THE BOT MODEL

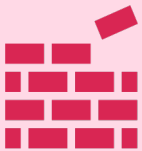## For companies wanting to accelerate their CRO efforts

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What is the BOT Model?

The BOT-model contains of three stages and is meant to strengthen the abilities to test and manoeuvre the entire chain of the CRO-process with high maturity. This includes not only marketing and business, but also tech and development teams.

BUILD

OPERATE

TRANSFER

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Who is the BOT model for?

You:

Did you invest time and money to get an AB-testing tool?
Perhaps you've been thinking "yes we need to work with CRO"?
Perhaps your team have done a few AB-tests?

Also You:

Not really getting that many AB-tests out
Not seeing that benefit others are talking about
Not getting everyone in the organization onboard

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You're in good company!

The truth is, getting the value out of CRO and experimentation that you might see from others, is about much more then getting the tool implemented and running a few tests.
It's about the organization, the product teams, the processes.

But it's common that this happens and the BOT-model is here to help!

After spending 7 years inhouse building successful CRO programs I've come to the understanding that: **it's not a YOU problem.**
It's a CRO problem, and there are ways to set your program for that same success with these steps.

So how does it work..? →

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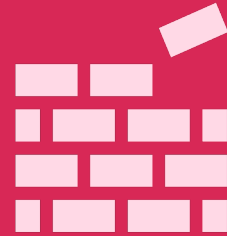
BUILD

The build part is crucial for creating the ground of which your program will be operating from

We start the Building phase by understanding **the data**. Both for quality but also in the form of executing AA-tests on your website to generate a better understanding of the data we will be collecting from our users. It will also be the base for the statistical models we need to work with. Together we will establish the structure for **the team** that will be part of the CRO-process including primary stakeholders.

The **process** will be set up for the tech, tools and ways of working that the program will need. This also includes quality assessment of the AB-testing tool and if needed assistance of setting the tool up properly. This part also includes creating and setting processes and tooling including generating hypothesis', prioritization of ideas, management tools with templates for structure, AB-test plans and documentation for reporting.

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OPERATE

The focus of the Operate part is to test and run through the new processes with the entire CRO-team and primary stakeholders.

This will be done continuously and multiple times, to understand what needs adjustments and changes. To establish an efficient program that all team members and stakeholders have a high understanding of.

The operate phase includes (but is not limited to):
Conversion audit to understand your users and create problem statements, creation of hypothesis', prioritization, execution of experiments through the AB test process, analysing, reporting and documenting. But also creating KPI's connected to your CRO-program to be able to show the value of the work and AB-tests executed.
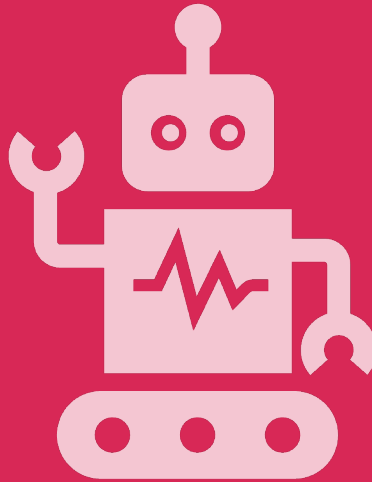
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TRANSFER

The Transfer step is not so much of a stage – more a mentality that runs in parallel with the model

The Transfer mentality aims to ensure the knowledge transfer to the organization, team and primary stakeholders throughout the entire process and program. Therefor educations in different forms may occur in form of understanding tooling, models or processes.

Throughout this phase, the need to ensure the strategy for the program is crucial. The strategy will be aligned with the goals of the organization, and will stretch as a long-term strategy to ensure a healthy and sustainable CRO-program

Educations such as coding for marketers, learning how to analyse AB-tests or masterclasses to create wider understanding for the organization might be needed.

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WHAT NOW?

If you want to talk it through or if you feel that this might be for you, send me a DM or visit my <u>website</u> to fill out the contact form.

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