

CRO Memes

2022's Funniest CRO in the World Tournament

Keep looking. There has to be one way of declaring this variant a winner.

Should only be a small tweak

When the client asks for "just one more change"

Trying to fit your Q1 objectives into your budget.

The retargeting ad for a product you just bought

Removing free shipping had no impact on conversion

Putting more traffic into a test which has reached its pre-determined sample size

You're going to still hit the target right?



Caption this

Trying to run experiments on an old website not updated since 1990's

There is no spoon

Removing free shipping did not have an impact on conversion

The retargeting ad for a product you just bought

When stakeholders want you to quickly test something

Client trying to force a CTA color change into every AB test

When you call a test before getting statistical significance.

The experiment worked so we scaled it.

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