

## DECIBELINSIGHT

# Using Decibel Insight to deliver expert conversion optimization and user experience services



Return on Digital is an award-winning digital agency based in Manchester, UK, with a proven track record of delivering maximum return on investment for the lowest possible cost.

The team at Return on Digital place Decibel Insight at the heart of the conversion optimization and user experience services they offer to their clients.

### Martin Crutchley, Digital Strategist at Return on Digital:

“We experience increasing client expectations in regards to traffic generation, conversion rate optimization, and split testing. We need to increase efficiency and streamline our delivery to avoid a resource bottleneck in the face of this increased demand.

“How best to integrate the above activities into pre-existing campaign delivery? Are they a standalone offering, or a necessity for every campaign regardless of budget? Our brief was simple: find a customer experience analytics platform that was intuitive, feature-rich, and better than the other enterprise solutions on the market.

“Decibel Insight allowed us to proceed with the creation and delivery of a CRO and UX service offering, streamlining our processes and fulfilling the role of several different software offerings in one.

“Decibel Insight has proven invaluable in allowing us to resolve our clients’ conversion issues, simultaneously providing valuable insight to our content, technical, and strategy teams.

“Our CRO and UX delivery wouldn’t exist in its current form without Decibel Insight. It provided us with the opportunity to centralize reporting for a range of metrics which we had previously used 3 or 4 different platforms to facilitate.

“Data taken from Decibel Insight has been instrumental in bringing new business and additional revenue to the agency.”

