

A photograph of three people standing in front of a light-colored brick wall. On the left, a woman with dark curly hair is smiling and looking at a smartphone. In the center, a person wearing a red, white, and black checkered shirt is holding a silver laptop. On the right, a woman with long dark hair is smiling and looking at a green smartphone. The image is partially obscured by a dark blue overlay containing text.

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HOW TO INCREASE CONVERSIONS WITH A HIGH-PERFORMING DIGITAL VALUE PROPOSITION

Learn how to optimize the one key factor that can have a make-or break impact on your digital marketing effectiveness.

WHAT'S THE MVP AMONG CONVERSION VARIABLES?

When it comes to defining what works (or fails) at driving conversions, a lot of the guesswork has been driven out of that process. We're able to test every facet of user experience, optimizing landing pages and contact forms for peak performance.

Increasing your conversion rate by just a single percentage point can make a whopping difference. If you're currently converting 2% of your traffic and increase it to 3%, you've just grown your leads 50%.

But in optimizing digital experiences, it's smart to prioritize which variables deserve the most attention. It's easy to get lost down the rabbit hole of endlessly fine-tuning fonts, colors and images, while forgetting the variable that's been proven to make the biggest impact for digital marketers.

What's that variable? Your Digital Value Proposition, or DVP.



WHY CALL IT A 'DIGITAL' VALUE PROPOSITION?

Is a DVP any different from the value proposition a marketer is traditionally accustomed to offering?

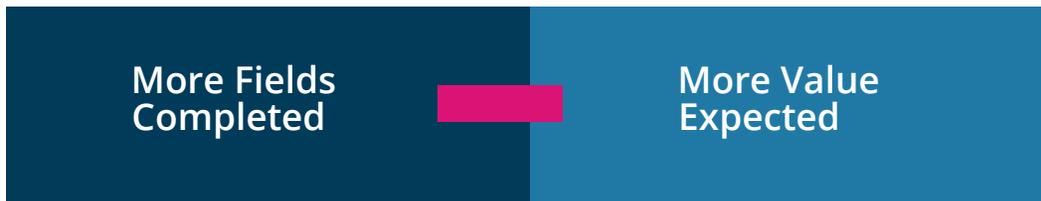
Absolutely. A DVP can include the intrinsic value and benefits of your product, but also has to take its digital setting into account. That's because your prospect's digital brand experiences affect their perception of brand/product value.

A DVP can't be a brand promise or typical value proposition just pasted up in a digital window. It has to satisfy the question running through the head of every person who encounters a website or digital touchpoint where they're asked to fill out a contact form: what's in it for me? (WIIFM).

So the baseline challenge for testing a digital value proposition is:

Does my DVP answer WIIFM?

In weighing the tradeoff of sharing personal data versus value received, most people apply a basic yardstick:



For the marketer testing their DVP, this model helps them judge the right balance between the value of a lead and their cost to convert it.



WHAT DRIVES THE NEED FOR EFFECTIVE DVPS?

In a digital world, DVPs are central to selling success because of a variety of factors influencing users' perceptions of "value":

- **Customers control the selling environment.**

They can act on their reactions to a value proposition at any instant, so marketers are always only one click away from losing a potential sale.

- **Customers demand value now!**

Promotional offers are indispensable DVP tactics: they boost your perceived value, an essential "tiebreaker" when online visitors are able to shop far and wide for better prices.

- **A value proposition is competing with everything else.**

There are more digital channels and touchpoints every day, so a differentiating DVP is critical.

*When popular video game The Sims 3 changed their value proposition to include a promotional offer, they increased registration by 128%.
(Source: Kissmetrics)*



- **“Value” has an elastic definition.**

Marketers today are delivering value beyond purchase by offering up social communities, loyalty programs, apps, downloads, unique interactions and more. If these aren't elements of a brand's total DVP, it should at least accept they might be part of what its DVP is competing against.

- **There can be value by design.**

For brands providing services through digital interfaces, a website or app becomes part of their DVP by providing ease of use and clarity of experience.

- **People want expect personalization, even in DVPs.**

Customers now demand that brand interactions deliver personalized experiences. So marketing automation platforms are presenting them with value propositions customized to their individual behaviors, typically resulting in increased sales and loyalty.

When call center software firm SafeSoft Solutions put product pricing on the landing page, it doubled conversions: its “DVP” now included reducing hassle and providing more transparency than their competitors. (Source: VWO.com)

When luxury vacation packager Secret Escapes leveraged user data to personalize each user's digital experience and DVPs, it drove a 210% increase in completed purchases. (Source: Optimizely)

DVP EXAMPLES

Here's just a short list of the digital offers and value-adds that can be used to entice conversion:

- Free consultation, analysis or evaluation
- A short-term product trial
- Free product (a base-level software license, for example)
- Access to a webinar
- A sought-after analyst report
- Registration for a thought-leader conference or invite-only event
- An ebook or white paper
- A podcast
- A free app
- Access to locked or exclusive product content (game level unlocks, for example)
- One-on-one digital experiences with influencers or leaders

The DVP can extend to include physical/material/experiential rewards, of course.

Pokemon Go's DVP was about unique, free-to-play fun, but it drove in-app purchases of upgrades and unlocks worth \$1.6M per day just in Apple's iOS store alone.



HOW TO TEST A DIGITAL VALUE PROPOSITION

- **Identify the target audiences**

Do extensive audience research, and use them to build your marketing personas for the most relevant prospects (even if just simple ones). Exploring their needs and wants and how they use a site (or other touchpoints) can help you, as a marketer, decide how a DVP will really engage them.

- **Find best practice benchmarks**

Marketers should look both inside and outside their category for companies that have been successful. Analyze their success; what was it about their DVPs that paid off?

- **Learn the worst practices, too**

Looking for the losers is useful, too, so marketers testing DVPs can get a handle on what not to do. Don't flinch from admitting when your own efforts didn't measure up, either. Analyzing those failures can prove just as valuable as dissecting success.

- **Generate alternate, testable DVPs**

After deciding on the clear-cut benefits a product or service is providing to users, a marketer's next job is to craft testable DVPs – which may range from simple call-to-action testing to complete digital layouts or revamped multimedia content – to evaluate the best approach. If you're trying to improve on an existing landing page or touchpoint, use it as a control to assess how alternates perform.



- **Employ the right DXM**

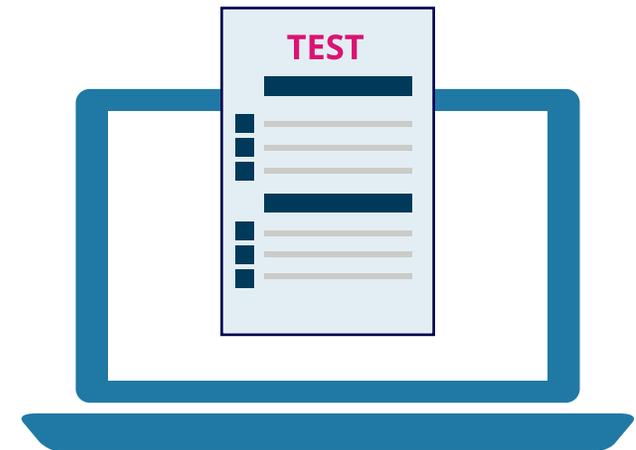
A marketer's Digital Content Management (WCM) system should have a feature set that allows efficient testing of DVPs. That includes built-in functionality enabling A/B testing of alternate propositions on separate landing pages, multivariate testing of different page elements, even personalization based on persona (not every audience will respond to the same DVP). Real-time reporting tools should track DVP/content performance against each persona, helping to refine your DVP. Make sure your DXM also easily integrates with other components of a marketing tech stack, as well as with major third-party analytics tools.

- **Consider complementary testing tools**

As a complement to a DXM, a marketer may weigh testing DVPs via PPC advertising (being sure to track conversions, not just clickthroughs), as well as by using A/B email marketing drops, or even "focus group" UX testing sites such as Usability Hub.

- **Never stop testing**

This practically goes without saying in a dynamic marketplace like the internet. The promotional offer or product promise that was a breakout success yesterday will probably be eclipsed tomorrow -- or at least imitated into irrelevance. Optimization of a marketer's DVP and the elements supporting it is a continual process.



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Founded in January 2001, Crownpeak was the first company to offer web content management through a SaaS solution. Today, leading brands trust Crownpeak's cloud-first Digital Experience Management (DXM) platform to quickly and easily create, deploy and optimize customer experiences across digital touchpoints at scale. Crownpeak provides a complete solution for DXM featuring content management, personalization, testing, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements. More than 180 customers including Unilever, BNY Mellon, Thomson Reuters, Eli Lilly, and Aflac rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.