Plan the Meal

Planning meals just got a hell of a lot easier.

name@email.com   **Sign Up**

Plan your meals for the week easily

We make it as easy as possible for you to plan your meals for the week and generate a convenient, sharable shopping list.

Sync your plan with your Calendar

Your planned meal will show up in your calendar app and you can just drag and drop them in case your plans change.
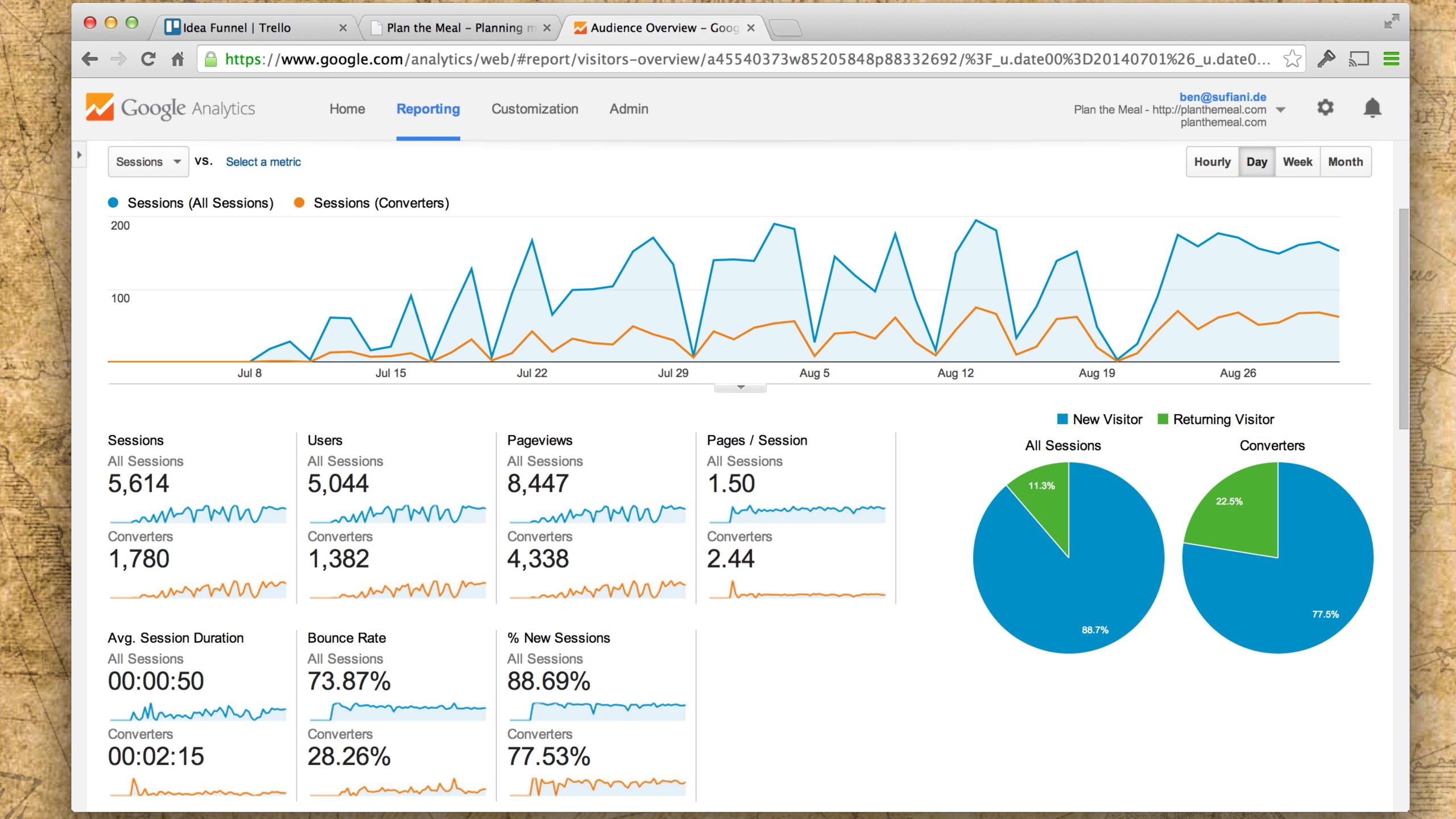
Manage your favorite recipes
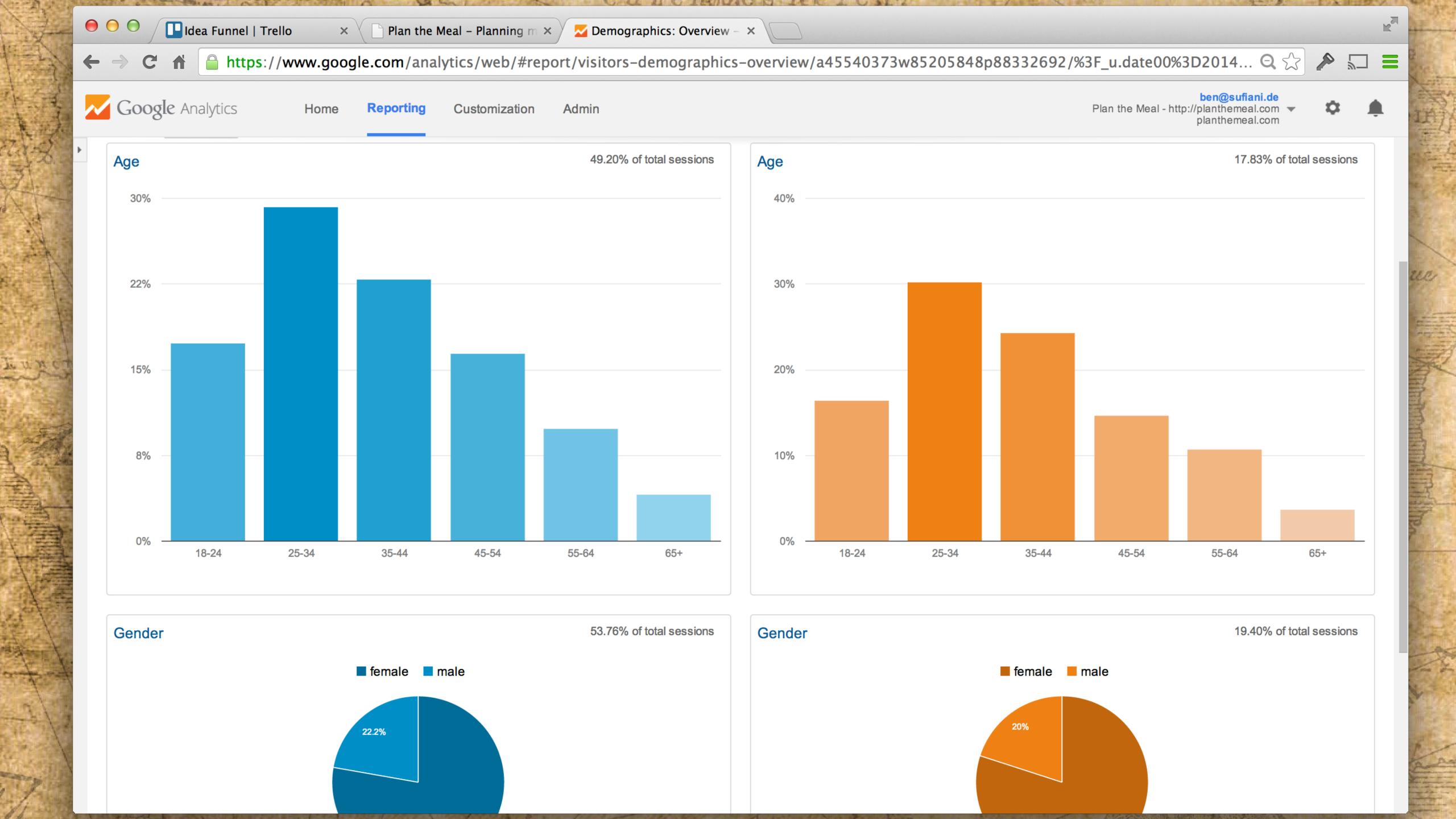
Create, manage, share and import your favorite recipes and discover those of your friends around you.

| name@email.com | Sign Up |

Image by Armando Maynez (CC BY 2.0)

Google Analytics

Home   **Reporting**   Customization   Admin

ben@sufiani.de
Plan the Meal - http://planthemeal.com
planthemeal.com

Age
49.20% of total sessions

Age
17.83% of total sessions

Gender
53.76% of total sessions

■ female   ■ male

22.2%

Gender
19.40% of total sessions

■ female   ■ male

20%

Google Analytics   Home   **Reporting**   Customization   Admin
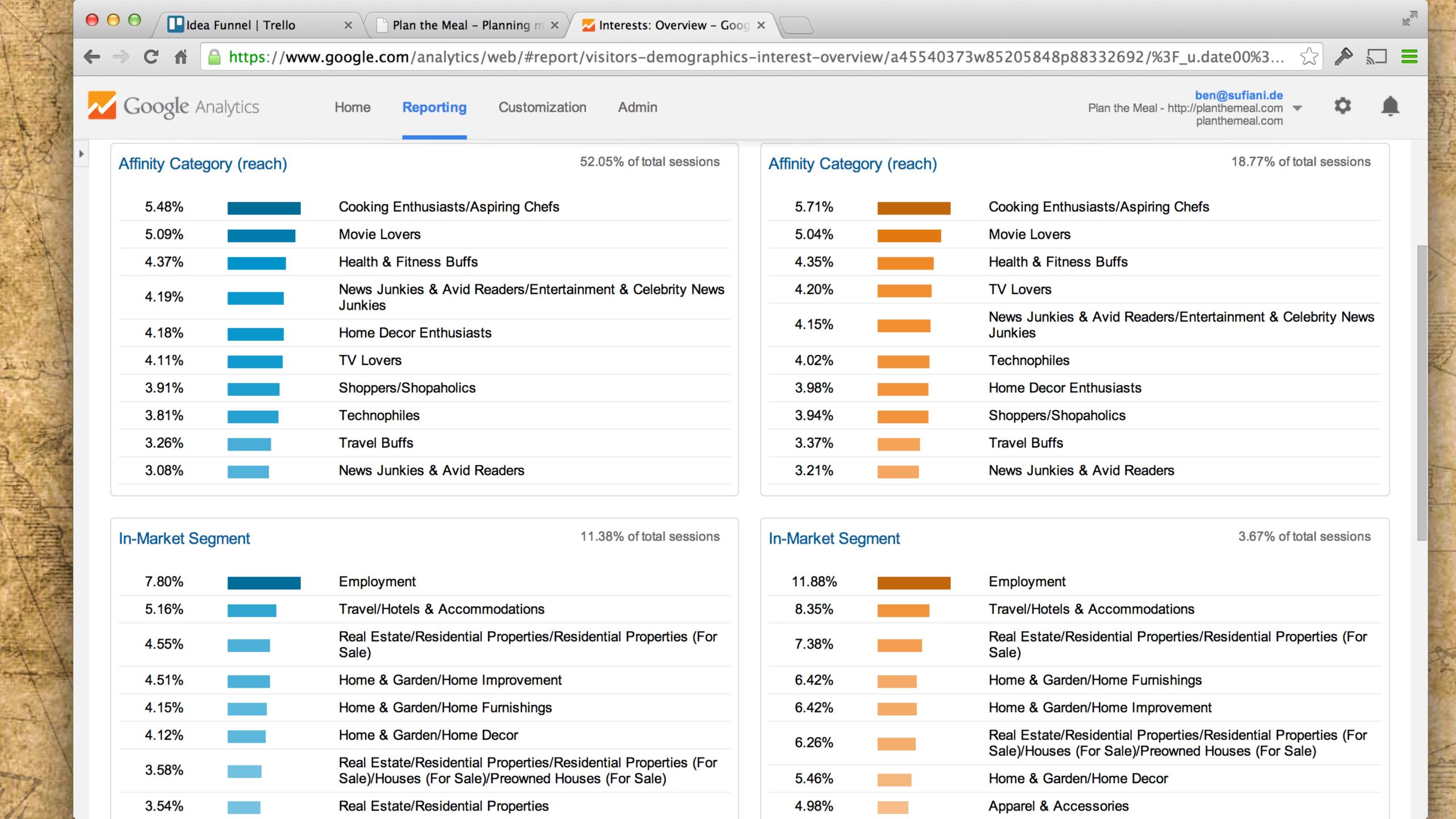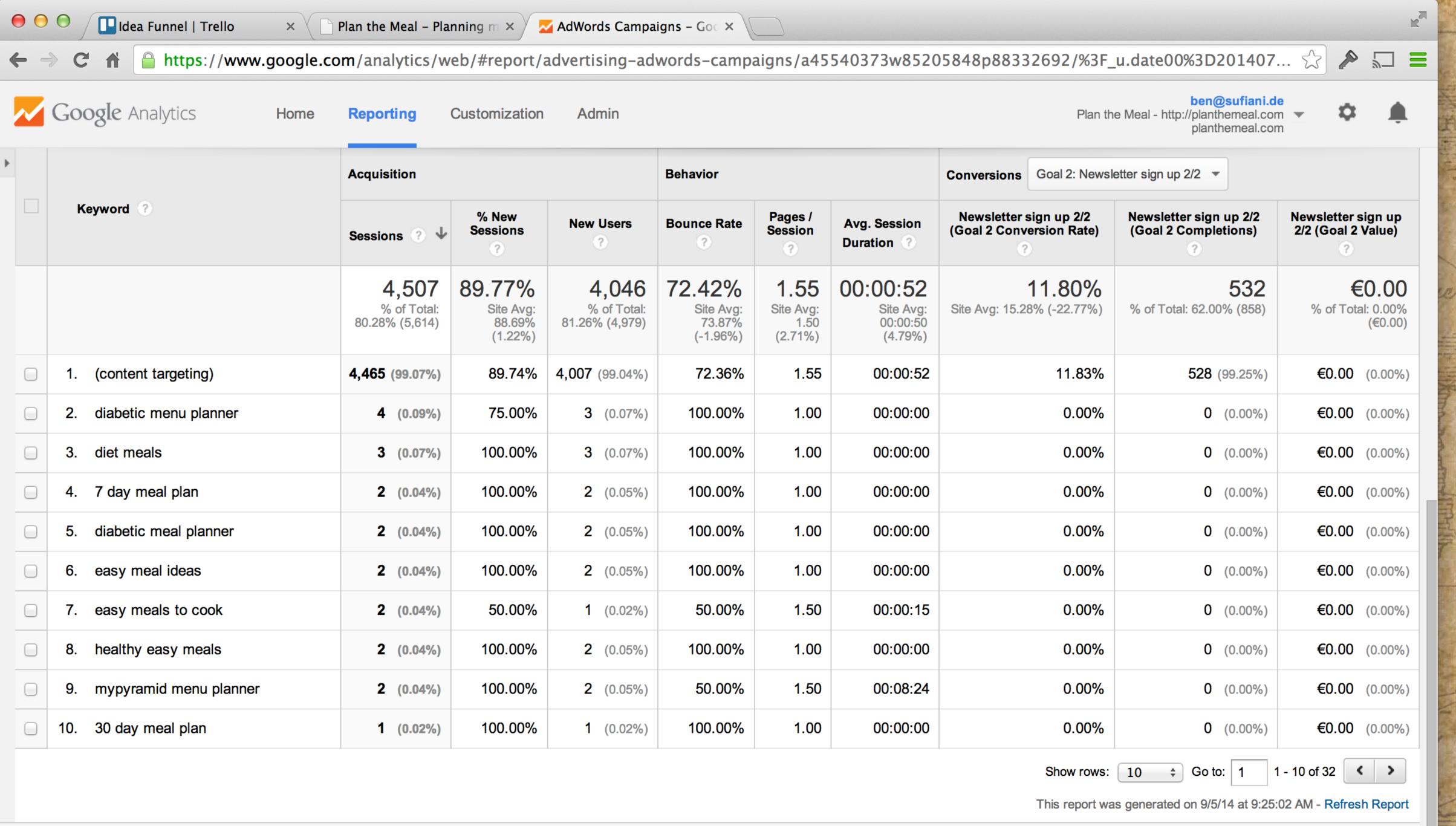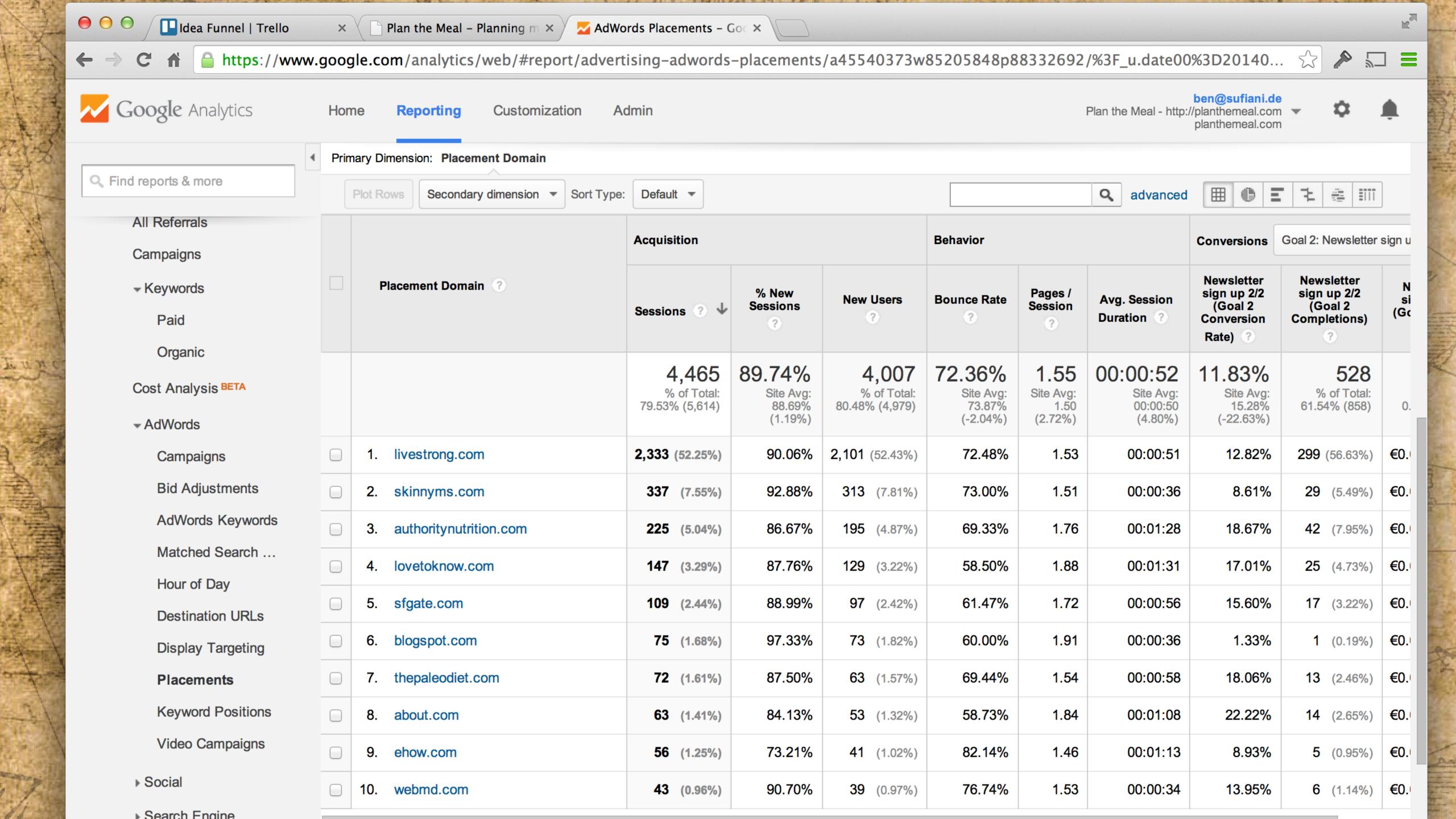
Affinity Category (reach) — 52.05% of total sessions

%	Category
5.48%	Cooking Enthusiasts/Aspiring Chefs
5.09%	Movie Lovers
4.37%	Health & Fitness Buffs
4.19%	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
4.18%	Home Decor Enthusiasts
4.11%	TV Lovers
3.91%	Shoppers/Shopaholics
3.81%	Technophiles
3.26%	Travel Buffs
3.08%	News Junkies & Avid Readers

Affinity Category (reach) — 18.77% of total sessions

%	Category
5.71%	Cooking Enthusiasts/Aspiring Chefs
5.04%	Movie Lovers
4.35%	Health & Fitness Buffs
4.20%	TV Lovers
4.15%	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
4.02%	Technophiles
3.98%	Home Decor Enthusiasts
3.94%	Shoppers/Shopaholics
3.37%	Travel Buffs
3.21%	News Junkies & Avid Readers

In-Market Segment — 11.38% of total sessions

%	Segment
7.80%	Employment
5.16%	Travel/Hotels & Accommodations
4.55%	Real Estate/Residential Properties/Residential Properties (For Sale)
4.51%	Home & Garden/Home Improvement
4.15%	Home & Garden/Home Furnishings
4.12%	Home & Garden/Home Decor
3.58%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
3.54%	Real Estate/Residential Properties

In-Market Segment — 3.67% of total sessions

%	Segment
11.88%	Employment
8.35%	Travel/Hotels & Accommodations
7.38%	Real Estate/Residential Properties/Residential Properties (For Sale)
6.42%	Home & Garden/Home Furnishings
6.42%	Home & Garden/Home Improvement
6.26%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
5.46%	Home & Garden/Home Decor
4.98%	Apparel & Accessories

https://www.google.com/analytics/web/#report/advertising–adwords–campaigns/a45540373w85205848p88332692/%3F_u.date00%3D201407...

Google Analytics

Home   **Reporting**   Customization   Admin

	Acquisition			Behavior			Conversions Goal 2: Newsletter sign up 2/2 ▾		
Keyword ?	**Sessions** ? ↓	**% New Sessions** ?	**New Users** ?	**Bounce Rate** ?	**Pages / Session** ?	**Avg. Session Duration** ?	**Newsletter sign up 2/2 (Goal 2 Conversion Rate)** ?	**Newsletter sign up 2/2 (Goal 2 Completions)** ?	**Newsletter sign up 2/2 (Goal 2 Value)** ?
	4,507 % of Total: 80.28% (5,614)	**89.77%** Site Avg: 88.69% (1.22%)	**4,046** % of Total: 81.26% (4,979)	**72.42%** Site Avg: 73.87% (-1.96%)	**1.55** Site Avg: 1.50 (2.71%)	**00:00:52** Site Avg: 00:00:50 (4.79%)	**11.80%** Site Avg: 15.28% (-22.77%)	**532** % of Total: 62.00% (858)	**€0.00** % of Total: 0.00% (€0.00)
1. (content targeting)	**4,465** (99.07%)	89.74%	4,007 (99.04%)	72.36%	1.55	00:00:52	11.83%	528 (99.25%)	€0.00 (0.00%)
2. diabetic menu planner	**4** (0.09%)	75.00%	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)
3. diet meals	**3** (0.07%)	100.00%	3 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)
4. 7 day meal plan	**2** (0.04%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)
5. diabetic meal planner	**2** (0.04%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)
6. easy meal ideas	**2** (0.04%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)
7. easy meals to cook	**2** (0.04%)	50.00%	1 (0.02%)	50.00%	1.50	00:00:15	0.00%	0 (0.00%)	€0.00 (0.00%)
8. healthy easy meals	**2** (0.04%)	100.00%	2 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)
9. mypyramid menu planner	**2** (0.04%)	100.00%	2 (0.05%)	50.00%	1.50	00:08:24	0.00%	0 (0.00%)	€0.00 (0.00%)
10. 30 day meal plan	**1** (0.02%)	100.00%	1 (0.02%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	€0.00 (0.00%)

Show rows: 10 ⇕   Go to: 1   1 - 10 of 32 ◀ ▶

This report was generated on 9/5/14 at 9:25:02 AM - Refresh Report

https://www.google.com/analytics/web/#report/advertising-adwords-placements/a45540373w85205848p88332692/%3F_u.date00%3D20140...

Google Analytics   Home   **Reporting**   Customization   Admin

ben@sufiani.de
Plan the Meal - http://planthemeal.com
planthemeal.com

Primary Dimension: **Placement Domain**

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | | advanced

All Referrals
Campaigns
▾ Keywords
   Paid
   Organic
Cost Analysis BETA
▾ AdWords
   Campaigns
   Bid Adjustments
   AdWords Keywords
   Matched Search …
   Hour of Day
   Destination URLs
   Display Targeting
   Placements
   Keyword Positions
   Video Campaigns
▸ Social
▸ Search Engine

	Placement Domain	Acquisition			Behavior			Conversions Goal 2: Newsletter sign u	
		Sessions ▾	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Newsletter sign up 2/2 (Goal 2 Conversion Rate)	Newsletter sign up 2/2 (Goal 2 Completions)
		4,465 % of Total: 79.53% (5,614)	**89.74%** Site Avg: 88.69% (1.19%)	**4,007** % of Total: 80.48% (4,979)	**72.36%** Site Avg: 73.87% (-2.04%)	**1.55** Site Avg: 1.50 (2.72%)	**00:00:52** Site Avg: 00:00:50 (4.80%)	**11.83%** Site Avg: 15.28% (-22.63%)	**528** % of Total: 61.54% (858)
1.	livestrong.com	**2,333** (52.25%)	90.06%	2,101 (52.43%)	72.48%	1.53	00:00:51	12.82%	299 (56.63%)	€0.
2.	skinnyms.com	**337** (7.55%)	92.88%	313 (7.81%)	73.00%	1.51	00:00:36	8.61%	29 (5.49%)	€0.
3.	authoritynutrition.com	**225** (5.04%)	86.67%	195 (4.87%)	69.33%	1.76	00:01:28	18.67%	42 (7.95%)	€0.
4.	lovetoknow.com	**147** (3.29%)	87.76%	129 (3.22%)	58.50%	1.88	00:01:31	17.01%	25 (4.73%)	€0.
5.	sfgate.com	**109** (2.44%)	88.99%	97 (2.42%)	61.47%	1.72	00:00:56	15.60%	17 (3.22%)	€0.
6.	blogspot.com	**75** (1.68%)	97.33%	73 (1.82%)	60.00%	1.91	00:00:36	1.33%	1 (0.19%)	€0.
7.	thepaleodiet.com	**72** (1.61%)	87.50%	63 (1.57%)	69.44%	1.54	00:00:58	18.06%	13 (2.46%)	€0.
8.	about.com	**63** (1.41%)	84.13%	53 (1.32%)	58.73%	1.84	00:01:08	22.22%	14 (2.65%)	€0.
9.	ehow.com	**56** (1.25%)	73.21%	41 (1.02%)	82.14%	1.46	00:01:13	8.93%	5 (0.95%)	€0.
10.	webmd.com	**43** (0.96%)	90.70%	39 (0.97%)	76.74%	1.53	00:00:34	13.95%	6 (1.14%)	€0.

adwords.google.com/cm/CampaignMgmt?authuser=0&__u=2928836520&__c=1857707760#c.189275320.create&app=cm

Reader

Google | Webseiten ▾ | Social ▾ | Büro ▾ | Shopping ▾ | Business ▾ | Web ▾ | Sonstiges ▾

Lists | MailChimp   Campaign Management   Refiller – Never run out of everyday essentials   Campaign Management

Google AdWords   Home   Campaigns   Opportunities   Tools

Customer ID: 219-062-1787
google@maple-apps.com

All online campaigns >

Previous | Next

📁 Campaign: planthemeal.com

Custom: Jul 1, 2014 - Aug 31, 2014 ▾

● Enabled   Type: **Search Network with Display Select - All features** Edit   Budget: **€15.04/day** Edit   Targeting: **Australia; Canada; (4 more)** Edit

| Ad groups | Settings | Ads | Keywords | Audiences | Ad extensions | Dimensions | Display Network | ▾ |

All ads ▾ | Segment ▾ | Filter ▾ | Columns ▾ | 📈 | ⬇ | [ ] | Search

■ Clicks ▾   vs   None ▾   Daily ▾

View Change History

200

100

0

Tuesday, July 1, 2014   Sunday, August 31, 2014

+ AD ▾ | Edit ▾ | Automate ▾ | More actions... ▾ | Labels ▾

	●	Ad	Ad group	Status ? ↑	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	View-through conv. ?
[ ]	●	Plan the Meal - App Generate a grocery list for a week and sync it with your calendar app. planthemeal.com	Plan the Meal - Ad Group #1	💬 Approved	--	40.72%	Search Network with Display Select	All features	1,207	258,141	0.47%	€0.16	€198.18	5.5	195	€1.02	16.16%	0
[ ]	●	Plan the Meal - App Generate a grocery list for a week and sync it with your calendar app. planthemeal.com (mobile)	Plan the Meal - Ad Group #1	💬 Approved	--	59.28%	Search Network with Display Select	All features	2,978	375,816	0.79%	€0.13	€398.03	2.1	258	€1.54	8.66%	0
		Total - all ads ?							4,185	633,957	0.66%	€0.14	€596.21	3.5	453	€1.32	10.82%	0
		Total - Search ?							41	4,423	0.93%	€0.31	€12.86	5.4	4	€3.22	9.76%	0
		Total - Display Network ?							4,144	629,534	0.66%	€0.14	€583.35	3.5	449	€1.30	10.83%	0
		Total - all campaign ?							4,185	633,957	0.66%	€0.14	€596.21	3.5	453	€1.32	10.82%	0

https://www.google.com/analytics/web/#report/conversions-goals-overview/a45540373w85205848p88332692/%3F_u.date00%3D20140701%...

Google Analytics

Home   **Reporting**   Customization   Admin

ben@sufiani.de
Plan the Meal - http://planthemeal.com
planthemeal.com

Goal Option:

Goal 2: Newsletter sign up 2/2 ▾

Overview

Newsletter sign up 2/2 (Goal 2 Conversion Rate) ▾   **VS.**   Select a metric

Hourly | **Day** | Week | Month

● Newsletter sign up 2/2 (Goal 2 Conversion Rate)

40.00%

20.00%

Jul 8   Jul 15   Jul 22   Jul 29   Aug 5   Aug 12   Aug 19   Aug 26

Newsletter sign up 2/2 (Goal 2 Completions)	Newsletter sign up 2/2 (Goal 2 Value)	Newsletter sign up 2/2 (Goal 2 Conversion Rate)	Newsletter sign up 2/2 (Goal 2 Abandonment Rate)
858	€0.00	15.28%	0.00%

Goals

Goal Completion Location ▸

Source / Medium

Goal Completion Location	Newsletter sign up 2/2 (Goal 2 Completions)	% Newsletter sign up 2/2 (Goal 2 Completions)
1. /thank-you/	858	100.00%

view full report

PirateXSkills

TODAY'S JOURNEY

- TRAFFIC OPTIMIZATION
- LANDING PAGE OPTIMIZATION
- EMAIL OPTIMIZATION

PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008
GROWTH MARKETER
HOST OF PIRATE SKILLS

PirateXSkills

GROWTH ROADMAP

CONTENT & STORY

FUNNEL BUILDING

DATA & ANALYTICS

TRAFFIC GENERATION

CONVERSION OPTIMIZATION

PirateXSkills

CONVERSION OPTIMIZATION

TRAFFIC

SALES PROCESS

LANDING PAGES

MESSAGES

SILDES & VIDEO
get.pirateskills.com/cro

BEN SUFIANI
+49-1522-6389102
BEN@PIRATESKILLS.COM

PIRATE X SKILLS

#PIRATESKILLS

TAKE PICTURES
SHARE THE STREAM

![Pirate X Skills logo]

WHAT DO YOU WANT TO LEARN TODAY?

PIRATE X SKILLS

WHY CRO ?

CRO MATTERS

- **LOWER** COST PER ACQUISITION
- **INCREASE** CUSTOMER LIFETIME VALUE
- CPA < CLV 💥🚀

Conversions

Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Campaign Name ⓘ | Conversions

Create Split Test ⓘ 🔵 A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization ⓘ ⚪ Optimize budget across ad sets

FACEBOOK ADS

PIRATE X SKILLS

Search ⌄ | ⫧ Filters ⌄ | + | Add filters to narrow the

📊
✏️
🕐

+ Create | ⊞ Duplicate ⌄ | ✎ Edit ⌄ | ↻ | 🗑

Conversion

Conversion Event Location

◉ Website

☑ **Ad Set Name**

☑ 🔵 A/B Testing

▸ Results from 1 ad set ⓘ

How To Create Ads Using Dynamic Creative   ✕

You can now upload multiple creative assets to your ad, to find a combination that performs well. Some settings, like Send to Messenger, are not available yet for ads using dynamic creative. Those settings will be disabled.

Cancel | Continue

Dynamic Creative

Automatically optimize for the top-performing combination of creative assets for your audience. Learn more.

Offer

FACEBOOK ADS

PIRATE X SKILLS

LANDING PAGE OPTIMIZATION

PirateXSkills

WHAT TO A/B TEST

- FOLDS
- TITEL
- TAGLINE
- CTA

- IMAGES
- BENEFITS
- FEATURES
- STORY

TOOLS

- GOOGLE OPTIMIZE (FREE A/B TESTING)
- INSTAPAGE (LANDING PAGES & A/B)
- HOTJAR (USER BEHAVIOR TRACKING)

PIRATE X SKILLS

A/B TESTING YOUR WEBSITE

Refine your site. Reap the rewards.

Google Optimize shows you which site experiences engage and delight your customers and gives you the solutions you need to deliver them.

GOOGLE OPTIMIZE

A/B testing	✓
Native integration with Google Analytics	✓
Integration with Google Ads	✓
Personalization capabilities	✓

GOOGLE OPTIMIZE

body > div > div#blocks-p... > div#block-33... > div > MORE

Container <div>

PIRATE ✗ SKILLS

Admin   Home   Blog   My Courses   All Courses   Preview as ▾

ANALYTICS

ACTIVATION

PIRATE SKILLS

The Growth Marketing Treasure Map

JOIN THE CREW

RETENTION

REFERRAL

My Container
Tagline

DETAILS   REPORTING   SAVE

◢◣ A/B test   ✕

⚠ **Draft.** Some setup steps must still be completed. SHOW STEPS   ▶ START EXPERIMENT

Experiment information   ✏

Variants

Original	◕ 50.0%	🖥

Name   Tagline

Editor page   https://pirateskills.com

| Level up your marketing skills | ◕ 50.0% | 🖥 | 3 changes | ⋮ |

Google Analytics

+ NEW VARIANT

Property   pirateskills.com

View   *No view linked*

Configuration

OBJECTIVES   TARGETING

Schedule

Start date   Waiting to start

End date   Waiting to start

Experiment objectives   Description and hypothesis

Experiment objectives

Primary objective

Revenue ▾

Secondary objectives

Session Duration ▾ ✕

➕ ADD AN OBJECTIVE

Description and hypothesis

Increase signup rate by 15%

27 / 5000

ⓘ **Draft.**   Some setup steps must still be completed.   SHOW STEPS

⤴ ━━━━━━━━━━●━━━━━ 100,0 % ▭▭▭▭▭▭▭▭▭▭

When

Determines when the experiment is shown.

Evaluate on **page load** ✏   ›

Additional conditions

URL matches   https://pirateskills.cor   ›

AND

🌐 URLs   ›

📈 Google Analytics audiences   *Optimize 360 required* ?

▭ Behavior   ›

◉ Geo   ›

▯ Technology   ›

‹› JavaScript variable   ›

📄 First-party cookie   ›

◰ Custom JavaScript   ›

=& Query parameter   ›

Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Conversion Rate
☑ **Original** 280 sessions	Baseline	2%	Baseline	20.42%　31.77%
☑ **Level up your marketing skills** ★ 441 sessions	**2% to 73%**	**98%**	**98%**	29.38%　39.02%

Conversion Rate Over time

PirateXSkills

CREATE A/B TESTABLE LANDING PAGES (INSTAPAGE)

HELPTECH

START HELPING THE WORLD USING TECHNOLOGY!

"The kit provided will allow you to build responsive dashboards that will look incredible on any screen."

Ramses Ross, Designer

✓ Optimize your workflow and see your stats.

ONLY ONE STEP AWAY FROM A FREE ACCOUNT!

First Name

Last Name

Email

Company Size ▾

START MY TRIAL

Section   Headline   Paragraph   Image   Video   Button   Form   Shapes   Map   Social   Timer   Html   Settings

EDIT

HELPTECH

A   35   H1   B   I   U   DONE

START *screwing* THE WORLD USING TECHNOLOGY!

"The kit provided will allow you to build responsive dashboards that will look incredible on any screen."

Ramses Ross, Designer

Optimize your workflow and see your stats.

ONLY ONE STEP AWAY FROM A FREE ACCOUNT!

First Name

Last Name

Email

Company Size

START MY TRIAL

Support

New variation

Choose from template

Import variation

A ▾   Variation B ▾

HELPTECH

START screwing THE WORLD USING TECHNOLOGY!

"The kit provided will allow you to build responsive dashboards that will look incredible on any screen."

Ramses Ross, Designer

✓ Optimize your workflow and see your stats.

ONLY ONE STEP AWAY FROM A FREE ACCOUNT!

First Name

Last Name

Email

Company Size ▾

START MY TRIAL

💬 Support

Data Overview

		Conv. Rate	Improvement	Conversions	Visitors	Traffic Split	
☑ ▼	Variation A	21.88%	BASELINE	26,706	5,845	50%	•••
☑ ▼	Variation B	24%	10%	25,923	6,222	50%	•••

PirateXSkills

USER BEHAVIOR TRACKING (HOTJAR)

Pirate X Skills

EMAIL OPTIMIZATION (MAILCHIMP)

Regular   Automated   Plain-text   **A/B Test**

✉ **Create an email**

What day of the week gets better open rates? Should you use a GIF or a static image? Find out by sending up to 3 versions of a single email.

Campaign Name

MAILCHIMP
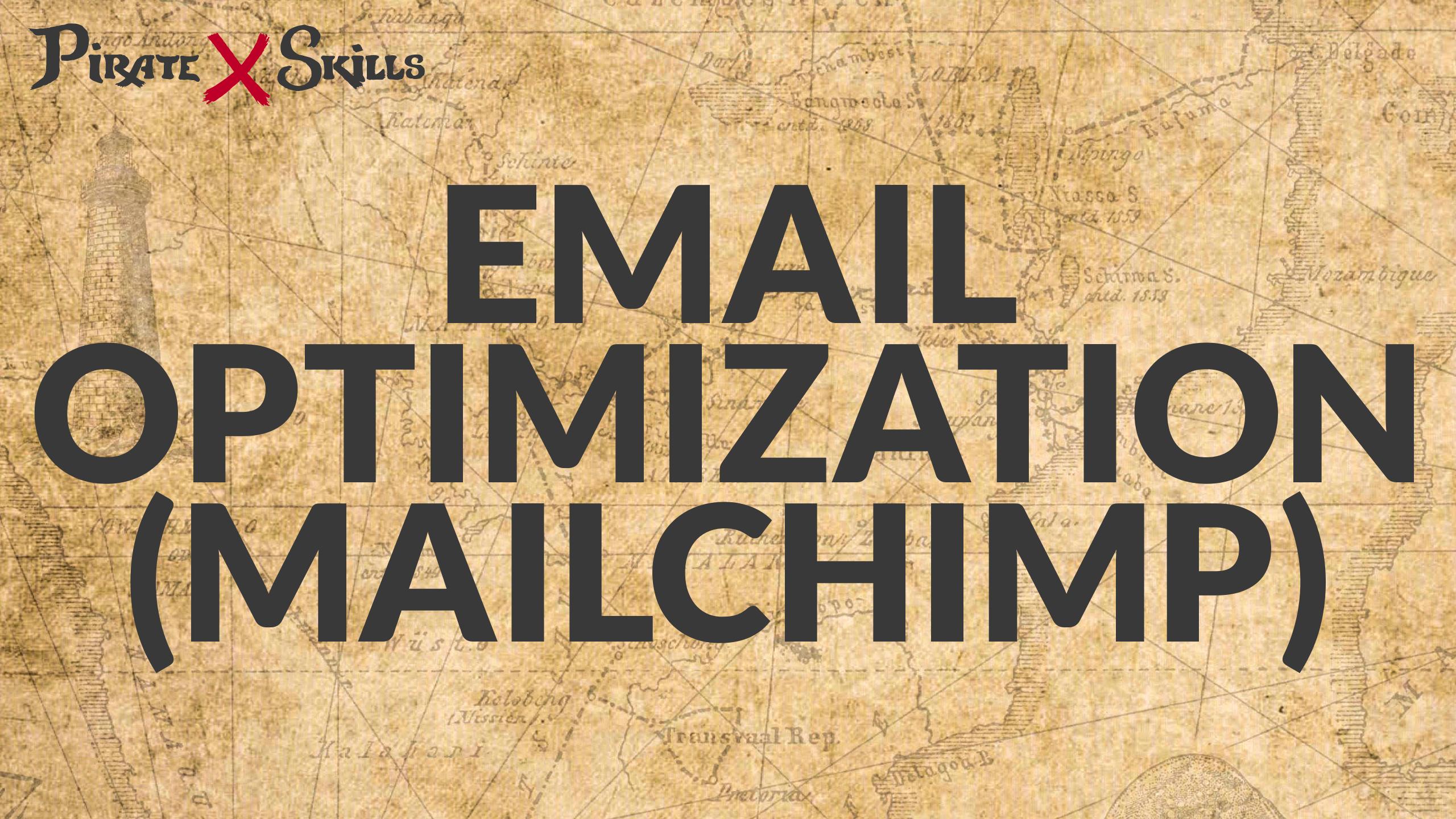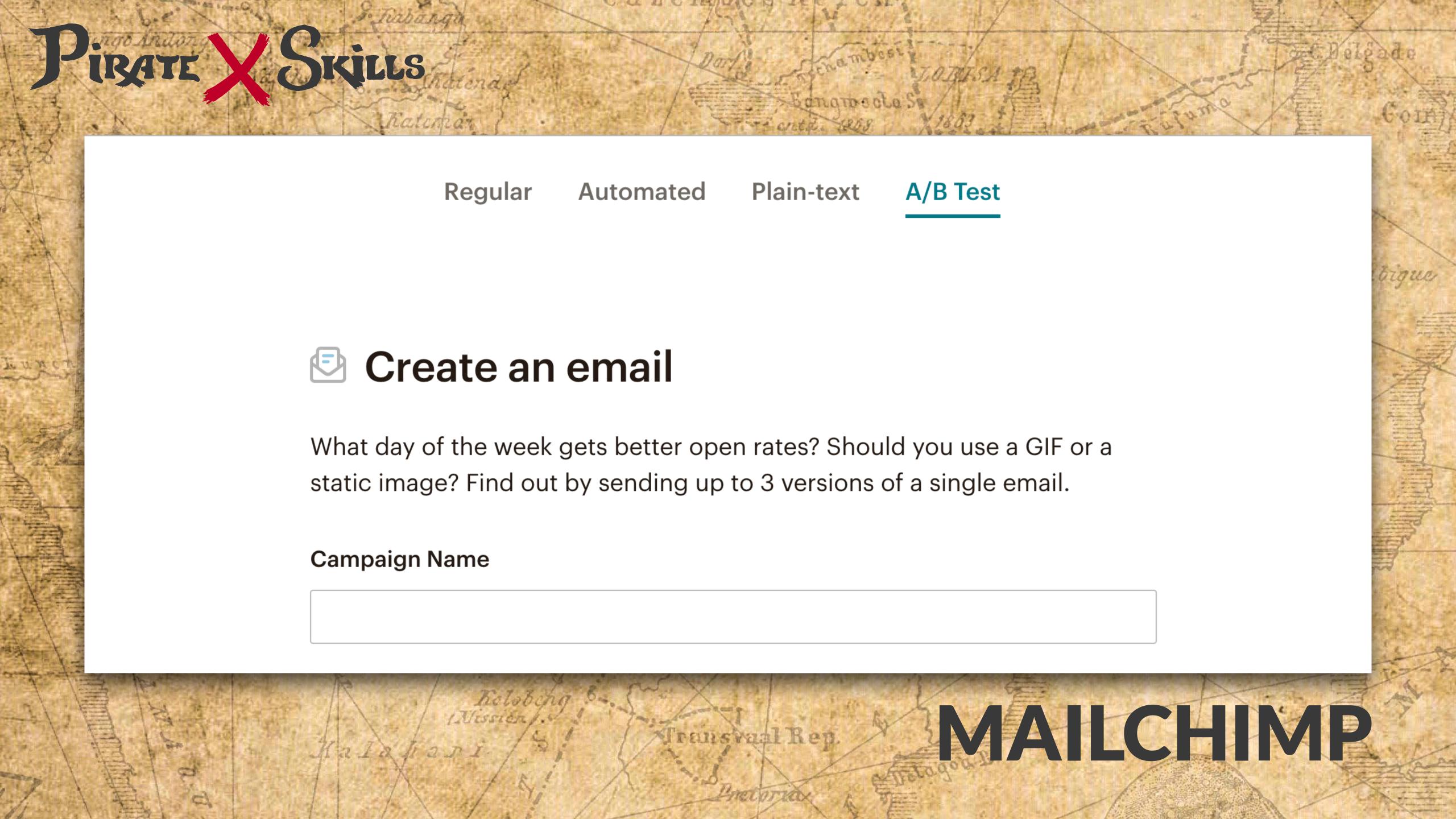
What would you like to test?

Choose the variable you want to test. We'll generate a campaign for each combination of those variable—up to 3 combinations.

⊕ Subject line	⊕ From name	⊕ Content	⊕ Send time

What percentage of your recipients should receive your test combinations?

50%

0%   100%

How should we determine a winning combination?

By open rate ▾   after   4   hours ▾

Summary

0
Combinations
Max of 3

Recipients per combination   **1**
                                    Approx.

We recommend at least 5,000 recipients per combination.

Test segment   **50%**
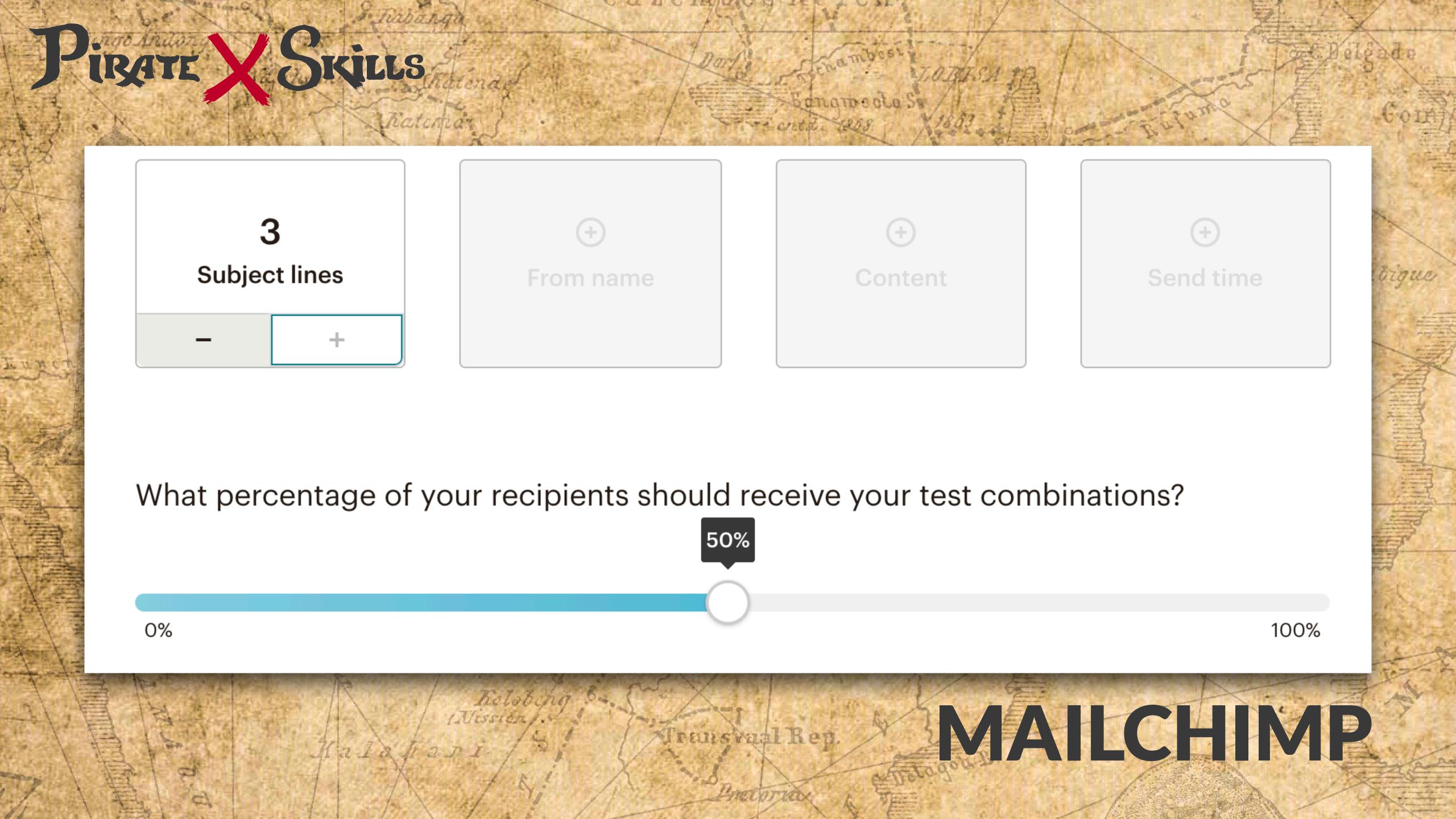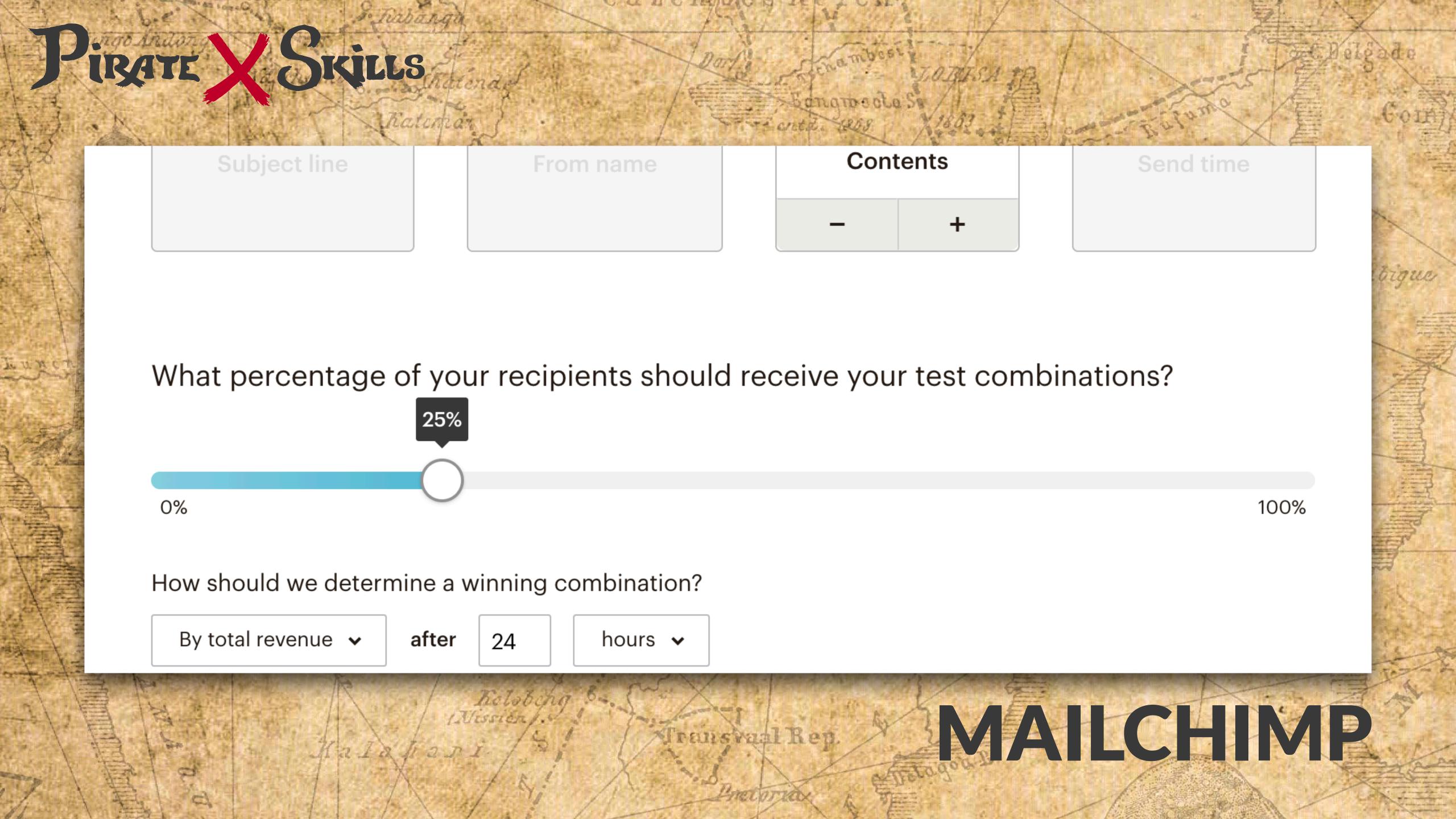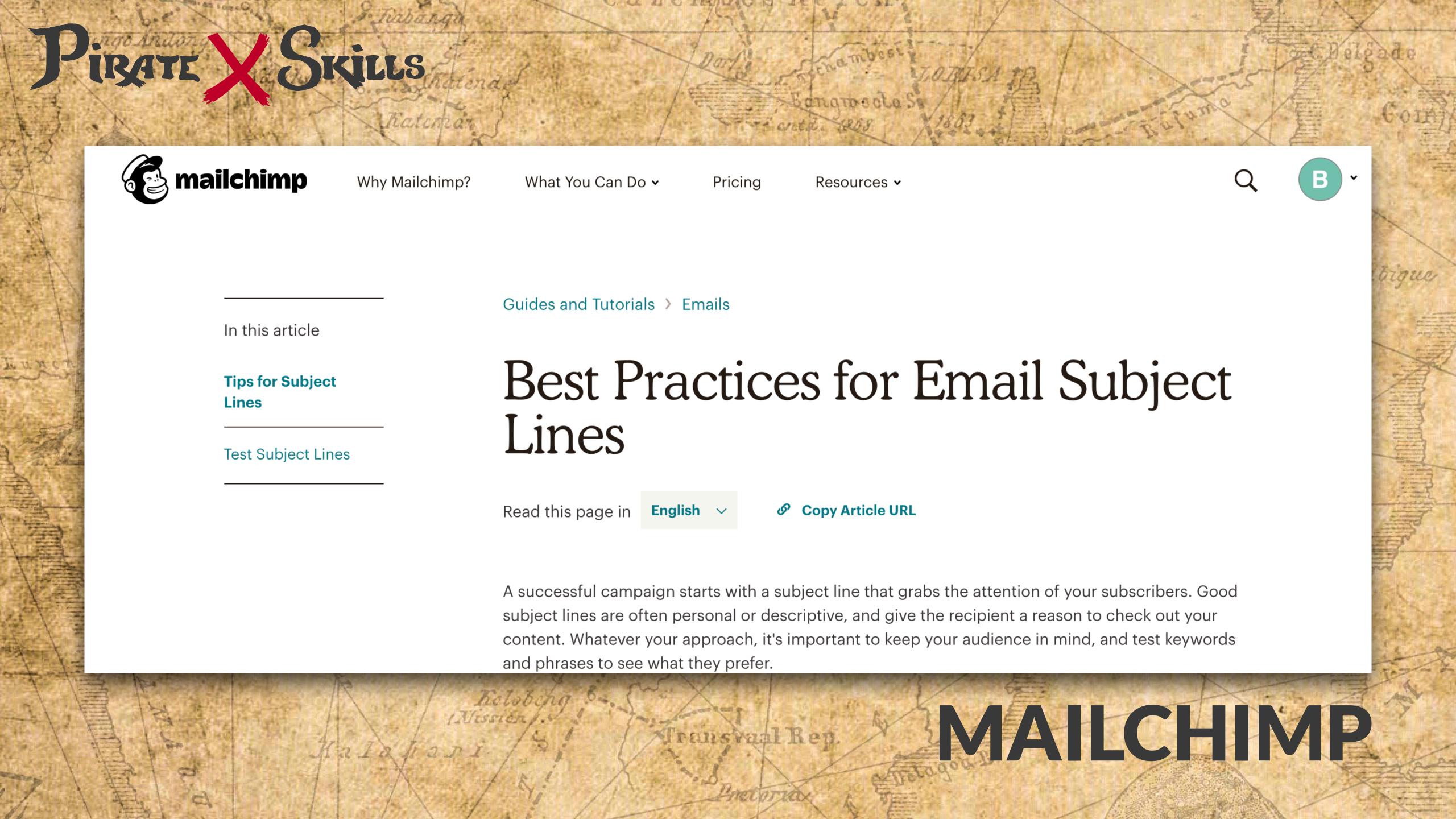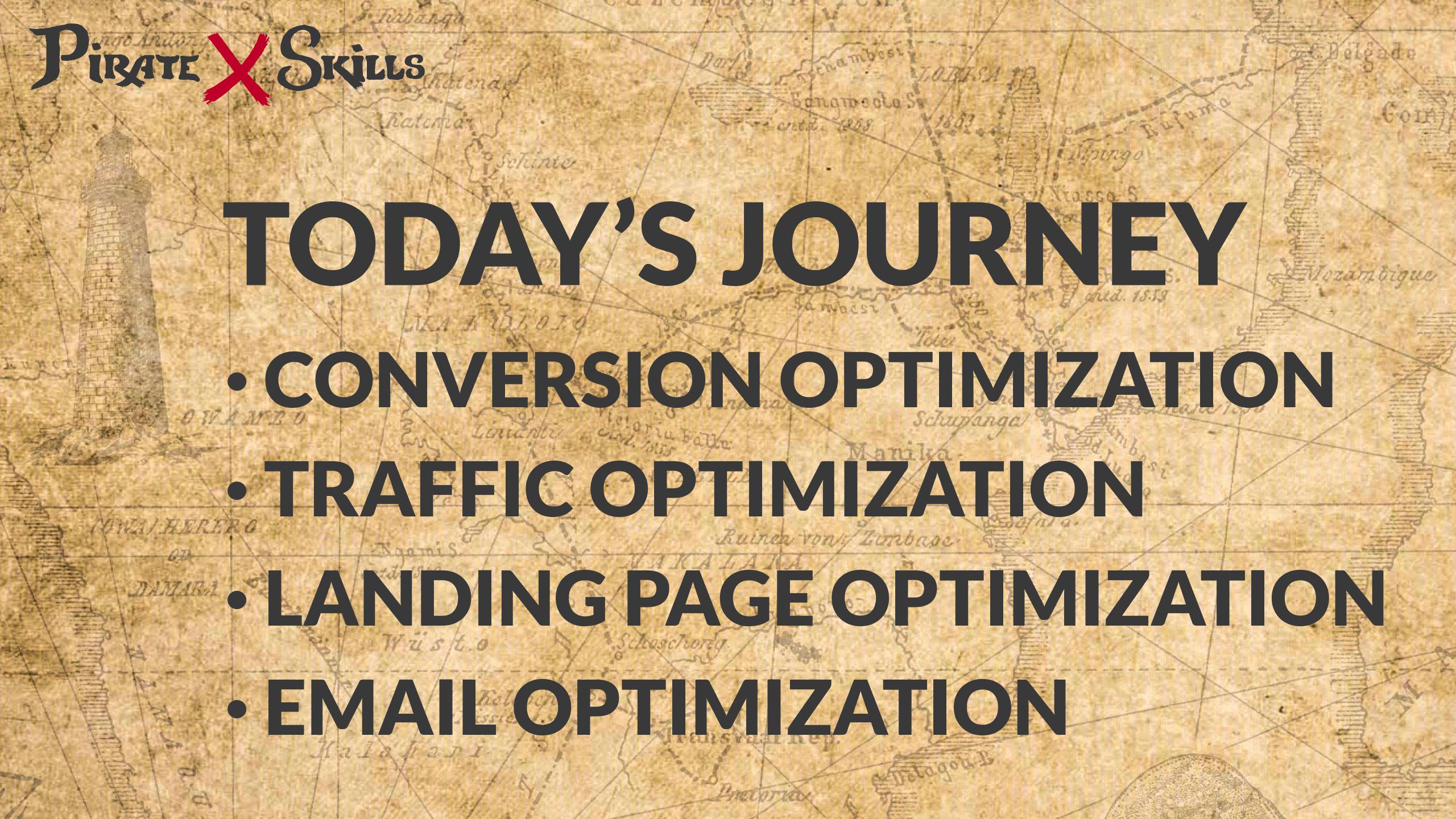   1

Winning segment   **50%**
                                    1

Total recipients   2

MAILCHIMP

MAILCHIMP

mailchimp

Why Mailchimp?   What You Can Do ⌄   Pricing   Resources ⌄   🔍   B ⌄

Guides and Tutorials › Emails

Best Practices for Email Subject Lines

In this article

Tips for Subject Lines

Test Subject Lines

Read this page in   **English** ⌄   🔗 **Copy Article URL**

A successful campaign starts with a subject line that grabs the attention of your subscribers. Good subject lines are often personal or descriptive, and give the recipient a reason to check out your content. Whatever your approach, it's important to keep your audience in mind, and test keywords and phrases to see what they prefer.

MAILCHIMP

PirateXSkills

TODAY'S JOURNEY

- CONVERSION OPTIMIZATION
- TRAFFIC OPTIMIZATION
- LANDING PAGE OPTIMIZATION
- EMAIL OPTIMIZATION

JOIN THE PIRATE X SKILLS JOURNEY

PIRATE X SKILLS

GROWTH ROADMAP MEETUP

JULY 3rd 2019

Pirate X Skills

GROWTH
ROADMAP
03.07.

CONVERSION
OPTIMIZATION
18.09.

CONTENT
& STORY
17.07.

TRAFFIC
GENERATION
04.09.

FUNNEL
BUILDING
07.08.

DATA &
ANALYTICS
21.08.

BECOME A GROWTH MARKETER

SILDES & VIDEO
get.pirateskills.com/cro

BEN SUFIANI
+49-1522-6389102
BEN@PIRATESKILLS.COM

PIRATE X SKILLS

WHAT DO YOU WANT TO LEARN TODAY?

POST MORTEM

12.04.2018

⊕   ⊖

+ Growth Sprint early prep   − Startplatz room prep

+ Brezel am Nachmittag   − No food before meetup

+ 45 Attendees   − Only 3 people

+ Early setup   **–** Audio feedback

+ Rum   **–** Video was laggy / Async

+ Audio awesomeness   **–** Welcome area didn't work

+ Interaction with audience   **–** Interaction lagging

+ Hands free mic   **–** Context / Benchmark unclear

      – Speaker Cam meh

      – PiP covers text in slides

PIRATE

→ Meetup prep in the morning

→ Brezel at 15:00

→ Food order

→ Helper commits to early or late help via calendar Ben

→ Audio setup check in the morning

→ Ben manages scene switching in OBS

→ Fix feedback sheet for printing @ Startplatz

→ Show feedback on slides / posts / video

→ Live stream video performance   Ben

→ Make Köln/Bonn great again   Daniel

→ Topic Info Sheet on chairs   Christine

PIRATE X SKILLS

WHAT DO YOU WANT TO LEARN TODAY?

Q&A

PIRATE ✗ SKILLS

1. LINKEDIN APP

2. NETWORK LOGO

3. FIND NEARBY

4. ADD PEOPLE

PirateXSkills

RUM OPTIMIZATION