



AJ DAVIS

FOUNDER, [EXPERIMENT ZONE](#)

NICE TO MEET YOU

I love bringing life to data --- to tell the story of what customers need, what they want, and what companies need to do about it to stay relevant.

I believe that good ideas can come from anyone, and the hard work comes from evaluating and executing those ideas well.

LET'S TALK

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MORE ABOUT AJ

AJ is an industry expert in user experience strategy with a proven track record for delivering measurable value to clients.

AJ founded her own optimization agency called Experiment Zone, which provides conversion strategy and testing for online businesses.

AJ is an ex-Gogler and has led optimization strategy for Fortune 500 companies during her tenure at Clearhead, part of Accenture Interactive.

TURN CLICKS INTO CUSTOMERS

Companies turn to Experiment Zone to improve their conversion rates through experimentation.

Has your marketing team spent countless hours and dollars getting traffic to your website, only to have disappointing conversion results?

Our team helps businesses get the most return out of the traffic they already have. By optimizing what happens after customers visit the website, Experiment Zone ensures they have a great experience.

TOPICS I SPEAK ABOUT

CONVERSION RATE OPTIMIZATION / EXPERIENCE OPTIMIZATION

- Benefits of focusing on conversion rate optimization
- How creativity fits into the optimization process
- How to build an experimentation culture

USER EXPERIENCE (UX) RESEARCH

- Beyond Design: Why User Research is Essential for Business Strategy
- How to Use UX Research to Improve Optimization Programs
- The power of triangulating data sources

INTERESTED?

Shoot me an email at aj@experimentzone.com or book a time on my calendar at <https://bit.ly/2DrWaNV>.