

THE
MARKETING OPTIMIZATION
MANIFESTO

WE LISTEN TO OUR GUT
— **THEN TEST WHAT IT SAYS** —

WE GATHER MARKETING RESEARCH
— **THEN TEST IT** —

WE CREATE BEST PRACTICES
— **THEN TEST THEM** —

WE LISTEN TO OPINIONS
— **THEN TEST THEM** —

WE HEAR THE ADVICE OF EXPERTS
— **THEN TEST IT** —

WE BELIEVE IN ART AND SCIENCE
CREATIVITY AND DISCIPLINE
INTUITION AND EVIDENCE

AND CONTINUOUS IMPROVEMENT

WE AIM FOR MARKETING INSIGHTS

WE AIM TO IMPROVE BUSINESS RESULTS

— **WE TEST BECAUSE IT WORKS** —

**SCIENTIFIC TESTING IS OUR CRUCIBLE
FOR DECISION-MAKING**

Discover the results from real split tests at [conversionskills.com](https://www.conversionskills.com)