

Hi \_\_\_\_\_,

I am writing to request training on conversion optimization. I already found a credible training company with a program that teaches how to build and run optimization programs. This course is an intensive, self-paced program that is entirely online.

Details here:

<https://conversionxl.com/institute/programs/conversion-optimization/>

**Who's providing the training?** CXL Institute, a leading education provider for conversion optimization. They've pioneered the industry-prominent frameworks for conversion research, test prioritization.

**Who else is using it?** A wide range of companies from giants like Google and Walmart to Zalando, Symantec, Deloitte Digital, Progressive Insurance, Cisco. Companies who take optimization seriously.

**What does it include?** It's a self-study program consisting of approximately 150 hours of educational material including video and written lessons, research studies, references and resources, and quizzes.

Some topics include:

- Digital analytics
- Conversion research
- Testing and optimization strategies
- User testing and survey design
- Data-driven attribution
- Landing page optimization
- Creating segmentation strategies
- Conversion optimization program management
- Building an optimization technology stack

There is a final exam at the end, and I earn a certificate of completion upon passing.

**Cost:** A one-time payment of \$899 for lifetime access (and \$299 for each additional seat).

**ROI:** For modelling ROI I believe we can achieve a 20% increase in A/B tests, 10% increase to success rate and 5% to outcomes - it would show major possible ROI. So a testing program running 10 tests a year and getting an average of 8% lift would be expected:

$10 \times 12\% \times 8\% \times \text{Rev number} = 1.29 \text{ Rev}$

to:

$$12 \times 22\% \times 13\% \times \text{Rev} = 2.9 \text{ Rev}$$

Or to put it another way, a test program that was making 100K a year would suddenly make 224K a year, or the ROI is 124K. I am just ball parking numbers, but it is easy math.

**Bottom line:** With the new skill set I'll be able to boost our conversion rate, and deliver a good return on the investment.