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INCREASING YOUR CONVERSION RATE WITH SOLUTION INTERVIEWS

In this chapter you will be learning a second methodology for optimizing currency. In the last chapter, we discussed A/B testing; here, you will learn about optimizing your currency through Solution Interviews.

Problems it Solves

1. How do you increase your currency conversion rates?

You already learned how to use A/B testing to increase your currency conversion rates. But that doesn't work for all business in all cases. Here, you will learn a second option for optimizing your currency.

2. Optimize your currency **without** losing customers in the process.

In A/B testing, you are not able to get a lot of feedback from your customers and you might lose potential customers before your Currency Ladder is optimized. Here, you will learn a method to make sure that does not happen.