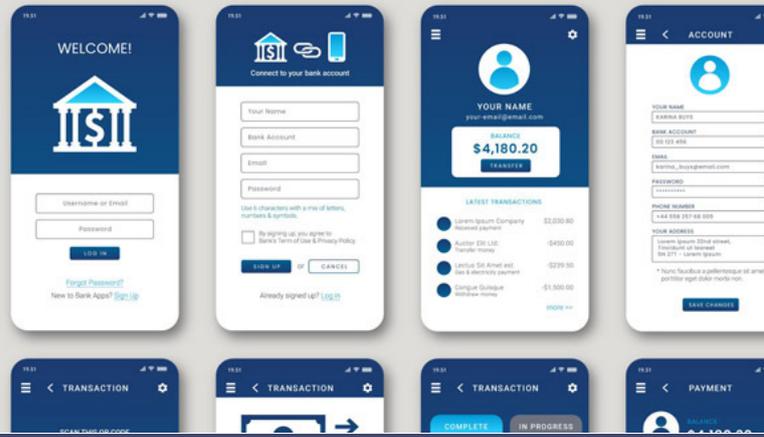# VISIONET

Brands Struggle with Critical Areas of Digital Product Growth
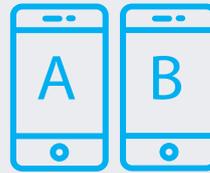

Services Provided

Business Intelligence

Digital Analytics, isolating site visitor experience friction in the conversion journey.

User Research

Conducting actionable User Research, avoiding sales plateaus or stale insights.
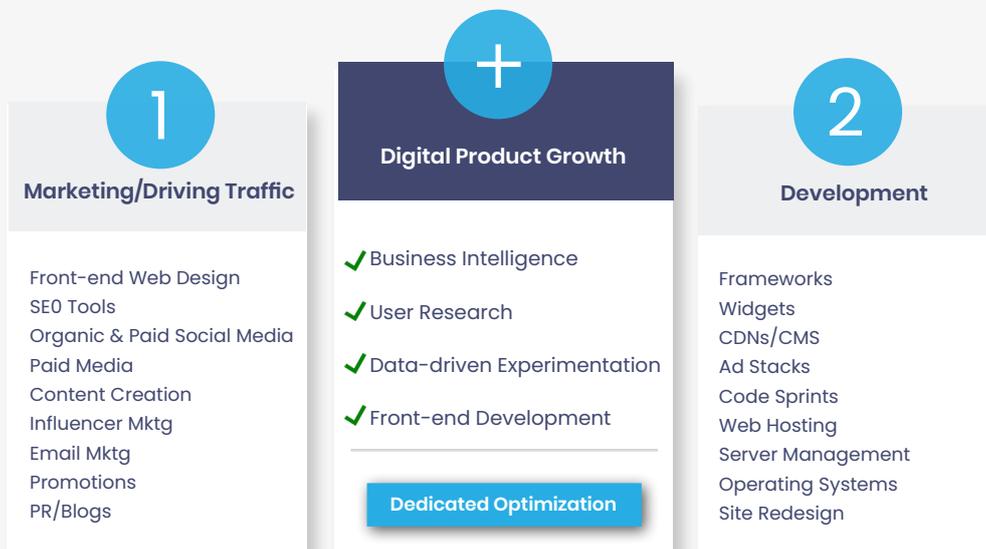
Data-driven Experimentation

Data-driven experimentation, ensuring steady revenue per visitor growth.

Front-end Development

Prioritizing site changes based on Business Intelligence and its direct revenue impact.

Digital Product Growth Fills the Gap Between a Brands' Two Major Operating Units

1 Marketing/Driving Traffic

Front-end Web Design
SE0 Tools
Organic & Paid Social Media
Paid Media
Content Creation
Influencer Mktg
Email Mktg
Promotions
PR/Blogs

+ Digital Product Growth

✓ Business Intelligence

✓ User Research

✓ Data-driven Experimentation

✓ Front-end Development

Dedicated Optimization

2 Development

Frameworks
Widgets
CDNs/CMS
Ad Stacks
Code Sprints
Web Hosting
Server Management
Operating Systems
Site Redesign

Product Growth Requires Governance Across All Areas

Conversion Rates Are Impacted by Many Elements:

- Site functionality and Page Load Time
- Copywriting
- Page Design
- User Interface
- Level of Detail / Information Available
- Trust in The Site / Security / Reputation
- Purchase Incentives (Urgency, FOMO, Price Sensitivity, Product Availability, etc.)
- Maintaining a consistent experience between clicks
- Setting purchase funnel expectations (shipping and returns)
- Assurances of product quality
- Testimonials / shared experiences
- Business Analysis
- Revenue Models

We excel at efficiently identfying the **largest opportunities** to grow your digital product and choosing the right growth strategy, tools and sequence to user value and significantly over time.

Anticipated Results from Lean UX Methodologies

RPV

+10%

Minimum. We commit in year one to improve your revenue per visitor as measured by experimentation.

ROI

+10x

Since inception, we've delivered no less than 10x annualized ROI to all our clients in the first year. Most enjoy more.'

Client Time / Resources

<10
hrs/mo

Your time & resources are precious. Our model ensures the time we spend together (and on our own), is efficient & effective. *

WHAT OUR CLIENTS ARE SAYING

"They do the things that make the money"

- Large Specialty Golf Retailer CMG

VISIONET