| **SECTION A – YOUR DETAILS** | |
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| **Organisation Name** | Conversion Rate Store |
| **Contact Name** | Anastasiia Hrebenichenko |

| **SECTION B – SELECT YOUR CATEGORY**  Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated. |
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| **1. Best Social Media Campaign** |  | Please complete section C |
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| **2. Best SEO Campaign** |  | Please complete section C |
| **3. Best PPC Campaign** |  | Please complete section C |
| **4. Best PR Campaign** |  | Please complete section C |
| **5. Best Not-for-Profit Campaign** |  | Please complete section C |
| **6. Best Marketing Campaign** |  | Please complete section C |
| **7. Best Integrated Campaign** |  | Please complete section C |
| **8. Best Event** |  | Please complete section C |
| **9. Best New Business Campaign** |  | Please complete section C |
| **10. Best Crisis Communications or Response Campaign** |  | Please complete section C |
| **11. Campaign Effectiveness Award** |  | Please complete section C |
| **12. Best Pan European Campaign** |  | Please complete section C |
| **13. Best Use of AI in Client Campaign** |  | Please complete section C |
| **14. Best AI Agency Software Solution** |  | Please complete section C |
| **15. Best Agency Culture** |  | Please complete section D |
| **16. Best Charitable/Corporate Social Response Initiative** |  | Please complete section D |
| **17. Best Culture Transformation Initiative** |  | Please complete section D |
| **18. Best Flexible Working Policy** |  | Please complete section D |
| **19. Best Inclusion and Diversity Initiative** |  | Please complete section D |
| **20. Rising Agency Star Award** |  | Please complete section E |
| **21. Best New Agency** |  | Please complete section E |
| **22. Digital Agency of the Year** |  | Please complete section E |
| **23. Media Buying Agency of the Year** |  | Please complete section E |
| **24. B2B Agency of the Year** |  | Please complete section E |
| **25. B2C Agency of the Year** |  | Please complete section E |
| **26. eCommerce Agency of the Year** |  | Please complete section E |
| **27. SEO Agency of the Year** |  | Please complete section E |
| **28. PPC Agency of the Year** |  | Please complete section E |
| **29. Integrated Search Agency of the Year** |  | Please complete section E |
| **30. Social Media Agency of the Year** |  | Please complete section E |
| **31. Marketing Agency of the Year** |  | Please complete section E |
| **32. Creative/Design Agency of the Year** |  | Please complete section E |
| **33. Advertising Agency of the Year** |  | Please complete section E |
| **34. CRO Agency of the Year** | X | Please complete section E |
| **35. UX Agency of the Year** |  | Please complete section E |
| **36. Independent Agency of the Year** |  | Please complete section E |
| **37. PR Agency of the Year** |  | Please complete section E |
| **38. Innovative Agency of the Year** |  | Please complete section E |
| **39. Integrated Agency of the Year** |  | Please complete section E |
| **40. Best Small Agency of the Year** |  | Please complete section E |
| **41. Best Large Agency of the Year** |  | Please complete section E |

| **SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS**  Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.  All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your |
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| **Name of Agency / Team / Individual**  Please keep this concise as it will appear on the website if you are shortlisted. |
| ConversionRate.Store |
| **Number of Employees** (Agency/Team Categories Only)  Please detail the number of staff in the agency/team including any freelancers used |
| 40 |
| **Overview of the Agency / Individual**  Please include **numbers**, staff **turnover**, **roles** etc for agency and team nominations or current and previous job roles etc for individual nominations |
| Conversion Rate Store is the largest performance-based, full-cycle CRO agency in Eastern Europe. Headquartered in Kyiv, Ukraine, our agency employs 40 world-class professionals dedicated to driving significant revenue growth for our clients. As the only performance-based CRO agency in the world, we have optimized our processes to create a mathematical model that ensures uplift in key revenue metrics for our clients. This allows us to offer a fully performance-based consulting model where our clients pay us for actual uplift.  Our supportive work environment, flexible management system and in-house CRO Academy contribute to our low turnover rate. The Academy is dedicated to onboarding and training new hires, enabling them to achieve first-class skills within 3-6 months. We also use the Academy as a recruiting mechanism to attract, train, and then hire young CRO and UXO professionals.  Our cross-functional team includes a wide range of roles that are essential to delivering the highest quality CRO services:   * Project Managers coordinate the various elements of a project, ensuring that everything runs smoothly and meets the client's expectations. * Data Engineers manage data infrastructure and processing to support analysis and testing. They ensure that data is properly collected, stored, and prepared for analysis. * Data Analysts perform in-depth data analysis to derive actionable insights. They analyze patterns and trends within the data to inform optimization strategies. * UX Researchers conduct user sentiment analysis through surveys, usability testing, and interviews to identify user drivers, concerns, friction, and intentions. * CRO Strategists develop a strategic plan to achieve the goals of the CRO project and are responsible for generating data-driven hypotheses for validation through experimentation. * UI/UX designers create visually appealing and functional user interfaces and experiences that increase usability and engagement. * Copywriters create content that not only matches your brand's voice but also employs CRO best practices to significantly improve user engagement and conversion rates. * Developers implement technical solutions to support CRO initiatives. They build and maintain alternative UX variations based on CRO hypotheses to be validated through experimentation. * QA testers guarantee that your website performs flawlessly in line with CRO strategies. They identify and fix any issues before changes go live. |
| **Agency / Team / Individual objectives (1-10 points)**  Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., ‘Increase conversions from 150 to 300 a month’ rather than ‘Increase conversions by 10%’. |
| At Conversion Rate Store, our goals for the past year have been to drive growth and deliver sustainable results for our clients. Here are the key goals we set for ourselves:  Increase A/B test win rate: Our ambitious goal was to increase our A/B test win rate from 35% to 52%. We achieved this goal in the first half of 2024 through significant investments in systematizing workflows and improving CRO frameworks, as well as enhancing team competencies.  Expand our client base: We also set a goal to increase our active client base from 16 to 30 concurrently served clients within the year. Through increased marketing efforts and consistent delivery of high-quality results, we achieved this goal, giving us access to a wider variety of projects and challenges. To support our growing client base and improve service delivery, we committed to growing our team from 26 to 40 team members. |
| **Recent work example(s**) **(1-10 points)**  Please include details of recent client or campaign work. How does your recent work display creativity and make your entry stand out amongst others? |
| Two recent examples, Upshift and DoYogaWithMe (DYWM), demonstrate our iterative approach and ability to maximize results from a single hypothesis.  Upshift  Upshift, a flexible work platform that allows users to find or apply for shifts across the U.S., was facing a high churn rate in its onboarding process. Users were frustrated by a lack of job details and were resistant to attend an onboarding session at a physical office.  We hypothesized that clear communication and social proof on the success page would increase user motivation to complete the onboarding process.  -First iteration: Added a motivational headline, clear next steps, SMS/email countdown timer, explainer video, and visual examples of available shifts.  -Second iteration: Introduced trust badges, expanded FAQ section, and added interactive shift examples.  -Third iteration: Featured authentic video testimonials, highlighted user success stories, and posted the total number of active users.  Results: Conversion rate to physical office visits improved by 32.9%, with 40.8% of users engaging with video testimonials and 57.9% of users registering for office visits.  The client [review](https://clutch.co/go-to-review/2a5b2f2d-a069-48f0-8b54-6dfb7bd1974d/246632) for this work said it all: "We improved the conversion rate for our main flow by 13%, which was a 7-figure profit."  Do Yoga With Me  DYWM, a yoga and meditation platform, was struggling to convert free users into paid subscribers, with most opting for monthly plans. Our goal was to increase paid subscriptions and encourage annual plans.  We hypothesized that increasing the visibility of subscription options through banners and exit-intent pop-ups would improve conversion rates. We implemented an "Upgrade to Premium for Unlimited Access" banner on various pages and an exit-intent pop-up for logged-in users without a paid plan.  Results: Conversion rate from content pages to paid subscriptions increased by 172.72%. ARPU increased by 325.79% and ARPPU increased by 56.13%, driving more annual subscriptions and sustainable revenue growth. |
| **Details of any recent achievements (1-10 points)**  What makes your entry stand out? Please include details of any achievements you feel make your agency, team or individual award worthy. What are you proud of? |
| We have a lot to celebrate at Conversion Rate Store, here are our recent wins:  Experimentation Elite Award Finalist: Being recognized among the best for your innovative experimentation strategies is exactly where we found ourselves as a finalist for the Experimentation Elite Award. This prestigious recognition is remarkable in the optimization industry.  Top Conversion Optimization Company 2024 on Clutch: Our journey reached a significant milestone when we were named the Top Conversion Optimization Company 2024 on Clutch. This award is based on client reviews, market presence, and our consistent performance.  Industry Expertise: We are passionate about sharing our expertise with the broader community. From participating in podcasts and interacting on social media to producing insightful educational content. We also have assembled what is probably the largest CRO case study database in the world, with more than 300 case study hypotheses with technical descriptions.  These achievements highlight our ability to consistently deliver top results and contribute valuable knowledge to the broader community. |
| **Details of any challenges faced and how these were overcome** **(1-10 points)**  What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges? |
| Our home country, Ukraine, is suffering from a brutal Russian invasion. With our headquarters based in Kyiv, the war has introduced numerous obstacles, including power outages, Internet disruptions, and the physical and emotional toll on our team members.  Ensuring the safety and stability of our team was our top priority. We relocated some employees to the western part of the country, where it was safer. For those who remained in Kyiv, we opened a new office in the city center, strategically located near bomb shelters and equipped with a stable electricity supply to ensure continuous operations. Our team showed remarkable resilience, adapting to the remote working model while maintaining high levels of productivity.  Despite these challenges, we managed to increase our A/B test win rate to 52% in the first half of the year, demonstrating our ability to maintain and even improve our service quality under extraordinary circumstances. Our efforts have ensured that we continue to deliver outstanding results for our clients. |
| **Why should your Agency / Team / Individual? (1-10 points)**  Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge? |
| Here are the key reasons we believe we deserve this award:  Unique performance-based model: We are the only fully performance-based CRO agency in the world. We achieved an industry-leading A/B test win rate of 52% in the first half of this year, allowing us to predict future growth for our clients. Our clients only pay for measurable increases in key revenue metrics, ensuring that our interests are perfectly aligned with theirs.  This model has earned the trust of world-class clients, including global brands, NASDAQ-listed companies such as Microsoft, Comodo, RiversideFM, Papaya Global, Gaiam, Preply, SamCart and Ukrainian International Airlines. Try to find another CRO agency that commits to a specific outcome for every client they take on; we stand unique in this regard.  Largest CRO case study database: We have built the largest CRO case study database in the world, with over 300 tested hypotheses described with technical specifications. This extensive database allows us to leverage past experience to effectively and efficiently optimize future projects.  Scientific approach in CRO: We take a scientific approach to Conversion Rate Optimization (CRO) and User Experience Optimization (UXO), ensuring that our hypotheses are backed by solid evidence and have the highest probability of success. Innovation drives us.  We don't just get the job done, we constantly invent new ways to improve our workflow and drive continuous and sustainable business growth. These attributes make Conversion Rate Store unique and worthy of award. |
| **URLs** |
| <https://landing.conversionrate.store/> |
| **Please detail any supporting documents you are including as part of your submission**  Optional – please upload to online entry portal when submitting this entry form |
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