



**TRANSFORMING  
'I THINK' TO 'I KNOW'** <sup>TM</sup>

**OPTIMISATION**

# Optimisation – the art and science of improvement.

*Also known as conversion rate optimisation, but not to be confused with search engine optimisation (SEO).*

## WHAT IS OPTIMISATION?

Optimisation encourages you to focus on improving relevance - whether through testing different variations, targeting different audiences with content that resonates better, or making a truly personalised experience come to life for each and every visitor.

Optimisation is the practice of testing across your digital properties then learning how to refine and continuously improve the user experience. It will help you to ensure the best possible outcome whatever your conversion goals are.

## WHY YOU NEED TO OPTIMISE

To take the guesswork out of marketing campaigns and replace it with real-time information. Focusing on optimisation will enable you to:

- Create a more streamlined and relevant user experience.
- Test multiple ideas (i.e. creative, product, content) and get results faster so you can make an immediate difference.
- Place greater emphasis on delivering content and messaging by audience type rather than one-size-fits-all product campaigns.
- Be more confident and guided when making budget decisions.
- Make an informed and gradual journey towards full personalisation.

## PREPARING FOR THE TRANSFORMATION

The adoption of optimisation will challenge conventional marketing processes. Optimisation is a business-level digital strategy, that will realign the way you work with internal colleagues and external partners. Traditional roles and boundaries will be altered to create multi-disciplined teams with a focus on target audience behaviours and content types. Digital optimisation is complimented with an effective content strategy.

## THE DIGITAL BALANCE APPROACH

Our approach to optimisation is designed for long-term success, ultimately guiding you towards personalisation.

We will work with you to create your optimisation tool-kit that includes:

- Identifying and defining the overall approach.
- Digital profiles.
- Testing and targeting frameworks including plans and diaries.
- Workflow and governance for all internal and external teams.

We can also work with you to develop content plans to support your optimisation goals.

## ABOUT DIGITAL BALANCE

Our aim is to help clients change their digital behaviour. We want to transform 'I think to I know'. We do that by immersing ourselves in customer-based data, research and industry best practice.

We are proud to partner with Adobe across the APAC region, implementing Adobe's Digital Marketing tools for many of Australia's best-known brands.

## LEARN MORE

Our series of free one-page guides include Tag Management, Engagement, Attribution and Digital customer profiles.

Visit our site and learn more: [www.digitalbalance.com.au](http://www.digitalbalance.com.au)