

# **Digital Experience Optimization (DXO)**

**// mida**

Co-founder of MarTech:  
Mida

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Founder of E-commerce Brand:  
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**funnow**

Growth Manager at E-commerce Marketplace App:  
FunNow Group



 **I'm LiRou**

## What is **NOT** DXO?

- Not complete makeover
- Not just about CRO

# What is DXO?

- Unique experience
- Data-driven

# Why optimize your website?

- Scale the impact of your ads or acquisition effort
- Retention starts at onboarding and website

# DXO Story: -89% Form Submission

Redesign of page

**CONTROL** Baseline

## Sell Your Number Plate

...completely for free.

### List Your Reg

Registration Number

£ Listing Price

First Name Surname

**VARIANT 1** -89.94%

## Sell Your Number Plate for Free With **DXO**

### And Advertise to Over 1 Million Monthly Buyers

Join a database of 60 million number plates and sell your car reg with **DXO** completely for free.

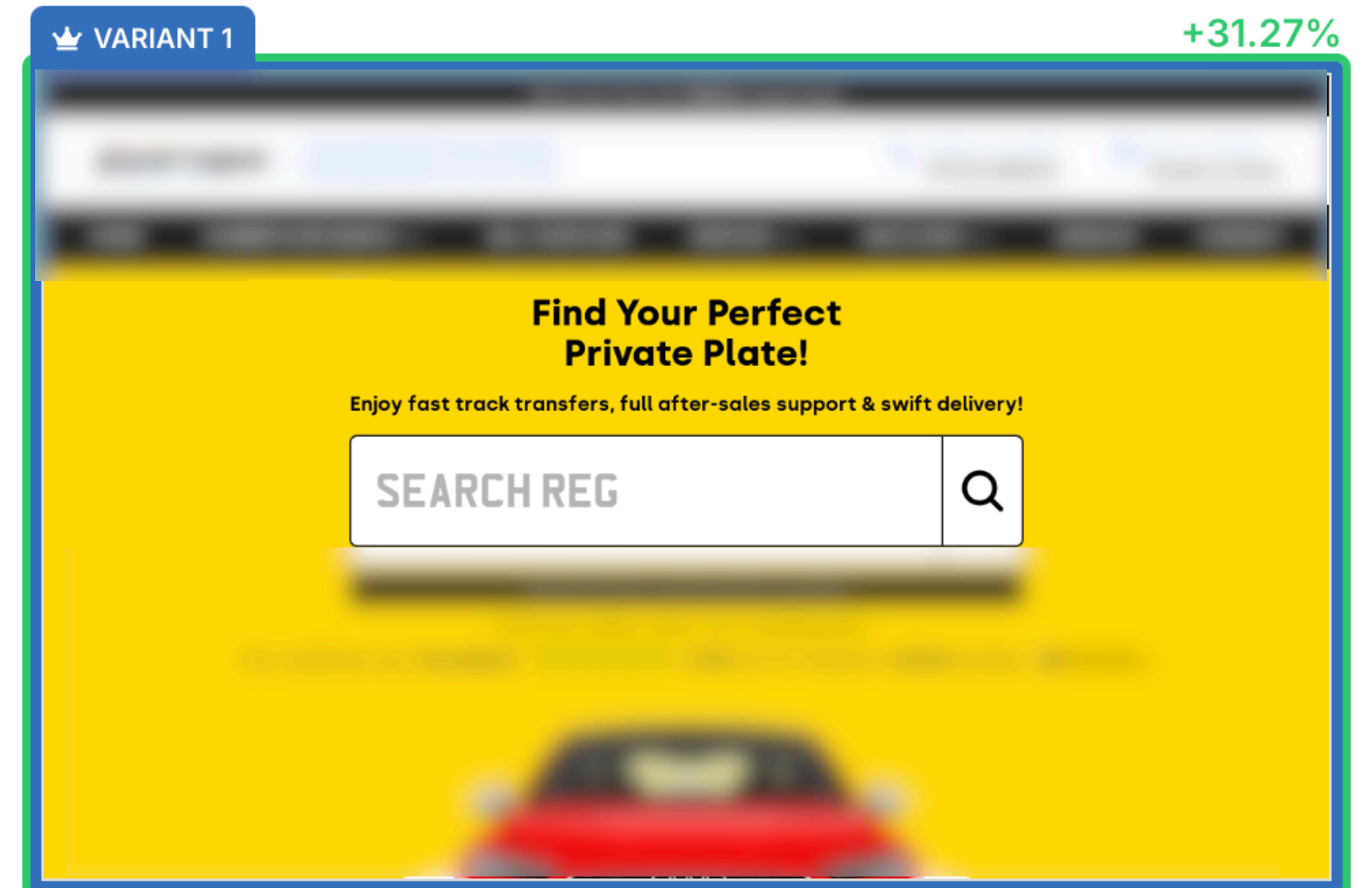
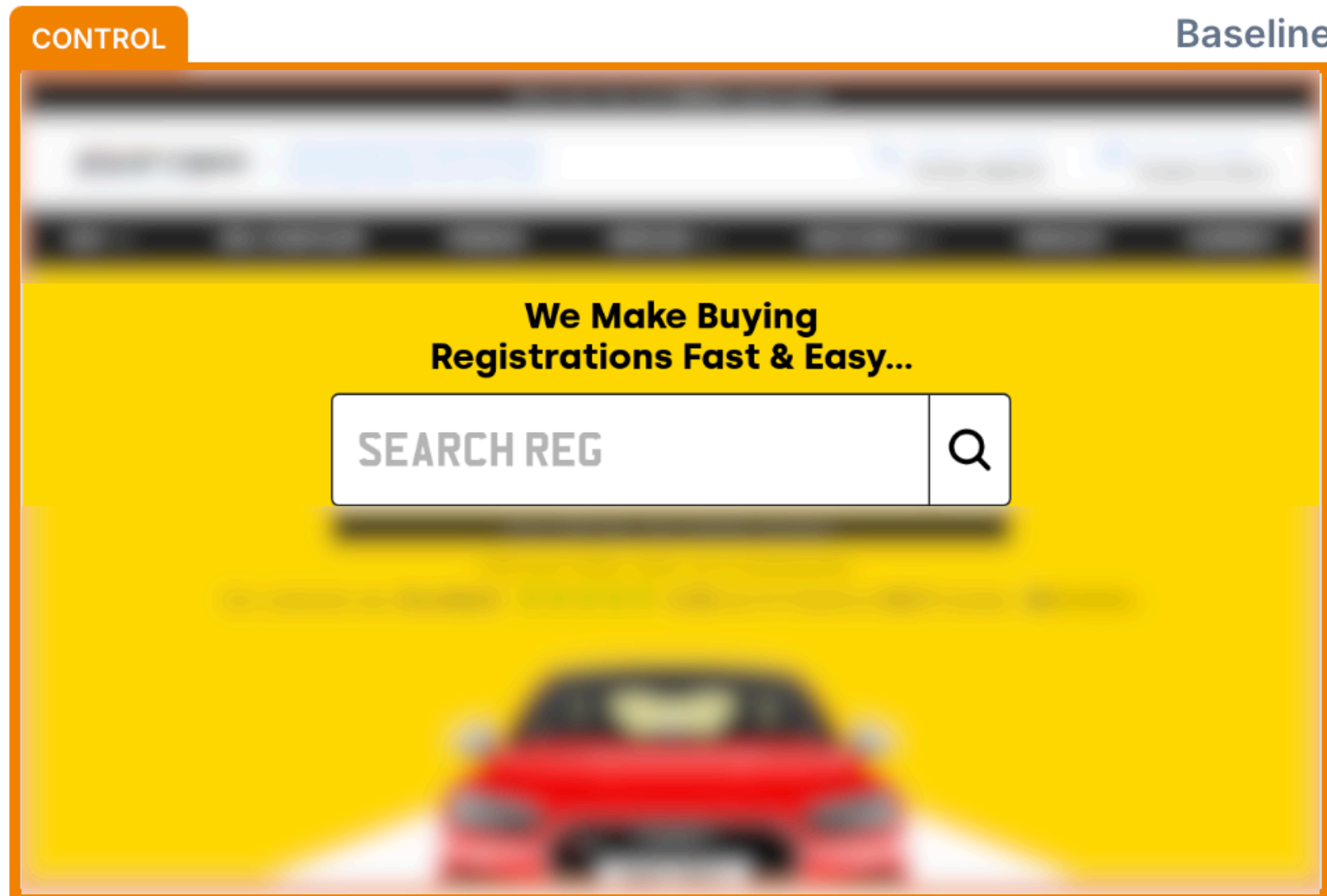
we're the number one destination to sell your private number plate in the UK.

**When you sell with us, you get:**

- Access to over 1 million buyers a month
- No fees for selling your number plate
- Platform for managing your sale
- Fully managed ownership transfer

# DXO Story: +31% CVR

Value prop optimization



# DXO Story: +8.73% CVR

## Social proof optimization

**CONTROL** Baseline

The control layout features a yellow background with the heading "Find Your Perfect Private Plate!" and a sub-headline "Enjoy fast track transfers, full after-sales support & swift delivery!". Below this is a search bar with the placeholder text "SEARCH REG" and a magnifying glass icon. Underneath the search bar, it says "From £175. Fast track transfer available!". Below that is a smaller input field with the placeholder "Enter your initials, name, car or anything else...". At the bottom, there is a review summary: "Our customers say **Excellent** ★★★★★ 4.94 out of 5 based on 8318 reviews" with the REVIEWS.io logo. A red car is shown at the bottom of the page.

**VARIANT 1** +8.73%


The variant layout is identical to the control but includes a social proof section at the bottom. This section features a "4.94 Average 9935 Reviews" summary with the REVIEWS.io logo. Below this are three customer reviews, each with a 5-star rating and a "Posted" timestamp:

- Anonymous** ★★★★★: "Quick And Efficient They Do Everything For You Good Company I Highly Recommend" (Posted 13 hours ago)
- Robert Harris** ★★★★★: "Brilliant service They did everything, and I didn't have to do anything. Thank you very much for your help and service on. ranregistering my car. Thank you." (Posted 1 day ago)
- Michael Rees** ★★★★★: "Extremely fast and more than efficient service - completion was as swift as their name suggests!" (Posted 1 day ago)

# DXO Story: +57% Sign-ups

## Social proof optimization

**CONTROL** Baseline



### Start optimizing

or sign up with email

**Full name**

**Work Email**


**Password**

No credit card  Free up to 50k MTU  30-day refund policy

By registering you agree to our [Terms of Service](#) and [Privacy Policy](#).

Already have an account? [Log in.](#)

**VARIANT 1** +56.94%



### Start optimizing

**Work Email**

**Password**

No credit card  Free up to 50k MTU  30-day refund policy

By registering you agree to our [Terms of Service](#) and [Privacy Policy](#).

Already have an account? [Log in.](#)

**Harrison C.** ★★  
Set up a handful of A/B tests so script runs smoothly without error on our site. I also really like the visual editor and the reporting dashboard.

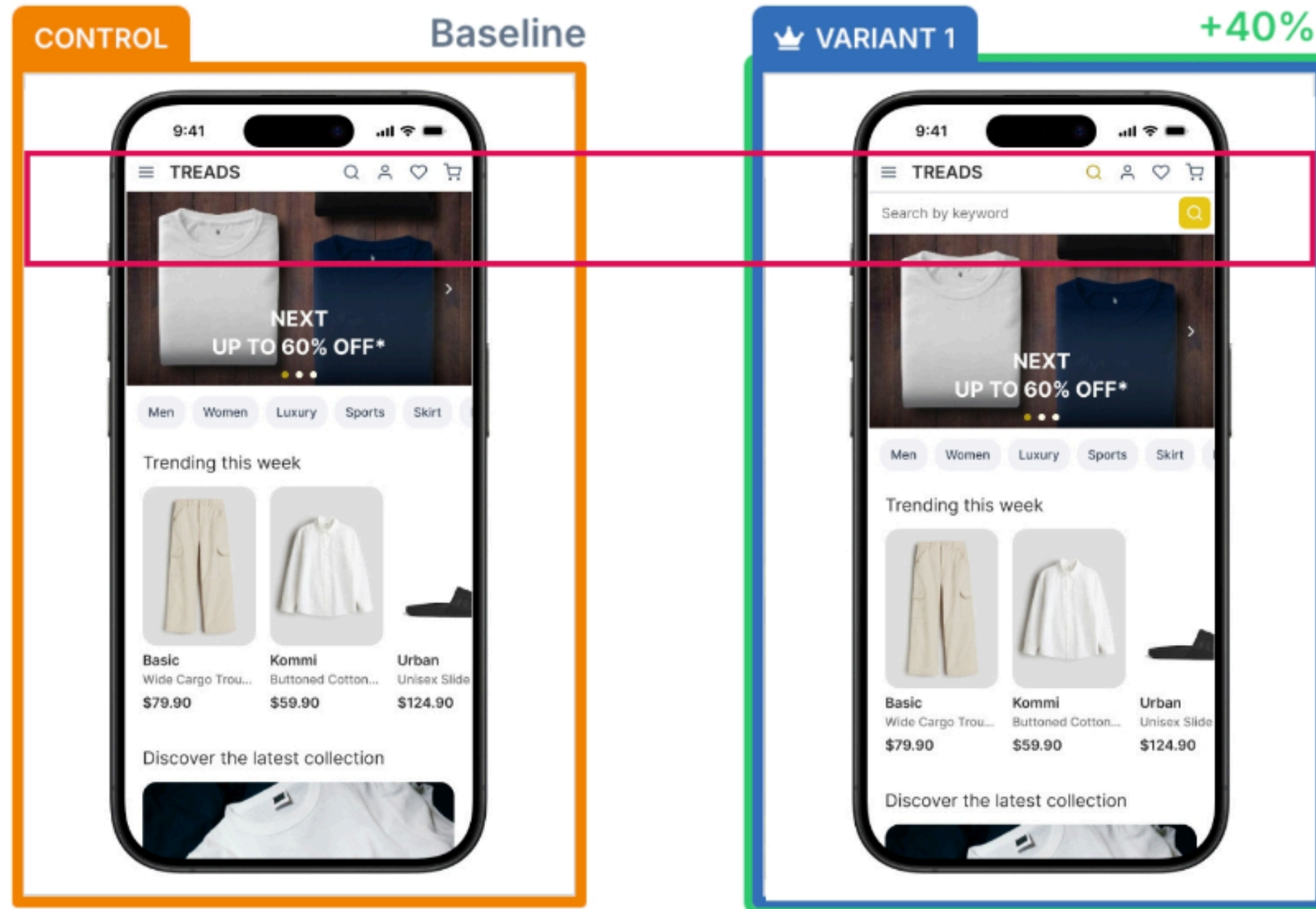
**Elizabeth R.** ★★★★★  
Was looking for a Google Optimize replacement with WYSIWYG editor for A/B tests, Mida has exceeded my expectations so far.

**Samuel L.** ★★★★★  
Overall, happy with the product. Nothing groundbreaking but a good workhorse for us.

**Jennifer C.** ★★★★★  
Amazing. Best AB testing tool I've used. Super glad I found them.

# DXO Story: +40% Purchases


Feature optimization



# DXO Story: +45% RPV

## Cart page optimization

Shopping Bag <sup>2</sup>

 Tadeo Shirt Stripe €99,90  
S | Stormy Sea  
- 2 + REMOVE




The option to add a discount code & shipping costs for orders below €150 are available at checkout.

---


Subtotal €99,90

CHECKOUT

FREE SHIPPING ABOVE €150

PayPal  VISA   K.

Shopping Bag <sup>2</sup>

 Tadeo Shirt Stripe ~~€199,90~~ €99,90  
XL | Stormy Sea  
- 2 + REMOVE




The option to add a discount code & shipping costs for orders below €150 are available at checkout.

---

Subtotal €99,90  
Saved €100,00

CHECKOUT

FREE SHIPPING ABOVE €150

PayPal  VISA   K.


# DXO Story: +19% Purchases


CUSTOMER SERVICE Baseline


**Old World Map from 1688 by John Speed - Blank Custom Storage Wall Art**


★★★★★ (622)  
£34

Stock Level: Low

Handmade in the UK 

 Free worldwide delivery in 2 to 3 days

 Personalised customer care

 5 stars 'Excellent' rating on Trustpilot


[See this on the DXO](#)


SUSTAINABILITY +19.71%



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 Certified sustainable + we plant trees 

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[See this on the DXO](#)

# Your DXO Journey

## 1. Performance

- FCP, LCP, CLS
- Core Web Vitals metrics used by Google to measure user experience on websites

## 2. Content/ Iteration

- Already exists on your page
- Copy, message, visual hierarchy

## 3. UX (User Experience)

- Navigation, feature

## 4. Personalization

# High-impact DXO:

1. High traffic page (e.g. homepage, best-seller product, ad landing page)
2. Above the fold (e.g. visible elements without scrolling)
3. Page closer to money (e.g. cart page, checkout)

# Homepage Qs:

1. Can they tell what product or service you provide?
2. Can they tell your USP?
3. Can they tell what you want them to do?

Start **A/B testing** to  
measure DXO impact

