

CHAPTER OVERVIEW

20: Optimize - Conversion Optimization

Learning Objectives

In this chapter, you will learn:

- Which digital marketing tactics you can test and improve.
- How to pick the right test for your goals and purpose.
- How to perform conversion optimisation step by step to improve the effectiveness of your online marketing efforts.

[20.1: Introduction](#)

[20.2: Key terms and concepts](#)

[20.3: What can you test?](#)

[20.4: Designing tests](#)

[20.5: Step-by-step guide to conversion optimisation](#)

[20.6: Tools of the trade](#)

[20.7: Case study - Tinkoff Bank](#)

[20.8: The bigger picture](#)

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[20.E: Conversion Optimization](#)

[20.S: Conversion Optimization\(Summary\)](#)

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