

CRO in the Online Marketing Landscape

Learning objective: You'll position conversion optimization as a strategic lever within your entire marketing stack, evaluate it as an economic multiplier rather than a cost center, and derive concrete next steps from your organization's CRO maturity level.

Key Takeaways

- CRO sits at the center of the marketing stack and makes every channel more profitable.
- It's an economic multiplier because it turns existing traffic into revenue more efficiently.
- Budget, roles, and maturity level determine whether CRO stays a side activity or becomes a growth engine.
- CRO sits at the center of the stack and has an impact across every channel.
- It's a multiplier for existing traffic, not an additional cost center.
- Success depends on budget, roles, and maturity level.

Framework steps

1. **Paid Social**
2. **Paid Search**
3. **SEO**
4. **Email**
5. **CRM**
6. **CRO**
7. **Analytics**

Key points at a glance

RELEVANCE

What Does This Mean for Your Shop?

Every budget allocation decision depends on whether your shop is turning visitors into customers.

CONCEPT

The Online Marketing Stack at a Glance

Paid social and paid search buy attention, SEO captures qualified intent, email nurtures relationships, and CRM deepens the value per customer.

A ten percent conversion lift makes every euro of traffic budget work harder, without any additional media spend.

Every visitor who doesn't convert is revenue a competitor with a better user experience is picking up instead.

CONCEPT

Cost per additional conversion

Winning one more conversion through additional traffic often costs three to five times as much as converting existing visitors through optimization.

CONCEPT

Roles on a CRO team

Strategy sets goals and prioritizes based on revenue potential.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.