



SPEAKER

# NICK SCHAPERKOTTER

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PARTNER PRESENTATION: YELLOWGRAPE

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**The Changing Role of the AI-Enhanced CRO Specialist**

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# The Changing Role of the AI-Enhanced CRO Specialist

Experimentation Heroes



A photograph of two women with blonde hair, both smiling and laughing, sitting at a white desk. They are positioned in front of a black computer monitor. On the desk, there is a white keyboard, a white computer mouse, and a yellow pen. The background is a plain, light-colored wall.

# Agenda for the day

- Threat or opportunity?
- Some new AI powered instruments
- Four levels of AI-adoption in CRO
- The AI-Enhanced CRO Specialist

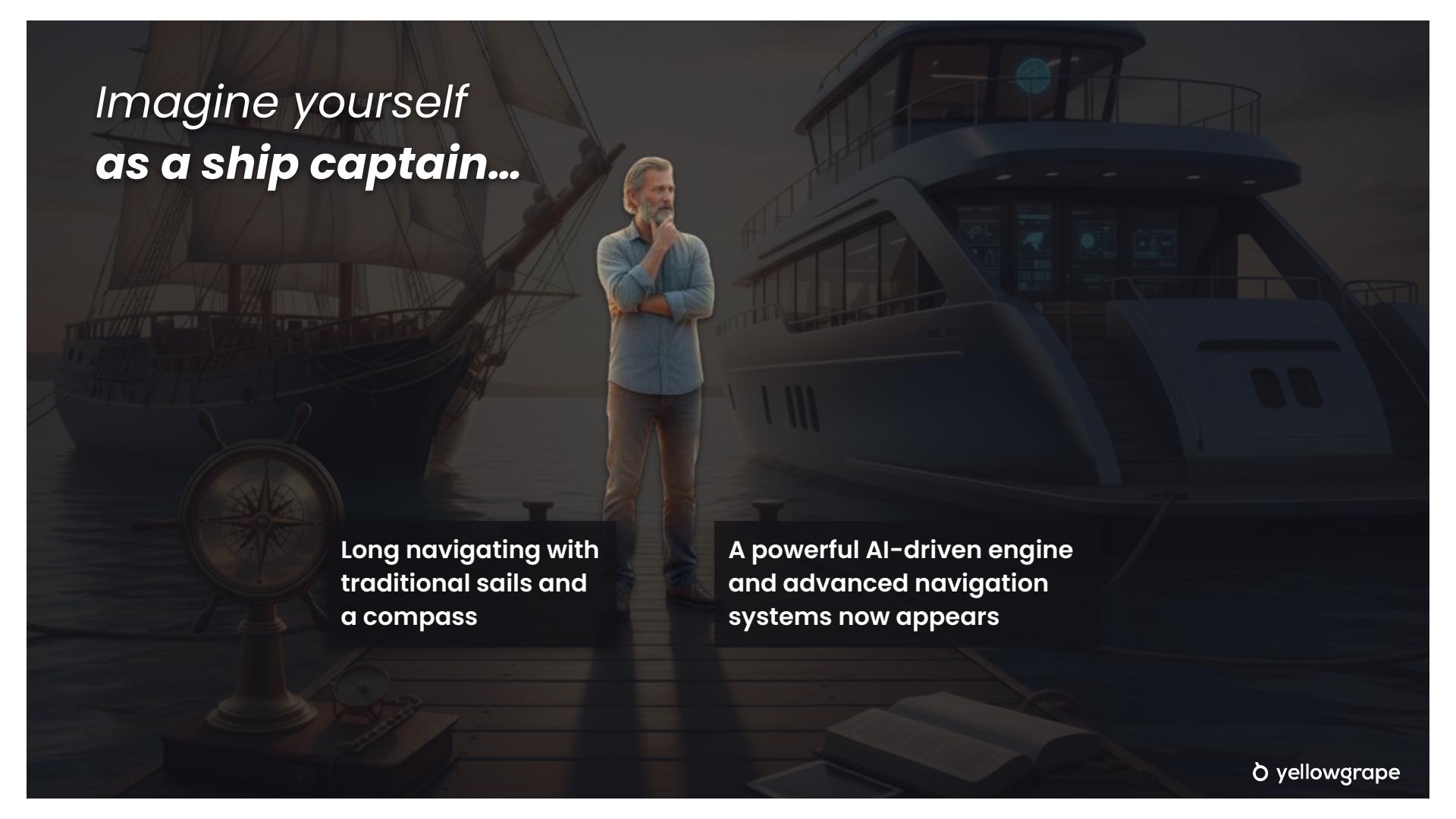


But first, let  
me introduce  
myself

Nick Schaperkotter  
Head of UX & Experimentation  
*8+ years of experience in experimentation*



**Threat or opportunity?**



*Imagine yourself  
as a **ship captain**...*

Long navigating with  
traditional sails and  
a compass

A powerful AI-driven engine  
and advanced navigation  
systems now appears



## Expertise combined with power of AI

- **Circumvent storms:** AI detects problems early. This prevents conversion threats
- **Catch the new wind:** AI reveals undiscovered opportunities. It finds optimal routes, invisible to traditional methods.
- **Optimize the course:** The AI engine makes constant data-driven adjustments. The ship reaches its destination with unprecedented precision and speed

# Changes in the UX & Experimentation landscape

## The power of AI makes it possible to

- Quickly recognize patterns in huge data sets and predict outcomes
- Automate workflows (f.e. for creating test plans or test analyses)
- Scan websites on best practices and persuasion tactics in an instant
- Decrease development time of experiments and implementations
- Personalize (real-time) at scale
- Simulate target audiences with synthetic users

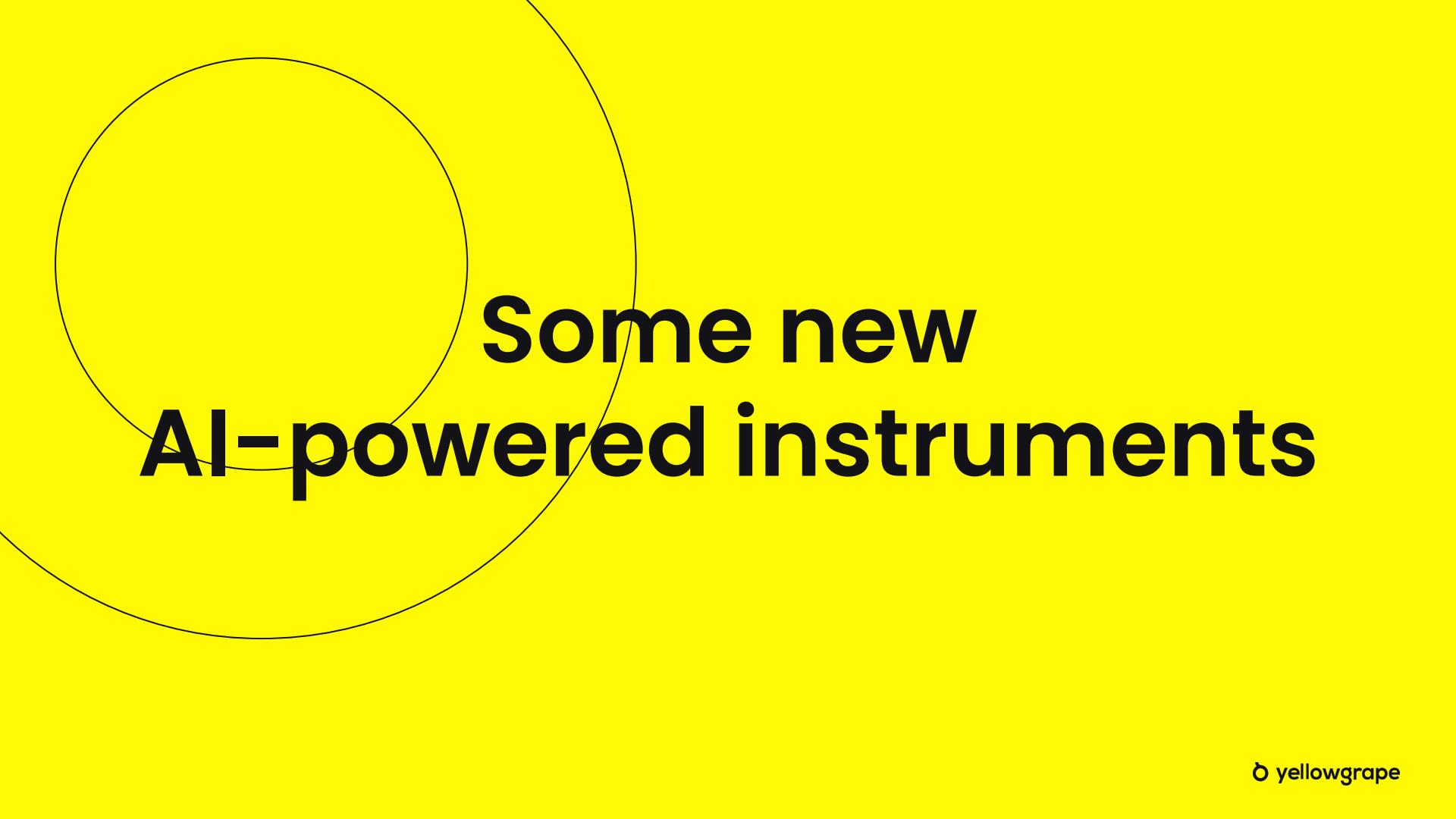
In short: it will be cheaper, easier and more scalable to do research and experimentation.



## Opportunities for the profession

- Push for a culture of research and experimentation
- Extending the scope to omnichannel
- Increasing test velocity
- Available for all organizations - regardless of budget and volumes in traffic
- Unique UX due to hyper-personalization
- Focus on validating creative concepts

CRO from “nice-to-have” to “must-have”

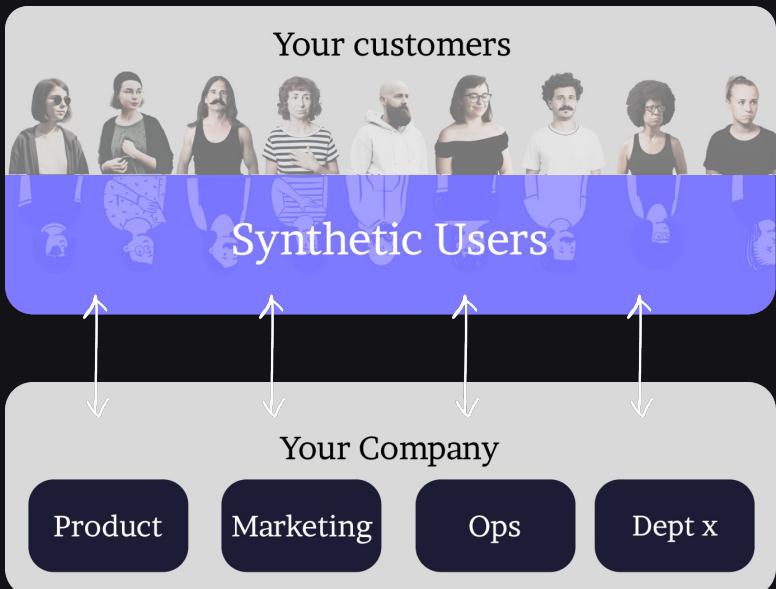


# **Some new AI-powered instruments**

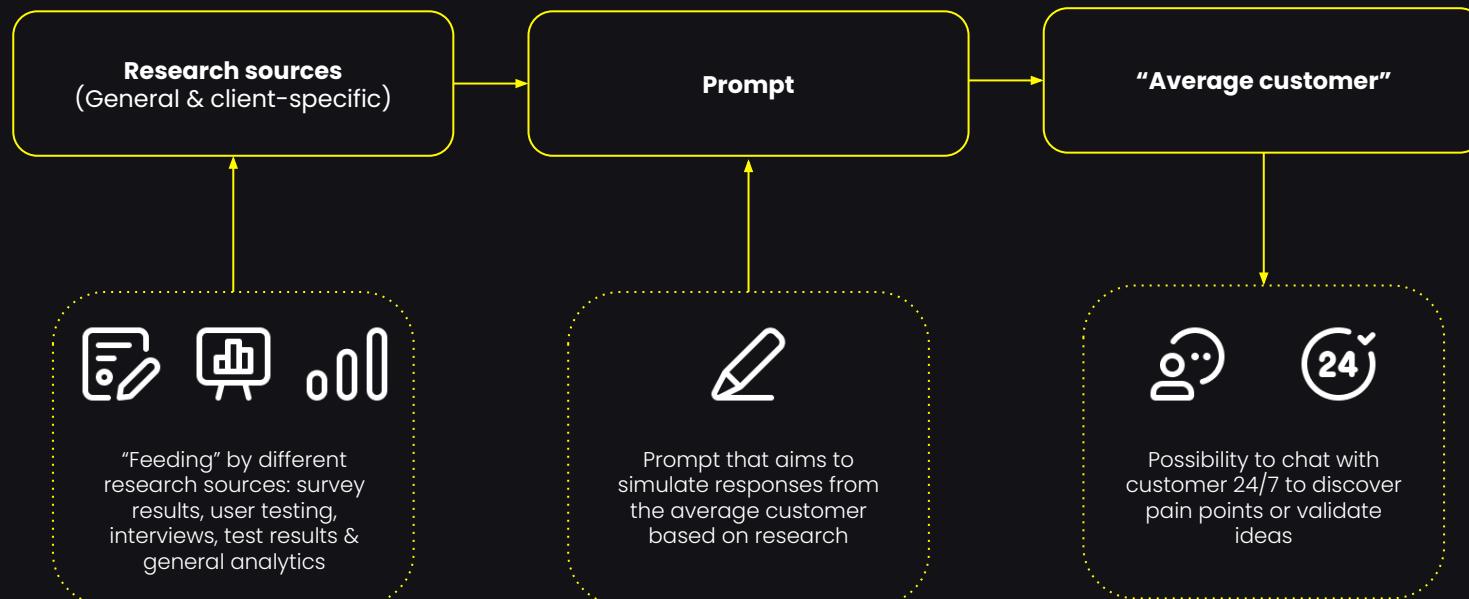
# 1. Synthetic users and testing

AI-generated virtual users simulate and evaluate website behavior. Use for testing or interviews.

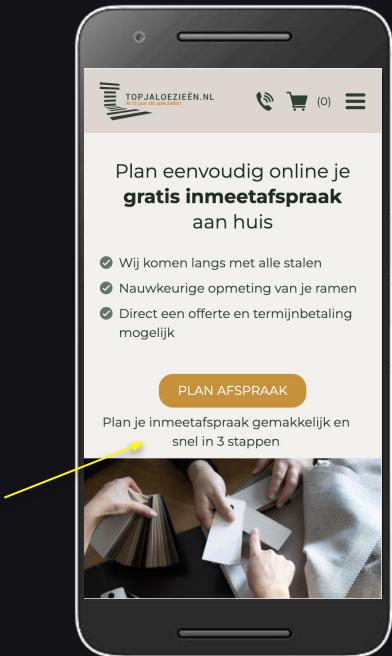
- Rapid, large-scale testing of features, flows, and edge cases
- Results almost instantly available
- No reliance on actual traffic
- Less risk by predicting issues
- Save costs and time
- 85%-92% similarity with actual “organic users”



## 2. CustomGPTs per target audience



# Example CustomGPT | Feedback on testplan



Variant with microscopy: "Schedule your measurement appointment quickly and easily in 3 steps"

Shop-at-Homie  
11 minuten geleden

Hier is mijn beoordeling als kritische klant die waarde hecht aan persoonlijk advies, duidelijkheid en sfeer:

## Verwachting van de A/B-test

**Wat wordt getest?**

Er wordt microscopy ("Plan je inmeetafspraak gemakkelijk en snel in 3 stappen") toegevoegd direct onder de CTA-button op de inmeetafspraakpagina. De verwachting is dat dit bezoekers nét dat extra zetje geeft om het formulier in te vullen, omdat het proces simpel en laagdrempelig lijkt.

**Hoe denk ik dat dit zal presteren?**

- Positief:**

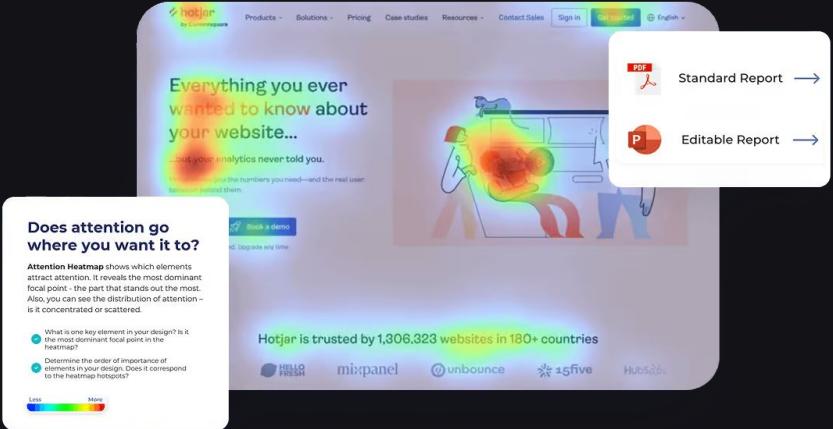
De toevoeging van microscopy kan zeker helpen om twijfelaars over de streep te trekken. Vooral als ik als klant onzeker ben over het proces, stelt het me gerust dat het "gemakkelijk en snel in 3 stappen" gaat. Dit verlaagt de drempel en maakt het concreter wat ik kan verwachten.
- Beperkt effect:**

Tegelijkertijd is de tekst vrij algemeen en mist het een echt onderscheidend of persoonlijk element. "Gemakkelijk en snel" hoort ik overal. Het benoemt niet waarom het bij Topjaloezieën.nl écht prettig anders is dan bij de concurrent.

### 3. Predictive eye-tracking

AI-driven prediction where attention goes in the first 5 seconds of a page.

- Based on 5.5 million eye fixations from eye-tracking studies
  - 96% accuracy
- Validation of concepts before going live
- Results within 60 seconds and no participants needed



Does attention go where you want it to?

Attention Heatmaps show which elements attract attention. It's the most dominant focal point - the part that stands out the most. Also, you can see the distribution of attention - is it concentrated or scattered.

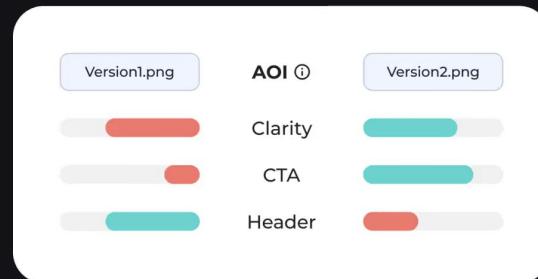
What is one key element in your design? Is it the most dominant focal point in the heatmap?

Determine the order of importance of elements in your design. Does it correspond to the heatmap hotspots?

Less  More

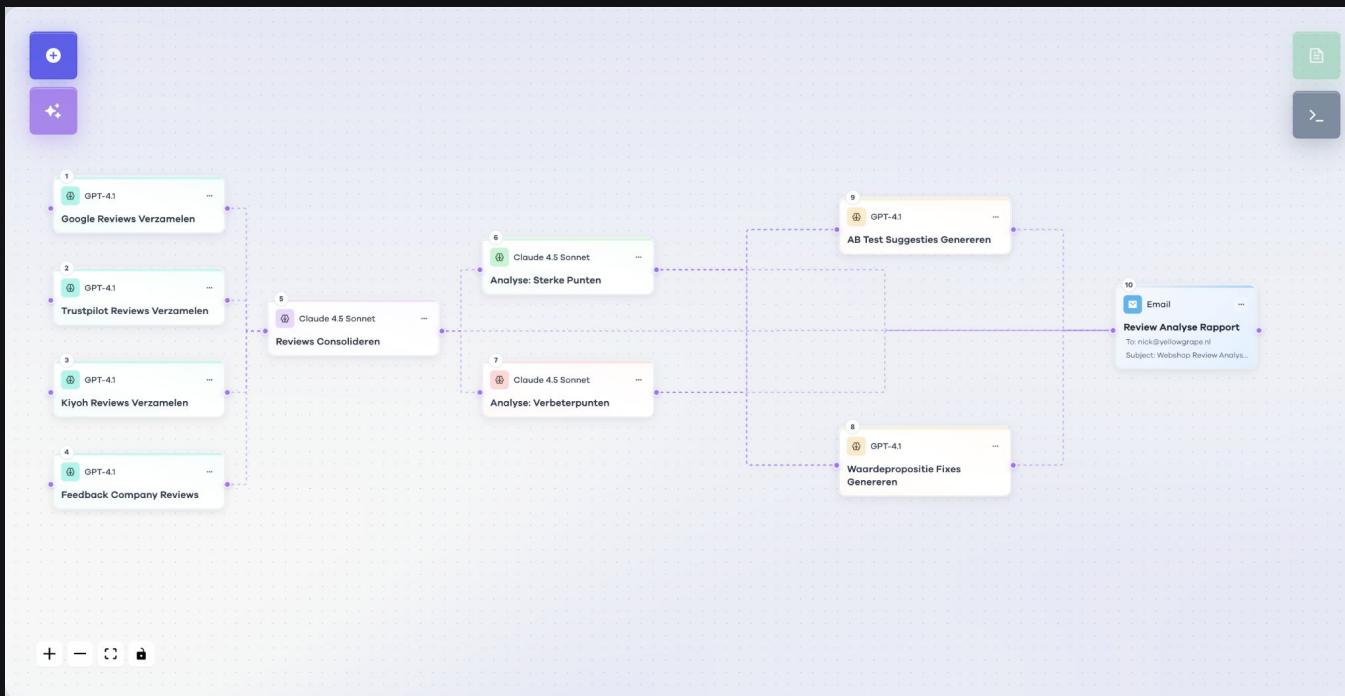
Hotjar is trusted by 1,306,323 websites in 180+ countries

HELLO FRESH mixpanel unbounce 15five Hubspot



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# 4. Automated workflows for pattern recognition in data sets



# 5. AI-prompted designs for test variations

>Add Showroom Button

Pas buttonhoogte en uitlijning aan

Version 3

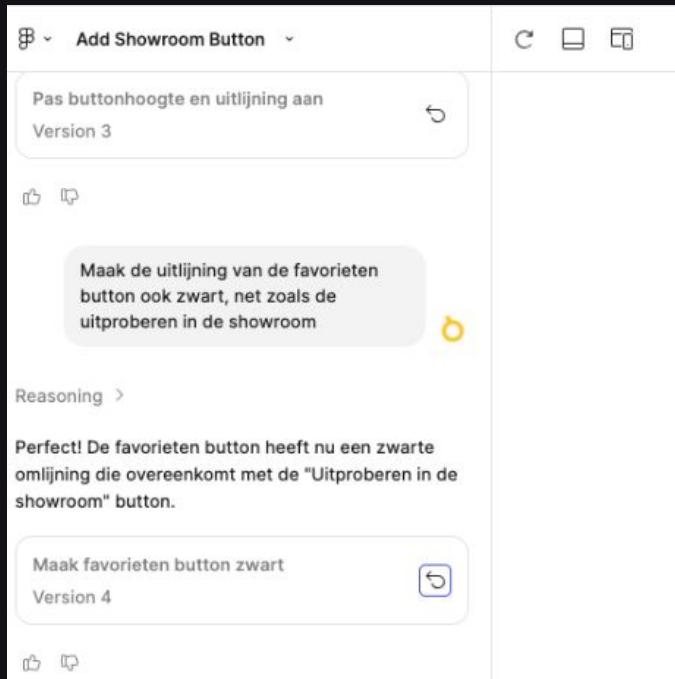
Maak de uitlijning van de favorieten button ook zwart, net zoals de uitproberen in de showroom

Reasoning >

Perfect! De favorieten button heeft nu een zwarte omlijning die overeenkomt met de "Uitproberen in de showroom" button.

Maak favorieten button zwart

Version 4



Preview Code

1.831,- 1.189,- Laagste prijsgarantie

Voor 23:59 besteld, binnen 3 werkdagen gratis in huis.  
In het echt bekijken in één van onze 13 Experience Stores XXL.

In winkelwagen

Uitproberen in de showroom Heart icon

Betaal gemakkelijk met o.a.

IDEAL PayPal MC VISA thuiswinkel

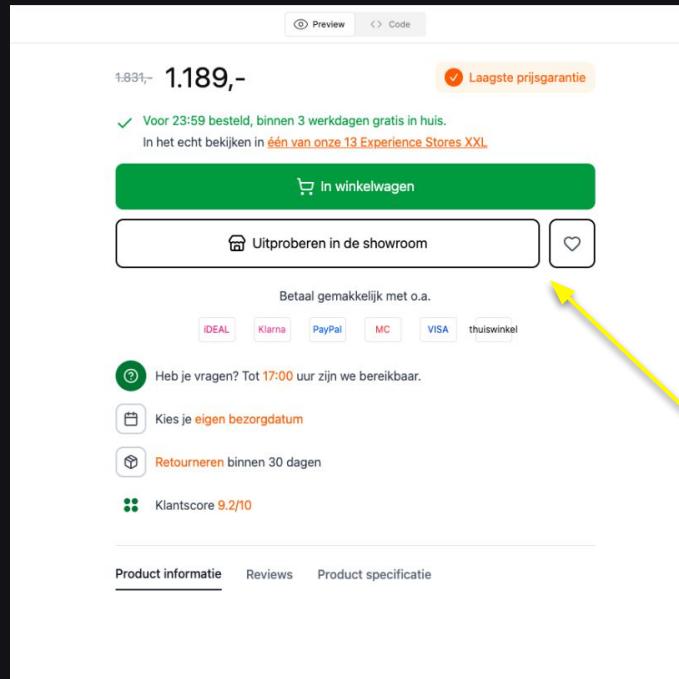
Heb je vragen? Tot 17:00 uur zijn we bereikbaar.

Kies je eigen bezorgdatum

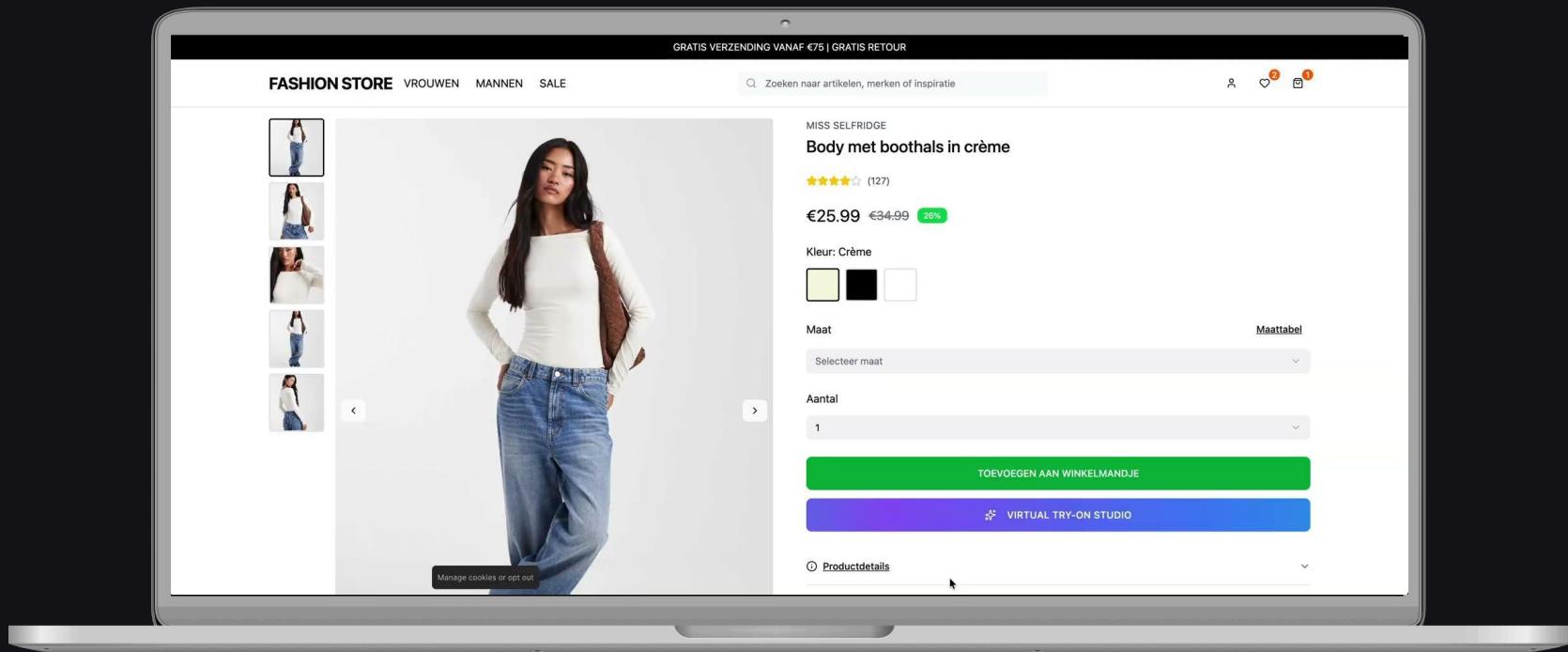
Retourneren binnen 30 dagen

Klantscore 9.2/10

Product informatie Reviews Product specificatie



# 6. Testing of advanced AI-based functionalities



# 7. Instant checkout via ChatGPT

9:41 ChatGPT 5 > Can you help me find a great housewarming gift for my friend? maybe a handmade, ceramic dinnerware set, in white and tan under \$100? Here's a curated selection of ceramic bowl sets in white and tan tones under \$100, with an emphasis on handmade, earthy, or minimalist styles. These would make great gifts or additions to your own tableware.

9:41 Dinnerware Set by BlancPottery Place Setting 3 piece setting [Buy](#)

9:41 Dinnerware Set by BlancPottery [Etsy](#) [Instant checkout](#)

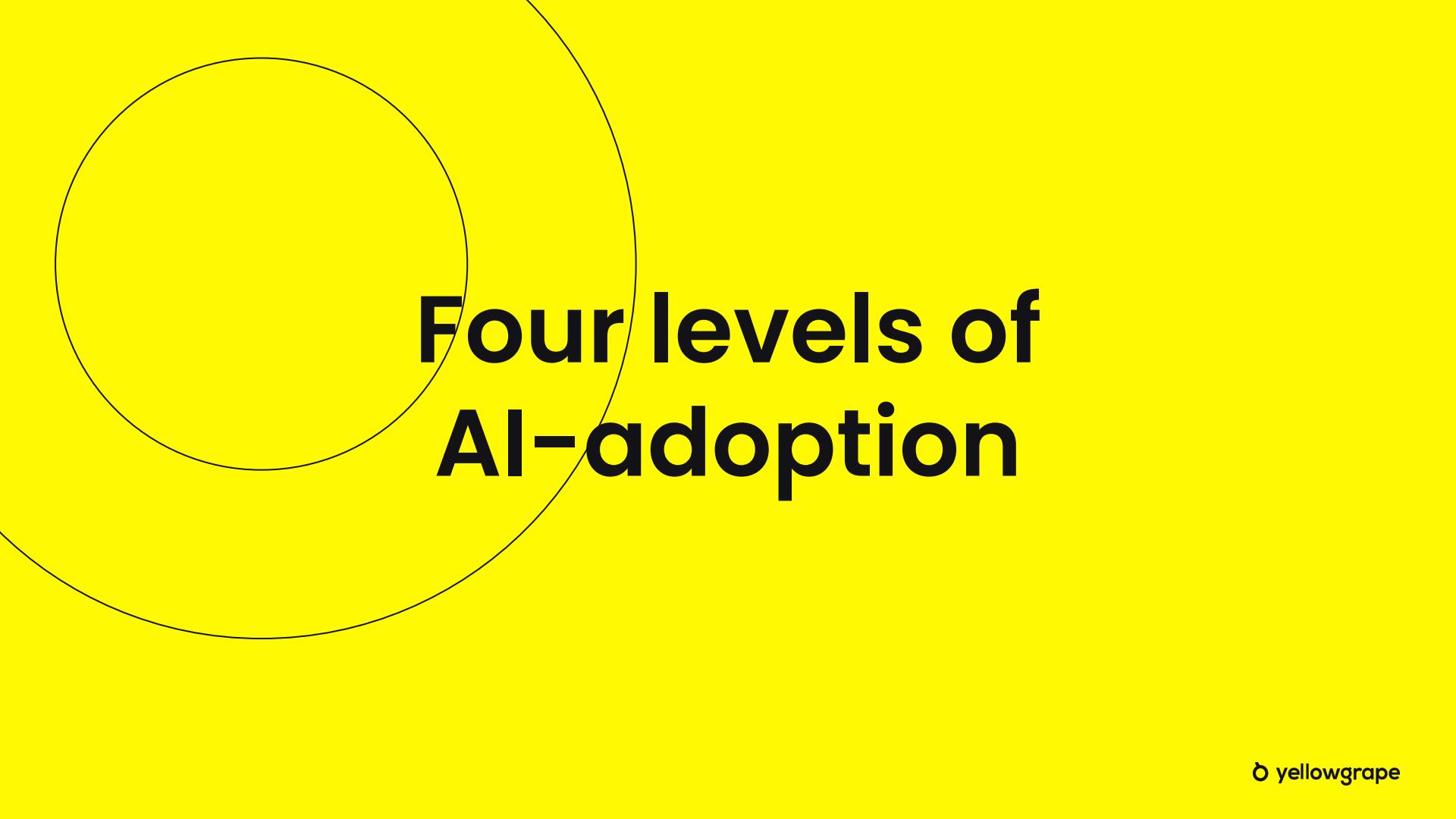
9:41 Purchase complete Dinnerware Set by BlancPottery Quantity: 1 [View details](#)

9:41 [Ask anything](#)

Why you might like this This handmade pottery dinnerware set is appealing because each piece is uniquely crafted, giving it natural variations that make it feel authentic and personal. The speckled glaze and earthy tones embody a wabi-sabi aesthetic—simple, imperfect, and quietly elegant—while the timeless stoneware design works equally well in modern, rustic, or minimalist settings. [Etsy](#)

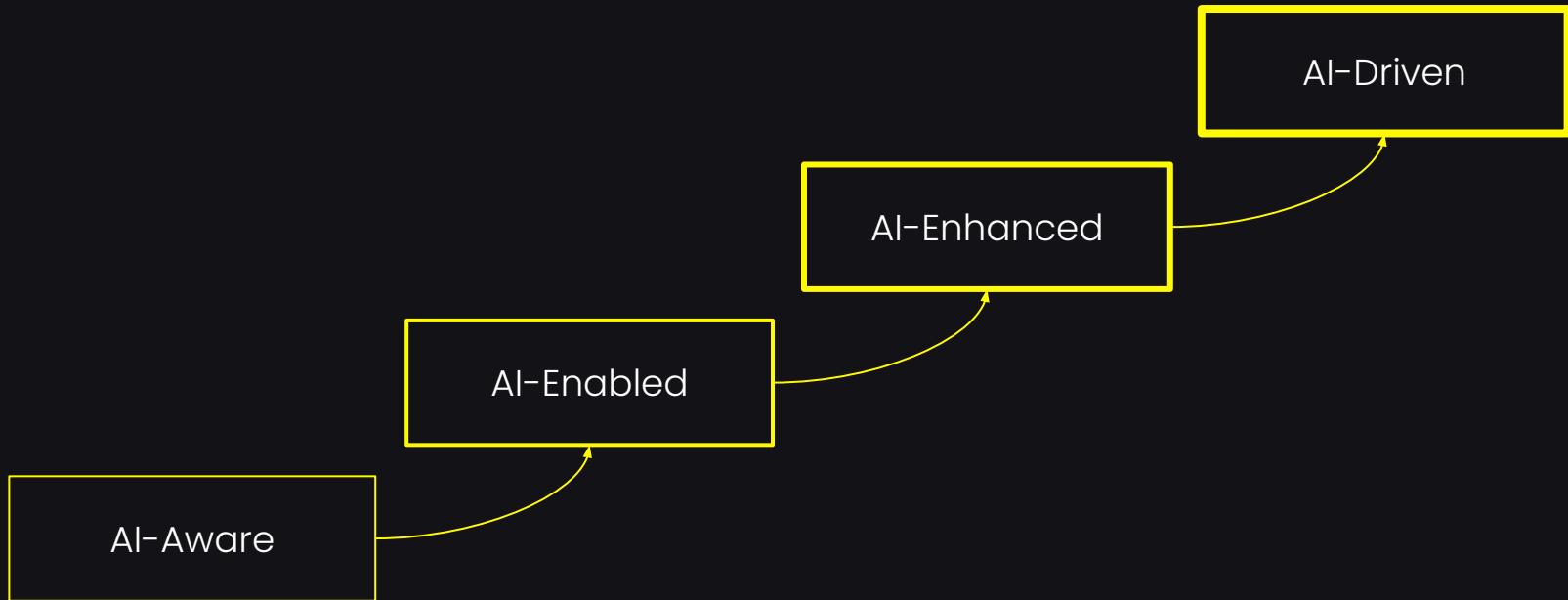
By continuing, you agree to Etsy's [terms](#) and [privacy policy](#). For more information on this product from the Etsy seller, including warnings, disclaimers, and return policies, [see here](#). You are ordering directly from an independent Etsy seller. OpenAI does not process your order, collect payment, or handle fulfillment.

9:41 [Ask anything](#)

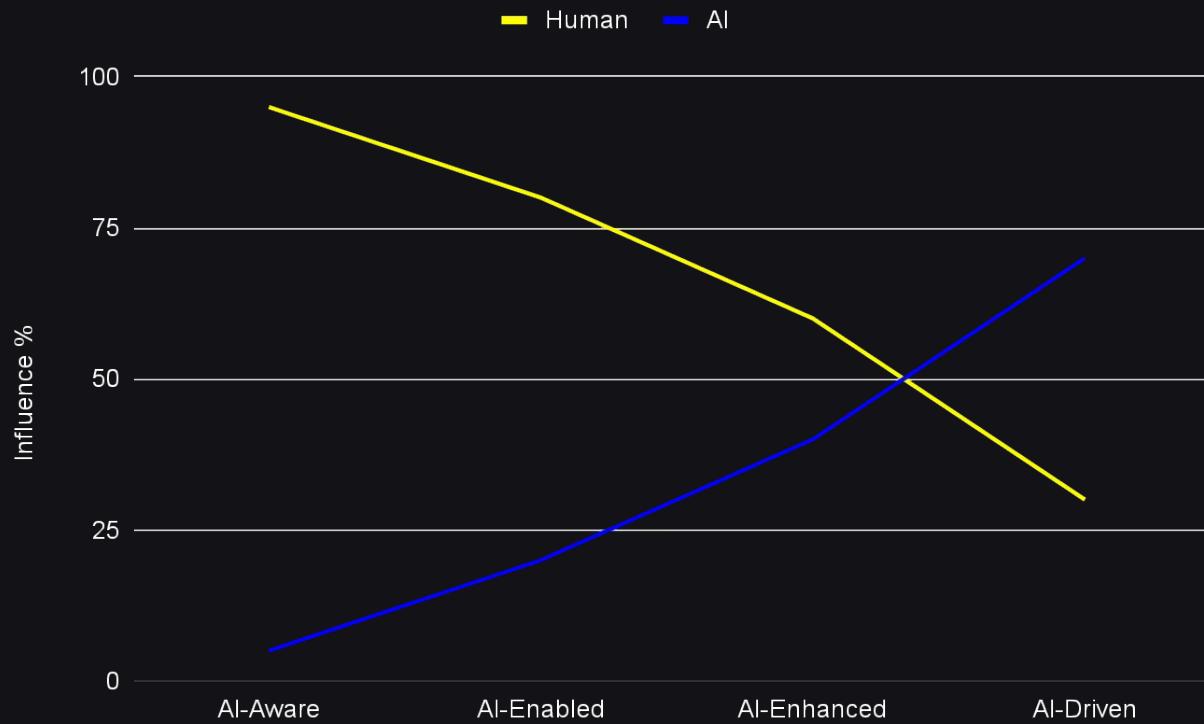


# Four levels of AI-adoption

# 4 Phases of AI Adoption in CRO



# Human vs AI influence in CRO



# Adoption phases for our captain



AI-Aware



AI-Enabled

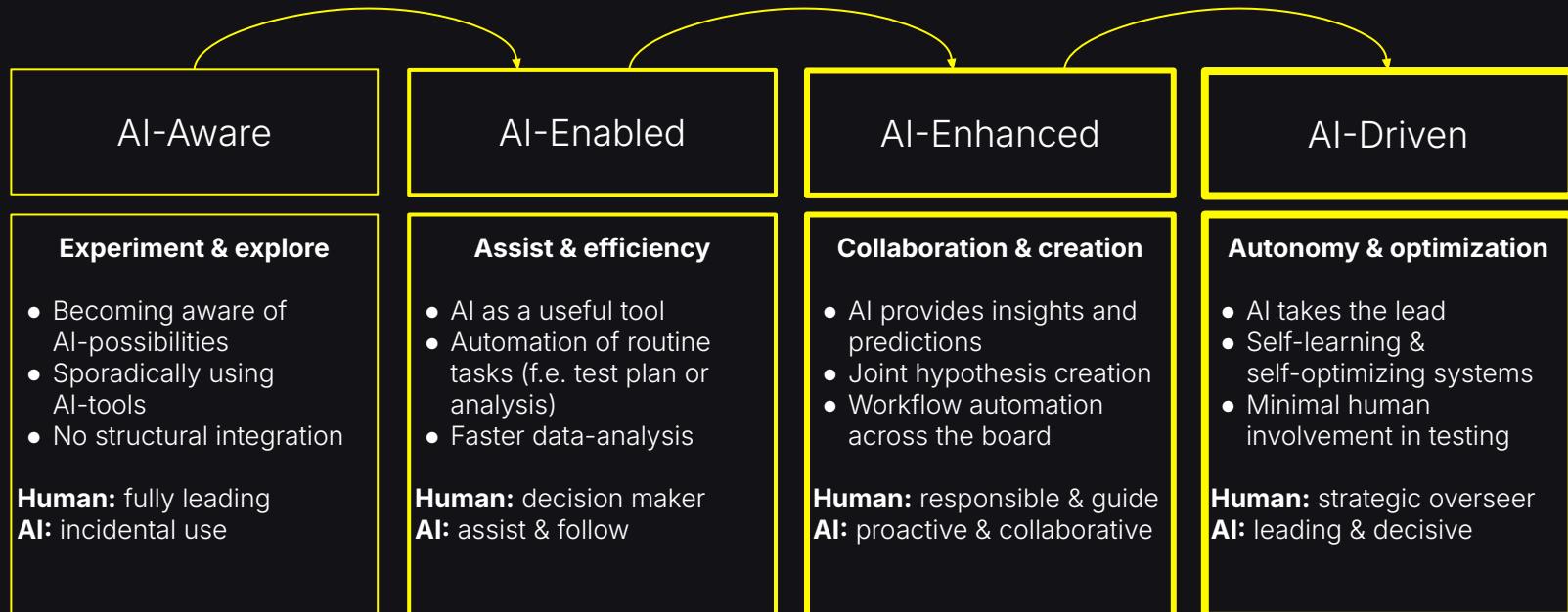


AI-Enhanced



AI-Driven

# 4 Phases of AI Adoption in CRO





# Why AI-Enhanced? (for now)

- AI technologies are not that advanced yet to be trusted to lead and fully drive decision making
- **Structurally integrate** power of AI to increase efficiency and enable analyses that were too time consuming before
- Embrace AI, but stay in the lead yourself. Human experience and strategic expertise stays key



# **The AI-Enhanced CRO Specialist**

# What is an AI-Enhanced CRO specialist?

Specialists who enhance their expertise and creativity through smart use of AI tools, rather than being replaced by automation.

## **In short:**

- You use AI to perform faster, smarter, and deeper analyses, generate hypotheses, and set up experiments.
- But you, as a human, remain indispensable for interpretation, strategy, creative problem-solving, and asking the right questions.
- You determine the direction; AI is your "force multiplier" (multiplying your impact).

## **To put it briefly:**

as a specialist, you don't become redundant, but rather more valuable because you leverage AI to deliver more and better work, while adding the human nuance, ethics, and customer insight that AI lacks.

## **Example in a CRO context:**

- AI identifies patterns in data, but you determine which hypotheses are truly relevant.
- AI automates A/B tests, but you evaluate the results within the context of brand, customer experience, and strategy.
- AI personalizes, but you ensure it aligns with brand identity and ethical frameworks.

## **Bottom line:**

**AI-enhanced = human + machine, with the human remaining in control.**

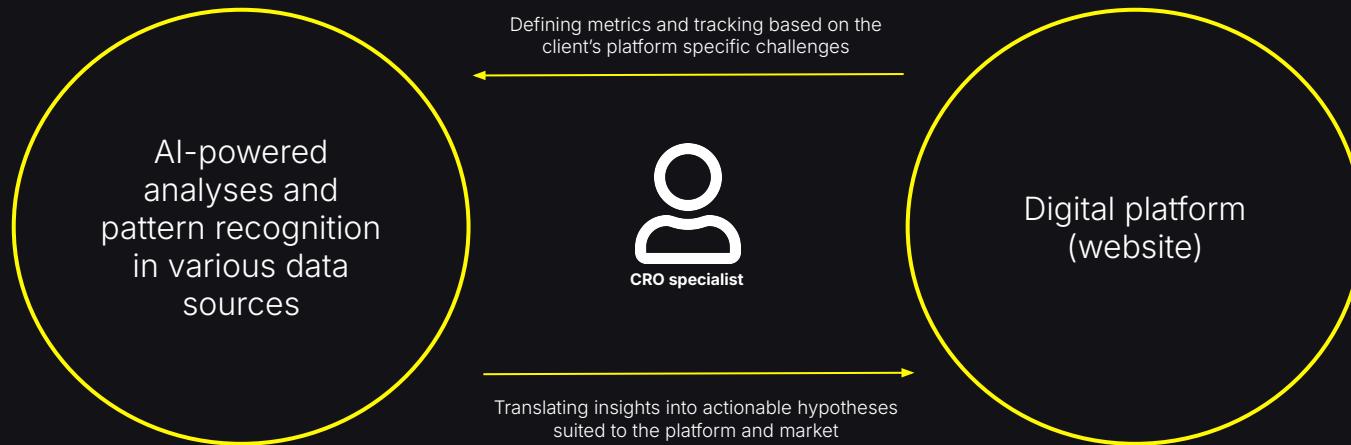


# AI as a "force multiplier": you set the direction, AI amplifies your impact



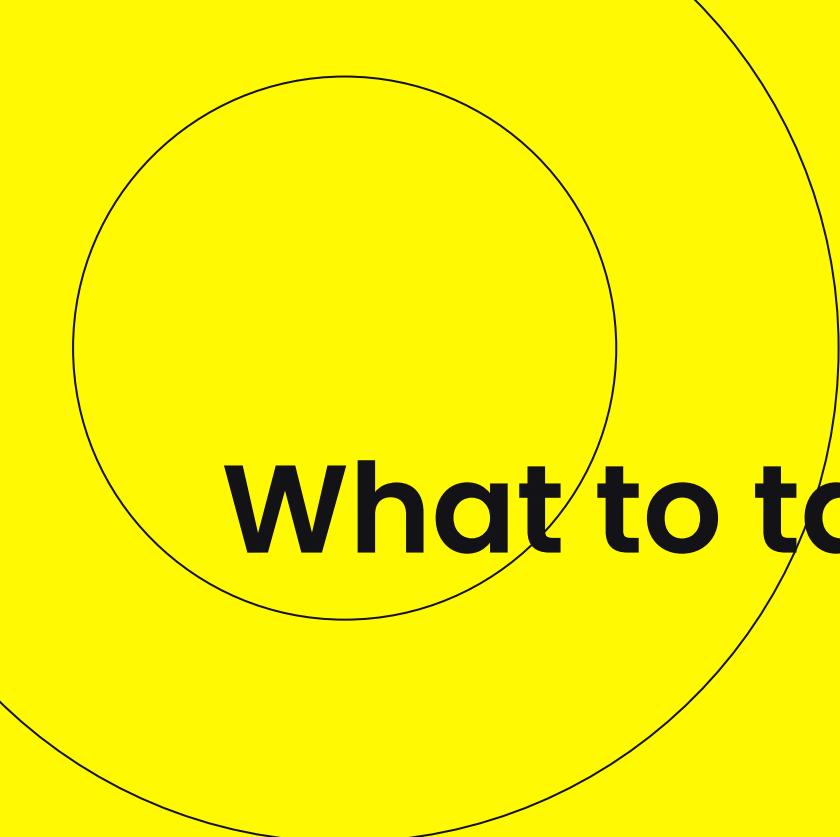
**AI supports, you lead – stronger together.**

# Role of the CRO specialist in analyses



# Differences in a traditional CRO process

| CRO Phase             | Pre-AI Era                                                    | With AI                                                      |
|-----------------------|---------------------------------------------------------------|--------------------------------------------------------------|
| Quantitative analysis | Deep diving into UA/GA4 data                                  | Chatting with data using MCP                                 |
| Qualitative analysis  | Manually labelling of output                                  | Automated pattern recognition                                |
| Forming a hypothesis  | Use IF, THEN, BECAUSE format                                  | AI-generated suggestions (in IF, THEN, BECAUSE format)       |
| Creating a test plan  | Designing variations by hand                                  | Prompting design based on hypothesis (f.e. using Figma Make) |
| Development           | Development of variations by front-end developer              | Prompting own code based on test plan                        |
| QA                    | Checking own devices and Browserstack                         | Automated cross-browser testing and AI-bug detection         |
| Live                  | 2-4 full weeks of test duration required                      | Possible to get instant results with synthetic testing       |
| Monitoring            | Weekly monitoring of Looker dashboards or GA4 reports         | Instant alerts and anomaly detection                         |
| Test analysis         | Manual analysis and significance calculation, input to report | Fully automated report (incl. significance calculation)      |
| Recommendation        | Determine follow-up based on analysis report                  | AI-generated suggestion for follow-up steps                  |



**What to take from this?**



# The essence of today: 3 points

- 
- 01 Embrace AI within your own mindset. View it as an opportunity, not a threat!
  - 02 Explore the opportunities and get started with integrating AI into workflows and analyses
  - 03 Don't expect to immediately be AI-driven, go for a gradual adoption of AI. Aim for becoming AI-Enhanced for now!
-

# Vragen? Let's talk...



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# BREAK TILL 14.35

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**spotler**

 **MONETATE**

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