

# CONVERSION MACHINE

## MODULE 5

Testing

**VIDEO 5** Transcript  
Business Objectives

# Business Objectives

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Hey everyone and welcome.

In this lesson you are going to iterate over your business objectives.

This lesson is very simple.

You simply look at your test results, update your business objectives to represent your new conversion rates and iterate on your next month goals.

See what hypothesis were validated or invalidated and look at your % change in conversion rate.

Then simply update your tracking spreadsheet and re-plan your next quarters goals.

See module one lesson five 'Business Objectives' for any reminders on what each section represents.

The purpose of this lesson and the last is to simply create habit in your conversion optimization process where all your work starts with and ends with your goals and customer understanding.

## **Happy Optimizing!**

If you have any feedback on the course, specific material or if you have a success story you want to share with the community as always reach out to us at: [support@conversionmachine.co](mailto:support@conversionmachine.co)