

Kaspersky CRO Case Study

Structured CRO program that transformed conversion strategy and digital growth infrastructure across multiple global markets.

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Operationalizing Global Growth

Building a repeatable experimentation system capable of driving sustained growth across global digital touchpoints.



Creating a *scalable experimentation framework* to standardize testing methodologies globally.



Standardizing testing protocols across multiple *regions and product lines*.



Identifying and solving high-impact conversion problems through *strategic research*.



Enabling *continuous optimization* across the entire digital customer funnel.

The Problem

Overcoming Fragmented Optimization

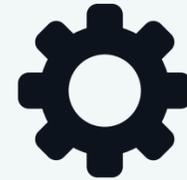
Identifying the core challenges that hindered scalability and behavioural understanding before the program launch.



Fragmented Testing



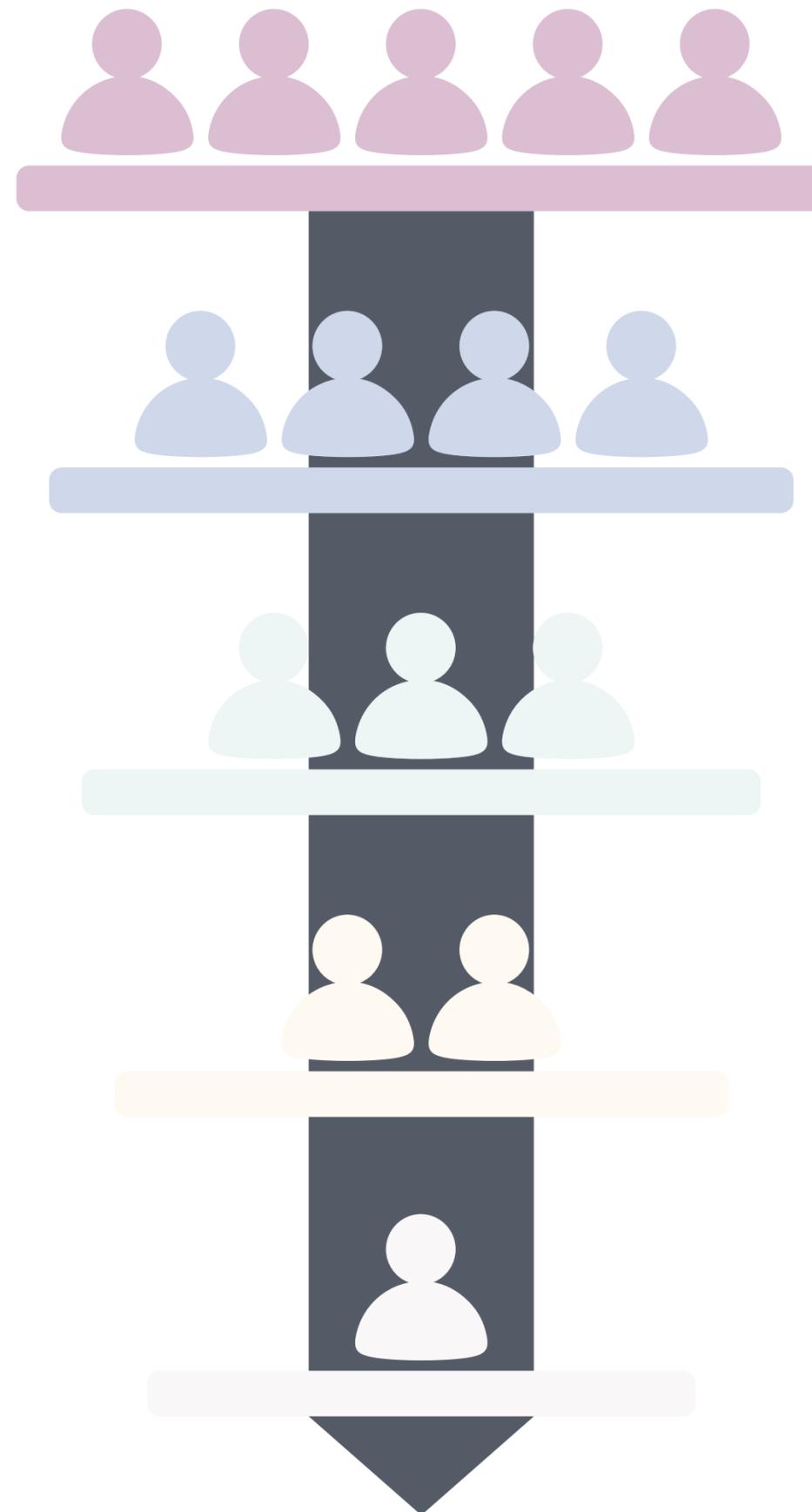
Operational Constraints



Systemic Limitations

The Conversion Model

The five core drivers of conversion that form the foundation for all global experimentation decisions.



Value Proposition

Clarifying why the user should choose Kaspersky products over competitors.

Incentives

Optimizing offers and motivations to encourage immediate action.

Friction

Identifying and removing obstacles within the user journey.

Anxiety

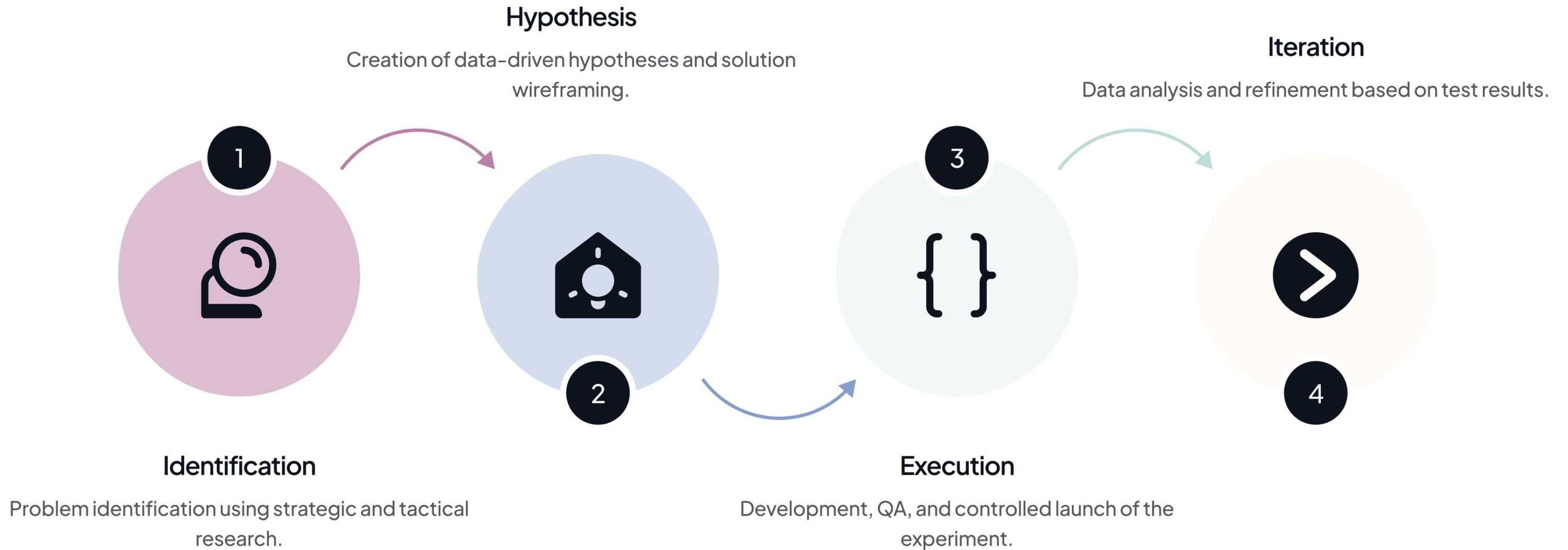
Addressing security concerns and building trust through social proof.

Pricing

Testing price presentation and tiering to maximize revenue.

The Experimentation Lifecycle

A full-stack optimization system ensures every test is strategic, data-backed, and repeatable.



Scaling Across Global Markets

The global operating model balanced central strategy with regional cultural adaptation.

Regional Hub	Core Markets	Operating Tier
London	UK, Western Europe	Tier 1
Moscow	Russia, CIS	Tier 1
Shanghai	China, East Asia	Tier 2
Bengaluru	India, South Asia	Tier 2

Key Initiative

The LP Strategic Initiative

Shifting focus from thousands of landing pages to templatised high converting landing pages that are better managed by local teams



B2C Conversion Rate

Personalising the experience for key audiences improved the conversion rate against thousands of existing landing pages.

+30%

Structured Experiments

Volume of experiments across core landing and product pages.

50

Test Specification Document Compliance

The 'No TSD, no test' policy ensured absolute operational discipline.

100%

Phases of Strategic Execution

A phased approach allowed Kaspersky to build a foundation before moving into advanced personalization.

Phase 2

Solve Conversion

Focused on value proposition clarity, incentive optimization, and friction reduction.

Phase 4

Global Scale

Established a repeatable learning system across all global touchpoints.

Phase 1

Build Foundation

Created base templates and fixed critical structural issues across the digital estate.

Phase 3

Personalization

Implemented behavioral targeting and dynamic content for audience-specific journeys.

Summary

A Global Capability Established

Beyond individual test wins, the program built a sustainable data-driven infrastructure for future growth.

