

Conversion Optimization Program

Conversion Optimization, Built to Perform

Turn your digital experience into a measurable growth engine – without guesswork.

The Conversion Optimization Program helps organizations move from assumptions to evidence-based growth. By combining customer insight, behavioral data, experimentation, personalization, and AI-driven analysis, we identify where users drop off, why it happens, and what to do next — then test, measure, and scale improvements tied to business outcomes.

Build a repeatable CRO system that tests, learns, improves, and scales what works.

What's Included

CRO Readiness Assessment

Measurement, technical, process, and input evaluation.

Insights & Opportunity Identification

User behavior, funnel friction, and conversion events.

Experimentation Strategy & Prioritization

Hypothesis, test planning, and impact-based prioritization.

A/B Testing & Experiment Execution

Experiment design, build, launch, monitoring, and analysis.

AI-Driven Optimization

Predictive insights, pattern analysis, and performance.

Measurement & ROI Tracking

Conversion tracking, reporting, and revenue opportunity.

Continuous Optimization Roadmap

Ongoing testing plan, learnings, and priorities.

Why This Works

Analyze. Prioritize. Test. Measure. Scale.

Most organizations collect data but struggle to act on it. This program turns insight into action through a structured CRO model that prioritizes high-impact opportunities, tests systematically, reduces friction, and unlocks measurable gains from engagement to pipeline and revenue.

Who This is For

Digital Marketing & Growth Leaders

Best Fit Scenarios

- Strong traffic, low conversion
- Campaigns lack performance feedback
- Limited A/B testing or underused CMS
- Need proof to scale CX, personalization, ROI, and pipeline growth

Benefits

- Higher conversion rates across key journeys
- More leads, quotes, inquiries, applications, or sales
- Increased pipeline and revenue opportunity
- Improved campaign performance, ROAS, and conversion insight

Valued Clients



Flexible Options

Right-Sized Solutions for Your Growth Goals

Every organization approaches CRO differently. Some need a fixed-fee pilot to validate impact before expanding. Others are ready for a structured, ongoing model through SilverTech's Optimize Partner Plan. Growth, Enterprise, and Custom programs use not-to-exceed pricing to support continuous experimentation, measurement, and improvement with clearer investment and outcomes.

Basic Testing & Validation

Pilot Program

One-Time Fixed-Fee

Launch one focused experiment to validate opportunity, prove CRO impact, and identify a data-backed path for optimization.

Includes

- Opportunity identification and prioritization
- One structured experiment, such as A/B or multivariate testing
- Measurement setup and performance tracking
- Results analysis and recommended next steps

Pricing & Details

- \$25,000 One-Time Fixed Fee
- One focused experiment

Quarterly Experiments & Optimization

Growth Program

Optimize Partner Plan

Build a consistent testing rhythm with prioritized experimentation, performance tracking, and iterative improvement.

Includes

- Prioritized opportunities
- Up to 4 experiments over 12 months (or 1 per quarter)
- Planning, execution, measurement, and analysis
- KPI reporting and optimization recommendations
- Scoped design, dev, or other support through Optimize Plan

Pricing & Details

- \$50,000/Year (Not-to-Exceed)
- Likely to cover: Up to 4 experiments depending on level of complexity

Continuous Full-Funnel Optimization

Enterprise Program

Optimize Partner Plan

Create a continuous CRO engine with ongoing testing, insight generation, and performance iteration across key journeys.

Includes

- Monthly experiment planning
- Up to 10 experiments over 12 months
- Ongoing insights and prioritization
- Advanced testing and full-funnel recommendations
- KPI reporting and scoped Optimize Plan support

Pricing & Details

- \$100,000/Year (Not-to-Exceed)
- Likely to cover: Up to 10 experiments depending on level of complexity

Tailored CRO & Growth Strategy

Custom Program

Optimize Partner Plan

Build a customized optimization program aligned to your goals, digital complexity, and desired pace of experimentation.

Includes

- Flexible experimentation cadence
- Custom KPI-driven roadmap
- Integration with personalization, AI, marketing, or platform initiatives
- Custom reporting, cross-channel optimization, and scoped Optimize Plan support

Pricing & Details

- Custom Not-to-Exceed
- Custom experimentation plan based on strategy and investment

Optimization that Performs

- Enhanced Finserv calculator experience produced approximately **40% higher conversion** at a 95% confidence interval.
- CTA language change produced approximately **12% higher conversion** and increased clicks from **1 to over 200 per 1,500 visitors**.
- Increased video prominence produced approximately **16% higher conversion** at a 95% confidence interval.

Getting Started

Setup & First Experiment

Launch initial setup and first experiment within 4–6 weeks.

Program Path

Start with a fixed-fee pilot or move into an Optimize Partner Plan with defined not-to-exceed investment.

Scale & Growth

Expand into personalization, AI-driven optimization, full-funnel testing, and ongoing performance improvement.