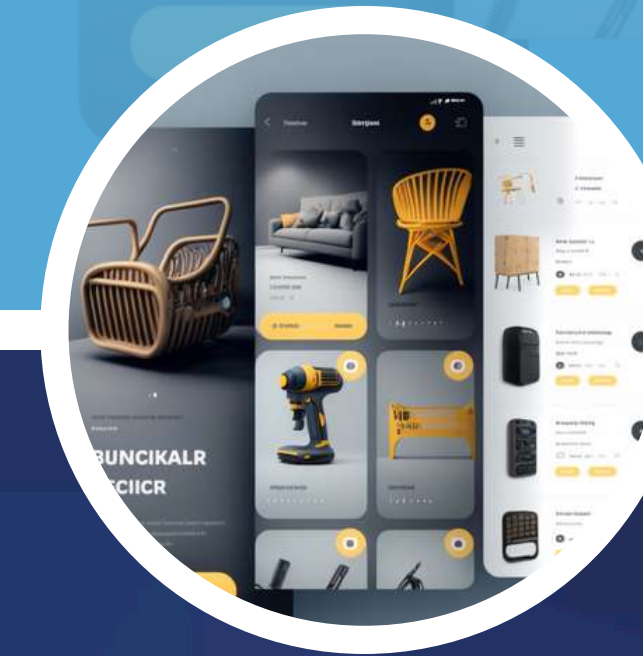
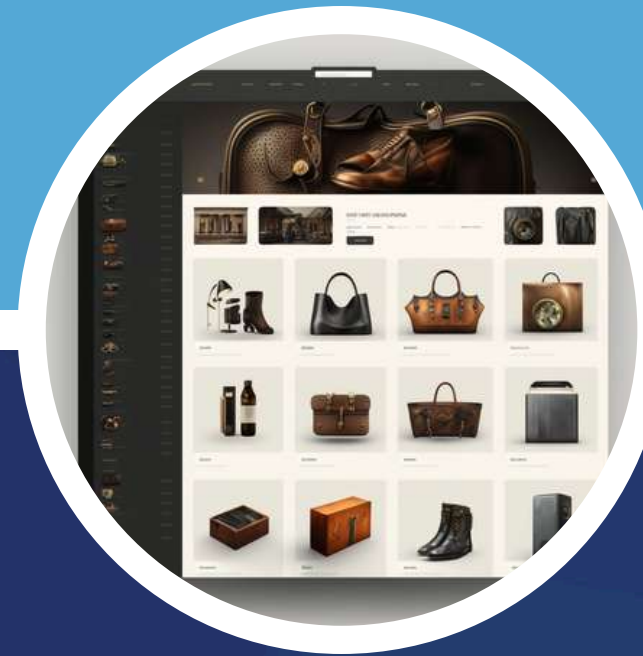


Conversion Rate Optimization

For Ecommerce &  *shopify*



 **NATIONAL
POSITIONS**
PROFITABLE INTERNET MARKETING

 *shopify* experts

 *shopify* plus

 *shopify* partner

20 Years of Profit-Driven Innovation

For 20 years National Positions has grown from an SEO-dedicated brand into an omnichannel digital marketing agency. From ecommerce and Amazon to social media and web design—we have experts to scale any type of campaign!

150 Team Members and Counting

Marketing talent knows no border. Our commitment to building a team composed of the best minds in marketing has led to creating a truly global team. Results are what matter. And in a digital world, we are breaking through barriers to work with the best.

300+ Publications

We are a leading voice in the digital marketing industry as proven by our 300+ Forbes Agency Council publications. From advancements in AI and branding to the value of 1st party data and customer loyalty - we have covered every aspect of the marketing world on Forbes.



20+ Awards and Certifications

Our marketing impact has been featured worldwide from the stages of Affiliate World to the digital pages of Forbes. As we continue outperforming - the accolades from Google, Meta, and Amazon continue to stream through National Positions doors!



Our Values

Results First

Obtaining optimal results for every client by utilizing the best tools and platforms to help our clients scale faster than their competition.

Deliver WOW Every Time

Establish an unwavering commitment to sustaining a customer experience that exceeds expectations and delivers wow at every interaction.

Doing What's Right

Working with integrity, honesty, and transparency, producing the right solution for our clients' needs.

Desire To be The Best

Sustain a passionate interest in the latest industry insights and have a willingness to learn, share, and implement these insights.

Constantly Innovate

Embracing out-of-the-box thinking and continually test new concepts to provide our clients with the best scalable solutions as the industry evolves.



GROWTH MARKETING TO INCREASE CONVERSIONS

Our *ConvertPro* approach to marketing success



Ongoing A/B Testing, Analysis, and Optimization

6

1

Complete "Data-Powered" CRO analysis



CRO Strategy Launch: Execution & Monitoring

5

2

Opportunity Discovery & Hypothesis Creation

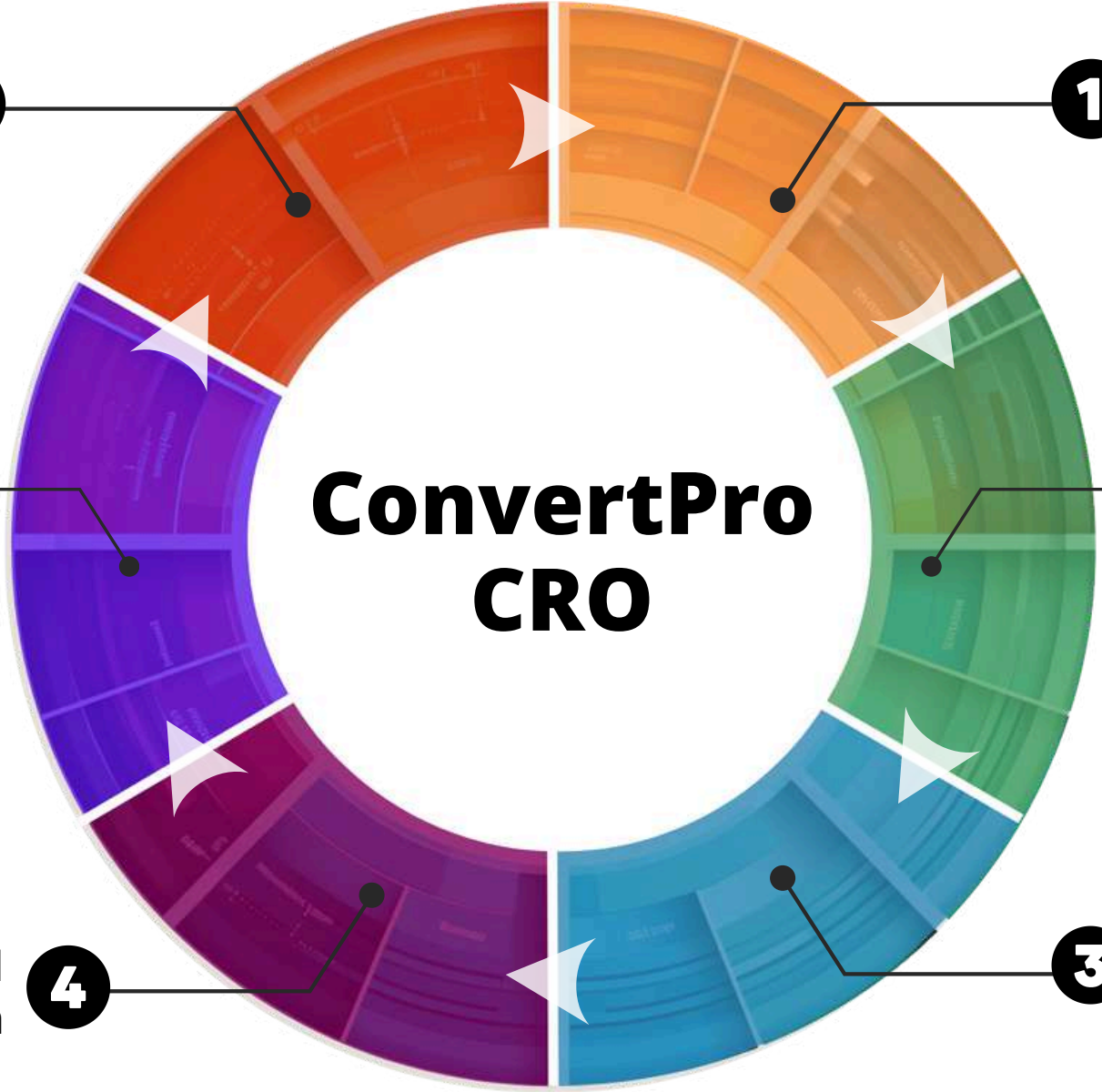


CRO UX/ UI Optimization

4

3

CRO Asset Creation (Written & Visual)



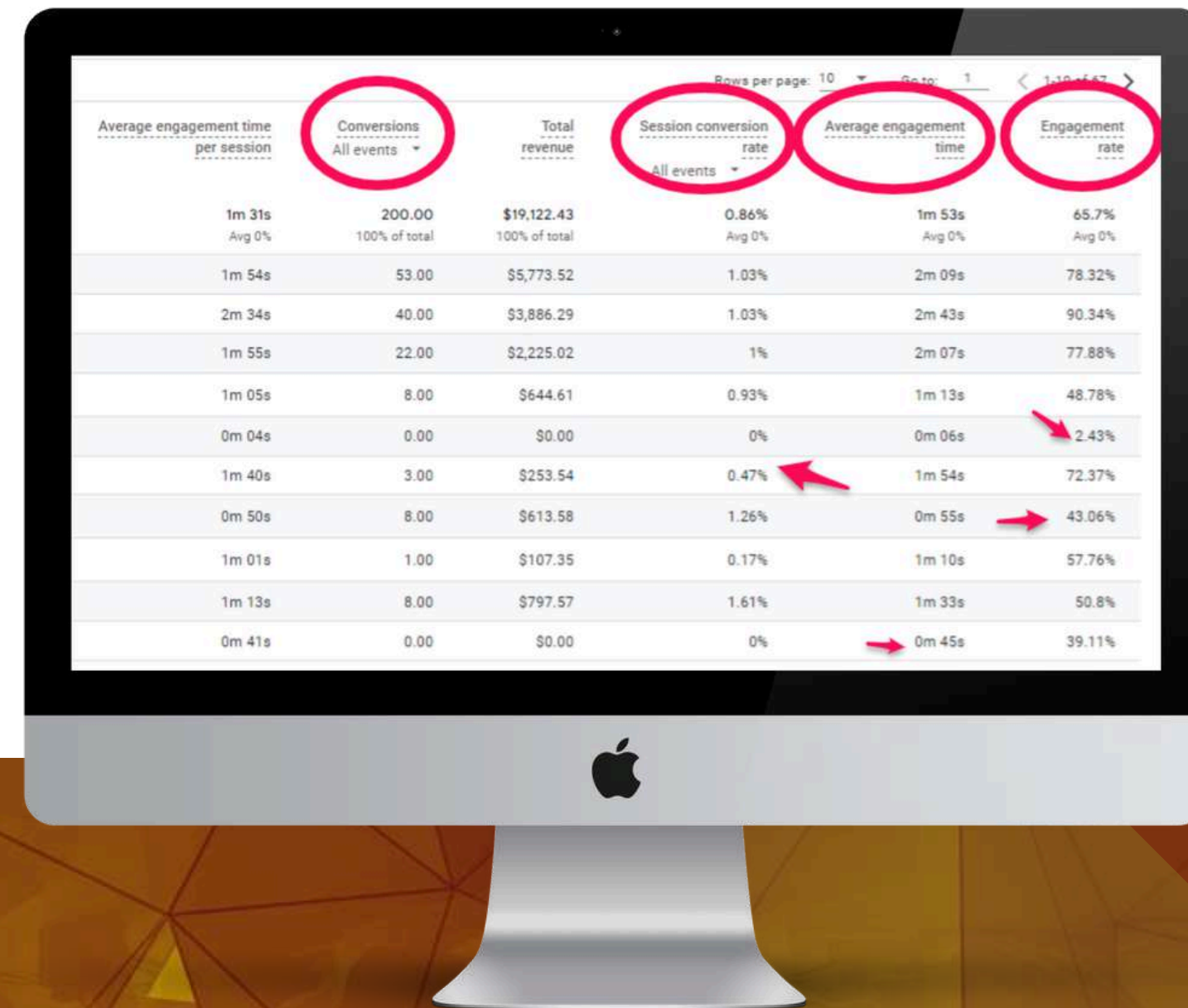
ConvertPro
CRO

1. DATA-POWERED CRO ANALYSIS

"Unleashing Success with Data-Driven CRO Analysis"



- GA4 Conversion Analysis
- Uncover Conversion "Red Flags"
- Pinpointing Profitable CRO Opportunities
- Benchmarking & Goalsetting
- Complete Competitive Analysis

A screenshot of a GA4 Analytics dashboard displayed on a silver Apple iMac monitor. The dashboard shows a table of performance metrics. The columns are: Average engagement time per session, Conversions (All events), Total revenue, Session conversion rate (All events), Average engagement time, and Engagement rate. The table has 10 rows of data. The 'Conversions' column header is circled in red. The 'Session conversion rate' and 'Average engagement time' column headers are also circled in red. Red arrows point to specific data points: one points to the '0.47%' conversion rate in the 7th row, another points to the '2.43%' engagement rate in the 6th row, and a third points to the '43.06%' engagement rate in the 8th row. The background of the slide features a large, light blue arrow pointing right.

Timeline Est. | Weeks 1 & 2

We set clear benchmarks and goals to drive improved performance and conduct a thorough competitive analysis to fine-tune our strategies.

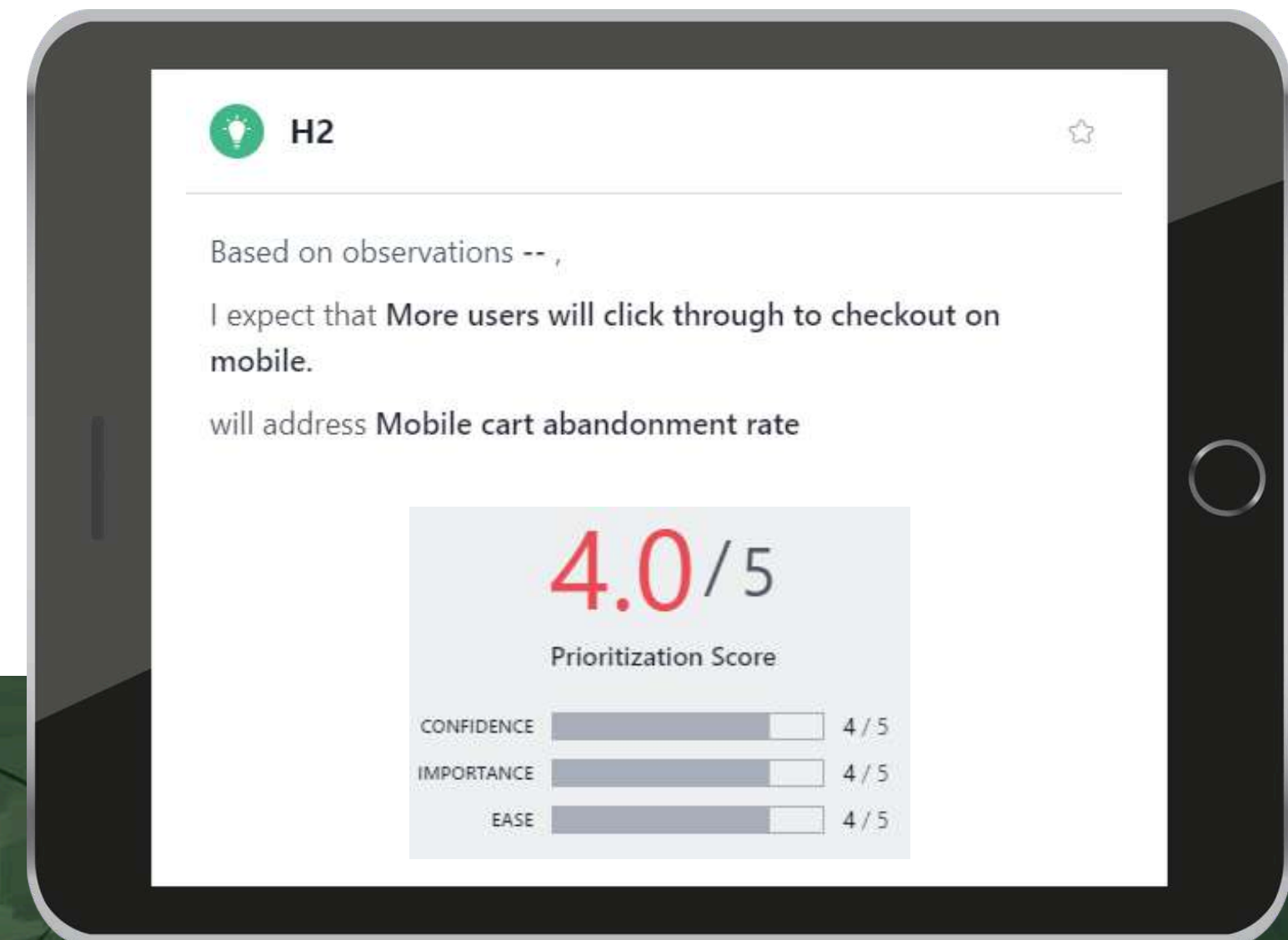
With data as our guiding force, we unleash the true potential of your marketing efforts for optimal success.

2. OPPORTUNITY DISCOVERY & HYPOTHESIS CREATION

Unlocking Potential: Discovering Opportunities and Crafting Data-Driven Hypotheses



- UX/UI Hypothesis Creation
- Customer Journey Analysis
- Buyer Journey Benchmarking
- Variant Establishment
- A/B Testing Scheduling



Timeline Est. | Weeks 3 & 4

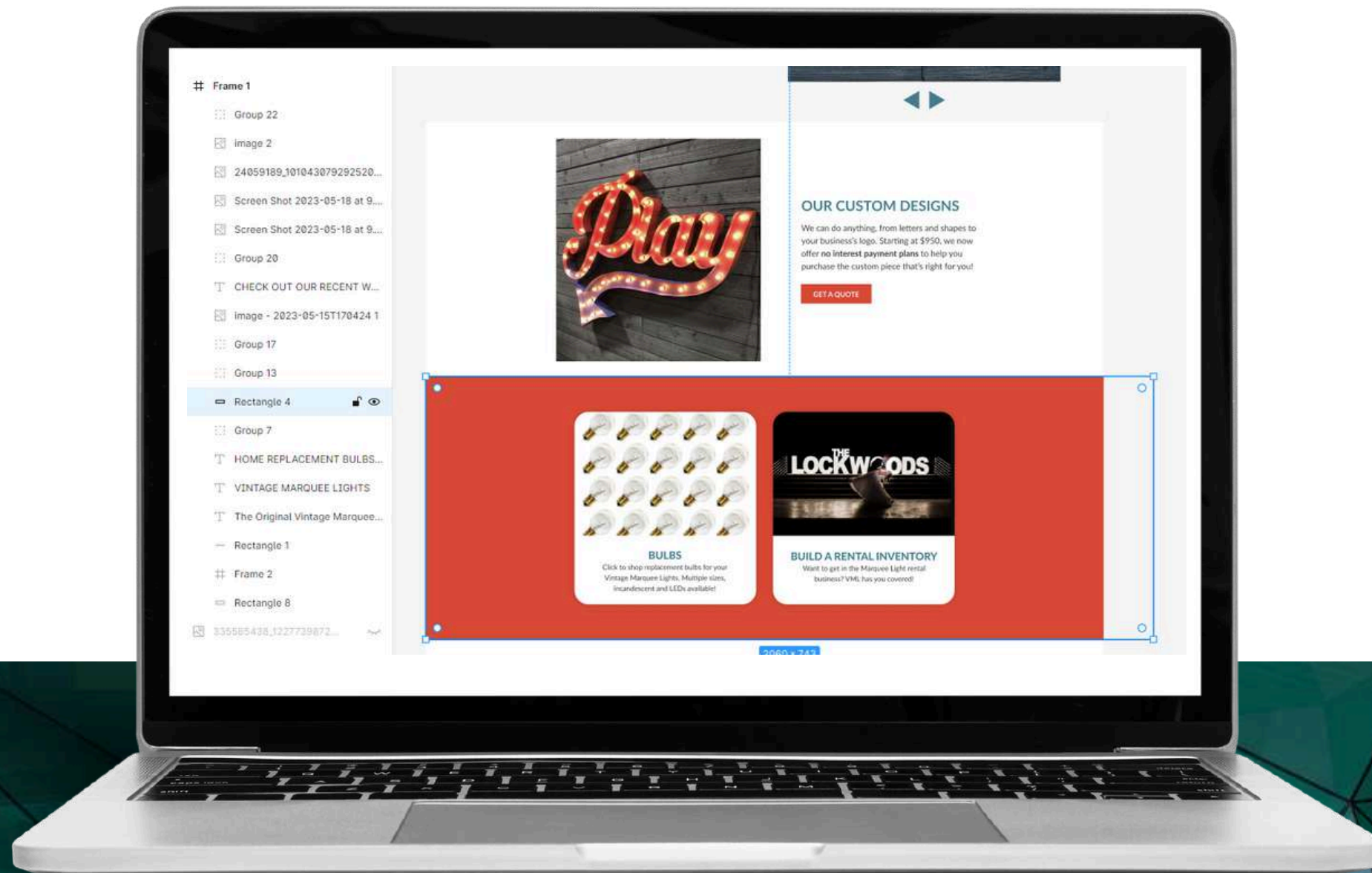
Through careful consideration of user experience (UX/UI) and in-depth customer journey analysis, we gain valuable insights into enhancing satisfaction and resolving pain points. Benchmarking the buyer journey helps us target improvements effectively.

3. COMPLETE CRO CREATIVE DEVELOPMENT



Unleashing CRO Creativity: Crafting Success-Driven Solutions

- Complete Wireframing
- CRO Copy Written
- Visual Elements
- Page Structure & Layouts
- Site Forms and CTA's



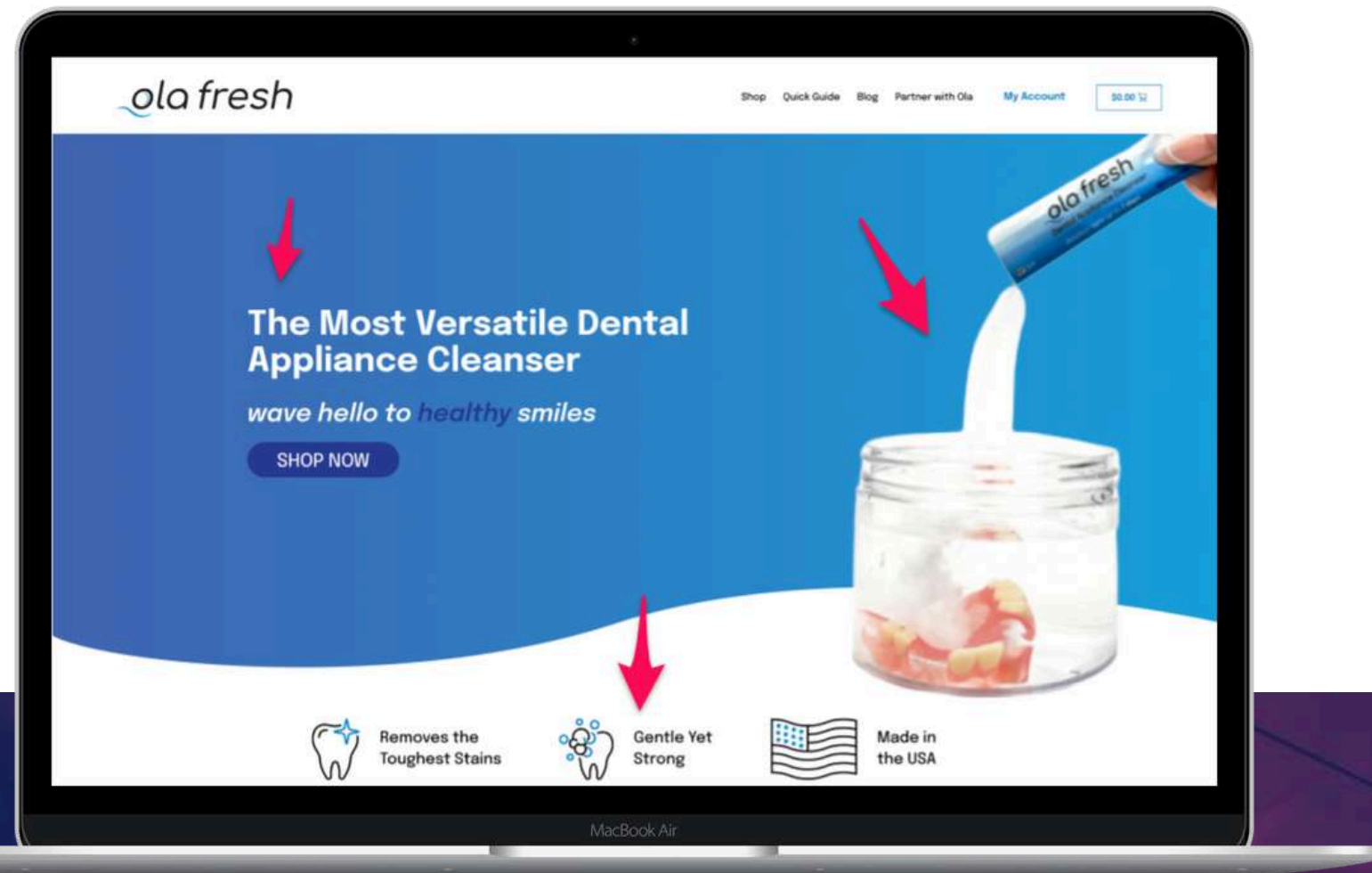
Timeline Est. | Weeks 5 & 6

Every creative asset of your CRO campaign is completed in-house.

The extensiveness of written and visual assets is 100% bespoke based on strategy.

4. CUSTOMER UX DESIGN OPTIMIZATION

Elevating Conversions through UX Design Optimization"



- Streamlined Conversion UX
- Complete UI Optimization
- Lead-Gen Funnel Optimization
- Reduce eCommerce Funnel Friction
- Heat Mapping & Real-Time User Statistics

Timeline Est. | Weeks 7 & 8

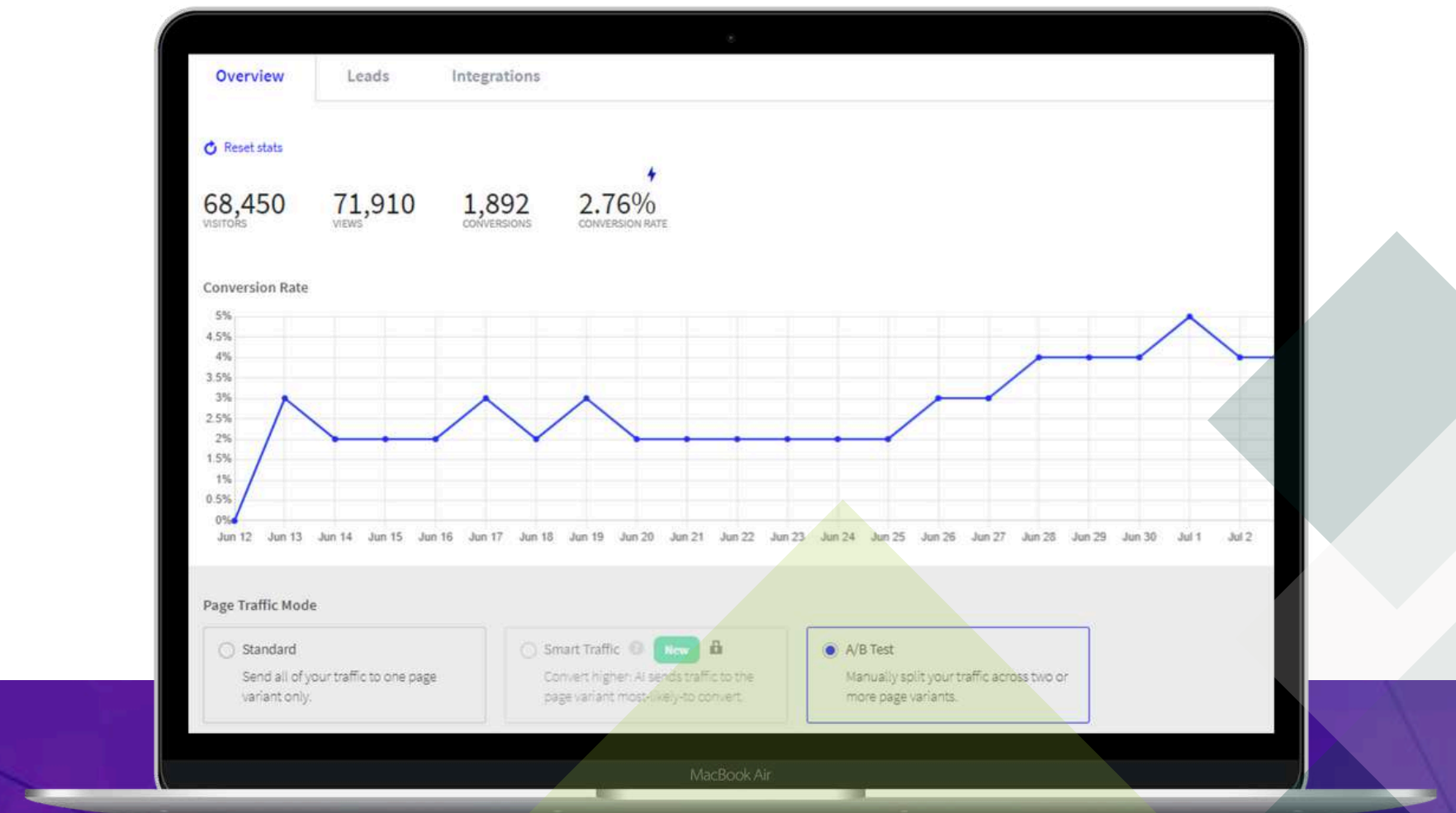
Complete UI optimization is employed to engage visitors effectively, resulting in higher conversion rates. We fine-tune lead-gen funnels to attract and convert potential leads efficiently. Reducing checkout friction to enhance purchasing experience, and streamlining lead gen conversion - all to increase sales and customer satisfaction.

5. CRO STRATEGY LAUNCH: EXECUTION & MONITORING

Executing, Monitoring, and Adapting Your CRO Strategy



- Campaign Tracking Against Benchmarks
- Ongoing Monitoring
- Impact Analysis
- Transparent CRO Reporting
- Ongoing Optimization Data Analysis



Timeline Est. | Weeks 9 & 10

Continuous monitoring allows us to identify opportunities for improvement and promptly make necessary adjustments.

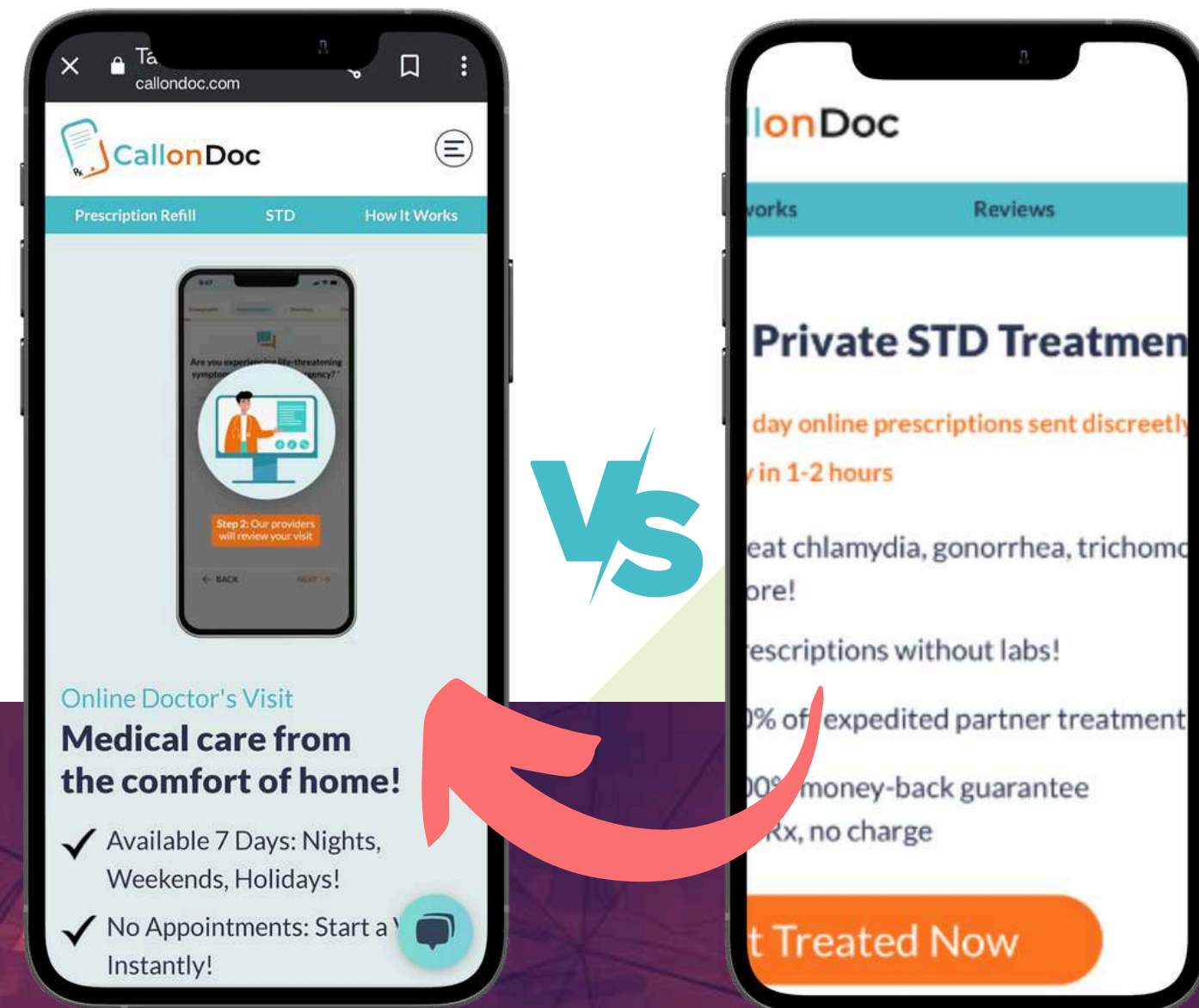
Through rigorous impact analysis, we measure the effectiveness of our CRO efforts and fine-tune them for optimal results.

6. WINNER IMPLEMENTATION & ONGOING TESTING

Pinpointing and maximizing your winning CRO strategy



- Winning CRO Page Implementation
- Ongoing A/B Testing Refinement
- Continued A/B Checkout Testing
- Additional UX & UI Testing
- A/B Cross-Device Analysis



Timeline Est. | Weeks 11 & 12

Every aspect of your CRO campaign includes robust A/B testing specific to your need, goals, and overall requirements for success!

CRO is an ongoing process. Our team builds continuous testing and improvement directly into your strategy - nothing is ever "one-and-done."



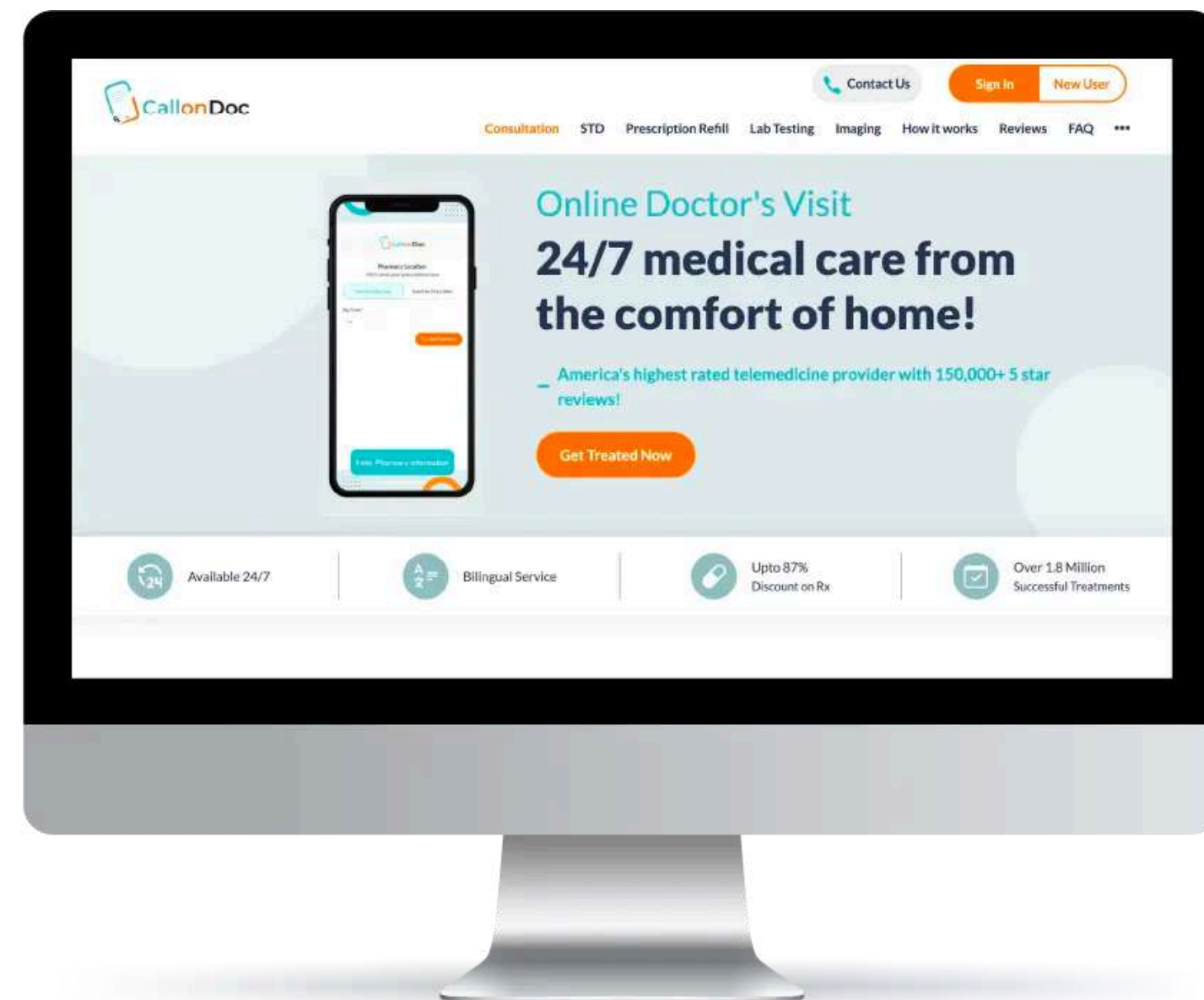
A HIGH CONVERTING STRATEGY!

WHO IS CALLONDOC?

CallonDoc.com is changing the healthcare ecosystem by providing affordable and reliable online medical care, 7 days a week, without requiring insurance or appointments. patients can access best-in-class healthcare no matter where they are in the world!

THE CHALLENGE

In such a challenging industry, CallonDoc needed to simultaneously break down the stigma of personal healthcare testing and streamline the process to encourage the adoption of their amazing service. This would need to be a multifaceted strategy that would drive traffic, expand CallonDoc to new audiences, inspire faster conversion, and maximize LTV at the same time.



2M+

WEBSITE CONVERSIONS

278%

MORE SOCIAL
MEDIA CONVERSIONS

180%

GREATER DIRECT TRAFFIC
CONVERSIONS

+10000%

MORE EMAIL TRAFFIC
GOAL COMPLETIONS

IMPROVE YOUR ROI WITHOUT SPENDING MORE ON ADVERTISING.

Our commitment to you is simple - if we don't improve your conversion metrics within the first 90 days, you'll get a full refund, guaranteed.



Contact Us Today.

It's time to convert more customers and leave your competitors in the dust. Are you ready?



Courtney Pierce

VP of Performance Marketing
courtney.pierce@nationalpositions.com
818.852.0398



Tess Listick

CRO Manager
tess.listick@nationalpositions.com
818.519.5348



Los Angeles Headquarters
31280 Oak Crest Dr Suite #1
Westlake Village, CA 91361