



Your Customer Creation Equation: Unexpected Website Formulas of The Conversion Scientist™

Brian Massey

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Finally-a book that shows marketers how to truly achieve real results from their websites. Brian Massey, The Conversion Scientist, takes the mystery out of how to create high-performing sites. By walking the reader through five online formulas-aka "customer creation equations"-he shows you how to determine the best formula your own particular business structure and how to optimize it for stellar results.

Key to this process is setting up a "digital conversion lab," and Brian shows you how. Jam-packed with easy-to-understand equations for things like increasing your conversion rate and decreasing your abandonment rate-as well as practical strategies for attracting prospects, turning buyers into triers, and morphing buyers into loyal brand advocates-this book will enable anyone to stop hoping for success and start enjoying higher profits.

The Advanced Curriculum in Visitor Studies gives readers additional guidance on how to really understand their targets and customers-an understanding that is at the heart of all successful websites, and businesses, everywhere.

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