



SPEAKER

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PARTNER PRESENTATION: YELLOWGRAPE

The Changing Role of the AI-
Enhanced CRO Specialist





The Changing Role of the AI-Enhanced CRO Specialist

Experimentation Heroes





Agenda for the day

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



Nick Schaperkotter

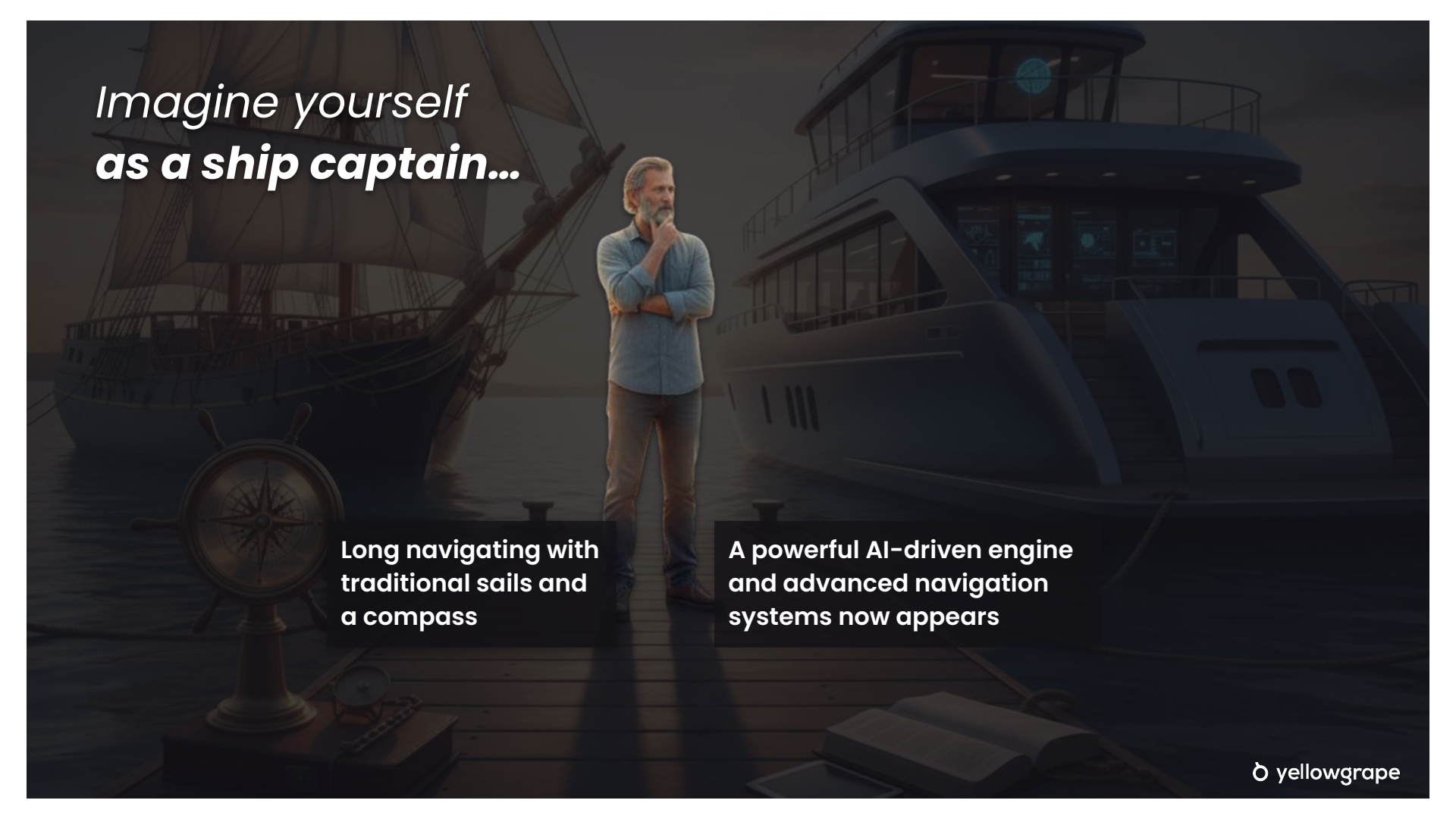
Head of UX & Experimentation

8+ years of experience in experimentation

But first, let me introduce myself



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

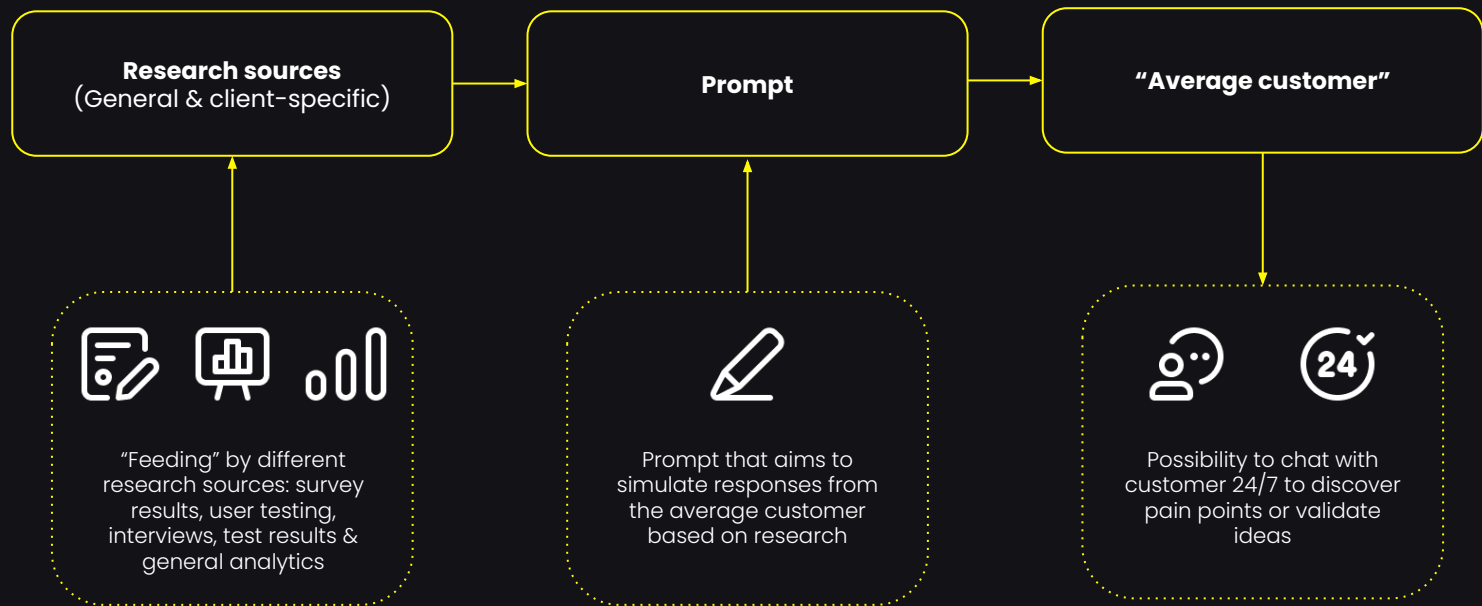
1. Synthetic users and testing

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 microcopy: "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 microcopy ("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.

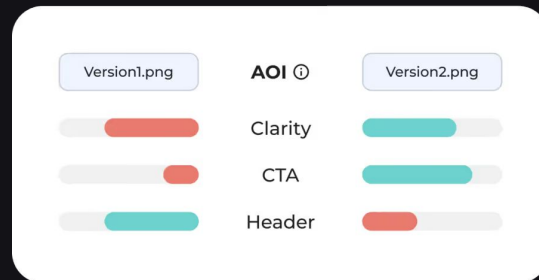
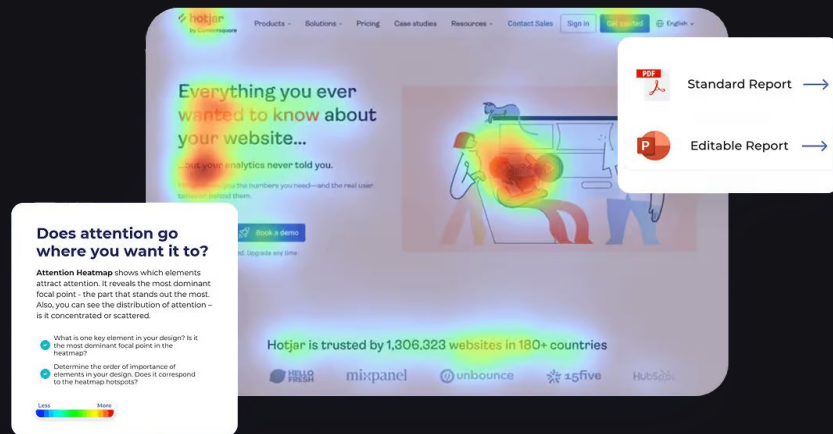
Hoe denk ik dat dit zal presteren?

- **Positief:**
De toevoeging van microcopy 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" hoor ik overal. Het benoemt niet waarom het bij Topjaloezieën.nl écht prettig of anders is dan bij de concurrent.

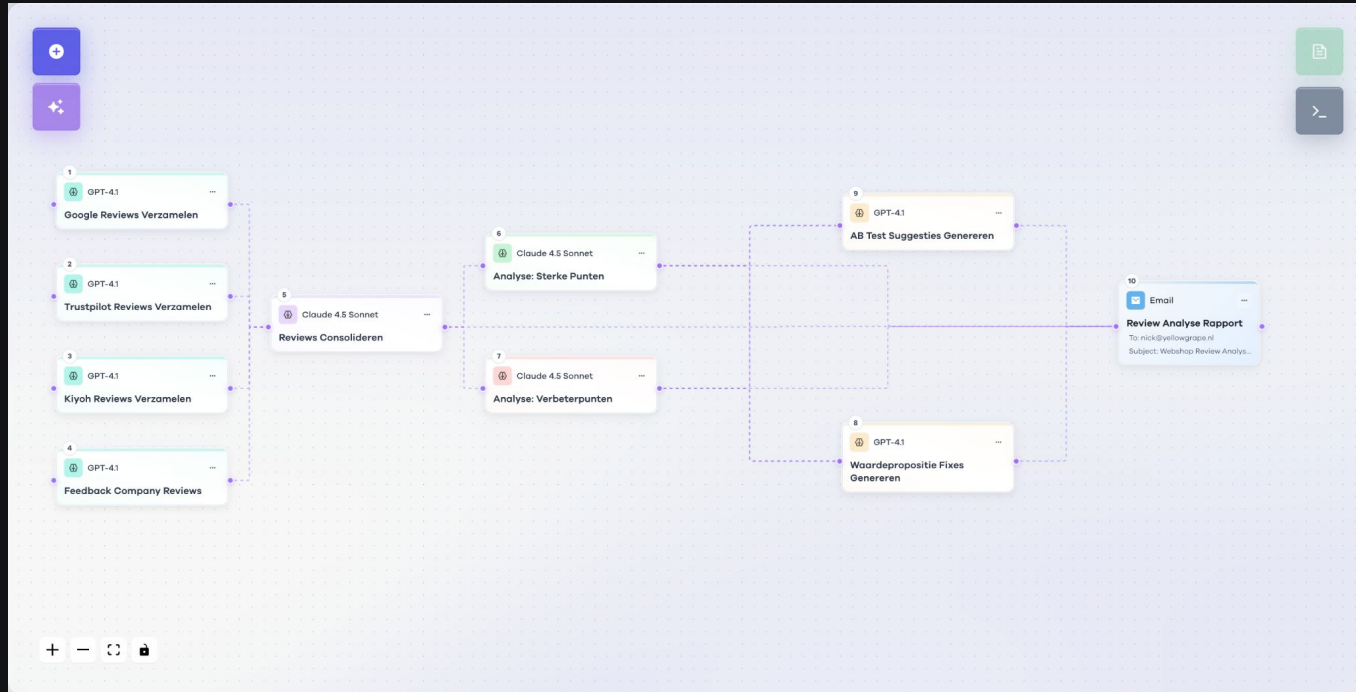
3. Predictive eye-tracking

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

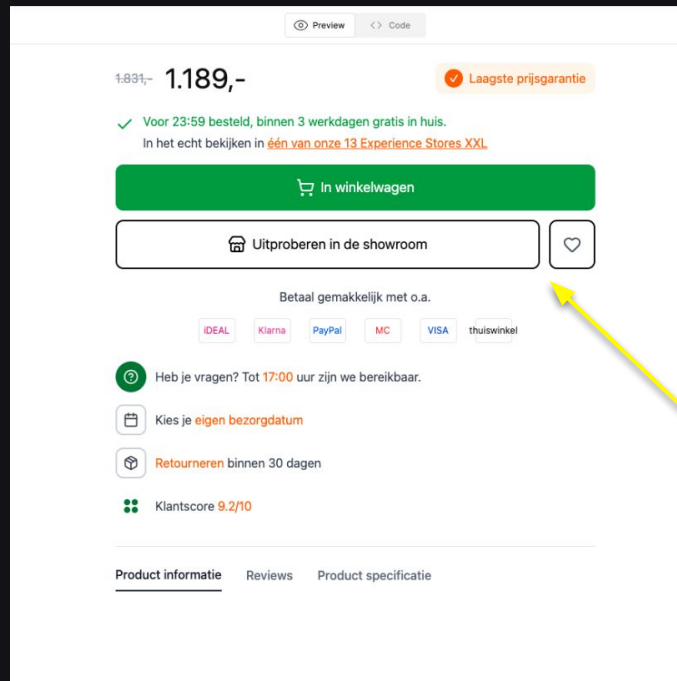
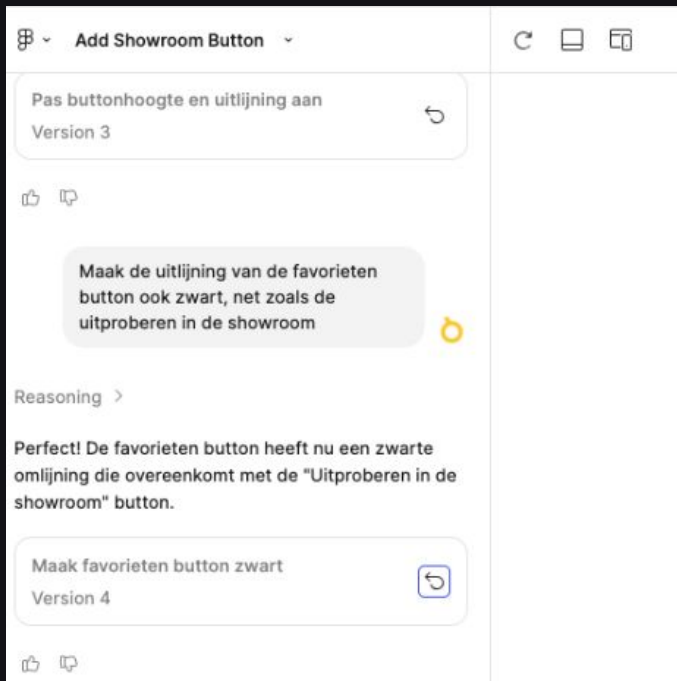
- Based on 5.5 million eye fixations from eye-tracking studies
 - 96% accuracy
- Validation of concepts before going live
- Results within 60 seconds and no participants needed



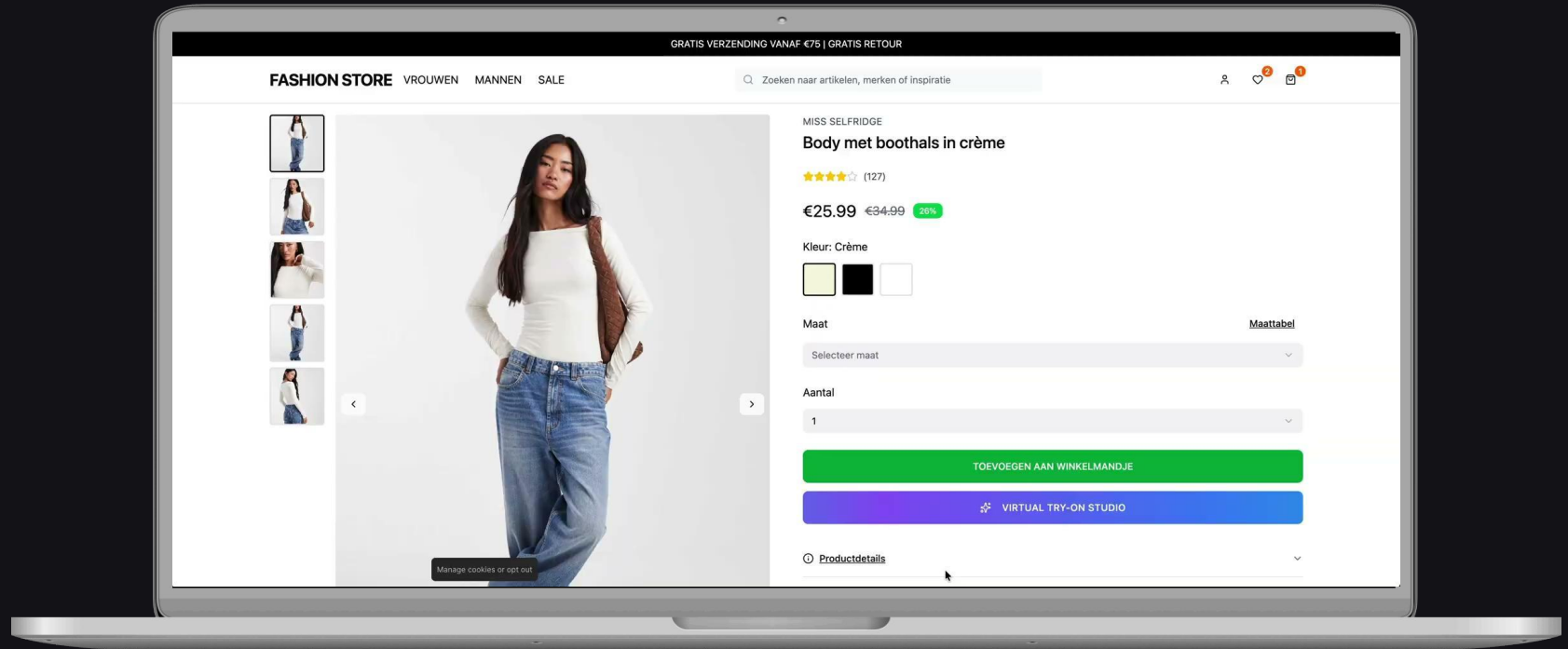
4. Automated workflows for pattern recognition in data sets



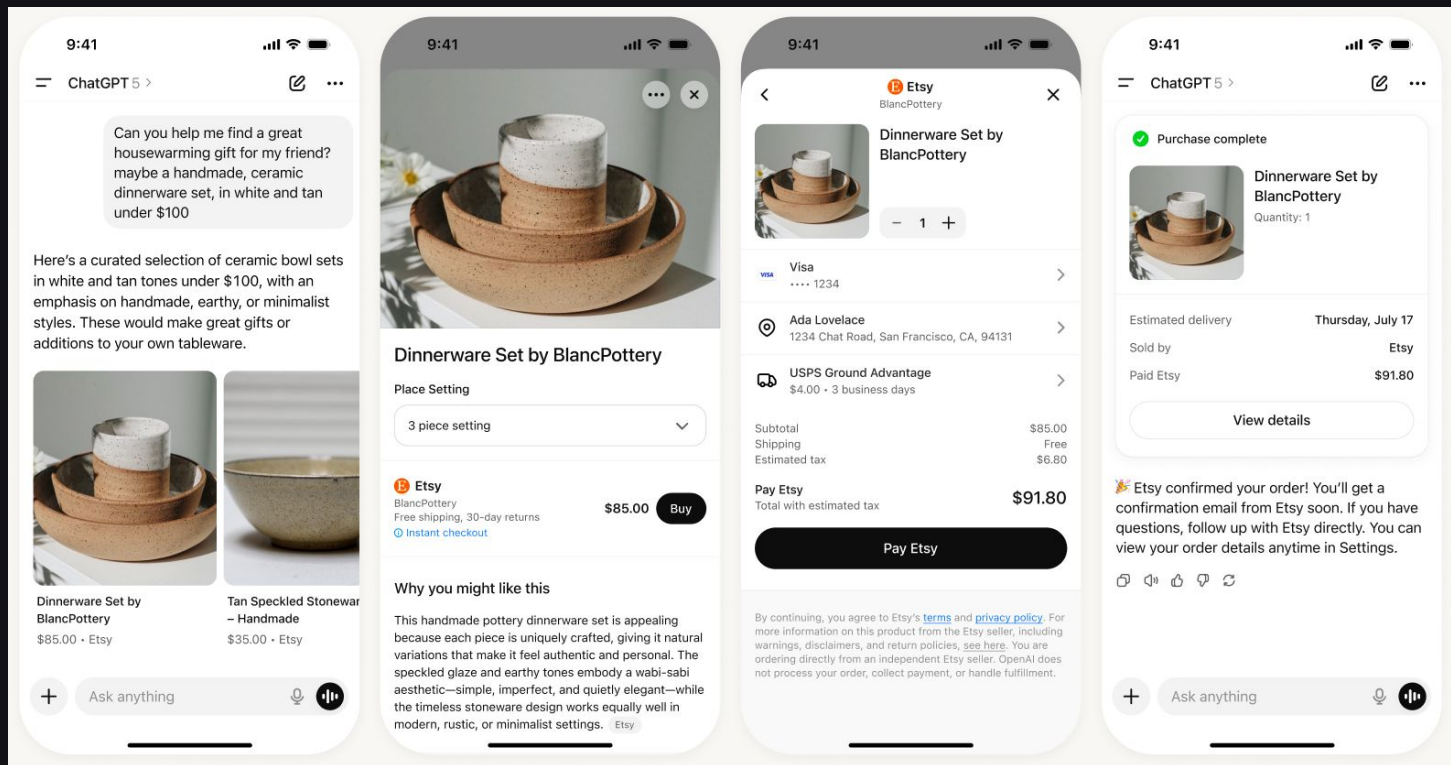
5. AI-prompted of designs for test variations



6. Testing of advanced AI-based functionalities



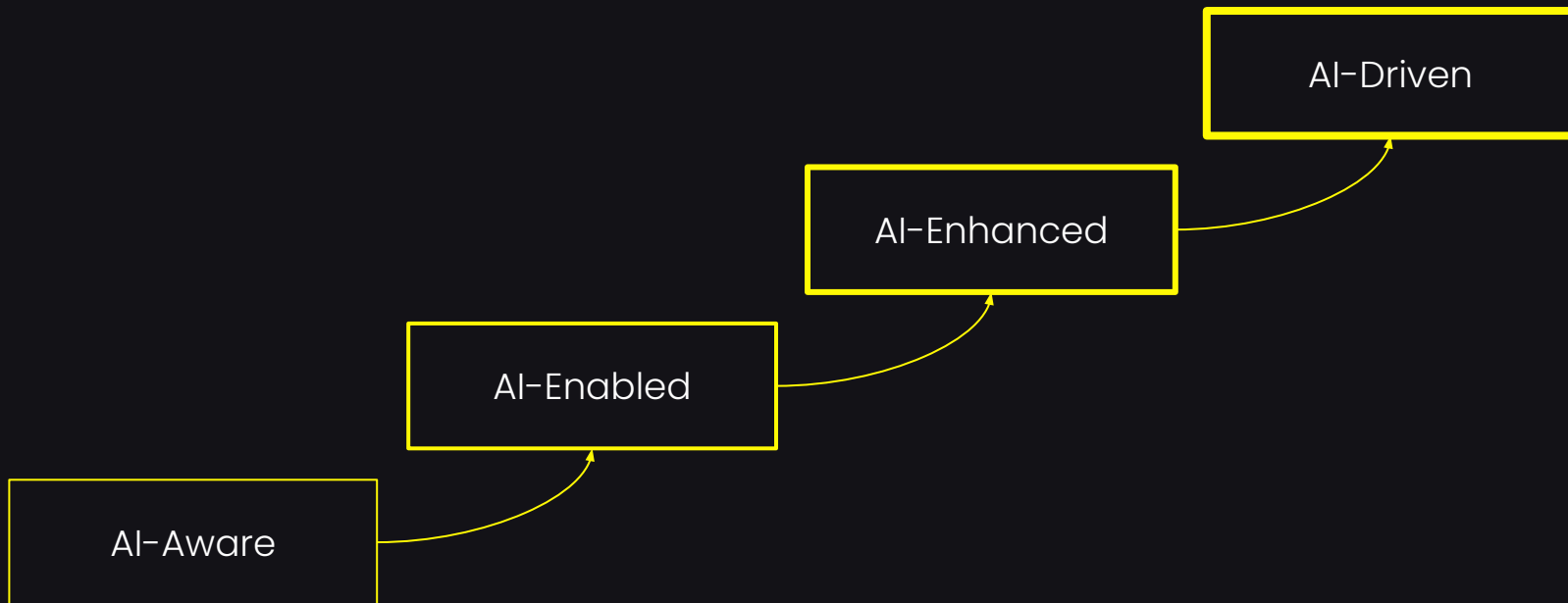
7. Instant checkout via ChatGPT



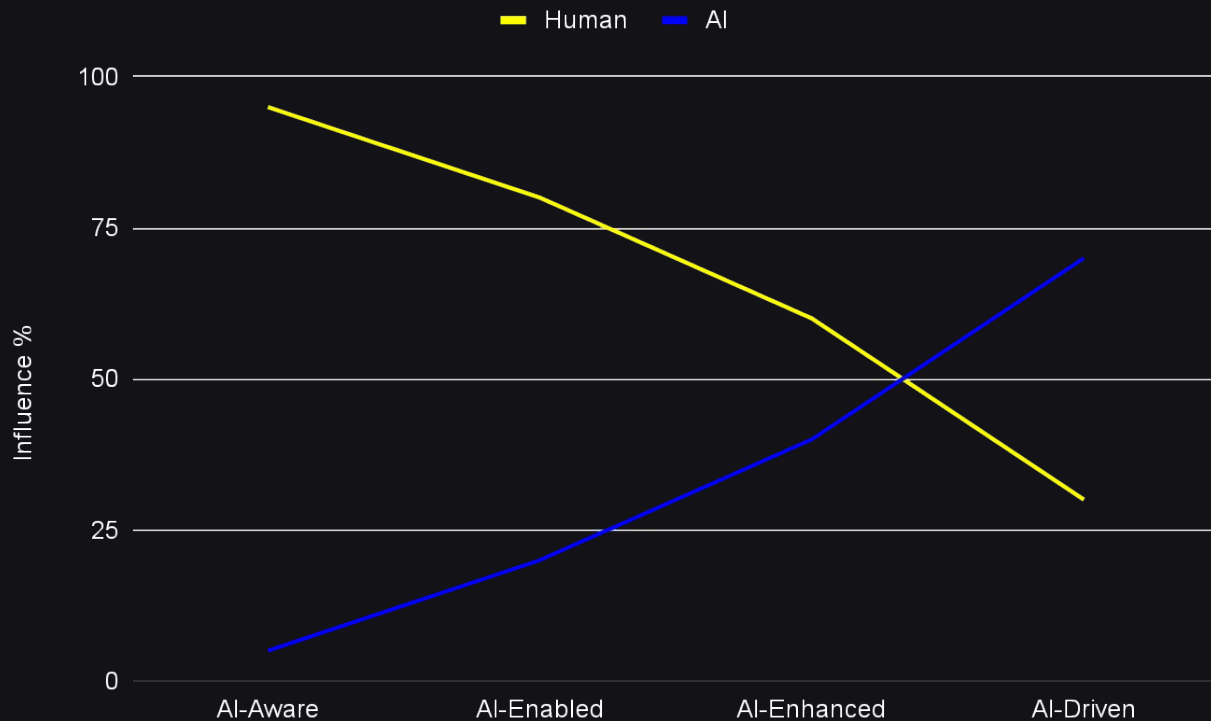


Four levels of AI-adoption

4 Phases of AI Adoption in CRO



Human vs AI influence in CRO



Adoption phases for our captain



AI-Aware



AI-Enabled

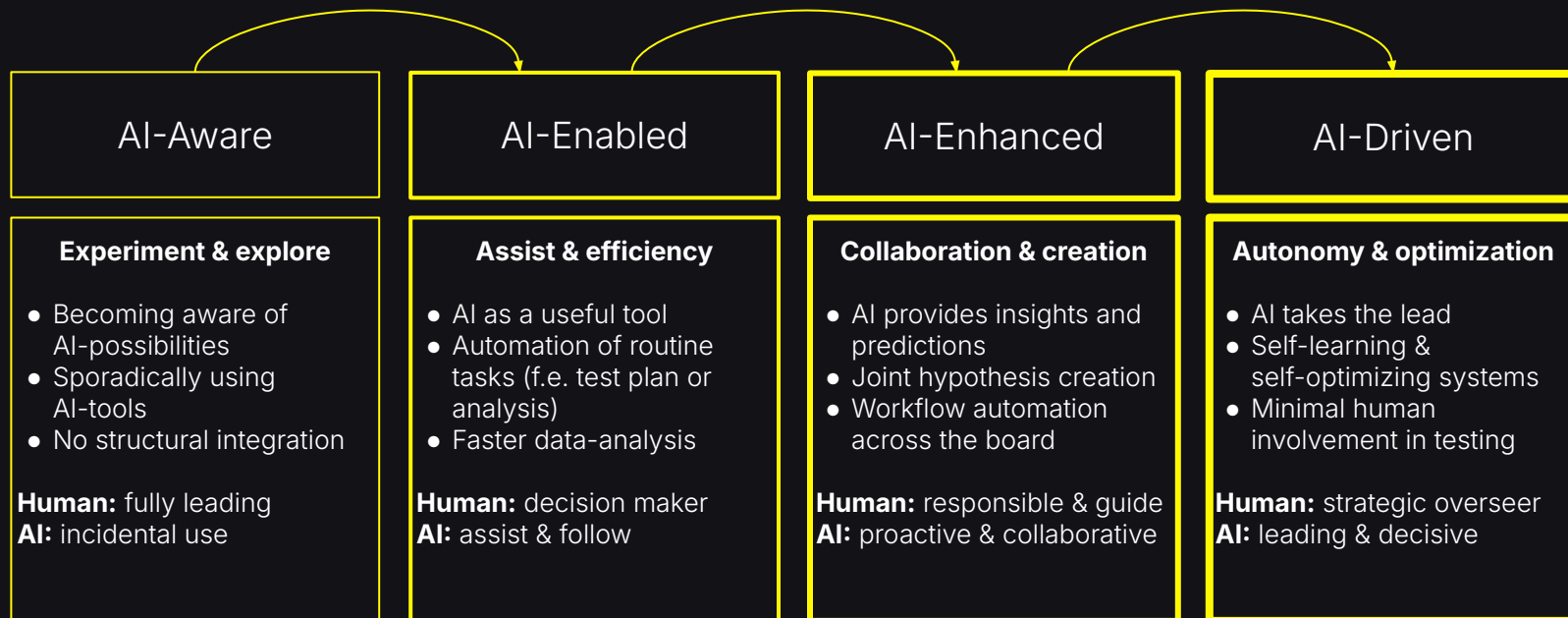


AI-Enhanced



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.

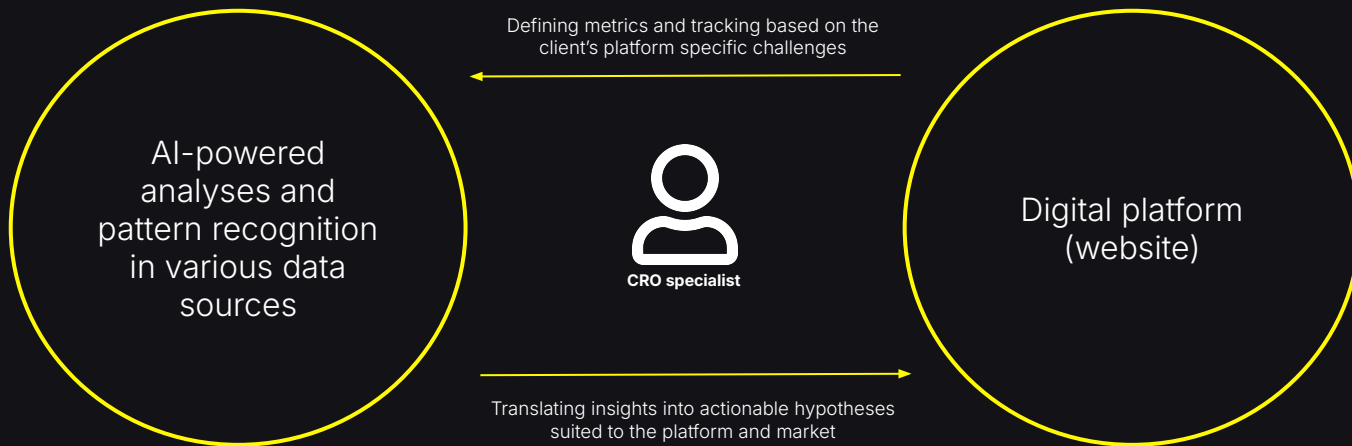


AI as a "force multiplier": you set the direction, AI amplifies your impact



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

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- 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!
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Vragen?

Let's talk...



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BREAK TILL 14.35
