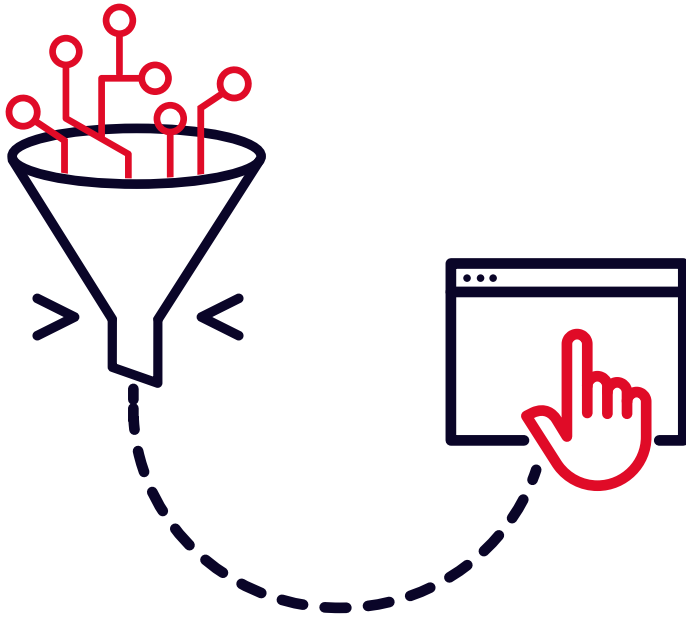# 5 Things you need to keep in mind for the BEST Customer Journey

1

Optimize your conversion funnel

Reduce the number of interactions and simplify your critical path
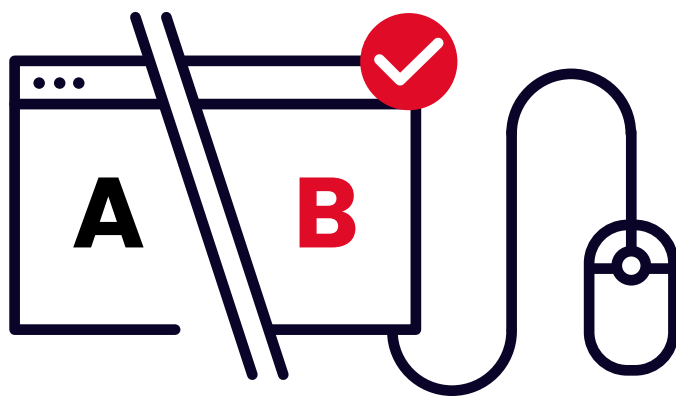
2

Track everything by using events or virtual pages
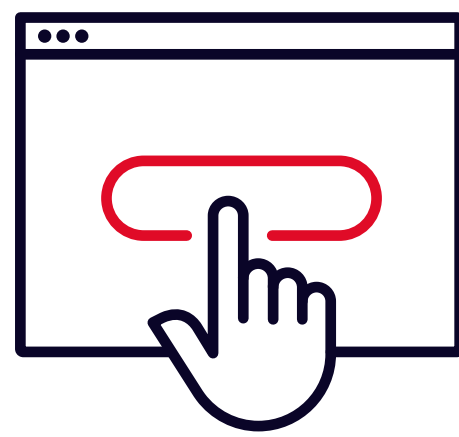
Have the right KPIs and statistics

3

Do A/B Testing & regularly propose new ideas

There is no bad experiment, only valuable experience.
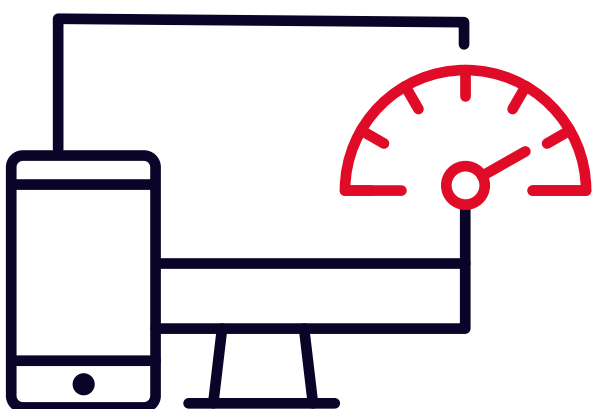
A | B

4

Work your Audience

Be consistent and know your visitors' habits and needs.

5

Optimize the Technical Performance

Always try to get the fastest loading time. Remember, slow pages are losing more visitors!

DIGITAL VIRGO

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