

The average return for Marketers who employ CRO techniques is 233%

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Mobile-optimized landing pages can improve conversion rates by 27%.

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1 second delay in website load time means a 7% reduction in conversions.

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User-generated content can increase conversion rates by 161% across all industries.

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Websites with personalized content and offers for their visitors experience an average conversion rate of 19%, compared to 3% of websites without personalization.

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Websites with a simple and streamlined checkout process have an average conversion rate of 23%, compared to 16% for websites with complex checkout processes.

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88% of online consumers are less likely to return to a website after a bad user experience.

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