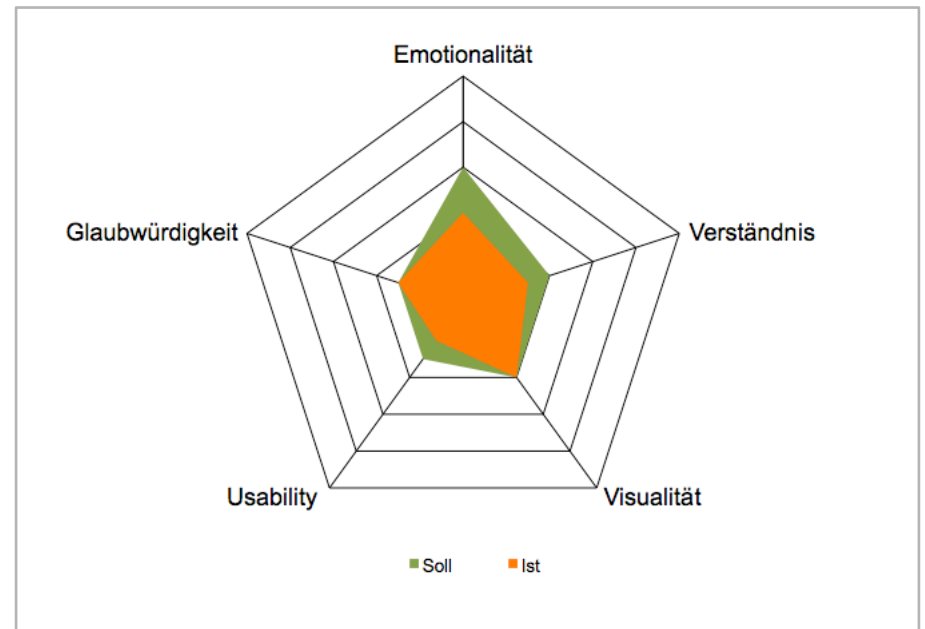
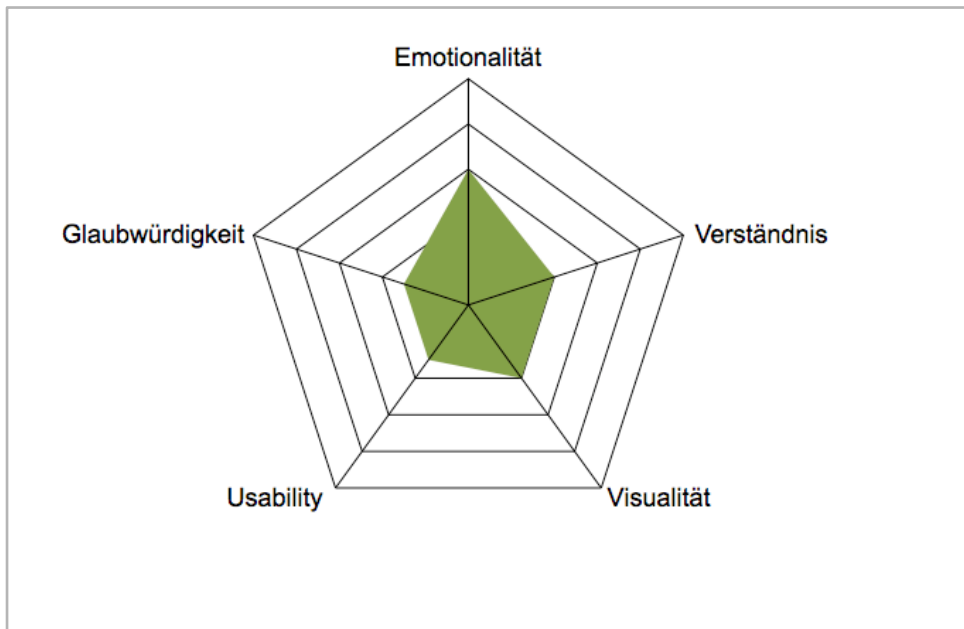


Conversion-Rate Optimierung



Eigenschaft	Präferenzwert		Ist		
	Soll	Ist	Landing Page 1	Landing Page 2	Landing Page 3
Emotionalität	30,00%	20,00%	20,00%	25,00%	30,00%
Verständnis	20,00%	15,00%	15,00%	15,00%	5,00%
Usability	20,00%	20,00%	20,00%	15,00%	15,00%
Usability	15,00%	10,00%	10,00%	10,00%	10,00%
Glaubwürdigkeit	15,00%	15,00%	15,00%	5,00%	5,00%
Summe	100,00%	80,00%	80,00%	70,00%	65,00%

Favorit: Landing Page 1
 Präferenzwert: 80%

Testgruppe: IV
 Proband: Nr. 23