

‘How to Build a Scalable CRO Program for SMEs’

Joe Doveton, Binary Bear

What do these brands have in common?



What do these brands have in common?



doubled conversions using
lightweight AI-driven CRO
without a full testing stack

What do these brands have in common?



achieved a **26% lift** in conversions in 3 months by refining trust signals and product layouts through AB testing.

What do these brands have in common?



Tested replacing a 10% discount pop-up with a mystery offer, **dramatically increasing sign-ups and sales.**

What do these brands have in common?

- A. They're all small businesses who made spectacular gains using CRO and A/B testing tactics.**
- They didn't need huge budgets or tech teams.
 - They focused on clarity, trust, and user behaviour.
 - And they got real, measurable results.



SELF RELIANCE OUTFITTERS



V//^RIFY.iO® - A/B Testing Platform

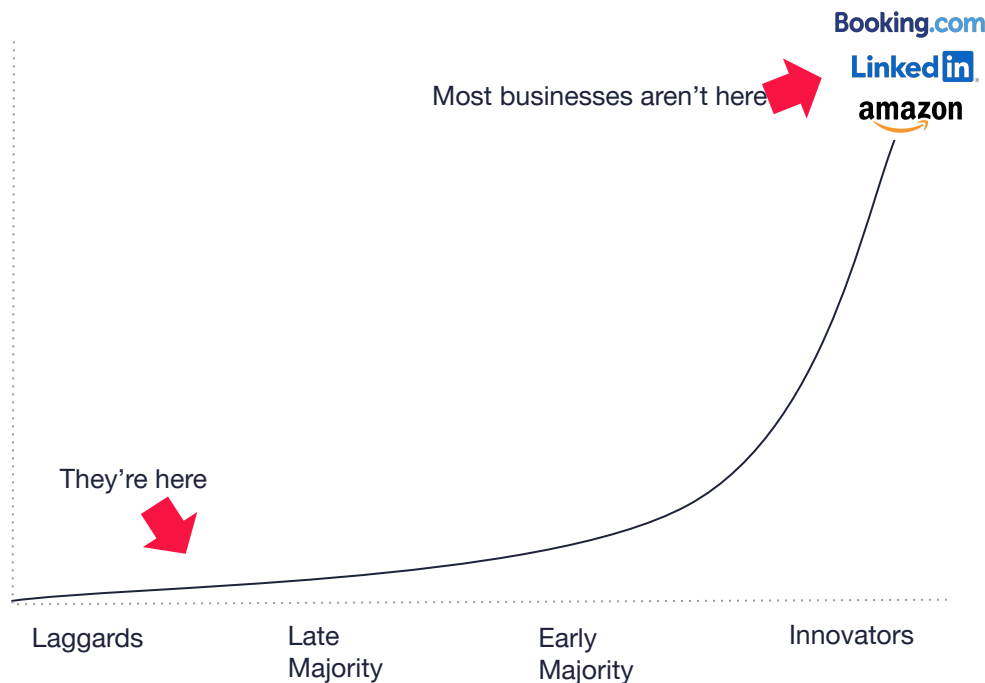
- ∞ Unlimited Traffic
- 🍪 No Cookies
- 🎯 Single Source of Truth
- 🔍 Shopify & Big Query Integration



A man with grey hair and glasses, wearing a black turtleneck and a dark blazer, is speaking at a white podium. The podium has a microphone and some papers on it. Behind him is a white backdrop with the word "ELITE" in a yellow box. To the left, there are logos for "convert" and "EX ELITE".

Joe Doveton

It's 2025 and CRO is yet to reach critical mass



Average ROI from
CRO tools: **223%**

BUT

Only **0.11%** of sites
run A/Btests

61% of businesses
have no formal
CRO strategy

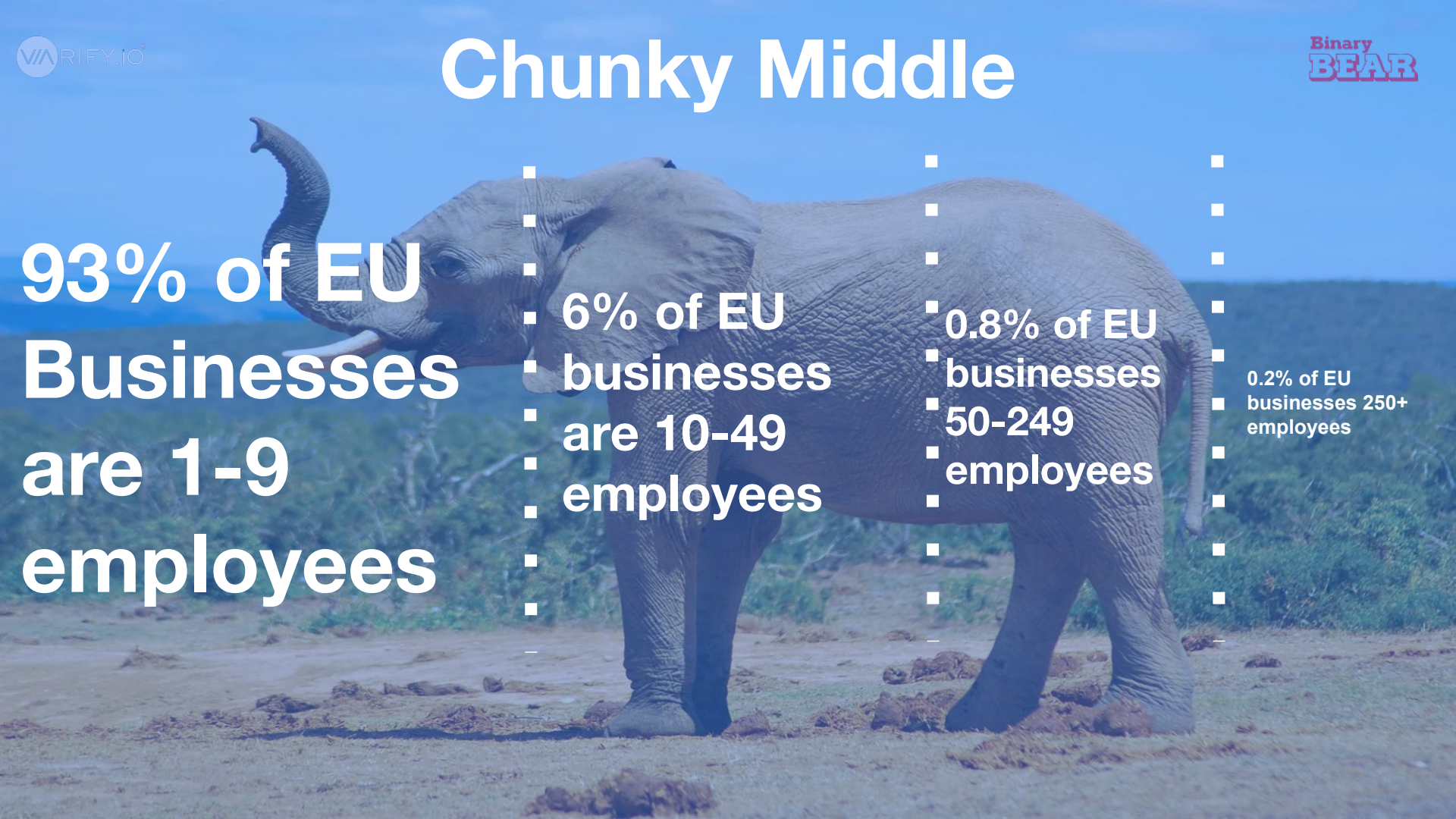
Chunky Middle

93% of EU
Businesses
are 1-9
employees

6% of EU
businesses
are 10-49
employees

0.8% of EU
businesses
50-249
employees

0.2% of EU
businesses 250+
employees



Why isn't everyone doing CRO?



Econsultancy
Learning for growth.

Learning Solutions ✓

Who It's For ✓

Why Econsultancy ✓

Resources ✓

ARTICLE

Getting started with experimentation and CRO: key challenges

Edwyn Raine, Head of Digital at Jaywing Australia, offers some getting started with conversion rate optimisation, including what and resources to draw on, and how to start a testing culture.

9 Reasons Why Brands Don't Invest in CRO



The Good

Follow

12 min read · Aug 21, 2023



Why are your Conversion Rate Optimization (CRO) efforts failing?

Conversion Rate Optimization (CRO) is the process of systematically improving the performance of a website or online store to increase the percentage of visitors who take desired actions, such as making a purchase, filling out a form, or subscribing to a newsletter.

We Say

ROI

Agility

Transformation

FOMO

Pace

Growth



They Hear

An iceberg floating in a blue ocean under a blue sky with white clouds. The tip of the iceberg is above the water, while the much larger base is submerged. The submerged part contains several white text labels.

Complexity

Loss of control

Disruption

Expense

Risk

Trouble

A. Mindset & Misconceptions

Design as Decoration. (CRO misunderstood as decorative tweaks not a strategic level.)

Gut Over Goals. (Relying on opinion)

We're Too Niche. (belief that optimisation doesn't apply to their industry)

Set-it-and-forget-it. (Launch a website. Do nothing for 5 years)

B. Operational & Execution Hurdles

Tech Terror. (Too complex, too many tools.)

Resource Drain. (No time, no budget, no talent.)

Siloed Teams. (No one owns conversion.)

Data Paralysis. (Drowning in data, starving for insight.)

C. Risk & ROI Hesitation

CRO: The Unknown ROI. (They don't know what it is or why it matters.)

Traffic Obsession. (Chasing more visitors, not smarter conversions.)

Static Site Syndrome. (Websites launched, then forgotten.)

Shiny Object Syndrome. (New features trump proven optimization.)

Reframing The Conversation

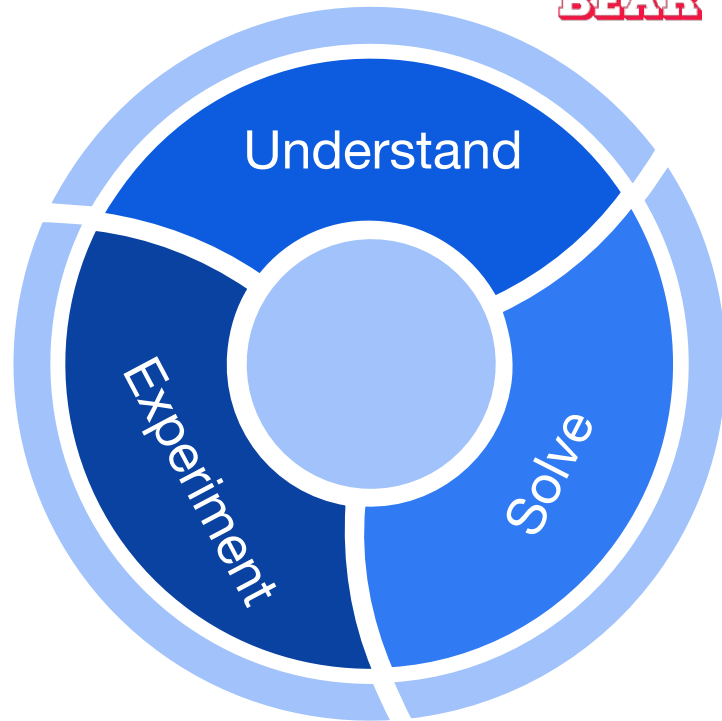


“CRO Seems Too Complex”

“We don’t have the tools or technical know-how to do this properly.”

CRO *can* be technical, but the core mindset is simple: learn faster than your competitors. Look for easy to use tools, follow a structured approach and build from there.

Reframe: You don’t need to be a data scientist. You just need a plan and the will to test.



Binary Bear has the U.S.E. process: Understand- Solve- Experiment.

“It’s Too Disruptive”

We can’t afford to mess with our live site or confuse customers.

Key message:

A/B testing runs quietly behind the scenes — most visitors don’t even notice.

And when it *does* work, you get lift without guessing.

Reframe: “CRO is the least disruptive way to improve your site — because it validates before you commit.”



“It’s Too Expensive”

*We’d need consultants,
platforms, more traffic — we just
can’t justify it.*

Key message:

You can start small. Basic experimentation costs little,
and the ROI scales.

Many teams see 10–30% gains from small changes.

Reframe: “CRO doesn’t cost too much — guessing
does.”



“We’d Lose Control”

“I don’t want to hand off our brand experience to some algorithm.”

Key message:

CRO doesn’t replace your brand — it empowers it.
You choose the test. The data tells you which version works.

Reframe: “You still drive the strategy. CRO just gives you a dashboard.”



“What If It Doesn’t Work?”

“If the test fails, we’ve wasted time — and it might hurt conversions.”

There’s no such thing as bad data. We don’t use the language ‘win’ and ‘lose’.

Tests tell you what to do and what not to do.
The real risk is shipping something untested and being *wrong in production*.

~~Winner~~ Above Baseline
~~Loser~~ Below Baseline

Reframe: “The cost of not testing is invisible — and much higher over time.”

“It Just Feels Like... Work”

“Honestly, we’re busy — and CRO sounds like more hassle than payoff.”

Yes — it takes work. But every test gets easier, and the compounding gains are real. It’s like investing: small wins build into big advantages.

Reframe: “The businesses that win at CRO didn’t find time — they made time.”

What They Say	What We Say
CRO is too complex	"The mindset is simple: test, learn, and grow. You don't need fancy tools."
"It's too disruptive to the site."	"Most tests run invisibly — and prevent risk, not create it."
"What if it fails?"	"Then you've saved yourself from making a bad decision at full scale."
"It's too expensive."	"Guesswork is more expensive. Small wins from testing compound fast."
"We'll lose control of our brand."	"You choose what to test — data helps you back the right version."
"It feels like too much effort."	"The hardest part is starting. Then it gets easier — and pays off faster."

If You Remember One Thing...

**CRO isn't a cost, it's a capability.
It helps your business learn faster, reduce risk, and grow smarter.**

You don't need to be huge or perfect to start — you just need to be willing.

The best companies aren't guessing. They're testing.

Your competitors might already be running experiments. Are you?

Let's connect!



Steffen Schulz

CEO Varify.io
steffen@varify.io



Joe Doveton

CEO BinaryBear
joedoveton@binary-bear.com

