

Original Article

Impact of Digital Marketing Techniques in Increasing Effectiveness of Conversion Rate Optimization (CRO) among Telecommunication Organizations in Jordan

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Received Date: 28 January 2024

Revised Date: 07 February 2024

Accepted Date: 16 February 2024

Published Date: 26 February 2024

Abstract: The current study aimed to examine the influence of digital marketing techniques of (A/B Testing, Landing Page Optimization, User Experience (UX) Optimization, Clear Call-to-Action (CTA), Social Proof, and Simplified Checkout Process) on the effectiveness of conversion rate optimization (CRO) from the perspective of sales and marketing managers and employees in Jordanian cellular telecommunications companies. Quantitative methodology was adopted, and a questionnaire was self-administered by (100) sales and marketing managers. Results of the study indicated that digital marketing techniques are able to increase the effectiveness of CRO with the special influence of the variable (Simplified Checkout Process) as it has the ability to influence customer intention to make a purchase decision from a specific website based on the level of purchase process easiness and smoothness. This current study sheds light on the relationship between digital marketing and the concept of conversion rate, in addition to identifying the best and most suitable digital process to optimize conversion rate.

Keywords: Digital Marketing, A/B Testing, Landing Page Optimization, User Experience (UX) Optimization, Clear Call-to-Action (CTA), Social Proof, Simplified Checkout Process, Conversion Rate Optimization (CRO), Digitization.

I. INTRODUCTION

Recently, digital marketing has become a master of the scene in terms of presenting the marketing process in a brand-new perspective and attracting customers with a new and novel approach. Many marketers and researchers in the field of marketing have confirmed that digital marketing is one of the most important communication tools in the digital world, as technology-based marketing has accelerated the process of reaching target customers and has also facilitated the way to promote all services and products in an easy, fast and low-cost manner compared to traditional methods (Peter and Dalla Vecchia, 2021; Al-Duwailah & Hashem, 2019).

Digital marketing offers many services based on tools and software that ensure building a customer base. From the point of view of Saura (2021), digital marketing is one of the marketing tools that would attract customers within a short time based on many effective and appropriate means. Olson et al. (2021) pointed out that digital marketing, with all its tools, work to understand consumer behavior and thus direct marketing campaigns based on specific standards reached by digital marketing programs and tools.

One of the most important methods in which digital marketing is used is to rely on marketing through websites, where the website provides complete information about the product or service and completes the purchase process until it reaches the stage of payment and confirmation. Marketers always try to develop websites to attract customers to shop through them rather than going to the brand's actual website or marketing in markets or stores (Kingsnorth, 2022; Hashem, 2015). This matter led to the development of what is known today as the conversion rate. This term means continuing to develop the website or electronic page until it is the first destination for the consumer to make the purchase (Hawi et al., 2015; Hashem, 2021).

Based on the above, the current study aspires to examine the influence of digital marketing techniques of (A/B Testing, Landing Page Optimization, User Experience (UX) Optimization, Clear Call-to-Action (CTA), Social Proof, Simplified Checkout Process) on the effectiveness of conversion rate optimization (CRO) from the perspective of sales and marketing managers and employees in Jordanian cellular telecommunications companies.

II. LITERATURE REVIEW

A) Digital Marketing Techniques

Veleva and Tsvetanova (2020) defined digital marketing as a marketing method in which modern technology is relied upon with its various tools and programs, and its goal is usually to build a strong customer base and attract potential customers in addition to retaining current customers. Deiss and Henneberry (2020) confirm that the primary goal of digital marketing is to



increase brand awareness, as digital marketing techniques help reach more customers and identify the individuals targeted by the marketing process, which contributes significantly to enhancing the results of marketing campaigns, reducing their cost, and controlling waste.

Chaffey and Smith (2022) argued that there are many digital marketing strategies and methods, including search engine optimization, online advertising, marketing through social media, marketing through email, reliance on content in marketing, and virtual marketing or virtual reality. Purwanti (2021) indicated that among the strategies in digital marketing that are adopted to increase the effectiveness of CRO included:

a. A/B Testing

Arifulin (2022) stated that A/B testing is one of the digital marketing tests in which two different versions of a website, website, or even an electronic marketing message are compared. The marketer compares the two versions in order to reach the version that has achieved higher customer attraction in terms of clarity, attractiveness in form, or ease of browsing. A/B test contributes to improving the conversion rate and reaching marketing goals

b. Landing Page Optimization

Meissner (2020) argued that in this technique, the marketer works to improve and simplify the mechanism of downloading the page, either in an interesting manner or supported by instructions for purchase or even attractive and exciting marketing content such as discounts, offers and various downloads. The organizations that focus most on this technology are the organizations that deal with it and require filling out a form that contains, for example, the address or specific details of the product. Marketers aspire for this page to be easy, fast, and attractive to buyers based on various criteria, such as lack of complexity, clarity of requirements, and acceptance of input in various languages.

c. User Experience (UX) Optimization

Arifulin (2022) noted that the goal of this technology is to continuously develop the consumer's experience in dealing with different websites or applications, thus leaving the customer with a positive feeling that prompts him to repeat the purchase process again. UX technology includes working on developing electronic content, facilitating the sharing process, retaining information, and meeting customer needs.

d. Clear Call-to-Action (CTA)

Having a clear CTA means having attractive elements that push users to try a specific feature on the website, such as instant purchase buttons, sharing the product with others and getting a discount, and many other methods adopted by digital marketing techniques in order to make the website more attractive and acceptable to users.

e. Social Proof

These techniques include the presence of elements on the website that prove the existence of purchases and evaluation by other buyers, such as displaying ratings, different reviews of individuals, and positive and negative criticism. This would increase the level of trust and reliability for the website and the brand in general. In addition, the possibility of sharing these reviews on social media platforms outside the website motivates customers to make more purchases.

f. Simplified Checkout Process

This technology indicates the need to simplify electronic purchasing processes to the maximum extent permitted, which can preserve the rights and safety of users. Individuals usually tend to resort to easy, simple and uncomplicated methods in purchasing operations. This requires marketers to be able to provide services in a way that suits customers' desires and facilitates the purchasing process from the website. This includes preparing payment methods, accepting various banks and purchasing cards, in addition to accepting various currencies.

B) Conversion Rate Optimization CRO

The concept of conversion rate optimization CRO in digital marketing refers to the process through which the user experience is enhanced and improved in the electronic marketing process through websites and increases the conversion rate on the website or digital application that is being dealt with (Purnomo, 2023; Shah and Nasnodkar, 2021).

The idea of CRO is to convert the visitor to the website or application into an actual customer or brand supporter by making a purchase, registering on the website or application, or even just downloading the application from the store (Das, 2021). CRO marketers aim to boost the conversion rate and try to reach maximum value from different marketing campaigns. Chaffey and Smith (2022) point out that companies usually adopt a set of strategies in order to improve the conversion rate based on data analysis, enhancing the customer experience, conducting testing operations such as A/B testing, and understanding customers' needs and desires based on the operations they perform on the website or application. The CRO

process is inherently complex and requires a lot of patience and persistence. It is also necessary to try different approaches based on various modifications to achieve the best results in digital marketing (Daoud et al., 2023).

C) Related Studies

Arifulin's (2022) study aimed to demonstrate the impact of consumer experience on improving digital marketing for a product. The study's sample was the application on the Finnish website of Fintegra Consulting Group Oy LKV, and interviews were conducted with users to conduct an AB test on two versions of the website to determine the differences in customer response and experience. The study proved that the version of the website that paid attention to the details of the customer experience and enhanced it was more positive for users compared to the regular version.

Meissner (2020) aimed to determine the impact of continuous improvement of the Internet site based on the criteria of the customer's desires, behaviors, and attitudes on the conversion rate and optimize it. The study indicated that the website's goal is to encourage the customer to go to the websites and use them in the purchasing process, thus reaching the customer acquisition stage. The qualitative approach was applied by conducting interviews with six website visitors, where the customer journey and the steps required to browse the website were studied. The study proved that information related to the service and pricing information is the most important for customers and their use of websites. It was also found that CTA and simplified checking out process were the most influential factors in their intention to browse the website again.

In their study, Purnomo (2023) aimed to demonstrate the effective role of digital marketing in enhancing the conversion rate of purchasing transactions through the Internet. Through qualitative analysis of the content and big data, the study demonstrated that digital marketing significantly enhances the website's conversion rate by relying on digital marketing techniques that help support website traffic engagement, enhance the customer experience, and improve search engines.

III. AIM, OBJECTIVES, AND MODEL OF STUDY

Launching from the literary gap and previous studies presented. This current research aims to explore the influence of digital marketing techniques (A/B Testing, Landing Page Optimization, User Experience (UX) Optimization, Clear Call-to-Action (CTA), Social Proof, and Simplified Checkout Process) on the effectiveness of conversion rate optimization from the perspective of sales and marketing managers and employees in Jordanian cellular telecommunications companies. The study seeks to answer the following question:

What is the influence of digital marketing techniques in terms of (A/B Testing, Landing Page Optimization, User Experience (UX) Optimization, Clear Call-to-Action (CTA), Social Proof, and Simplified Checkout Process) on the effectiveness of conversion rate optimization within Jordanian cellular telecommunications companies?

Answering the main question of the study requires reaching the following set of objectives:

- Identify digital marketing techniques
- Highlight the concept of Conversion Rate Optimization CRO and its role in supporting digital marketing
- Explore the influence of digital marketing techniques on conversion rate optimization

In order to better highlight the relationship between variables, the researcher has built the following model from which hypotheses were extracted:

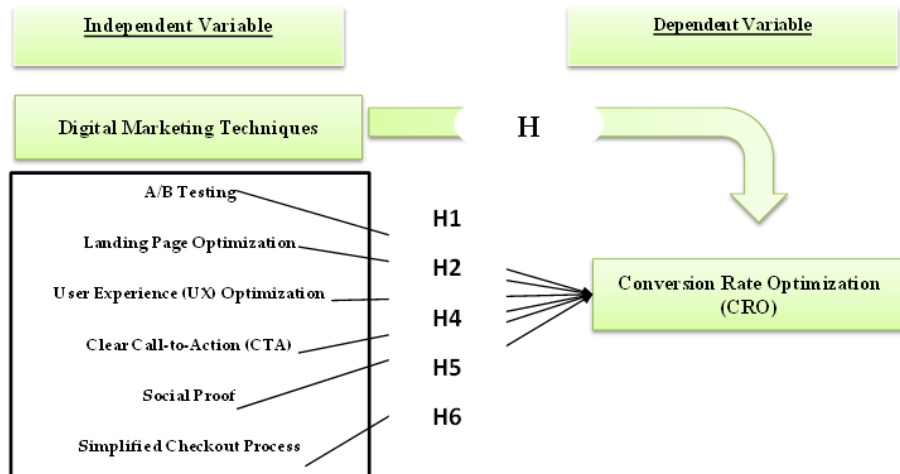


Figure 1: Study Model (Arifulin, 2022; Kantalainen, 2018; Meissner, 2020; Chaffey and Smith, 2022)

According to the study model above, it can be said that the current researcher hypothesized the following:

- **H:** Digital marketing techniques can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan
- **H1:** A/B Testing can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan
- **H2:** Landing Page Optimization can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan
- **H3:** User Experience (UX) Optimization can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan
- **H4:** Clear Call-to-Action (CTA) can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan
- **H5:** Social Proof can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan
- **H6:** Simplified Checkout Process can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan

IV. METHODS AND MATERIALS

A) Methodological Approach

The current study adopted the quantitative methodology. It was seen that quantitative methodology is more suitable for realizing the aim of the study as it can take a large sample size, which means that results can be generalized.

B) Tool of Study

A questionnaire was developed to be the main tool of study. It consisted of two main sections. The first section took into perspective the study sample demographics, while the other section presented items related to study variables. The questionnaire was built on a Likert 5-point scale and was built through the aid of previous studies, including Arifulin (2022), Meissner (2020), and Purnomo (2023). In order to make sure that the questionnaire items are valid and related to the study's main aim, a group of specialists and academics in the field arbitrated it. The final version of the questionnaire consisted of (36) items according to the following table 1.

Table 1: Items Distribution According to Variables

Variable	# of Items
Digital Marketing Strategies	
A/B Testing	5
Landing Page Optimization	5
User Experience (UX) Optimization	5
Clear Call-to-Action (CTA)	5
Social Proof	5
Simplified Checkout Process	5
Conversion Rate Optimization (CRO)	6

C) Population and Sampling

The study population consisted of sales and marketing managers and employees in Jordanian cellular telecommunications companies. A convenient sample of (126) individuals was chosen to represent the study population. The questionnaire was uploaded online for the sake of primary data collection. After the application process, the researcher was able to retrieve (100) properly filled questionnaires, which indicated a response rate of (79.37%) as statistically accepted.

D) Statistical Processing

Statistical Package for Social Sciences SPSS was in order to deal with primary data. Cronbach's Alpha was also used to test the reliability and consistency of the study tool. Table 2 shows that the Alpha value was higher than 0.70, which indicated a reliable and consistent study tool.

Table 2: Alpha Test

Variable	α
A/B Testing	0.875
Landing Page Optimization	0.726
User Experience (UX) Optimization	0.773
Clear Call-to-Action (CTA)	0.803
Social Proof	0.797
Simplified Checkout Process	0.815
Conversion Rate Optimization (CRO)	0.831

V. ANALYSIS AND DISCUSSION

A) Demographic Results

Results of the demographic analysis indicated that the majority of respondents were males, forming 73% who were within the age range of 31-36 years, forming 52% of the total sample. In addition, it was found that the majority of respondents held a BA degree, forming 79% with experience in the field of digital marketing that ranged between 6-8 years, forming 27% of the total sample.

Table 3: Demographic Statistics

	f	%
Gender		
Male	73	73.0
Female	27	27.0
Age		
25-30	28	28.0
31-36	52	52.0
+37	20	20.0
Education Level		
Diploma	5	5.0
BA	79	79.0
High Studies	16	16.0
Experience		
Less than 2 years	16	16.0
3-5	26	26.0
6-8	27	27.0
9-11	21	21.00
+12	10	10.00
Total	100	100.00

B) Questionnaire Analysis

Mean (μ) and standard deviation (σ) were tested for the questionnaire. Items of the questionnaire scored a mean higher than the mean of scale 3.00, which indicated that all respondents positively received them. The highest mean was scored by User Experience (UX) Optimization with a mean of 4.13/5.00 compared to Conversion Rate Optimization (CRO), scoring a mean of 3.63/5.00 but still positive as it scored higher than the mean of scale.

Table 4: Questionnaire Analysis

Statement	μ	σ
Continuous comparison between webpages of competitors is essential	3.81	1.28
There is an ongoing comparison between older and newer platforms of our webpages	4.43	.54
We compare headlines, colors, themes and pop-ups to see which one is more effective	4.30	.64
Layouts of our websites are developed and changed constantly	3.89	1.23
We compare and contrast the effectiveness of buttons, headlines and processes of the website	4.19	.91
A/B Testing	4.12	.79
All pages on our website are designed to take a specific action	3.90	1.24
Pages of our website are developed to be more attractive and compelling	4.08	1.01
We try all the time to make web pages more attractive and easy to browse	3.62	1.29
Images are usually relevant and centered on the content of the page	3.74	1.27
We make sure that all pages are working efficiently all the time	3.98	.98
Landing Page Optimization	3.86	.80
Our website is user-friendly, and the experience is almost seamless	4.57	.50
Navigation and browsing the website is designed to be interactive with the customer	3.84	1.18
Most of our demand is done through the website, which clears out that it is working effectively	4.18	.93
Our website opens perfectly on any browser that a customer is using	3.85	1.10
There are rare incidents of errors and freezing on our website, which makes it easy to use	4.19	.80
User Experience (UX) Optimization	4.13	.67
Instructions on the website are easy to follow and user-friendly	4.19	1.24
Rate of user engagement is high all the time due to the CTA prompts	3.88	1.34
All actions on the website are aligned with our own marketing objectives	3.81	1.38
Wording, phrasing and prompt actions are clear and easy to understand	3.80	1.33
All actions on the website are available in multiple languages	3.68	1.32

Clear Call-to-Action (CTA)	3.87	.99
There is a specific page for reviews, testimonials, ratings and trust seals	3.59	1.22
The website is filled with content that may enhance credibility	3.61	1.44
The website provides links to social media pages for more ratings	3.72	1.29
Both positive and negative feedback is available on the website for extra credibility	3.81	1.28
The platform and trustworthiness of the website mitigate the hesitation of customers to make a purchase	3.69	1.13
Social Proof	3.68	.95
Steps of exiting the website are easy and shortened	3.97	1.45
There is a limited number of fields to fill from clients	3.69	1.50
Authentication steps are clear and not complicated	3.64	1.53
There is a guest checkout option on the website to reduce steps	3.63	1.49
Progress of the browsing steps is clear and indicating	3.77	1.31
Simplified Checkout Process	3.74	1.10
Caring for CRO can optimize return on investments (ROI)	3.60	1.22
Attention to CRO is cost-effective and can be sorted as a risk management approach	3.87	1.53
CRO can enhance customer experience in marketing and purchasing	3.59	1.56
CRO can provide data-based decision-making for the organization	3.54	1.59
A well-examined CRO can present a good competitive advantage	3.54	1.55
CO helps in better understanding the targeted audience	3.66	1.40
Conversion Rate Optimization (CRO)	3.63	1.09

C) Hypotheses Testing

Testing the main hypothesis was done depending on multiple regression; it was determined that the main hypothesis was statistically supported at a significance level of 0.05, with an F value of 52.202. According to this evidence, Digital marketing techniques can increase conversion rate optimization (CRO) effectiveness among telecommunication organizations in Jordan. The independent variables account for 77.1% of the total variation in the dependent variable, and the correlation coefficient is very high at $r=0.878$.

Table 5: Main Hypothesis Testing

Coefficients								
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	.285	.363		.786	.434	.878	.771
	A/B Testing	-.125	.116	-.091	-1.081	.283		
	Landing Page Optimization	.307	.137	.227	2.244	.027		
	User Experience (UX) Optimization	-.188	.155	-.116	-1.215	.228		
	Clear Call-to-Action (CTA)	-.006	.159	-.005	-.037	.970		
	Social Proof	.221	.119	.192	1.849	.068		
	Simplified Checkout Process	.712	.108	.721	6.584	.000		
H: Digital marketing techniques can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan								

Sub-hypotheses of the study were also tested using linear regression. Results indicated the following:

The first hypothesis indicated that it was statistically supported at a significance level of 0.05, with an F value of 74.741. This means that A/B testing can increase Conversion Rate Optimization (CRO) effectiveness among telecommunication organizations in Jordan. The independent variable accounts for 32.8% of the total variation in the dependent variable, and the correlation coefficient was medium at $r=0.572$.

The second hypothesis was found to be statistically supported at a significance level of 0.05, with an F value of 55.959. According to this evidence, landing page optimization can increase Conversion Rate Optimization (CRO) effectiveness among telecommunication organizations in Jordan. The independent variable accounts for 36.3% of the total variation in the dependent variable, and the correlation coefficient was medium at $r=0.603$.

The third hypothesis was statistically supported at a significance level 0.05, with an F value of 43.203. According to this evidence, user experience (UX) optimization can increase Conversion Rate Optimization (CRO) effectiveness among telecommunication organizations in Jordan. The independent variable accounts for 30.6% of the total variation in the dependent variable, and the correlation coefficient was medium at $r=0.553$.

The fourth hypothesis was found to be statistically supported at a significance level of 0.05, with an F value of 169.18. According to this evidence, Clear Call-to-Action (CTA) can increase effectiveness of conversion rate optimization (CRO)

among telecommunication organizations in Jordan. The independent variable accounts for 63.3% of the total variation in the dependent variable, and the correlation coefficient was high at $r=0.796$.

The fifth hypothesis was statistically supported at a significance level of 0.05, with an F value of 102.061. According to this evidence, Social Proof can increase Conversion Rate Optimization (CRO) effectiveness among telecommunication organizations in Jordan. The independent variable accounts for 51% of the total variation in the dependent variable, and the correlation coefficient was high at $r=0.714$.

The sixth and final hypothesis was statistically supported at a significance level of 0.05, with an F value of 269.253. According to this evidence, the Simplified Checkout Process can increase Conversion Rate Optimization (CRO) effectiveness among telecommunication organizations in Jordan. The independent variable accounts for 73.3% of the total variation in the dependent variable, and the correlation coefficient was high at $r=0.856$.

Table 6: Sub-Hypotheses Testing

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
	B	Std. Error	Beta				
1 (Constant)	.379	.479		.791	.431	.572 ^a	.328
A/B Testing	.789	.114	.572	6.909	.000		
H1: A/B Testing can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan							
Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
	B	Std. Error	Beta				
1 (Constant)	.476	.431		1.105	.272	.603 ^a	.363
Landing Page Optimization	.817	.109	.603	7.481	.000		
H2: Landing Page Optimization can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan							
Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
	B	Std. Error	Beta				
1 (Constant)	-.060	.569		-.105	.916	.553 ^a	.306
User Experience (UX) Optimization	.895	.136	.553	6.573	.000		
H3: User Experience (UX) Optimization can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan							
Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
	B	Std. Error	Beta				
1 (Constant)	.234	.270		.869	.387	.796 ^a	.633
Clear Call-to-Action (CTA)	.878	.067	.796	13.007	.000		
H4: Clear Call-to-Action (CTA) can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan							
Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
	B	Std. Error	Beta				
1 (Constant)	.611	.309		1.980	.050	.714 ^a	.510
Social Proof	.820	.081	.714	10.103	.000		
H5: Social Proof can increase effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan							

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	.471	.201		2.346	.021	.856 ^a	.733
	Simplified Checkout Process	.845	.052	.856	16.409	.000		
H6: Simplified Checkout Process can increase the effectiveness of conversion rate optimization (CRO) among telecommunication organizations in Jordan								

D) Discussion

The current study hypothesized that digital marketing techniques, including (A/B testing, landing page optimization, user experience (UX) optimization, clear call-to-action (CTA), social proof, and simplified checkout process), can increase the effectiveness of conversion rate optimization (CRO) from the perspective of sales and marketing managers and employees in Jordanian cellular telecommunications companies. Quantitative methodology was adopted, and a questionnaire was self-administered by (100) sales and marketing managers. Results of primary data indicated acceptance of the main hypothesis, and there appeared that digital marketing can increase the effectiveness of conversion rate optimization. Through analysis, sub-variables of digital marketing (A/B testing, landing page optimization, user experience (UX) optimization, clear call-to-action (CTA), social proof, and simplified checkout process) were tested. It was seen that they all played a role in increasing the effectiveness of conversion rate optimization, with the highest influence from the simplified checkout process, which accounted for 73.3% of the variance. This means that simplified checkout means a lot to consumers, as the steps for purchasing and exiting the site must be easy and short, based on a limited number of fields that must be filled out, so they are simple, clear and not complicated. This was confirmed by Meissner (2020) and Purnomo (2023) when they pointed out the importance of having a guest logout option on the website to reduce the steps.

In the second rank, it was seen that clear call-to-action (CTA) accounted for 63.3% of the total variation, as it affected CRO by presenting easy instructions on the website that would increase customer engagement in addition to aligning all actions on the website with the marketing objectives. This was agreed on by Arifulin (2022), who noted that a good CTA means having wording, phrasing, and prompt actions that are clear, easy to understand, and available in multiple languages.

In the third rank, it was seen that social proof accounted for 51% of the total variation, as it played a role in increasing CRO in terms of having a specific page for reviews, testimonials, ratings and trust seals. In addition, CRO might be increased with the website being filled with content that may enhance credibility due to both positive and negative feedback. This is agreed with Arifulin (2022), who noted that social media platforms can increase trustworthiness and mitigate customers' hesitation to make a purchase. Variables of A/B testing, landing page optimization and user experience accounted for 32.8%, 36.3% and 30.6%, respectively.

VI. CONCLUSION AND RECOMMENDATIONS

All digital marketing techniques have the first and last goal of improving marketing performance and increasing trust in the brand. However, marketers must have a high level of knowledge and understanding of these techniques, given that they may provide an adverse reaction that the organization does not aspire to. These techniques and strategies must be supported by extensive trial and testing processes to improve performance, increase conversion rate, and achieve marketing goals. Generally, the most appropriate digital marketing strategy usually depends on the business activity and the nature of the goals to be achieved. However, there is no dispute over the idea that digital marketing would contribute to providing higher results at a lower cost compared to traditional marketing methods.

A) Practical and Theoretical Implications

Current research may present both practical and theoretical implications for marketers. On the practical level, it may orient the attention of marketers towards employing techniques and strategies that might be found more influential on their marketing efforts compared to other techniques. Theoretically, this current study sheds light on the relationship between digital marketing and the concept of conversion rate, in addition to identifying the best and most suitable digital process to optimize conversion rate.

B) Limitations of Study

The current study was limited to telecommunication organizations in Jordan. Only the managers' perspective of the marketing department and sales was taken into perspective. The current study was limited to perspectives only; financial reports or statements of information were not used within the study's analysis.

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