

G-Cloud 15



Conversion Rate Optimism

reading room

Our approach.

We dive into every project with an open mind, always **questioning the status quo** to find the best solution.

Our team **collaborates closely** - internally and with clients - ensuring every idea and strategy is refined to meet your needs. We pride ourselves on our independence, enabling us to remain agile and focused on delivering the **best outcomes** for you.



Curiosity



Collaboration



Independence





Why we exist.

At Reading Room, we believe in the transformative power of technology. We exist to help businesses **unlock their potential** by creating digital solutions that make a lasting impact.

We are driven by the idea that technology is not just a tool, but a means to **elevate your business**, engage your audience, and create meaningful experiences.

Our work goes beyond just completing projects - it's about **creating outcomes that last**, pushing boundaries, and solving real challenges with creativity and innovation.

Stacks of digital know how.

With a strong presence in London, Bristol, and the North West, Reading Room combines local insight with **nationwide expertise** to deliver exceptional digital solutions.

20+

years in business

100

digital specialists

200

loyal clients

4

offices worldwide



A few of our clients.



Why Reading Room?

These successes showcase our ability to integrate strategy, design, build, and marketing to **achieve lasting outcomes.**

The Royal Warrant.

The Royal warrant is a symbol of quality, excellence and a long-standing relationship.

We are extremely proud to recently join this exclusive club of suppliers as holders of the Royal warrant.



By Appointment to
His Majesty The King
Supplier of Website Development and Management Services
Reading Room Digital Limited
London

Ticks of approval.

We're nimble when it counts but also recognise the importance of security & compliance. Others recognise us too and we're approved by:



Crown
Commercial
Service
Supplier



Certifications.

We're nimble when it counts but also recognise the importance of security & compliance.

Others recognise us too and we're approved by:



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Service Description

Reading Room's conversion rate optimisation (CRO) consultancy service provides detailed planning, testing and improvements for websites, apps and digital services of all types, and for all kinds of conversion points.

From small campaign sites designed for attracting leads to large-scale transactional online public services, we provide dedicated CRO planning, hypotheses, testing and reporting to drive conversions and enquiries. We use a range of cloud-based conversion and behavioural suites to provide data and insights to inform decision making and service optimisation.

From a detailed initial data gathering process to A/B and multivariate testing of suggested improvements, we make sure that any suggestions prove their worth before hard changes are made to your website.

Through an ongoing system and plan of testing, reporting and improvements, conversion rates and underlying issues are rectified, leading to a better ROI.

We can advise teams on changes through the introduction of GA4.

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Data Gathering

- Using cloud-based conversion and behavioural suites to find information on your customer behaviour.
- Tools include HotJar, Crazy Egg, VWO, Lucky Orange and Google Optimise.
- Turning this data into hypothesis and testing plans to improve ROI.
- Ensuring that any changes are backed up by data.

Availability of Trial Service

We would be pleased to discuss your requirement and the possibility of trial services in more detail.

Ongoing CRO process

- Ensures that your site, service or app maintains results in changing markets
- Make sure that new products or services have an optimised journey to purchase/enquiry
- Maintain good value for existing web frameworks.

Testing Hypotheses

- Testing changes before hard/code changes are made to the site.
- Ensuring that any changes would result in the desired outcome
- Using tools to find further improvements

Service Management

We are experienced at delivering services using our unique project process that allows us to deliver projects to tight deadlines without compromising on quality.

Outcomes and benefits

Benefits include:

- Reliable, accurate, reporting better inform business decisions and marketing spends/activity.
- Improve ROI for marketing activities
- Ensure that changes made to the site, service or app will positively impact business objectives.

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Service Levels

We can provide CRO services either as a one-off performance review or as part of an ongoing programme of monitoring and iterative improvement.

We operate during normal office hours (9.00- 5.00 Monday to Friday). We are also able to offer additional support outside of normal office hours to suit individual client needs. We aim to respond to all communication within 3 working hours. We also aim to begin each new service within one week of order confirmation following an exhaustive handover to the service team. We have a clear escalation procedure to give clients peace of mind.

Training

We are able to offer differing levels of training dependent on a client's requirements.

Customer Responsibilities

We will agree specific client responsibilities; we'll need to be given access to data that feeds our analytics systems. Apart from that all that we ask is that you review or test what we have delivered thoroughly to ensure you are completely satisfied.

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Start your digital transformation today