

CONVERSION JAM #1

SVERIGES FÖRSTA KONFERENS OM KONVERTERINGSOPTIMERING

Preliminärt Program

14.00–14.10

Välkommen Till Conversion Jam!

John Ekman – Chief Conversionista, Conversionista

14.10–14.50

10 E-Commerce bloopers you don't want to make, but probably are...

Michael Summers – Michael Summers Consulting

Michael has watched over 1000 web and mobile device purchases. He'll demonstrate 10 of the top usability mistakes that cause users to leave your website and shop elsewhere. Come see specific eyetracking video examples of User Interface characteristics that stop users in their tracks – and learn how to avoid them.

14.50–15.10

Sven Hammar – VD, Apica

Snabb hemsida = Hög konverteringsgrad

15.10–15.30

Paus 1

15.30–15.50

What did Etailers Learn From Retailers? Absolutely Nothing!

John Ekman – Chief Conversionista, Conversionista

15.50–16.10

Hög Konverteringsgrad – Ett måste inom Affiliate marketing

Jörgen Sandahl – VD, Wordon

16.10–16.40

What Psych 101 Can Teach Us About Conversion

Jim Hudson – PayPal US

In 2011, PayPal will process more than \$100,000,000,000 in payments to our merchants. At this scale, a 1% improvement in conversion means a lot more money in our merchants' pockets. In this talk, we'll examine some of the psychological principals that drive our efforts to maximize conversion for our merchants. For example, a long history of psychological research has shown that our brains are incredibly poor at perceiving time. In fact, our perceptions of time affect our experiences far more than time itself. In other words, the number of clicks or the time on task is largely irrelevant as long as a task feels fast. Drawing on examples from PayPal and other websites, we'll look at how these fundamentals of human psychology can structure our thinking about how to improve task conversion.

16.40–17.00

Paus 2

17.00–17.20

SEO + CRO = Sant?!

Magnus Bråth, Pineberry & Sökmotorkonsult.se

17.20–17.50

How The Brain Shops on the Internet – A NeuroMarketing perspective on E-commerce and Internet Browsing

André Morys – Web Arts Germany

17.50–18.00

Avslutning

John Ekman – Chief Conversionista, Conversionista

18.00 – ?

Conversion Bar & Mingel