TRUCONVERSION

*Want to find out about technology that will revolutionize the analytics and CRO industry? **Keep reading...***

What really troubles website and online business owners?

If you ask any website or business owner about what their real problems are, they'll all tell you pretty much the same things. If you run a website, we're sure you can relate to some of these.

They get a lot of traffic on their website but they want **more conversions and sales.**

They don't know how the changes they make to their website or product are **affecting their conversion.**
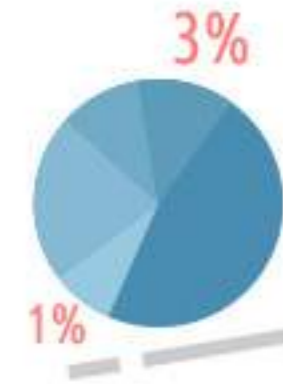
They don't understand how to really **leverage the analytics** they get from GA and other applications.

They want to know **why people are leaving** their website.

There are too many **drop-off points** in their purchase process.

Conversion rates typically range from
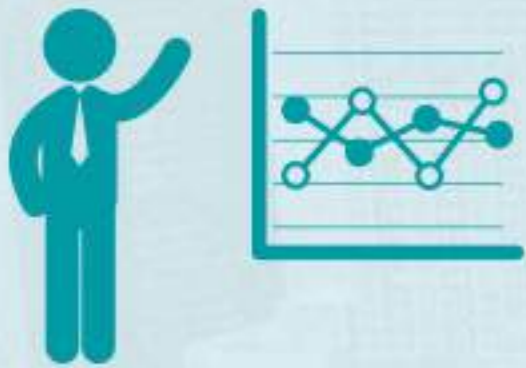
3%

1%

Only about

22%

of businesses are satisfied with their conversion rates.

(Source: Econsultancy)

CRO and analytics are very important to businesses

But only 1 out of 5 companies are satisfied with the data from analytics.

2 out of 3 companies have hired senior talent in analytics.

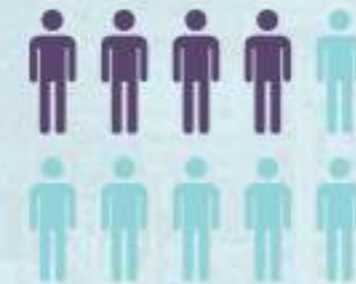68% of executives are committed to analytics

Usage of analytics as an analytics tool has gone up threefold since 2009.

50%

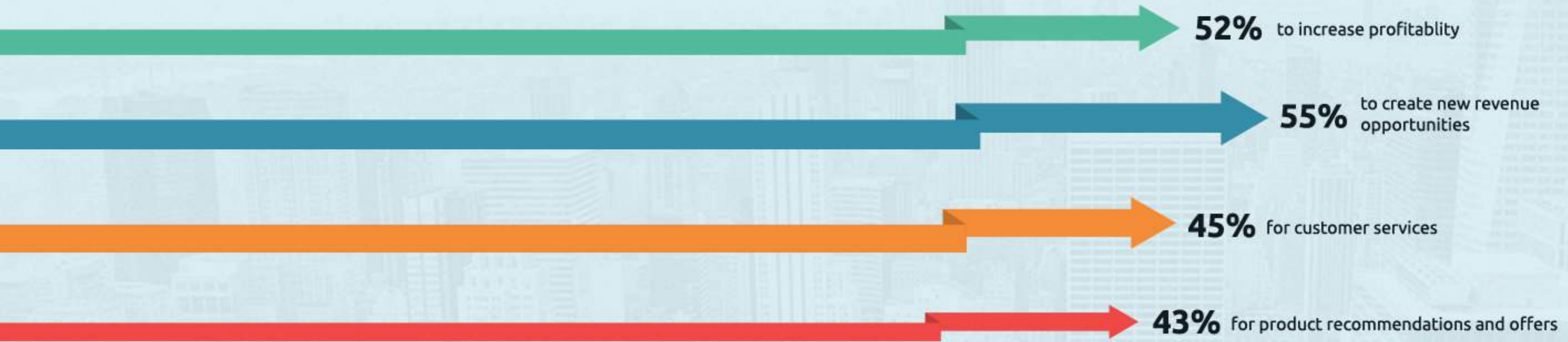**50%** say integration is a key challenge.

Half are concerned about the accuracy of the data.

6 out of **10** companies would partner with an outside resource for analytics.

What do people use CRO and analytics for?

52% to increase profitablity

55% to create new revenue opportunities

45% for customer services

43% for product recommendations and offers

What data sources are being used?

69%

67%

55%

54%

51%

40%

Social Media   Financial   Sales   Product   Marketing   Customer

How are the current CRO tools working out for people?

There are a decent number of analytics and conversion optimization tools in the market right now and they all claim to solve the CRO and analytics problems.

Form Analytics

Conversion Funnels

Visitors Recordings

clicktale

User Tester recruitment

ethnio™

HeatMaps

A-B Testing

crazyegg

Optimizely

Microsurveys

Feedback Polls

Qualaroo

Lead Generation

SurveyMonkey®

Customer surveys

The only problem is; they don't really solve the problem.

The starting prices for most of these tools put them **out of the budget range** of most business owners.

Even if you could afford it, not all of these tools offer integration with each other so you'd be running around trying to **manage all these different setups**.

If you want to use more than one CRO feature, you'd **have to buy different tools**, further adding to the already expensive monthly bill.

Did we mention the **cost of running the current CRO tools is astronomical**?

INTRODUCING A PRODUCT THAT WILL CHANGE THE WAY YOU THINK ABOUT CRO AND ANALYTICS

TruConversion is a game-changing product where all the major CRO and analytics tools including heatmaps, surveys, polls, A/B testing, form analytics and conversion funnels are packed into one easy-to-use product.

We believe it will revolutionize the CRO and analytics industry.

Keep reading through for more information on this powerful suite of tools...

WHAT YOU CAN DO TO HELP US

Just become a beta tester and help us spread the word using your blog or website. We're not asking you to even spend a dime. **All we need is your support.**

HELP

WHAT EXACTLY DO WE NEED FROM YOU?

As we're just launching the Beta version of TruConversion, we're recruiting a large number of beta testers. Here's all you need to do:

Publish a review or article on your website or to your email/social media list about the product. We'll provide you a full media kit with images and other anything else you need to help with promotion.

Create another post at the full product launch.

So all that's left to do now is email us back and you're ready to join the revolution!

SO WHAT'S IN IT FOR YOU?

1 YEAR FREE

For your help, we're willing to give away 12 months of our Enterprise package for FREE. Just to make the deal sweeter, we'll even give you a fully loaded media kit for promotion, priority customer support on product launch and first access to all our CRO research and technological news.

AS PROMISED, IF YOU AGREE TO HELP US OUT, WE'RE GOING TO MAKE IT WORTH YOUR WHILE. HERE'S WHAT WE ARE OFFERING:

FREE! We'll give you the **Enterprise package for 12 months - for FREE**.. Yes, the package for which we plan to charge $500/ Month.

24/7 We'll put you on the **priority support list**. You will get personalized 24/7 support; with all our love.

You will be the the first to **hear about our new releases** and technological advances so you can be the one to break it to your audience first.

We will provide **great content** in the shape of any research we are conducting in the CRO field. That's research you can't put a value on!

THE TRUCONVERSION MEDIA KIT
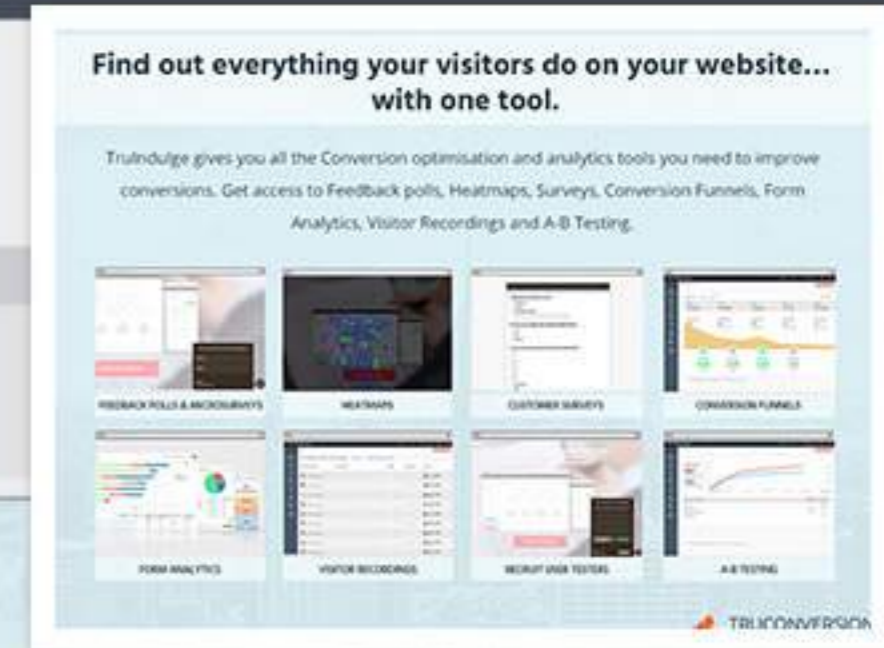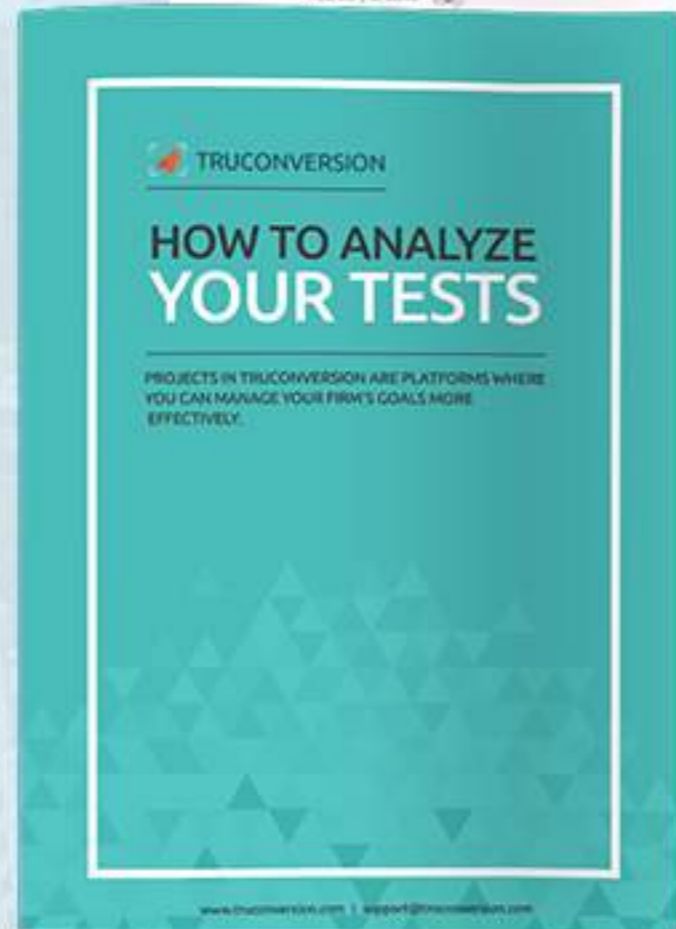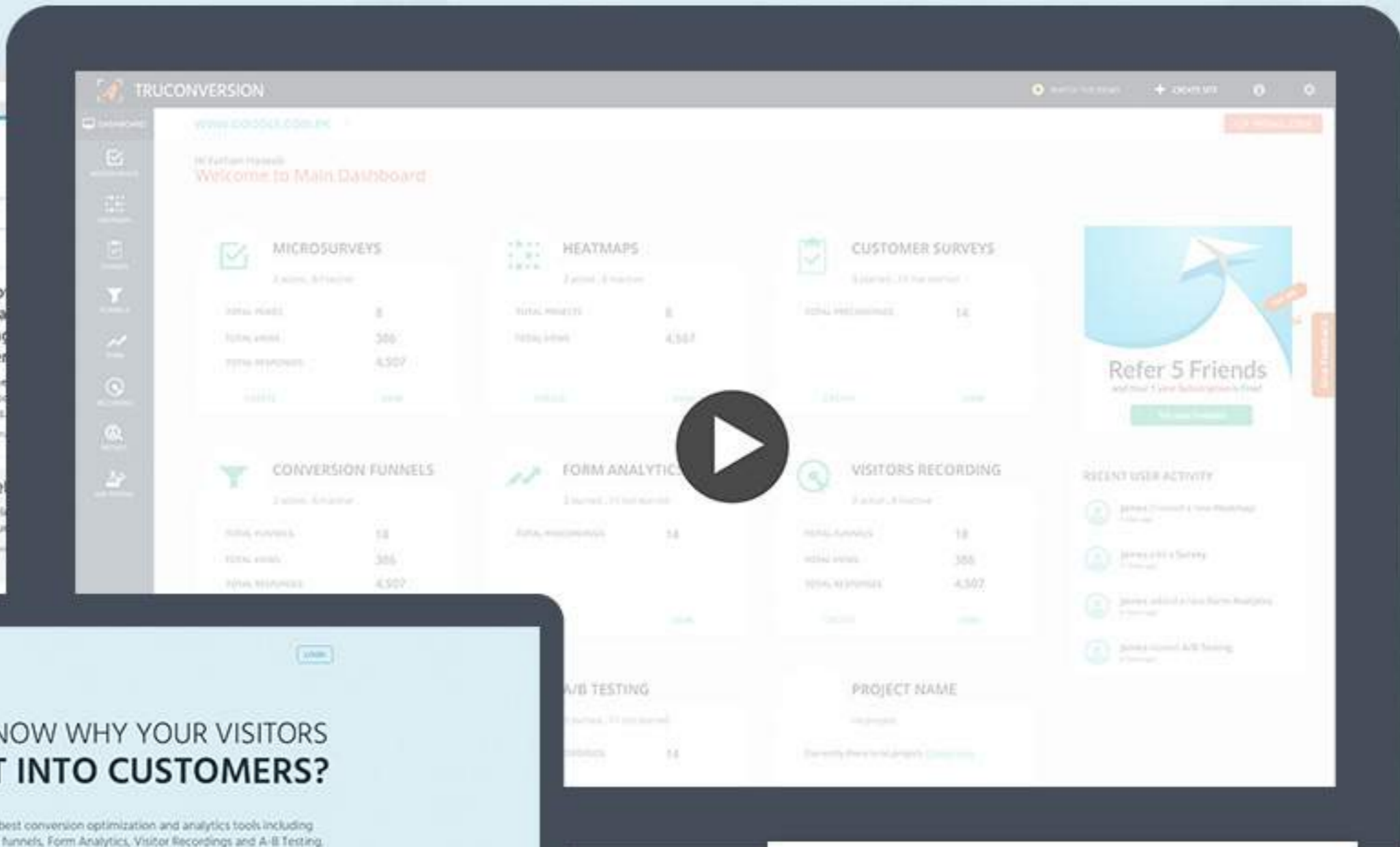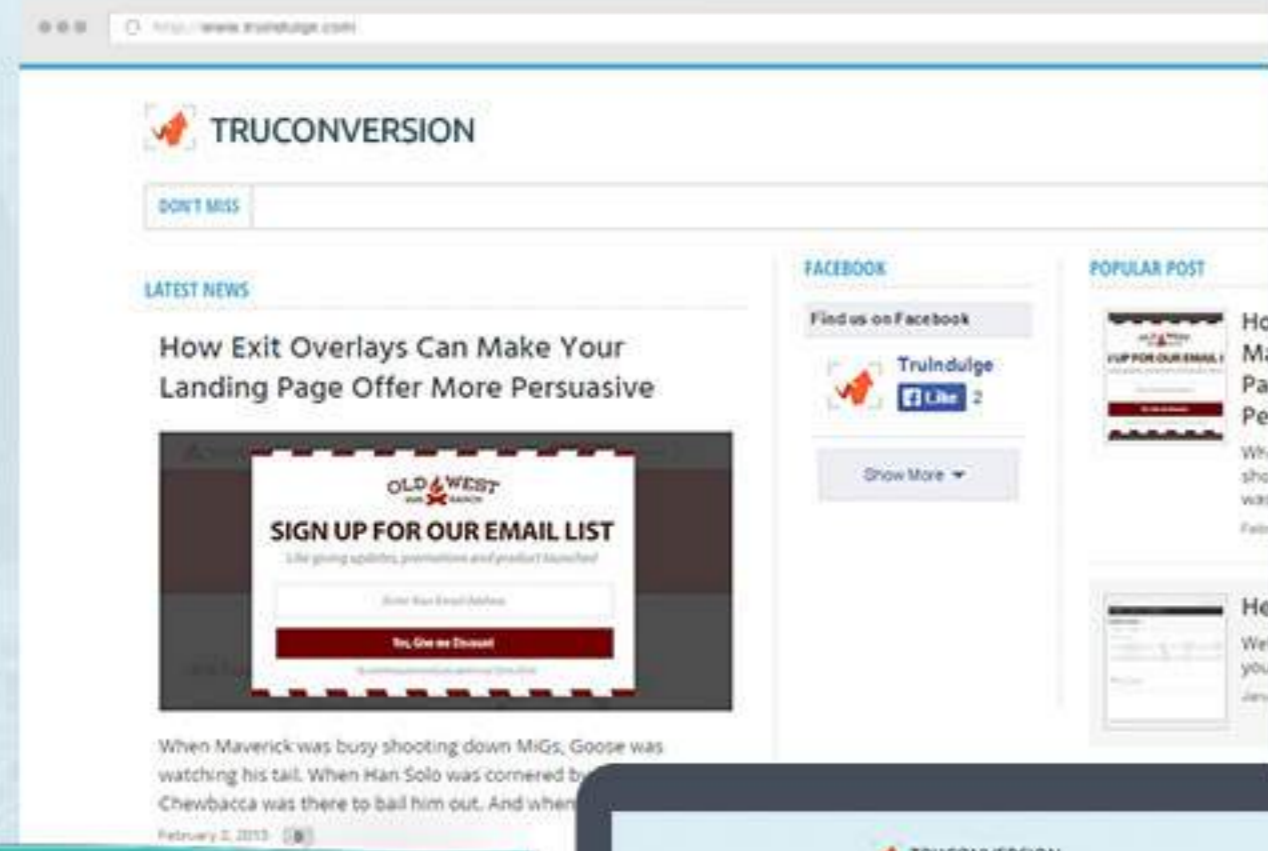
WHAT MAKES US SO SURE THAT TRUCONVERSION IS GOING TO CHANGE THE WAY THINGS ARE DONE?

HEATMAPS
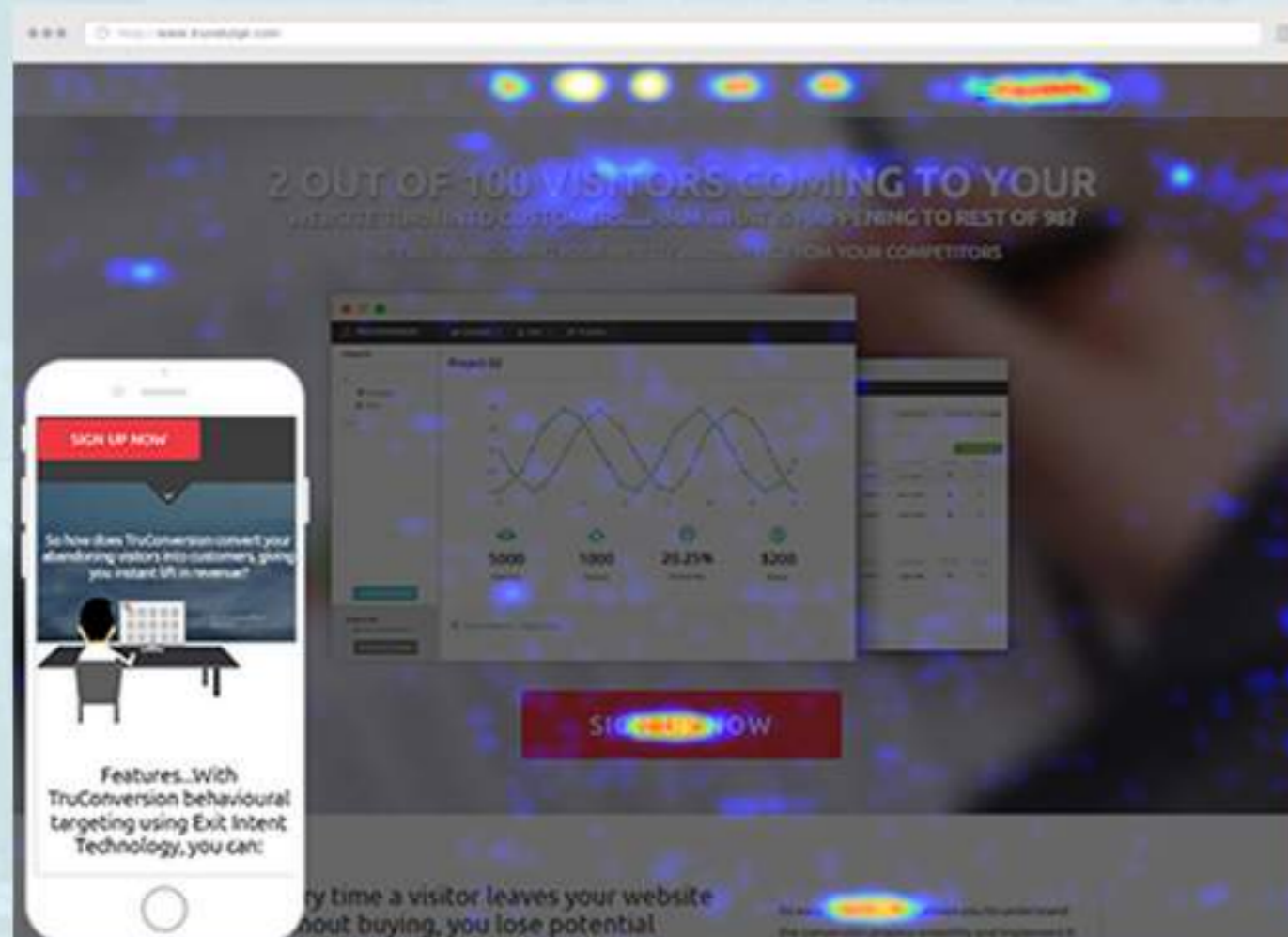
Heatmaps let you optimize your website according to where visitors have been clicking and scrolling to the most and least frequently.
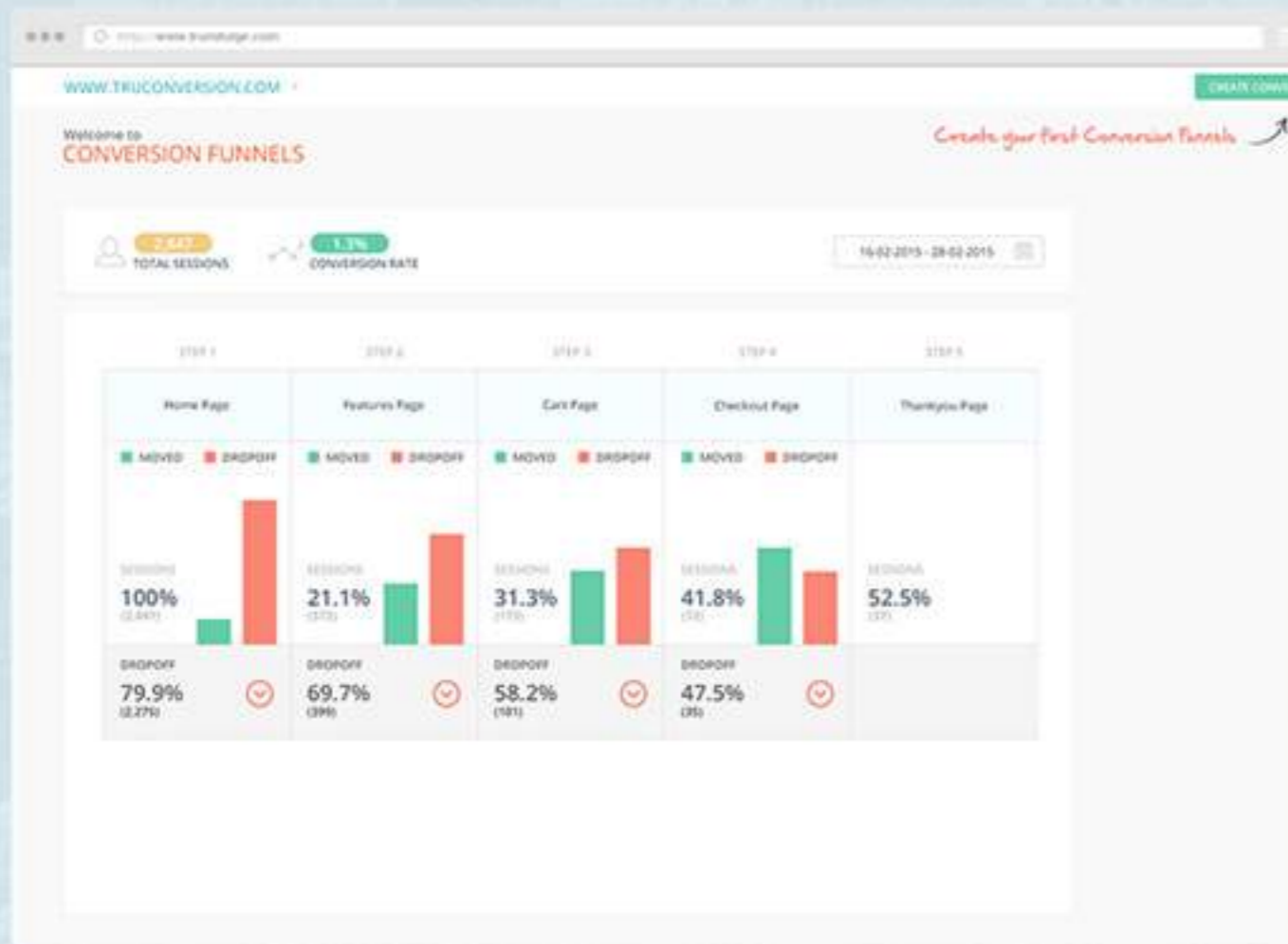
MICROSURVEYS
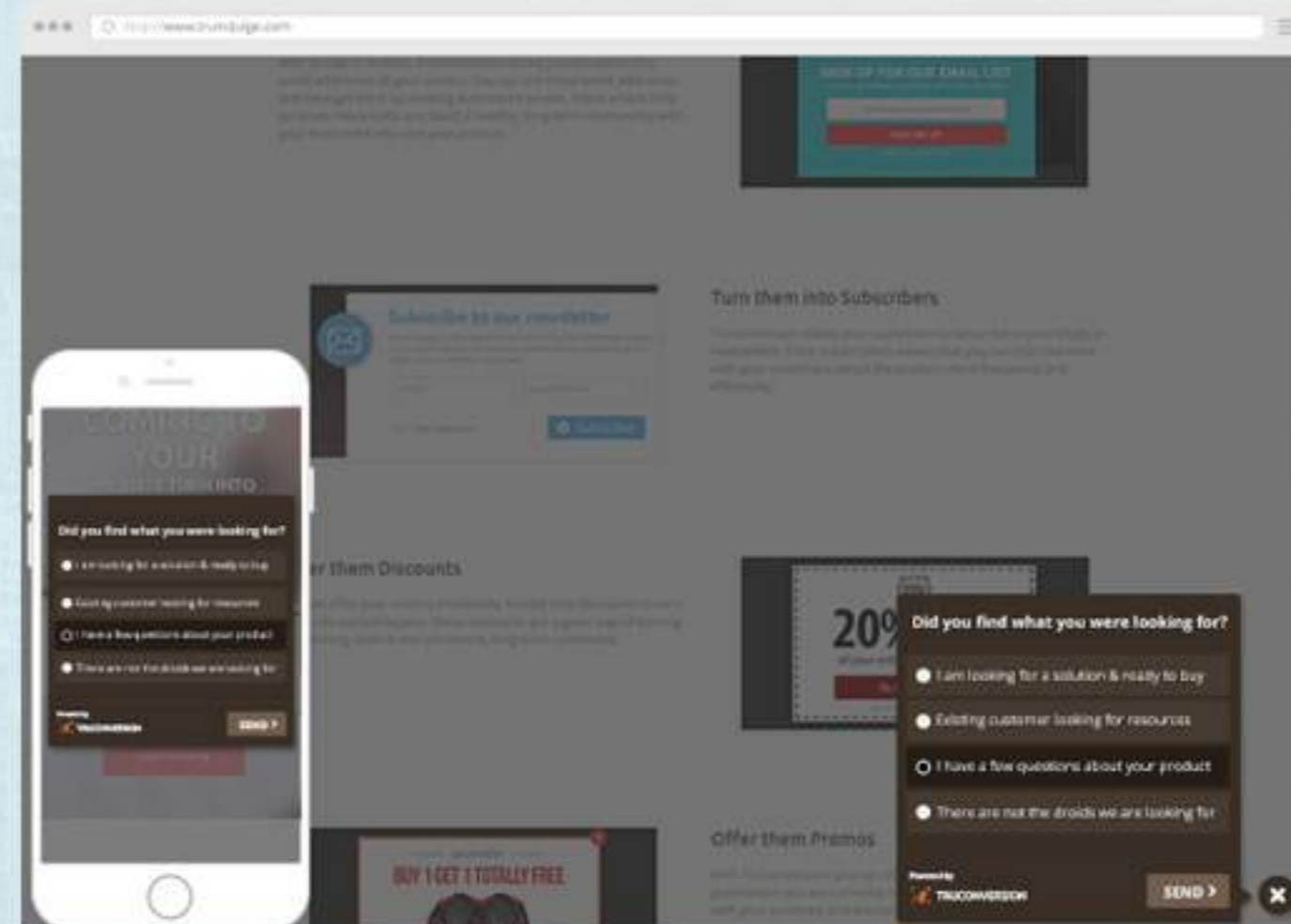
Microsurveys and polls give you quantitative data that helps you identify patterns and find useful information about your visitors.

Imagine being able to perform all of the major (and even some minor) CRO and analytics tests easily to increase your sales and boost your bottom line.

CONVERSION FUNNELS

Conversion funnels let you look at where they might be drop-offs in your purchase process and fix those problems to improve conversion.

CUSTOMER SURVEYS

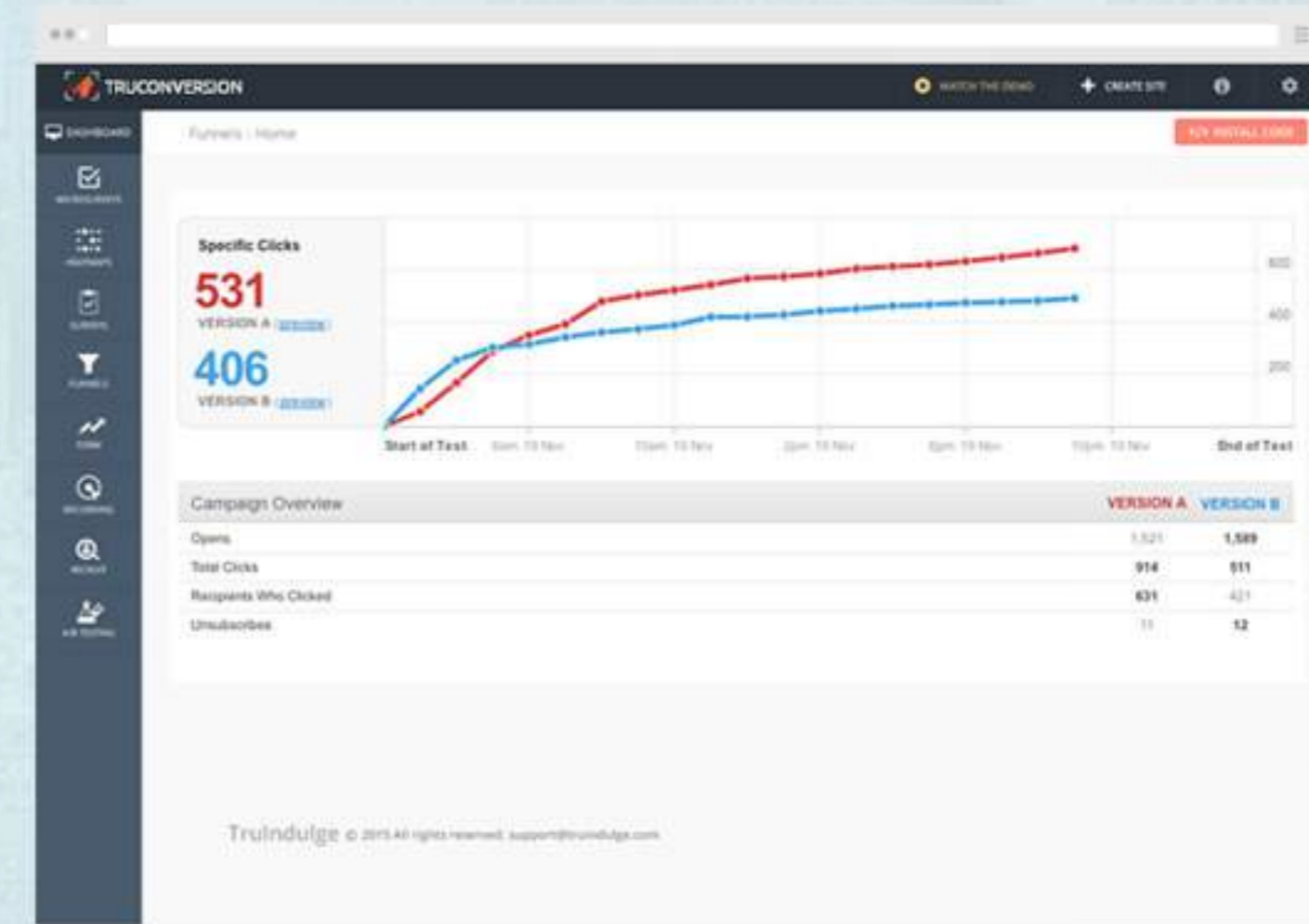Customer surveys teach you more about your customers and help you to get a better idea of what they value about your service or product and what they don't.

TruConversion gives you one simple dashboard to manage these powerful tools.

FORM ANALYTICS
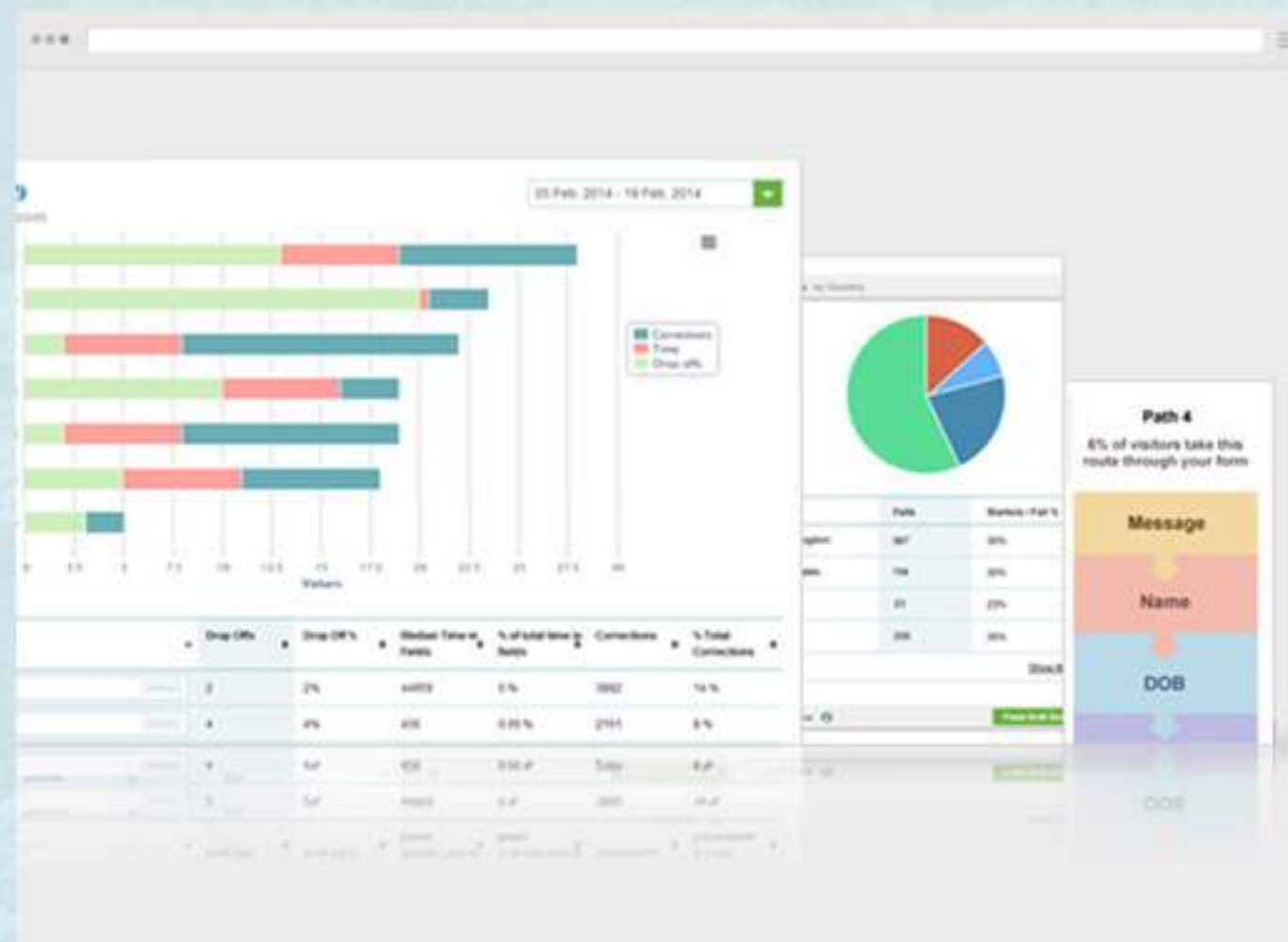
Form analytics help you improve your form submission rates by giving you key metrics for each form field.

A/B TESTING
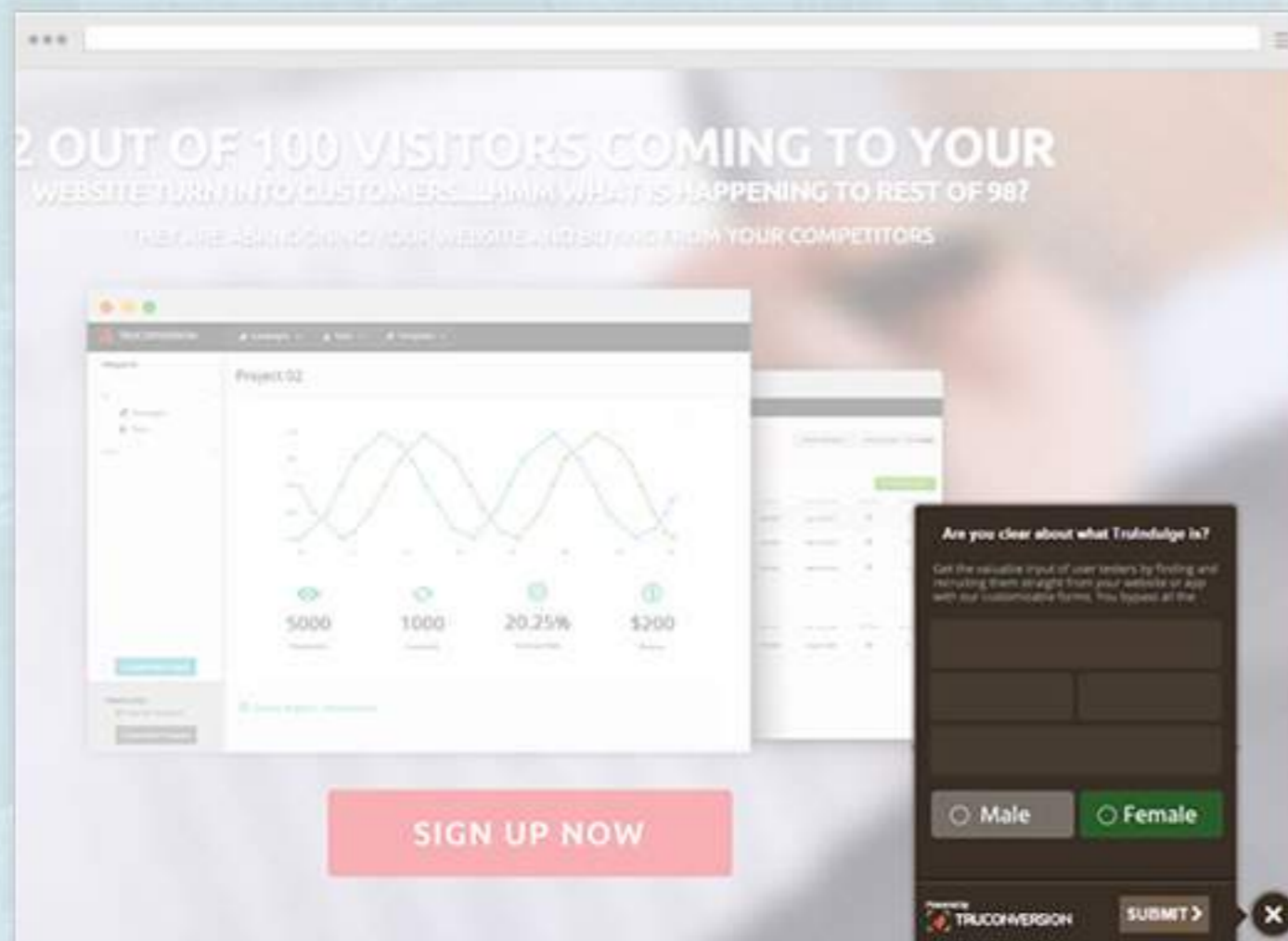
With A/B testing, you can use a simple editor to make changes to your website and look at their impact on conversion rates straight away. As they say, big changes lead to big wins.

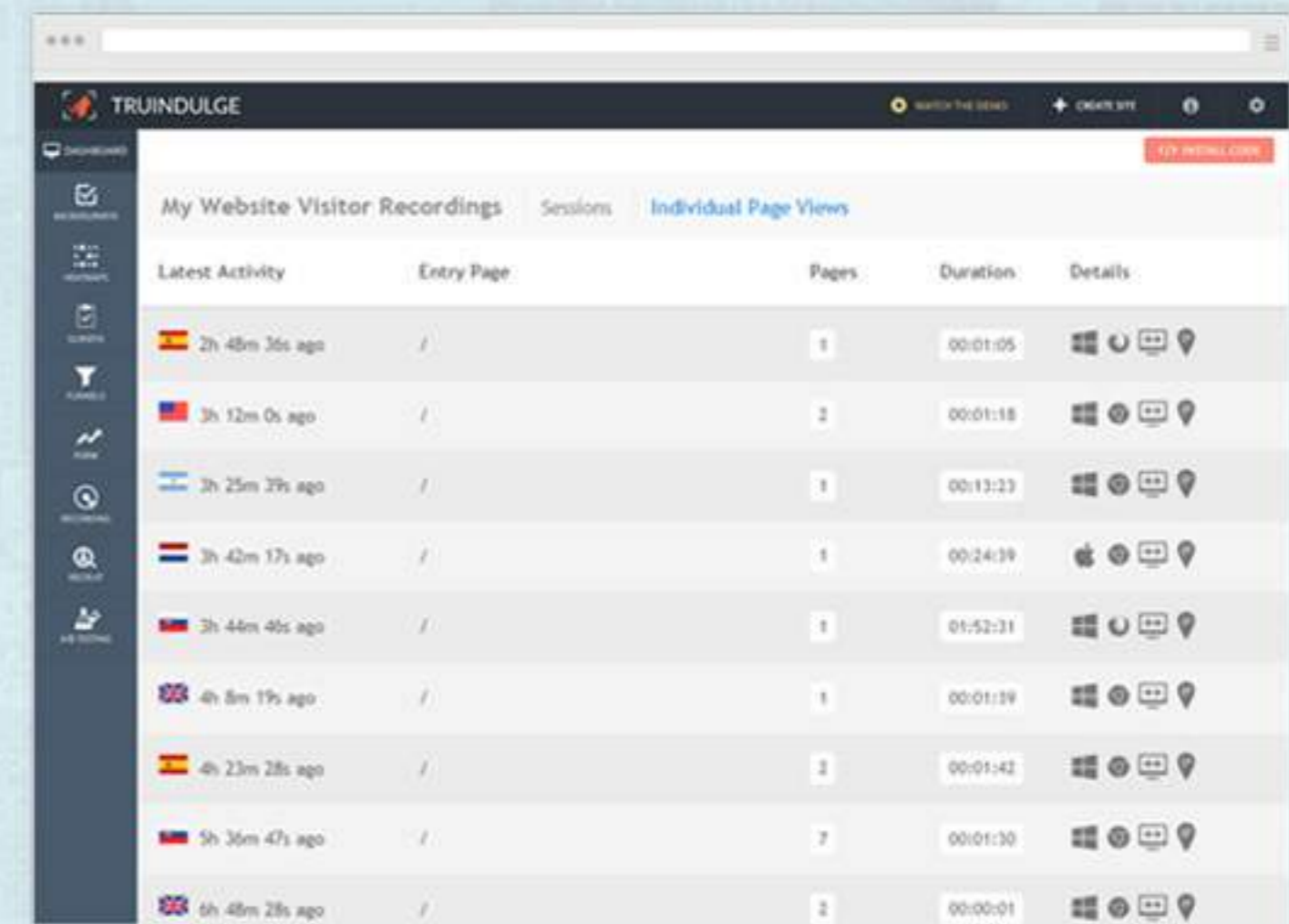# Perform tests and look at all analytics reports without having to switch between applications

RECRUIT USER TESTERS

You also get a tool that lets you recruit user testers. Makes it an effortless task to recruit beta testers or early adopters.

VISITOR RECORDINGS

You can record the browsing sessions of every user so you can see exactly how they behave on your website and what elements make them react.

WE'RE LETTING YOU IN ON A SECRET!

We've developed an innovative new technology that is set to revolutionize the CRO and Analytics industry.

You'll be amongst the first to hear about it when we finally unveil it.

We just want to point out that this is a very limited opportunity that we can only offer to a handful of people like you.

So Get in touch through email or Skype and let's work together.

🌐 www.truconversion.com   ✉ hammad@truconversion.com   ⓢ hammadakbar27