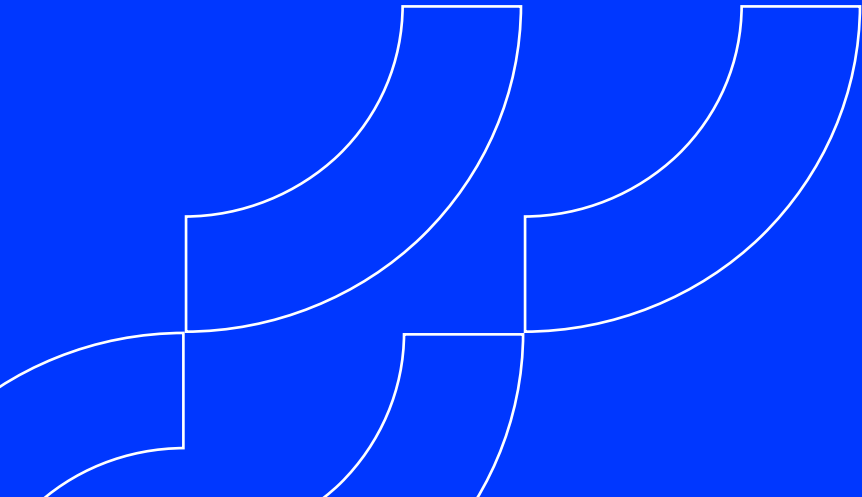





INCREMENTAL INNOVATION:

How Growth-Stage
Companies Can Drive
Digital Transformation
One Bite at a Time






Digital transformation impacts everything from how employees work to how a company interacts with customers. For many, the scope of change, along with the need to adopt new technologies and processes, can feel overwhelming.

Taking an incremental approach allows you to break it down into manageable steps, focusing on quick wins that deliver real results.

In this guide, we'll help you get started with three bite-sized steps on your journey to digital maturity:

- 1. Rapid Idea Validation with Design Sprints:** We'll guide you through design sprints, a proven method for getting clear answers and validating ideas quickly. This reduces risk and ensures your incremental changes are based on a solid foundation.
- 2. Data-Driven Optimization for Measurable Growth:** We'll help you identify the changes that drive the most conversions, whether it's website sign-ups, app downloads, or purchases. By leveraging the right tools and methodologies, you can continuously improve and measure the impact of your efforts.
- 3. Customer-Centric Experience by Design:** We'll help you infuse customer centricity into your planning. This means understanding your audience's needs and tailoring your digital experience to deliver higher satisfaction and loyalty.



Let's get started!

Opportunity:

Get Clear Answers to Critical Business Questions

In today's dynamic market, businesses face complex challenges that require quick and informed decisions. But traditional research methods can be slow and expensive.

Design sprints are powerful tools for rapidly validating ideas and getting clear answers to critical questions that can make or break your business strategy. Imagine condensing months of development into a focused, collaborative process lasting just a few days.

Through brainstorming, prototyping, and user testing, design sprints help you tackle questions like:

- Should we invest in developing a new mobile app, or is there a better way to reach our target audience?
- How can we improve our website's user experience to increase conversions?
- What features are most important to our customers, and how can we prioritize them in our product roadmap?

Using Design Sprints, you can:

- **Quickly Validate Ideas:** Test your assumptions and identify the most promising solutions before investing significant resources.
- **Reduce Risk:** Gain user feedback early and often to avoid costly mistakes down the line.
- **Make Data-Driven Decisions:** Base your choices on real-world user insights, not guesswork.

Nansen's design sprint expertise can empower your team to make informed decisions that drive growth. Stop wasting time and resources on the wrong solutions. Let design sprints be your key to uncovering valuable insights—fast.



The 5-Day Design Sprint Process

Design sprints are an intensive yet efficient way to turn ideas into solutions. Developed by Google Ventures, this proven process condenses months of development into a focused 5-day workshop.

Here's how it works:

Day 1: Align & Define

- Set the stage for success by clarifying the challenge and desired outcome.
- Bring the cross-functional team together to define the core problem and ensure everyone is on the same page.
- Source valuable perspectives and insights from internal and external experts.

Day 2: Brainstorm & Sketch

- Generate various creative solutions through a structured brainstorming session.
- Quickly sketch rough prototypes to rapidly explore different concepts.

Day 3: Decide & Prototype

- Collaboratively select the most promising solution to prioritize.
- Build a basic, functional prototype to simulate user experience.

Day 4: Test & Learn

- Conduct targeted user interviews to gather crucial feedback on the prototype.
- Analyze user insights to validate the solution's effectiveness and guide future iterations.

Day 5: Wrap Up and Iterate

- Summarize key learnings from the sprint and share with the team.
- Collectively decide on next steps for further development and iteration based on the user feedback.



From Problem to Prototype:

How Nansen Launched a New Intranet in Just 5 Days

Nansen recently partnered with a client facing a critical challenge: their contract for their existing intranet system was set to expire soon, and they didn't want to renew it. Instead, they wanted to overhaul the platform.

Traditional development approaches often involve months of planning, design iterations, and potential delays. But the new intranet designs needed to be done fast, before the old site was retired.

To meet the tight deadline, Nansen recommended a design sprint workshop, condensing months of development into a focused 5-day program. Through careful collaboration, the team:

- **Rapidly Defined the Challenge:** Working together, the team quickly defined the core problem and user needs for the new intranet. This ensured everyone was aligned from the start, eliminating confusion and fostering a clear understanding of the project's goals.
- **Fast-Tracked Ideas:** Structured brainstorming sessions allowed the team to generate and refine a variety of creative solutions quickly. This exploration of different concepts led to the identification of the most promising approach for further development.
- **Made Data-Driven Decisions Through User Testing:** Prototypes were rapidly built and tested with real users, providing valuable insights. This data-driven approach allowed the team to make informed decisions and avoid costly mistakes.

The Result:

A Clear Path Forward

In less than a week, the design sprint workshop yielded a clear roadmap for building a new, user-friendly intranet system. This eliminated the pitfalls of lengthy development cycles and allowed the client to move forward with confidence.

Take a step on your path to digital maturity. Participate in a design sprint with Nansen to turn your ideas into reality.

Opportunity:

Optimize Your Website to Drive More Conversions

Your website is the face of your business in the digital world. It should be a seamless, engaging experience that converts visitors into loyal customers. But the reality is that websites are rarely “done.” Markets, technology, and user expectations constantly evolve, challenging website optimization.

Businesses encounter a myriad of hurdles in their quest to maintain optimal website performance:

- **Identifying Conversion Killers:** It can be difficult to pinpoint the exact elements on your website that hinder conversions. Without clear data insights, it's easy to miss critical areas for improvement.
- **Testing & Refining Without Risk:** Making website changes involves a certain degree of risk. How can you be sure a new design element or layout won't negatively impact user behavior?
- **Maintaining Momentum:** Website optimization isn't a one-time fix. Staying ahead of the curve requires continuous testing, analysis, and adaptation.

The good news? By embracing a data-driven approach to website optimization, these challenges can be overcome.

In the next section, we'll explore critical strategies and tools to help you navigate the complexities of conversion rate optimization (CRO).

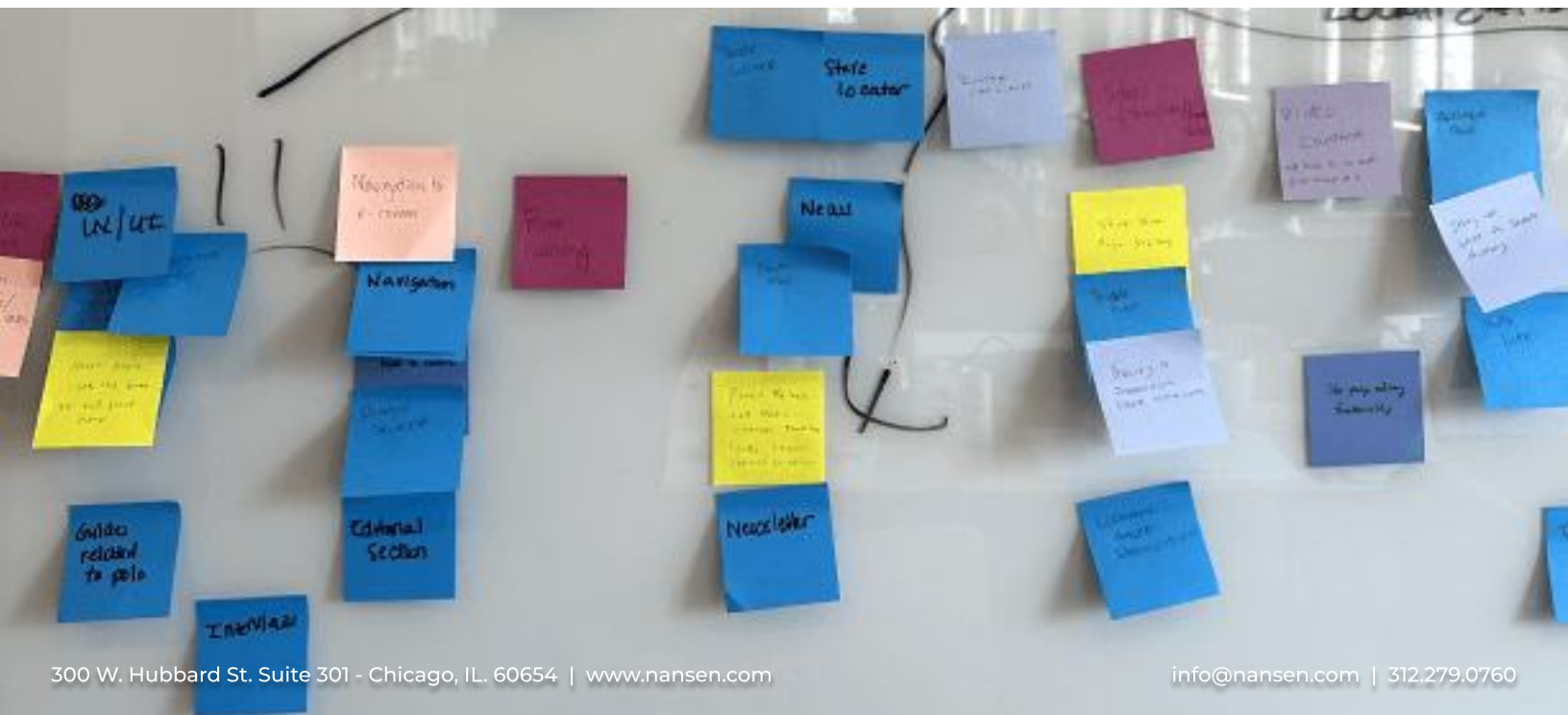


Turn Website Visitors into Customers with Nansen + Optimizely

The fast-changing digital landscape can make website optimization feel like navigating uncharted territory. Fortunately, you don't have to go it alone. Together, Nansen and Optimizely provide the tools and services to overcome conversion rate challenges and unlock continuous growth.

Nansen: Your CRO Partner

- **Multidisciplinary Approach:** Nansen's Conversion Rate Optimization (CRO) workshop goes beyond traditional tactics, leveraging an interdisciplinary approach that blends analytics, user experience (UX), content strategy, copywriting, and conversion-centric design principles. This holistic view ensures your website optimization efforts address all aspects of the user journey, leading to significant gains in revenue or other key performance indicators (KPIs).
- **Audit & Data-Driven Decisions:** We begin by conducting a comprehensive website audit. Our team analyzes factors impacting your conversion rate, including analytics data, visual design, messaging, content clarity and effectiveness, UX, and emotional and psychological influences on user decisions. This data-driven approach forms the foundation for a customized optimization strategy.
- **Prioritized Testing Plans:** Based on the website audit, we develop targeted testing plans. We prioritize these plans by considering both traffic volume and conversion importance, ensuring you focus on high-impact areas first. This prioritization ensures you see the most significant results in the shortest time frame.
- **Actionable Recommendations & Implementation:** Our team of CRO experts translate complex data insights into actionable recommendations for improvement. We collaborate with you to prioritize, implement, and track the effectiveness of these changes, ensuring a smooth and successful optimization process.



Optimizely: Your CRO Toolkit

- **A/B Testing & Experimentation:** Optimizely's powerful experimentation platform allows you to test different variations of your website elements (calls to action, page layouts, etc.) and identify which versions resonate best with your audience. This data-driven approach minimizes risk and ensures your website is always optimized for peak performance.
 - **Data Visualization & Insights:** Optimizely's robust data visualization tools provide clear and actionable insights into user behavior on your website. Heatmaps, session recordings, and user flow analysis help pinpoint conversion roadblocks and opportunities for improvement.
-

Together, Nansen's CRO expertise and Optimizely's platform empower you to:

- **Overcome Optimization Challenges:** Gain the knowledge and tools needed to identify conversion roadblocks, test website improvements, and make data-driven decisions.
- **Focus on What Matters:** Our combined approach allows you to prioritize optimization efforts based on user behavior and website analytics, ensuring you're making the most impactful changes.
- **Achieve Sustainable Growth:** By continuously monitoring, testing, and iterating, you can ensure your website remains optimized to meet your evolving business goals and user expectations.

Ready to optimize your website for maximum conversions? Contact Nansen to learn more about our CRO workshops and how we can help you leverage the power of Optimizely to achieve sustainable business growth.



From Browsing to Buying:

How Nansen Personalized the Pet Food Journey to Boost Conversions 13%

A leading pet food company partnered with Nansen to personalize the digital experience and drive conversions. After conducting a website analysis, we identified areas for improvement and prioritized optimization efforts based on relevant behavior and conversion data.

To boost conversions, we leveraged:

- **Personalized Product Recommendations:** We developed a custom interactive product recommendation tool to gather user data on pet preferences and suggest suitable products to pet owners.
- **Targeted Drip Campaigns:** We implemented automated email campaigns based on user behavior. These personalized email sequences nurtured leads, provided relevant product information, and, ultimately, increased customer engagement.
- **A/B Testing:** We used Optimizely's A/B testing capabilities to test different variations of website elements, including calls to action and layouts. Analyzing data-driven hypotheses, we identified the most effective website design elements to optimize conversions.

Thanks to our data-driven CRO strategy, the pet food company achieved a remarkable 13% increase in critical conversions, leading to a substantial boost in revenue. The personalized experience not only increased customer satisfaction and brand loyalty but also demonstrated the effectiveness of our strategies. The Optimizely platform provided valuable insights for continuous website and marketing optimization, further solidifying our success.



Opportunity:

Develop a Customer-Centric Digital Strategy

For today's digital customers, a seamless and delightful experience isn't just a perk, it's an expectation. McKinsey emphasizes customer satisfaction as a key innovation metric, highlighting the importance of understanding your customer journey and aligning your business strategy accordingly.

Signs your strategy needs adjustment, include:

- **Missing Customer Data:** Are you relying on assumptions about customer happiness rather than concrete data?
- **High Volume of Negative Feedback:** Are social media comments, low retention rates, NPS scores, or customer support tickets telling a story of dissatisfaction?

By developing a strategic roadmap for customer experience (CX) transformation, you can transform customer service from a cost center to a revenue generator. This roadmap should address critical questions, such as:

- Do customers enjoy interacting with my brand?
- Do customers have easy access to the information they need through self-service tools?

Technology for a Customer-Centric Approach

To help, consider enhancing your tech stack with tools like:

- **Behavior Mapping Tools (e.g., heat mapping software):** Track user behavior on your website, identifying potential roadblocks and optimizing navigation.
- **Real-Time Survey Tools:** Gather immediate customer feedback to identify areas for improvement and adapt quickly.
- **Experimentation Platforms (e.g., Optimizely):** Enable data-driven testing of different website elements, from content to features to layouts, to continuously improve the user experience and drive higher conversion rates.

The Bottom Line: Digital maturity hinges on a strategy that prioritizes the customer journey. By focusing on user delight across all platforms, you'll build trust, loyalty, and a thriving business.



A Step-by-Step Guide to Building a Customer-Centric Strategy

In today's competitive landscape, customer experience (CX) is the battleground for brand differentiation. But with limited budget or resources, prioritizing CX improvements can feel overwhelming.

Here's the systematic approach we use to help our customers tackle it step-by-step and build a winning customer-centric strategy:

1. Define Your Business Goals & Success Metrics:

- Assemble a cross-functional team to establish current business goals.
- Identify the key performance indicators (KPIs) that define success for those goals.

2. Conduct a Comprehensive Customer Experience Review:

- Meet to understand current customer experience across all touchpoints—not just digital interactions with your platform.
- Use this holistic review to identify gaps between your current and your ideal customer journey.

3. Craft an Actionable Customer Journey Map:

- Use the customer experience review to create a journey map outlining the entire customer journey.
- Identify opportunities for improvement and brainstorm actionable digital initiatives. (e.g., content creation, UX enhancements, website features, mobile apps, etc.)

4. Prioritize Your Roadmap for Maximum Impact:

- Analyze all potential initiatives from your customer journey map exercise.
- Considering initial business goals and resource constraints, develop a roadmap prioritizing initiatives that offer the highest value for the least effort.
- Regularly review and update the roadmap (quarterly is recommended) to ensure it aligns with evolving business objectives.

Following this approach, you can gain valuable insights into your customers' needs and build a business strategy around their journey. This strategy empowers you to create a truly exceptional customer experience and boosts your competitive edge.



From Functional to Inspiring:

How Nansen Transformed a Train Service Website

When we started working with LOSSAN, a California transit agency, their Pacific Surfliner train service website lacked customer focus. LOSSAN knew they needed to compete with the state's strong car culture by creating a more engaging and personalized online experience.

While a train service website needs to prioritize functionality for finding information and purchasing tickets, LOSSAN recognized the value of exceeding basic needs. Customers also sought inspiration, exploration possibilities, and personal touches that reflected the scenic Pacific Surfliner route.

Our collaboration with LOSSAN didn't involve a complete digital overhaul. Instead, we conducted a CX vision workshop to develop a roadmap for targeted improvements to their Optimizely-powered website, focused on personalization and an enhanced customer experience. These improvements advanced LOSSAN's digital maturity and led to a remarkable 40% increase in quarterly referral sales.

Build a Growth Engine Through Incremental Innovation

Congratulations on taking the first step towards digital maturity! This guide has equipped you with three foundational strategies for driving growth through incremental innovation:

- 1. Rapid Idea Valuation with Design Sprints:** Design sprints can de-risk your innovation process and help you quickly validate ideas.
- 2. Data-Driven Optimization for Measurable Growth:** Data-driven CRO methodologies and tools can help you identify high-impact website improvements and continuously optimize for success.
- 3. Customer-Centric Experience By Design:** Prioritizing customer needs and crafting a winning CX strategy can help you build loyalty and fuel business growth.

Remember, digital transformation is a journey, not a destination. By embracing an incremental approach and focusing on quick wins, you can continuously improve your digital presence, outperform the competition, and achieve sustainable growth.

Ready to take action?

Together, Nansen and Optimize can help you implement these strategies and unlock the full potential of your digital channels.



Charting what's possible

nansen.com

About Nansen

At Nansen, we are devoted to powering your business growth through innovative digital solutions. Our services include consulting, design, and technology services, all tailored to propel business success. Our methodology hinges on synchronizing technology, data, and unique insights to help our clients fulfill their aspirations. We infuse innovation and optimization into our approach, applying fresh perspectives to new technology. Our solutions are geared towards accelerating revenue growth and costs reduction, achieved more efficiently than in-house efforts. What sets Nansen apart is our emphasis on enduring partnerships with our clients, working meticulously and inclusively to ensure that the solutions to immediate necessities contribute to sustained success.

Engage with Nansen, and you're not just getting a service provider; you're gaining a partner committed to your digital voyage. We stand ready to help your business not just navigate but thrive in the digital realm. Your success is our success, and together we will explore the endless possibilities that the digital world has to offer.



Your all-in-one operating system for marketing

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About Optimizely

At Optimizely, we're on a mission to help people unlock their digital potential. We do that by reinventing how marketing and product teams work to create and optimize digital experiences across all channels. With Optimizely One, our industry-first operating system for marketers, we offer teams flexibility and choice to build their stack their way with our fully SaaS, fully decoupled, and highly composable solution. We help companies around the world orchestrate their entire content lifecycle, monetize every digital experience and experiment across all customer touchpoints – all through Optimizely One, the leading digital experience platform that powers every phase of the marketing lifecycle through a single, AI-accelerated workflow. Optimizely has nearly 1500 employees across our 21 global offices and has 700+ partners. We are proud to help more than 10,000 businesses, including H&M, PayPal, Zoom, and Toyota, enrich their customer lifetime value, increase revenue and grow their brands. At Optimizely, we live each day with a simple philosophy: large enough to serve, small enough to care. Learn more at optimizely.com.



Let's chat!

How can we work together to chart the possible?