

Conversion



In online marketing, a **visitor** *converts* when the desired action of the **web site** is executed. The **conversion ratio** of a **user** registration **form** is thus the number of conversions divided by the total number of visitors. **A/B tests** try to optimize the conversion ratio towards a given set of **goals**.

There are four different types of conversions:

- [informational conversions](#)
- [search conversions](#)
- [transformational conversions](#)
- [transactional conversions](#)

More Information

- [Fix Me!](#)

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