



Catchi Website Conversion Specialists becomes Optimizely Solutions Partner

A New Zealand based Website Conversion Optimisation agency is one of the first companies in New Zealand to become a Solutions Partner for Optimizely.

AUCKLAND, NORTH ISLAND, NEW ZEALAND, May 20, 2014 /EINPresswire.com/ -- A New Zealand based [Website Conversion Optimisation](#) agency is one of the first companies in New Zealand to become a Solutions Partner for Optimizely, a website testing tool founded by two former Google product managers, Dan Siroker and Pete Koomen. Optimizely is an optimisation platform that provides businesses with the ability to conceive and run experiments that help them make better, data-driven decisions. [Catchi](#) is also the only Visual Website Optimizer Certified Partner in New Zealand and this puts Catchi in a leading position in the rapid growing [Conversion Rate Optimisation](#) industry in New Zealand.

“After a number of years working with Optimizely it’s great to have cemented our collaborative efforts to enhance testing capabilities and provide the best conversion results for our clients.” states Mat Jonsson, Catchi’s Digital Marketing Analyst. “One of the best parts of tools like Optimizely is that we can run tests without having to make direct changes to the actual live site. This allows us to try creative conversion solutions on the fly without affecting the original website and means we can continue to test to see what’s working best before committing to the process of implementing new site elements.”

With their unique specialist focus on Conversion Rate Optimisation, Catchi responds to a fast growing demand of small, medium sized and large companies for a more systematic, quantitative approach to Website Conversion Optimisation. Catchi works with clients such as ANZ, Air New Zealand, Lotto NZ, IAG, Briscoes Group, AA, Telecom and NZ Immigration which have already started to see the huge advantages of this approach. One big advantage is that its success rate is measurable and results are based on the browsing behaviour and direct actions of their actual visitors. By teaming up with Catchi many companies have started a path towards incorporating CRO as a key discipline within their overall digital marketing strategy. Though still a niche area, Conversion Rate Optimisation is foreseen to be a mainstream approach within the next three years; one certainly worth following closely.

Catchi is an Auckland based Digital Marketing agency focused on helping its wide range of clients to turn more of their website visitors into quality leads and sales leading to a better return on their existing traffic and online marketing campaigns. They use a unique 5 step approach to optimisation covering various site elements that influence conversion rates. Their well-received services include website assessments, website consultancy projects and website testing protocol development. They also offer education; their home study course “Traffic Conversion Pro” teaches the basics of website optimisation, in addition they also offer a Full day course on CRO. For those wanting to learn more about this fast growing topic the Catchi website (which has free resources as well) can be viewed at <http://www.catchi.co.nz>.

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