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Boost Conversion Rate: A Reference Framework to Manage Digital Channels

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Abstract: Technological advancements have transformed business practices, especially in e-commerce, where increased competitiveness demands effective strategies to convert visitors into buyers. This raises the question: What can be done to boost digital conversion rates? The study aims to identify, categorise, and analyse the tactics used by digital marketing professionals to optimise conversions in online channels, bridging academic literature and market practice. A predominantly qualitative methodology was employed, using thematic content analysis to examine insights from 50 publicly available blog posts and web articles authored by digital marketing professionals. The study identified 585 specific tactics, organised into 41 categories and seven key themes: content, contact points, testing, user experience (UX), digital marketing strategies, research, and the buying process. These findings advance theoretical understanding of Conversion Rate Optimisation (CRO) by proposing a multidimensional framework that integrates strategic themes, paving the way for future research and empirical validation. From a managerial point of view, this study offers digital marketers a flexible set of context-sensitive tactics, promoting continuous testing and optimisation in digital strategies.

Keywords: Digital Marketing; Conversion Rate; Conversion Rate Optimisation; CRO Strategies; Digital Channels

1 Introduction

Technological developments have significantly impacted business management, particularly in e-commerce. As

noted by Ramón-Cardona et al. (2022), modern technologies have given rise to a fourth industrial revolution, altering the commercialisation of products. Loh and Hamid (2021) emphasise how the World Wide Web has shifted the way people access information—moving from traditional media like newspapers and TV to instant updates via the Internet. This transformation illustrates the growing integration of digital technologies into both daily life and business operations.

The tourism sector exemplifies this transformation. Formerly dependent on intermediaries (Baum, 2007), the distribution chain has been restructured through e-commerce and digital platforms (Tang et al., 2022). Many tourism businesses have even become pioneers in digital distribution (Ramón-Cardona et al., 2022), although technological adoption levels vary (Garzoni et al., 2020). In a highly competitive environment (O'Connor, 2020), e-commerce platforms have become key commercial channels (Purnomo, 2023), shifting from information providers into tools for e-commerce (Sürme & Ince, 2023), converting visitors into buyers (Di Fatta et al., 2018). These technologies not only enhance productivity and reform the way companies operate and interact with the consumer (Dašić et al., 2023) but also shift market power to consumers (Rakić & Rakić, 2019). Their digital presence and interaction are already such that they exert a controlling force over companies, as they are more knowledgeable, connected and mobile (Dašić et al., 2023).

The COVID-19 pandemic accelerated digital transformation. It compelled businesses to adopt new technologies (António & Rita, 2021) and normalised digital consumer behaviours (Dašić et al., 2023) such as teleworking, video calls, and online shopping. Consequently, online markets became more competitive and consumers more informed and demanding. By 2024, 94% of EU citizens aged 16 to 74 used the internet, and 77% purchased goods or services online—46% bought fashion items, and 20% booked accommodation (Eurostat, 2024).

In an increasingly competitive digital economy, even small improvements in online conversion rates can translate into substantial gains in revenue and customer

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retention. As companies seek to attract, convert, and retain consumers more effectively, Conversion Rate Optimisation (CRO) has become a strategic priority. However, despite its growing relevance, CRO remains underexplored and dispersed in academic literature. This gap underscores the need for research that bridges theory and practice in this evolving domain.

In this context, the present study addresses this challenge by exploring the following research question: What can be done to boost digital conversion rates? Using a qualitative approach, this research applies thematic content analysis to publicly available insights from marketing professionals to identify, categorise, and analyse practical CRO tactics. The originality of this work lies in its integration of dispersed knowledge into a structured reference model, bridging academic research and real-world practice. The study delivers actionable recommendations for practitioners and advances theoretical understanding of CRO.

The following sections present the literature review, methodology, results, discussion, and conclusions.

2 Literature Review

2.1 Conversion Rate

Conversion rate is used to measure the effectiveness of digital channels such as websites, social media, and apps (Purnomo, 2023; Zumstein & Kotowski, 2020). It is widely regarded as a standard metric for evaluating advertising success (Choe et al., 2017) and e-commerce performance (Tang et al., 2022). Despite a multitude of definitions (Rano & Sungkur, 2019), it generally refers to the percentage of users that a platform successfully turns into consumers (Luchi et al., 2025; Zumstein & Kotowski, 2020). According to Purnomo (2023), conversion is not limited to purchases; it encompasses any desired action (Rano & Sungkur, 2019), such as signing up for a newsletter. The rate is calculated by dividing the number of users who complete the target action by the total number of users and expressing this as a percentage (Muralidhar & Lakkanna, 2024). For instance, in an email campaign where 240 companies open an email and 56 respond, the conversion rate is 23%. This is just one example, as conversion rates in e-commerce are typically low (Luchi et al., 2025), often between 2% and 4% (Miikkulainen et al., 2017). In the hotel sector, the average is around 2.2% (Tang et al., 2022). Conversion rates also vary by device type. Evidence shows that, although overall rates remain relatively low when measured

at the session level (3.4% overall, with 3.8% for desktop and 2.5% for mobile), desktop consistently outperforms mobile in terms of conversion (Goldstein & Hajaj, 2022).

The importance of identifying and monitoring the conversion rate is related to the need to evaluate digital marketing strategies. It improves and adjusts digital channels and efficiently allocates resources as well (Purnomo, 2023; Di Fatta et al., 2018). Additionally, the increasing adoption of technology and digitalisation is making the digital world ‘increasingly full of advertisements’, meaning that ‘companies have to find innovative ways to stand out and capture the attention of their target audience’ (Dašić et al., 2023, p. 1193). Despite low rates, Luchi et al. (2025) emphasise that such figures add an extra layer of uncertainty and present significant challenges for revenue maximisation. They further highlight that improving conversion rates is therefore a critical priority for managers, as it impacts firm performance by boosting revenue (Tang et al., 2022).

2.2 CRO

CRO refers to actions aimed at increasing the proportion of users who complete a desired action on digital platforms. Defined as ‘an action to make the best of something’ (Rano & Sungkur, 2019, p. 73), CRO encompasses strategies to improve conversion rates, user engagement, and overall usability (Saleem et al., 2019). Miikkulainen (2017) sees CRO as the study of how digital platforms should be designed for better user conversion, while Zimmermann and Auinger (2023) focus on optimising user touchpoints through targeted marketing actions.

Tang et al. (2022) identify four key research streams in CRO: (1) the influence of promotions, quality, and usability; (2) predictive mathematical models and machine learning; (3) users’ previous online shopping experiences; and (4) the effect of recommendation systems and reviews. These streams represent complementary domains for improving digital performance.

Despite increasing academic interest, the literature still lacks a clearly defined and unified structure of what constitutes CRO (Zimmermann & Auinger, 2023; Tang et al., 2022; Di Fatta et al., 2018). Cialdini’s widely cited Conversion Theory (Purnomo, 2023) offers a psychological lens, highlighting six persuasion principles — authority, consistency, social proof, scarcity, sympathy, and reciprocity. These principles are frequently used in CRO strategies and underscore its interdisciplinary nature. In this regard, Purnomo (2023) stresses that digital marketing strategies should adopt integrated and multifaceted approaches, supported by continuous monitoring to enable timely

Table 1: Key themes and elements for CRO from the literature

CRO	CONTENT	Artificial Intelligence	Al Khaldy, 2024; Purnomo, 2023; Bag et al., 2022; Tang et al., 2022; Loh & Hamid, 2021; Zumstein & Kotowski, 2020; Rano & Sungkur, 2019; Saleem et al., 2019; Di Fatta et al., 2018; Niu et al., 2017; McDowell et al., 2016; Ludwig et al., 2013
		Copywriting	
		Images	
		Language	
		Omnichannel strategy	
		Personalisation	
		Testimonials and reviews	
		Trust symbols	
		Video	
		Virtual or augmented reality	
	CONTACT POINTS	Visual aesthetics	Al Khaldy, 2024; Purnomo, 2023; Zumstein & Kotowski, 2020; Sharma et al., 2020; Rano & Sungkur, 2019; Niu et al., 2017
		Consumer support	
		Influencer marketing	
		Forms	
		Online chat	
	TESTING	Registration and accounts	Purnomo, 2023; Rano & Sungkur, 2019; Saleem et al., 2019
		Social network	
	UX	A/B tests	Dašić et al., 2023; Purnomo, 2023; Huang & Wang, 2022; Loh & Hamid, 2021; Rano & Sungkur, 2019; Saleem et al., 2019; Di Fatta et al., 2018; McDowell et al., 2016
		Multivariate Tests	
		Design & Layout	
		Loading speed	
CRO	DIGITAL MARKETING STRATEGIES	Navigation experience	Purnomo, 2023; Zumstein & Kotowski, 2020; Saleem et al., 2019; Zhang et al., 2019; McDowell et al., 2016
		Optimisation for mobile devices	
		Email marketing campaigns	
		Greeting visitors	
		Loyalty or membership programs	
	RESEARCH	Newsletter	Purnomo, 2023; Lee et al., 2021; Zumstein & Kotowski, 2020; Rano & Sungkur, 2019; Saleem et al., 2019
		Pay-per-click advertising	
		Re-targeting adverts	
		SEO	
		Competitor evaluation	
CRO	BUYING PROCESS	Conversion funnel optimisation	Al Khaldy, 2024; Purnomo, 2023; Tang et al., 2021; Sharma et al., 2020; Zumstein & Kotowski, 2020; Rano & Sungkur, 2019; Saleem et al., 2019; Niu et al., 2017; McDowell et al., 2016
		Data analytics	
		Eye tracking	
		Heat mapping	
		User tests and surveys	
		Checkout process	
		Filter technology	
		Free shipping	
		Payment methods	
		Prices and special offers	
CRO		Product diversification	
		Product pages	
		Product recommendation	
		Security and privacy	
		Shipping information	
		Shopping cart	

adjustments and the incorporation of emerging tools and trends. As such, CRO is a dynamic and iterative process, requiring constant learning, adaptation, and refinement.

Zimmermann and Auinger (2023) emphasise the need to identify the most effective tools and actions for improving conversion rates. While various studies have examined individual CRO factors, there remains a gap in systematising these elements into a comprehensive framework. A consolidated model could serve as a valuable guide for both practitioners and researchers. In this sense, Table 1 summarises the scattered contributions we found to the implementation of the CRO.

These seven key dimensions demonstrate that CRO is a dynamic, interrelated process with complementary components that must be strategically integrated to maximise conversion outcomes. This framework reinforces the notion of CRO as a user-centred, evidence-based, and multidimensional process.

Although literature exists that lists the relevant themes and elements, albeit in a fragmented manner, there is a lack of studies that clearly and extensively identify actions that could enhance conversion rates. In other words, studies are lacking with specific strategies to employ across digital channels. Against this backdrop, the present study aims to identify, categorise, and analyse specific tactics from the perspective of digital marketing professionals.

3 Methodology

This study explores the tactics digital marketing professionals employ to optimise conversion rates across online channels. A qualitative approach was adopted to get closer to the digital marketer's point of view and understand in depth (Aspers & Corte, 2019) how CRO is implemented in practice. This approach allowed the gathering of insights from real-world contexts and developing 'patterns, categories, and themes from the 'bottom-up', by organising the data into increasingly more abstract units of information' (Creswell, 2009, p. 39). It also provided a broad collection of tactics already in use. To the best of the authors' knowledge, the literature has not yet compiled these specific tactics extensively.

Accordingly, content analysis was used to interpret online digital marketing professional texts (Veal, 2018). As Smith (2017) suggests, this entails a blend of empirical and subjective approaches, where ideas are enumerated and categorised into a hierarchical system. To ensure systematic, rigorous, and transparent handling of qualitative

data, the study followed the methodological protocol proposed by Bardin (2016).

The methodology comprised three phases. In the first phase, pre-analysis, an initial exploratory search using the Google query 'how to improve online conversion rates?' was conducted. This allowed familiarisation with the types of documents available and facilitated the definition of analytical rules. With the aim defined - to identify, categorise, and analyse the tactics used by digital marketing professionals -, a more intensive search was then conducted using the same query.

The selection of documents followed five criteria: (1) *representativeness*, all reflected the perspectives of digital marketing professionals, whether independent or affiliated with leading brands; (2) *homogeneity*, all clearly presented recommendations or practices; (3) *relevance*, each directly addressed the research question; (4) *exhaustiveness*, data collection ceased upon reaching saturation, defined as the point where new information no longer emerged (Aspers & Corte, 2019); and (5) *non-selectivity*, a diverse range of sources ensured impartiality and a broad data set aligned with the study's aim. In total, 50 publicly available articles were selected - a sample size considered sufficient to reveal meaningful differences and patterns (Fortin, 1999). The corpus includes publications from 2014 to 2024, predominantly recent articles (74% published between 2022 and 2024), mostly from blogs (70%) and websites (20%). While some opinion pieces from marketing agencies may reflect commercial bias, this potential limitation was mitigated through the deliberate inclusion of a wide range of sources and the cross-comparison of independent articles. Moreover, the content was analysed as discourse on industry-recommended practices. Brand names and specific tools were anonymised to maintain focus on the described tactics.

Regarding index referencing, textual segments containing action verbs indicating concrete actions to improve conversion rates were defined as indices (e.g. 'prominently display CTAs'). Their performance indicator was set as the frequency each index appeared across the sources. Coding preserved each textual segment intact to build a comprehensive catalogue of CRO actions. Similar indices were grouped, while slight differences in intensity, opposition, or specificity were treated as separate indices. Classification and aggregation were conducted through thematic categories reflecting leading key CRO themes. A second aggregation level was introduced due to the number of indices per theme. The process followed principles of *exclusivity* (one index per category/theme); *exhaustiveness* (all indices categorised); *relevance* (all aligned with the objective); and *objectivity* (literature-guided themes). The

frequency counts were based on index presence in articles. Also, a pilot test using a reduced sample of the corpus confirmed methodological consistency and feasibility. All sources were compiled, converted to PDF, and numbered to support systematic indexing and analysis.

In the second phase, corpus exploration, the previously defined procedures were applied to identify and extract indices. These were grouped into themes and further into specific categories within each theme. This phase was carried out using Microsoft Excel, which was deemed adequate given the relatively low complexity of the coding scheme. Also, it allowed flexible matrix-building and facilitated the calculation of frequency counts across the indexed corpus. Indices were compiled in rows and article references in columns, and hierarchical labels indicating themes and categories. The entire process was closely monitored and reviewed by both authors, who critically assessed its coherence and validity.

In the final phase, results were analysed through statistical operations such as frequency counts of each index across the articles, establishing a hierarchy of themes, categories and tactics based on perceived importance among digital marketing professionals. These findings were then cross-referenced with the literature review.

4 Results

A total of 585 tactics were grouped into seven main themes and 41 more specific categories. Table 2 summarises the results in terms of themes and their importance in relation to their occurrence frequency within the corpus.

Among the identified themes, the most relevant or frequently addressed are content (98%), contact points (98%), testing (88%), UX (86%), and digital marketing strategies (82%). Of lesser importance, yet still considerably mentioned, are themes such as research (78%)

and the buying process (76%). Each theme encompasses an average of 83.57 tactics. Given this extensive range of tactics, the analysis facilitated the creation of a second level of themes, which we refer to as categories. On average, each theme comprises 5.86 categories, with values ranging between 2 and 8 categories. Table 3 shows the results for these categories.

Within the most significant categories, social proof (86%), testing the channel's graphic elements (86%), message goals (84%), CTAs (76%), and navigation (74%) stand out prominently. However, all 41 categories expand the understanding of how to optimise conversion rates by listing the various and complementary elements to consider.

With reference to the smallest unit of analysis — the actions or tactics (see Appendix 1) — several observations can be drawn¹. The varying levels of specificity found in the tactics, from general ('Regularly test website speed', e.g. Rizvi, 2023) to highly specific ('Ensure website loads as fast as possible on all platforms (under 2 seconds)', e.g. Stripe, 2023), enable complementarity both within and across categories and themes. While overlaps between categories may emerge, the analysis suggests that tactics, categories, and themes are all interconnected. For example, the tactic 'Conduct comprehensive audience research to identify pain points, preferences and motivations' (e.g. Tamrazyan, 2023) classified under the Research theme, supports personalisation efforts such as 'Use user behaviour, demographics and preferences to tailor messaging and offers' (e.g. AIContentfy, 2023). This interrelation highlights the complexity of CRO, stemming from both the number of elements involved and the fact that a single tactic may influence multiple aspects differently. For instance, high-quality visuals ('Use professional product photos and videos', e.g. Cherian, n.d.) may impact website

¹ For the analysis, only more than 1-occurrence tactics were considered.

Table 2: Themes

Themes	Occurrence in articles		Number of tactics	Number of categories
	Count	Frequency (%)	Count	Count
Content	49	98	129	7
Contact Points	49	98	98	8
Testing	44	88	28	2
UX	43	86	80	4
Digital Marketing Strategies	41	82	74	7
Research	39	78	74	5
Buying Process	38	76	102	8
<i>Total</i>	-	-	585	41

Table 3: Second level of categories by theme

Themes	Categories	Occurrence in articles		Number of tactics
		Count	Frequency (%)	Count
Content	<i>Social proof</i>	43	86	30
	<i>Message goals</i>	42	84	19
	<i>Message style</i>	32	64	21
	<i>Multimedia</i>	30	60	22
	<i>Text organisation/Visuals formatting</i>	25	50	27
	<i>Distribution</i>	20	40	5
	<i>Personalisation</i>	19	38	5
Contact Points	<i>CTAs</i>	38	76	21
	<i>Forms</i>	33	66	18
	<i>Customer Support</i>	30	60	12
	<i>Accounts</i>	27	54	5
	<i>Social Media and Influencer Marketing</i>	14	28	12
	<i>Contact Information</i>	14	28	11
	<i>Blog</i>	7	14	13
	<i>Team</i>	5	10	6
Testing	<i>Elements</i>	43	86	11
	<i>Strategy</i>	20	40	17
UX	<i>Navigation</i>	37	74	27
	<i>Mobile Responsiveness</i>	28	56	15
	<i>Design & Layout</i>	26	52	17
	<i>Loading Speed</i>	25	50	20
Digital Marketing Strategies	<i>Magnets & Pop ups</i>	21	42	19
	<i>Email marketing</i>	20	40	10
	<i>Advertising</i>	17	34	12
	<i>Campaigns</i>	17	34	6
	<i>Segmentation</i>	12	24	6
	<i>Affiliate & Loyalty programs</i>	10	20	11
	<i>CRM</i>	7	14	11
Research	<i>Metrics</i>	31	62	35
	<i>Market Studies & Methods</i>	26	52	22
	<i>Conversion Funnel</i>	22	44	7
	<i>Analytics</i>	12	24	4
	<i>CRO</i>	8	16	6
Buying Process	<i>Pricing & Special offers</i>	25	50	25
	<i>Checkout & Shopping Carts</i>	22	44	23
	<i>Payment</i>	19	38	7
	<i>Return Policies</i>	18	36	4
	<i>Product</i>	17	34	17
	<i>Search</i>	14	28	15
	<i>Privacy & Security</i>	13	26	5
	<i>Delivery</i>	12	24	6
<i>Total</i>		-	-	585

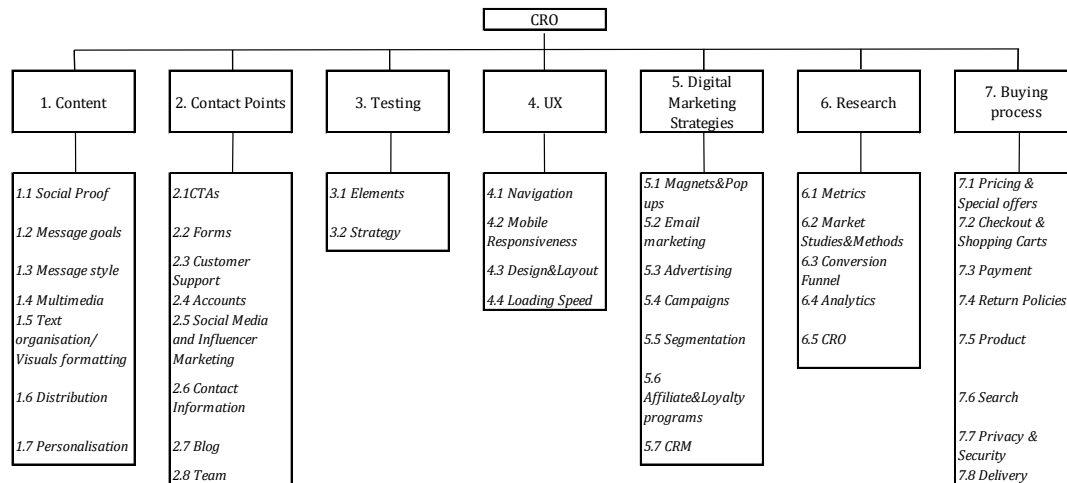


Figure 1: Reference framework for CRO: Themes and categories

loading speed ('Ensure website loads as fast as possible on all platforms [under 2 seconds]' (e.g. Carter, 2024), if not properly optimised. Additionally, some contradictions emerged – for example, 'Use sidebar navigation' (Quin, 2023) versus 'Don't use navigation bars' (Manish, 2024). Such divergences reflect the differing experiences and perspectives of the authors, suggesting that the effectiveness of any given tactic is context-dependent. Rigorous testing on specific digital platforms is therefore essential to determine what works best in each case.

The findings of this study culminate in the development of a reference framework that organises the 585 identified CRO tactics into a coherent, multi-level structure. Presented in Figure 1, this framework offers a comprehensive and systematic representation of the CRO landscape. Derived inductively from the empirical data, it provides a structured overview that integrates both the breadth and depth of observed practices. In contrast to prior models, which often address isolated themes and strategies, the present framework reflects a wide-ranging review of practical applications across digital platforms.

The framework is structured across three hierarchical levels: Themes and corresponding Categories (shown in the figure), followed by Specific Tactics (outlined in Appendix 1). The seven themes are ranked according to their frequency of occurrence within the analysed sources, indicating their relative importance. Each theme is further divided into categories that capture the functional roles of the tactics it comprises. For example, the Content theme includes categories such as social proof, message goals, and multimedia, while the Contact Points theme comprises CTAs, forms, and customer support, among others. This multi-level taxonomy not only facilitates organisa-

tion and classification but also reflects the interdependencies between the various components.

In sum, this framework provides a synthesis of current CRO practices, setting the stage for the subsequent discussion on its theoretical implications and practical relevance.

5 Discussion

The categorisation and thematic analysis of CRO tactics identified in this study align closely with the existing literature, reinforcing the consensus around seven core themes. This convergence supports the proposition that improvements across these domains can enhance conversion rates. In several cases, the findings not only corroborate existing knowledge but also extend it, thereby supporting the development of the proposed reference framework for CRO.

Content emerges as a central theme in both academic sources and marketing professionals (e.g. Riserbato, 2022). Key tactical focuses within this domain include social proof (e.g. Attie, 2024; Ahmed, 2022), message intent (e.g. Burns, 2023) and style (e.g. Strehlow, 2021), multimedia (e.g. Attie, 2024), text and visual formatting (e.g. Dean, 2024), content distribution (e.g. Rheude, 2023) and personalisation (e.g. Hausman, 2023).

Furthermore, Zimmermann and Auinger (2023) emphasise the multifaceted nature of user contact points, arguing they must be embedded throughout a CRO strategy – not limited to the user's device. While the literature focuses on forms, customer support, accounts, social media and influencers, and CTAs, this study expands the

scope to include additional elements. These comprise the clear display of contact information (e.g. Carlton, n.d.), the strategic use of blogs (e.g. BigCommerce, n.d.), and the recognition of human capital as a trust-building factor (e.g. Laja, n.d.).

Within the testing process, the literature primarily emphasises A/B and multivariate testing as key methods for assessing user responses to variations (Purnomo, 2023; Rano & Sungkur, 2019; Saleem et al., 2019). While the core aim remains consistent—understanding user behaviour—our findings reveal a broader array of testable elements, including design, content, and product pages (e.g. Institute of Data, 2023). In addition, strategic approaches to testing—such as regular testing schedules (e.g. Smith, n.d.) and isolating variables by testing one element at a time (e.g. Laja, n.d.)—were also identified.

UX emerged as a key area of influence on conversion. The literature and data converge on four principal dimensions: 1) overall browsing experience (e.g. Manish, 2024; Social Media Today, 2014), 2) mobile responsiveness (e.g. Digital Marketing Institute, 2022), 3) design and layout (Wordstream, n.d.), and 4) loading speed (Rizvi, 2023). These dimensions reflect the usability-focused framework proposed by Soonsawad (2013), positioning UX as critical to conversion performance.

Digital marketing strategies include a range of tools that can complement each other, as Purnomo (2023) explains. In addition to the elements presented in the extant literature, our findings also encompass the use of magnets and pop-ups (e.g. Widmer, n.d.), the process of segmentation (e.g. Burns, 2023), and Customer relationship strategies (e.g. Data Box, 2023). It is worth mentioning that different types of campaigns were found to improve conversion rates (e.g. Carter, 2024).

Within the ‘Research’ theme, our findings broaden the scope outlined in the literature by identifying additional elements such as key performance metrics (e.g. Carter, 2024), relevant market research methods (e.g. Growth Marketing Genie, n.d.; Seah, 2023), conversion funnel analysis (e.g. Boucher, 2023), data analytics (e.g. AIContentfy, 2023), and guidelines for structuring CRO strategies (e.g. Rohovnin, 2024). Collectively, these categories reinforce the critical role of data-driven decision-making in CRO.

In line with existing literature, the findings also acknowledge the multi-phase nature of the buying process—from initial research to product delivery. This includes the search phase (e.g. Tamrazyan, 2023), product offering (e.g. Burko, 2022), pricing and promotions (e.g. Jones, 2020), shipping and delivery (e.g. Noug  , 2023), payment processes (e.g. Hausman, 2023), checkout and shopping carts (e.g. Tamrazyan, 2023), return policies and guaran-

tees (e.g. Wlodarczyk, 2023), as well as data privacy and security (e.g. Noug  , 2023). These elements, together, highlight the importance of optimising every stage of the conversion journey.

The reference framework offers valuable theoretical contributions to the understanding of CRO by both corroborating and extending existing knowledge. The identification of seven overarching themes and 41 categories underscores the complex and interconnected nature of CRO, positioning it as a holistic process rather than a set of isolated tactics. This study highlights the relationship between strategic elements such as research and operational actions like website testing, thus enriching the theoretical discourse on digital marketing and UX. Notably, observed contradictions in certain tactics suggest the need for flexible models that consider contextual variables such as market type, product nature, and user behaviour. This invites further research into the conditional factors influencing CRO dynamics. The framework also provides a foundation for empirical validation, whereby future research could examine its applicability and utility across diverse organisational settings.

From a practical standpoint, the broad range of tactics provides actionable guidance for digital marketers aiming to boost conversion rates. The prominence of content quality, contact points, testing procedures, and UX emphasises key areas for strategic investment. The thematic structure enables targeted action, allowing practitioners to prioritise interventions — such as refining CTAs or improving social proof — based on frequency and relevance. Moreover, recognising interdependencies among tactics promotes a more integrated approach, in which ongoing testing and adaptation are essential. Marketers are encouraged to adopt context-sensitive testing methodologies to ensure evidence-based, effective CRO practices.

6 Conclusions

Conversion rates are one of the most popular measures for evaluating the effectiveness of campaigns and strategies used in the digital realm. Additionally, CRO analysis empowers marketing managers with tactics that can be implemented to achieve greater results.

This study contributes to both academic knowledge and managerial practice by establishing a structured reference framework of 585 tactics, organised into 41 categories and seven overarching themes: content, contact points, testing, UX, digital marketing strategies, research, and the buying process. These themes were consistently

supported by the extant literature and refined through the analysis of 50 relevant sources, providing a grounded yet innovative framework for CRO. While the proposed framework has not yet been empirically tested, its strong foundation in both academic and practitioner-based evidence lends it credibility and positions it as a solid basis for future empirical research.

From a theoretical perspective, this study deepens the understanding of CRO by offering a multidimensional model that integrates strategic-level considerations with more granular actions. It encourages further academic exploration into the relationships between themes, the hierarchy of tactic effectiveness, and the contextual factors that modulate outcomes. It also lays the groundwork for future comparative studies across industries, or quantitative modelling of conversion impact.

From a practical point of view, the study provides marketing professionals with an extensive array of tactics that can be selectively tested and implemented depending on their business context. The diversity of actions offers flexibility in designing digital strategies tailored to product type, audience segment, or platform. Moreover, the framework encourages a mindset of iterative testing and continuous improvement — a key principle in the CRO strategy. Due to the heterogeneity of markets, user behaviours, and digital environments, the effectiveness of these tactics may vary. Thus, this study reinforces the need for ongoing testing, contextual analysis, and customisation. This represents both a limitation and an opportunity: while no universal solution can be guaranteed, the study equips practitioners and researchers with a robust starting point for further experimentation and theoretical refinement.

In sum, while this study does not offer prescriptive answers, it provides a valuable foundation upon which both scholars and practitioners can build more effective, evidence-based CRO strategies in an ever-evolving digital landscape. Future research should empirically test the framework proposed. Implementing selected CRO tactics in live environments—such as e-commerce websites—would allow researchers to measure their actual impact on conversion rates, thus bridging the gap between conceptual insight and practical effectiveness. This empirical validation would enhance both the academic robustness and the real-world applicability of the framework.

Disclosure statement

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Conflicts of Interest

The authors declare no conflict of interest.

Bionotes

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Appendix

Theme > Category > Tactic	Occurrence (%)
1. CONTENT	
1.1 Social Proof	
Include testimonials, reviews or expert endorsements	74
Add trust seals	46
Include user-generated content	28
Strategically display testimonials on specific pages	14
Encourage satisfied customers to leave testimonials	12
Ask for recommendations from friends & family	8
Facilitate referral programmes	8
Give additional offers to ask reviews	6
Consider video testimonials	4
Update testimonials regularly	4
Present short quotes	4
<i>1-occurrence tactics (=19)</i>	
1.2 Message goals	
Emphasise the value proposition across the site	54
Incorporate scarcity and urgency	46
Focus on benefits rather than listing features	28
Show how the product solves a specific problem	14
Enable cross-selling and up-selling ("You may also like")	12
Write a compelling about us page	8
Provide detailed descriptions	6
Proactively address objections such as high price	6
Address common concerns to show transparency	4
Break content down using "why", "when", "who" and "how"	4
<i>1-occurrence tactics (=9)</i>	
1.3 Message style	
Clear and concise messages&texts	34
Compelling copy	28
Use persuasive copywriting techniques	22
Engaging storytelling	16
Avoid jargon and technical terms	10
Write valuable and functional content	8
Use descriptive and engaging language to evoke emotions	6
Follow the trends	4
Use action-oriented language	4
Spell-check	4
Sync headline and body content	4
<i>1-occurrence tactics (=10)</i>	
1.4 Multimedia	
Use professional photos and videos	32
Use video content	24
Incorporate multiple multimedia	18
Use infographics about products	8
Show products in everyday use	6
Include a 360-degree view, demonstration video, or 3D model	6
Show products from different angles	4
Optimise multimedia file sizes	4
Create interactive experiences	4
<i>1-occurrence tactics (=13)</i>	
1.5 Text organisation/Visuals formatting	
Use attention-grabbing headlines	24
Use colour wisely	14
Smart use of white space	12
Use bullet points/subheadings	10
Use compelling visuals	6
Use necessary and memorable subheadings	4
Make pages scannable and easy to read	4
Split content into relevant paragraphs	4
Use meta-descriptions	4
Make sure headline is short	4
Keep headlines to the point	4
Use action verbs in headlines	4
Use powerful words/buzzwords in headlines	4
<i>1-occurrence tactics (=14)</i>	
1.6 Distribution	
Align message and design across channels	22
Regularly update and improve content	12
Create different types of content across channels	8
Create relevant and valuable content across channels	4
<i>1-occurrence tactics (=1)</i>	
1.7 Personalisation	
Use user data to personalise content	24
Implement dynamic content to adapt to individual visitors	14
Match the content to the individual's conversion stage	6
<i>1-occurrence tactics (=2)</i>	

Theme > Category > Tactic	Occurrence (%)
2. CONTACT POINTS	
2.1 CTAs	
Include clear, strong, compelling CTA using action verbs	60
Clearly communicate the value of taking the next step	44
Ensure CTAs are strategically displayed	34
Contrast/combine colours	30
Consider size & shape	8
Personalise CTAs	4
Keep CTAs animation to a minimum	4
The sooner a CTA can appear on a page, the better	4
Try out new hues/size/text/design	4
<i>1-occurrence tactics (=12)</i>	
2.2 Forms	
Simplify forms to collect essential information	56
Use autofill features to save time	16
Provide clear and concise error messages	6
First ask for email address	6
Use optimised forms (avoiding distractions)	4
<i>1-occurrence tactics (=13)</i>	
2.3 Customer Support	
Use live chat	42
Add FAQs	22
Use chatbot	20
Provide customer support	10
<i>1-occurrence tactics (=8)</i>	
2.4 Accounts	
Disable mandatory registration	50
Allow accounts	4
<i>1-occurrence tactics (=3)</i>	
2.5 Social Media and Influencer Marketing	
Be an active presence and interact	10
Use influencers	8
Use social media ads	6
Share engaging contents	6
Allow reviews on social networks and specialised review sites	4
Use social media to understand customers	4
<i>1-occurrence tactics (=6)</i>	
2.6 Contact Information	
Add contact information	18
Add social media links/icons	10
Add contact form	8
Add map or directions	4
Add CTAs	4
<i>1-occurrence tactics (=6)</i>	
2.7 Blog	
Write about products	6
Add a CTA to send insider knowledge	4
<i>1-occurrence tactics (=11)</i>	
2.8 Team	
Include team bios	4
<i>1-occurrence tactics (=5)</i>	

Theme > Category > Tactic	Occurrence (%)
3. TESTING	
3.1 Elements	
Different elements such as design, content, headlines, video, etc.	72
Different offers	10
CTAs placement	8
Ecommerce checkout process	6
Email marketing campaigns	6
Navigation	4
<i>1-occurrence tactics (=5)</i>	
3.2 Strategy	
Regularly conduct A/B testing	32
Learn from results	8
Set clear goals	6
Ensure enough website traffic to run tests	4
Only test one thing at a time	4
Collect data from tests	4
<i>1-occurrence tactics (=11)</i>	

Theme > Category > Tactic	Occurrence (%)
4. USER EXPERIENCE	
4.1 Navigation	
Make intuitive site navigation/structure	60
Remove distractions when possible	28
Divide products into categories and subcategories	12
Regularly check for broken links	8
Organise pages	6
Implement breadcrumbs	4
Use sidebar navigation	4
Reduce the number of clicks to take certain actions	4
Don't use navigation bars	4
Stick a clear menu to the top of the page	4
<i>1-occurrence tactics (=17)</i>	
4.2 Mobile Responsiveness	
Optimise for mobile devices	54
Use mobile-friendly themes/visuals/texts	14
Optimise for the thumb zone	14
Check how easy it is to navigate on a phone	10
Make sure annoying pop-ups are hidden	10
Make changes to the mobile version	8
Ensure CTAs and forms are easily visible	4
<i>1-occurrence tactics (=8)</i>	
4.3 Design & Layout	
Streamline the design and layout	22
De-clutter/improve the web pages that poorly perform	16
Create a user-friendly & informative design	12
Make sure of appealing Visuals	12
Remove friction with seamless design	8
Clean and minimal design	8
Create powerful landing pages	6
Present Headings, CTAs, features and benefits, reviews and images	6
Use visual hierarchy to design pages	4
<i>1-occurrence tactics (=8)</i>	
4.4 Loading Speed	
Ensure website loads fast on all platforms (under 2 seconds)	40
Regularly test the speed	14
Use a light theme	8
Use CDN	6
Improve traffic quality	6
Minimise HTTP requests	4
Reduce the number of elements	4
Enable browser caching	4
Reduce redirects while building internal links	4
<i>1-occurrence tactics (=11)</i>	

Theme > Category > Tactic	Occurrence (%)
5. DIGITAL MARKETING STRATEGIES	
5.1 Magnets & Pop ups	
Use lead magnets/pop-ups	24
Use Exit Pop-Ups to Reduce Cart Abandonment Rate	8
Offer users a discount/incentive to finalise orders	8
Ensure pop-ups provide value and are not distracting	6
Incorporate an auto-close timer for pop-ups	4
Ensure the pop-up appear only once per user	4
Present a pop-up to over discounts for first-time customers	4
Set up exit-intent pop-ups	4
<i>1-occurrence tactics (=11)</i>	
5.2 Email marketing	
Send email to remind an abandoned cart	30
Send regular emails with personalised offers/recommendations	14
Capture emails through a pop-up (offer coupon codes)	4
Add an opt-in for audience email address	4
Set up email marketing campaigns to ask for testimonials	4
<i>1-occurrence tactics (=5)</i>	
5.3 Advertising	
Implement SEO strategies	24
Align the website/landing page experience to local search intent	8
<i>1-occurrence tactics (=10)</i>	
5.4 Campaigns	
Implement retargeting/remarketing Campaign	20
Use strong lead generation campaign	8
Implement a browse abandonment campaign	6
Build a strong abandonment strategy	4
<i>1-occurrence tactics (=2)</i>	
5.5 Segmentation	
Use buyer personas to understand customers	10
Segment audience based on their behavior, interests, demographics	10
Define the target market	4
Optimise segments with different language (Geographic Location)	4
<i>1-occurrence tactics (=2)</i>	
5.6 Affiliate&Loyalty programs	
Create a loyalty/affiliate programs	8
Consider exclusive access to community resources	4
Create customer milestone offers	4
Show gamification features	4
<i>1-occurrence tactics (=7)</i>	
5.7 CRM	
Generate quality leads	8
<i>1-occurrence tactics (=10)</i>	

Theme > Category > Tactic	Occurrence (%)	Theme > Category > Tactic	Occurrence (%)
6. RESEARCH		7. BUYING PROCESS	
6.1 Metrics		7.1 Pricing and special offers	
User behavior	36	Offer monetary incentives	16
Bounce rates	28	Set transparent pricing policies and inform all costs	14
Traffic sources	22	Display up-to-date prices	10
Click-through rate	16	Use Price Anchoring	6
Conversion rate	14	Add an interactive product demo	6
Average session duration	14	Create limited-time promotions	4
Exit pages	12	Offer coupon codes	4
Bottlenecks/drop-off points	12	Try different Pricing	4
User demographics and psychographics	10	Ensure prices are competitive	4
Pages per session/average page depth	8	<i>1-occurrence tactics (=16)</i>	
Webpage views	8	7.2 Checkout & Shopping Carts	
Device type	8	Ensure 1-Click Checkout or a single-page checkout	38
Website traffic	6	Clear and concise cart page	10
Exit rate	6	Remove checkout distractions	8
Website interaction per customer visit	4	Display a progress indicator to inform users	6
Conversion per unique visitor	4	Use/display convenient shopping carts and checkout	4
New visitor conversion rate	4	<i>1-occurrence tactics (=18)</i>	
Return visitor conversion rate	4	7.3 Payment	
Form analytics	4	Provide a variety of payment options	32
<i>1-occurrence tactics (=16)</i>		Show payment options icons as a visual of trust	6
6.2 Market studies & methods		Allow customers to save payment information for future	4
Conduct research to identify pain points, preferences/motivations	30	Offer secure payment options	4
Conduct qualitative research	16	<i>1-occurrence tactics (=3)</i>	
Conduct competitor analysis to check what can be improved	16	7.4 Return Policies	
Gather and monitor feedback to improve offering	16	Specify the conditions for returning goods or guarantees	26
Conduct a usability audit once a year	8	Provide a money-back guarantee	8
Ask visitors if the site is convenient	4	Offer free return shipping	6
Understand keywords driving traffic	4	<i>1-occurrence tactics (=1)</i>	
<i>1-occurrence tactics (=15)</i>		7.5 Product	
6.3 Conversion Funnel		Optimise product pages and information	8
Build a conversion funnel	14	Provide detailed descriptions	8
Regularly track & analyse funnel analytics	14	Optimise the offer with relevant information	6
Set goals	12	Do not give users too many options (Hick's Law)	6
Remove unnecessary steps from the conversion funnel	6	Provide product recommendations based on user preferences	4
Analyse the funnel	6	<i>1-occurrence tactics (=12)</i>	
<i>1-occurrence tactics (=2)</i>		7.6 Search	
6.4 Analytics		Implement a convenient /intuitive search function	14
Set and monitor metrics	20	Implement smart/semantic search	8
Run regular analysis and optimisation	4	Display search function prominently on homepage	6
<i>1-occurrence tactics (=2)</i>		Add Easy Filter Options	4
6.5 CRO		Add filters to category pages	4
Use SMART goals for CRO	10	Autocorrect & auto-suggest	4
Develop hypotheses to test	6	Display results based on behavior, purchase history, etc	4
<i>1-occurrence tactics (=4)</i>		<i>1-occurrence tactics (=8)</i>	
		7.7 Privacy & Security	
		Include security policy, certifications and badges	18
		Add Privacy Policy	12
		<i>1-occurrence tactics (=3)</i>	
		7.8 Delivery	
		Offer free shipping	14
		Clarify shipping information	10
		<i>1-occurrence tactics (=4)</i>	