C = $4m + 3v + 2(i - f) - 2a$

|	MOTIVATION	VALUE PROPOSITION & INCENTIVE	FRICTION & ANXIETY
What can we REMOVE?			
What can we ADD?			
What can we CHANGE?			

MECLABS
INSTITUTE

Boost Conversion on Your Marketing Collateral

For over 20 years, MECLABS Institute has helped marketers all over the world **improve the effectiveness of their marketing.** How? By using our **patented methodology** to guide and simplify decisions about the prioritization of optimization efforts using the Conversion Optimization heuristic.

Want to work one on one with an optimization expert to learn how to use the heuristic? Book a complimentary coaching session at **MECLABS.com/Coaching**.

$$C = 4m + 3v + 2(i - f) - 2a$$

c = Probability of conversion
m = Motivation of user (when)
v = Clarity of Value Proposition (why)
i = Incentive to take action
f = Friction of elements of process
a = Anxiety about entering information

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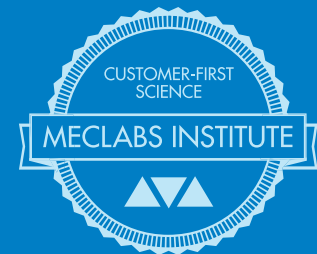
How to Use the Conversion Optimization Heuristic

1 $C=4m+3v+2(i-f)-2a$

Start with **Friction** and **Anxiety** because they are the easiest to see if you put yourself in the customer's shoes.

What can we REMOVE? ADD? CHANGE?

2 $C=4m+3v+2(i-f)-2a$

When you've removed and/or changed page elements to fully minimize Friction and eliminate Anxiety, *then* you move on to **Value Proposition** (and **Incentive**).

What can we REMOVE? ADD? CHANGE?

3 $C=4m+3v+2(i-f)-2a$

You must understand **Motivation** as you optimize for v, i, f and a to achieve a lift. But you can multiply that lift by maximizing your message impact through segmentation and targeting. Ignore **Motivation** and you will multiply your potential lift by zero.

Multiplying with Motivation

0 = **IGNORE**
1 = **UNDERSTAND & KNOW**
2 = **LEVERAGE & MAXIMIZE**