



Whitepaper



Download Now

The Conversion Gap

How Agentic AI turns your website into the revenue engine of your MarTech stack

What You'll Learn:

- ✦ *Why most Conversion & Revenue Optimization (CRO) programs fail*
- ✦ *How AI Agents run automated tests and personalizations at scale*
- ✦ *Unlocking 4x more conversions & reducing CAC by 45%*



Table of Contents

- 01 Introduction
- 02 Problems and Challenges in Current CRO
- 04 What Marketers Want
- 06 CRO Readiness Assessment *[Checklist]*
- 07 Overcoming the Conversion Gap
- 11 Agentic-CRO workforce in real life
- 12 The ROI Reality of Agentic AI
- 13 Conclusion

✦ *About Fibr AI*
The first Agentic CRO platform

Download your digital copy today

Use the QR code to download a digital copy of the guide and get access to all future editions of our retail media guides.



Download Now

Introduction

Every enterprise marketing leader knows the website should be a growth engine.

Personalize the website experience? More people buy.

Find the winning headline? Conversions go up.

Speed up the landing page? Bounce rates drop.

A VP of Marketing told us, ***“We ran a simple experiment on our homepage. Just changed the copy above the fold with a specific offer. It brought in an extra \$400k last quarter.”***

So yes, website optimization works. That’s not the debate.

The real question is: Why are most enterprise teams barely doing it?

We reviewed 20 Fortune 500 companies. On average, they’re running fewer than 8 meaningful experiments per year.

It’s not about budget or resource issues. These are well-funded teams with \$50M+ in spend, designers, engineers, and every tool you can name.

They believe in CRO. They want to experiment. But nothing’s shipping.

The issue isn’t intent. It’s the system. Too many disconnected tools and much manual work and no way to move fast.

“Companies drive **40 percent more of their revenue** from personalization than their slower-growing counterparts.”



McKinsey’s “What is Personalization?”, May 2023

But most teams never get to 40%. Because their systems weren’t built to scale optimization. This strategic guide breaks down what’s holding teams back and how Agentic AI unlocks faster & smarter growth.

Top brands are moving beyond one-off tests to AI-led systems that run experiments, personalize in real time, and launch changes without waiting on devs or analysts. Just a better way to operate.

Top five problems blocking digital conversions in enterprises

01 No Central Brain Driving CRO

Everyone believes optimization matters. But no one owns it.

Conversion and Revenue Optimization (CRO) ends up scattered across teams whether growth, content, product each pulling in a different direction.

The tools are there. The data's there. But no one's steering the ship.

And as a result, testing stays reactive. Not strategic.

02 No System to Reuse What Works

Every test feels like a first test.

There's no shared process, no central library of past experiments, and no loop to learn what worked or why.

Teams end up repeating work, guessing again, and missing out on compounding gains.

What should be a playbook becomes a patchwork.

03 Unclear ROI, High Effort

Marketers know a campaign will take 20 hours of effort, countless coordination between individuals, teams & agency.

But when the return is unclear or unmeasured, the work doesn't feel worth it. Especially if it has to be repeated 30 times for different products or regions.

This gap of high-effort, low-reward perception kills momentum before it begins.

Optimization starts to feel like busywork instead of growth.

04 Data Lives in Silos

Customer data is everywhere and nowhere. But it isn't the only thing stuck in silos, so is communication, content, and context. Ad messaging on Facebook don't align with what's sent on email. Landing pages say one thing, SMS says another. Even audiences are split across tools with no unified view.

CRMs, CMSs, analytics, media platforms, and chat tools each hold a different piece of the puzzle. This fragmentation makes personalization, experimentation, and even basic coordination harder than it should be. And because these siloed systems don't talk to each other, growth stalls.

05 Tool Overload, No Flow

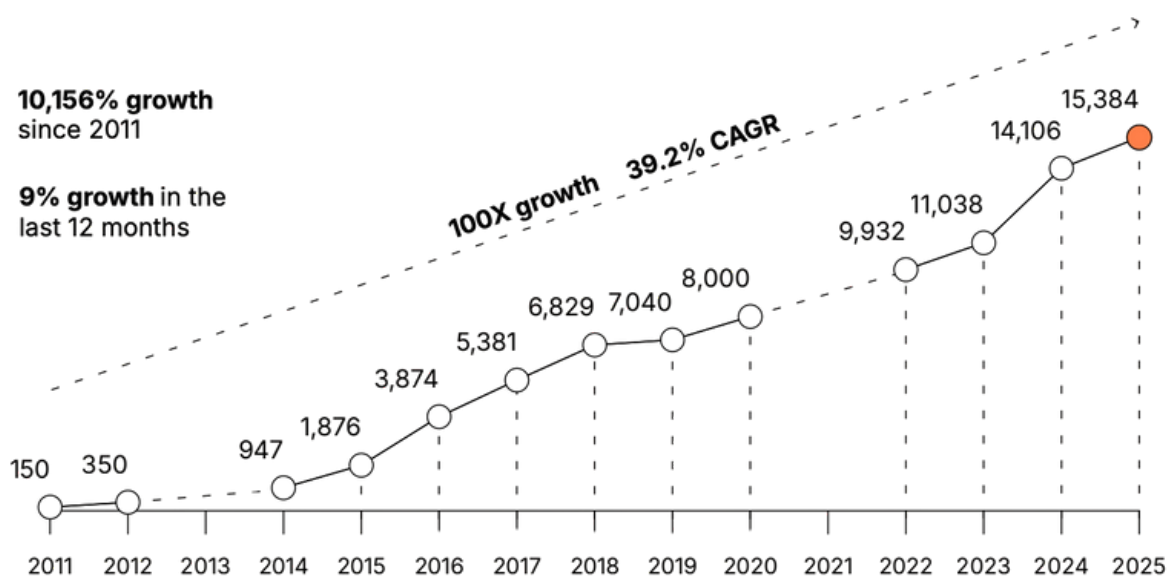
Most teams aren't short on software, they're drowning in it.

One tool for analytics. One for A/B testing. Another for personalization. Six dashboards. None of them talk.

Marketers spend more time managing tools than improving experiences.

And that defeats the point of optimization altogether.

Number of Martech Software Apps Since 2011



Source: chiefmartec & MartechTribe

The ideal conversion optimization system that marketers want

Every team wants to improve performance, but no one wants to fight their own system to do it.

In large organizations, marketers aren't asking for more tools or more data.

They're looking for clarity. They want to know where to start, what's worth investing time in, and how to repeat what works. Most teams already have ambition. What they need is the structure to act on it.

**“We’re doing the best we can with the system we have;
but it wasn’t built for agility.”**



“We drive a lot of media traffic to our site, but we struggle with bounce rates and experience gaps. The way our CMS is set up; it’s modular, unified across global markets and it makes sense for brand consistency, but it limits what we can do locally.

And we did not have a way to A/B test right either. So even when we saw issues, we couldn’t really act on them easily. And that’s the tension: we’re aligned on performance marketing principles, but our systems weren’t built for agility or iteration.”



Laura G.
VP of Marketing
Global Animal Health Brand

And after talking to 43 Marketers over the last 6 months, here’s how we summarised what Marketers are actually asking for:

1

Less Repetition, More Strategy

Too much time goes into tweaking buttons, duplicating pages, and chasing checklists.

These aren't strategic tasks, they're just clicks. Marketers want to spend time on ideas, not busywork.

2

One Place to Track and Plan Tests

It's hard to think clearly when nothing is tracked in one view. What was tested? What worked? What's next?

They need a simple way to see the big picture and make smarter calls.

3

The Ability to Scale What Works

When something works, it shouldn't stay stuck in one campaign or team.

Marketers want to reuse good ideas across regions, products, and funnels all at once, not one by one.

4

Continuous Optimization Post-Launch

Going live shouldn't mean going static.

They want to keep improving pages in real-time as new data rolls in without waiting for the next big push.

5

Freedom from Tech Bottlenecks

Every delay breaks the flow.

Marketers want to move faster making updates without waiting on devs, agencies, or approval queues.

Is your organization ready for CRO?

Try out this checklist →

#	Checklist Item	Yes/No
1	We can identify bounce rate issues and act on them within the same sprint.	☐
2	Our CMS allows for quick edits or testing without heavy tech involvement.	☐
3	We can launch an A/B test without waiting for a dev sprint or agency hours.	☐
4	Our landing pages dynamically reflect the messaging from our ads.	☐
5	We have a central place to track, prioritize, and revisit past experiments.	☐
6	When a test performs well, we can scale it across other pages or campaigns fast.	☐
7	Our team has clear ownership of CRO — from ideas to implementation.	☐
8	We get performance insights in near real-time (not weeks after launch).	☐
9	We've reduced repetitive tasks like cloning pages or tweaking buttons manually.	☐
10	We continuously optimize after launch; not just during a campaign push.	☐

How did you score?

Your checklist score reveals how well your team can turn insights into action; or if you're still treating CRO like a side hustle.

If You Scored	Your CRO Readiness Level is
0 to 4	 CRO Blocked You move fast and learn faster. CRO is a system, not a side project.
5 to 7	 Partially Operational The intent is there, but gaps in structure slow you down.
8 to 10	 Optimization-Ready You move fast and learn faster. CRO is a system, not a side project.

Overcoming the Conversion Gap

Let's be honest. If you're sitting in Stage 1 (CRO Blocked) or Stage 2 (Partially Operational), you're probably stuck in some version of this loop.

Manual tests. Slow approvals. Teams running isolated experiments.

And personalization? At best, it's just broad segments, applied inconsistently, and definitely not in real-time.

So what's the way out?

The answer isn't more dashboards or better templates. It's autonomous AI agents systems that don't just react to rules, but operate like teammates. They watch, learn, test, and improve, continuously.

We call this model **Agentic CRO Workforce**.

Think of Agents like handing the grunt work to a highly skilled AI workforce. One that doesn't sleep, doesn't miss details, and scales instantly, so your team can focus on strategy, not setup.

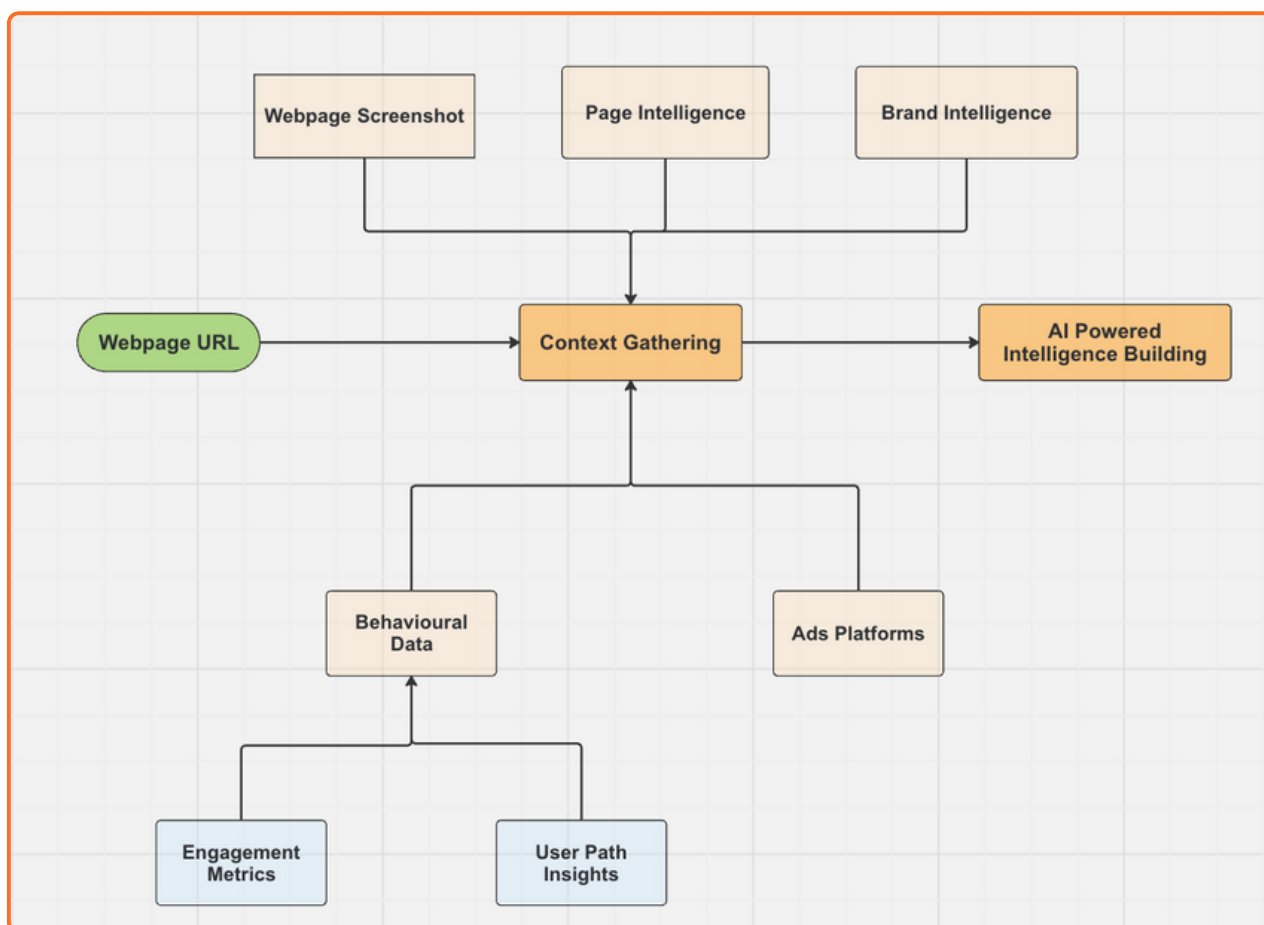
What Agentic-CRO workforce looks like in real life

01 Connected to Your Existing Stack

Your CRM, CDP, analytics nothing needs to change.

Agentic AI just plugs in and starts using what you already have. No migration. No new dashboards. Just better results.

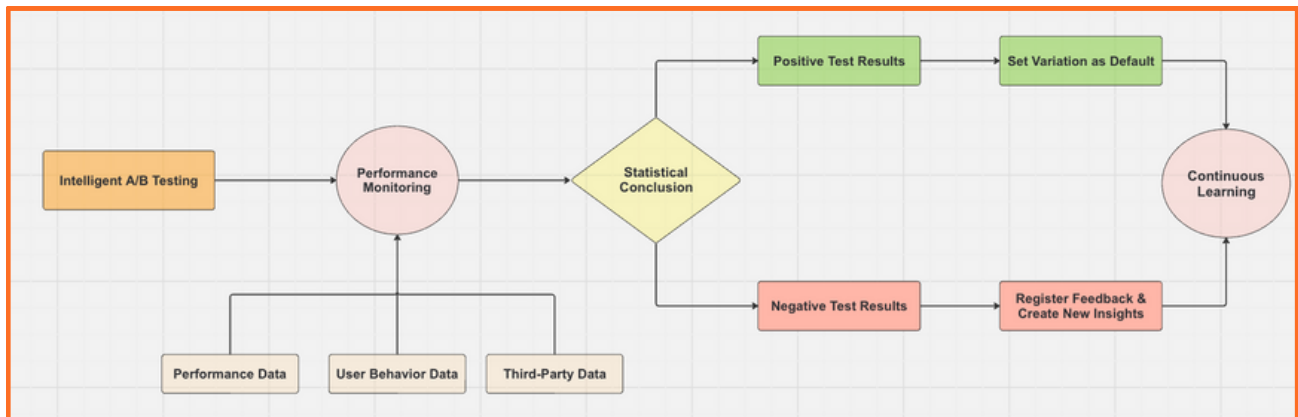
A truly agentic system, fetches all the context from your existing MarTech stack to give mimic your high agency employees (but better)



02 Keeps Improving After You Deploy

With Agentic AI, your marketing results and website should not sit still.

An Agentic system keeps testing, learning, and adjusting in the background. Based on real data and performance reports. You launch once, and the system keeps optimizing from there.

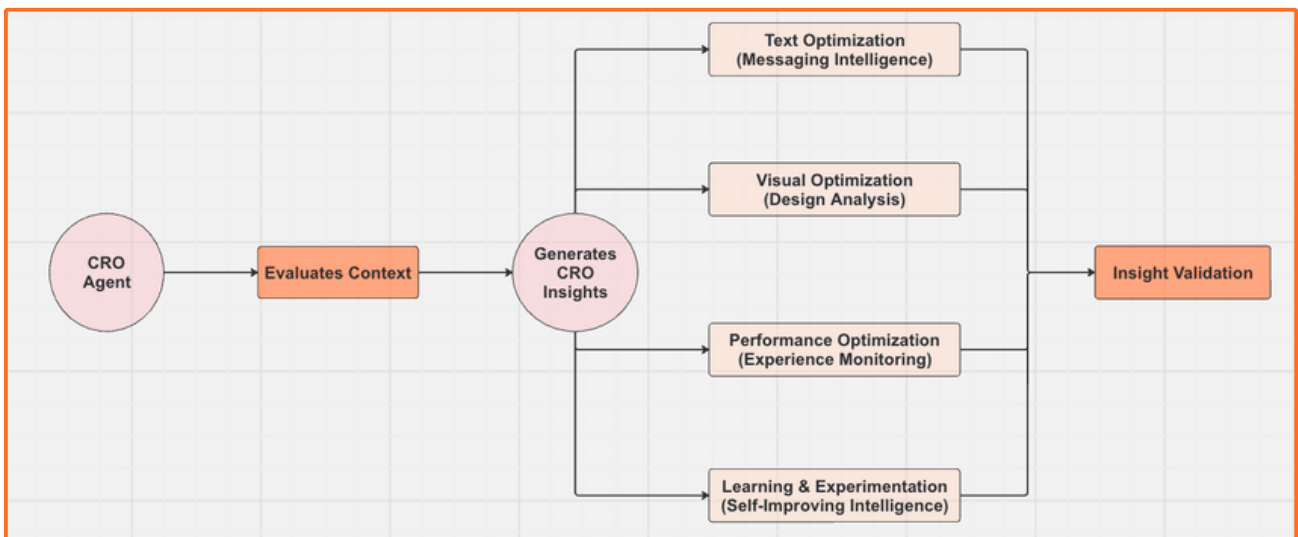


03 Thousands of Experiments, Running in Parallel

No more betting big on one idea.

Modern systems can run hundreds of micro-tests across your entire site on different offers, formats, audiences, and flows all at once.

Learn faster, adapt sooner, and skip the multi-week planning cycles.



04 Personalization Feels Effortless

Modern CRO doesn't rely on hard-coded rules or fixed segments.

It adapts in real time and changes automatically based on behavior, source, location, or even device. It's not just about 'showing different banners', it's about shaping the whole experience, live.

The ROI Reality (It's not just about conversion rates)

When CRO truly works, the results ripple far beyond just a higher conversion rate. You start to see it in how budget conversations shift from *"how much did we spend?"* to *"how much did we gain?"*

You see teams stop arguing over opinions and start aligning around experiments. Test results turn into reusable learnings. Winning ideas scale faster.

Performance improves, yes; but so does how people work. Marketing becomes more confident, more focused, more energized. Instead of guessing, the team starts knowing. Instead of reacting, they start optimizing.

Here's what that transformation looks like in practice:



Small lifts = Real money

Modern CRO doesn't rely on hard-coded rules or fixed segments.

It adapts in real time and changes automatically based on behavior, source, location, or even device. It's not just about 'showing different banners', it's about shaping the whole experience, live.



MarkOps dependency gets lighter

The old way: *More segments → More work → More people.*

The new way: *More segments → same team → Agents do the heavy lifting.*

Teams say they got back 60 - 80% of their time. Not from working less, just working on better stuff.

Instead of fixing spreadsheets or chasing approvals, they're focused on ideas and customer insights.

◀ Speed becomes the edge

Modern CRO doesn't rely on hard-coded rules or fixed segments.

It adapts in real time and changes automatically based on behavior, source, location, or even device. It's not just about 'showing different banners', it's about shaping the whole experience, live.

▶ Real wins don't stay stuck in one corner

In most orgs, even when something works, it stays isolated.

High-performing teams don't just optimize, they operationalize. They take what works and scale it across geos, products, audiences, and channels.

One test becomes 10 wins. One team's learning becomes a company-wide uplift. That's how CRO moves from marginal gains to compounding impact.

“Once we adopted agentic workflows, we stopped arguing over what to test & started scaling what worked.”



“Before, everything was ad hoc. Testing was reactive, owned by no one, and hard to repeat. We'd run a great experiment in one market, but it never made it to the others.

Now, with AI agents plugged into our analytics and media systems, we're not just experimenting, we're systematizing what works.

What used to take 3 weeks with 4 teams now takes a day. Our roadmap isn't filled with guesses anymore. It's driven by signals.

CRO has become an integral part of how we operate.”



Alex R.
VP of Marketing
Global Credit Union Brand

Conclusion: Lead or Lag Behind

Conversion & Revenue Optimization in most enterprise teams is broken. Not because people don't care, but because the system wasn't designed for scale.

You've got high traffic, high pressure, and fragmented ownership. Testing is manual. Personalization is limited. Wins are isolated and hard to repeat. The cost of inaction compounds every quarter but the fix hasn't been clear. Until now.

Agentic workflows change how CRO gets done.

They plug into your stack. They run hundreds of tests, not two. They turn ad clicks into personalized journeys. And they do it without increasing headcount or dragging in more approvals.

Early adopters aren't just seeing lifts, they're seeing lift that scales:

- 4x conversions
- 45% lower CAC
- 70% less time spent chasing execution

This isn't about squeezing out 1% gains. It's about rewiring the system so your team can finally move at the speed of your acquisition engine.

If you've been waiting for a better way to do CRO at scale, this is it. Not another tool. Not another agency. A system built for modern growth.

The future of CRO is autonomous. Distributed. Always-on.

You either lead that shift or you chase the teams who do.

Looking for an Agentic CRO Workforce?

Skip the chaos of tools, tickets, and bottlenecks. Let Fibr AI agents run your experiments, personalize at scale, and free your team to focus on what actually moves the needle.

[Book Demo with Fibr AI](#)

About **Fibr AI**

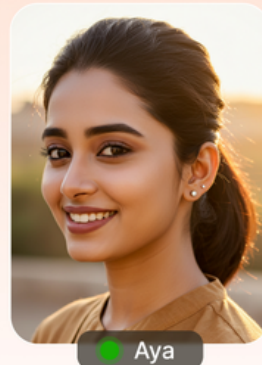
Fibr AI is an enterprise-grade AI Agents platform built for consumer marketers to drive conversions through continuous personalization and experimentation on their websites.

Fibr AI features 3 always-on core AI-Agents:

- LIV for real-time personalization and seamless Website <> MarTech integration
- MAX for continuous experimentation through analytics, insights, and hypothesis generation,
- AYA for proactive 24x7 optimization of website performance and vitals.

Fibr AI envisions a future where websites are no longer static endpoints, but living, breathing interfaces that learn, adapt, and evolve just like the rest of the modern marketing stack. Closing the post-click gap and unlocking previously untapped growth.

Founded by Ankur Goyal and Pritam Roy, Fibr AI is backed by Accel Partners and others, and is already powering CRO for some of the world's leading enterprises.



[Explore Fibr AI for Agentic CRO Workforce ↗](#)