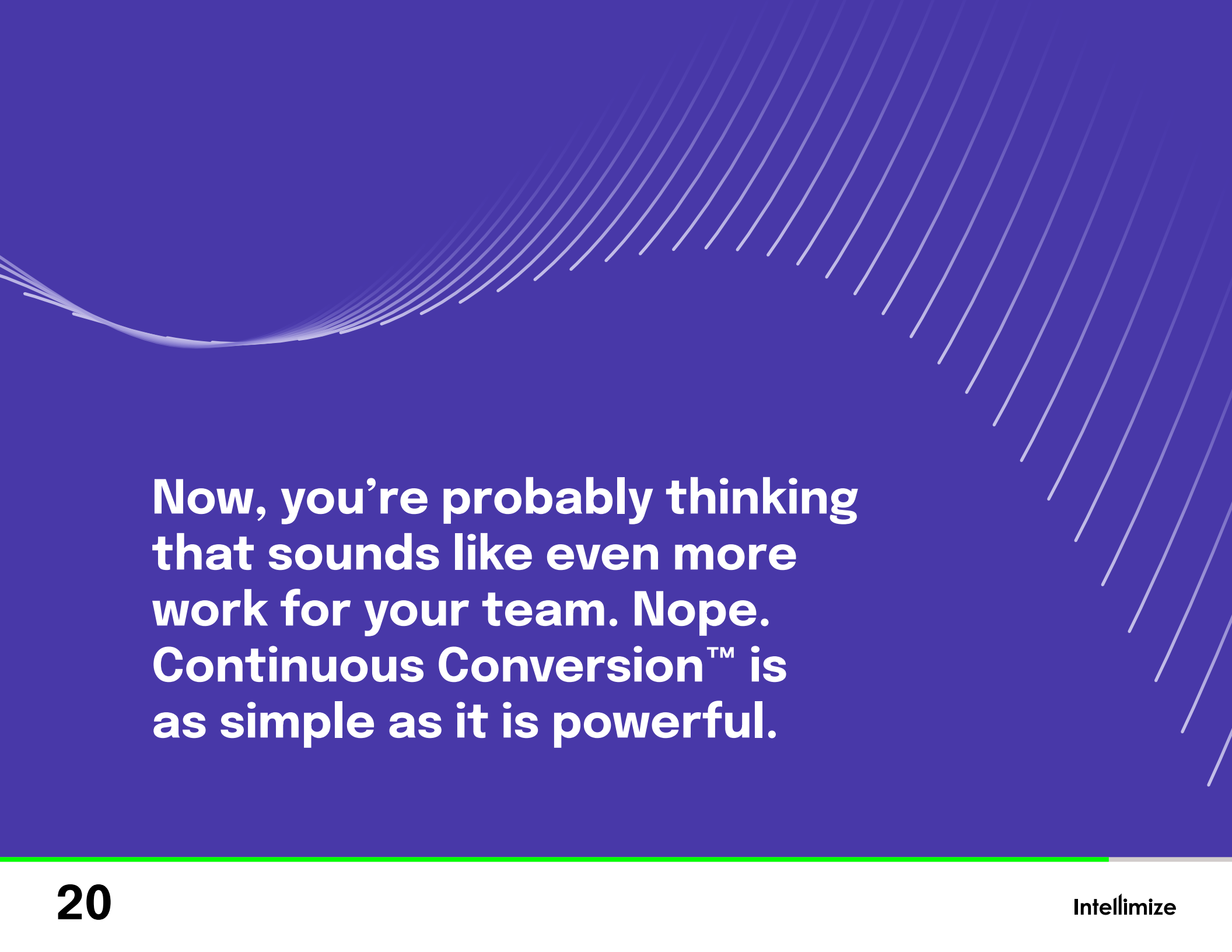
Now you're consistently meeting and exceeding your goals until it becomes the new norm. Now Marketing is a rockstar. What would this level of impact do for your team? Continuous Conversion™ is what happens when your marketing team is free to do what it does best – all while unleashing technology that easily optimizes their output again, and again.

Continuous Conversion™ is the antidote to impersonal, static, conversion-killing websites.

What are you waiting for?
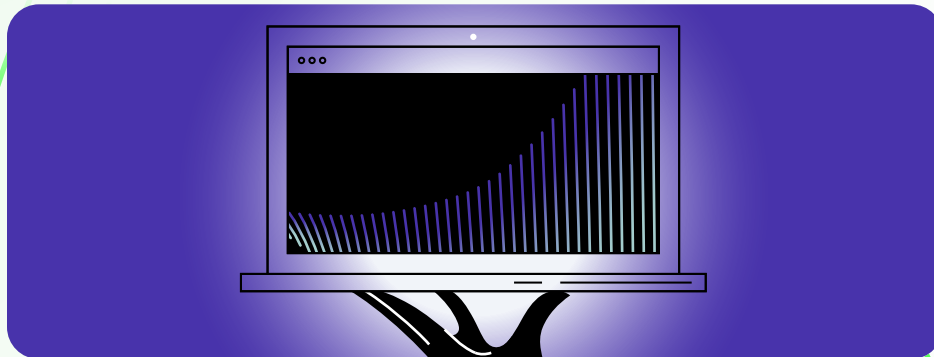
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Excited yet?

Continuous Conversion™ has changed what's possible for marketers.

It removes the burden of traditionally manual, anti-individual testing. It combines your most potent ideas with easy-to-use, proactive, and adaptable technology. Continuous Conversion™ lets your website treat every single visitor like a VIP.

It's a whole new approach to conversion rate optimization. It works. And the Intellimize platform is the only solution on the market that brings Continuous Conversion™ across your website and landing pages.

So if you're excited about unblocking the end of your marketing funnel... turning your website into a fluid, constantly optimizing machine that puts cash in your pocket... while giving your marketing team free reign to test their most creative, punchy, and sticky ideas...

Then we should talk.

Kick off your Continuous Conversion™ journey by booking a demo of the Intellimize platform. We're ready when you are.

Book a demo

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