



Might Your Venture-Backed Company Be 'Burning' 20% to 30% of Its Revenue Without Realizing It?

Venture-backed companies often talk of 'burn-rate' when projecting expenses and revenue against capital raised. The more revenue you generate, the lower your burn-rate and the higher your chances of success.

One way to grow your revenue without a disproportionate rise in customer acquisition cost is CRO (Conversion Rate Optimization)—using a research-driven methodology for A/B testing. Yet, only 21% of venture backed companies are doing this [1].

If you are not, you could be 'burning' 20% to 30% of your annual revenue without even knowing it! But by using the Strategic Formula for CRO, it is possible to recover this revenue, get the 'Law of Accumulative Advantage' working in your favor and dominate your market.

The Strategic Formula for CRO

The Strategic Formula is a research-driven CRO methodology we've used to grow revenue for our clients--anywhere from 20% to 1212% (less common). It is based on over 15 years of research and 300+ case studies by MECLABS. [Learn More Here \(pg 2 – 6\).](#)

The 'Law of Accumulative Advantage'

In the brutal world of venture-backed companies, what begins as a slight edge over the competition compounds with each additional contest. Each cycle further cements the status of those at the top. Over time, those that are slightly better end up with the majority of the rewards. It is also known as Winner Take All effect.

Most CEOs intuitively 'get' this 'law' but may not fully appreciate how *research-driven* CRO naturally leads to it—and how this can be the crucial difference between a runaway success and an also-ran! [See 3 Examples Here](#)

About Us

The Conversion Wizards is a CRO consultancy that helps SaaS companies grow revenue. Jasper Kuria, an 'influencer' in the startup world and former TechCrunch columnist-at-large, founded it. He previously held Software Engineering/Product Management roles at Microsoft and attained his BS in Computer Science and Economics at Yale University. [Meet the Team Here](#)

The Company We Keep



Testimonials

*"Jasper is an expert at increasing conversion rates. In part due to his efforts, we are currently **exceeding our sales forecast for Office 365 subscriptions for the affiliate program by 117%**"*



JD Sutton

Sr. Marketing Manager, Microsoft Office 365

They increased our direct revenue by 91%. Projected over a year, this is worth over \$10 million. While there were hiccups due to the complexity of our site, they worked around the clock and fixed them. Of dozens of consultants we've hired in the last 4 years, they are by far the best and the only ones willing to be paid on a performance basis.



Don Vasquez
CMO, Protalus

Representative Case Studies

1. [Protalus: The Anatomy of a \\$97 Million Page](#)
2. [Repux: ~253% More Leads, ~100% More Revenue](#)
3. [Office 365 for Business: 29% Revenue Growth](#)

Get a FREE CRO Audit to Determine Your Company's Revenue Growth Potential

Let us have access to your Google Analytics and [Mouseflow](#) (or equivalent funnel visualization tool) and in just 5 days we'll tell you if we can help—for a variety of reasons, not every company is a good fit. **Email: jasper@TheConversionWizards.com**