

	Level 1	Level 2	Level 3	Level 4	Level 5
People	Online marketing specialist	CXO specialist	Small conversion team: webanalyst, designer, frontend developer, CXO specialist	Big CXO team: + UX researcher, psychologist, copywriter	Multiple optimization teams + statisticians, big data specialists, team managers
CXO skills	Basis knowledge online marketing	Basis knowledge conversion optimization	Advanced CXO knowledge - Advanced analytics knowledge - Conversion-centered design	Experts in conversion optimization - Persuasion techniques - Conversion copywriting	Data driven experts - Business intelligence - Datamining
CXO activities	- External expert analysis - Webanalytics analysis - Session recording analysis	- A/B testing - Advanced webanalytics	- Surveys - Segment analysis - Onsite client feedback analysis	- Realtime personalization - Usability research - Behavioral research	- Data is input for most new developments - Algorithm testing
Testing Quantity	none	1-3 test / month	4-10 tests / month	11-20 test / month	> 20 test / month
CXO Tools	- Webanalytics - Performance monitoring - Session recording	- A/B testing	- Onsite client feedback - From analysis - Project management tool for optimization	- Realtime personalization	- Predictive analytics & optimization
Optimization KPI's	Session-level Interaction-KPIs: Traffic, bounce rate, time on site, pageviews, traffic sources	Session-level Conversion-KPIs: Add to cart, Checkout Drop-off, Conversion rate, Average Order Value	Buying Cycle-level Online revenue-KPIs: Online revenue, Revenue per User	Omnichannel level Total revenue, profit	Customer lifetime value Customer happiness, NPS, Customer lifetime value
Company-wide support	Line manager	Lower management	Higher Management	C-level	Whole organization